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Robust Factors Influencing Consumer Patronage of Bread Brands: Empirical Evidence from Anambra State of Nigeria

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ABSTRACT: The study examined the robust factors that influence consumer patronage of bread brands in Anambra State of Nigeria. Specifically, the study investigated the influences of product quality, health benefit, taste, price, product availability and package design on consumer patronage of bread brands in Anambra State of Nigeria. This research work was anchored on the theory of planned behavior and theory of expectancy. A descriptive research design using a survey method was adopted in this study. The research instrument for data collection was the questionnaire which was administered to the consumers of the selected bread brands in Anambra State. The population comprised the consumers of the bread brands while the sample size was three hundred and seventy-nine. A convenience sampling technique was used. The hypotheses were tested using multiple regression analysis statistical technique at 0.05 level of significance. The findings revealed that product quality has a significant positive influence on consumer patronage of selected bread brands in Anambra State of Nigeria. Health benefit has a significant influence on consumer patronage of bread brands in Anambra State. Taste of bread has a significant influence on consumer patronage. The study also found that price has a significant but negative influence on consumer purchase in Anambra State. The findings revealed that product availability has a significant influence on consumer patronage of selected bread brands in Anambra State of Nigeria. The findings revealed that package design has a significant influence on consumer patronage of bread brands in Anambra State of Nigeria. The researchers recommended among others that bread manufacturers, sellers and other stakeholders should invest more on product quality, health benefit, taste, packaging design and product availability. They should put more effort by maintaining affordable prices so as to enhance sustained patronage of bread brands in Anambra State of Nigeria.

Keywords: Influencing Factors, Consumer Patronage. Bread Brands, Anambra State, Nigeria

1. INTRODUCTION

The bread industry has witnessed significant changes in consumer patronage, necessitated by growing health consciousness, increasing demand for convenience, and rising expectations for quality and taste. Significantly, more consumers are gravitating towards healthier and more natural options, leading to the rise of specialty bread brands like Lovebite, Iruka, Stanel and Yale Bread. However, the rapid increase in bread consumption as a staple food led to the concern as well as studies on its purchasing motives. The decision-making process of consumers in relation to bread products is varied and influenced by several determinants namely: product quality, health benefits, taste, price,

product availability, and package design. These influencing factors are imperative in shaping consumer preferences and purchasing decisions. Bread producers like Lovebite, Iruka, Stanel and Yale bread strive to provide offerings that satisfy consumer needs and expectations to ensure the good's economic survival. To achieve this accomplishment, they need to understand consumer patronage action to help them evaluate their offerings. Iweama and Ifediba (2021) precisely suggested that bakers should be aware that consumers are their source of living, thereby must ensure to produce products of good quality, size, design, and label and at affordable prices. The consumer is the final user of a product. More so, customer patronage is an important factor in the customer strategy of any organization (Olewe & Okeke, 2020). Likewise understanding the consumer behaviour is essential as it results to consumer patronage. Consumer behavior is a complex field that examines the processes and factors influencing people's purchasing decisions (Nizhum, 2024).

Indisputably, various studies have been carried out on what influences consumer patronage. Ultimately, consumer patronage of bread brands is influenced by a combination of factors, and it can vary across different countries and individuals. The consumer purchase action is a complex matter as many factors influence the buying decision of the consumer (Anetoh et al., 2022). The consumer makes a purchase decision by examining alternatives before making the purchase (Anetoh,2016). Sometimes, the purchase may differ from the purchase decision reached earlier. The consumer determines whether he is satisfied or not with the goods bought (Anetoh, 2017). The importance of identifying and analyzing factors that influence the consumers when he/she decides to patronize a bread brand is very crucial hence; it is a necessity for bakeries and retailers to know and understand what determines and influences the customers in order to enhance consumer patronage. Therefore, this study sought to investigate the influence of product quality, health benefit, taste, price, product availability and package design on consumer patronage of bread brands in Anambra State of Nigeria. The problem which led to the course of this study is the intense competition couple with the difficulty to pinpoint the factors that instigate consumers' patronage of bread brands in Anambra State, Nigeria. Hence, this is as a result of consumer's unpredictability and the rapid increase in bread consumption as a staple food.

