

# Brand Appeal and Marketing Performance of Instant Noodles Products in Osun State, Nigeria

Journal of Management and  
Social Sciences  
© The Author 2025  
Reprints and permission  
jmseditorial@gmail.com

**Ajibade, Basit Olalekan**

Fountain University, Osogbo, Nigeria

**Osuolale, Olatunde Misbaudeen**

Fountain University, Osogbo, Nigeria

## Abstract

The modern consumer goods market has grown to be highly competitive; brand appeal plays a pivotal role in shaping consumer choice and driving product success. This study investigates the influence of brand appeal on the marketing performance of instant noodles products in Osun State, Nigeria. Using a survey design, data were collected from 418 consumers across the state. The study examined three key brand elements: brand name, brand packaging, and brand association. Findings indicate that all three variables are statistically significant and positively affect customer patronage. The model's  $R^2$  value of 0.598 suggests that approximately 60% of the variation in customer patronage can be explained by these brand elements combined, reflecting a high explanatory power. Additionally, the F-statistic of 24.380 confirms the overall model's statistical significance. The study underscores that while all elements are influential, packaging design and quality should be prioritized, followed by consistent advertising and brand image management. Based on the findings, it is recommended that manufacturers enhance their branding strategies by investing in distinctive brand names and engaging packaging that clearly communicates product value. Strengthening brand associations can further boost consumer loyalty and sustain market competitiveness.

## Keywords

Brand appeal, marketing performance, Instant Noodles, brand packaging, brand association

## Introduction

Brand appeal plays a critical role in shaping consumer behavior and influencing the marketing performance of products, particularly in the competitive fast-moving consumer goods (FMCG) sector, including instant noodles products. The significance of brand appeal in shaping consumer

## Corresponding author:

Basit Olalekan Ajibade, Department of Business Administration, Fountain University, Osogbo, Nigeria

Email: [inbox.basitajibade@gmail.com](mailto:inbox.basitajibade@gmail.com)

preferences and driving marketing performance is well-documented in academic literature. Brand appeal, which encompasses elements such as emotional resonance, product packaging, and credibility, plays a crucial role in influencing consumer purchasing decisions across various product categories, including instant noodles products. Research indicates that creative and original brand messaging significantly enhances consumer engagement, driving higher product performance through hedonic and emotional appeals (Ahmad & Fatmawati, 2023). Moreover, brand credibility, particularly in the food industry, fosters trust and perceived product quality, which in turn strengthens customer loyalty and enhances market competitiveness (Olannye & Dibie, 2020). The role of packaging as a strategic tool in marketing has also been highlighted, with studies suggesting that innovative packaging designs and clear brand messaging contribute positively to marketing performance (Agba *et al.*, 2024). Given the highly competitive nature of the instant noodles industry, brands that successfully leverage these factors can achieve superior marketing outcomes.

In Osun State, Nigeria, where local and international brands compete for consumer preference, understanding the factors driving brand appeal and its impact on marketing performance is crucial for businesses aiming to sustain market growth. Brand image, advertising strategies, and product differentiation significantly contribute to consumer purchasing decisions (Kesinro *et al.*, 2018). Consumers in Nigeria often make brand choices based on product awareness, availability, and perceived prestige, which account for a significant proportion of brand preference formation in the food industry (Chukwudi & Chinedu, 2023).

Marketing performance, a function of sales growth, customer retention, and market share, is influenced by branding strategies and consumer perception. Studies suggest that effective advertising media, including digital platforms and traditional outlets, enhance consumer brand preference and ultimately impact sales performance (Chukwudi & Chinedu, 2023; Kesinro *et al.*, 2018). In Osun State, instant noodles products are widely consumed, with both local and imported brands competing in a growing market driven by affordability, taste, and health considerations. Therefore, evaluating the role of brand appeal in marketing performance within this context will provide valuable insights for businesses and policymakers.

This study investigates the influence of brand appeal factors namely advertising, packaging, pricing, and brand loyalty on the marketing performance of selected instant noodle brands in Osun State, including Indomie, Golden Penny, Mimeo, Honeywell, and Supreme. These brands exhibit varied market positions, pricing models, and promotional strategies, offering a robust framework for analyzing consumer behavior and brand competitiveness. By examining this diversity, the study aims to deepen the understanding of brand competition dynamics in the Nigerian food sector and

to propose strategic recommendations for enhancing brand positioning and market penetration.

