

Consumer Purchase Determinants and their Influences on Patronage of Selected Brands of Bread in Anambra State of Nigeria

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DOI: [10.56201/jbae.vol.11.no4.2025.pg115.127](https://doi.org/10.56201/jbae.vol.11.no4.2025.pg115.127)

Abstract

The intense competition couple with the difficulty to pinpoint the factors that instigate consumers' patronage of brands of bread in Anambra State of Nigeria is the problem that prompted this study. Therefore, this study examined consumer purchase determinants and their influences on consumer patronage of selected bread brands in Anambra State, Nigeria. Specifically, the study investigated the influences of product quality, nutritional value, taste, price, product availability and package design on consumer patronage of selected 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 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 validity and reliability of the research instrument were duly established prior to the main survey. 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 influence on consumer patronage of selected bread brands in Anambra State of Nigeria. Nutritional value has a significant influence on consumer patronage of selected bread brands in Anambra State. Taste has significant influence on consumer patronage of selected bread brands in Anambra State. The study also found that price has a significant 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 also revealed that package design has no significant influence on consumer patronage of selected bread brands in Anambra State of Nigeria. The researchers recommended among others that bread manufacturers and marketers should invest and focus more on product quality, nutritional value, taste, price, and product availability. They should also put more effort by making use of innovative packaging designs so as to stimulate consumers' patronage of brand of bread in Anambra State of Nigeria and beyond.

Keywords: *Consumer purchase determinants, Influence, Patronage. Breads, Anambra, Nigeria*

1. INTRODUCTION

The importance of bread cannot be over emphasized. It is a staple food in many cultures; a highly competitive market with numerous brands vying for consumer attention. In recent years, the bread

industry has witnessed significant changes in consumer preferences and choices, driven by growing health consciousness, increasing demand for convenience, and rising expectations for quality and taste. More consumers are gravitating towards healthier and more natural options, leading to the rise of specialty bread brands like Love bite, Iruka, Mighty and Yale Bread. Despite the growing demand for bread, many bakeries and bread manufacturers struggle to retain consumer loyalty. However, the decision-making process of consumers in relation to bread products is multifaceted and influenced by several determinants namely: product quality, nutritional value, taste, price, product availability, and pack design. These determinants form the six major independent variables in this study and are crucial in shaping consumer perceptions and preferences, ultimately influencing their purchasing decisions.

Incontrovertibly, with the increasing competition in the market, attracting new customers cannot only guarantee profits and success also; retaining existing customers is of more importance. Olowe and Okeke (2020) opined that a competitive environment provides customers with more alternatives to choose from making them select their favorite option from several alternatives. The importance of the consumer and consumer patronage is so relevant as it leads to the purchase of goods and generates revenue. The consumer is the final user of a product. More so, customer patronage is an important factor in the customer strategy of any organization (Olowe & Okeke, 2020). Contributing, Ebikela and Arikekpar (2022) defined consumer patronage as the approval or support provided by customers with respect to a particular brand.

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, nutritional value, taste, price, product availability and package design on consumer patronage of selected bread brands in Anambra State of Nigeria.

Statement of the Problem

In the contemporary marketing environment, it has always been a difficult task to say exactly which factors motivate the consumer to prefer a particular product to another. Most marketers have paid attention to factors which in their estimation determine consumers' preference for their products without giving due consideration to factors which in the consumers' reckoning influence their buying decision (Anetoh & Moguluwa, 2018). The result is that a marketing plan designed for a particular product may fail to attain the desired and targeted result for reasons that consumers are unpredictable in their behaviours, especially with multiple brands such as bread. Therefore, the intense competition couple with the difficulty to pinpoint the factors that instigate consumers' patronage of brands of bread in Anambra State of Nigeria is the problem that prompted this study. However, the rapid increase in bread consumption as a staple food led to the concern concerning

its purchasing motives (Anetoh et., 2020). 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; Arinze & Oranye, 2021; Dibie & Olannye, 2022; Ebitu et al., 2021) fast food outlets, food vendors and restaurants (Ebikela & Arikekpar, 2022; Nwachukwu et al., 2022; Okolie & Udom, 2021; Okolo, 2017; Olise et al., 2015; 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.

However, there is a dearth of comprehensive understanding of factors that influence consumer patronage of bread due to limited extant studies on it. Undoubtedly, it has been discovered that research gaps exist despite the limited research on the consumer purchase determinants 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, preference for varieties which are not related to this present study. 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; Iweama & Ifediba, 2021; Oviahon et al., 2011) 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. As a result, the researchers were driven by these backdrops by investigating the nature and the extent product quality, nutritional value, taste, price, product availability and package design influence consumer patronage of bread brands in Anambra State of Nigeria so as to close the gap and contribute by broadening knowledge.

