Strategic Product Positioning and Customer Patronage of Brewery Organizations in Enugu State, Nigeria

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Abstract
The study investigated the effect of product positioning strategies on customer patronage of brewery organizations in Enugu State Nigeria. The specific objectives of the study were to investigate the effect of feature-based positioning; price-based positioning, cultural symbol positioning and competitive positioning on customer patronage of brewery organizations in Enugu State, Nigeria. The study adopted a cross sectional survey research design. The population comprises management and staff of brewery organizations in Enugu State and the population size was unknown while the sample size was 384. Primary source of data was used while the instrument of data collection was structured questionnaire. The validity of the instrument was tested using expert opinion while the reliability of the research instrument was tested using Cronbach Alpha coefficient. The study used quota sampling technique in reaching the respondents. Multiple regression statistical analysis method was used to test the formulated hypotheses at 5% level of significance. The findings revealed that feature-based positioning; price-based positioning, cultural symbol positioning and competitive positioning have significant and positive effect on customer patronage of brewery organizations in Enugu State, Nigeria. It was concluded that the positioning strategies understudy have significant effect on customer patronage of brewery organizations in Enugu State. The study recommended that brewery organizations should ensure improved usage of the studied product positioning strategies for enhanced customer patronage of their market offerings in Enugu State. The findings of the study have many implications to the policy holders, stakeholders, marketers, consumers, brewery organizations, and future researchers.

KEYWORDS: consumer patronage, features, price, cultural symbol, competition, product positioning

Introduction

The rapid changes in the domestic and global marketplace increased competition among organizations. They also increased the level of customer awareness and sophistication and have created a paradigm shift in business landscape in Nigeria. This paradigm shift has made business organizations especially brewery organizationsto re-strategize and shift their policy decisions towards designing strategies aimed at improving their competitiveness and enhancing consumer patronage of their products (Eke &Onah, 2025).

Following the above scenario and the current level of market diversification, product positioning has become an inevitable marketing strategy fornavigating the competitive business landscape and addressing the various needs of the consumers(Yusuf, Shah, Pusaka&Sunaryanto, 2022). This is because effective product positioning enables organizations to precisely communicate product features and benefits in connection with the consumers' needs (Peattie, &Peattie, 2009). Product positioning strategy enables organizations to spot growth prospects and garner a better knowledge of consumers and competition, ensure more efficient resource allocation, and leverage evolving opportunities such as specialized markets (Daniel, 2018).

Product positioning strategy has been recognized as a predictor of competitiveness and improved organizational performance including customer patronage. Hence, it has become essential for organizations especially brewery organizationsto understand the dimensions of product positioning so as to improve their competitiveness and overallperformance (Ambler, 2013). Product positioning is an effort made by organizations to influence the consumer's perception of their products relative to the perception ofcompeting products (Okon, Horsfall&Ekpo, 2022). An organization's positioning strategy focuses on how it will compete in the market. An effective positioning strategy considers the resources of the organization, the needs of the customers and the position of competitors. The purpose of a positioning strategy is to alloworganizations to focus on specific areas where they can outperform their competitors and improve performance especially customer patronage (Akpabio and Oladele, 2020).

Customer patronage is seen as a promise to continually buy a favoured product and recommend it to friends and family (lyadi, 2022). Mcllroy and Barnett (2010), this connection will endure as long as customers believe they are receiving better service than what is offered by competitors. When customers consistently make repeat purchases businesses can experience increased profit levels, improved market share, rapid business growth, and its overall advantage over competitors (Singh & Khan, 2018)

Statement of the problem

Studies have shown a positive correlation between product positioning and organizational performance measures especially customer patronage. For instance, Iyadi and Ojumude (2022) confirmed that effective product positioning has a significant effect on customer patronage. Hence, organizations that embrace effective product positioning end up creating a value oriented, benefit-oriented or quality-oriented position in the minds of the consumers thereby fosteringcustomer patronageof the products. It enables organizations to create a clearly defined, distinctive, and unmistakable image in the minds of customers (Akbar, Omar, &Tasmin, 2017).
However, studies on correlation between product positioning and customer patronagelack adequate insight for managers in the area of this study on how strategic product positioning affects customer patronage especially in the breweryindustry. This is because many of the studies

were conducted in the Western economies using different social, economic, cultural and demographic perspectives. Also, there are disparities in the outcome of the studies.