Notably, numerous studies have been done in the area of consumer patronage in general such as consumer goods industry (Anetoh et al., 2021; Abioro & Odunlami, 2021), cosmetics brands (Anetoh et al., 2022) fast food outlets, food vendors/ restaurants (Ebikela & Arikekpar, 2022; Umeanyika et al., 2021), hosiery products (Agarwal, 2019), international brands (Muhammad & Farah, 2017), malt drinks (Chukwu, 2022), milk products (Nwobodo et al., 2023), pharmaceutical products (Awoniyi et al., 2022). Thus, this study centers on the consumer patronage of bread. Undoubtedly, it has been discovered that research gaps exist despite the limited research on the consumer patronage of bread. Notwithstanding that a few empirical literatures on consumer patronage of bread exist in Nigeria; Iweama & Ifediba (2021) research was centered on the influence of packaging attributes. On the other hand, Wanbugu and Maina (2022) concentrated on the influence of cultural factors on consumer behaviour of bread. Akdemir et al. (2020) focused on the influence of socioeconomic and demographic factors. Furthermore, quality, nutritional value, taste, price, and packaging variables related to this study were identified in previous studies such as (Akhidue & Ehisuoria, 2022; Eglite & Kunkulberga, 2015; Oktavia et al., 2020) but the extent these factors influence consumer patronage has not

been ascertained. This has led to a knowledge gap in the literature which the present study sought to address. In addition, extant literature has indicated that only few studies exist on determinants of consumer patronage of bread in Nigeria (Akhidue & Ehisuoria, 2022) but were not done in Anambra State. Based on the gaps identified in the literature, there is need for further empirical studies concerning factors that influence consumer patronage of bread brands so as to close the knowledge gaps. Accordingly, based on the research gaps identified, the present study is an attempt to close the research gaps so as to contribute to knowledge. Therefore, the study investigates the influence of product quality, health benefits, taste, price, product availability and package design on consumer patronage of selected brands of bread in Anambra State of Nigeria.

Objectives of the Study

The main objective of this study is to investigate the robust factors influencing consumer patronage of selected bread brands in Anambra State of Nigeria. The specific objectives are;

1. Determine the influence of product quality on consumer patronage of selected bread brands in Anambra State.
2. Ascertain the influence of health benefit on consumer patronage of selected bread brands in Anambra State.
3. Investigate the influence of taste on consumer patronage of selected bread brands in Anambra State.
4. Assess the influence of price on consumer patronage of selected bread brands in Anambra State.
5. Establish the influence of product availability on consumer patronage of selected bread brands in Anambra State.
6. Examine the influence of package design on consumer patronage of selected bread brands in Anambra State.

Significance and Scope of the Study

The study is expected to be beneficial to bread manufacturers, retailers and bread distributors in improving product offerings, marketing strategies, promotions, inventory management and supply chain strategies, ultimately to meet customer needs and improving sale. The findings of this study would help marketing professionals develop targeted advertising campaigns and promotional strategies that resonate with specific consumer segments, enhancing brand loyalty and driving sales. Product developers and policy makers and nutritionists will gain insights from this study to create innovations and craft policies aimed at improving public health, dietary guidelines, and addressing issues like food security. This study is expected to be of great benefits to Academics and Researchers by providing valuable insights for future research and academic studies. This study is expected to be of immense relevance to government agencies by enabling them to develop effective policies and programs that support industry growth. In addition, the findings from this study are expected to give more insights to bread consumers for informed purchasing decisions. The study focused on the determinants of consumer patronage of selected bread brands in Anambra State, Nigeria. In addition, the scope of this research is found within the context of consumer behaviour. The variables scope for this study are as follows; product quality, health benefit, taste, price, product availability and package design which formed the independent variables for this study. The dependent variable for this study is consumer patronage. The unit scope of the study is the consumers of selected bread brands (Lovebite, Iruka, Stanel and Yale breads) in Awka, Nnewi and Onitsha areas of Anambra State, Nigeria.

2. LITERATURE REVIEW

2.1 Conceptual Review

2.1.1. Product Quality

Product quality refers to as the ability of a product to carry out its functions and performance, which can meet the needs and desires of customers. It also refers to "the features incorporated in it that fulfill customer requirements and meet their expectations". Nizhum (2024) described product quality as how well a product fulfils industry standards, satisfies client needs, and accomplishes its intended function. High quality product assurance is the bedrock of a brand trust. Most consumers do not demand for just any kind of products; they demand for products with high qualities. Consumers associate high-quality products with superior performance, reliability, and satisfaction. Consumers typically seek products that offer the best quality for the price they are willing to pay. When the quality and price is in accordance with customer expectations, the customer will be satisfied without examining the value of the product (Razak et al., 2016). Quality is a key factor that differentiates products by setting them apart from others and creates a unique selling proposition for businesses. When consumers perceive a particular product to be of superior quality compared to its competitors, they are more likely to choose it. Chukwu (2022) stated that businesses consider key factors in evaluating product quality, including whether a product solves a problem, works efficiently or suits customers' purposes and also based on various perspectives that show how different groups perceive the usefulness of a product.

