EFFECT OF BRAND AWARENESS ON BRAND PERCEPTION IN OIL AND GAS INDUSTRY: A CASE STUDY OF OIL SERVICE FIRM

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Abstract

Branding has been an important tool in marketing which practitioners are using in the market to encourage customer patronage and loyalty. Scholars have been looking at ways branding paradigms have been changing marketing landscape. Therefore, this paper examined how brand awareness influenced brand perception in a place such research has not been carried out in the past, Schlumberger Nigeria Limited which is an oil service company. The research adopted survey method which is an aspect of descriptive research design by using questionnaire to collect data from customers of the oil service firm in Lagos state, Nigeria. The research selected 334 sample size using random sampling technique from a population of 2034 customers of the firm. Four hypotheses were designed and tested. The research revealed that there is statistically significant relationship between brand positioning, recall, recognition and identity (dimensions of brand awareness) and brand perception. Since previous studies also agreed with this one that suggested that brand perception is a good predictor of brand perception, corporate organisations in Nigeria should do everything possible to expose her brands to their customers.

Keywords: Brand awareness, brand recall, brand recognition, brand positioning, and brand identity

1.   INTRODUCTION

In the contemporary business environment, the perception of a brand and an organisation relates to how customers feel about the organisation, its products, or services. In essence brand perception takes into account key organisational performance parameters such as quality, customer service, value, features, functionalities and the sales process and the overall make of the organisation. Business organisations need to work on how they are perceived in the general public, one of the tools used by organisations in attracting consumers to buy their products and services is through branding and brand name (Dumitriu, 2012; Zaif & Cerchia, 2018; Almaqousi, Samikon, Cavaliere & Nordin, 2021). Brands are generally known as an influential element in enabling customers' in selection when making buying decision, because buyers identify an identifiable brand (that embraces a dominant appearance in purchasers' attentions) as dependable and guarantees people that the particular brand would deliver extraordinary values of superiority and services, therefore decreasing the possibility of buying disappointment (Gupta, Gallear, Rudd & Foroudi, 2020; Winzar, Baumann & Chu, 2018).

Consumers associate brands with particular degrees of quality, and their worth is based on equity, which is one of the most fundamental ideas in business and marketing (Halim, Swasto, Hamid & Firdaus, 2014). This research will look into the impact of brand awareness on brand perception, and how these factors affect organisational performance in terms of consumer loyalty and patronage. Consumers perceive brand as a unique blend of practical and emotional aspects of products and services that add value, provide unique experiences, and increase customer happiness (Grubor & Milovanov, 2017). Branding is the symbol or marking of a particular product, service or organisation that distinguishes it from that of competitors (Kotler & Armstrong, 2012; Grubor & Milovanov, 2017). One of the most stimulating marketing techniques used to defeat or outperform rivals is branding; its effectiveness is undeniable. This research looks at the Schlumberger's current branding in the perspective of the existing as well as prospective

customers. In this study, the brand name Schlumberger Nigeria Limited is used and it covers the entire spectrum of products and services within the Oil and Gas industry.

The idea started when a new division (Sensia) was launched in 2019, the new division aims at providing full automation workflows in oil and gas production. Hence, the need to understand the brand awareness and perception of the Schlumberger as key aspect of the success of the new business division (Sensia). Furthermore, several studies have been carried out with respect to brand, brand awareness and brand perception (Zia, Younus & Mirza, 2021; Zaif & Cerchia, 2018), however, there appears to be limited evidence as regarding brand awareness and brand perception in Schlumberger Nigeria Limited. Hence, the research aims to fill a gap in branding research and analytical study by examining the influence of brand awareness on brand perception in Schlumberger Nigeria Limited within Lagos state, Nigeria.

Thus, this study considered the following research questions: to what extent does brand recall influence brand perception; to what extent does brand recognition influence brand perception; what is the influence of brand identity on brand perception; and to what extent does brand positioning influence brand perception.