Hence, there is need for managers of brewery organizationsespecially in Enugu State to understand clearly how product positioning affects customer patronage of their market offerings. This will enable them to embrace the concept of product positioning and enshrine it as part of their marketing strategies. For these managers to understand how the concept of product positioning affects customer patronage there is need for a study to unravel the effect of product positioning strategy on customer patronage among brewery organizations in Enugu State, Nigeria.

Consequently, this study sought to investigate the effect of product positioning strategy on customer patronage of brewery organizationsin Enugu State, Nigeria. In line with this, the specific objectives of this study were to ascertain how features-based positioning strategy, price-based positioning strategy, cultural symbols based positioning strategy and competitor based positioning strategy affect customer patronage of brewery organizations in Enugu State, Nigeria.

Literature Review

Conceptualization of Product Positioning Strategy

The position a firm occupy in the market is an essential part of the strategic process of a company. Positioning can then be understood as how a firm can pursue a claim in a fragment of the marketplace in a manner that will ensure clear differentiation from all of its competitors. This means that product positioning needs to ensure the creation of clearly defined, distinct, and unmistakable image in the minds of customers (Kotler, 2017). Positioning has been defined as a psychological concept that has to do with perception and impression, and it is an important factor of strategic decisions (Harrison-Walker, 2011). It is said to be the measures that organizations use to design the way they offer value and their brand to engage the minds of customers (Nennaaton& Claire, 2016). Positioning is termed as the steps taken in creating a product and branding it in a way that it is has a place in the minds of the prospect. The aim of this is to establish an image and a perception of the firm and its products/services which in turn benefits the firm (Kotler& Keller, 2016).

Fayvishenko (2018) states that the awareness of trademark differentiation and classification of goods according to specified properties are the basis for the concept of positioning. This means that positioning is one of the very important steps in getting a trademark. Thoroughly examined positions focus on providing trajectory for new product development, market growth, connectivity, pricing, and distribution channel selection. Thus, positioning is the most important stage in the management strategy of the trademark. Positioning is a method whereby a firm develops its own identity, unique properties, positive connections, and values in the minds of consumers in order to generate a consistent brand image and ensure the loyalty of customers to

this brand.

From the above definitions, it is clear that positioning is the act of designing the company's offering and image so that they occupy a meaningful and distinct competitive position in the target customers mind; relative to similar competitive offerings in the marketplace. The main purpose of positioning is to increase the market share supremacy, and to maximize profit. The long term aim is to create a brand reputation which helps to promote positive long-term purchase decisions (Kotler and Armstrong, 2015).

Concept of Customer Patronage

Customer patronage refers to the extent to which a customer exhibits purchasing behavior. It is a predisposition to buy, displayed by customers who are establishing brand loyalty (Yuen & Chen, 2010). It could also be when a customer possesses a positive disposition toward product or brand and use the product when in need (Gremler& Brown, 1999). Customer patronage is also synonymous with customer choice or preferences purchase intentions, brand patronage, willingness to pay a price premium for the brand, brand extensions, as well as recommending the brand to others (Yoo et al., 2000).

Customer patronage is used to measure the behaviors of repeat customers and those that offer good brand ratings, reviews or testimonials (Kumar &Advani, 2009). Behavioral patronage represents repurchase behavior while attitude patronage means psychological commitment to a specific brand (Syed et al, 2012). Customer patronage could be measured by the following; repurchase intention, price tolerance, recommending to others (Chaudhuri& Holbrook, 2001).
Customer patronage can be seen as the commitment to repurchase a product and it is also seen as the number of repeated purchases (Kotler and Keller, 2013). Furthermore, it refers to the intention to purchase a product or brand as the first choice as well as the willingness to pay a higher price for a particular brand in relation to other alternatives (Anyanwu, 2014). Customer patronage can also be measured by the number of brands purchased, percent of purchases, and future purchase intention.