## **Literature Review**

### ***Conceptual Review***

The conceptual framework for this study integrates key elements of brand appeal brand image, packaging, advertising, and communication strategies and their impact on marketing performance. Brand appeal plays a crucial role in shaping consumer perception and loyalty, ultimately influencing product sales and market positioning (Heldt *et al.*, 2022).

### ***Brand Image and Packaging***

Brand image is a critical determinant of consumer purchasing decisions, as it reflects the perceived value and reputation of a product. A strong brand image fosters trust and preference, making consumers more likely to choose a brand over competitors (Hussain & Rashid, 2016). Packaging also plays a pivotal role in attracting consumer attention, influencing perceptions of quality, and differentiating a brand in the marketplace. The use of innovative, aesthetically appealing, and functional packaging enhances the brand's perceived value and contributes to consumer loyalty.

Consumers tend to associate brand image with trust, quality, and consistency, which in turn affects their purchasing behavior. A strong brand image can increase customer loyalty and provide a competitive edge, especially in the fast-moving consumer goods (FMCG) sector, such as instant noodles products. Studies have shown that brands that successfully communicate a positive and distinct image tend to achieve higher customer retention rates and brand advocacy (Keller, 2013). Furthermore, brand image is influenced by multiple factors, including advertising messages, word-of-mouth recommendations, and corporate social responsibility initiatives, all of which shape consumer perceptions (Kotler & Keller, 2016).

A strong brand image conveys reliability, quality, and consistency, which helps brands establish trust among consumers. Research shows that brands with a well-defined image are more likely to cultivate emotional connections with consumers, thereby increasing their willingness to pay a premium price for products (Hussain & Rashid, 2016). In the context of instant noodles products, brand image includes elements such as product authenticity, health benefits, and sustainability. Consumers are increasingly drawn to brands that promote organic ingredients, eco-friendly packaging, and ethical sourcing, as

these aspects enhance the perceived value of the product and reinforce positive brand associations.

Packaging transcends its protective function to serve as a crucial marketing tool that communicates brand identity and drives purchase decisions. Attractive, functional, and innovative packaging creates lasting impressions that differentiate products in crowded marketplaces. Imiru (2017) demonstrates that elements including color, design, material, and labeling significantly impact consumer buying behaviour, with eco-friendly options particularly appealing to environmentally conscious consumers.

For instant noodles products specifically, packaging that effectively highlights nutritional benefits, convenience, and aesthetic appeal becomes a decisive factor in consumer preference and repeat purchases. Heldt *et al.* (2022) confirm that visually appealing and functional packaging enhances food product attractiveness, influencing point-of-sale decisions. The strategic use of biodegradable materials, resealable designs, and clear nutritional labeling can substantially impact consumer preference in the instant noodles' category.

Beyond differentiation, effective packaging builds consumer trust through information provision, while its design elements; color, shape, and typography trigger subconscious emotional responses that shape brand perception and foster loyalty. This multidimensional approach to packaging strategy creates both immediate appeal and long-term brand value.

### ***Strategic Advertising and Communication in Building Brand Appeal***

Effective advertising and communication strategies are foundational to building strong brand equity by reinforcing positive associations and driving consumer engagement. Research by Mirabi and Lajevardi (2016) demonstrates that celebrity endorsements, persuasive messaging, and digital marketing tools significantly impact consumer perception and brand credibility. Consistent brand communication creates emotional connections with consumers, increasing loyalty and supporting long-term marketing success.

Modern advertising leverages multiple channels; traditional media (television, radio, print) alongside digital platforms (social media, influencer partnerships, content marketing) to maximize reach and influence. Brands employing emotional storytelling techniques create more resonant connections with audiences, generating lasting impressions that translate to loyalty (Kotler & Keller, 2016). In the instant noodles industry specifically, campaigns emphasizing tradition, quality ingredients, and family-oriented messaging perform exceptionally well by aligning with consumer values and expectations.