2.   LITERATURE REVIEW

2.1 Theoretical Basis

The self-perception theory underpins this research. This theory explains consumer responses to inducements and retractions of external and internal factors that lead to switching of brands (Mazursky et al., 1987). Accordingly, the theory states that consumers as individuals evaluate their behavioural pattern and situations in which the behaviour finds itself in determining the attitude towards an object which could be a product, service or a brand (Mazursky et al., 1987). The theory was postulated by Dodson, Tybout and Sternthal (1978), stating that customer switching behaviour is a consequence of consumer's self-perception towards intrinsic and extrinsic incentives protracted by organisations (Mazursky et al., 1987).

2.2   Concept of Brand and Branding

There have been several characterisations of the conception of one brand. In a simplistic form, a brand is a name, symbol, logo, term, or anything else that makes one product different from others (Hashmi, Khalid, Akram, Saeed & Rizwan, 2014; Almaqousi, Samikon Cavaliere & Nordin, 2021). A brand is an indication of a known source's provision of a product or service that describes how that offering can meet a need or desire (Kotler, 2010; Kotler &Armstrong, 2012). In recent years, brand has emerged as a critical component of the marketing construct, with evidence that it influences marketing variables such as consumer preference (Sallam, 2016). Branding remains the process of giving a product a distinctive name and picture in buyers' attentions. Branding's objective aims in creating a distinct and noticeable existence in the market which entices and keeps consumers (Kotler & Armstrong, 2012). One of the most intriguing marketing methods utilized to win and overcome competitors is branding (Ogbuji, Anyanwu & Onah, 2011). Branding is not a fresh notion in marketing literature, in the midst of academics, researchers, or in the business world; it has been beneficial ever since the dawn of time (Hampf & Lindberg-Repo, 2011).

Branding has been a hot topic since the 1950s, but it was further developed in the 1970s and 1980s, establishing branding as an essential research and marketing field. Branding is the process of giving an organisation, its products, or services a distinct brand and image in the minds of consumers (Kotler, 2010 Almaqousi, Samikon, Cavaliere & Nordin, 2021). The American Marketing Association, (AMA, 2007) considered a brand as "a name, phrase, sign, symbol, or design, or a combination of them, used to identify and differentiate the goods or services of one seller or a group of sellers from those of competitors". Holt (2003) contended that branding is an important part of business tactic, nevertheless it is often mistakenly view by marketers and companies as just an advertising role. Nonetheless, branding is a strategic point of view, not a set of activities; generating value for buyers which is very essential and not just images; and developing and retaining a reasonable benefit requires the use of branding (Holt, 2003). Ajike, Kabuoh and Ogbuanu (2015) defined branding as a practise to create, sustain and maintaining positive corporate reputation and relationship with customers through the efficacy of a brand, which in return is a promise that a product, service or business will deliver satisfaction to stakeholders and consumers in particular. The authors expressed that brand and effective brand management are integral parts of strategic marketing management, with critical role of building

link between corporate performance and customer satisfaction. A number of academics and scholars have identified it as a foundation of long-term competitive advantage. Using branding as a tactic gives the stimulus for a consumer's assessment of an organisation's offerings excellence (Ladipo & Agada, 2016).

2.3 Concept of Brand Perception

Ladipo and Agada (2016) stated that brand perception is an important component of customer attitudes and has a substantial impact on purchasing decisions. Aslam, Ham and Farhat (2018) explained brand perception as the pattern of interface or the means in which the magnitudes of branding are established in the mind of consumers. It represents the perceived value consumers have about a brand. Brand perception is how consumers associate themselves with the brand and how brand information is received in the mind of a consumer. Aslam, Ham and Farhat (2018) expressed a holistic approach, and concluded that brand perception is considered to be a multifaceted paradigm. These dimensions are experimental, symbolic, affective/emotional, and cognitive. Christodoulides et al. (2016) emphasised three distinct brand perceptions (brand experience, brand affect, and brand trust) which play a significant role while purchasing. Brand experience, which depicts a buyer's sensitivity following the acquisition and consumption of a certain brand, is a tentative element of brand view. The emotional dimension of brand perception is brand affect, which is the consumer's affective feeling towards a particular brand. The cognitive part of brand perception is brand trust, which refers to a consumer's sense of security when making an online purchase (Christodoulides et al., 2016).

