

Brand Personality and Customer Loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.

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ABSTRACT

This study examined the effect of brand personality on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. The study was motivated by the growing competition within the Nigerian instant noodle market and the need for marketers to understand the factors that sustain consumer loyalty despite the availability of alternative brands and product variants. The main objective of the study was to examine the effect of brand personality on consumer loyalty of Indomie Noodles' Super Pack s in Uyo Metropolis, with specific focus on sincerity, competence, and excitement. The study adopted the survey research design. The population comprised all consumers of Indomie Noodles' Super Pack in Uyo Metropolis. Since the exact population could not be determined, it was considered infinite. A sample size of 384 respondents was obtained using the Godden (2004) formula for infinite populations. Convenience sampling technique was employed in selecting the respondents. Primary data were collected through the use of a structured questionnaire. Data collected were analysed using regression analysis, while the hypotheses were tested using the t-values generated from the regression results. The Statistical Package for Social Sciences (SPSS) Version 25 was used for data analysis. The findings revealed that sincerity has a significant effect on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. The study also found that competence significantly influences consumer loyalty. Furthermore, excitement was found to have a significant effect on consumer loyalty. These findings indicate that consumers are more likely to remain loyal to Indomie Noodles' Super Pack when they perceive the brand as trustworthy, reliable, capable, and exciting. The study concluded that brand personality significantly influences consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. Based on the findings, the study recommended that management should maintain honesty and transparency in brand communications, ensure consistent product quality and reliability, and develop innovative promotional campaigns that enhance the excitement associated with the brand in order to strengthen consumer loyalty.

Keywords: *Brand Personality, Sincerity, Competence, Excitement, Consumer Loyalty, Indomie Noodles, Super Pack*

1 INTRODUCTION

The contemporary business environment is characterized by intense competition, changing consumer preferences, and the availability of alternative products. Consequently, firms increasingly seek ways to differentiate their products and sustain consumer patronage. One approach that has attracted attention is the development of a strong brand personality. Brands with distinct and appealing characteristics can create positive impressions and foster lasting relationships with consumers (Kumar & Kaushik, 2022). Brand personality represents the human characteristics consumers associate with a brand and influences how they perceive and relate to it beyond its functional attributes (Ameen et al., 2021; Ghorbanzadeh & Rahehagh, 2021).

The relevance of brand personality is particularly evident in the fast-moving consumer goods market, where consumers are often faced with several products offering similar benefits. In such situations, traits such as sincerity, competence, and excitement can influence consumers' attitudes and behavioural responses toward brands (Cuong, 2022; Lee & Hwang, 2023). These traits can shape perceptions of a brand as trustworthy, reliable, and appealing, thereby encouraging favourable consumer responses.

Consumer loyalty is important to firms because loyal consumers are more likely to continue

purchasing a preferred brand and resist switching to competing alternatives (Sharma & Verma, 2022). Previous studies have also linked positive brand characteristics with stronger consumer loyalty and continued patronage (Algharabat et al., 2021; Bairrada et al., 2022). In the Nigerian instant noodle market, where consumers have access to competing noodle brands and alternative food products, maintaining consumer loyalty remains important. Although Indomie has maintained a strong presence in the market and offers different product variants, including Super Pack, consumers' continued loyalty cannot be assumed.

Despite existing studies on brand personality and consumer loyalty, limited attention has been given to the Super Pack variant of Indomie in Uyo Metropolis. This study therefore examines the effect of sincerity, competence, and excitement on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.

Statement of the Problem

The Nigerian instant noodle market is highly competitive, with consumers having access to several brands and product variants. As a result, maintaining consumer loyalty has become an important challenge for marketers. Although factors such as product quality and price influence consumer choice, brand personality has increasingly been recognized as a key factor that shapes consumer preferences and encourages loyalty (Lee & Hwang, 2023). Despite the popularity of the Super Pack variant of Indomie noodles, consumers are continually exposed to competing products, making it necessary to understand the factors that sustain their loyalty. However, most studies on brand personality and consumer loyalty have focused on industries such as telecommunications, hospitality, and retailing, with limited attention given to the instant noodle market. More specifically, there is a paucity of studies examining how brand personality dimensions such as sincerity, competence, and excitement influence consumer loyalty toward Indomie Noodles' Super Pack in Uyo Metropolis.

Objectives of the Study

The main objective of this seminar was to examine the effect of brand personality on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. The specific objectives are to:

- (i) Examine the effect of sincerity on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.
- (ii) Determine the effect of competence on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.
- (iii) Assess the effect of excitement on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.

Statement of Hypothesis

Based on the objectives of the study, the following null hypotheses were formulated:

- H₀₁:** There is no significant effect of sincerity on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.
- H₀₂:** There is no significant effect of competence on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.
- H₀₃:** There is no significant effect of excitement on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.