Digital communication strategies have revolutionized brand-consumer relationships, enabling direct engagement, real-time feedback, and community-driven loyalty. Studies indicate that brands achieving high levels of social media interaction experience greater brand recall and positive word-of-mouth marketing (Heldt *et al.*, 2022). Additionally, personalised email campaigns and

targeted online advertisements demonstrate effectiveness in improving conversion rates and customer retention.

A brand's success relies not solely on product quality but equally on how effectively it communicates its value proposition. Communication strategies that incorporate both emotional and rational appeals profoundly influence consumer perceptions and purchasing behavior, making strategic messaging essential to marketing performance. Direct consumer engagement through personalized marketing, interactive campaigns, and compelling brand narratives strengthens these connections substantially (Belch & Belch, 2018).

In the instant noodles' category, promotional campaigns highlighting health benefits, culinary applications, and cultural relevance enhance brand appeal. Furthermore, consistency across touchpoints packaging, digital content, and retail displays ensures a cohesive brand image that builds consumer trust and drives superior sales performance.

### ***Marketing Performance***

Marketing performance, in the context of this study, is measured by brand awareness, customer retention, sales growth, and competitive advantage. The integration of brand appeal elements image, packaging, advertising, and communication into marketing strategies enhances consumer attraction and sustains brand competitiveness in the instant noodles industry (Heldt *et al.*, 2022).

The measurable impact of brand appeal on marketing performance necessitates integrated metrics that capture both immediate response variables and long-term equity development. Traditional performance indicators like conversion rates and ROI must be supplemented with brand health metrics that quantify emotional connections and consumer sentiment. This balanced measurement approach which Kumar and Christodouloupoulou (2014) in Ali *et al.* (2023) term "dual-horizon marketing analytics," provides organizations with comprehensive insight into how brand investments translate to sustainable business performance.

## **Theoretical Review**

### ***The Brand Asset Valuator (BAV) Model***

The Brand Asset Valuator (BAV) model, developed by Young & Rubicam (Y&R), is a comprehensive framework for measuring brand equity and assessing how brand appeal influences consumer behaviour and market performance. This model is particularly relevant to the study of instant noodles product marketing as it provides insights into how brand strength and

differentiation impact consumer perception, loyalty, and purchasing behavior. Unlike other brand equity models, BAV offers a multidimensional approach that examines a brand's position in the market by analyzing four key pillars: Differentiation, Relevance, Esteem, and Knowledge (Aaker, 2011). These components collectively determine a brand's equity and influence its long-term success in competitive markets.

Differentiation refers to a brand's ability to stand out from competitors through unique value propositions such as innovative packaging, superior product quality, or distinct brand messaging. In the context of instant noodles products, differentiation can be established through product innovations like organic ingredients, gluten-free options, or culturally inspired flavors. Research suggests that differentiation is the most critical driver of brand success, as it sparks consumer interest and encourages trial purchases (Kotler & Keller, 2016). Strong differentiation leads to pricing power, allowing brands to charge premium prices due to perceived uniqueness and quality.

Relevance measures how well a brand meets consumer needs and fits into their lifestyles. An instant noodles brand that aligns with evolving consumer preferences such as convenience, health-consciousness, and affordability gain higher relevance in the market. The BAV model posits that while differentiation attracts initial consumer attention, relevance determines brand sustainability by ensuring continuous consumer engagement (Holt, 2004). For instance, brands that communicate nutritional benefits, convenient cooking methods, or family-friendly meal options are more likely to maintain consumer interest and loyalty. Esteem reflects consumer perceptions of a brand's quality, credibility, and overall reputation. Esteem is cultivated through consistent product quality, effective advertising, and positive customer experiences. In the instant noodles industry, brands with high esteem enjoy strong word-of-mouth marketing and repeat purchases.

Study indicates that brands that consistently deliver on their promises earn consumer trust and develop a loyal customer base (Keller, 2013). Positive associations such as authentic taste, high nutritional value, and reliable quality strengthen a brand's position in the competitive market. Knowledge refers to how well consumers recognize and understand a brand, influencing their willingness to purchase. A brand with strong knowledge is deeply embedded in consumer consciousness, making it a preferred choice in a crowded marketplace. High knowledge levels indicate strong brand equity, as consumers are more likely to buy from brands they are familiar with (Aaker, 2011). For instant noodles products, effective brand communication through advertising, social media engagement, and strategic in-store positioning enhances brand knowledge and recall, ultimately boosting sales performance.

