

**Advertising Messages and Consumer Stimulus-Response of Fast-Moving Consumer Goods
in Lagos State, Nigeria**

**Oluwafuntan Abiola KUTI
LCU/PG/001824**

**Being a MSc Thesis Submitted to the Department of Management & Accounting,
Faculty of Management & Social Sciences, Lead City University, Ibadan, Oyo State, Nigeria**

**In Partial Fulfilment of the Requirements for the Award of Master of Science Degree (MSc)
in Marketing**

Do Not Copy, Lead City University, Nigeria

2023

Certification

This is to certify that **Oluwafuntan Abiola KUTI** with Matriculation number **LCU/PG/001824** carried out this research work titled '**Advertising Messages and Consumer Stimulus-Response of Fast-Moving Consumer Goods in Lagos State, Nigeria**' in the Department of Management & Accounting, Lead City University Ibadan, Oyo State for the award of Master of Science (MSc) degree in Marketing and that this has not been previously submitted.

Dr A.F. Igbadumhe

Supervisor

Date

Dr. T.M. Akinbo

Head of Department

Date

Dedication

This research is dedicated to God Almighty, who generously gave me knowledge, strength and understanding. He has been the source of my strength and other resources to successfully accomplish this research.

Do Not Copy, Lead City University, Nigeria

Acknowledgements

My sincere efforts have made me to accomplish the task of completing this project. I have taken effort in this project. However, it would not have been possible without the kind support and help of many individuals. My sincere gratitude goes to the Management of Lead City University, Ibadan, Oyo State, Nigeria for providing me with facilities required to do my project.

I am highly indebted to my supervisor Dr A.F. Igbadumhe for his valuable guidance which has promoted my efforts in all the stages of this successful completion of the research work. My appreciation goes to lecturers in the department of Management and Accounting: Dr T.M Akinbo, Dr B.S Adeleke, Dr L.A Balogun, Dr A.B Onamusi, Dr O.T Oreagba, Dr O.O Adepoju and others lecturer in the department for their assistance in developing this and for helping me out with their abilities and contributions towards this project. I also wish to thank my lecturer Dr Ayo M.F for her encouragement, guidance, support which helped me to complete my project in due time.

Finally, words are not sufficient to express my gratitude to my family and friend's member for supporting me with their words of encouragement and supports.

Even though the above mentioned, institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, find in the work.

Abstract

Despite the advent of customer relationship marketing, companies continue to struggle with the issue of consumer stimulus response. This is also evident in the Nigerian fast moving consumer goods, otherwise known as household brands. Premised on this assertion, the study assessed the effect of advertising messages on consumer stimulus-response of selected household brands in Lagos, Nigeria. Specifically, the study disaggregated Consumer stimulus-response into customer awareness, customer interest, customer conviction and customer action. Meanwhile, the advertising message was disaggregated into source credibility, social imaging, entertainment and message appeal. This study adopted a descriptive survey research design, and the infinite population of customers of FMCGs in Lagos State. Sample of 384 respondents were computed using the Conchran formula. The study adopted a multi-stage sampling technique. A validated questionnaire was used to collect data. The Cronbach's alpha reliability coefficients for the constructs ranged from 0.738 to 0.87. The response-rates of 89.1% were obtained. Data were analysed using descriptive and inferential statistics. Findings revealed that source credibility have significant effect on awareness of fast-moving consumer goods ($R^2=0.352$ $p=0.000$). Social imaging has significant effect interest in fast moving consumer goods ($R^2=0.455$; $p=0.000$). Entertainment significantly stimulates conviction in using of fast-moving consumer goods ($R^2=0.268$; $p=0.000$). Message appeal have significant influence consumer action of fast-moving consumer goods in Lagos State, Nigeria ($R^2=0.288$; $p=0.000$). This study concluded that advertising messages affects consumer stimulus-response of selected household brands in Lagos, Nigeria. The study recommended that management of the selected FMCGS brands should continuously develop products and ensure such products are advertised in the right manner, while ensuring the message appeals to the ears and hearts of consumers.

Keywords: Advertising messages, Awareness, Consumer Stimulus-Response, Conviction, Message Appeal, Source Credibility.

