

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

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Nigeria**

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

2023

Chapter One

Introduction

1.1 Background to the Study

The outcome of mass production and the presence of multiple brands on the market, encouraging a consumer to choose a certain product offers difficulties and obstacles for competing businesses today. The ultimate goal of any business is to persuade its target audience to buy its products. Customers' attraction and requirements fulfillment are considerably more complicated in this era of modern technology than creating the product or services. Because of mass production and the presence of multiple brands in the market, encouraging a consumer to choose a certain product offers difficulties and obstacles for competing businesses today¹.

Consequently, grasping consumer behavior holds significant importance for marketers, as it provides valuable insights into how consumers decide on products and services, along with the factors affecting their choices². Consumer behavior continually changes, and individuals exhibit specific behaviors in different circumstances, making behavior analysis a source of explanations. Advertising stands out as the most impactful marketing tool, leaving a lasting impression on the observer's psyche³.

Advertising through the mass media has an impact on audiences, but not as much as television, which has a large audience and is the most powerful medium for advertising. Any business can position their product's brand by investing in promotional activities, which will help them compete in a consumer market driven by advertising. An advertiser's major goal is to reach out to consumers and impact their awareness, thinking, and purchasing decisions⁴. Advertising has the power to influence customer behavior as well as contribute to brand

choice. Consumer behavior should be studied in order to understand why people behave in certain ways under certain circumstances. Also, to comprehend the factors that influence consumer behavior, including the economic, social, and psychological components, advertising is key.

Advertising is a marketing approach that is used to raise product awareness in the minds of consumers so that they can make a purchasing choice. Marketers use mass communication tactics such as advertising, sales promotion, and public relations⁵. Advertising in the mass media has an impact on audiences, but television has the broadest reach and is the most powerful medium for advertising. Advertising has the power to impact people's attitudes, lifestyles, and, in the long term, the culture of a country⁶.

The way businesses and organizations connect with customers through advertisements has evolved over time, thanks to a variety of elements such as the printing press, radio, television, and social media. As a result of the growth of communication technologies, businesses are not hesitant to invest in advertisements to reach their objectives. Advertising is now more adaptable than it has ever been. People are exposed to advertisements at all times and places, whether they like it or not, and sometimes without even realizing it. The impact of the digital revolution on the advertising industry has significantly altered the reach and accessibility of social media material to a wider audience⁷. One of the initial criteria for creating an advertisement was entertainment. Consumer attention is gained through the use of entertainment. Instead of an uninteresting ad, there's a good chance that an exciting and fun ad will be remembered by clients. As a result, they are frequently the same and entertain the viewers, increasing the efficiency of advertising. That is why a lot of businesses spend a lot of money on humorous commercials⁸.

The impact of advertising on brands shifts regularly in people's minds. In the mind of the consumer, brand memories are made up of connections associated to the brand name. Consideration, assessment, and final purchase are all influenced by brand cognition. A multitude of imaginary characters dance around situations varying from sensual to playful and from threatening to mundane. A key premise is that images are not merely analogues to visual perception but symbolic artifacts constructed from the conventions of a particular culture^{8,9}. Therefore, social imaging have certain capabilities and characteristics that are capable of represent concepts, abstractions, actions, metaphors such that it changes the interest of consumers towards the purchase of fast moving goods^{10,11}.

Every human thought, feeling, or action is referred to as human behavior¹². This means that every idea, purpose, sensation, and decision made on a daily basis is considered human behavior¹³. Consumer behavior has been characterized as the study of human behavior in a consumer role in previous studies, which offered a relationship between human behavior and consumer behavior. Consumer behavior refers to specific sorts of human behaviours, such as those involving the purchase of goods and services from marketing firms¹⁴.

Advertising is important in influencing dreams and assisting customers in making informed product and consumer actions. The impact of advertising can reach a wider audience, and the primary goal of advertising is to inform, persuade, convince, and remind customers about the product/services¹⁵. Advertising between rival brands has been found to be fast expanding, enhancing consumer awareness of a variety of products and services on the market. Advertising has progressed from a regional to a global scale¹⁶. Corporations are now hunting for new customers outside of their own country¹⁷. To persuade people's perceptions about a product, most advertisements use enticing imagery and convincing language¹⁹. Customers are drawn to new ideas and inventive methods, which encourage them to acquire the goods and

remember the companies. Customers' purchase intentions are heavily influenced by advertisements. Customers will remember the marketed goods more easily if it is advertised with endorsements. The buyer frequently associates the brand with the celebrity and can quickly recall the brand. Therefore, the purpose of this study is to examine the effect of advertising messages on consumer stimulus-response of fast moving consumer goods in Nigeria.

1.2 Statement of the Problem

In the vibrant and rapidly growing market of fast-moving consumer goods (FMCG) in Nigeria, advertising plays a pivotal role in shaping consumer behavior and preferences. The proliferation of advertising messages across various media platforms has significantly influenced the way consumers perceive and respond to products. However, amidst this advertising saturation, there exists a gap in understanding the precise impact of these messages on consumer stimulus-response patterns. Nigeria's FMCG market is inundated with a myriad of advertising messages promoting diverse products ranging from food items and beverages to personal care products. Despite the omnipresence of these messages, there is a lack of comprehensive research addressing how these advertisements specifically influence consumer stimulus-response mechanisms. The problem lies in the ambiguity surrounding which elements of advertising messages, such as source credibility, social imaging, entertainment, and message appeal, have a profound effect on consumer stimulus-response vis-à-vis consumer awareness, consumer interest, consumer conviction, and consumer action. This knowledge gap hampers the ability of marketers and advertisers to create targeted, effective campaigns that resonate with the diverse Nigerian consumer base. Understanding the impact of advertising messages on consumer stimulus-response in the Nigerian FMCG market is of paramount importance as it will provide valuable insights to marketers, enabling

them to design culturally relevant and appealing advertisements that can enhance brand perception and drive sales and empowers policymakers and regulatory bodies to formulate guidelines that promote ethical advertising practices, safeguarding consumers from potentially misleading or manipulative messages. Therefore, this study examined addressed this gap in literature by examining the effect of advertising messages on consumer stimulus-response of fast-moving consumer goods in Nigeria.

1.3 Aim and Objectives of the Study

The aim of this study is to determine the effect of advertising messages on consumer stimulus-response of fast moving consumer goods in Nigeria.

Specifically, the objectives of the study are to:

- i. ascertain the effect of source credibility on consumer awareness of fast moving consumer goods;
- ii. examine the extent to which social imaging affect consumer interest of fast moving consumer goods;
- iii. evaluate the effect of entertainment on consumer conviction of fast moving consumer goods;
- iv. assess the influence of message appeal on consumer action of fast moving consumer goods

1.4 Research Questions

Based on the research problem, the following research questions were addressed in the study:

1. how does source credibility impact consumer awareness of fast-moving consumer goods?

2. to what extent does social imaging influence consumer interest in fast-moving consumer goods?
3. what is the effect of entertainment on consumer conviction of fast-moving consumer goods?
4. how does message appeal influence consumer actions regarding fast-moving consumer goods?

1.5 Hypotheses

The study examined the following hypotheses in their null form;

- H₀1: Source credibility has no significant impact on consumer awareness of fast-moving consumer goods.
- H₀2: Social imaging has no significant influence on consumer interest in fast-moving consumer goods.
- H₀3: Entertainment has no significant effect on consumer conviction of fast-moving consumer goods.
- H₀4: Message appeal has no significant influence on consumer actions regarding fast-moving consumer goods.

1.6 Significance of the Study

The study is important because it provides adequate information on the contribution of advertising messages on consumer stimulus-response of fast moving consumer goods in Nigeria. The stakeholders that benefits from this study includes consumers, employees and management of FMCGs, all industries, government and policy makers, academics and researchers.

Firstly, the study contributes to the achievement of Sustainable Development Goals (SDGs), most especially goal 3 of good health and wellbeing. This is because the findings of this study serves as a significant value to the fast moving consumer goods, thus it is beneficial in tackling the problems of good health and wellbeing.

The model that was proposed for this study expanded the existing body of knowledge especially within the Academia. Being a core research work focused on advertising and consumer stimulus-response it helped academia and researchers in areas relating to marketing, consumer response-stimuli and advertising. As regards the government/policy makers, the findings of this study have the potential of unearthing the inhibiting challenges affecting the consumer behaviour from the consumer's perspectives. It is expected that when consumers are aware of products through credibility, social imaging, entertainment and message appeal, then it could lead to a change of behavior towards the consumption of such fast moving consumer goods.

This study guides policy makers like governments and regulators to introduce supportive policies that will aid improved the performance of fast moving consumer goods and consequently boost the sector's contribution to the GDP as well as solve sustainable development goals in Nigeria. In the same vein the findings from the study helped to link the relationship between the governments and the educational practitioners in general.

Furthermore, findings from this study can help universities to better understand how they can engage in advertising by creating initiatives that will focus on customers as well as identify the importance of enhancing the behaviour of consumers towards consumption of these brands.

In the area of significance to scholarly knowledge, the study has further enriched the body of knowledge by contributing to the subject of advertising and consumer stimulus-response,

especially in the Nigerian educational context where there is paucity of studies. In the overall, it is expected that the constructs and knowledge from this thesis will theoretically serve as a platform for further researches by students and academicians, in the field of advertising and marketing management.

1.7 Scope of the Study

The study focuses on the effect of advertising on consumer stimulus-response of fast moving consumer goods Nigeria. The study focused on the fast moving consumer goods, given the importance of this sector to the future of the nation.

The geographical range of the thesis covered the FMCG companies based in Lagos, Nigeria. The choice of these FMCG in these locations is based on the fact the Lagos is the commercial hub of the country and most of the FMCGs are situated and headquartered in Lagos, Nigeria.

The sectorial scope of this study is focused on Fast moving consumer goods sectors. This is a sector that incorporates major famous and household brands sold quickly at a relatively low cost. These brands have developed and adapted to the changing demands of consumers over the many decades years, servicing both the poor and the wealthy. This study was limited by scope to the best two fast moving consumer goods companies in Nigeria. This includes Nestle Nigeria PLC and Unilever Nigeria PLC.

1.8 Limitation to the Study

The research was constrained by factors such as limited empirical studies on consumer stimulus-response in fast moving consumer goods in Nigeria. Also, the scope of this study was limited to all the consumer of household brands. There are quite a number of brands that the study did not include.

1.9 Operational Definition of Terms

Action: This is the process in which consumers take the final step in making the purchase of the product.

Advertising: Advertising is a form of commercial communication in which a product, service, or concept is promoted or sold through the use of an explicitly sponsored, non-personal message.

Awareness: Consumer awareness refers to being aware of the various consumer production laws, redress mechanisms, and consumer rights, which include the right to health and safety protection from the goods and services that the consumer purchases, the right to be informed about the quality, price, potency, purity, and standard of good, the right to choose the best from a variety of others, the right to get representation if there is any grievance or suggestion, and the right to seek redress.

Source Credibility: This is the level of belief and trust that people have in what other people and organizations say about a product or service.

Consumer Behaviour: This is the study of buying units and exchange processes in the acquisition, consumption, and disposal of products, services, experiences, and ideas. This concept emphasizes purchasing units in an attempt to encompass not only individuals but also groups who purchase goods or services.

Consumer Stimulus-Response: This a method used in gaining an in-depth understanding into the buying behavioral pattern of an individual consumer. It emphasizes on product, price, place and promotion of goods and services.

Conviction: Consumer conviction value is defined as customers' genuine belief in numerous considerations as supporters of subsequent active behaviors toward private label.

Entertainment: This is entertainment-specific marketing for entertainment-related media and situations. Campaigns in movies and video games, as well as at events and on the social media feeds of artists, celebrities, and influencers, are examples of this.

Influence: These are the factors that affects the attitude and beliefs of the buying decisions of a consumer which makes the consumer behaves in a particular way towards the product.

Message Appeal: Message appeals are used by marketers to capture the attention of clients, persuade them to enjoy the products or services, and encourage them to make a purchase.

