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CORPORATE IDENTITY AND PERFORMANCE OF FOOD AND BEVERAGE INDUSTRY IN ANAMBRA STATE, NIGERIA

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ABSTRACT

This study examined Corporate Identity and Performance of food and beverage industry in Anambra State, Nigeria. The specific objective was to determine the extent of relationship between work ethics and employee engagement. Questionnaire was used to generate data from 370 respondents. A 5-point Likert scale was utilized for data structuring while the Pearson product moment correlation was used for data analysis. The study was anchored on a theory of organisational image management by Joseph Eric Massey (2010). The theory emphasized on deployment corporate image management strategies and inculcating key stakeholders in developing and promoting corporate image management strategies for enhanced performance. The findings of the study showed that there is a significant relationship between work ethics and employee engagement. This shows that good work ethics propels employee engagement which results to enhance performance of food and beverage industry in Anambra State, Nigeria. The study therefore recommended that Firms should develop the healthy work culture. A healthy work culture will engender acceptable and good work ethics that are fundamental to driving employee engagement which will ultimately result to enhanced organisational performance. A sure way to developing good work ethics is to involve employees in designing acceptable and practicable work ethics. Firms should be consistent in building and reinforcing their corporate identity. Everything action should first be evaluated through the lens of the corporate identity before it should be embarked on. These include new products, services, marketing campaigns and promotional events. Firms should only embark on activities that are in alignment with their corporate identity as this will in turn attract high level customer patronage hence making for organisational effectiveness.

Keywords: corporate identity, employee engagement, performance, industry, work ethics.

INTRODUCTION

Background of the study

Organisations are unique in their nature and vary from one to another in many respects (Basuony, Raham, Elseidi& Mohamed 2020). A true fact is that both the general public and stakeholders have unique views about organisations, which can be e negative or positive. If the views about an organisation are negative, they will affect the performance of the organisation (Adela 2018). On the other hand, if the views are positive ones, they will help to

enhance performance of the organisation because customers are naturally attracted to such organisations.

Corporate Identity is the uniqueness with which an organisation is known, which separates the organization from all other organisations (Quirke 2008). Organisations create their corporate identity consciously or unconsciously through their day to day activities known by the general public. Identity is important for an organisation. Organisation guides it jealously. They try as much as possible to ensure that the general public has a good identity about them. This is because there is a correlation between performance of an organisation and its corporate identity (Noermijati, Ema&Ridolof 2020). The major goal of corporate identity is to acquire a favourable corporate reputation which in turn can provide strategic benefits to an organisation. God corporate identity developed over time leads to increased competitiveness, enhanced financial value, and support in times of controversy (Gbererbie 2017).

Maintaining positive corporate identity has become a strategic tool to enhancing organisational performance. When organisations want to improve on their performance so as to remain competitive, they deploy corporate identity tool (Mosore&Adeleke 2015). They do so by engaging in all forms of campaigns aimed at improving their corporate image so as to have a favourable corporate identity. Today's business is highly competitive. Organisations that will naturally attract high patronages are those with good corporate identity. For example, if an organisation is known for excellent customer service deliver as its identity, customers will naturally be attracted to patronize such an organisation. This is because customers will want to enjoy excellent customer service delivery at all times.

There is a dwindling performance of food and beverage industry in Anambra state. This is traceable to poor work ethics amongst workers which has affected commitment, subjecting the corporate identity of the industry to a questionable state. Poor work ethics impacts negatively on employee engagement. Without proper employee engagement, workers will not be committed and dedicated to do their jobs. The implication is that organizational effectiveness will be lacking or inadequate. An organization which its customers' perception about it is lack of effectiveness will have corporate identity problem, and will struggle to attract and retain customers. It is in the light of the above that the piece of work will attempt to determine the relationship between corporate identity and performance of food and beverage industry in Anambra State through decomposed variables such as work ethics and employee engagement.

Objective of the Study

The broad objective is to determine the relationship between corporate identity and performance of food and beverage industry in Anambra State, Nigeria. The specific objective is to determine the extent of relationship between work ethics and employee engagement.