2.4 Brand Awareness

Todays, hyper competitive environment with sophisticated consumer, organisations need to adopt strategic ways to differentiate their products and services from competitors. Branding comes as such strategic way because of its important role to generate profit for businesses and serve as an instrument of communication with customers. As a source of company identity and to develop stable consumer patronage, branding is also vital in an organisation's marketing and business strategy (Ladipo & Agada, 2016). Branding provides businesses with a stronger foundation for consumer choice in the marketplace. Branding distinguishes a firm from its competitors; it is more than just marketing, and it establishes a lasting brand. Branding is a powerful tool for guiding consumer decision-making, especially in fast-moving consumer items (FMCG) (Kabuoh,

Egwuonwu & Otsupius, 2015). For services, branding is more important because service providers are facing competition that are turbulent, complex and ambiguous (Skaalsvik, 2017; Klaus &Maklan, 2007). Branding is being viewed as distinctive and it is critical to the success of a product, service, individual, or corporate organisation. Companies have used branding as a differentiating factor in the form of product differentiation (Kabuoh, et al., 2015).

According to Armstrong, Kotler, Trifts, Buchwitz and Gaudet (2017) brand awareness is used to measure standard of marketing performance. To guarantee a product or brand's commercial achievement, brand awareness intensities essentials should be controlled all the way through the product life cycle, from launch over market decline. Brand awareness is defined as a marketing term that describes the degree of consumer recall, recognize and identify a product or service (Kabuoh, et al., 2015; Koszarek, 2013). In order to promote a newly developed product or reinvigorate an existing product, brand recognition is the crucial stage. The following components would make up optimal brand awareness, brand recall, brand recognition, brand identity, and brand positioning.

2.4.1   Brand Recall

This is one of the dimension of brand awareness in this paper. Brand recall is the degree through which a brand is able to come to the consumers' memory to create deliberate action (Koszarek, 2013). In essence brand recall is expressed from a business point of view that branding comes to mind in the form of brand name, sign, symbol or combination that helps to identify an organisation. The core of branding is to develop uniqueness and differentiation from competitors, using a mixture of tangible and intangible attributes that creates and generates value which in turn is used to facilitate long standing customer relationships. Petek and Ruzzier (2013) opined the components of branding from the internal and external stakeholders' perspectives and asserted that brand recall can be in the mind of all stakeholders of a service firm. When triggered by a product category, brand recall, sometimes referred to as unaided recall or spontaneous recall, is the capacity of the customer into correctly recall a brand from memory. Some consumers can merely recall some handful of brands while given a set of products usually about 3–5 (Khurram, Qadeer & Sheeraz, 2018). A small number of people will remember over and above six brands from a particular category in consumer behavior tests, particularly for low-interest product types, the majority of buyers will only remember one or two brand names.

According to research, both person and product characteristics, such as brand loyalty, brand knowledge, situational and use patterns and educational attainment, impact how many brands buyers will remember. For example, consumers who are well-versed in a certain product can recollect a product type or brand. Little larger number of brand names than consumers who are less well-versed in that category or brand. Therefore the number one hypothesis is proposed thus:

H_{01}: There is no significant influence of brand recall on brand perception.

2.4.2   Brand Recognition

Brand recognition is the second dimension of brand awareness in this paper. Grubor and Milovanov (2017) stated that brand recognition is a marketing concept being adopted by marketers. It is well-thought-out vital and fruitful if customers are able to know and accept a brand through visual or auditory cues such as logos, slogans, packaging, colours, or jingles rather than being explicitly exposed to a company's name.