2. LITERATURE REVIEW

Conceptual Framework

Brand Personality
Independent Variable



Consumer Loyalty
Dependent Variable

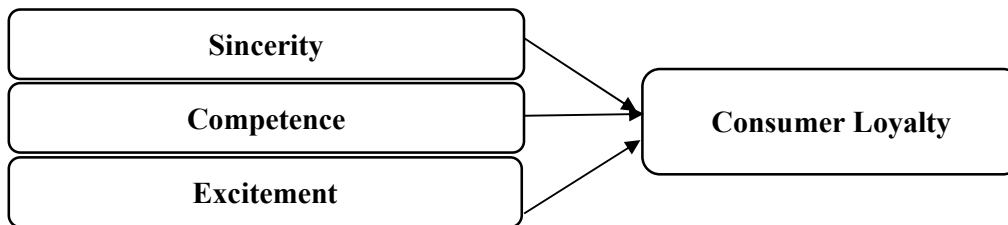


Fig 2.1: Conceptual model of brand personality and consumer loyalty by the researcher, 2026
Source: Researcher's Compilation (2026)

Concept of Brand Personality

Brand personality is an important marketing concept that explains the human characteristics consumers associate with a brand. It represents the set of traits that enable consumers to perceive a brand as if it possesses human qualities, thereby influencing their attitudes and behaviours toward the brand. In contemporary marketing, organizations utilize brand personality to differentiate their products from competitors and create stronger emotional connections with consumers (Kumar & Kaushik, 2022). According to Ghorbanzadeh and Rahehagh (2021), brand personality refers to the collection of human-like attributes that consumers assign to a brand based on their experiences, perceptions, and interactions with it. Similarly, Cuong (2022) viewed brand personality as the distinctive characteristics that make a brand appear unique, relatable, and appealing to consumers. These characteristics help consumers identify with a brand and influence their purchasing decisions.

Brand personality is commonly reflected through dimensions such as sincerity, competence, and excitement. Sincerity reflects the extent to which a brand is perceived as honest and trustworthy, competence relates to perceptions of reliability and effectiveness, while excitement reflects the brand's ability to appear energetic, innovative, and appealing to consumers (Lee & Hwang, 2023).

Dimensions of Brand Personality

Brand personality refers to the human characteristics consumers associate with a brand (Phillip et al., 2025). These characteristics influence consumer perceptions, attitudes, and loyalty toward the brand. Although brand personality comprises several dimensions, this study focuses on sincerity, competence, and excitement because they are key traits that shape consumer behaviour and loyalty (Lee & Hwang, 2023). The dimensions are discussed below:

Sincerity

Sincerity refers to the extent to which a brand is perceived as honest, genuine, trustworthy, and down to earth. It reflects the authenticity consumers associate with a brand and the extent to which its actions and communications appear truthful and credible. According to Foroudi et al. (2022), sincerity represents the authenticity and honesty that consumers associate with a brand. Similarly, Chinomona and Maziriri (2021) viewed sincerity as a brand characteristic that can shape consumers' trust and confidence in a brand. Algharabat et al. (2021) further noted that consumers tend to form favourable perceptions of brands they consider genuine and reliable.

In the context of brand personality, sincerity therefore describes the human-like qualities that make a brand appear honest, friendly, genuine, and trustworthy in the minds of consumers. It is concerned with how consumers interpret the character and authenticity of a brand rather than merely the functional performance of its products.

Competence

Competence refers to the extent to which a brand is perceived as capable, reliable, efficient, and successful in delivering its promises. It reflects consumers' confidence in the brand's ability to provide quality products and satisfactory experiences. Nguyen and Nguyen (2022) defined competence as consumers' perception of a brand's expertise, reliability, and effectiveness in meeting their needs. Likewise, Ahmad, Guzmán and Kidwai (2023) viewed competence as the ability of a brand to consistently perform and maintain high standards of quality. According to

Hwang and Lee (2023), competent brands are generally associated with professionalism, dependability, and superior performance. Competence is an important dimension of brand personality because consumers often prefer brands that have established a reputation for quality and consistency. When consumers perceive a brand as competent, they develop confidence in its products and are more willing to continue purchasing them. Competence also reduces the perceived risk associated with purchase decisions, thereby strengthening positive consumer attitudes and behavioural intentions. Consequently, brands that demonstrate competence are more likely to enjoy favourable consumer evaluations and sustained patronage.