Research Question

What extent of relationship exists between work ethics and employee engagement of food and beverage industry in Anambra State, Nigeria?

Research Hypothesis

Ho1: Work ethics has no significant relationship with employee engagement of food and beverage industry in Anambra State.

REVIEW OF RELATED LITERATURE

Work Ethics

Ethics is the transformation of rules, guidelines, norms general set of principles in a specific establishment or calling known as Work Ethics. The idea of work ethics can't be over-stressed in an organisation. This is on the grounds that to accomplish the progress of any foundation's objectives and targets, set down rules and guidelines are important for molding workers' perspectives and conduct inside associations (Gberevbie, 2017). Work ethics is a significant idea required to have been soaked up in any activity and obligation of a local official (Abdullah and Halim, 2016).Human asset research has been a huge concentration in advancing and organisation (Khan, Abbas, Gul, and Raja, 2015). An uplifting outlook is required from representatives to "ensure powerful, proficient and increment work efficiency and great help conveyance" (Abdullah and Halim, 2016). A singular methodology, feeling, and standards towards hierarchical obligations are viewed as the work ethics of such people, either good or pessimistic or useful or ineffective (Oyelade, 2017).

As indicated by Heelas (2002), "work ethics of includes the attribution of significant worth to work. Work is esteemed as a way to some end." For example, work ethics are usually referenced as a trait of good players in a wearing movement. Regardless of the climate, work ethics is usually associated with people who include themselves in working hard and working effectively. Tripathi (2014) sees work ethics as a "set of values in light of difficult work and persistence." He likewise expressed that work ethics depend on the conviction that work has natural significance and the capacity to foster one's personality. Anastasia (2016) supported the perspectives on Tripathi (2014) on work ethics on the grounds that as per him, free enterprise "underlines the significance of difficult work and the immaterial craving to change one's personality. While the socialist trusts that the possibility of "difficult work" is beguiling the workers in being devoted to the top classes and difficult work isn't fundamental, it is only a strategy to produce more funds for the elites" (Tripathi, 2014).

Corporate Identity

Corporate identity is the average and accepted behaviour, atmosphere, value, attitudes, business practices and philosophy in a given organisation which differentiate it from the rest Massey (2016). It is the group of features, value, ethical stance and leadership as it contribute to brand equity and economic success in business relationships. These values are communicated verbally in writing and graphically in the corporate logo, design, symbols and colour. Veronika and Darina (2020) defined corporate identity as the part of the image that can be seen or heard". It is every tangible mark of identity - all the vehicles, objects and means of communication in which the corporate identity is displayed. It also refers to the group of attributes a company has: "Its personality", its reason of being, its spirit and soul. The image reflected by the "company's potentiality" will make the company identifiable and different from the rest and it will also determine its importance in the business world.

Corporate identity is the group of pieces, aspects, ideas, methods and techniques a company uses to differentiate itself from others (Otieno, Waiganjo&Njeru 2015). A company's identity

can be formed by many of the pieces that form a communication style: Logo, Letterhead, business cards, folder, inserts, envelope etc. Corporate identity merges strategy, culture and communications to present a memorable personality to prospects and customers. The term is closely linked to corporate philosophy, the company's business mission and values, as well as corporate personality, the distinct corporate culture reflecting this philosophy and corporate image. A strong identity strengthens the company's brand becoming recognizable to the target audience. It is advisable to begin with the creation of a logo or company brand since the development of the identity will depend on them. The logo will be present in all the pieces that form the corporate identity system. The logo eventually includes the institutional colours of the brand and the complete corporate design is based on them. The corporate identity is a strategic way to make the image that the rest perceive fit in with the image the company wants to convey. It is the visualization of corporate strategy. Every company continuously conveys message to its surrounding even if they do not communicate anything at all. The visual image is one of the most important means that business constantly uses to convey and manifest their identity (Ologbenia 2021).