The ability of customers to identify a brand under various marketing settings is referred to as brand recognition. One of two levels of brand knowledge is brand recognition, which is based on an associative network memory model (Aremu Musa, Mustapha & Aremu, 2018). Awareness, preference, reputation, trust, and loyalty are the five phases of brand recognition. When companies wish to reach these heights, they must provide a high-quality product or service with exceptional customer service in order for people to adopt the brand. The hypothesis states that:

H_{02}: There is no significant influence of brand recognition on brand perception.

2.4.3 Brand Identity

This is the third variable of brand awareness which is measured in this paper. Firstly, brand identity represents what the organisation, its products or services stands for, and it is the driver for all branding activities (Petek & Ruzzler, 2013). Brand identity is the idea of the brand that people carry in their minds about the organisations, products and services. Zhang (2015) stated that brand identity is a key driver in branding which translates to the consumer's general impression and feeling about a brand which intrinsically influences consumer behaviours. In today's extremely globalised market, brand identity happens to be the crucial predictor of a brand's competitive

market performance. Considering the value of brands identity in consumer buying choices, marketers have produced a number of metrics to assess brand recognition and other signs of brand health.

Janonis, Dovalienė and Virvilaitė (2007) posited that during the times of fierce competition, developing a brand image despite the fact aiming into communicate brand identity to buyers strengthens an organisation's situation. Strong competition necessitates definite brand management efforts, such as establishing brand identity which include describing the traits, distinctiveness, as well as impartiality of such brand. Such innovative ideas include things like brand vision, goal, as well as brand identity. When building a brand's identity, everything which contributes to its importance and uniqueness is taken into account. A brand is made up of a range of elements, including product attributes and brand identity.

Many marketers track brand awareness levels on a regular basis, and if they go below a predetermined threshold, they ramp up their advertising and promotional efforts until awareness reaches the target level. The hypothesis states that:

H_{03}: There is no significant influence of brand identity on brand perception.

2.4.4 Brand Positioning

Brand positioning is the fourth dimension of brand awareness in this paper and it is the way the brand, product or service, organisation is placed in the market based on recognition and reputation. All these leads to brand loyalty, which is the positive feelings towards a brand and consumers dedication to purchase same product and service repeatedly now and in the future regardless of competitors' actions or changes in the marketing environment (Kotler & Armstrong, 2012; Alnsour & Subbah, 2016). In their book in 1969, "Positioning – The Battle for Your Mind", Ries and Trout (2001) popularized the concept of positioning in marketing. Positioning is the way a company wants people to feel about, think about, and perceive its brand in relation to rivals. (Janiszewska & Insch, 2012). Brand positioning, according to this viewpoint, is very subjective because it corresponds to the customer's individual perceptions. The most crucial aspect of brand strategy is undoubtedly brand positioning. When the corporate brand position is determined and

conveyed clearly and firmly, the marketing programme becomes more focused, effective, and efficient, resulting in a higher return on marketing expenditure.

Alfred and Ezute, (2014) remarked that it is impossible to exaggerate the value of brand positioning in ensuring a firm stays on course to reach its objectives. When buyers and consumers know a brand in the marketplace, it is said to be positioned and the primary objective is to establish a brand image. This means that customers/users remember the brand, are loyal to it, addicted to it, and continue to use it. Positioning is a systematic method or series of strategic techniques that marketers employ to attract, capture, and maintain consumers' attention of consumers and users, and implant the brand in their brains (Kotler & Armstrong, 2012). The hypothesis indicated that:

H04: There is no significant influence of brand positioning on brand perception.