Objectives of the Study

The main objective of this study is to investigate consumer purchase determinants and patronage of selected bread brands in Anambra State of Nigeria. The specific objectives are to;

1. Determine the influence of product quality on consumer patronage of selected bread brands in Anambra State.
2. Ascertain the influence of nutritional value 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 of Nigeria.

Significance of the Study

It is expected that the findings of the study have practical and theoretical implications. The study is expected to be beneficial to bread manufacturers, retailers and 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.

Scope of the Study

The study focused on the consumer purchase determinants and 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, nutritional value, 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, Mighty and Yale breads) in Awka, Nnewi and Onitsha areas of Anambra State of Nigeria.

2. REVIEW OF RELATED LITERATURE

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 (Anetoh et al., 2022; Naini et al., 2022). 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. The quality of a product depends on the quality of raw material used, safe distribution method, storage and sales conditions. (Nagyovs et al., 2009). In the context of food products, quality can be evaluated based on factors such as freshness, safety, ingredients used and manufacturing processes. The price at which a good is priced is determined by its quality (Anetoh et al., 2024; Ndubisi, Nwankwo and Anetoh, 2013). 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).

2.1.2. Nutritional Value

Norris (2019) viewed “nutritional value” as the information on the back of food packages that tells you the ingredients and exact number of macronutrients and nutrients within it. Generally, it is important to provide the nutritional facts of food on food labels, as consumers become increasingly health-conscious and discerning about what they consume (WHO, 2018). Sajdakowska et al.

(2020) stated that consumers' decision in the food market is also influenced by nutritional value and they use food labels as a source of information to search for food rich in fiber. Health-conscious consumers seek after whole grain, high-fiber, and low-sodium options. Furthermore, consumers are enlightened to limit their daily intake of calories to improve healthy living.

2.1.3. Taste

Taste, in the context of consumer behaviour, refers to the perception of flavours and the sensory experience of consuming food or drink (Anetoh, Nnabuko, Anetoh & Chendo, 2020). It 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). New York Food Truck Association (2020) confirmed that taste in sensory marketing is a creative and unique way of telling your brand's story while creating a lasting impression on your customers' through giving those memorable moments. The International Taste Institute argues that the safety of famous brands cannot save the product if buyers do not like the taste (Nwachukwu et al., 2022). Therefore, poor taste can lead to product failure (Anetoh, 2017).

2.1.4. Price

Price is viewed as the required amount paid by a customer to purchase a product or service, it is the cost at which an item is purchased (Umeanyika, Anetoh, Eze & Anyasor, 2021; Anetoh, Ewuzie, Nwangene, Anetoh, Orajiaka & Ikpo, 2020). 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. Competitive pricing is crucial, as consumers seek value for their money (Anetoh et al., 2022). Furthermore, Ebikela and Arikekpar (2022) assert that price pertains to monetary values that are replaced by the benefits and the possession or use of products or services. However, the price of bread is very crucial in consumer decision making and consumer patronage intention and behaviour (Anetoh et al., 2021).

2.1.5. Product Availability

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. Product availability is very essential. This is because consumers seek convenience and accessibility (Underwood, 2015). Interestingly, it is an important factor in increasing sales and maintaining customer satisfaction. The availability of a product can impact a consumer's purchase decision (Anetoh et al., 2021) and ultimately influence their buying patterns (Chendo, 2019).

2.1.6. Package Design

Package design refers to the visual appearance and packaging of a product. The design of a product pack can influence consumers' emotions, create trust or desire, and a sense of excitement through aspects like colour, typography, imagery, etc to choose and purchase a product. Nwachukwu et al. (2022) emphasized that packaging is the shell that surrounds a product and can take the form of colour, material, and packaging information including size, shape, label, etc (Anetoh, Ewuzie, Nwangene, Anetoh, Orajiaka & Ikpo, 2020). The right choice and combination of these elements

can significantly increase brand recognition and influence purchase decisions (Ewuzie, Anetoh, Nwangene, Anetoh, Orajika & Ikpo, 2020).

2.1.7. Consumer Patronage

The customer is regarded as the key to any business. 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) emphasized 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. Customer 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 et al., 2016).

2.2 Relevant Theories

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

a. 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 quality, nutritional value taste, price, product availability and pack 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.

b. The Theory of Expectancy, often referred to as expectancy theory, was propounded by Victor H. Vroom in 1964. Vroom, a Canadian psychologist, introduced the Expectancy Theory in his book "Work and Motivation". Vroom's expectancy theory posits that individuals' behavior is influenced by their expectations about the outcome of their actions, the value they place on the outcomes, and the likelihood that their efforts will lead to the desired performance. The relevance of the expectancy theory application is that it can play an immense role in explaining how consumers' expectations about bread quality, nutritional value, taste, price, product availability and pack design influence their purchasing decisions and patronage of specific bread brands.