Excitement

Excitement refers to the extent to which a brand is perceived as energetic, innovative, imaginative, and appealing. It reflects a brand's ability to generate enthusiasm and maintain consumer interest. Nawi, Mamun and Hayat (2021) defined excitement as the dynamic and adventurous characteristics that make a brand attractive and engaging to consumers. Similarly, Cuong (2022) described excitement as a brand's ability to create feelings of enthusiasm, uniqueness, and emotional stimulation among consumers. According to Hwang and Lee (2023), exciting brands often stand out from competitors because they project innovation and creativity. Excitement plays a significant role in influencing consumer perceptions and brand preferences. Consumers are naturally attracted to brands that appear vibrant, modern, and innovative. Such brands are more likely to capture attention and create memorable experiences that strengthen consumer attachment. Through continuous innovation and appealing brand attributes, excitement helps organizations differentiate their products and maintain consumer interest. As a result, brands perceived as exciting often enjoy stronger consumer engagement and positive behavioural outcomes.

Concept of Consumer Loyalty

Consumer loyalty refers to a consumer's commitment to continue purchasing and supporting a preferred brand over time. It is regarded as an important indicator of a strong relationship between consumers and brands because loyal customers are more likely to engage in repeat purchases and maintain their preference for a brand despite competing alternatives (Udo et al., 2024). According to Sharma and Verma (2022), consumer loyalty is a customer's willingness to consistently repurchase a preferred brand based on positive experiences and satisfaction. Similarly, Rather and Hollebeek (2021) described consumer loyalty as a deeply held commitment to continue patronizing a particular brand in the future. These definitions suggest that consumer loyalty goes beyond a single purchase and reflects a long-term attachment to a brand.

Consumer loyalty is important because it contributes to sustained patronage and business performance. Loyal consumers often develop favourable attitudes toward a brand, recommend it to others, and are less likely to switch to competing products (Bairrada, Coelho, & Lizanets, 2022). In the fast-moving consumer goods market, where consumers are exposed to numerous alternatives, maintaining consumer loyalty has become a major objective for marketers. Consumer loyalty is influenced by several factors, including customer satisfaction, trust, brand image, and brand personality.

Brand Personality and Consumer Loyalty

Brand personality and consumer loyalty are closely related concepts in marketing. Brand personality represents the human characteristics consumers associate with a brand, while consumer loyalty refers to a consumer's commitment to continue purchasing and supporting a preferred brand over time. Organizations increasingly rely on brand personality to create favourable perceptions and strengthen customer relationships. According to Algharabat et al. (2021), a positive brand personality helps consumers develop trust and emotional attachment toward a brand, which in turn enhances loyalty. Similarly, Bairrada et al. (2022) noted that consumers are more likely to remain loyal to brands they perceive as trustworthy, reliable, and appealing. This suggests that consumers often consider both the functional benefits and personality traits of a brand when making purchase decisions. Hwang and Lee (2023) observed

that dimensions such as sincerity, competence, and excitement contribute significantly to consumer loyalty because they encourage positive perceptions and stronger brand relationships. Therefore, a favourable brand personality can enhance consumer loyalty by promoting trust, preference, and continued patronage. Brands that consistently project positive personality traits are more likely to retain customers and maintain long-term relationships with them.

Sincerity and Consumer Loyalty

Sincerity is an important dimension of brand personality that reflects the extent to which a brand is perceived as honest, trustworthy, genuine, and dependable. Consumers are more likely to develop favourable attitudes toward brands they consider sincere because such brands create confidence and reduce uncertainty in purchase decisions. As a result, sincerity has been identified as a key factor in fostering long-term consumer relationships and loyalty. According to Foroudi et al. (2022), sincerity strengthens consumer trust by creating perceptions of honesty and authenticity. When consumers believe that a brand consistently delivers on its promises, they are more likely to remain committed to the brand. Similarly, Chinomona and Maziriri (2021) argued that sincere brands are better positioned to build strong emotional connections with consumers, thereby encouraging repeat purchases and continued patronage. Consumer loyalty is often enhanced when consumers perceive a brand as transparent and reliable (Uford, 2017). Brands that consistently meet consumer expectations are more likely to gain trust and retain customers over time. Algharabat et al. (2021) observed that trust developed through sincere brand behaviour positively influences consumer loyalty by strengthening brand preference and commitment.

Competence and Consumer Loyalty

Competence refers to the extent to which consumers perceive a brand as capable, reliable, efficient, and able to consistently deliver quality products and services. It reflects consumers' confidence in a brand's ability to fulfill its promises and meet their expectations. In competitive markets, competence is an important brand attribute because consumers often prefer brands that have established a reputation for reliability and superior performance. According to Nguyen and Nguyen (2022), brand competence represents consumers' perception that a brand possesses the expertise and capability required to satisfy their needs effectively. Similarly, Ahmad et al. (2023) noted that competent brands inspire confidence among consumers because they are associated with consistency, quality, and dependability. Hwang and Lee (2023) observed that competent brands are more likely to retain customers because consumers view them as dependable and capable of meeting their expectations. This confidence often translates into repeat purchases and long-term patronage.

