

**CORPORATE BRAND IDENTITY AND ORGANISATIONAL  
PERFORMANCE AMONG SELECTED HIGHER EDUCATIONAL  
INSTITUTIONS IN OGUN STATE**

**SHOGO, ADEBANKE OLUSOLA  
(14AB016322)**

**JULY, 2022.**

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INSTITUTIONS IN OGUN STATE**

**BY**

**SHOGO, ADEBANKE OLUSOLA  
(14AB016322)**

**B.Sc. Business Administration, Covenant University, Ota,**

**A MASTERS THESIS SUBMITTED TO THE DEPARTMENT OF  
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SCIENCES, COVENANT UNIVERSITY, OTA, OGUN STATE, NIGERIA IN  
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD  
OF MASTERS DEGREE (M.Sc) IN BUSINESS ADMINISTRATION.**

**JULY, 2022**

## **ACCEPTANCE**

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of the degree of Master of Science in Business Administration, in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria.

**Mr. Taiwo B. Erewumi**  
(Secretary, School of Post Graduate Studies)

**Signature and Date**

**Prof. Akan B. Williams**  
(Dean, School of Post Graduate Studies)

**Signature and Date**

## **DECLARATION**

**I, SHOGO ADEBANKE OLUSOLA (14AB016322)**, hereby declare that this dissertation titled “Corporate Brand Identity and Organisational Performance among Selected Higher Educational Institutions in Ogun State, Nigeria is my original work and was carried out by me under supervision of Dr. Oladele. J. Kehinde of the Department of Business Management, College of Management and Social Sciences. I attest that this dissertation has not been submitted in part or full for any degree in any other institution. All sources and materials referred to have been duly acknowledged.

**SHOGO ADEBANKE OLUSOLA**

**Signature and Date**

## **CERTIFICATION**

This is to certify that this thesis titled “**CORPORATE BRAND IDENTITY AND ORGANISATIONAL PERFORMANCE AMONG SELECTED HIGHER EDUCATIONAL INSTITUTIONS IN OGUN STATE**” was written by **SHOGO ADEBANKE OLUSOLA (14AB016322)** in the Department of Business Management, College of Management and Social Sciences under supervision of Dr. Oladele. J. Kehinde. It has been examined and approved as meeting part of the requirements for the award of M.Sc. Business Administration.

**Dr. Oladele. J. Kehinde**  
(Supervisor)

**Signature and Date**

**Prof. Anthonia A. Adeniji**  
(Head of Department)

**Signature and Date**

**Prof. Olusola A. Ologunde**  
(External Examiner)

**Signature and Date**

**Prof. Akan B. Williams**  
(Dean, School of Post Graduate Studies)

**Signature and Date**

## **DEDICATION**

This research work is dedicated to God Almighty, the one whom I owe my existence, well-being and achievement.

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## **LIST OF ABBREVIATIONS**

**CU:** Covenant University

**BUT:** Bells University of Technology

**B2C:** Business to Customer

**CVI:** Corporate Visual Identity

**HRI:** Human Resource Initiatives

**RBV:** Resource Based Value Theory

## ABSTRACT

*Corporate brand identity is of utmost importance to any institution and developing a strong brand identity is an essential part of any company's overall strategy for success in today's competitive marketplace. This study examined the impact of corporate brand identity on organisational performance among selected higher educational institutions in Ogun State, Nigeria. Corporate brand identity as being identified as a critical element that impacts the attitudes of stakeholder as well as their behavior which directly affects the overall performance. Various elements such as brand personality included in institutions brand identity has been established to improve their brand reputations in the mind of diverse stakeholders. The study utilized a quantitative method using questionnaire as data collection method. A total of 254 copies of questionnaire were administered in the selected institutions. Descriptive and inferential research methods: correlation and regression were used for analysis of the returned and valid copies of questionnaire completed by respondents. The results from the test of hypotheses showed that; there is a significant relationship between brand personality and customer satisfaction (Pearson  $R = .477^{**}$ , Sig = 0.00,  $p < .05$ ); corporate visual identity significantly affect employees' productivity ( $R^2 = .138$ ,  $F = 38.921$ , Beta = 37.1%,  $p < .05$ ); consistent communication significantly influence employees' commitment ( $R^2 = .258$ ,  $F = 84.889$ , Beta = 50.8%,  $p < .05$ ); human resource initiatives have direct impact on service quality ( $R^2 = .130$ ,  $F = 36.557$ , Beta = 36.1%,  $p < .05$ ). Based on the result from the quantitative method, it showed that corporate brand identity has a significant impact on organizational performance. The study recommended that institutions should establishes a consistent and regulated communication procedure that will aid effective performance. Also, institutions should determine the most important corporate brand identity elements on which they should concentrate that will help gain competitive edge.*

**Keywords: Brand Personality, Consistent Communication, Visual Identity, Higher Educational Institutions, Human Resource initiatives.**