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**AN EMPIRICAL DISSECTION OF CONSUMERS BRAND LOYALTY TO PEPSI  
SOFT DRINK IN NIGERIA**

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**Abstract**

This study focused on the void that seems to exist as a result of the lack of use of brand loyalty theories to study consumers' brand loyalty to the Pepsi brand of soft drink in Nigeria. With the "brand-choice sequences" theory as the operational theoretical framework, this study dissected consumers' brand loyalty to Pepsi in Awka, a commercial city and capital of Anambra State in Nigeria. The study surveyed a convenience sample of 230 Pepsi consumers in some selected socioeconomic and demographic segments. Using computerized t-test, ANOVA and multiple regression analysis, data from the survey were analyzed for insight into the loyalty of Pepsi consumers in the study area. The results indicate that although there are significant variations in brand loyalties across the age, income and education segments, no significant undivided brand loyalty was detected, generally, among the Pepsi consumers. Of the socioeconomic and demographic variables considered as predictor variables, only education was found to be a significant but weak driver of Pepsi consumers' loyalty ( $R$ -squared = 9%). Future studies may simultaneously use additional brand loyalty theories to assess any convergence among the various theories. Pepsi marketers may benefit from the variations in brand loyalties across socioeconomic and demographic segments by presenting promotional programs targeted at specific consumer segments to create market niches for the Pepsi brand.

**Keywords:** "Brand- choice sequences", behavioral brand loyalty, Pepsi, Nigeria

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