Organisational Performance

Organisational performance refers to the operational ability of a business to satisfy the desires of its major shareholders (Selvam, Gayathri, Vasanth, Lingaraja, &Marxiaoli (2016). According to Noel (2019), organisational performance comprises the actual output or results ofan organisation as measured against its intended outputs (or goals and objectives).According to Islam (2011) performance signifies the organisation's success in the market characterized by its ability to create acceptable outcomes and actions. Such outcomes may take different forms such as survival, profit; return on investment, sales growth, number of employees, happiness, reputation, and so on.

Employee Engagement

Employee engagement is a relationship between employee and organisation, the strength of the relationship determines the success of the organisation, because engaged employees have a strong emotional feeling about their organisation, they contribute high-performance work, time, and efforts for organisation success (Quirke, 2008). Employee engagement is the rational, emotional, and motivational state that leads employees to higher levels of performance. Employee engagement is "an individual employee's cognitive, emotional, and behavioral state directed toward desired organisational outcomes" (Shuck &Wollard, 2010). Shalini (2016) relates that states that Employee engagement is also a reason for good health and satisfaction for employee because an organisation consider the employment decisions and also share the organisation major problems and success with employees than employee feel that they are valued by organisation, results in positive feelings to employee as well as it is beneficial for organisation because happy and healthy employees are more productive as compared unhappy and unhealthy employees (Mauno, Kinnunen, &Ruokolainen, 2007). The feeling aspect leads employees to feel that themselves and their work are part of the organisation, and it involves emotional attachment. The doing aspect means that employees will make efforts for the success of organisational goals, including how to maintain internal relationships with colleagues and externally with customers (Cook, 2008).

Theoretical Framework

The theory of Organisational Image management was proposed by Joseph Eric Massey (2010).The theory argues that a primary goal of image management company is the creation and maintenance of an organisation's image (Massey 201). Organisations communicate strategically with stakeholders to encourage desirable images and discourage undesirable ones. Organisational image management theory is developed from theories of image management and self-presentation at the level of the individual (see, for example Goffman, 1959; Tedeschi& Riordan, 2013). Although organisations are different from individuals in important ways, organisations can be and are treated in the same way as individuals by many theorists and practitioners. The view taken here is that an organisation's image is the perception that stakeholders have about the organisation (Van der Merwe, &Puth, 2014), so it is aligned most closely with the "communicated image" of Gioia and Thomas (1996). This is an important distinction in that it suggests that a dialogue is necessary for the creation of an organisational image

Empirical review

Eichie&Evbodaghe (2021) utilized descriptive statistics, bivariate correlation and linear regression to investigate the impact of corporate identity on performance within the Nigerian service industry (banking). The study adopted the research instrument of self-structured questionnaire. It was found that corporate identity has positive effect on performance of an organisation.

Adela (2018) carried out a study to analyze the effect of work ethics on employee engagement in the case of Central Bank of Ethiopia. The sample populations of the study were grade four branches from the four districts in Addis Ababa. Quantitative research approach and non-probability convenience sampling were adopted in selecting a sample size of 384. Data were collected using structured questionnaire, analyzed using SPSS 20, descriptive and inferential research design was used. The results of the study revealed that work ethics have a relationship with employee engagement which positively affects performance. Therefore, it is essential for Central Bank of Ethiopia to pay more attention in improving work ethics so as to boost performance.

Esmaeilpour&Barjoei (2016) engaged in a research to examine the relationship between corporate identity and performance in Pakistan's 5 largest banks, which is situated at federal capital city, Islamabad, by using a data of 101 banking employees. The results of the survey show that the corporate identity has a positive impact on organisational performance.

Basuony, Reham. Elseidi& Mohamed (2020) investigated the effect of work ethics on employee engagement. It used cross sectional data from non-financial companies in Egypt derived from the Kompass Egypt data base. Regression analysis was used to explain the relationship and the effect of work ethics on employee engagement. The findings of this study found that there is a positive and significant effect of work ethics on employee engagement. Also, work ethics have significant relationship with firm performance.

Sameer (2019) conducted a study to empirically analyzes how corporate identity impacts corporate performance of firm. By performing generalized least squares (GLS) regression analysis based on Korean company data from 2012 to 2019, the study presented evidence that

corporate identity had a positive effect on Corporate performance. The results provide evidence that firms with good corporate identity have higher corporate performance than those that do not.