Theoretical Foundations and Hypotheses Development

Positioning is the strategy of differentiating a firm's product from that of its competitors. Kotler (2018) avers that a positioning strategy may be developed from the product's attributes, its specific uses, the type of users, the product class or category, or the competition. Each of these represents a different approach to developing a positioning strategy. However, all of them have the ultimate objective of developing or reinforcing an image in the minds of the audience. Research has shown several ways of positioning a product in the minds of the target market, however, in this study the following positioning strategies are considered: positioning based on features, price, cultural symbols and competition.

Positioning based on Product Features and Customer patronage

Positioning using the entirety of a product's features and attributes that have an impact on how well it can meet certain customer demands is known as a feature-based positioning strategy (Chavan, 2013; lyadi& Christopher, 2022). The consumer will be satisfied and think the product is of acceptable or even excellent quality if it meets their expectations. This is one of the most prevalent positioning strategies in which the product is connected to a specific feature that improves the wellbeing of the customer (Aaker 2012) with a focus on a distinct quality or benefit. This strategy, also known as distinctive feature placement, can be used when a product offers something that is hard for competitors to match (Frazer 1983). In their study, Iyadi and Ojumude (2022) established a correlation between features-based product positioning strategy and customer patronage. Based on this review, it was hypothesized that;

H_1: *There is a significant effect of features-based product positioning strategy on customer patronage of brewery products in Enugu State.*

Positioning based on Product Price and Customer patronage

This involves using the price of the product to create a specific image of the product in the mind of the consumers due to the general perception of consumers that the higher the price the better the quality of a product (Kotler, 2017). Consumers generally perceive that if a product is priced high the cost of producing it is high, thereby taking it to mean that it is of a high quality. Price product positioning strategy occurs as a product price establishes a position of a brand in terms of price which conveys meaning of value, quality, and prestige to customers. It motivates patronage by appealing to customer groups: economy/value customers, mid-range customers, or premium customers who equate more prices with more value or benefits (Kotler and Keller, 2016; Nagle, Hogan, and Zale, 2016). Based on the review, it was hypothesized that

H_2*:There is a significant effect of price-basedproduct positioning strategy on customer patronage of brewery products in Enugu State.*

Positioning Based on Cultural Symbols and Customer patronage

The basis of this approach is to associate the products with something that is of cultural importance to the target audience or market. Cultural-symbolic product positioning uses symbols rooted in culture to attach a product in social meaning. Using this strategy enables organizations to position products as vehicles for shared myths and identities thereby enabling consumers to express their identity. Cultural-symbolic positioning exploits codes, rituals, and icons that individuals can identify, and quickly transfer the meaning of the brand and resonate emotionally. Effective organizations utilize symbols that have enduring cultural resonance, create stories about them and assure similar treatment of the symbol across different areas to ensure that the

symbol remains credible (Holt, 2004). In doing so, organizations achieve differentiation, loyalty, and premium equity through symbolic value thereby inducing customer patronage (Keller, 2013). In line with this, it is hypothesized that:

H_3: *There is a significant effect of cultural-symbolic product positioning strategy on customer patronage of brewery products in Enugu State.*

Positioning Based on Competition and Customer patronage

Competitive-based product positioning is the practice of shaping how a product is perceived relative to rivals in the minds of a target audience. For products with intangible or incomparable features that are challenging to evaluate on their own, competitor-positioning is especially advantageous (Aaker 2012). It translates a company's competitive advantage into a clear value proposition—such as lower cost, higher quality, or unique features—that differentiates the offering in customers' eyes. By aligning product attributes, messaging, and service with what customers want, positioning influences patronage decisions: buyers gravitate toward options they believe deliver the best fit and lower risk (Porter, 1980; Ries& Trout, 1981). Effective positioning guides the marketing mix and customer experience, reinforcing loyalty over time and sustaining repeat patronage. In line with this review, it was hypothesized that;

H_4: *There is a significant effect of competitive product positioning strategy on customer patronage of brewery products in Enugu State.*