The BAV model presents a structured way to analyze the impact of brand appeal on marketing performance by identifying the strengths and weaknesses of a brand within its market segment. In the instant noodles industry, brands that excel in differentiation, relevance, esteem, and knowledge tend to

outperform competitors in sales volume, customer loyalty, and market penetration. Moreover, advertising and packaging play crucial roles in reinforcing these four pillars, ensuring that the brand remains competitive and continues to meet consumer expectations.

## **Empirical Review**

Empirical studies on brand appeal and marketing performance have consistently demonstrated the role of branding elements such as differentiation, advertising, and consumer perception in shaping market outcomes. Research indicates that strong brand recognition plays a crucial role in consumer purchasing decisions, as consumers often associate well-known brands with higher quality and reliability (Bas, 2024). Additionally, the attractiveness of advertisements has been shown to positively impact brand exposure, suggesting that effective marketing strategies can enhance consumer perceptions and engagement (Ikbar *et al.*, 2024). Furthermore, product quality and brand image are critical determinants of purchasing decisions, with studies revealing that these factors collectively account for a substantial portion of consumer choice, highlighting their importance in marketing performance (Setyaningrum *et al.*, 2013). Lastly, the competitive landscape necessitates continuous innovation in product offerings to meet evolving consumer preferences, particularly among younger demographics who are increasingly drawn to healthier and more diverse options (Radhika & Bhushan, 2023). Thus, a comprehensive approach that integrates these elements is essential for enhancing brand appeal and achieving superior marketing performance in the instant noodles product sector.

Bahareth and Soliman (2025) conducted a comprehensive study involving 400 consumers across major cities in Saudi Arabia to investigate the influence of sustainable packaging on consumer behavior within the FMCG sector. Utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM), their analysis revealed that sustainable packaging significantly enhances consumer satisfaction and brand advocacy. The study emphasized that packaging, when aligned with environmental values, serves as a critical determinant in shaping consumer preferences and loyalty.

In a separate investigation by Guliyev (2025), 350 consumers from various regions in Azerbaijan were surveyed to assess the impact of branding strategies on consumer behavior in the food industry. The research employed a structured questionnaire and statistical analysis to evaluate the influence of brand packaging and advertising on purchasing decisions. Findings indicated that both packaging and advertising significantly affect consumer choices, with variations observed across different demographic groups.

Novitasari and Indrawati (2025) explored the role of digital branding in shaping consumer behavior among Generation Z in Indonesia. The study surveyed 500 respondents using an online questionnaire and analyzed the data through Structural Equation Modeling (SEM). Results demonstrated that digital advertising, service quality, and brand image significantly contribute to purchase decisions and customer loyalty.

Similarly, brand appeal has been shown to significantly impact consumer behavior in the food industry, particularly in the packaged goods sector. A study by Keller (2016) on fast-moving consumer goods (FMCG) brands found that elements such as packaging, visual identity, and advertising influence consumer trust and willingness to pay premium prices. Brand equity was found to drive repeat purchases and customer retention, indicating that strong brand appeal enhances long-term market performance. Furthermore, advertising strategies that effectively communicate a brand's value proposition lead to higher brand recognition and consumer engagement, reinforcing the role of branding in sustaining competitive advantage. These findings align with the Brand Asset Valuator (BAV) model, which posits that differentiation, relevance, esteem, and knowledge collectively contribute to a brand's strength in the marketplace (Kotler & Keller, 2016).

Nebojsa (2013) conducted a distinctive empirical study examining brand equity drivers and their consequences. Unlike previous research in this field, this investigation employed a methodology that extracted information from AC Nielsen market-based data and developed variable constructs from existing financial databases. This approach represented a significant methodological departure from earlier studies. A key strength of Nebojsa's research was its comprehensive use of actual market information spanning all three potential brand equity sources: consumer-based metrics, market performance data, and financial indicators. The findings revealed that branding investments, strategic pricing decisions, and perceived quality had strong associations with brand equity, ultimately contributing to higher brand valuations within the food industry.