2.1.2. Health Benefit

It is the physical and emotional well-being, that is associated with normal functioning of the human body, absent of disease, pain (including metal pain), or injury. A generally accepted definition of health by World Health Organization (2025) states that "health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity". Svalastog et al. (2017) maintain that it is a relative state in which one is able to function well physically, mentally, socially, and spiritually to express the full range of one's unique potentialities within the environment in which one lives. Thus, the term "health benefits" highlights the advantages of maintaining a healthy lifestyle and the importance of health-related services and interventions for overall well-being. Health benefits refer to various positive effects or improvements to an individual's physical, mental, and emotional well-being. The term "health benefits" highlights the advantages of maintaining a healthy lifestyle and the importance of health-related services and interventions for overall well-being. However, eating a well-balanced diet can add or improve one's health. Health-conscious consumers seek after whole grain, high-fiber, and low-sodium options. Consumers are enlightened to limit their daily intake of calories to improve healthy living.

2.1.3. Taste

Taste involves the perception of various elements such as sweetness, sourness, bitterness, saltiness, and umami, which are detected by taste buds (Anetoh et al., 2020; Anetoh, Ndubisi & Anetoh, 2025). Taste has been perceived as a strong sensory marketing tool for appealing to customers of edible products (Nwachukwu et al., 2022). Taste remains a pivotal factor in bread selection, as consumers seek bread that meets their taste preferences (Kim, 2019).Research has shown that consumers tend to prefer bread with a slightly sweet taste (Baker, 2018).Bread brands that consistently deliver a delicious taste, whether it is a rich, nutty flavor in whole-grain bread or a lightly sweet taste in white bread, tend to attract loyal customers (Bainbridge et al., 2016).Bread brands that offer unique taste profiles, such as artisanal or specialty bread, can attract consumers seeking

novel taste experiences (Grunert et al., 2014). Indisputably, by aligning brand attributes and taste profiles with consumer preferences, bread brands can enhance brand loyalty, promote product differentiation, and cater to health-conscious consumers. It involves the perception of various elements such as sweetness, sourness, bitterness. Therefore, poor taste can lead to product failure. Importantly, a good taste experience can lead to repeat purchases, positive word-of-mouth, and brand loyalty. Taste is also a key differentiating factor that helps consumers distinguish between various brands and choose one that aligns with their taste preferences.

2.1.4. Price

Huang & Liu (2021) reported that price is a significant factor for many consumers, especially for everyday bread purchases, there was a substantial segment willing to pay premium prices for artisanal, specialty, or perceived higher-quality breads. Price sensitivity may negatively affect brand patronage or loyalty. Eglite and Kunkulberga (2025) stressed that goods with higher appreciation level and satisfaction of consumers reduces sensitivity to price. Consumers with high purchasing power may buy expensive brands to impress others or for their own satisfaction (Mohammad & Farah, 2017). Price is the required amount paid by a customer to purchase a product or service, it is the cost at which an item is purchased. Olewe and Okeke (2020) stated that prices are set according to the value of the product. Studies reviewed agreed with the fact that consumers expect exceptional quality or product value when the product is very expensive and fails to meet their expectations and satisfaction, they automatically forget the product. Price is an important determinant of consumer behavior across various product categories, including bread. Competitive pricing that balances quality and affordability can drive consumer patronage. Hence, affordable bread options that meet quality and nutritional standards appeal to price-conscious consumers.