Basuony, Reham, Elseidi& Mohamed (2020) carried out a research on the Effect of Work Ethics on Employee Engagement. This relationship is then tested using a primary source of data. The dataset includes most of the S&P 500 firms and covers years 2005-2014. The relationships were tested using cross-sector/panel data time-series regressions. Results indicate that corporate reputation and job satisfaction with respect to performance are positively related.

Gap in Knowledge

Work reviewed did not show the extent of relationship that exits between work ethics and employee engagement as it affects performance of an organisation.

RESEARCH METHODOLOGY

Research Design

The study used survey design which involves essentially gathering data first-hand directly from the respondents through questionnaire and/or personal interviews.

Population of the Study

The population of study is made up of six incorporated food and beverage firms in Anambra State with a population of 4,560 as shown below:

S/No	Organisations	Stated	Population
1	Nigerian Mineral Waters Industries Ltd	Anambra	760
2	Life Breweries Co Ltd.	Anambra	760
3	Premier Breweries Ltd	Anambra	760
4	Eastern Distilleries and Food Industries Ltd	Anambra	760
5	Plaza Distilleries and Bottling Company Ltd	Anambra	760
7	Chigin Industries Nigeria Ltd	Anambra	760
	Total		4.650

Source: https://www.directory.org.ng

Sample Size and Sampling Technique

The selection of organisations under study is purposively done on the basis of organisations that have annual turnover of N50,000,000 and above in the last fiscal year. The study utilizes the stratified sampling technique by selecting employees within certain designated departments such as Human Resources, Production, Advertising, Admin, Accounting, Marketing, Sales, Research and Development.

The sample size of study is determined using Krejcie and Morgan (1970) Formula. The formula is given as:

$$\mathbf{S = } \ x^2NP(1-P) \ \mathbf{/} \ d^2 \ \mathbf{(N - 1) + } x^2\mathbf{P (1-P)}$$

Where S = Sample size

X^2 = table value of chi-square for 1 degree of freedom @ 0.05% confidence level

N = population size (4,560)

P = population proportion

D = degree of accuracy expressed as a proportion

$$S = \frac{3.84\ (4{,}560)\ (0.5)\ (1-0.5)}{0.05\ (4{,}560-1) + 3.84\ (0.5)\ (1-0.5)}$$

$$S = \frac{4{,}377.5}{114.94}$$

$$S = 380$$

The sample size is 380

Methods of Data Collection

Primary sources are adopted. The primary data is sourced through a structured questionnaire. Data are collected from junior and middle management staff of food and beverage industries using questionnaire instruments. The questions are structured on a 5-point Likert scale. The researcher appointed two research assistants to aid in data collection.

Method of Data Analysis

Pearson's Product Moment Correlation Coefficient is used in analyzing the data which is to explore the relationship between corporate image management strategies and performance of food and beverage industry in Anambra State, Nigeria. The level of significance is 5% and the confidence interval 95%. The correlation coefficient is carried out with the aid of SPSS Statistical Software Package Version 10.

Decision Rule

The study adopts 5% level of significant, which will be used to interpret the result obtained in testing the hypotheses. Therefore, if the probability (p-value) is less than the significant level of (p-value<0.05), the research hypothesis is accepted and if otherwise (p-value>0.05), the research hypothesis is rejected and the null hypothesis is accepted.

Method of Data Analysis

Pearson product moment correlation coefficient was used to analyze the data. The level of significance was 5% while a 95% confidence interval reliability was adopted.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Three hundred and eighty (380) copies of the questionnaire were distributed to the respondents comprising of employees of the selected food and beverage firms operating in Anambra State, Nigeria. However, 10 copies of the questionnaire representing about 2.7% of the total number were lost during the course of the exercise. The results presented below were obtained from 370 questionnaires that were returned by the respondents.

Demographic Data of Respondents

The tables below show the demographic data of the respondents with specific focus on gender distribution and educational qualifications.