The study made several notable contributions to brand equity research. By utilizing authentic market data rather than simulated or survey-based information, it provided more robust insights into the fast-moving consumer goods (FMCG) sector. Additionally, the research successfully integrated consumer perceptions, financial outcomes, and marketing strategies in a pragmatic framework that offered practical applications for brand management.

## **Literature Limitations**

This study acknowledges that some reviewed literatures dates beyond the conventional 5-10 year recency guideline. This limitation stems from the significant research gap concerning brand appeal and marketing performance specific to instant noodles products in the Nigerian context, particularly within Osun State. While contemporary marketing literature abounds globally, region-

specific and product-specific research examining instant noodle brand dynamics in Nigeria remains scarce. The selected older sources contain foundational theories and frameworks that remain relevant and have not been superseded by newer works in this specific context. This literature gap itself underscores the importance of the current study in addressing an under-researched area and contributing contemporary insights to the existing body of knowledge.

## **Research Methods**

### ***Research Design***

The research design used for the study was the survey method. The survey method is a way of collecting data from a sample of individuals systematically. Surveys are usually based on a sample of a population and thus the success of such research is dependent on the representativeness of the population concerned. The choice of survey method comes from its effectiveness in describing the preferences, behaviour, or factual information of respondents being considered.

### **Population of the Study**

All customers of instant noodles products in Osun State of Nigeria formed the population of the study. This study focused on major instant noodle brands available in Osun State, Nigeria, namely Indomie, Chikki, Golden Penny, Honeywell, Supreme, Mimeo etc. These brands were selected based on market share, availability, popularity among consumers.

Since the population of the customers is unknown, Israel (2009) developed a model to determine the sample size for unknown population:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

- $n_0$  = sample size
- $Z$  = value of the normal curve (1.96 at 95% confidence level)
- $p$  = estimated proportion (0.5)
- $q$  =  $1-p$  (0.5)
- $e$  = desired level of precision (0.048)

$$n_0 = \frac{(1.96)^2 (0.5)(0.5)}{(0.048)^2}$$

$$n_0 = \frac{0.9604}{0.002304} = 417.7 \approx 418 \text{ customers}$$

Therefore, the customer's sample size for the study at 95% confidence level and 4.8% precision is 418 customers of instant noodles products in Osun State.

### **Sampling Procedure and Technique**

Due to the nature and context of the topic under study and the location of the respondents, non-probability sampling technique was employed throughout because the order in which customers purchased the instant noodles products cannot be determined. Customers were approached randomly and the instrument was administered to them once they agreed to be a subject of the study.

### **Sources of Data Collection**

This research gathered information primarily through firsthand data collection technique. Questionnaires were served as the main data collection instrument, which the researcher personally administered to participants.

### **Instrument Validation Process**

Prior to implementing the full research study, the questionnaire underwent expert face and content validity assessment. This validation process involved an academic professional in the field of marketing research who carefully evaluated the instrument. The expert examined whether the questionnaire items appropriately represented the construct being measured, assessed the clarity and relevance of each question, and verified that the instrument comprehensively covered all essential aspects of the research dimensions. Based on their expert feedback and recommendations, necessary adjustments were made to strengthen the questionnaire's face and content validity.

### **Reliability Assessment**

The research employed a dual approach to establish instrument reliability. Initially, a test-retest procedure was implemented across two separate time periods. Following this, a more rigorous statistical evaluation was performed using Cronbach's Alpha coefficient through SPSS software analysis. The instrument was deemed reliable when the calculated reliability coefficient exceeded the threshold value of 0.7.

**Method of Data Analysis**

All analyses and test of hypotheses were done with multiple regression model. The multiple regression model used to ascertain the effect of brand name and image, packaging and advertising on customer patronage of instant noodles products in Osun state, Nigeria is implicitly stated as follows;

$$y = \beta_0 + \beta x_1 + \beta x_2 + \beta x_3 + e_i \dots\dots\dots (ii)$$

where;

- y = customer patronage (captured with a 5 point likert scale)
- x1 = brand name/image (captured with a 5 point likert scale)
- x2 = brand packaging (captured with a 5 point likert scale)
- x2 = brand advertisement (captured with a 5 point likert scale)
- e = error term

**Results and Discussion**

**Table 1: Effect of Brand Name/image, Brand Packaging and Brand Advertisement on Customer Patronage of instant noodles products in Osun State, Nigeria**