2.1.5. Product Availability

If a brand is not widely distributed or difficult to find, it may negatively affect consumer patronage. The wider the distribution network of a bread brand, the more likely consumers are to choose it over competitors (Shirin et al., 2018). Products exist to provide solutions to an identified problem. The study views the term "product" as anything tangible or intangible that can be made available for sale to satisfy human needs and wants. Jenkins (2022) defines product availability as a retailer's ability to meet customer demand for a given item. The availability of a product can impact a consumer's purchase decision (Ukpaka & Anetoh, 2025, Anetoh et al., 2021) and ultimately influence their buying patterns (Chendo, 2019). Wide distribution and availability of bread in various stores, online platforms, and even subscription services ensure that consumers can access their preferred bread whenever and wherever they want. Consumers prefer bread brands that are easily accessible and readily available at different locations, such as convenience stores, supermarkets and local bakeries. If a brand is not widely distributed or difficult to find, it may negatively affect consumer patronage. The wider the distribution network of a bread brand, the more likely consumers are to choose it over competitors (Shirin et al., 2018).

2.1.6. Package Design

Attractive packaging that stands out on store shelves and communicates the brand's values and unique selling proposition can influence consumer choice. Consumers may be drawn to bread brands with visually appealing packaging, clear product information, easy to open design, and package sizes that suit their needs. Packaging materials that are environmentally friendly, reusable, or resealable might also influence consumer

decisions (Martínez-Bravo et al., 2019). A nice packaging can appeal the attentiveness of consumers towards a certain brand of bread while poor packaging can discourage consumers from purchasing a brand of bread. Package design involves both the visual and functional aspects of packaging. Attractive and convenient packaging can differentiate products and influence consumer patronage. However, brand recognition and image can be promoted through consistent well-designed packaging, leading to repeat purchases and brand loyalty. Packaging can contribute to the success or failure of a product. Success largely depends on how the creator designs it. Eco-friendly packaging, clear labeling, and unique design elements can contribute to a product's appeal. Packaging design is vital in the marketing of consumer goods like bread, communicating its benefits, brand identity and quality, thus influencing consumer decisions.

2.1.7. Consumer Patronage

Consumer patronage is crucial for business profitability, growth, and expansion. Chukundah and Acee-Eke (2023) stated that consumer patronage is a key concept in marketing. consumer patronage represents the preference for a company's products or services (Chukundah and Acee-Eke, 2023). Accordingly, the sole purpose of every business is to create customers (Olewe & Okeke, 2020). Consumer patronage is the dependent variable as used in this study. Consumer patronage is crucial for business profitability, growth, and expansion. Olewe and Okeke (2020) posit that customer patronage is an important factor for increasing profitability and maintaining the position of the organization. Consumer preference, consumer choice, consumer purchase and consumer patronage are very important construct in marketing and consumer behavior studies (Anetoh et al., 2022; Umeanyika et al., 2021; Anetoh et al., 2020 and Anetoh et al., 2022). Contributing, Arinze and Oranye (2021) assert that the heterogeneity of the consumer market place has provided the impetus for a continuous search for variables to account for differences in consumer behaviour. A person may make a patronage decision based on the degree of involvement with a particular product classification. They also stated that customer patronage results from an initial product that is reinforced through satisfaction, leading to repeat purchase. The attitude of the consumer decides how existing goods will be sold. Consumer patronage is built on trust, satisfaction, and positive experiences (Anetoh Ajakpo & AAnetoh, 2025; Anetoh et al., 2016).

2.2 Relevant Theory

This study is anchored on the Theory of Planned Behavior (TPB)

Theory of planned behaviour was propounded by Ajzen (1991). The theory of planned behaviour is a social psychology theory that explains and predicts human behaviour based on individual's intentions. It proposes that individuals' behavioural intentions are influenced by their attitudes towards the behaviour, subjective norms (perceived social pressure), and perceived behavioural control. In the context of consumer patronage of selected bread brands, the theory of planned behaviour can be applied to understand how various factors such as product quality, health benefit, taste, price, product availability and package design influence consumer decision-making process. The TPB suggests that these factors can influence attitudes, subjective norms, and perceived behavioural control, which in turn can influence consumer patronage. The relevance of this theory is that it can play an immense role in explaining how consumers' expectations about bread quality, health benefit, taste, price, product availability and package design influence their purchasing decisions and patronage of specific bread brands.