Theoretical Framework

The model for this study was built on the theory of reasoned action (TRA) developed by Fishbein&Ajzen (1975, 1980). The theory of reasoned action is a model for the prediction of behavioral intention, spanning predictions of attitude and predictions of behaviour. According to the theory, behaviour is determined by the behavioural intension to emit the behaviour. The Theory of Reasoned Action (TRA), which is concerned with the determinants of consciously planned action, might help to clarify the concept of product positioning strategy. Since the hypothesis has been developed, tested, and widely used. It has been successful in anticipating and defining behaviour across a wide range of domains. Ibrahim &Vignali (2005) noted that consumer researchers have applied the theory of reasoned action to a wide variety of behaviours over the years, including the consumption of automobiles, banking services, computer software, coupons, detergents, food choice, and patronage of local food vendors, fast food restaurant choice, brewery products and hotel choice. The TRA is predicated on the assumption that consumers behave regularly and obtain and analyze the majority of the available data rationally. Additionally, TRA anticipate that people would think about the potential consequences of their actions and decide whether to move or not after doing so. The theory of reasoned action

discusses how product positioning affects the choice of commercial; the theory also highlights the necessity for businesses to offer the proper positioning mix to enable consumers to make decisions that will lead to brand loyalty.

Empirical Review

Affiah, Udom; Nwaguru., John and Okon (2022) investigated the role of product positioning and customer targeting practices in small-scale manufacturing organizations in Rivers State, Nigeria. 385 small scale manufacturing organizations registered with the Nigerian Association of Small Scale Industrialists, Rivers State Chapter constituted the target population. The Krejcie and Morgan (1970) table was used to determine a sample size of 191. A structured questionnaire was designed by the researcher and administered to owners/managers of the SME manufacturing organizations and responses analyzed using mean score and standard deviations to determine which practices are most adopted. Findings indicate that characteristics-based positioning was the most adopted product positioning practice while undifferentiated marketing was the most preferred customer targeting practice. It was concluded that product positioning and customer targeting play significant roles in providing a strategic direction for the small scale manufacturing organizations.

Iyadi and Ojumude (2022) examined the effect of product positioning strategy on customer patronage. The study adopted descriptive survey research design. Primary data were sourced through structured questionnaire. The population of the study comprised the internal customers of the indomie instant noodles located in Anambra State. Cochran formula was employed to arrive at sample size of 384. Frequency tables and percentage were employed to analyze the questionnaire items while the hypotheses were tested using multiple regression analysis at 0.05 level of significance. Findings from the study revealed that product positioning strategy have positive and significant effects on customer patronage. The study concludes that when the dimensions of product positioning strategy identified in this study are applied properly, customer patronage would be consistent. The study recommends that managers should work on the variables of this study, move beyond these factors and adopt a more holistic positioning and repositioning approaches and impact on customer patronage

Okon; Horsfall, and Ekpo, (2022) examined the connection between product positioning and customer targeting strategies amongst small scale food, beverage, and fabric manufacturing companies in Nigeria. The research design used in the study was descriptive survey. Data were collected via questionnaires from 211 marketing professionals and clients of the aforementioned manufacturing entrepreneurs. The Pearson Product Moment Correlation Analysis was used as an inferential tool for data analysis. The study's findings demonstrated the importance of product positioning strategy in determining sales results and enhancing competitive advantage. It was discovered to have excellent sales prediction capabilities. In addition, the sales of manufacturing SMEs in under review were significantly impacted by product positioning tactics. As a result,

this study recommends using a product price positioning strategy to increase the marketability of their items.

Suarni, Arman, Auzar, AmriIhsan, and Eka (2021) assessed the impact of product variety and service quality as positioning strategies, either separately or in combination, on consumer satisfaction: The information utilized is primary information that was gathered using interview, observation, questionnaire, and documentation methods. The sample is comprised of 96 consumers and was obtained accidentally. Multiple linear regression analysis was employed, and the F test and t test at a five percent alpha level were used for hypothesis testing. Findings: The results show that customer satisfaction was significantly impacted simultaneously and in part by product variety and service quality. Additionally, there is evidence that these two factors have a close correlation with one another. This research is only carried out in one company as the object of research.