Social Imaging: Social imaging is a technique for detecting and representing social behaviors. "Imaging" refers to technologies that visualize biological functions and behaviors that are not visible from the outside.

Endnotes

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Chapter Two

Literature Review

This chapter discusses the works that have been advanced by scholars in the areas of Advertising messages and consumer stimulus response. This chapter is discussed in four perspectives; Conceptual, theoretical and empirical reviews. Synthesis of gaps identified was also discussed.

2.1 Conceptual Review

The primary purpose of this section is to have a detailed understanding of the variables used in this study, which were advertising messages and consumer stimulus-response.

2.1.1 Concept of Advertising

Different individuals define advertising in various ways. Advertising, in general, is a persuasive substance of mass media that is used on targeted people to encourage them to seek out specific goods, ideas, or services. Advertising is the function of delivering the message of the most interesting product to where, is supposed to be, to the person supposed to have, at the time supposed to be, and at the least cost to individuals, profit and non-profit organizations¹. Advertising is the function of delivering the message of the most interesting product to where, is supposed to be, to the person supposed to have, at the time supposed to be, and at the least cost to individuals, profit and non-profit organizations².

The primary means of communication between the manufacturer and the consumer is advertising³. Advertisement is a subset of Promotion Mix and one of the four P's of the Marketing Mix, which also comprises Product, Price, Place, and Promotion⁴. Advertising is an element of the Promotion Strategy that aids in the creation of product awareness in the market, which in turn influences the purchasing choice of consumers. Marketers use mass communication tactics such as advertising, sales promotion, and public relations⁵.

Advertising is one of the four components of the marketing mix, which includes product, price, location, and promotion. Advertising is a promotional tactic that is used to raise product awareness in the minds of customers in order to prompt them to make a purchase choice. Marketers use it as a means of communication⁷. Advertising has an impact on people's opinions, behaviors, and lifestyles. It's one of the means via which the producer and, by extension, the product's user communicate. To become a well-known brand, a company must invest in its promotional efforts, particularly advertising. Advertising as a promotional technique is a powerful instrument for raising product awareness and conditioning the thinking of a potential buyer so that they can decide what to buy and what not to buy⁸.

Advertising is the role of getting the message of the most intriguing product to where it needs to be, to the person who needs it, at the time it needs to be, and for the least amount of money possible. Advertising comes in different types. They are explained below

2.1.2 Objectives of Advertising

The goal of all advertisements is to inform, persuade, or remind clients of the product's existence. As a result, the consumer will be more aware of the product, its importance, and what they need to know about it on a daily basis.

i. **Informative Advertising:** Informative advertising is useful in the start of the product life cycle to notify the market of the new product's existence, to describe its features, and to explain how it works⁹. It provides information about the product to customers and the industry, clarifies how it works, and provides pricing and product statistics. In a nutshell, it should boost awareness of the product as well as the brand. There should be enough information to urge the buyer to take action right away¹⁰.

ii. **Persuasive Advertising:** Persuasive advertising is the most dominant form of advertising in a competitive environment¹¹. When it comes to promoting selective demand for a single

brand, we use it. It can then be found in the form of comparative advertisements. The goal of this compelling marketing is to give the company a competitive edge, persuade the consumer to buy a product, build trust in the product, and make it easier to contact the dealer. The goal is to persuade customers to switch brands¹². Following the purchase, however, the quality and consistency of the goods will determine whether the customer remains loyal or returns to the prior brand.

iii. **Recall/Remind Advertising:** In the maturation of a product, recall or reminder advertising is frequently used¹³. This one's goal is to continuously reminding customers of the brand or product's presence in their minds in order to help them maintain relationships with it and keep thinking about it so that it doesn't get forgotten and disappear with the entrance of new products on the market¹⁴. Coca-Cola is a good example in this instance. Coca-Cola, in fact, reminds its customers of its existence on the market even throughout the winter.

Table 2.1 Summary of the Observes of Advertising

| Informative Advertising | |
|---|---|
| Communicating customer value | Suggesting new users for a product |
| Building a brand and company image | Informing the market of a price change |
| Telling the market about a new product | Describing available services & support |
| Explaining how a product works | Correcting false impressions |
| Persuasive Advertising | |
| Building brand preference | Persuading customers to purchase now |
| Encouraging switching to a brand | Persuading customers to receive sales call |
| Changing customer perceptions of a product value | Persuading customers to tell others about the brand |
| Reminder Advertising | |
| Maintaining customer relationships | Reminding consumers where to buy the product |
| Reminding consumers that the product may be needed in the near future | Keeping the brand in a customer's mind during off-seasons |

Source: "The impact of advertising on consumer behavior"¹⁵

2.1.3 Purpose of Advertising

Any advertising firm is responsible for developing a campaign that meets the needs of its customer. Because those requirements change, the goal of each campaign may also differ. There are a few things that never change. Every advertisement must first and foremost grab the audience's attention. Similarly, each must deliver information to a certain audience and seeks a response from that audience¹⁶.

However, the desired emotions can vary significantly from one advertisement to the next. They might range from emotional responses to a wide range of behaviors. This process can be broken down into six main pieces using a simplified model of advertising communication. Of course, the advertiser is the source of the communication. The communication is encoded into a message by the agency, which is formed by the advertising strategy.

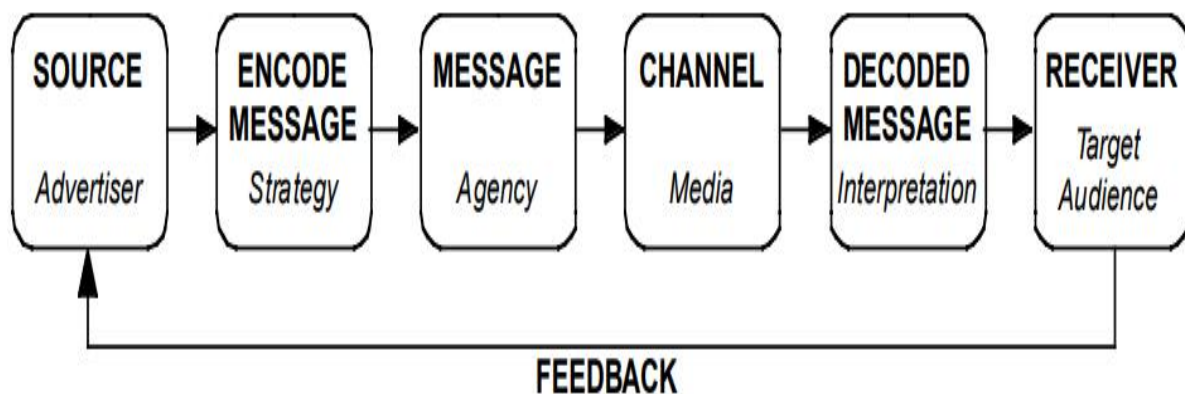


Figure 2.1: Basic Linear Model of Advertising

Source:¹⁷

The message is delivered to the consumer through the media. The consumer becomes the message receiver as a result of media exposure. The meaning of the advertising message is interpreted when the customer decodes it. Finally, based on the message, the customer may or may not take action, such as expressing feedback to the source¹⁷.

These essential metrics are used by clients and agencies to assess the efficacy of advertising. To begin, advertising is assessed in terms of perception: whether or not people recall seeing the advertisement. Advertising awareness is influenced by a variety of things¹⁸. The type of media used, for example, can influence the number of individuals who view an advertisement and how many times they see it. It also relies on where the advertisement is placed within the media vehicle. There are creative components that can effectively grab attention in addition to exposure. If the precise strategies are applicable to the target audience, the use of comedy, a well-known celebrity, or a frightening headline, for example, will stimulate interest. In fact, the more relevant the message is, the more likely the target audience will listen.

Second, the advertising message is assessed in terms of learning, or whether the message is understood by the target audience¹⁹. Advertisers use a variety of tactics to guarantee that their messages are understood. The communication must elicit a meaningful reaction from the customer in order to develop cognitive learning. When it comes to reassuring people who are going to invest a lot of money on an insurance policy or a new car, cognitive commercials are quite effective. On the other hand, associative learning is performed by frequently connecting a brand with a specific visual. This is a frequent advertising strategy. Consumers can learn to identify specific brands with certain celebrities or visuals.

Finally, the advertising is judged on its persuasiveness. Consumers' opinions and attitudes about a brand can be established, reinforced, or changed through advertising²⁰. This is more challenging than merely communicating information, but it is a requirement before buying.

An advertisement that has a good impact on the consumer's attitude enhances the likelihood that the consumer will develop a desire to acquire the brand. While purchase intent is a measurable reaction, it has yet to be demonstrated to correspond with actual purchase for a variety of reasons²¹. A consumer may, for example, be unable to locate the brand in a local store. In addition, something other than the advertisement, such as a friend's recommendation, can produce intent. As a result, measuring intent isn't always a good indicator of how effective an advertisement is²².

Consumer behavior is the last and most commonly utilized metric for advertising effectiveness: whether or not people buy the product. However, unless the advertisement is the only source of information, this is a poor measure because it is impossible to verify whether the advertisement prompted the purchase. Customer demand for a return on investment (ROI) indicator, on the other hand, makes purchasing behavior measurements commonplace.

2.1.3 Types of Advertising

According to previous study, there are different types of advertising²³. They include, direct, indirect, competitive, informative, mass advertising

i. **Direct Advertising:** This is about marketing products to people who actually need them. A given type of product appeals to a specific group of people²⁴. It would be more cost-effective and convenient to identify the target demographic and market directly to them when such things are to be advertised. If a new drug is introduced to the market, for example, it is ideal to advertise it in medical publications, with medical practitioners recommending or prescribing the drug to patients^{25,26}. Direct marketing to potential customers is recommended.

ii. **Indirect Advertising:** Goods advertised by indirect advertising are those that are required and used by everyone, regardless of group or category²⁷. One example is toothpaste, which, no matter how it is advertised, manages to catch the attention of people^{28,29}.

iii. **Competitive Advertising:** This is a sort of advertisement that is used to promote competing products. It is utilized to gain more customers at the expense of competitors, as the term implies³⁰. Attractive graphics, vivid colors, and lovely scenarios are used to show the commodity in a desirable shape that will appeal to customers. In competitive advertising, careful consideration is given to the phrases chosen so as not to detract from the image of the other competitors' products³¹.

iv **Informative Advertising:** This is the type of advertising that informs customers about a company's product or service. This sort of advertising is used to raise consumer awareness of a product and its benefits³².

v. **Mass Advertising:** This is the type of marketing that informs customers about a company's brand. This sort of advertising is typically used to raise consumer knowledge of a product and its benefits³³.

2.1.4 Advertisement Media

There are a variety of media that can be utilized to effectively advertise, including the following.

- i. **Outdoor Advertisement:** Outdoor advertising was originally utilized by American advertisers in the 1850s, and it was later employed in Turkey in 1985. Billboards, handbills, hoardings, banners, posters, wall murals, electronic boards, and other kinds of outdoor advertising exist³⁴. These are the things we see in our trains and bus stations, as well as on the side walks, from nightfall to dawn. As a result, unlike other advertising mediums such as television, radio, and print, which

can be stored or turned off, outdoor advertising is an inevitable aspect of the human environment³⁵.

- ii. **Print Advertisement:** A lot of business organizations sell their brand or products with the use of print advertisements; print advertisements give in great detail characteristics of the organizational product that help in satisfying customers' wants³⁶. They went on to say that a print advertisement is one that is utilized to contact potential consumers through tangible printed and digital media such as newspapers, magazines, social media, and mobile advertisements³⁷.
- iii. **TV Advertisement:** TV commercials are the most effective way of presenting goods or services to millions of people. Advertisements on television have a significant and positive impact on consumer behavior³⁸. TV advertising, according to them, is the paid and non-personal transmission of a product or idea to a consumer through electronic media. One of the distinguishing characteristics of television advertising is that it appeals to both literate and illiterate audiences, making it the only media capable of effectively and efficiently presenting a brand to an audience. TV advertising has an advantage over other forms of advertising since it allows the producer to market their product in greater detail using images and voice³⁹. By combining sound, action, and personality statements, a creative person can communicate and explain his thoughts or product to a large and scattered dispersed audience through television advertising.
- iv. **Celebrity Advertisement:** Celebrity advertising refers to a well-known individual who is well-known among a large number of people and who frequently appears in the media to speak on behalf of a product and to act as a regular user of the product⁴⁰. Attention and publicity can be generated through the usage of

celebrities, according to previous theory and practice. As a result, using celebrities in today's advertising is critical because it boosts company profits⁴¹.