2.3. Empirical Review

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 analysed 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.

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.

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.

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.

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. A cross sectional survey research design was used. 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. 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.

3. METHODOLOGY

The study adopted a descriptive research design using a survey method. The geographical area for this study is Anambra State of Nigeria using Awka, Nnewi and Onitsha as reference areas. The population of this study comprises consumers of bread brands namely; Lovebite bread, Iruka bread, Mighty 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: $CP = a_0 + \beta_1 PRQ + \beta_2 NUV + \beta_3 TAS + \beta_4 PRI + \beta_5 PRA + \beta_6 PAD + e$ Where: CP = Consumer Patronage, PRQ = Product Quality, NUV = Nutritional Value, TAS = Taste, PRI = Price, PRA = Product Availability, PAD = Package Design, e = Error Term, β = Coefficient parameter and a_0 = 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.

4. RESULTS AND DISCUSSION OF FINDINGS

Table 1. Multiple Regression Model Summary^b

Model	R	R Square	Adj. R ²	Std. Error Change Statistics				Sig. Change	F	Durbin-Watson
				of the Estimate	R Squ. Change	F Change	df1	df2		
1	.865	.748	.743	.43086	.748	167.300	6	339	.000	1.952

a. Predictors: (Constant), PCKD, PRI, NUTV, PROA, PRDQ, TAST

b. Dependent Variable: Consumer Patronage (CP)

Source: SPSS Output, 2025.

Table 2. Regression Coefficients Results

Model		Unstandardized Coefficients		Standardized Coefficients	T-value	P-value	95.0% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	Constant	.914	.162		12.085	.002	.306	.333
	PRDQ	.835	.042	.706	19.875	.000	.752	.917
	NUTV	.022	.105	.489	9.709	.001	1.229	.815
	TAST	.920	.087	.531	10.546	.000	.748	1.091
	PRI	.298	.047	.297	2.097	.037	.006	.190
	PROA	.224	.021	.223	2.667	.025	.028	.056
	PCKD	.117	.018	.120	.943	.347	.019	.053

Dependent Variable: Consumer Patronage (CP)

Source: SPSS Output, 2025.

Table 1 shows the multiple regression model summary results. Based on the results as depicted on table 1; the correlation coefficient value is 0.865 which portrays that there is a strong relationship between consumer purchase determinants used in this study and consumer patronage of brands of bread. The R^2 which measures the strength of the effect of independent variable on the dependent variable which have the value of 0.748 which implies that about 74.8% of the variations on consumer patronage of selected bread brands in Anambra State was explained by variations in product quality, nutritional value, taste, price, product availability, package design. This was supported by adjusted R^2 of 0.743. The value of Durbin-Watson is 1.952. The implication of this result is the absence of auto-correlation among the independent variables. It also means that no two explanatory variables measured the same thing. Furthermore, table 2 depicts the regression coefficient results.

A careful look on the results as depicted on table 3 indicate that all the explanatory variables have positive and significant influences on consumer patronage except package design that has a positive but no significant influence on consumer patronage. In addition, the six hypotheses formulated were tested using t-statistics and p-values in the regression result. Based on the results on the table 2, the study found that the product quality has a significant and positive influence on consumer patronage of brands of bread ($t = 19.875$, $p = 0.000$ and $\beta = .706$). Nutritional value has a significant and positive influence on consumer patronage of brands of bread ($t = 9.709$, $p = 0.001$ and $\beta = .489$). Also, the taste has a significant and positive influence on consumer patronage of brands of bread ($t = 10.546$, $p = 0.000$ and $\beta = .531$). Price has a significant and positive influence on consumer patronage of brands of bread ($t = 2.097$, $p = 0.037$ and $\beta = .297$). In addition, product availability has a significant and positive influence on consumer patronage of brands of bread ($t = 2.667$, $p = 0.0251$ and $\beta = .223$). On the other hand, package design has no significant and positive influence on consumer patronage of brands of bread ($t = .943$, $p = 0.347$ and $\beta = .120$).

5. CONCLUSION AND RECOMMENDATIONS

The study has provided comprehensive evidence that consumer purchase determinants namely product quality, nutritional value, taste, price, product availability, except pack design have significant and positive influence on consumer patronage of selected bread brand in Anambra State of Nigeria. The implication of this study is that understanding consumer purchase determinants used in this study can 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 and focus more on product quality, nutritional value, taste, price, and product availability. They should also put more effort by making use of innovative packaging designs so as to stimulate consumers' patronage of brand of bread 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 caloric content of bread and also improve on the nutritional and health consciousness aspect of the bread. Moreover, customer complaints and quality control measure should be maintained. 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.

7. ACKNOWLEDGEMENTS

we are grateful to our respondents.

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