Excitement and Consumer Loyalty

Excitement is a dimension of brand personality that reflects the extent to which a brand is perceived as energetic, innovative, imaginative, and appealing. Brands that possess excitement are often viewed as dynamic and capable of creating memorable experiences for consumers. This dimension is important because it helps brands attract attention and maintain consumer interest in highly competitive markets. According to Nawi et al. (2021), excitement represents the ability of a brand to generate enthusiasm and emotional stimulation among consumers. Similarly, Cuong (2022) described excitement as a brand characteristic that makes a product appear unique, vibrant, and attractive to consumers. Brands that exhibit excitement are often perceived as modern and innovative, which enhances their appeal among consumers. The relationship between excitement and consumer loyalty stems from the emotional connections consumers develop with brands that they find interesting and engaging. Consumers are more likely to remain loyal to brands that consistently provide enjoyable experiences and maintain their interest over time. Hwang and Lee (2023) noted that exciting brands tend to foster stronger consumer engagement, which positively influences loyalty and repurchase intentions. Furthermore, excitement helps brands differentiate themselves from competitors.

Theoretical framework

Self-Congruity Theory

The Self-Congruity Theory was advanced by Sirgy (1982). The theory explains that consumers are more likely to prefer brands whose personalities are consistent with their self-image, values, and lifestyle. It is based on the assumption that consumers purchase products not only for their functional benefits but also for the symbolic meanings attached to them. According to the theory, consumers tend to develop favourable attitudes toward brands that reflect who they are or who they aspire to become. When consumers perceive a similarity between their self-concept and a brand's personality, they are more likely to identify with and develop positive feelings toward the brand. Conversely, brands whose personalities do not align with consumers' self-perceptions may be less attractive to them. The theory has been widely used in consumer behaviour studies to explain consumer preferences, brand attachment, and loyalty.

Brand Relationship Theory

The Brand Relationship Theory was propounded by Fournier (1998). The theory explains that consumers can develop relationships with brands in the same way they develop relationships with people. It suggests that positive experiences and continuous interactions with a brand can create emotional bonds between consumers and the brand. According to Fournier (1998), these relationships are built on factors such as trust, commitment, satisfaction, and attachment. When consumers consistently receive value from a brand, they are more likely to develop positive feelings toward it and maintain a lasting relationship with the brand. The theory therefore emphasizes that the strength of the relationship between a consumer and a brand can influence the consumer's attitudes and behavioural responses toward the brand.

Review of Empirical Studies

Algharabat et al. (2021) examined the effect of brand personality on consumer loyalty in Jordan. The study adopted a survey research design and collected data from 412 consumers using structured questionnaires. Data were analysed using Structural Equation Modelling (SEM). The findings revealed that brand personality significantly influenced consumer loyalty. The study was limited to consumers in Jordan. The gap identified is the lack of evidence from the Nigerian food industry, particularly the noodle market. This study addresses the gap by examining the effect of brand personality on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.

Bairrada et al. (2022) investigated the influence of brand personality on consumer behaviour and loyalty in Portugal. The study utilized a questionnaire as the data collection instrument and obtained data from 368 consumers. Multiple regression analysis was employed for data analysis. The findings indicated that dimensions of brand personality significantly enhanced consumer loyalty and strengthened consumers' commitment toward brands. A limitation of the study was its focus on retail brands. The gap is that the study did not consider fast moving consumer goods such as noodles. The current study addresses this gap by focusing on Indomie Noodles' Super Pack consumers in Uyo Metropolis.

Nawi et al. (2021) evaluated the effect of brand excitement on consumer purchase behaviour in Malaysia. Primary data were collected through questionnaires from 295 respondents and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings revealed that brand excitement positively influenced consumer attitudes and loyalty intentions. The limitation of the study was its concentration on general consumer products without focusing on specific food brands. The gap is that the study did not investigate consumer loyalty within the noodle industry. The present study fills this gap by examining excitement and consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.

Hwang and Lee (2023) examined the influence of brand personality dimensions on customer

engagement and loyalty in South Korea. The study adopted a survey design and collected data from 427 consumers using structured questionnaires. Data were analysed using Structural Equation Modelling. The findings showed that sincerity, competence, and excitement significantly enhanced customer loyalty and repurchase intentions. The study was limited to service-oriented brands within the South Korean market. The identified gap is the lack of evidence from the Nigerian consumer goods sector. This study addresses the gap by focusing on consumers of Indomie Noodles' Super Pack in Uyo Metropolis.