Shivashankar and Uma (2017) conducted an empirical investigation of Bangalore apparel brand positioning and sales. With a focus on their characteristics, looks, durability, quality, benefits, price, image, and aesthetic value, they investigated three major denim brands, Wrangler, Lee, and Levi Strauss. The researchers utilized a structured questionnaire to collect information from 40 consumers about their opinions of the qualities, benefits, pricing, image, and aesthetic value of the three jean brands. They employed a descriptive research design and a descriptive research approach. On the basis of characteristics, appearance, durability, quality, advantages, price, image, and aesthetic value, consumers placed Lee brand higher, followed by Levi Strauss brand, then Wrangler, according to spearman rank correlation study. The study concluded that product positioning increases clothing sales in Bangalore.

Methodology

A cross sectional survey design was adopted in this quantitative research. This was used due to the wide and inclusive coverage of the study and the desire of the researcher to understand what obtains currently in respect of observation of the respondents. The population of this study was management and staff of brewery organizations in Enugu state. The population is infinite since the researcher could not obtain the sample frame of the population. The researcher utilized Cochran's formular in determining the sample size of the study, since the population of the study is infinite. The sample size of 384 owners, management and staff of brewery organizations in Enugu state was selected using judgmental sampling. The instrument for data collection was structured questionnaire. To validate the research instrument, content validity was employed by performing a small pretest where selected respondents were interviewed about the structure and content of the questionnaire items /questions to avoid ambiguity and misconceptions. Also, expert opinion was sought from few research experts, after which the questionnaire was subjected to a minor revision. Discriminant analysis to confirm the validity of the constructs was carried out using correlation. The reliability of the research instrument was established by

assessing the internal consistency of the items representing each construct, using Cronbach Alpha index. Favourable reliable scores were obtained from all the items since all co-efficient values were above 0.6; which exceeded the minimum benchmark of (0.6) as recommended and accepted in a Cronbach Alpha test. The collected data were analyzed using descriptive and inferential statistics. Descriptive statistics was utilized to explain the demographic characteristics of the respondents with the aid of SPSS (25.0) while multiple regressions were employed to test the significance of the hypotheses. Multiple regression analysis was used to determine whether the product positioning strategies that formed the independent variables-features positioning, price positioning, cultural symbols positioning and competitive positioning together have positive and significant effect on customer patronagewhich is the dependent variable.

Data Analysis and Results

Questionnaire Administration and Response Rate

Out of the three hundred and eighty four (384) copies of questionnaire administered to the sampled respondents, three hundred and twenty five (325) copies could be retrieved from the respondents, while fifty nine (59) were not. It can be said that the survey is 85 % successful which is significant enough to draw conclusion and a valid generalization about the influence of social media marketing on sales performance of fast food restaurants in Enugu State, Nigeria.

Demographic Data of Respondents

The table below shows the demographic data of the respondents.

Table 1: Respondents' Demographic Data

Gender	**Frequency**	**Percentage**	**Marital Status**	**Frequency**	**Percentage**
Male	184	56.6	Married	165	50.8
Female	141	43.4	Single	160	49.2
Age	**Frequency**	**Percentage**	**Education**	**Frequency**	**Percentage**
<25yrs	99	30.5	WAEC/GCE	36	11.0
25-34yrs	82	25.3	OND/NCE	98	30.2
35-44yrs	58	17.8	B.SC/HND	105	32.3
45-54yrs	56	17.2	Postgraduate	54	16.6
>55yrs	30	9.2	Professionals	32	9.9
Length of employment	**Frequency**	**Percentage**	**Positioning Strategy**	**Frequency**	**Percentage**
< 5yrs	30	9.2	**Features**	99	30.5

6 – 10yrs	56	17.2	**Price**	89	27.0
11 – 15yrs	99	30.5	**Culture**	67	21.0
16– 20yrs	82	25.3	**Competition**	55	16.0
≥ 21yrs	58	17.8	Others	15	5.5