2.3. Empirical Review

Nwobodo et al. (2023) researched on the packaging attributes and consumers' patronage of milk products. A cross-sectional survey was conducted among consumers of evaporated milk brands in Calabar, Nigeria, with a sample size of 185 determined using the Topman formula and supported by a pilot survey. The cluster random sampling technique divided the study area into Calabar South and Calabar Municipality and further into residential neighborhoods. Data was collected using a 5-point Likert Scale questionnaire and analyzed through descriptive statistics and multiple linear regression to test the hypotheses. Statistical analysis revealed a strong correlation (78.8%) between packaging attributes and consumer patronage, with the coefficient of determination (R^2) at 0.511, indicating that 51.1% of consumer patronage variation is due to these attributes. Oviahon et al. (2011) investigated the determinants of bread consumers' willingness to pay for safety labels in Oredo Local Government Area, Edo State, Nigeria. The study sampled 135 respondents using stratified sampling technique to select three wards (strata) from the 12 wards in the L.G.A. representing the different classes of people in terms of income status. A structured questionnaire was used as a source of data and 120-returned questionnaire was analyzed using descriptive statistics and binary logistic regression models. The result of the logit model showed that only five variables (educational level, new price, marital status, what respondents look out for in bread and source of information) were at both 1% and 5% levels.

Edim et al. (2024) conducted a study on the determinants of consumer purchase behaviour towards fairly-used smart phones among Nigerian University Students, focusing on product price, socio-economic status, product quality, brand attributes, sellers' credibility as its key variables. By applying cross sectional survey research design, structured questionnaire was utilized to obtain data from undergraduate students of the University of Calabar, Cross River State. The study adopted stratified random sampling and convenience sampling techniques to 396 students. Cronbach alpha and SPSS was applied for reliability test; descriptive statistics was used to analyse the data. While the hypotheses were tested using multiple linear regression. The study found that in order of relative importance, sellers' credibility, product quality, product price, brand attributes and consumers' socio-economic status has significant positive effects on students' purchase behaviour towards smart phones. Anetoh (2017) examined branding and its effect on consumer loyalty to the selected table water brands in Nigeria with particular reference to Anambra State using Onitsha, Awka and Nnewi. The specific objectives of the study were to investigate the effect of branding variables; brand equity, brand image, brand name, brand association, brand colour, brand label and brand mark on consumer loyalty to the selected table water in Anambra part of Nigeria. The study utilized 375 usable copies of the questionnaire for analysis. Descriptive research design using cross-sectional survey method was adopted. The major findings from the study include that brand image and name have significantly influenced consumer loyalty to the selected regulated table water in Anambra part of Nigeria while other branding variables used in this study have not.

Olise et al. (2015) examined the factors influencing customers' patronage of fast-food restaurants. The study was conducted in Awka, Nnewi, Ekwulobia, and Onitsha, in Anambra State, including 53 fast food restaurants. Using quota sampling, eight restaurants were selected from the four hubs, with 240 respondents chosen through simple random sampling. Demographic profiles were processed using descriptive statistics, while regression models in SPSS version 17 tested hypotheses. The ordinary least square (OLS) method was used

to determine the impact of fast-food selection attributes on consumer behavior. Results indicate that 58.8% of customers visit fast food restaurants daily, influenced by food quality, restaurant image, price, and quick service are less significant. Service quality and perceived value positively affects patronage, whereas atmospheric quality and the environment show an inverse relationship.

3. METHODOLOGY

The study adopted a descriptive research design using a survey method. The geographical area for this study is Anambra State, Nigeria using Awka, Nnewi and Onitsha as reference areas. The population of this study comprises consumers of bread brands namely; Lovebite bread, Iruka bread, Stanel bread and Yale bread in Awka, Nnewi and Onitsha. The total population size for the study was difficult to ascertain because there is no sampling frame that specified the total number of consumers of bread in the areas under investigation. The sample size of this study was 376 which was determined using Cochran formula. The study adopted a convenience sampling technique and collected data using questionnaire. The validity and reliability of the instrument was done. A Cronbach alpha coefficient average value of 0.707 which is greater than 0.70 proved the reliability and consistency of the research instrument; ready and appropriate to be used for the main survey. The researchers employed four field research assistants for the field survey. The formulated hypotheses were tested using multiple regression analysis at 5% level of significance. In addition, out of 376 copies distributed; only 346 valid copies were used in the analysis.

The model for this study was specified as follows: $CP = a_o + \beta_1 PRQ + \beta_2 HEB + \beta_3 TAS + \beta_4 PRI + \beta_5 PRA + \beta_6 PAD + e$

Where: CP = Consumer Patronage, PRQ = Product Quality, NUV = Health Benefit, TAS = Taste, PRI = Price, PRA = Product Availability, PAD = Package Design, e = Error Term, β = Coefficient parameter and a_o = Constant (the intercept). Furthermore, the decision rule is to reject the null hypothesis if the computed p-value is less than or equal to 0.05, and accept the alternative hypothesis.