Xu (2025) analysed the impact of brand personality on brand loyalty among consumers in China. The study employed a survey research design and obtained data from 340 respondents through questionnaires. Structural Equation Modelling was used for data analysis. The findings indicated that brand personality positively influenced brand loyalty through brand identification and brand trust. The limitation of the study was that it concentrated on technology-related products. The gap is that the study did not examine food products or noodle brands. The present study therefore extends the literature by focusing on Indomie Noodles' Super Pack consumers in Uyo Metropolis.

3 RESEARCH METHODOLOGY

Research Design

The study adopted the survey research design. The design was considered appropriate because it enabled the researcher to obtain relevant information directly from consumers of Indomie Noodles' Super Pack regarding their perceptions of brand personality and consumer loyalty. The survey design also provided an effective means of collecting data from a large number of respondents within a relatively short period.

Population of the Study

The population of this study comprised all consumers of Indomie Noodles' Super Pack in Uyo Metropolis. However, the exact number of consumers could not be accurately determined due to the absence of a comprehensive record showing the total number of Indomie Noodles' Super Pack consumers within the study area. Consequently, the population was considered infinite.

Sample Size Determination

Since the population of consumers of Indomie Noodles' Super Pack in Uyo Metropolis could not be accurately determined, the sample size for the study was determined using the infinite population formula developed by Godden (2004):

$$S = Z^2 \times P(1-P)/C^2$$

Where:

S = Sample Size

Z = Standard normal deviation at 95% confidence level (1.96)

P = Estimated proportion of the population possessing the characteristic of interest (0.5)

C = Margin of error (0.05)

Substituting the values into the formula:

$$S = \frac{1.96^2 \times (0.5) \times (1-0.5)}{0.05^2}$$

$$S = \frac{3.8416 \times (0.5) \times (0.5)}{0.0025}$$

$$S = \frac{3.8416 \times 0.25}{0.0025}$$

$$S = \frac{0.96}{0.0025}$$

$$S = 384.$$

Sampling Technique

This study employed the convenience sampling technique to select the 384 respondents used for the study. The technique was considered appropriate because it enabled the researcher to conveniently access consumers of Indomie Noodles' Super Pack in Uyo Metropolis. Structured questionnaires were subsequently administered to the respondents to obtain information on brand personality and consumer loyalty.

Sources of Data Collection

This study relied on primary data, which were collected through structured questionnaires administered to consumers of Indomie Noodles' Super Pack in Uyo Metropolis.

Instrument of Data Collection

A structured questionnaire was used for data collection, designed on a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). The instrument was used to capture respondents' perceptions regarding brand personality and consumer loyalty among consumers of Indomie Noodles' Super Pack in Uyo Metropolis. The questionnaire provided a quantitative measure of respondents' opinions, thereby ensuring consistency and reliability in data collection and analysis.

Method of Data Analysis

The extent of the relationship between the independent variables and the dependent variable will be examined by conducting regression analysis using SPSS V25. The hypotheses stated for this study will be tested using the t-values of the regression result. This statistical tool is found appropriate because it establishes a relationship between the independent and dependent variables.

4. DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

Data Presentation

Table 4.1: Summary of Questionnaire Administered

Questionnaire	Number of Questionnaire	Percentage (%)
Administered	384	100.00
Completed and Returned	381	99.2
Not completed and Returned	1	0.3
Rejected	2	0.5
Total	384	100.00

Source: Field Survey (2026)

Table 4.1 shows the summary of the questionnaires administered to consumers of Indomie Noodles' Super Pack in Uyo Metropolis. A total of 384 questionnaires were distributed to the respondents, representing 100% of the study sample. Out of this number, 381 questionnaires, representing 99.2%, were properly completed and returned. One questionnaire, representing 0.3%, was not properly completed and returned, while two questionnaires, representing 0.5%, were rejected due to incomplete responses. Therefore, the analysis of this study was based on the 381 valid questionnaires returned by the respondents. The high response rate of 99.2% indicates a strong level of participation and provides a reliable basis for examining the effect of brand personality on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis.

Analysis of Respondents' Demographics

Respondents' demographics were the focus of data collection in the first section of the research questionnaire administered.

Table 4.2 Gender of Respondents

Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Female	240	63	63	63
	Male	141	37	37	100.0
	Total	381	100.0	100.0	

Source: Researcher's Computation (2026)

Table 4.2 presents the gender distribution of the respondents in the study. Out of the 381 respondents, 240 (63%) were female, while 141 (37%) were male. This indicates that the majority of the respondents were female, representing a higher proportion compared to the male respondents in the study.