Variable	Coefficient	Std. error	t-value
<b>Constant</b>	0.588	0.390	1.508
<b>Brand name/image</b>	0.271	0.072	3.764***
<b>Brand packaging</b>	0.637	0.215	2.963**
<b>Brand advertisement</b>	0.326	0.088	3.705***
<b>R</b>	0.672		
<b>R<sup>2</sup></b>	0.598		
<b>F-statistic</b>	24.380		

**Source:** Survey Data, 2025

**Note:** \*\*\* = Significant at 1% level; \*\* = Significant at 5% level

Multiple regression result shows that brand name/image, brand packaging and brand advertisement were all positive and significant factors affecting customer patronage of instant noodles products in Osun state, Nigeria.

The multiple regression equation:  $y = 0.588 + 0.271x_1 + 0.637x_2 + 0.326x_3$

## Discussion of Findings

From the table above, multiple regression results show that brand name/image, brand packaging, and brand advertisement all have positive and significant effects on customer patronage of instant noodles products in Osun State, Nigeria. The regression equation ( $y = 0.588 + 0.271x_1 + 0.637x_2 + 0.326x_3$ ) reveals the mathematical relationship between these variables and customer patronage.

The coefficient for brand packaging (0.637) stands out as substantially higher than the other variables, suggesting that packaging elements exert the strongest influence on consumers' decisions to patronize instant noodle products. This finding aligns with consumer behavior theories that emphasize the importance of visual cues in fast-moving consumer goods categories, where purchase decisions are often made quickly at the point of sale. Packaging serves as both a functional and aesthetic component that appears to significantly shape consumer perceptions in this market. Similar findings were reported by Bilkisu (2021), who showed that packaging variables such as color, design, and labeling positively influenced impulse buying decisions for noodles. Ubah (2021) also found packaging to be a decisive factor in shaping consumer preferences in Abia State, reinforcing its dominant role in attracting patronage.

Brand advertisement follows as the second most influential factor with a coefficient of 0.326. The t-value of 3.705, significant at the 1% level, demonstrates the robust impact of advertising communications on driving customer patronage. This suggests that companies' investments in advertising campaigns are yielding meaningful returns in terms of customer acquisition and retention in the instant noodles category. In line with this result, Inoni (2017) confirmed that advertising significantly influenced buying behavior of Indomie consumers in Delta State. Similarly, Ikechukwu and Agu (2018) highlighted the effectiveness of television advertisements in shaping purchase decisions among university students, indicating that repeated messaging and brand visibility strongly impact consumer behaviour.

Brand name/image, with a coefficient of 0.271 and t-value of 3.764 (significant at 1% level), also plays an important role in determining customer patronage, though its impact is somewhat less pronounced than packaging. This coefficient indicates that the reputation, recognition, and overall perception of the brand name contribute significantly to consumers' purchasing decisions. Ndubuisi, Adirika, and Onuora (2023) support this finding, noting that brand identity and image are essential elements in fostering loyalty and consumer trust within the noodle market in Awka, Anambra State.

The model's  $R^2$  value of 0.598 indicates that approximately 60% of the variation in customer patronage can be explained by these three brand elements combined. This relatively high explanatory power suggests that the model captures most of the key factors driving consumer behavior in this product

category. The F-statistic of 24.380 further confirms the statistical significance of the overall model.

These findings provide valuable insights for manufacturers and marketers of instant noodles in Osun State. The results suggest that while all three brand elements are important, strategic allocation of resources should prioritize packaging design and quality, followed by effective advertising campaigns and consistent brand image management.

### **Key Insights**

1. Packaging is the most influential factor: With the highest coefficient (0.637), packaging has the greatest impact on customer patronage decisions for instant noodles in this market.
2. All brand elements matter: All three factors showed statistical significance, confirming they all play important roles in driving customer patronage.
3. Strong model fit: The  $R^2$  of 0.598 indicates that these three factors together explain a substantial portion of what influences customer patronage decisions.
4. Strategic implications: Companies marketing instant noodles in Osun State should prioritise packaging design while also maintaining strong brand image and effective advertising campaigns for maximum customer patronage.