2.5 Conceptual model of the study

The model for this study is based on the study variables; brand awareness as the independent variable and brand perception as the dependent variable. The model was adapted from the works of Almaqousi, Samikon, Cavaliere and Nordin (2021) expressing how brand and branding function in contemporary business organisations. Hence, this is the basis of the conceptual model of the study, which is shown below:

Conceptual model of the study

Brand Awareness

- Brand recall
- Brand recognition
- Brand identity
- Brand positioning
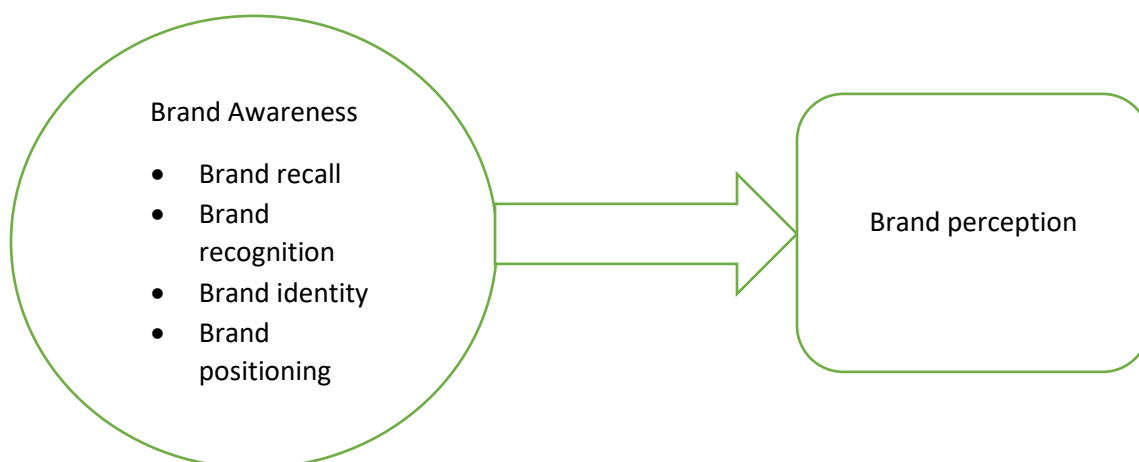
Brand perception

Source: Researchers construct 2023 adapted from Almaqousi et al (2021)

The model above shows the investigation of the study variables as they link brand perception of products or services. The variables measure brand recall, brand recognition, brand identity and brand positioning as proxies of brand awareness which is then known to impact on brand perception. This study seeks to check the extent to which each of these elements align with each other.

3.   METHODS

This research took the form of descriptive research design which was based on survey technique and adopted questionnaire in collecting information from customers of Schlumberger, a petroleum service company in Lagos, Nigeria. The population of the participants was 2034 and 334 sample size was selected using scientific method of determining sample size from a population (Yamane, 1967). Simple random sampling technique was adopted to select individual respondents which enabled all the participants having equal opportunity of being part of the distributed instrument through the human resources department of the firm. The primary data which were most appropriate for the kind of the study were collected through the administration of questionnaire instrument. The components of the structured questionnaire instrument measured demographic information of the participants and equally measured items and variables providing answers to the research questions and supplying data for the testing of formulated hypotheses of the research work adopting 5-point Likert scale.

The predictor variables are brand recall, brand recognition, brand identity and brand positioning which represent the dimension of brand awareness. These variables were measured with five items each while the dependent variable, brand perception, was measured using five items designed using 5-point Likert Scale of strongly agree at one extreme and strongly disagree at another extreme. The measuring scales used for the instrument were tested for validity when pilot study was conducted using 50 copies of questionnaire administered on customers of another Oil firm in Lagos state and the Cronbach Alpha result was as follows:

Table 1- Cronbach Alpha Results from Pilot Study.

Variable/Sub construct	No. of Items	Coefficient alpha
Brand Recall	5	0.700
Brand Recognition	5	0.708
Brand Identity	5	0.704
Brand Positioning	5	0.757
Brand Perception	5	0.799

Source; Pilot Study, 2023

The pilot test research instrument was a simple survey questionnaire administered on few members of the population for the pilot study. The data collected in this work through the self-administration by the researchers on the participants were analysed adopting descriptive statistics and regression analysis.