Table 4.1. Gender Distribution of Respondents

S/N	Gender	Frequency	**Percentage**
1	Male	196	53
2	Female	174	47
	Total	370	100

Source: field survey 2023

Table 4.1. above shows the gender distribution of the respondents. Based on the data presented, 196(53%) of the respondents are male while 174(47%) are female.

Table 4.2: Educational Qualification of the Respondents

S/N	Education level	Frequency	**Percentage**
1	Secondary	112	30.3
2	Graduate	236	63.8
3	Postgraduate	22	5.9
	Total	370	100

Source: field survey 2023

Table 4.2 above shows the distribution of the respondents based on their educational qualifications. The table shows that 112(30.3%) of the respondents only have a secondary school education, 236(63.8%) were graduates from tertiary institutions while 22(5.9%) have postgraduate degrees.

Table 4.3: Response on high standard work ethics

Options	**Frequency**	**Likert points**
Strongly Agree	150	750
Agree	130	520
Strongly Disagree	42	126
Disagree	28	56
Undecided	20	20
Total	370	1472

Source: field survey 2023

In Table 4.11, the respondents were asked if Firms in the F&B industry have high standard work ethics. A majority of the respondents agreed (280), some disagreed (70) while some were not sure (20). This therefore implies that Firms in the F&B industry have high standard work ethics.

Table 4.4: Response on Employee engagement and Effect on Employee Employee Dedication

Options	**Frequency**	**Likert points**
Strongly Agree	177	885
Agree	123	492
Strongly Disagree	46	138
Disagree	20	40
Undecided	4	4
Total	370	1559

Source: field survey 2023

In Table 4.15, the respondents were asked if Employee engagement in the F&B industry is high resulting in employee dedication. A majority of the respondents agreed (300), some disagreed (66) while some were not sure (4). This therefore implies that Employee engagement in the F&B industry is high resulting in employee dedication

Test of Hypothesis

Ho3: Work ethics has no significant relationship with employee engagement of food and beverage industry in Anambra State.

Table 4.5: Pearson product moment correlation coefficient analysis of work ethics and employee engagement of Food and beverage industry

Options	Work Ethics X	Employee Engagement Y	X^2	Y^2	XY
Strongly agree	150	177	22,500	31,329	26,550
Agree	130	123	16,900	15,129	15,990
Strongly disagree	42	46	1,764	2,116	1,932
Disagree	28	20	784	400	560
Undecided	20	4	400	16	80
Total	Σ370	Σ370	Σ42,348	Σ48,990	Σ45,112

r calculated value=0.631, alpha level=0.05, r critical=113, degree of freedom=365

The data in table 4.5 emanated from tables 4.3 and 4.4. As shown in table 4.2.3, the calculated r of 0.631 is greater than the table value of 0.113 at 0.05 alpha level with 365 degree of freedom. Therefore, the null hypothesis which states that work ethics has no significant relationship with employee engagement is rejected. Hence, the alternate hypothesis, which states that work ethics has a significant relationship with employee engagement of Food and Beverage Industry in Anambra State, Nigeria is accepted. This means that work ethics affects employee engagement in food and beverage firms operating in Southeast Nigeria.

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

Summary of Findings

Work ethics has a significant positive effect on employee engagement of food and beverage industry in Anambra State, Nigeria.

CONCLUSION

No doubt, good work ethics create a favourable working climate for employees. This makes employees to be deeply engaged in their work with total dedication and commitment. Engaged works are productive workers and their activities result to superior performance. It is advisable that organisations would target development of a good corporate identity that will translate into favourable work ethics as this will help to attract patronage for the organisation, and remain competitive in the industry.

RECOMMENDATIONS

Firms should develop the healthy work culture. A healthy work culture will engender acceptable and good work ethics that are fundamental to driving employee engagement which will ultimately result to enhanced organisational performance. A sure way to developing good work ethics is to involve employees in designing acceptable and practicable work ethics. Firms should be consistent in building and reinforcing their corporate identity. Everything action should first be evaluated through the lens of the corporate identity before it should be embarked on. These include new products, services, marketing campaigns and

promotional events. Firms should only embark on activities that are in alignment with their corporate identity as this will in turn attract high level customer patronage hence making for organisational effectiveness.

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