### **Conclusion and Recommendations**

This study examined how brand name/image, packaging, and advertisement influence customer patronage of instant noodles in Osun State. All three elements positively impact patronage, with packaging having the strongest influence, followed by advertisement and brand name/image. The model explained nearly 60% of variation in customer patronage, demonstrating these factors are crucial in consumer purchasing decisions for instant noodles.

Based on the findings of this study, the following recommendations are proposed for instant noodles manufacturers and marketers operating in Osun State:

1. Companies should prioritise investments in packaging design and quality, ensuring that packaging is not only aesthetically appealing but also communicates key product benefits effectively. Packaging innovations that enhance convenience, freshness, and portion control may further strengthen customer patronage.
2. Advertising strategies should be refined to create compelling brand narratives that resonate with the target audience. Companies should

consider integrated marketing approaches that deliver consistent messages across multiple channels to maximize brand visibility and consumer engagement.

3. Brand managers should continue to build and maintain strong brand identities through consistent quality, authentic positioning, and meaningful consumer connections. Efforts to enhance brand reputation and recognition will contribute to long-term customer loyalty.
4. Product development initiatives should incorporate consumer feedback regarding packaging preferences, ensuring that functional aspects such as ease of opening, preparation, and disposal meet consumer expectations.
5. Market research should be conducted periodically to monitor changing consumer preferences and competitive activities, allowing companies to adapt their brand strategies accordingly.
6. Companies should explore digital marketing opportunities to complement traditional advertising, particularly to engage younger consumers who increasingly make purchase decisions based on online information and social media influences.

## References

- Aaker, D. A. (2011). *Building strong brands*. Free Press.
- Agba, O. J., Odu, K. J., Odu, K. S., & Christopher, A. O. (2024). Brand Packaging as An Educational Foundation and Marketing Performance of Made-In-Nigeria Cosmetic Products: The Case of Calabar Metropolis. *International Journal of Scientific and Research Publications*. <https://doi.org/10.29322/ijsrp.14.02.2023.p14608>.
- Ahmad, A. R., & Fatmawati, D. (2023). The Effect of Product Innovation, and Process Innovation on Competitive Advantages and Marketing Performance of Snack Products. <https://doi.org/10.31967/prmandala.v4i0.757>.
- Ali, B. M., Kumar, V., Fuxman, L., & Mohr, I. (2023). Climate change risks, sustainability and luxury branding: Friend or a foe. *Industrial Marketing Management*, 115, p. 57-68. <https://doi.org/10.1016/j.indmarman.2023.09.008>.
- Bahareth, A., & Soliman, K. (2025). The role of sustainable packaging in Saudi Arabian FMCG supply chains: Analyzing consumer acceptance and marketing strategies for enhancing environmental impact. *Journal of Ecohumanism*. <https://doi.org/10.62754/joe.v3i8.5795>.
- Bas, M. O. (2024). Brand Recognition and Consumer Choices. *Journal of Artificial Intelligence General Science (JAIGS)* ISSN:3006-4023, 6(1), 509–545. <https://doi.org/10.60087/jaigs.v6i1.281>.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.