Olufayo, Omoera, and Bakare (2020) adopted regression model in their study on socio-economic variables influence on customer loyalty; hence this study is also adopting multiple regression. The regression model is stated as:

$$Y = \beta_o + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \tag{1}$$

Where, β_o, β_1, β_3, and β_4 = the unknown estimates to be determined (regression coefficients)

Y = Brand perception; X_1 = brand recall; X_2 = brand recognition; X_3 = brand identity; X_4 = brand positioning; ε = error term.

4.   RESULTS AND DISCUSSION

The descriptive result of the respondents revealed the information about the respondents' information. The demographic data were analysed and frequency and percentages were statistical methods adopted in analysing the information on these respondents.

Table 2 revealed the biodata of the respondents that were given questionnaire to complete, the

Table presents gender distribution, highest percentage of the respondents were male. According to the respondents' age at last birthday, highest number of the respondents is more than fifty years. This is not out of place because the respondents own their company and they are not working for anybody. It also implies that they are matured enough to respond adequately to the questions posed.

Considering the academic qualification status of the people sampled, the study respondents are educated. In terms of the position of the respondents' in the various companies, this study acknowledged that the highest numbers of respondents are managers followed by Engineer/Technologist. On how long the respondents' companies have been customers of Schlumberger, the result indicates that the highest percentage have stayed with the case study firms for over 9 years.

Table 2: Biodata of Respondents

Gender		Frequency	Percent
	Male	199	79.9
	Female	50	20.1
	Total	249	100.0
Age		Frequency	Percent
	31-40 years	36	14.5
	41-50 years	90	36.1
	Above 50 years	123	49.4
	Total	249	100.0
Educational Qualification		Frequency	Percent
	WASC/GCE	6	2.4
	B.Sc./BA/HND	157	63.1
	M.Sc./MA/MBA	80	32.1
	Ph.D.	6	2.4
	Total	249	100.0
Position in respondent's company		Frequency	Percent
	Engineer / Technologist	93	37.3
	Supervisor	43	17.3
	Manager	95	38.2
	Executive	18	7.2
	Total	249	100.0
How long have you been a customer of this organisation		Frequency	Percent
	1-3 years	18	7.2
	4-6 years	6	2.4
	7-9 years	51	20.5
	10 years and above	174	69.9
	Total	249	100.0

Source: Field Survey 2023

4.2 Measurement of the variables with Descriptive Statistics

The variables of the paper were measured adopting means and standard deviation taking into account the scales of the instrument used in collecting information from the respondents. The 5 point Likert scale was used in measuring the variables. This implies that in computing the mean score the expected minimum mean score is 1.0 and the expected maximum is 5.0

Table 3: Respondents opinion on variables of the study using descriptive statistics

Views	Mean	Std. Dev.
Respondents' opinion on brand perception.	3.35	0.947
Respondents opinion on brand recall	3.27	0.946
Respondents opinion on brand recognition	3.73	0.733
Respondents opinion on brand identity	3.95	0.659
Respondents opinion on brand positioning	4.24	0.711

Source: Survey Research, 2023

Five questionnaire items were used to measure each variables with the computation of the mean and standard deviation of each item. The average of the five measures of the items presents the above mean and standard deviation of each variable. For brand perception which is the dependent variable the mean score is 3.35 from an expected maximum of 5.0 and minimum of 1.0. This indicates that majority (67%) of the respondents agree with the sales performance of Schlumberger. Furthermore, more than 60% of the respondents agree with the dimensions of brand awareness (brand recall; 3.27 out of 5.0, brand recognition; 3.73 out of 5.0, brand identity; 3.95out of 5.0, and brand positioning; 4.24 out of 5.0 expected)of having influence in Schlumberger.

Hypotheses

4.3.1 Correlation Statistics

Four hypotheses were formulated for this study and these four hypotheses were tested using correlation and regression statistics.