- v. **Broadcast Advertisement:** Broadcast advertising consists of numerous branches, such as television, radio, and the internet, and is a very popular advertising medium. Since their inception, television commercials have been extremely popular⁴². The cost of television advertising is frequently determined by the length of the commercial and the broadcast time (prime time/peak hour), and, of course, the popularity of the television station on which the commercial will be shown. The radio may have lost its allure as a result of new age media, yet it continues to be the preferred medium for small-scale advertising. Radio jingles have long been a popular advertising medium, and they have had a significant impact on audiences, as evidenced by the fact that many people remember and love popular radio jingles⁴³.
- vi. **Covert Advertisement:** Covert advertising is a type of advertising in which a product or a brand is featured in many forms of entertainment and media, such as movies, television shows, sports, and cinema. Although there are no commercials in the entertainment, the brand or product is subtly (or sometimes overtly) promoted in the show⁴⁴.
- vii. **Surrogate Advertisement:** Surrogate advertising is common in situations where advertising a specific product is prohibited by law. In numerous nations, advertisements for things that are harmful to one's health, such as cigarettes or alcohol, are forbidden⁴⁵. As a result, these corporations must come up with a number of different products that may have the same brand name and, so, indirectly remind customers of the same brand's smokes or beer bottles. Fosters

and Kingfisher, for example, are well-known beer firms that frequently use surrogate advertising to promote their businesses⁴⁶.

- viii. **Public Service Advertisement:** Public service advertising is a technique that employs advertising as a means of communicating socially relevant messages about major issues and social welfare causes such as AIDS, energy conservation, political integrity, deforestation, illiteracy, and poverty, among others⁴⁷. David Ogilvy, regarded as one of the forefathers of advertising and marketing concepts, is said to have advocated for the use of advertising for social causes. "Advertising justifies its existence when employed in the public interest," argued Ogilvy, "since it is far too powerful a tool to use purely for business ends." Today, non-commercial public service advertising is rapidly being employed in different nations around the world to promote various social issues⁴⁸.

2.1.5 Importance of Advertising

In the workplace, advertising is extremely important because it is one of the primary media strategies utilized by many firms to engage with their target audiences and clients. Marketers' primary goal is to raise awareness among target audiences, therefore advertisements for a product or service are created with that goal in mind. In the launch and development of a product or service, advertising plays a critical role. Advertising is now a requirement for everyone in daily life, whether you are a manufacturer, a merchant, or a consumer⁴⁹. How can one market an engaging product that solves problems without using advertisements?

People must be aware that a new product is out on the market because advertising plays such an important role in their life. Customers will use advertisements to find the proper products and everything they require. People can compare and purchase the things that best match their demands after they are aware of the product's range⁵⁰. It aids in the growth of sales. It

also aids producers or businesses in identifying and tracking the progress of their competitors. Furthermore, if a company decides to present or launch a new product, advertising can increase its exposure and persuade customers to try it. Furthermore, advertising is regarded as a method of increasing customer loyalty and, as a result, tends to boost credibility indirectly⁵¹.

2.1.6 Concept of Source Credibility

The persuasiveness and impact of word-of-mouth communications on the receiver can be influenced by the characteristics of the information source. When the information from the source can be trusted, the receiver regards the source as credible. Source credibility, trustworthiness, and perceived social links between the information source and the receiver have all been proven to influence the perception of the information source in previous studies⁵².

Source expertise is linked to source credibility and is a key technique for lowering the risk of relying on user reviews. It can be defined as the extent to which the source is seen as being capable of supplying correct information⁵³. The source's level of knowledge is determined by his or her experience or training. Individuals utilize a variety of methods to assess a message's author's expertise. The amount of reviews written, their substance, and the length of time a reviewer has been a member of the site can all be used to determine expertise⁵⁴.

Another predictor of source credibility is the sender's perceived trustworthiness; when the source is trustworthy, the recipient is less likely to doubt the information's reliability. If the statement is assessed to be valid, honest, and to the point, the information source and recommendation presented are considered trustworthy⁵⁵. Individuals can openly share their ideas and feelings about products, services, and businesses while being anonymous in the online world. As a result, users will attempt to establish the contributors' reliability in order to

use or reject the information given. When a customer believes that the information presented is from a reliable source, they will consider it to be beneficial.

Demographic traits (such as gender, age, level of education, and occupation) or perceived attributes can also contribute to social homophiles (preferences, values, beliefs)⁵⁵. Individuals hunt for values and experiences that fit their own character and ideas in the setting of online evaluations, for example; when a review contains this type of material and the reader shares comparable values and preferences, the perceived homophiles will be increased⁵⁶.

2.1.7 Concept of Social Imaging

"Social imaging" has been a key concept in customer stimulus-response research since the 1950s. The social image is a mirror image of the company's personality⁵⁷. It is defined as a collection of associations that are arranged in a meaningful manner. Consumer interpretation, whether emotional or logical, shapes imaging. An effective brand image allows consumers to recognize and distinguish the brand from its competitors, increasing the likelihood that they will purchase the brand. The company's goods or services can obtain a stronger market position, a longer-term competitive advantage, and increased market share⁵⁸.

In the minds of customers, a social imaging is described as a distinctive set of associations that produces a perception about an item. It is a customer's current image toward a brand and represents what the brand stands for in the customer's opinion at the time⁵⁹. The foundation of a social imaging Consumers or customers are said to make purchasing decisions based on the acceptance of a few little pieces of information. To help customers evaluate the goods and services offered, it will be critical to understand what information they require and how much they require. Current research investigates whether there will be major distinctions between online and traditional consumer decision-making processes⁶⁰. Is a customer's conviction in it,

and a customer's perception of an offering develops into a brand image. It can be molded by intentional positioning in accordance with the trade strategy, or it can be shaped by external variables such as word of mouth, competitor advertising, usage reviews, and so on⁶¹.

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2.1.8 Concept of Entertainment

In Nigeria, as in other nations, advertising has become such a powerful and intrusive socio-economic force that neither manufacturers nor consumers can ignore it⁶². Advertising infiltrates our streets, offices, villages, and homes as a means of communication, pushing messages about various products and services, ideas, people (dead or living), and organizations through numerous media outlets. It does so intensively and persistently that our inherent skills to selectively detect and recall information are the only thing that rescues us from the tyranny of "information overload," as communication professionals have labelled it⁶³. Advertising and Entertainment are linked together, and this term is referred to as advertainment⁶⁴.

The term 'advertainment' was established to describe how advertising and entertainment are becoming increasingly integrated. It refers to marketing strategies that include brand messaging into the content of entertainment items⁶⁵. Brand messages can now be found in the content of a wide range of entertainment vehicles, including television and movies, radio shows, songs and music videos, video games, plays, and even novels.

The degree of brand integration in the entertainment content, as depicted on the horizontal axis below, can be used to classify advertainment. Product placement is the simplest form, in which a brand is simply inserted to current entertainment content⁶⁶. Branded content or branded entertainment, on the other hand, is when a brand directs the development of entertainment content, so that the content is built around the brand. Product integration is in the middle. This section goes over each of the types and gives examples of each⁶⁷.

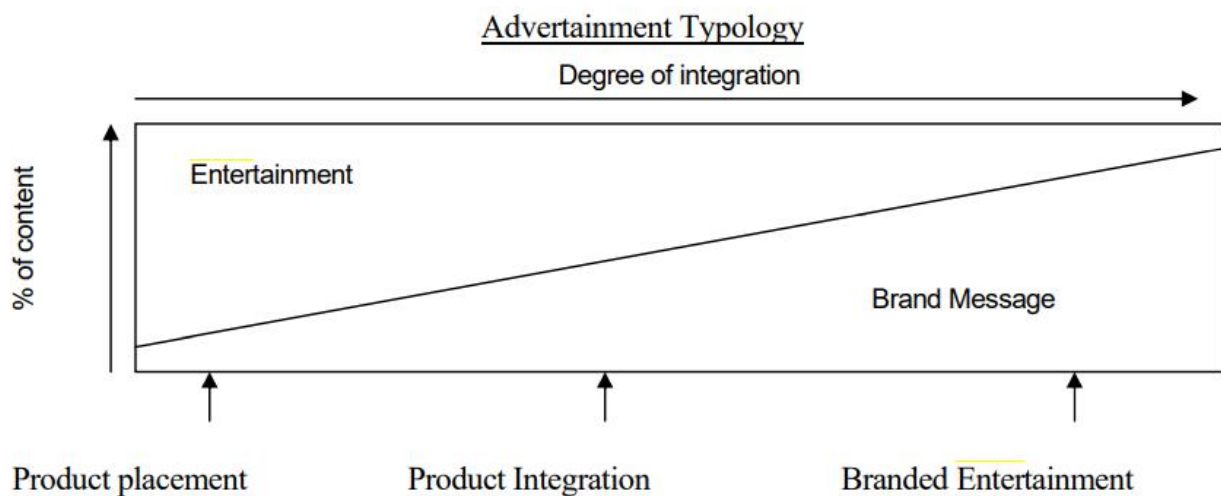


Figure 2.2 Fusing Advertising and Entertainment

Source:⁶⁴

- i. Product Placement: The term "purposeful inclusion of a brand into an entertainment vehicle" is defined as "the intentional incorporation of a brand into an entertainment vehicle." It exemplifies how the barriers between advertising and entertainment are blurring⁶⁸. Placements in audiovisual media can be classified according to their presenting mode- visual or audible. The requirement to create realistic settings for movie or television sets justifies the visual aspect of companies⁶⁹.

- ii. **Product Integration:** Product integration is a more thorough form of product placement in which the product has a role in the plot of an episode. Product incorporation is becoming more common in both scripted and reality television shows⁷⁰. Products are written directly into the plot arc of a certain episode in scripted shows, and marketers frequently have some control over how their product is portrayed. Product integration deals require close partnership among the marketers and producers. Traditional TV networks are forging closer ties with sponsors⁷¹.
- iii. **Branded Entertainment:** Branded entertainment, like sponsor-owned events in the 1950s, is a type of advertisement that allows for the most product participation⁷². The motivating purpose behind content creation is the showcasing of a specific product or brand. These sorts of advertainment are often funded by the advertiser and co-created with entertainment producers. This sort of advertising has been dubbed "the single most significant messaging shift"⁷³. Branded entertainment is far more intense than product integration in TV programming, as the brand's involvement frequently lasts for a full series⁷⁴.

2.1.9 Concept of Consumer Behaviour

Consumer behavior has been extensively examined by scholars and marketers in the past and continues to be studied now⁷⁵. Consumer behavior has been the subject of numerous academics and researchers for a variety of reasons, according to scholars⁷⁶. One of the popular viewpoints is that consumer behavior has evolved into a factor that has a direct impact on a company's overall performance. Another viewpoint contends that understanding consumer behavior has grown increasingly important, particularly in light of the global retail industry's severe competition⁷⁷.

People's actual or potential use of market products is referred to as consumer behavior. That it is up to individuals to make decisions about how to spend their available resources on relevant consumption. People's actual or potential use of market products is referred to as consumer behavior. They went on to say that it is up to individuals to make decisions about how to spend their available resources on relevant consumption⁷⁸.

CB is a process that entails issues such as purchasing, utilizing, evaluating, and discarding the products for which he expects fulfillment. The physical, psychological, and social behavior of potential customers combine to form consumer behavior. This is because it (the product) comes to his attention, which he may evaluate, use, and tell others about⁷⁹.