4. RESULTS

Table 1: Multiple Regression Result

Model 1	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	(β)	t-value	p-value	Decision
Constant	0.842	0.312		2.699	0.008	
PRQU	0.286	0.071	0.312	4.028	0.000	significant
HEBE	0.214	0.064	0.241	3.344	0.001	significant
TAST	0.301	0.069	0.336	4.362	0.000	significant
PRIC	-0.167	0.058	-0.198	-2.880	0.004	significant

PRAV	0.193	0.062	0.219	3.113	0.002	significant
PRDE	0.121	0.054	0.147	2.241	0.026	significant
R = 0.783	R^2 = 0.613	Adj. R^2 =.0.598	F = 40.27	F(p-value) = 0.000	DW = 1.952	

Dependent variable: Consumer patronage of bread brands
Note: PRQU: product quality, HEBE: health benefits, TAST: taste, PRIC: price, PRAV: product availability, PRDE: product design.
Source: SPSS Output, 2025.

The multiple regression results as depicted on table 1 show that the correlation coefficient value is 0.783 which reveals that there is a strong relationship between consumer patronage and the influencing factors used in the model as regards to this study. The R^2 which measures the strength of the influence of independent variables on the dependent variable which have the value of 0.613. This implies that about 61.3% of the variations on consumer patronage of selected bread brands in Anambra State were jointly explained by variations in product quality, nutritional value, taste, price, product availability and package design. This was supported by adjusted R^2 of 0.598. The overall model is statistically significant with the F-statistics value of 40.27 with corresponding p-value of 0.000. This shows that the independent variables used in this study significantly influence consumer patronage. The value of Durbin-Watson is 1.952 which implies absence of auto-correlation among the independent variables. It also connotes that no two explanatory variables measured the same thing. Furthermore, table 1 shows the regression coefficient results. A careful examination on the results as depicted on table indicate that all the explanatory variables have positive and significant influences on consumer patronage except price that has a negative but significant influence on consumer patronage. In addition, the study found that the product quality has a significant and positive influence on consumer patronage of bread brands (t-value = 4.028, p-value = 0.000 and β = 0.312). Health benefit has a significant and positive influence on consumer patronage of bread brands (t-value = 3.344, p-value = 0.001 and β = 0.241). Moreso, bread taste has a significant and positive influence on consumer patronage of bread brands (t-value = 4.362, p-value = 0.000 and β = 0.336). Price has a significant and negative influence on consumer patronage of bread brands (t-value = -2.880, p-value = 0.004 and β = -0.198). Furthermore, product availability has a significant and positive influence on consumer patronage of bread brands (t-value = 3.113, p-value = 0.002 and β = 0.219). Package design has a significant and positive influence on consumer patronage of bread brands (t-value = 2.241, p-value = 0.026 and β = 0.147).

5. CONCLUSION

The study has shown that robust factors influencing consumer patronage of bread brands as captured by this study have significant and positive influence on consumer patronage of bread brands in Anambra State of Nigeria. The study concluded that product quality, health benefit, taste, product availability, and package design have significant and positive influence on consumer patronage of selected brand brands in Anambra State of Nigeria. Price was found to be a significant factor but has a negative influence on consumer patronage. The study concludes that improvement in bread quality increases consumer patronage; readily available bread brands attracts more consumers' patronage; higher prices tend to reduce patronage among bread consumers. Packaging and visual appearance of bread brands play major roles in

influencing consumer patronage of bread brands. The study concludes that understanding consumer purchase determinants help businesses craft more effective marketing strategies, pricing models, and product offerings that cater to their target audiences.

Based on the findings of this study, the researchers therefore recommend that bread manufacturers and marketers should invest more on product quality, health benefit, taste, product availability and product design. They should also put more effort by maintaining affordable prices so as to stimulate consumers' patronage of bread brands in Anambra State of Nigeria and beyond. In addition, bread producers and marketers should focus more on improved product quality so as to effectively communicate this quality to their customers. The producers should be mindful of the health benefit aspect of the bread. Bread manufacturers should ensure that the price of bread are affordably passable by the majority of bread consumers so that consumers can comfortably purchase bread. Finally, bread brands should be available and easily accessible so that consumers can easily purchase them without much stress.

6. CONFLICT OF INTEREST

The researchers declare that there is no conflict of interest.

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