Table 4.3 Ages of Respondents

Age	Frequency	Percentage (%)
Below 18	95	24.9
19-29	121	31.8
30-39	76	19.9
40 years and above	89	23.4
Total	381	100

Source: Researcher's Computation (2026)

Table 4.3 shows that respondents aged 19–29 years constituted the highest proportion with 31.8%, while respondents aged 30–39 years recorded the lowest proportion with 19.9%. This indicates that the majority of the consumers of Indomie Noodles' Super Pack in Uyo Metropolis were young adults.

Table 4.4 Marital Status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	205	53.8	53.8	53.8
	Married	156	40.9	40.9	94.8
	Divorced	18	4.7	4.7	99.5
	Widower/Widow	2	.5	.5	100.0
	Total	381	100.0	100.0	

Source: Researcher's Computation (2026)

Table 4.4 shows that 205 respondents (53.8%) were single, 156 respondents (40.9%) were married, 18 respondents (4.7%) were divorced, while 2 respondents (0.5%) were widowed. This indicates that the majority of the consumers of Indomie Noodles' Super Pack in Uyo Metropolis were single.

Analysis of Respondents' Responses

Table 4.5: Percentage Analysis of Respondents' Responses on Sincerity and Consumer Loyalty

Statement	Total	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
I perceive Indomie Noodles' Super Pack as a trustworthy brand.	381 (100%)	215 (56.5%)	140 (36.7%)	12 (3.1%)	9 (2.4%)	5 (1.3%)
Indomie Noodles' Super Pack consistently delivers what it promises to consumers.	381 (100%)	205 (53.8%)	155 (40.7%)	12 (3.1%)	5 (1.3%)	4 (1.0%)
The information provided about Indomie Noodles' Super Pack is honest and believable	381 (100%)	220 (57.7%)	140 (36.7%)	10 (2.6%)	7 (1.8%)	4 (1.0%)
I consider Indomie Noodles' Super Pack to be a genuine brand that cares about consumers.	381 (100%)	210 (55.1%)	150 (39.4%)	10 (2.6%)	7 (1.8%)	4 (1.0%)

Source: Field Survey (2026)

Table 4.5 reveals that the majority of the respondents agreed that Indomie Noodles' Super Pack is trustworthy, honest, reliable, and genuine. This indicates that consumers generally perceive Indomie Noodles' Super Pack as a sincere brand.

Table 4.6: Percentage Analysis of Respondents' Responses Regarding Competence and Consumer Loyalty

Statement	Total	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
Indomie Noodles' Super Pack is a reliable product compared to competing noodle brands.	381 (100%)	235 (61.7%)	120 (31.5%)	15 (3.9%)	7 (1.8%)	4 (1.0%)
The brand consistently provides satisfactory quality to consumers.	381 (100%)	220 (57.7%)	135 (35.4%)	15 (3.9%)	6 (1.6%)	5 (1.3%)
Indomie Noodles' Super Pack performs well in meeting consumers' expectations.	381 (100%)	245 (64.3%)	120 (31.5%)	10 (2.6%)	5 (1.3%)	1 (0.3%)
I believe Indomie Noodles' Super Pack is produced by a competent and capable company.	381 (100%)	230 (60.4%)	130 (34.1%)	15 (3.9%)	4 (1.1%)	2 (0.5%)

Source: Field Survey (2026)

Table 4.6 shows that the majority of the respondents agreed that Indomie Noodles' Super Pack is reliable, provides satisfactory quality, meets consumers' expectations, and is produced by a competent company. This indicates that consumers generally perceive Indomie Noodles' Super Pack as a competent brand.

Table 4.7: Percentage Analysis of Respondents' Responses Regarding Excitement and Consumer Loyalty

Statement	Total	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
Indomie Noodles' Super Pack is an exciting brand that attracts my attention.	381 (100%)	260 (68.2%)	105 (27.6%)	10 (2.6%)	4 (1.1%)	2 (0.5%)
The brand appears innovative and different from competing noodle brands	381 (100%)	240 (63.0%)	120 (31.5%)	12 (3.1%)	6 (1.6%)	3 (0.8%)
I find Indomie Noodles' Super Pack appealing and interesting.	381 (100%)	265 (69.6%)	100 (26.2%)	10 (2.6%)	4 (1.1%)	2 (0.5%)
The brand creates enthusiasm among consumers.	381 (100%)	255 (66.9%)	110 (28.9%)	8 (2.1%)	5 (1.3%)	3 (0.8%)

Source: Field Survey (2026)

Table 4.7 indicates that the majority of the respondents agreed that Indomie Noodles' Super Pack is exciting, innovative, appealing, and capable of creating enthusiasm among consumers. This suggests that consumers generally perceive Indomie Noodles' Super Pack as an exciting brand, which may contribute to consumer loyalty.

