

## **CHAPTER ONE**

### **1.1 BACKGROUND OF THE STUDY**

The growing need to maintain a competitive edge and customer loyalty in the industry segment predetermine the significance to maintain unique and outstanding brand of services and product that commands consumer satisfaction and loyalty. The research seeks to investigate how Diamond Bank branding impacts on customers' behavior.

Diamond Bank Plc began as a private limited liability company in March, 21, 1991. (The Bank was incorporated in December 20, 1990). Ten years later in February 2001, it became a Universal Bank. In January, 2005 following a highly successful private placement share offer which substantially raised the bank's equity base, Diamond Bank became a public limited company. In May, 2005, the Bank was listed on the Nigerian stock exchange. Moreover, in January, 2008, Diamond Bank Global Depositary receipts (GDR) was listed on London Stock Exchange, the first bank in Africa to record that fact.

Today, Diamond Bank is one of the leading banks in Nigeria – respected for its excellent service delivery, driven by innovation and operating on the most advanced banking technology platform in the market. Diamond Bank has over the years leverage on its underlying resilience to grow its assets base and to successfully retain its key business relationship. And like a diamond, the Bank's strength make it even more valued.

In 2008, to ensure the Bank grows with the need of the customer, the Bank streamlined its operation into three distinct strategic business segments; retail banking, corporate banking and public sector.

Diamond Bank continues to develop and to build on its live competences, by continually cutting from the rough, the Bank has improved on services and other banking facilities.

However, like cutting from the rough gem to create a diamond of the finest quality the bank continuously builds on its brand. Hence, the nature of this research to investigate the impact of branding on customers' behavior with a case study of Diamond Bank plc.

### **1.2 STATEMENT OF THE PROBLEM**

Research in consumer behavior shows that we have a consumer driven society where the ultimate motive of business products and service is to satisfy consumer expectation makes them happy and remain loyal to the brand. Therefore, a perfect understanding of consumer behavior is determining.

“a. The psychology of the consumers and how they make decisions between depending on their needs and

brand awareness

- b. how service or products providers make to implement the best branding strategy for their product a service (e.g culture,family, signs, media).
- c. The various stages a consumer gives throughbefore purchasing a product or service.
- d. What factors determine consumer's loyaltyor repeat purchase of the brand" is crucial in meeting customer's satisfactionand brand loyalty. Therefore, an attempt to reach out to the consumereffectively demands a suitable banding strategy since consumer buying decisionmaking and loyalty is affected by various branding strategies. In an industrycharacterized by stuff competition an effective branding strategy issignificant not only to attract customers but to create customer loyalty to thebrand.

Therefore, this research seeks toinvestigate the impact of branding on case study of Diamond Bank Plc.

**1.3 OBJECTIVES OF THE STUDY**

- 1. To determine the nature of branding andbranding strategies
- 2. To determine the nature of consumer behavior
- 3. to determine affective branding strategiesthat would impact on consumerbehavior
- 4. To investigate the impact of branding onconsumer behavior
- 5. To investigate the impact of branding onconsumer behavior in Diamond BankPlc.

**1.4 RESEARCH QUESTION**

- 1. What is branding?
- 2. Whatis consumer behavior?
- 3. Whatis the nature of branding strategies?
- 4. What extent does branding impacts inconsumer behavior.

**1.5 SIGNIFICANCE OF THE STUDY**

- 1. To provide a detail analysis on the natureof consumer behavior
- 2. TO provide detail analysis in the nature ofbranding and branding strategy
- 3. To provide detail appraisal on the impactof branding in consumer behavior
- 4. To serve a reference point of informationin branding consumers' behavior andof the various branding strategies.

**1.6 STATEMENT OF HYPOTHESIS**

- 1.  $H_0$  Branding is not given significantattention in Diamond Bank Plc.

$H_1$  Branding is given significant attention in Diamond Bank Plc

2.  $H_0$  The impact of branding on consumers' behavior in Diamond Bank Plc is low

$H_1$  The impact of branding on consumers' behavior in Diamond Bank Plc is high

3.  $H_0$  Customers' loyalty to brand in Diamond Bank Plc is low

$H_1$  Customers' loyalty to brand in Diamond Bank Plc is high

## **1.7 SCOPE OF THE STUDY**

The study focuses on the impact of branding on consumers' behavior with a case study of Diamond Bank Plc.

## **1.8 DEFINITION OF TERMS**

### **DEFINITION OF BRANDING**

Branding is a specific or unique idea, any image or any specific name of any product or service with which the consumers can connect very easily. Branding thus, becomes a process of using that unique idea, name to make your product distinct from others. It helps to identify one's product or services. Thus, in the minds of consumers a brand becomes a promise that promise which will fulfill the needs of the consumers. Kotler P (1999).

### **DEFINITION OF CONSUMER BEHAVIOUR**

Consumer behavior is a branch of marketing which deals with the various stages a consumer goes through before purchasing products or services. It deals with how commercial and social information sources influence of culture, sub-cultures, social class, membership and reference groups on buying behavior. How buying decision extend beyond the individual to the family and the household, the roles of motivation, perception, learning, personality and attitudes in shaping consumer behavior and the importance of statistical factors in buying. Sengupta J. S. (2011).

## **THE IMPACT OF BRANDING ON CONSUMERS' BEHAVIOUR (A CASE STUDY OF DIAMOND BANK PLC)**

The complete project material is available and ready for download. All what you need to do is to order for the complete material. The price for the material is NGN 3,000.00.

Make payment via bank transfer to Bank: Guaranteed Trust Bank, Account name: Emi-Aware technology, Account Number: 0424875728

Bank: Zenith Bank, Account name: Emi-Aware technology, Account Number: 1222004869

or visit the website and pay online. For more info: Visit <https://researchcub.info/payment-instruct.html>

After payment send your depositor's name, amount paid, project topic, email address or your phone number (in which instructions will sent to you to download the material) to +234 70 6329 8784 via text message/ whatsapp or Email address: [info@allprojectmaterials.com](mailto:info@allprojectmaterials.com).

Once payment is confirmed, the material will be sent to you immediately.

It takes 5min to 30min to confirm and send the material to you.

For more project topics and materials visit: <https://researchcub.info/> or For enquiries: [info@allprojectmaterials.com](mailto:info@allprojectmaterials.com) or call/whatsapp: +234 70 6329 8784

Regards!!!