Consumer buying Behavior is defined as the mental, emotional, and physical activities that people engage in after selecting, mistreating, and discarding goods and services in order to satisfy their wants and desires. It encompasses the receiving and various consumption-related activities of persons who participate in the exchange mechanism. Consumer behavior is defined as the study of the process by which people or groups choose, purchase, service, ideas, or experiences to meet preferences and requirements⁸⁰. Economic factors such as income expenditure patterns, product prices, price of complementary products, replacement goods, and demand elasticity influence consumer purchasing behavior. It is also influenced by psychological perceptions, attitudes, and learning. Consumer purchasing behavior is influenced by social and cultural elements, which influence people's purchasing decisions but also decide the type of goods they buy.

2.1.10 Steps to Consumer Need Recognition

Marketers can obtain a better understanding of their customers by understanding their buying decision-making process. Furthermore, it might serve as a framework for them to develop more appropriate marketing tactics for their target audiences. If marketers understand their

customers' buying process, they'll know how people look for information before making a purchase, what criteria can entice them to buy, and what aspects influence their purchase choice. Customers, according to studies, go through a five-stage decision-making process while making a purchase. This is summarized in figure 2.3

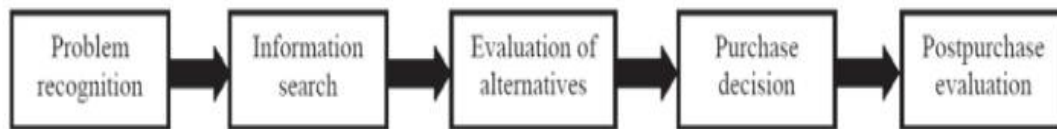


Figure 2.3 Consumer Buying Decision Process

Source:⁸¹

- i. **Problem Recognition:** This process begins when a buyer recognizes his degree of satisfaction and how it differs from the current one. This origin of consumer wants is driven by two stimuli: internal stimuli, which are psychological or physiological states such as hunger, thirst, sex, and so on; and external stimuli, which are psychological or physiological states such as hunger, thirst, sex, and so on. As well as external stimuli brought on by other causes. For example, a new brand car or the smells of stew from a restaurant may entice you⁸².
- ii. **Information Search:** The quantity of pieces of information required to make a decision is next considered by the aroused individual. This is dependent on how urgent the need is and how close the product or service is to hand. A strong need and a close-by product stimulate an immediate purchase; otherwise, it leads to a quest for information. Consumers can look for information using one of the following methods⁸³. Friends, relatives, acquaintances, and neighbors are examples of personal sources. Internet searches, the news, and consumer rating organizations are all examples of public sources. Salespeople, advertisements,

websites, and packaging displays are all commercial sources. Handling, examining, and using the product are all examples of practical experience. The most useful and effective source is determined on the product and the client, yet research has shown that personal sources have a greater impact on customers than commercial sources⁸⁴.

- iii. Evaluation of Alternatives: Consumers do not use a single, straightforward strategy to evaluate different products in all purchase situations. The consumer weighs different products based on available information and particular criteria throughout the evaluation stage. The consumer will next select whether or not to accept a certain product⁸⁵.
- iv. Purchase Decision: The evaluation stage is concerned with determining the performance of several brands as well as the intention to purchase that brand. In order to make a purchase decision, you must consider five factors: brand, dealer, quantity, timing, and payment method. For example, if a customer requires a bottle of soft drink, he must choose between brands X and Y. If it's X brand, where is he getting it? Let's imagine the amount is merely one bottle, the timing is in the morning, and the payment method is cash⁸⁶.
- v. Post Purchase Behaviour: Following the consumer's purchase of the goods, the evaluation will continue to establish whether the consumer received the post-buy satisfaction he desires or whether the evaluation resulted in discontent⁸⁷. As the concept of cognitive dissonance demonstrates, it is not uncommon for a customer to be dissatisfied after acquiring a product. This may cause a consumer to switch to a different product⁸⁸.

2.1.11 Factors Affecting Consumer Behaviour

The selection, purchasing, and consumption of goods and services by consumers is referred to as consumer behavior. Consumer behavior is affected by a number of factors. The consumer begins by attempting to identify which commodities he would like to consume, and then selects only those commodities that offer greater utility⁸⁹. After deciding on the commodities, the consumer calculates how much money he has available to spend. Finally, the consumer assesses current commodity pricing and makes a judgment on which commodities he should consume⁹⁰. Meanwhile, a variety of other elements such as social, cultural, personal, and psychological influences customer purchases. The following is an explanation of these factors.

- i. **Cultural Factors:** Cultural elements such as buyer culture, subculture, and socioeconomic class have a significant impact on consumer behavior⁹¹. In general, culture is a part of any society and is a major influence on people's desires and behaviors. Because the impact of culture on purchasing behavior differs by country, marketers must be extremely cautious when assessing the culture of various groups, regions, or even countries. Religions, nations, geographic regions, racial groups, and other subcultures exist within each civilization⁹². Marketers can make use of these groupings by breaking down the market into little chunks. Marketers, for example, can build items to meet the needs of a specific geographic population. Every civilization has some type of social class, which is significant to marketers since people in the same social class have comparable buying habits. As a result, marketing activities might be adjusted to different social classes, occupations, and other factors⁹³.
- ii. **Social Factors:** Consumer purchasing behavior is also influenced by social variables. Reference groups, family, role, and status are all essential social elements. Reference groups have the power to shape a person's attitude and

conduct. The influence of reference groups varies depending on the product or brand. When a product is visible, such as a dress, shoes, or car, the influence of reference groups is significant. Opinion leaders (those who influence others because of their exceptional talent, expertise, or other attributes) are also included in reference groups⁹⁴. Also, the buyer's behavior is heavily impacted by family members. As a result, marketers are attempting to determine the roles and clout of the husband, wife, and children. If a woman's effect on a product's purchase choice is significant, marketers will attempt to target women in their advertising. It's worth noting that buying roles shift as consumer habits change. Depending on the groups, clubs, families, organizations, and so on to which he belongs, each person has a particular function and standing in society. A woman, for example, works as a finance manager in a company. She is currently juggling two roles: finance manager and mommy. As a result, her purchasing selections will be influenced by her status and function⁹⁵.

- iii. **Personal Factors:** Consumer behavior can also be influenced by personal factors. Lifestyle, economic status, occupation, age, personality, and self-concept are some of the significant human characteristics that influence purchasing behavior⁹⁶. Consumer purchasing behavior can be influenced by age and life cycle. With the passage of time, it is apparent that consumers' purchases of goods and services change. The family life-cycle is divided into stages, such as young singles, married couples, and unmarried couples, which help marketers, produce items that are fit for each stage⁹⁷. A person's work has a substantial impact on his purchasing habits. The consumer's economic status has a significant impact on his purchasing decisions. If a customer's income and savings are high, he will buy more expensive things. Another important aspect influencing consumer purchasing

behavior is the customer's lifestyle⁹⁸. The way a person lives in a society is indicated by the objects in his or her environment, which is referred to as lifestyle. It is shaped by the customer's interests, opinions, and actions, among other things, and it determines his entire pattern of acting and interacting in the environment⁹⁹.

- iv. **Psychological Factors:** Consumer purchasing behavior is influenced by four major psychological elements. Perception, motivation, learning, beliefs, and attitudes are among them¹⁰⁰. Customers' buying behavior is also influenced by their amount of motivation. Physiological, biochemical, social, and other demands are all unique to each individual. Because of the nature of the needs, some are the most urgent, while others are the least urgent. As a result, when it is more pressing to direct the person to seek fulfillment, a need becomes a motivator. Another psychological factor is perception⁹⁷. Perception is the process of selecting, organizing, and interpreting data in order to construct a meaningful experience of the world. Selective attention, selective distortion, and selective retention are three separate perceptual processes¹⁰¹. Marketers use selective attention to try to get the attention of their customers. Customers who are subjected to selective distortion attempt to interpret information in a way that confirms what they already believe¹⁰². In the same way, marketers use selective retention to save material that supports their opinions¹⁰³.

2.1.12 Concept of Consumer Rights

The best place to begin is with a discussion of the first four basic consumer rights. Businesses had little to no duty for hearing and paying customers who complained about their products before consumers gained these rights.

1) The Right to Safety: This right applies to any product that, other than an automobile, has the potential to cause bodily injury to the user when used as intended. In 1972, the US government established the Consumer Product Safety Commission, which established safety and performance requirements for items, requiring them to be evaluated and, if necessary, to display warning labels. In contrast, it is the consumer's obligation to use the product safely, to follow all instructions, and to be aware of any future product warnings¹⁰⁴. Consumers have the right to be protected from the marketing of goods and services that are hazardous to life and property under this right; this right is critical for a safe and secure living. This entitlement includes consideration for the consumer's long-term interests as well as their immediate needs. Customers' lives, health, and property have been lost as a result of manufacturing faults in pressure cookers, gas cylinders, and other electrical appliances. The consumer's right to safety protects them from the sale of potentially harmful goods or services¹⁰⁵.

2) The Right to Be Informed: It is the company's job to give accurate and true information in this case so that the consumer can make informed decisions. This privilege applies to all products, but its original purpose was to eliminate false information in the areas of finance, advertising, labeling, and packaging. The Wholesome Meat Act, the Truth in Lending Act, and the Fair Packaging and Labeling Act are just a few instances of laws enacted as a result of this principle¹⁰⁶. The consumer's responsibility resides in their obligation to analyze and apply this product information appropriately. The consumer has the right under this right to obtain information on the quality, quantity, purity, standard, and price of goods or services in order to defend himself against abusive and unfair practices. The producer must provide all pertinent information in a convenient location¹⁰⁷.

3) The Right to Choose: Consumers have the right to a diverse range of options, but the environment in which the products and services are delivered must also be healthy and favorable to fair competition¹⁰⁸. The government has aided this climate by enacting legislation on patent law, antitrust, and price gouging and price-cutting. The consumer's obligation is to simply make informed decisions. Every customer has the right to choose the goods or services that he or she prefers under this right¹⁰⁶. The right to choice entails the certainty of availability, ability, and access to a wide range of items and services at a reasonable cost, where reasonable cost indicates a price that is equitable or fair. The customer should not be forced to buy a specific brand by the manufacturer, supplier, or retailer. The consumer should be able to select the product that best suits his needs.

4) The Right to be Heard: Consumers have the right to air their grievances and worries, which can lead to not only safer goods and services, but also to the creation of legislation to protect them¹⁰⁹. Although there is no official place for these complaints to be heard, state and federal attorney generals, as well as organizations such as the Better Business Bureau, deal with them on a regular basis. It is the responsibility of the consumer to communicate their dissatisfaction when necessary. The consumer has the right to be represented, to be heard, and to fight for his own interests under this right. If a consumer has been exploited or has a complaint about a product or service, he or she has the right to be heard and to have his or her interests taken into account¹¹⁰. This right includes the ability to be heard in government and other policy-making bodies. Companies must provide complaint cells to handle client complaints under this right.

5) The Right to Satisfy Basic Needs: People have a right to basic necessities such as food, clothing, shelter, education, health care, sanitation, and water, among others. Consumers should not only have access to these requirements, but they should also be responsible

enough to consume them in a sustainable manner, so that not only their own needs are addressed, but also those of others¹¹¹.

6) The Right to Redress: If a consumer has lost money or otherwise been cheated as a result of misrepresentation, faulty products, or poor service, they have the right to seek compensation in the form of money or other benefits. They have the responsibility to seek adequate reparation whenever a wrong is committed, in order to ensure that any wrongdoings are not tolerated¹¹². Consumers have the right to seek compensation or redress for unfair trade practices or other forms of exploitation under this right. This right ensures that consumers are not exploited. The right to remedy comprises monetary compensation, replacement of products, or correction of a fault in goods to the satisfaction of the consumer. The government has established a number of redresser forums at both the national and state levels¹⁰⁹.