Table 4.8: Percentage Analysis of Respondents' Responses Regarding Consumer Loyalty

Statement	Total	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
The sincerity of Indomie Noodles' Super Pack encourages me to continue purchasing the product.	381 (100%)	245 (64.3%)	131 (34.4%)	2 (0.5%)	1 (0.3%)	2 (0.5%)
The competence of Indomie Noodles' Super Pack influences my	381 (100%)	217 (57.0%)	153 (40.2%)	5 (1.3%)	1 (0.3%)	5 (1.3%)

preference for the brand over competing noodle brands.						
The excitement associated with Indomie Noodles' Super Pack motivates me to purchase the product repeatedly.	381 (100%)	246 (64.6%)	132 (34.6%)	1 (0.3%)	1 (0.3%)	1 (0.3%)
I intend to continue buying Indomie Noodles' Super Pack because of its positive brand personality.	381 (100%)	232 (60.9%)	145 (38.1%)	1 (0.3%)	0 (0%)	3 (0.8%)

Source: Field Survey (2026)

Table 4.8 shows that the majority of the respondents agreed that the sincerity, competence, and excitement of Indomie Noodles' Super Pack encourage their continued patronage of the product. Respondents also indicated their intention to continue purchasing the brand because of its positive brand personality. This suggests a high level of consumer loyalty toward Indomie Noodles' Super Pack in Uyo Metropolis.

Descriptive Statistics of Variables

This section presents the descriptive statistical analysis of the variables examined in the study, namely brand personality (measured by sincerity, competence, and excitement) and consumer loyalty. The results of the descriptive statistics are presented in Table 4.9.

Table 4.9 Descriptive Statistics of Variables

	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness Statistic	Std. Error	Kurtosis Statistic	Std. Error
SINCERITY	285	4.6018	.37199	1.041	.144	.977	.288
COMPETENCE	285	4.4702	.34662	1.261	.144	2.277	.288
EXCITEMENT	285	4.4781	.40049	.869	.144	.792	.288
CONSUMER LOYALTY	285	4.4930	.38507	.833	.144	.594	.288
Valid N (listwise)	285						

Source: Researcher's Computation (2026) using SPSS 25.0

Table 4.9 shows that all the study variables recorded high mean scores above 4.0, indicating a high level of agreement among respondents. Sincerity recorded the highest mean score (Mean = 4.6018), followed by Consumer Loyalty (Mean = 4.4930), Excitement (Mean = 4.4781), and Competence (Mean = 4.4702). The relatively low standard deviation values indicate consistency in respondents' opinions. The skewness and kurtosis values further suggest that the data were reasonably distributed for statistical analysis.

Model Evaluation

Table 4.10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.626 ^a	.545	.322	.28535

a. Predictors: (Constant), SINCERITY, COMPETENCE, EXCITEMENT

Source: Researcher's computation (2026) using SPSS 25.0

Table 4.10 shows a correlation coefficient (R) of 0.626, indicating a moderate positive relationship between brand personality dimensions (sincerity, competence, and excitement) and consumer loyalty. The R Square value of 0.545 implies that 54.5% of the variation in consumer loyalty is explained by sincerity, competence, and excitement, while the remaining 45.5% is attributed to other factors not included in the model. This suggests that the model has a reasonable explanatory power.

Analysis of Variance

Table 4.11 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	.385	3	6.058	.403	.000 ^b
	Residual	41.726	281	0.078		
	Total	42.111	284			

a. Dependent Variable: CONSUMER LOYALTY

b. Predictors: (Constant), SINCERITY, COMPETENCE, EXCITEMENT

Source: Researcher's computation (2026) using SPSS 25.0

Table 4.11 presents the ANOVA result for the regression model. The significance value of 0.000, which is less than the 0.05 level of significance, indicates that the regression model is statistically significant. This implies that sincerity, competence, and excitement jointly have a significant effect on consumer loyalty among consumers of Indomie Noodles' Super Pack in Uyo Metropolis. Therefore, the model is suitable for explaining variations in consumer loyalty.

Test of Hypotheses

This analysis was conducted to test the relationship between the dependent variables and the independent variable of this study. In line with this, each hypothesis was tested based on the regression results obtained.

Table 4.12 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.319	.189		6.981	.000
	SINCERITY	.028	.064	.027	.438	.003
	COMPETENCE	.007	.067	.007	.111	.000
	EXCITEMENT	.095	.060	.098	1.575	.002

a. Dependent Variable: CONSUMER LOYALTY

Source: Researcher's computation (2026) using SPSS 25.0

The t-statistics and p-values in Table 4.12 were utilized to test the hypotheses formulated in the study.