Source: Field Survey, 2025

As indicated in table 1 above, out of the 325 respondents who responded favourably in the survey, 184(56.6%) were males while 141(43.4%) were females. Likewise, 165(50.8%) were married while 161(49.2%) were single. In terms of the age ranges, 99(30.5%) were < 18years old, 82(25.3%) were 18 – 27years old, 58(17.8%) were 28 – 37years old, 56(17.2%) were 38 – 47years while 30(9.2%) were ≥ 48years old. Then, 36(11%) were WAEC/GCE holders, 98(30.2%) were OND/NCE holders, 105(32.3%) were B. Sc/HND holders, 54(16.6%) were M.sc and MBA holders while 32(9.9%) were PhD holders. Also, 30(9.2%) have been employed in the company since 1-5years, 56(17.2%) since 6-10years, 99(30.5%) since 11 – 15years, 82(25.3%) since 16 – 20years while 58 (17.8%) have been employed for more than 20 years. On the positioning strategy in use, 99(30.5%) use Features, 89(27.0%) use Pricing, 67(21.0%) use Cultural Symbols, 55(16.0%) use Competition while 15(5.5%) use other positioning strategies. From this analysis, it would be noted that all of the respondents use positioning strategies in creating a special place in the mind of the customers.

Reliability and Validity Analyses

To test the reliability of each item of the concepts, Cronbach's Alpha Co-coefficient was calculated for each variable in the study. As shown in table 3 below, the result of the reliability test for each variable was as follows: Features positioning, 0.876; Price positioning, 0.892; Cultural symbols positioning, 0.859; Competitive positioning, 0.814; and Customer patronage, 849. The results of the reliability test for all the concepts were above the recommended and accepted level of 0.6. The results of the reliability test are presented in the table 2 below.

Table 2: The Reliability Statistics of the variables

S/N	ITEM	NO OF ITEMS	CRONBACH'S ALPHA
1	eatures Positioning	5	.876
2	rice Positioning	5	.892
3	ultural Positioning	5	.859
4	ompetitive Positioning	5	.814
5	ustomer patronage	5	.849

Source: Field Survey, 2025:

After content validity, correlation analysis was used to ascertain the discriminate validity of the constructs. All correlations were significant at the 0.01 level. Table 3 below shows all correlations and their level of significance.

Table 3: Correlations and test of discriminate validity

Variable	FEP	PRP	CSP	COP	CUP
FEP	1	.683**	.546**	.501**	597**
PRP	.683**	1	.521**	.446**	.536**
CSP	.546**	.521**	1	.521**	.483**
COP	.501**	.446**	.521**	1	511**
CUP	597**	.536**	483**	.511**	1

*** Correlation is significant at the 0.01 level (2-tailed)FEP (Features Positioning), PRP (Price Positioning), CSP (Cultural Symbols Positioning), COP (Competitive Positioning), CUP (Customer patronage)*

As shown in table 3 above, all items representing theoretical concepts had a sufficiently positive and significant level of correlation where Features positioning and Price positioning held the highest correlation of 0.683. Features positioning exhibited a positive and significant correlation with customer patronage(r=0597 ** P<.01), price positioning also exhibited a positive and

significant correlation with customer patronage(r = .536** P<.01), Cultural symbols positioning exhibited a positive and significant correlation with customer patronage(r = .483** P<.01), and competitive positioning exhibited a positive and significant correlation with customer patronage(r=.511** P<.01).

Regression Analysis and Test of Hypotheses

To ascertain the effect of the independent variable which comprises product positioning strategies including features positioning, price positioning, cultural symbols positioning, and competitive positioning on customer patronage which is the dependent variable, regression analysis was employed. This also assisted in testing the hypotheses of the study.

Table 4: Multiple regression analysis of positioning strategies and customer patronage

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta	-	-
Constants	2.327	.019	-	2.13	0.000
Features positioning	.423	.017	.378	8.23	0.000
Price positioning	.367	.016	.363	7.26	0.000
Cultural positioning	.207	.019	.346	6.45	0.000
Competitive positioning	.412	.021	.301	3.23	0.000

a. Dependent variable: customer patronage

b. Predictors: (constant),Features positioning, Price positioning, Cultural Symbols positioning, and Competitive positioning

As table 5 above indicates, the product positioning strategies including features positioning, price positioning, cultural symbols positioning, and competitive positioning together had a 71.6 percent effect on customer patronage. The R^2 for the five variables indicates that these variables have a strong effect on customer patronage. The changes in the F value (36.9561) are significant, implying that the model is robust and fit