7) The Right to Consumer Education: When making a purchase, consumers have the right to make the best-informed decision possible, and this information should be easily available and simple to comprehend. As the nature of products varies over time and knowledge changes, it is their responsibility to stay updated. According to this principle, consumers have the right to acquire the knowledge and skills necessary to be informed customers^{107,112}. Although it is easier for literate consumers to understand their rights and take action, this right ensures that illiterate consumers can obtain information on existing acts and agencies established to protect them.

8) The Right to a Healthy Environment: People have the right to live and work in a healthy, non-threatening environment, which extends beyond consumer rights to basic human rights. This is not only for today's people, but also for future generations, and it is their job to make decisions that have the least negative influence on today's and tomorrow's people¹¹³.

Consumers have a right to demand a healthy physical environment in order to improve their quality of life. The businessman must employ materials and methods that are not detrimental to the environment. This right provides consumers with recourse in the event of pollution of water, air, or noise¹¹⁴.

2.2 Theoretical Review

2.2.1 Engel, Kollet, Blackwell (EKB) Model -1968

Engel, Kollet, and Blackwell at Ohio State University originally devised a model of the consumer choice process (CDP) to be used as a theoretical framework in 1968, which became known as the EKB model¹¹⁵. The EKB Model expands on the Theory of Reasoned Action. So firstly, to understand the EKB Model, a background to the theory of reasoned action must be given. The theory of reasoned action was created by Fishbein and Ajzen in 1960s¹¹⁶. Consumers act on behavior based on their goal to achieve or obtain a specific consequence, according to the notion. Consumers are rational individuals who choose to behave in their own best interests in this perspective. Specificity, according to the view, is crucial in the decision-making process¹¹⁷. When a consumer does a precise action, he or she expects an equally specific result. The consumer retains the ability to change his or her mind and choose a different course of action from the time he or she decides to act until the action is finished¹¹⁸.

As a result, the EKB Model establishes a five-step process for consumers to follow when making a purchase. Consumers absorb the majority of marketing messages they encounter on television, in newspapers, or online in the first step. After gathering data, the consumer continues on to information processing, which involves comparing the input to previous experiences and expectations¹¹⁹.

After a time of deliberation, consumers reach the decision-making stage, choosing to make a purchase based on rational insight. Process factors and external influences, such as how the

customer views himself or herself after making the purchase, influence consumers during the decision-making phase.

Marketers have two times where their input is most beneficial under the EKB Model. Marketers must present consumers with enough information about a product during the initial information stage to encourage them to keep the company's products in mind for purchase. In the era of external effects, marketing becomes a factor once more¹²⁰. Even if the brand's product isn't fundamentally different from the competition, lifestyle brands are particularly good at developing a desire in the consumer to look or feel a specific way with the product¹¹⁸.

Consumer decision-making leads to the purchase and use of goods and services. As a result, marketers want a methodical, thorough approach to comprehending how and why consumers make decisions. This model includes seven stages of decision-making and the variables that influence each stage's activities¹²¹.



Figure 2.4 Simplified EKB Model

Source:¹²²

The model demonstrates how people's minds work when they're trying to solve problems. No one buys anything unless they have a clear problem, requirement, or desire. The main answer to those difficulties, demands, or wants is to buy and use items or services. This gives marketers and managers valuable information into how consumers think, allowing them to maximize their efforts in the selling process¹²³.

- i. Need Recognition: The recognition of a need is also known as the recognition of a problem. When a customer perceives a disparity between a present status and his ideal for that status, he has a problem, and a demand to bridge that gap occurs. When consumers believe a product will help bridge a perceived gap, and the product's potential to remedy the identified problem is greater than the cost of purchase, they purchase it¹²⁴. Consumers have desires in addition to needs. Nonetheless, there will always be a balance between satisfying needs and desires and the cost of doing so. Costs must be kept within the range of what consumers can afford, or they will not be purchased. The degree of the disparity between the actual status and the projected ideal status influences the need for acknowledgment. Only when the gap reaches a particular level of intensity will the need be recognized. Moreover, actual and ideal status is highly dynamic changing constantly due to several internal and external factors¹²².

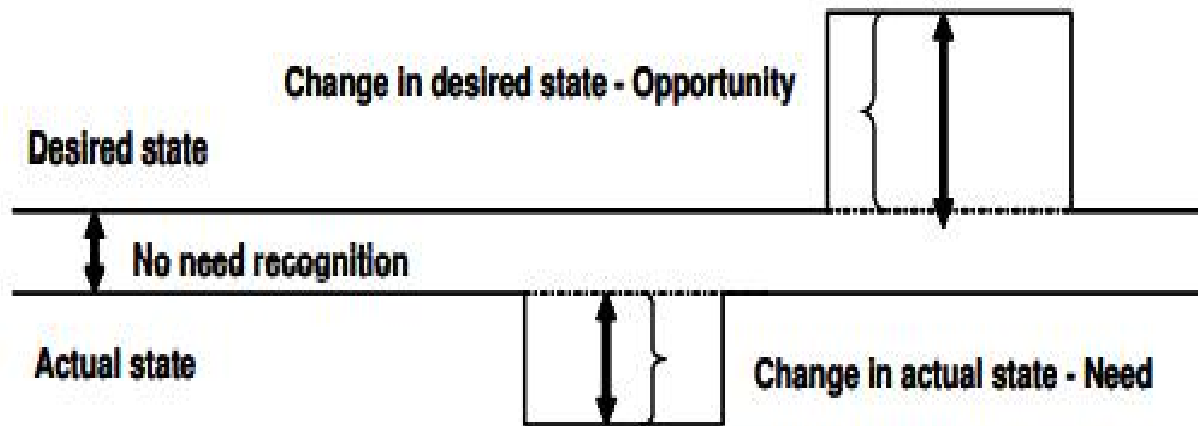


Figure 2.5: Gap Perception in Need Recognition

Source:¹²²

- ii. Information Search: After recognizing a need, the customer begins looking for information that may lead him to a viable solution. He may search both internally, that is, through his "memory databank," and externally, through a variety of marketplace information sources¹²⁵. Consumers may begin to pay more attention to information they previously overlooked, or they may opt to actively seek out the information they require. Rather than a search for specific facts, search refers to a receptivity to knowledge that solves issues or meets requirements. The desire to gather information is evident in both planned and unplanned purchases. The primary distinction is the amount of time available to look for relevant information, which often translates to less time spent on an unexpected purchase. Personality, social status, and income, as well as the magnitude of the purchase, previous experiences, prior brand views, and consumer happiness, all influence the extent of information search¹²⁶. The motivated activation of knowledge held in memory or the gathering of information from the environment regarding prospective need satisfiers can be described as search.

- iii. **Pre-Purchase Evaluation of Alternatives:** After acquiring all of the data, the consumer must now assess the various options in order to choose which one is best for him. Consumers weigh their product expertise against what they think to be the most significant factors¹²⁷. Consumers employ a variety of evaluation factors. Individual and environmental factors both impact decisions. Consumers evaluate products or services based on a variety of factors, including salient attributes (price, reliability, and other factors that are likely to vary little between similar types of products) and determinant attributes (details about the product that are typically associated with brand and store loyalty)¹²⁸. Quantity, size, quality, and pricing are the most commonly screened criteria by customers. If these characteristics change, consumer behavior can be influenced, altering brand and product selections.
- iv. **Purchase:** Consumers then make decisions about their readiness to buy, the optimum time to buy, what to buy (product kind and brand), where to buy (type of retailer and individual retailer), and how to pay for their purchases (cash, credit card)¹²⁹. A fully planned purchase, a partially planned purchase, or even an impromptu purchase can all result from a buying choice. Both the product and the brand are picked in advance in a thoroughly planned transaction. It usually occurs when there is a high level of involvement with the product, but it can also occur when there is a low level of involvement. Consumers who are time-constrained are more likely to keep to their shopping lists. Consumers may be swayed from their initial decisions by in-store activities such as promotions, coupons, and product sampling. The intent to acquire the product exists with a partially planned purchase, but the brand choice is postponed until shopping. People tend to buy from brands when their engagement is low¹³⁰.

- v. **Consumption:** Consumption can begin once the customer obtains ownership of the product. Consumption can be described as the use of a purchased product, implying that purchasing a product is insufficient to ensure a business's long-term viability. Consumption can take place right away or at a later time. The way customers utilize things has an impact on how satisfied they are with them and how they will choose a product or brand in the future. Understanding how and how much of the product is consumed also aids in a better understanding of this stage. This type of information, for example, should be used to help packaging design, which focuses on size and usage features such as easy-opening and heat protection, to mention a few¹³¹.
- vi. **Post Consumption Evaluation:** After consumption, consumers evaluate how good (or bad) the experience was. When the perceived performance matches consumer's expectations satisfaction occurs. If a gap is detected consumers experience dissatisfaction. The way consumers use the product is one of the most important determinants of satisfaction. Even when the purchase turned out a good one, consumers tend to ask themselves if they chose the best option. Second-guessing is very common, especially with more expensive buys¹²⁵. Consumers revisit the pre-purchase alternatives and evaluate the fairness of the purchase. All these factors affect overall satisfaction and usage. All the evaluations are stored in the consumer's memory data-bank, available for future use, which makes post-consumption analysis a very important stage of the EKB¹²⁰.

2.2.2 Advertising and Consumer Behaviour Model

There are essentially two models for the effects of advertising on consumer purchasing behavior¹³².

- i. Advertising as a strong persuasive force: Despite being disputed by other famous academics for the past three decades, this is the intuitive view that has become embedded in the collective mind. This viewpoint's proponents are always critical of advertising. They argue that having correct information about consumers – how, why, where, and what they buy – is unnecessary since it is possible to dupe unsuspecting buyers into parting with their money for items they don't desire¹³³. Despite several empirical studies demonstrating that the perception of advertising as a powerful persuasive factor is mostly justified, these types of models have persisted. Scholars later developed an alternate view of advertising, claiming that its impact on consumers is smaller, less predictable, and uneven¹³².
- ii. Advertising as a tool of competition: A large number of scholars have claimed for more than three decades that the strong force hypothesis does not apply to all market sectors. According to these researchers, when it comes to promoting regularly purchased commodities (such as food or drink in mature markets), large amounts of advertising are simply an attempt to maintain market share in competitive, fragmented marketplaces. The entire market size is unaffected by the total volume of advertising¹³⁴.

Advertising works in a variety of ways and has a variety of impacts, all of which are dependent on a variety of intrinsic and extrinsic circumstances. When it comes to creating messages, advertising takes advantage of the subconscious mind¹³⁵.

Advertising can influence the conscious mind by appealing to components of the subconscious mind that are beyond the control of the normal person. Advertising's goal is to sway a person's conscious decision-making by appealing to their subconscious. It is attempting to persuade that person to purchase¹³⁶.

2.3 Review of Empirical Studies

A study conducted in 2019 examined influencer marketing and how message value and credibility affect consumer trust of branded content on social media. The researchers conducted an online survey of social media users who followed at least one influencer to evaluate their concept. The results of partial least squares (PLS) path modeling show that the informative value of influencer-generated content, as well as the influencer's trustworthiness, attractiveness, and similarity to followers, all influence followers' trust in influencers' branded posts, which influences brand awareness and purchase intentions. There is a discussion of both theoretical and practical ramifications¹³⁷.

Another study used meta-analysis to combine findings from previous studies on the characteristics of source credibility in electronic word of mouth (eWOM) communications into a single model. Source expertise, trustworthiness, and homophily all have a significant impact on perceived eWOM usefulness and credibility, purchase intent, and information adoption, according to findings from 20 research publications. The findings of this study add to our understanding of the impact of source characteristics on consumer behavior, which will help us better understand how information is processed. The findings of this meta-analysis can be used by marketers to improve their marketing efforts¹³⁸.