Table 4: Correlation Result Table for Brand Awareness Dimensions and Brand Perception

	Correlation	Sig(2-tailed)
Variables	**Brand Perception**	
Brand Recall	.310**	.000
Brand recognition	.266**	.000
Brand identity	.431**	.000
Brand positioning	.471**	.000

Source: Survey Research, 2023

Table 4 present the correlation result for brand awareness dimensions and brand perception. It is shown that there is a statistically association between brand recall and brand perception, because the P value is .000 with correlation coefficient of 0.310. Furthermore, there is a statistically association between brand recognition and brand perception because the P value is .000 with correlation coefficient of 0.266. Also, the result indicated that there is a statistically association between brand identity and brand perception because the P value is .000 with correlation coefficient of 0.431. Lastly, it was shown that there is a statistically association between brand positioning and brand perception because the P value is .000 with correlation coefficient of 0.471. Alpha (α) is 0.01, then all the H_{OS} (i, ii, ii, &iv) are rejected because P value is smaller than α. The result indicated a significant association between brand awareness dimensions and brand perception.

Tables 5: Summary of Regression Analysis Statistics

t	R	R^2	Adjusted R^2	Standard Error of the Estimate
1	.572a	.327	.316	1.88763

a.   Predictors Constant), Brand Positioning, Brand Recall, Brand recognition, Brand Identity
     Table 5 shows that R = 572, R2 = 327 and adjusted R2 = 316. The result implies a correlation between brand
     awareness and brand perception as 57.2%

Tables 6: Analysis of Variancea

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	422.170	4	105.543	29.621	.000b
	Residual	869.404	244	3.563		
	Total	1291.574	248			

a. Dependent Variable: Brand Perception
b. Predictors: (Constant), Brand Positioning, Brand Recall, Brand Recognition, Brand Identity

In table 6, which is the ANOVA result, it was revealed that the *P* value = 0.000, showing that P is less than α = 0.05. This indicates that there is a significant link between the 4 different brand awareness factors and brand perception. The ANOVA result revealed the result of the general model (F = 29.621; Sig. = 0.000), the result showed that the model is statistically significant because it is less than the level of significance (p < 0.05). Thus, as a result of the test there is statistically significant association between the brand positioning, recall, recognition and identity and the brand perception.

Table 7: Regression Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.359	1.193		7.005	.000
Brand Recall	.119	.039	.173	3.078	.002
Brand Recognition	.022	.047	.028	.480	.632
Brand Identity	.221	.055	.244	4.005	.000
Brand Positioning	.320	.054	.341	5.961	.000

[a]Dependent Variable: Brand Perception

In Table 7 the test of all the hypotheses are presented; for brand recall, P is .002 which is less than α = 0.05 therefore there is a statistical significant influence of brand recall on brand perception in Schlumberger. For brand recognition, the P is 0.632 which is more than α = 0.05 and therefore it could be concluded that there is no statistical influence of brand recognition on brand perception in Schlumberger.

On brand identity, the P is 0.000 which is less than α = 0.05 and therefore it could be concluded that there is statistical significant influence of brand identity on brand perception in Schlumberger. Over brand positioning, the P is 0.000 which is less than α = 0.05 and therefore it could be concluded that there is statistical significant influence of brand positioning on brand perception in Schlumberger. Therefore, the regression model is

$$Y = 8.359 + .119X_1 + .022X_2 + .221X_3 + .320X_4 + \varepsilon$$

DISCUSSION

It was shown that brand recall is one of the four variables measuring brand awareness as the predictor variable against brand perception. It was discovered that when people can recall a brand it will influence their perception of the particular brand. Thus, the study presented that brand recall statistically significantly influence brand perception by rejecting the null hypothesis that stated that brand recall does not significantly influence brand perception. Therefore, the alternative hypothesis that stated that brand recall significantly influence brand perception was accepted. However, with the correlation result the level of influence is low (31%). This indicated that brand recall has a 31% association with brand perception. Brand recognition is another predictor that was tested against brand perception. The correlation result showed that brand recognition has 26.6% association with brand perception of Schlumberger. However, the regression result indicated that brand recognition does not influence brand perception of Schlumberger as a brand. This indicated that the null hypothesis that stated that brand recognition does not significantly influence brand perception was accepted and the alternative hypothesis that stated that brand recognition significantly influence brand perception was rejected. Brand identity is another predictor that was tested against brand perception, the dependent variable. The correlation result showed that brand identity has 43.1% association with brand perception of Schlumberger. However, the regression result indicated that brand identity significantly statistically influence brand perception of Schlumberger as a brand. This indicated that the null hypothesis that stated that brand identity does not significantly influence brand perception was rejected and the alternative hypothesis that stated that brand identity significantly influence brand perception was accepted. However, the level of association between brand identity and brand perception is low, 43.1%.