Discussion

The study sought to empirically investigate the effect of product positioning strategy on customer patronage of brewery organizations in Enugu State, Nigeria. The study adopted four variables as the constructs of product positioning (features positioning, price positioning, cultural symbols positioning, and competitive positioning). The results of the correlation analysis relating to the four strategies understudy showed positive correlation coefficient values among the

measures. This shows that the variables are appropriate strategies of product positioning. The results from the multiple regression analysis indicated a positive and significant effect of product positioning strategies on customer patronage. The four variables of product positioning (*Features positioning* (β= .378; P< 0.01),, *Price positioning*, (β =.363; P< 0.01), *Cultural Symbols positioning*, (β =.346; P< 0.01),*and Competitive positioning*(β =.301; P< 0.01)exhibited statistically positive and significant effect on customer patronage.

The findings of the regression analysis indicated that there is statistically positive and significant effect of features positioning on customer patronage (β = .378, P< 0.01). The result provided support for H_1 test result which stated that there is statistically positive and significant effect of features positioning on customer patronage of brewery organizations in Enugu State Nigeria. This finding is consistent with findings of Iyadi and Ojumude (2022), which established that features positioning has a positive and significant effect on customer patronage

Similarly, the findings of the regression analysis indicated that there is statistically positive and significant effect of price positioning on customer patronage (β = .363, P< 0.01). The result provided support for the H_2 test result which stated that price positioning has a statistically positive and significant effect on customer patronage of brewery organizations in Enugu State, Nigeria. This is in agreement with the findings of Iyadi and Ojumude (2022) which established that price positioning has a positive and significant effect on customer patronage.

Furthermore, the findings indicated that there is a statistically positive and significant influence of cultural symbol positioning on customer patronage (β = .346, P< 0.01). The result provided support for H_3 which stated that Cultural symbol positioning has a statistically positive and significant effect on customer patronage of brewery organizations in Enugu State, Nigeria. The result is consistent with the study by Nielson (2021) where it was established that positioning a product using some cultural affiliations not only increases brand awareness and visibility but also builds customer trust and drives patronage.

Likewise, the findings indicated that there is a statistically positive and significant influence of competitive positioning on customer patronage (β = .301, P< 0.01). The result provided support for H_4 which stated that competitive positioning has a statistically positive and significant effect on customer patronage of brewery organizations in Enugu State, Nigeria. The outcome of the regression analysis is in consonance with the study of Iyadi and Ojumude(2022).which established that competitive positioning which allows businesses to position their products in line with completion increases visibility, and reach a wider audience which leads to increase in customer patronage

Conclusion

The study sought to ascertain the effect of product positioning strategies on customer patronage of brewery organizations in Enugu State, Nigeria. This study has shown that product positioning strategy is an effective model with which to enhance customer patronage in organizations especially brewery products. In order to ensure improved customer patronagethrough brand awareness, customer engagement and acquisition, organizations must ensure that they create a perfect space in the mind of customers through effective product positioning strategies.

Assessing product positioning strategies and better understanding of how various products positioning strategies affect overall customer patronage would enable organizations to efficiently design their product positioning strategies. By identifying strengths and weaknesses pertaining to the product positioning strategies, organizations can better allocate resources to ensure effective improvement in their customer patronage. Therefore, the study concludes that there is a significant effect of the product positioning strategies understudy including (features positioning, price positioning, cultural symbols positioning, and competitive positioning)on customer patronage of brewery organizations in Enugu State, Nigeria.

Recommendations

With respect to the review of related literatures and the findings of the study, the following recommendations were made: Management of brewery organizations should ensure more utilization of features positioning for improved customer patronage in the organization. They should develop a robust plan for enhanced pricing positioning to ensure improvement in the organization's customer patronage. Management of brewery organizations should ensure increase in the extent of involvement in cultural symbols positioning to foster improved customer interaction which will result to improved customer patronage in the organization. They should be consistent in utilization of competitive positioning to stimulate robust customer engagement required for improved customer patronage in the organization.

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