The impact of source credibility (expertise and trustworthiness) on air travelers' purchase intentions for aviation VCO products is investigated in this study. This is the first study to use communication theory to construct and assess the impact of source trustworthiness on air travelers' carbon offsetting behavior. The source legitimacy of a message has a beneficial impact on air travelers' purchasing intentions for aviation VCO items. When source credibility components are examined, it is discovered that trustworthiness has a considerable positive impact on purchase intention, whereas expertise has no such effect. The findings' theoretical and practical consequences are examined, emphasizing the significance of

strengthening source credibility, particularly trustworthiness, to urge consumers to reduce air travel emissions¹³⁹.

Another study looked at the role of perceived credibility of three information sources—customer reviews, employee testimonials, and corporate communication—in influencing a job seeker's intention to apply; the third study looked at the role of three brand application levels (i.e., product brand, employer brand, and corporate brand) in mediating the perceived credibility of information sources and a job seeker's intention to apply. Data from 385 respondents was collected using a standard questionnaire and analyzed using structural equation modeling (SEM). The findings demonstrate that the perceived credibility of staff testimonials and corporate communication was greater than the perceived credibility of consumer evaluations when it came to intention to apply. The employer brand 'completely' mediates the relationship between employee testimonies' perceived credibility and application intent, whereas the corporate brand 'somewhat' mediates the relationship between corporate communication's perceived credibility and application intent. Another study looked at the role of perceived credibility of three information sources—customer reviews, employee testimonials, and corporate communication—in influencing a job seeker's intention to apply; the third study looked at the role of three brand application levels (i.e., product brand, employer brand, and corporate brand) in mediating the perceived credibility of information sources and a job seeker's intention to apply. Data from 385 respondents was collected using a standard questionnaire and analyzed using structural equation modeling (SEM). The findings demonstrate that the perceived credibility of staff testimonials and corporate communication was greater than the perceived credibility of consumer evaluations when it came to intention to apply. The employer brand 'fully' mediates the relationship between the perceived credibility of employee testimonials and intention to apply, while the corporate

brand 'partially' mediates the relationship between the perceived credibility of corporate communication and intention to apply¹⁴⁰.

Another study looked at the relative effects of TSIs' total number of followers and engagement level on customers' propensity to visit to the promoted destinations and buy the marketed products, as well as TSIs' perceived legitimacy, knowledge, and attractiveness. The findings imply that when consumers are dubious about influencer messages, engagement becomes a crucial attribute of TSIs that impacts the success of advertising messages conveyed by them, as well as their perceived attractiveness. Meanwhile, when consumers are not dubious of influencer messages, the overall number of followers of TSIs better predicts the impact of advertising messages conveyed by them and their perceived expertise¹⁴¹.

Another study looked into the impact of the main five consumer personality factors on perceptions of source credibility in consumer-generated advertising (CGA). The source credibility (as firm-generated or consumer-generated) was manipulated in an online experiment with 175 participants who watched a YouTube video. Participants thought CGA was more credible than firm-generated advertising, according to the findings. Consumers with poor openness had good opinions regarding the commercial and brand, while consumers with strong extraversion and low neuroticism had positive opinion giving. Neuroticism was also found to have a substantial primary influence. Theoretical and practical ramifications are examined, as well as suggestions for further research¹⁴².

Another research looked at source credibility and channel effectiveness in terms of moving customers through the communication lifecycle model based on information embedded in paid (traditional advertising and native advertising), earned (traditional news stories), shared (independent bloggers), and owned (company blogs) media. A total of 1,500 people were surveyed from a consumer panel for this 2 (degree of involvement) x 5 (source) experimental

design study. For the communication lifecycle factors, the experimental design study found no significant differences among the sources. In the study, native advertising was deemed less trustworthy than traditional advertising¹⁴³.

The initial study's goal of these researchers was to give a comprehensive review of the palm print recognition pipeline in order to better understand current trends and research dynamics in palm print recognition-based biometric systems¹⁴⁴. The paper analyzes the state-of-the-art algorithms for feature extraction and discusses the available datasets of palm print pictures in the visible range. Palm prints have been underutilized as a biometric modality, but they have some advantages over fingerprints and facial biometrics. The use of palm prints has reawakened interest due to recent improvements in imaging capabilities on handheld and wearable consumer devices. The aim of this paper is to provide a comprehensive review of state-of-the-art methods for palm print recognition including Region of Interest extraction methods, feature extraction approaches and matching algorithms along with an overview of available palmprint datasets in order to understand the latest trends and research dynamics in the palmprint recognition field¹⁴⁴.

The following study looked at whether consumer interest in plug-in electric vehicles (PEVs) has evolved over time as technology and market developments have occurred. To answer this issue, we look at how intent to buy or lease a battery electric vehicle or a plug-in hybrid electric vehicle has changed between 2011 and 2017, as well as how the elements that explain variation in such intent have changed over time. Our findings are based on two national polls of potential automobile buyers in the United States' 21 major cities. The study reveals that, among survey respondents, intent to acquire a PEV grew between 2011 and 2017, and that beliefs regarding trialability, observability, network effects, and policies explain an increasing proportion of the variation in intent to purchase with time¹⁴⁵.

The purpose of the next study was to assess the impact of patient characteristics on consumer health information technology interest in various health system consumer health information technology apps. Patients at the Cleveland Clinic Neurological Institute were asked about their interest in adopting several consumer health information technology apps via an electronic survey. Patients at the Cleveland Clinic Neurological Institute were asked about their interest in adopting several consumer health information technology apps via an electronic survey. Patients at the Cleveland Clinic Neurological Institute were electronically polled about their interest in utilizing several consumer health information technology apps, according to the study¹⁴⁶.

Another study was undertaken on the impact of customer uncertainty in new labeling schemes in California's central coast. The study presents the findings of discussion groups and a survey of 1000 Central Coast households to discover which criteria customers are most interested in supporting through their purchases. The findings show that rules for the ethical treatment of animals have the most support, followed by a norm for local origin and a livable wage for food production workers¹⁴⁷.

Likewise, by evaluating a national representative sample of 6243 Japanese consumers through an online poll in 2006, more research was undertaken on customers' interest in the information offered by food traceability systems. The percentage of responders who have used traceability systems to get information is low. Harvest date, production method, and production method certification were the most important of the 11 types of information we focused on in our study, according to respondents. Our findings reveal that more educated females have a stronger need to access more specific information on fresh produce, whereas less educated males are more likely to use fresh produce traceability systems to track information. The ramifications of these results have been outlined. By evaluating a national

representative sample of 6243 Japanese consumers through an online poll in 2006, more research was undertaken on customers' interest in the information offered by food traceability systems. The percentage of responders who have used traceability systems to get information is low. Harvest date, production method, and production method certification were the most important of the 11 types of information we focused on in our study, according to respondents. Their findings reveal that more educated females have a stronger need to access more specific information on fresh produce, whereas less educated males are more likely to use fresh produce traceability systems to track information. The ramifications of these results have been outlined¹⁴⁸.

The goal of the next set of author was to review the advertising hierarchy of effects models - AIDA (Attention, Interest, De-sire, and Action). Many researchers, both academicians and practitioners, have employed the AIDAs hierarchy of effects paradigm. The model is used to assess the effectiveness of a marketing campaign. However, the advancement of information technology has fundamentally altered how people communicate and socialize, as well as shifted the marketing paradigm from product-oriented to consumer-oriented or people-oriented marketing. As a result, the variables in the hierarchy of effects model must be updated to reflect the most recent developments in the public's awareness as a consumer audience. This research proposed a novel established hierarchy of effects model, AISDALSLove (Attention, Interest, Search, Desire, Action, Like/dislike, Share, and Love/hate), based on a thorough literature analysis and reflective manner¹⁴⁹.

Furthermore, statistical analysis was used to investigate the relationship between consumer experience and contentment or discontent as a result of that experience, and this analysis guided the research that determined which Augmented Reality AR groups had better levels of consumer satisfaction. Content analysis was also used to determine the gaps between

consumers' real and expected experiences, as well as the precise AR qualities that caused satisfaction or discontent. The more customers interact with these AR traits, the happier they are; on the other hand, the less customers can interact with these features, the more unsatisfied they are¹⁵⁰

2.4 Conceptual Model

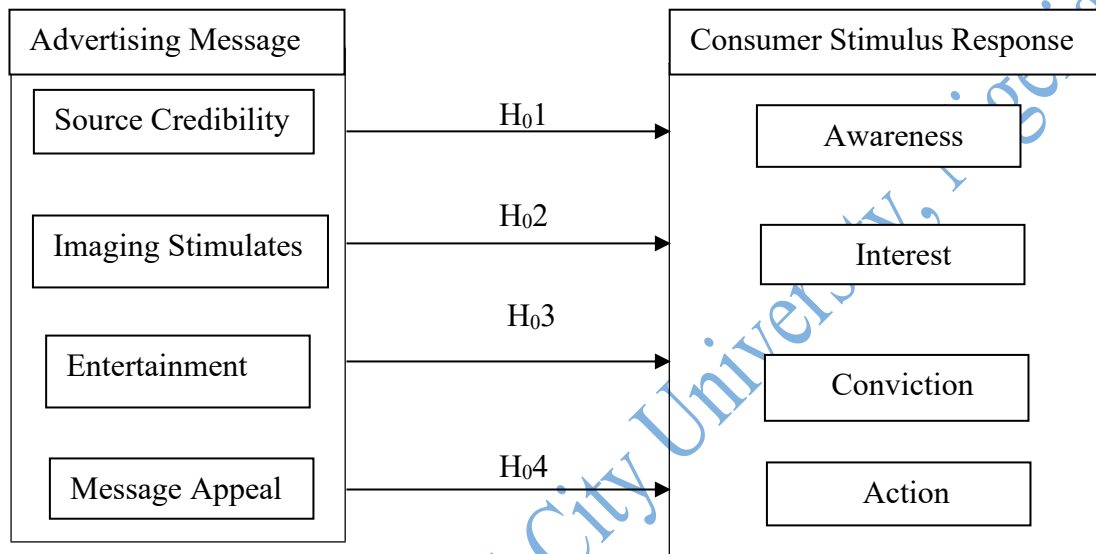


Fig 2.6 Conceptual Model

Source: Researcher Conceptual Model, 2023

2.5 Summary of Gap in Literature Reviewed

This study examines the effect of advertising message on consumer stimulus- response of fast moving consumer goods. The analysis of existing literature shows that advertising messages serve as contributors to the response behavior of consumers forward fast moving consumer goods^{137,143,148,150}. The study of influencer marketing on how message value and credibility affect branded content on social media shows that social media influence purchase intentions¹³⁷.

The work identifies several stages in the stimulus response and discusses advertising and consumer behavior model¹³². It explains the different theoretical underpinnings by emphasizing on Engel, Kollet, Blackwell Model and advertising and consumer behavior model^{120,132,150}.

Empirical works done by others scholars were also examined^{137,138,139,140,142,144,145,146,147,148,149,150}. Most of the studies were reviewed to ensure that the work is cogent. Although, this study only reviewed those that relate most to the variables in this study objectives particularly those previous works that bear close relevance to issues like AIDA and advertising message and media.

While the relationship between advertising and sales has been examined extensively in the literature, relatively little attention has been given to the antecedents of advertising. So the basic question of how to develop a good advertising framework remains to a large extent unanswered. The advertising framework provides a useful conduit through which consumer behavior can be changed, since it recognizes that tendencies of consumers to change attitude toward the purchase of some products. However, this area has been accused of being tautological in nature, and requires further extensive empirical analysis. Furthermore, this thesis addresses the question of the effect of advertising on consumer behavior of fast moving consumer goods firms in Nigeria.

Most of the reviewed studies examined the effect consumer attitude, marketing mix, consumer purchase on organizational performance, and profitability. However, this study aims to cover that gap by examining advertising variables such as source credibility, social imaging, entertainment and message appeal on consumer buying behavior

Also, other reviewed literature investigated the impact of the one sector survey method^{139, 142}. However, this study intends to bridge that gap by fast moving consumer goods firms in Nigeria, which accommodates several brands or products.

Few studies have looked into the impact of advertising on consumer stimulus response in other countries like Germany, India, and California; however, this study examined this effect in fast moving consumer goods in Nigeria.