Discussion of Findings

Hypothesis One (H₀₁): sincerity has a significance value of 0.003, which is less than 0.05. Therefore, the null hypothesis is rejected, and it is concluded that sincerity has a significant effect on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. This finding is consistent with the study of Foroudi, Cuomo and Dennis (2022), who found that brand sincerity significantly enhances consumer trust and loyalty. The finding also supports the position of the Self-Congruity Theory, which suggests that consumers tend to remain loyal to brands whose characteristics align with their expectations and values.

Hypothesis Two (H₀₂): competence has a significance value of 0.000, which is less than 0.05. Therefore, the null hypothesis is rejected, and it is concluded that competence has a significant effect on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. This finding agrees with Nguyen and Nguyen (2022), who reported that brand competence positively influences customer loyalty. Similarly, Ahmad, Guzmán and Kidwai (2023) found that competent brands are more likely to gain consumer preference and loyalty because consumers associate them with quality and reliability.

Hypothesis Three (H₀₃): excitement has a significance value of 0.002, which is less than 0.05. Therefore, the null hypothesis is rejected, and it is concluded that excitement has a significant effect on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. This finding is in line with Nawi, Mamun and Hayat (2021), who found that brand excitement positively influences consumer loyalty intentions. The finding also agrees with Hwang and Lee (2023), who reported that excitement is an important brand personality dimension that strengthens consumer engagement and loyalty.

5. CONCLUSION

Summary

This study examined the effect of brand personality on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. Specifically, the study investigated the effect of sincerity, competence, and excitement on consumer loyalty. The study was guided by three objectives, three research questions, and three hypotheses. Relevant literature was reviewed under conceptual, theoretical, and empirical frameworks, while the Self-Congruity Theory served as the anchor theory. The study adopted a survey research design. Primary data were collected through structured questionnaires administered to consumers of Indomie Noodles' Super Pack in Uyo Metropolis. Since the population could not be accurately determined, Godden's (2004) formula for an infinite population was used to determine a sample size of 384 respondents. Out of the questionnaires distributed, 381 were validly completed and used for analysis. Data were analysed using descriptive statistics and multiple regression analysis with the aid of SPSS version 25. The findings revealed that sincerity has a significant effect on consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. The study also found that competence significantly affects consumer loyalty. Furthermore, excitement was found to have a significant effect on consumer loyalty. Based on these findings, the study concluded that brand personality plays an important role in influencing consumer loyalty toward Indomie Noodles' Super Pack in Uyo Metropolis.

Conclusion

Based on the findings of the study, it was concluded that brand personality significantly influences consumer loyalty of Indomie Noodles' Super Pack in Uyo Metropolis. The study established that sincerity, competence, and excitement each have a significant effect on consumer loyalty. Consumers were more likely to remain loyal to the brand when they perceived it as trustworthy, reliable, capable, and exciting. Therefore, the study concludes that developing and maintaining positive brand personality traits is essential for enhancing consumer loyalty and sustaining patronage of Indomie Noodles' Super Pack in Uyo Metropolis.

Recommendations

Based on the objectives of the study and the findings obtained, the following recommendations were made: Indomie Noodles' Super Pack should continue to promote honesty and transparency in its marketing communications and product information in order to strengthen consumers' perception of the brand's sincerity and sustain customer loyalty. The company should maintain consistent product quality and reliability by ensuring that Indomie Noodles' Super Pack continues to meet consumers' expectations, thereby reinforcing the brand's competence and encouraging repeat purchases. Management should develop innovative promotional activities and attractive brand campaigns that enhance the excitement associated with Indomie Noodles' Super Pack, as this will help maintain consumer interest and strengthen loyalty to the brand.

Suggestions for further Studies

Future studies should examine the effect of brand personality on consumer loyalty using other dimensions of brand personality such as sophistication and ruggedness. Similar studies should be conducted on other food and beverage products to determine whether the findings are consistent across different product categories.

Contributions to knowledge

This study contributes to the existing literature on brand personality and consumer loyalty by providing empirical evidence on the effect of sincerity, competence, and excitement on consumer loyalty among consumers of Indomie Noodles' Super Pack in Uyo Metropolis. Specifically, the study contributes to knowledge in the following ways: The study established that sincerity

significantly influences consumer loyalty, thereby highlighting the importance of honesty and trustworthiness in building long-term consumer relationships. Moreso, it demonstrated that competence significantly affects consumer loyalty, providing evidence that consumers are more likely to remain loyal to brands they perceive as reliable and capable. Furthermore, it revealed that excitement significantly influences consumer loyalty, thereby showing that appealing and innovative brand characteristics can strengthen consumers' commitment to a brand.

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