The fourth brand awareness factor is brand positioning and as another predictor it was tested against brand perception, the dependent variable. The correlation result showed that brand identity has 47.1% association with brand perception of Schlumberger. However, the regression result indicated that brand perception significantly influence brand perception of Schlumberger as a brand statistically. This indicated that the null hypothesis that stated that brand positioning does not significantly influence brand perception was rejected and the

alternative hypothesis that stated that brand positioning significantly influence brand perception statistically was accepted. However, the level of association between brand identity and brand perception is low, 47.1% despite the fact that it was the highest correlation result among the four brand awareness variables. The regression results also show that brand awareness as the major predictor variable has a correlation coefficient of 57.2% with brand perception when looking at the model summary table. This is not too low since it was above 50%. The result of the regression equally showed that brand awareness influence brand perception since the P value i.e. sig statistics is 0.000 with F statistics of 29.621.

5.   CONCLUSIONS AND SUGGESTIONS

Brand recall influence brand perception of a brand in the perspective of Schlumberger Limited that is a player in the oil and gas industry in Nigeria. This is in line with Zia,Younus and Mirza, (2021) that see the fundamental role of brand recall in decision making of the customers in perceiving and patronising a company as a brand or the company's products which could be seen as the brand of such company. These authors equally saw brand awareness as very relevant when talking about the perception of customer about a brand. The result of the study contended that brand recognition does not significantly influence the perception of Schlumberger as a brand in the oil and gas industry. This finding came out despite the fact that brand recognition is considered vital and successful when people are able to know and accept a brand through visual or auditory cues such as logos, slogans, packaging, colours, or jingles (Grubor & Milovanov, 2017). Probably the customers are very familiar with Schlumberger as a brand and they see this as not brand recognition. They perhaps have good knowledge of Schlumberger and they need not keep the brand in their memory because the two dimensions of brand recognition include brand knowledge and the associated network memory model (Aremu Musa, Mustapha &Aremu, 2018).

Brand identity is the third dimension of brand awareness and it represents what the organisation, its products or services stands for, and it is the driver for all branding activities (Petek & Ruzzler, 2013). In the study, brand identity was found to significantly influence brand perception of Schlumberger as a brand. This might be as a result of the fact that brand identity is a key driver in branding which translates to the consumer's general impression

and feeling about a brand which intrinsically influences consumer perception. Brand positioning is the way the brand, product or service, organisation is placed in the market based on recognition and reputation of the brand. This dimension of brand awareness is said to significantly influence customers' perception of Schlumberger as a brand. This shows that the company is seen as household name among the customers of Schlumberger. This is in line with the assertion of Janiszewska and Insch (2012) that brand positioning presents the way a company wants customers to perceive, think and feel about its brand versus competitive entries.

With the conclusions, it is suggested that:

i. When the essence of branding is for customers to be able to recall such brand, it is important the company should know the buyers of her products and services. The target customers' level of education should be studied and known, the age and gender will also play important role.

ii. Company striving to brand her products or services should look at their overall strategies. The company must examine the goals it wishes to achieve. The vision and mission of the company are very important in developing name and her logo

iii. One of the most important things company should look into inwardly is the marketing policy and strategy of the organisation. If the marketing strategy is to position the company as number one in the industry, such branding should be done to imply this.

iv. In this day of Information and Telecommunication, company should look at the type of website it will used. This is important because the website is the best tool to use in developing brand since online business has taken over the traditional one

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