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Chapter Three

Methodology

This chapter explains how the study was carried out in a methodical manner and how the suitable techniques were chosen. It includes research methodology, research design, study population, sample frame and sampling techniques, data sources, validity and reliability of research instruments, research instrument administration, and data analysis statistical tools. The techniques for testing hypotheses, as well as ethical considerations, were also discussed in the chapter.

3.1 Research Design

In this study, the researcher employed a survey research design, which was utilized to profile, define, segment, estimate, predict, and explore the associative relationships among the variables. The survey research design relied on quantitative methods¹.

Furthermore, the survey research design was used in this study because it incorporates the quantitative research stages. The explanatory (survey) research methodology aids in a full and trustworthy assessment of the study's relationship between and among variables⁵. The employment of the survey approach was aided by the explanatory research design, which is supported by the difficulties of evaluating the entire large population customers of fast moving consumer goods^{2,3}.

3.2 Population of the Study

The term population in statistics refers to the totality of terms under consideration. The population of a study is a census of all item or subject that possess the characteristics or that have knowledge of the phenomenon being studied. The target population comprises all individual customers of fast-moving consumer goods. This study targeted all the consumers

of FMCGs. According to the Nigeria stock exchange, there are about thirty-five fast moving consumer goods companies in Nigeria. However, this study would be selecting consumers that patronize the top two products in the market. The best two FMCG firms in Nigeria is Nestle Nigeria Plc, and Unilever plc, which are located in Ikeja local government area, Lagos State, Nigeria.

The population for this study is Infinite.

3.3 Sample and Sampling Techniques

Due to the number of customers of a given fast moving consumer goods company cannot be accurately counted, the study population for customers of the two FMCG selected is limitless⁴. As a result, the formula below was used to calculate the sample size for an infinite population.

Infinite population formula

In order to determine the sample size, Godden sample size formula was used⁵. The reason for this choice of formula is that the population is infinite, that is, the population greater than 50,000. Therefore, a sample size of 384 customers was determined for this study. (See Appendix III)

In order to pick respondents for this study, multi-stage sampling procedures (Purposive, Cluster, and Convenience) were used. The selection was based on the five Administrative divisions of Lagos State, Nigeria. Which are; Ikeja, Badagry, Ikorodu, Lagos (Eko), and Epe respectively. And the largest local government was selected under each administrative division. Also, the sample size was equally distributed amongst the selected local governments except Alimosho local government which is the largest local government in Lagos State Nigeria.

To begin, a purposive technique was used to select respondents who met the study's inclusion requirements, and only those in the study population who were willing to answer the questions were included.

Second, as a result of the large statistical universe and the costly and time-consuming process of providing a complete list of customers, cluster sampling was used, because they all had the same chance of being chosen, and their population structure could be easily determined based on various characteristics.

Third, convenience sampling was used to pick sample elements that shared the target population's common features and were willing to supply the data needed to answer the study objectives. Furthermore, it is one of the most used non-probability sampling approaches in the marketing arena, as it allows the researcher to swiftly and cost-effectively complete huge numbers of survey

Table 3.1: Administrative Divisions of Lagos State (IBILE)

| S/N | Five Administrative Divisions of Lagos State (IBILE) | Largest Local Government | Number of Respondents |
|-----|--|--------------------------|-----------------------|
| 1 | Ikeja | Alimosho | 80 |
| 2 | Badagry | Ajeromi-Ifelodun | 76 |
| 3 | Ikorodu | Ikorodu | 76 |
| 4 | Lagos (Eko) | Surulere | 76 |
| 5 | Epe | Eti-Osa | 76 |

Source: Field Survey, 2023

3.4 Description of Research Instrument

For data collection, the researcher used questionnaire. This is because this is one of the most used quantitative research instrument. The questionnaire is designed to help in gathering the primary data for the study.

The questionnaire was created to collect and elicit information from a diverse group of people. Based on the findings of the pilot study, the questionnaire was constructed and adjusted. The choice was taken to employ a questionnaire since it is the most efficient approach to collect data from big samples. As a result, the self-administered questionnaire was used in this study since it is less expensive, faster, and more convenient. The four-point Likert scale, which is one of the most frequent measurements, was utilized to create the questionnaire (from strongly disagree to strongly agree). The choice of four Likert scale as opposed to five Likert scale is to evade the respondents from hiding behind undecided so as to show clear opinion. Four Likert-scale questions ranging from strongly agree to strongly disagree was adopted (strongly agree (SA) =4, agree (A) =3, disagree (D) =2, strongly disagree (SD) =1).

Table 3.2: Sources of Items in the Questionnaire

| | Latent Construct | Number of Items |
|-----|----------------------------------|-----------------|
| I | Source credibility ¹¹ | 3 |
| Ii | Social Imagingt ¹² , | 3 |
| iii | Entertainment ¹³ | 3 |
| Iv | Message Appeal ¹⁴ | 3 |
| V | Awareness ^{11,15} | 3 |
| vi | Interest ¹⁶ | 3 |

| | | |
|------|-----------------------------|---|
| vii | Conviction ^{17,18} | 3 |
| viii | Action ¹⁹ | 3 |

Source: Field Survey, 2022

Table 3.2 shows the research variables and their scales for building up the structure of the questionnaire and the question items. The questionnaire used is seen in Appendix 1.

3.5 Validity and Reliability of Research Instrument

Validity is the degree to which a measuring instrument measures what it is designed to measure; if the instrument is properly built, it measures what it is supposed to measure; if it is flawed, it measures what it is not supposed to measure. It pertains to the instrument's accuracy as well as the study's population. It indicates that it should measure the features for which it was created. The content (face) validity test was employed in this study to determine validity.

The extent to which the instrument measures the overall appearance and topic matter in keeping with the study's set of objectives is known as content validity. In other words, the items chosen or statements produced should reflect the research study's anticipated difficulty (objectives). A group of experts from the department validated the research instrument. This was addressing the issue of internal validity.

The validity and reliability of the instrument that were used in this study ensured that it measured what it is supposed to measure consistently and reliably. The quantitative instrument was tested for content and construct validity. The researcher meticulously examined the research instrument to ensure that all items in the questionnaire are consistent and in accordance with the study object in order to ensure content validity. Similarly, the researcher offered the research instrument (questionnaire and interview guide) to the

researcher's supervisors and specialists in the field of marketing capabilities, marketing orientation and SME performance to further validate the research instrument.

In order to measure the reliability of the research instrument (questionnaire), the researcher used Cronbach Alpha to test for internal consistency of items in the questionnaire. This was done using the Statistical Package for Social Science. The most popular test for evaluating internal consistency dependability is this sort of reliability (Saunders, et al. 2012). The Cronbach's alpha value was used to demonstrate that the questionnaire is extremely reliable. The values of the Cronbach Alpha ranged between 0-1. The rule of thumb states as follows

≥ 0.9 = Excellent (High – Stakes testing)

$0.7 \leq \alpha < 0.9$ = Good (Low – Stakes testing)

$0.6 \leq \alpha < 0.7$ = (Acceptable)

$0.5 \leq \alpha < 0.6$ = (Poor)

$\alpha < 0.5$ = Unacceptable

Table 3.3: Reliability Statistics

| Indicators | Cronbach's Alpha ≥ 0.7 | No. of Indicators | Remarks |
|--------------------|--------------------------------|-------------------|-----------|
| Source credibility | 0.7480 | 3 | Good |
| Social Imaging | 0.8219 | 3 | Very Good |
| Entertainment | 0.7770 | 3 | Good |
| Message appeal | 0.7894 | 3 | Good |
| Awareness | 0.7387 | 3 | Good |
| Interest | 0.8075 | 3 | Very Good |
| Appeal | 0.8756 | 3 | Very Good |
| Action | 0.7598 | 3 | Good |

| | |
|--------------------|--------|
| Average Mean Value | 0.7897 |
|--------------------|--------|

Source: Field Survey, 2023

All of the constructs have values greater than 0.70 and 0.80, as shown in Table 3.5. This indicates that the components must meet Cronbach Alpha dependability requirements. Overall, the instrument is deemed reliable and valid because all of the degrees of fitness requirements were met adequately.

3.6 Administration of Research Instrument and Method of Data Collection

The researcher was used the quantitative (questionnaire) data collection method. The researcher was working hand in hand with a research assistant in distribution of questionnaire. This assistant was trained on the process of distribution and collection of the research instrument.

During the research assistant's training, the questionnaire was discussed in depth so that the field assistant could become comfortable with it through role-playing. The field assistant was also involved in the instrument pre-testing, which provided them with the opportunity to learn how to gather the essential data. The pre-test also allows the field assistants to rehearse how they will collect the data, while the researcher observed and makes any required modifications.

3.7 Method of Data Analysis

In order to improve the accurate analysis of the questionnaire, a study of the characteristics of respondents was conducted. Because the study used a questionnaire, the results was compiled and presented using percentages and tables to reduce the amount of time spent on analysis and ensure accuracy. This study's data was analyzed by a computer using computer package software (SPSS: Statistical Package for Social Sciences).The respondents' demographic

background information, as well as the consumers' life and environmental state, was analyzed and presented in tables using descriptive statistics in the form of frequency and percentage. Frequencies, percentage analysis, maximum value, minimum value, mean, standard deviation, and cross-tabulation was used to analyze the data obtained for this study in the various subsections. Simple linear regression analysis was used to test the hypothesis.

3.8 Ethical Consideration

Ethical considerations should be considered throughout the research process, including during the research design and access phases, data collecting, and analysis and reporting. The following guidelines were followed in this study: The researcher seeks the permission of the institution in order to be allowed to use the name of the institution to collect data from customers of fast moving consumer goods. The researcher also ensured there is confidentiality and anonymity in the process of carrying out the study.

In addition, the researcher informed all participants that they were free to stop participating at any time. Finally, the researcher avoided misrepresenting the data gathered by presenting the data and outcomes truthfully. The researcher went over the study's goals and objectives in great depth, as well as the criteria for selecting participants and the data collection areas. Prior to receiving the questionnaire and performing the interview, the respondents were approached and informed about the study's aim, as well as the voluntary nature of their participation and their ability to withdraw at any time. A screening question was asked of respondents before they began filling out the questionnaire to confirm that they used products made by the selected fast moving consumer goods companies.

Endnotes

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Do Not Copy, Lead

Chapter Four

Results and Discussion of Findings

This chapter focused on the data collected using copies of the questionnaire designed to measure advertising messages and consumer stimulus response of fast moving consumer goods in selected household products in Lagos State, Nigeria. This chapter applied appropriate techniques for the analyses of the formulated hypotheses that guide this study. The chapter also includes discussions of the responses generated from the collected data.

4.1 Data Presentation and Analysis

Three hundred and eighty four copies of the questionnaire (384) were administered among selected consumers of fast moving products in Lagos State, Nigeria. Only three hundred and forty (340) copies of the questionnaire were recovered and used for the analysis. This implies a response rate of 88.5%, which is sufficient for drawing empirical inferences on the relationship between advertising messages and consumer stimulus response of fast moving consumer goods in selected household products in Lagos State. The response rate is depicted in Table 4.1.

Table 4.1 Respondents' Response Rate

| | Number | Percentage |
|--|---------------|-------------------|
| Returned copies of the questionnaire | 340 | 88.5 |
| Copies of the questionnaire not returned | 44 | 11.5 |
| Total | 384 | 100 |

Source: Researcher's Field Survey Results, 2023

Interpretation

Table 4.1 shows the percentage of the returned rate of the copies of the questionnaire administered to the respondents across consumers in Lagos State. Few missing data was observed and were taken care of during the data cleaning stage before the actual analysis. In total, only 340 copies of the instrument were found useable for the analysis.

The respondents' demographic profile across selected SME's is presented in Tables 4.2. This includes gender, age range, and educational qualifications.

Table 4.2 Gender Characteristics of Respondents

| | Frequency | Per cent |
|--------------|------------|--------------|
| Gender | | |
| Male | 231 | 67.9 |
| Female | 109 | 32.1 |
| Total | 340 | 100.0 |

Source: Field Survey Results, 2023

Interpretation: Table 4.2 show the gender distribution of the respondents. Out of 340 total respondents, 231(67.9%) were male, while 109(32.1%) were female. This implies that there is majority of the representation of gender were male.