Word Count: 265

Table of Contents

Content	Page
Title Page	i
Certification	ii
Dedication	iii
Acknowledgement	iv
Abstract	v
Table of Contents	vi
List of Tables	x
List of Figures	xi
List of Acronyms	xii
Chapter One: Introduction	
1.1 Background to the Study	1
1.2 Statement of the Problem	4
1.3 Aim and Objectives of the Study	6
1.4 Research Questions	7
1.5 Research Hypotheses	7
1.6 Scope of the Study	7
1.7 Significance of the Study	8
1.8 Limitation to the Study	9
1.9 Operational Definition of Terms	10
Endnotes	12

Chapter Two: Literature Review

2.1	Conceptual Review	15
2.1.1	Concept of Advertising	15
2.1.2	Objectives of Advertising	16
2.1.3	Purpose of Advertising	18
2.1.3	Types of Advertising	20
2.1.4	Advertisement Media	21
2.1.5	Importance of Advertising	24
2.1.6	Concept of Source Credibility	24
2.1.7	Concept of Social Imaging	26
2.1.8	Concept of Entertainment	27
2.1.9	Concept of Consumer Behaviour	29
2.1.10	Steps to Consumer Need Recognition	31
2.1.11	Factors Affecting Consumer Behaviour	32
2.1.12	Concept of Consumer Rights	35
2.2	Theoretical Review	38
2.2.1	Engel, Kollet, Blackwell (EKB) Model- 1968	38
2.2.2	Advertising and Consumer Behaviour Model	44
2.3	Review of Empirical Studies	45
2.4	Conceptual Model	51
2.5	Summary of Gaps in Literature Reviewed	52
	Endnotes	55

Chapter Three: Methodology

3.1	Research Design	68
3.2	Population for the Study	69
3.3	Sample and Sampling Technique	69
3.4	Description of Research Instrument	71
3.5	Validity and Reliability of Research Instrument	72
3.6	Administration of Research Instrument and Method of Data Collection	74
3.7	Method of Data Analysis	74
3.8	Ethical Consideration	75
	Endnotes	76

Chapter Four: Results and Discussion of Findings

4.1	Data Presentation and Analysis	77
4.1.1	Descriptive Statistics Presentation and Interpretation	80
4.2	Test of Hypotheses	105
4.3	Discussion of Findings	112
4.3.1	Theoretical Findings	112
4.3.2	Empirical Findings	113
	Endnotes	114

Chapter Five: Conclusion	115
5.1 Summary of Findings	115
5.2 Conclusion	117
5.3 Recommendation	117
5.4 Contribution to Knowledge	118
5.5 Suggested Areas for Further Research	119
Bibliography	120
Appendix I: Questionnaire	135
Appendix II: Output from SPSS	137
Appendix III: Sample Size Formula for Infinite Population	153
Bio-data	154
The University Compliance Certification	156

Do Not Copy, Lead City University, Nigeria

List of Tables

Table	Title	Page
2.1	Summary of the Observes of Advertising	17
3.1	Administrative Divisions of Lagos State (IBILE)	70
3.2	Sources of Items in the Questionnaire	71
3.3	Reliability Statistics	73
4.1	Respondents' Response Rate	77
4.2	Gender Characteristics of Respondents	78
4.3	Age Characteristics of Respondents	79
4.4	Educational Qualification Characteristics of Respondents	80
4.5	The Criteria for Understanding the Mean Scores of Satisfaction Level	81
4.6a-f	Data Presentation and Analysis on Source Credibility and Customer Awareness	81
4.7a-f	Data Presentation and Analysis on Social Imaging and Customer Interest	87
4.8a-f	Data Presentation and Analysis on Entertainment and Consumer Conviction	93
4.9a-f	Data Presentation and Analysis on Message Appeal and Consumer Action	99
4.10	Regression Table showing the Impact of Source Credibility on Consumer Awareness	105
4.11	Regression Table showing the Effect of Social Imaging on Consumer Interest	107
4.12	Regression Table showing the Effect of Entertainment on Consumer Conviction	109
4.13	Regression Table showing the Influence of Message Appeal on Consumer Action	111

List of Figures

Figure	Title	Page
2.1	Basic Linear Model of Advertising	18
2.2	Fusing Advertising and Entertainment	28
2.3	Consumer Buying Decision Process	30
2.4	Simplified EKB Model	40
2.5	Gap Perception in Need Recognition	41
2.6	Conceptual Model	51

Do Not Copy, Lead City University, Nigeria

List of Acronyms

Abbreviation	Meaning
FMCG	Fast Moving Consumer Goods Companies
GDP	Gross Domestic Products
CDP	Consumer Choice Process
SEM	Structural Equation Models
CGA	Consumer Generated Advertising
AIDA	Attention, Interest, Desire and Action
AISALSLOVE	Attention, Interest, Search, Desire, Action, Like/Dislike, Share and Love/Hate
AR	Augmented Reality
SPSS	Statistical Package for Social Sciences