- Bilkisu, A. A. (2021). Packaging and Consumer Impulse Buying Behaviour of Indomie Noodles in Kaduna Metropolis. *Journal of Economics and Rural Development*, 5(2), 112–123. Retrieved from <https://jearecons.com/index.php/jearecons/article/view/152>.
- Chukwudi, I., & Chinedu, C. G. (2023). Digital Advertising Preference and Marketing Performance of Automobile Products in Rivers State, Nigeria. *Journal of Economics, Finance and Management Studies*, 06(07). <https://doi.org/10.47191/jefms/v6-i7-63>.
- Guliyev, S. M. (2025). Impact of branding strategies on consumer behavior in Azerbaijan's food industry: An evaluation of demographic factors. *Russian Journal of Management*. <https://doi.org/10.29039/2500-1469-2024-12-4-214-223>.
- Heldt, R., Silveira, C. S., & Luce, F. (2022). Unifying Customer, Product and Brand Performance Management. *Academia-Revista Latinoamericana De Administracion*, 35(3), 398–412. <https://doi.org/10.1108/arla-01-2022-0014>.
- Holt, D. B. (2004). *How brands become icons: The principles of cultural branding*. Harvard Business Press.
- Hussain, S., & Rashid, Y. (2016). Brand Extension Success Elements: A Conceptual Framework. 8(1), 23–35. <https://www.airitilibrary.com/Publication/alDetailedMesh?DocID=P20151216014-201603-201607270065-201607270065-23-35>.
- Ikbar, H., Firdausa, F. R., Syamilah, F., Abillah, M. V., & Cindy, V. D. (2024). Perception of Advertising Attractiveness and Its Influence on Brand Exposure of Instant Noodle Products. *Journal of Business, Management, and Finance*, 4(2). <https://doi.org/10.21009/jbmk.0402.05>.
- Ikechukwu, A., & Agu, G. A. (2018). Impact of Television Advertisement on Undergraduate Students' Purchase Decision on Indomie Noodles. *Global Journal of Management and Business Research: E Marketing*, 18(1), 15–23. Retrieved from <https://www.researchgate.net/publication/329546350>.
- Imiru, G. A. (2017). The effect of packaging attributes on consumer buying decision behavior in major commercial cities in Ethiopia. *International Journal of Marketing Studies*, 9(6), 43–52. <https://doi.org/10.5539/ijms.v9n6p43>.
- Inoni, O. E. (2017). Analysis of Determinants of Consumer Behaviour in the Indomie Noodles Market in Delta State, Nigeria. *Journal of Business and Economic Policy*, 4(3), 60–75. <https://ideas.repec.org/a/vrn/journal/y2017i4p393-413.html>.
- Keller, K. L. (2016). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education.

- Kesinro, O., Adenugba, A., & Ademilua, A. (2018). New Product Development and Consumer Brand Adoption in SMEs Manufacturing Industry in Ogun State Nigeria. *International Journal of Economics and Management Sciences*, 7(1), 1–4. <https://doi.org/10.4172/2162-6359.1000488>.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.
- Mirabi, V. R., & Lajevardi, M. (2016). A Conceptual Model in Marketing: Celebrity Endorsement, Brand Credibility and Brand Equity. *Journal of Marketing and Consumer Research*, 22, p. 38-43. <https://iiste.org/Journals/index.php/JMCR/article/download/30157/30971>.
- Ndubuisi, O. C., Adirika, E. E., & Onuora, E. C. (2023). Effect of Brand Identity on Consumer Patronage of Indomie Noodles in Awka Metropolis. *Central Asian Journal of Innovations in Tourism and Management*, 4(2), 51–62. Retrieved from <https://cajitmfcentralasianstudies.org/index.php/CAJITMF/article/view/625>.
- Nebojsa, D. (2013). An Empirical Investigation of Brand Equity: Drivers and Their Consequences. *British Food Journal*, 115(9), 1342-1360. Available at SSRN: <https://ssrn.com/abstract=2103403>.
- Novitasari, W., & Indrawati, I. (2025). Exploring consumer behavior and its impact on Spotify customer loyalty among Generation Z in Indonesia. *International Journal of Current Science Research and Review*, 8(1). <https://doi.org/10.47191/ijcsrr/v8-i1-43>.
- Olannye, A. P., & Dibie, R. N. (2020). Brand Credibility and Marketing Performance in the Nigerian Brewery Industry. *International Journal of Social Sciences*, 4(3), 56–67. <https://doi.org/10.29332/IJSSH.V4N3.452>.
- Radhika, N., & Bhushan, P. (2023). Study on Consumer Attitude towards Instant Food Products with Specific Reference to Instant Noodles. *International Scientific Journal of Research in Engineering and Management*, 07(04). <https://doi.org/10.55041/ijrsrem18677>.
- Setyaningrum, N., Djoko, W. H., & Wijayanto, A. (2013). The Influence of Product Quality, Brand Image, and Sales Promotion in Purchasing Decision Making of Mie Sedaap Products. Case Study on Mie Sedaap Consumers in Tembalang District, Dinonegoro. *Journal of Social and Politic*, 1(1), 1-10.
- Ubah, S. C. (2021). Effect of Packaging on Consumer Preference for Noodles in Umuahia, Abia State. Michael Okpara University of Agriculture Repository. <https://repository.mouau.edu.ng/work/view/effect-of-packaging-on-consumer-preference-for-noodles-in-umuahia-abia-state-7-2>.