Table 4.3 Age Characteristics of Respondents

| | Frequency | Per cent |
|----------------|------------|--------------|
| Age | | |
| 18-30 years | 87 | 25.6 |
| 31-40 years | 107 | 31.5 |
| 41 - 50 Years | 65 | 19.1 |
| 51 – 60 Years | 43 | 12.6 |
| Above 61 years | 38 | 11.2 |
| Total | 340 | 100.0 |

Source: Field Survey Results, 2023

Interpretation: In addition, the age distribution of the respondents showed that 87 (25.6%) of the 340 respondents were under 30 years old, while 107 (31.5%) were between the ages of 31 and 40. Furthermore, as of the time of this study, 65 (19.1%) were between the ages of 41 and 50, with 43 (12.6%) being 51-60 years of age while 38 (11.2%) were above 61 years old. Majority of the participants were between the ages of 31 and 40, with participants between below 30 years following closely behind. This indicates an equal representation of gender.

Table 4.4 Educational Qualification Characteristics of Respondents

| Educational Qualification | | |
|----------------------------------|------------|--------------|
| JSCE | 19 | 5.6 |
| SSCE | 13 | 3.8 |
| NCE/OND | 101 | 29.4 |
| HND/B.SC | 180 | 52.9 |
| Post-Graduate | 27 | 7.9 |
| Total | 340 | 100.0 |

Source: Field Survey Results, 2023

Interpretation: The demographic data also indicated that out of 340 respondents, only 19(5.6%) had Junior Secondary Certificate Examination, 13(3.8%) had senior secondary certificate examination 101(29.7%) had OND/NCE, 180(52.9%) had HND/B.SC while 27(7.9%) had a post graduate degree. However, most of the respondents had HND/B.SC or equivalent. This implies that most of the respondents were well educated, and the information provided it is reliable and credible.

4.1.1 Descriptive Statistics Presentation and Interpretation

Descriptive statistics are used to explain the fundamental characteristics of a study's results. It contains a description of the sample and the measurements. However, before reviewing the descriptive statistics in this report, the degree of satisfaction was determined using the answers' scores and was divided into five levels (strongly disagree, disagree, undecided, agree, and strongly agree) using the Likert scale as follows:

Higher score – lower score

Number of levels

5-1

5

= 0.8

Therefore, Table 4.5 illustrates the criteria for understanding the mean of satisfaction level.

Table 4.5 The Criteria for Understanding the Mean Scores of Satisfaction Level

| Scale | Mean scores | Level of satisfaction |
|-------|-------------|-----------------------|
| 1 | 1.00 – 1.80 | Strongly Disagree |
| 2 | 1.81 – 2.60 | Disagree |
| 3 | 2.61 – 3.40 | Undecided |
| 4 | 3.41– 4.20 | Agree |
| 5 | 4.21-5.00 | Strongly Agree |

Source: Field Survey Results, 2023

The descriptive statistics are presented in Tables 4.6– 4.9

Table 4.6a-f: Data Presentation and Analysis on Source Credibility and Customer Awareness

Table 4.6(a): While watching the ad, I found it truthful

| Frequency | Percent | Mean | Standard Deviation |
|-----------|---------|------|-----------------------|
|-----------|---------|------|-----------------------|

| | | | | |
|-------------------|------------|------------|------|-------|
| Strongly Agree | 146 | 42.9 | | |
| Agree | 91 | 26.8 | | |
| Undecided | 54 | 15.9 | 2.08 | 1.219 |
| Disagree | 27 | 7.9 | | |
| Strongly Disagree | 22 | 6.5 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: The descriptive statistics of the source credibility was measured using three (3) items, as revealed in the table. One of the criteria for this assessment was to determine whether the ad watched was truthful. It was discovered that 146(42.9%) of the respondents strongly agree that they found ads truthful, 91(26.8%) of the respondents agree, 54 (25.9) were undecided, 27(7.9%) of the respondents disagree with the statement. Besides, 22(6.5%) of the respondents strongly disagree that the ads watched showed and epitome of truthfulness, with a mean score of 2.08 and a standard deviation of 1.219

Table 4.6(b): The adverts from these firms are informative

| | Frequency | Percent | Mean | Standard Deviation |
|----------------|-----------|---------|------|-----------------------|
| Strongly Agree | 98 | 28.8 | | |
| Agree | 136 | 40.0 | | |
| Undecided | 20 | 5.9 | | |

| | | | | |
|-------------------|------------|------------|------|-------|
| Disagree | 57 | 16.8 | 2.46 | 1.163 |
| Strongly Disagree | 29 | 8.5 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: Table 4.2.2(b) was revealed from descriptive statistics that 98(28.8%) of the respondents strongly agreed that adverts from these firms are informative, 136(40%) of the respondents agreed with the statement, 20(5.9%) were undecided, 57(16.8%) of the respondents disagreed, while 29(8.5%) of the respondent strongly disagreed that adverts from these firms were informative, with a mean score of 2.46 and standard deviation of 1.163.

Table 4.6(c): The sources used for ads are reliable

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 84 | 24.7 | 2.60 | 1.266 |
| Agree | 89 | 26.2 | | |
| Undecided | 26 | 7.6 | | |
| Disagree | 69 | 20.3 | | |
| Strongly Disagree | 72 | 21.2 | | |

| | | |
|--------------|------------|------------|
| Total | 340 | 100 |
|--------------|------------|------------|

Source: Field Survey Results, 2023

Interpretation: It was also discovered from descriptive statistics that 84(24.7%) of the respondents strongly agreed that the sources used for ads are reliable, 89(26.2%) of the respondents agreed with the statement, 26(7.6%) were undecided. 69(20.3%) of the respondents disagreed. Also, 72(21.2%) of the respondents strongly disagreed, with a mean score of 2.60 and a standard deviation of 1.266.

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Table 4.6(d): My consumer rights are not neglected during advertisements

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 104 | 30.6 | 2.52 | 1.327 |
| Agree | 86 | 25.3 | | |
| Undecided | 70 | 20.6 | | |
| Disagree | 44 | 12.9 | | |
| Strongly Disagree | 36 | 10.6 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: Three (3) items were used to calculate descriptive statistics for customer awareness, as indicated in the table. It was also discovered from descriptive statistics that 104 (30.6%) of the respondents strongly agreed that the consumer rights are not neglected during advertisements, 86(25.3%) of the respondents agreed with the statement, 70(20.6%) were undecided, 44(12.9%) of the respondents disagreed. Also, 36(10.6%) of the respondents strongly disagreed, with a mean score of 2.52 and a standard deviation of 1.327. This indicates that the majority of participants believe that consumer rights are not neglected during advertisements

Table 4.6(e): I only search for the brand of product I recognize

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 118 | 34.7 | 2.34 | 1.233 |
| Agree | 97 | 28.5 | | |
| Undecided | 33 | 9.7 | | |
| Disagree | 69 | 20.3 | | |
| Strongly Disagree | 23 | 6.8 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: With a mean score of 2.34 and standard variation of 1.233, descriptive statistics in Table 4.2.2(e) uncovered that 118 (34.7%) respondents strongly agreed that they only search for the brand of product they recognize, 97 (28.5%) agreed, 33(9.7%) were undecided. 69 (20.3%) disagreed, and 23(6.4%) strongly disagreed with this assertion. Hence, majority of participants reported they only search for the brand of product they recognize

Table 4.6(f): I only search for the brand of product I recognize

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 111 | 32.6 | 2.16 | 1.049 |
| Agree | 107 | 31.5 | | |
| Undecided | 91 | 26.8 | | |
| Disagree | 20 | 5.9 | | |
| Strongly Disagree | 11 | 3.2 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: To establish if they recognize a brand when it comes up in a search, 111(32.6%) strongly agreed, 107(31.5%) agreed, 91(26.8%) were undecided, 20(5.9%) disagreed, while 11(3.2%) strongly disagreed, having a mean of 3.05 and a standard deviation of 0.80. This implies that the consumers recognize a brand when it comes up in a search.

Table 4.7a-f: Data Presentation and Analysis on Social Imaging and Customer Interest

Table 4.7(a): While watching the ad, I found it attractive

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 86 | 25.3 | 2.62 | 1.202 |
| Agree | 105 | 30.9 | | |
| Undecided | 28 | 8.2 | | |
| Disagree | 73 | 21.5 | | |
| Strongly Disagree | 48 | 14.1 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: One of the items for measuring social imaging was finding out how attractive adverts can be. It was discovered that 191(56.0%) of the respondents strongly agreed and agreed, 121(35.6%) of the respondents disagreed and strongly disagreed, while 28 (8.2%) were undecided with the statement. However, most of the respondents agreed that the some ads were attractive with a mean score of 2.62 and a standard deviation of 1.202.

Table 4.7(b): The adverts from these brands are clear

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 131 | 38.5 | 2.34 | 1.325 |
| Agree | 88 | 25.9 | | |
| Undecided | 32 | 9.4 | | |
| Disagree | 57 | 16.8 | | |
| Strongly Disagree | 32 | 9.4 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: It was vital to determine the adverts clearness; 219 (64.4%) strongly agreed and agreed that the adverts from these brands are clear, 32(9.4%) were undecided, while 89(26.2%) disagreed and strongly disagreed with the statement with the mean score of 2.34 and standard deviation of 1.325. This reveals respondents are of the view that adverts from these brands are clear.

Table 4.7(c): The images of ads are exactly as it is in reality

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 168 | 49.4 | 2.16 | 1.400 |
| Agree | 60 | 17.6 | | |
| Undecided | 19 | 5.6 | | |
| Disagree | 52 | 15.3 | | |
| Strongly Disagree | 41 | 12.1 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: The researcher also wanted to find out if the images of ads are exactly as it is in reality; 228 (67.1%) strongly agreed and agreed that the images of ads are exactly as it is in reality, 19(5.6%) were undecided, while 93(27.4%) strongly disagreed and disagreed with the mean score of 2.15 and standard deviation of 1.40. This implies that the majority of consumers believe that the images of ads are exactly as it is in reality.

Table 4.7(d): The ad changed my mind about the brand

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 102 | 30.0 | 2.34 | 1.085 |
| Agree | 122 | 35.9 | | |
| Undecided | 7 | 2.1 | | |
| Disagree | 71 | 20.9 | | |
| Strongly Disagree | 38 | 11.3 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: Descriptive statistics of the consumer interest was measured using three (3) items, as shown in the table above. One of the items used for this measurement was to find if the ads changed my mind about the brand. It was discovered that 102 (30.0%) of the respondents strongly agreed that the ad changed my mind about the brand, 122(35.9%) of the respondents agree, 7(2.1%) were undecided, 71 (20.9%) of the respondents disagree with the statement, while 38 (11.2%) of the respondents strongly disagree that the ad changed my mind about the brand with a mean score of 2.34and standard deviation of 1.085

Table 4.7(e): My interest in a product is increased by the type of adverts used

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 131 | 80 | 2.24 | 1.265 |
| Agree | 80 | 23.5 | | |
| Undecided | 68 | 20.0 | | |
| Disagree | 37 | 10.9 | | |
| Strongly Disagree | 24 | 7.1 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: It was also revealed from descriptive statistics that 131(38.5%) of the respondents strongly agree that their interest in a product is increased by the type of adverts used, 80(23.5%) of the respondents agree with the statement, 68(20.0%) were undecided, 37 (10.9%) of the respondents disagree, while 24(7.1%) of the respondent strongly disagree that interest in a product is increased by the type of adverts used, with a mean score of 2.24 and standard deviation of 1.265.

Table 4.7(f): The ad I saw or read about the brand affected my choice of brand

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 87 | 25.6 | 2.44 | 1.105 |
| Agree | 112 | 32.9 | | |
| Undecided | 12 | 3.5 | | |
| Disagree | 77 | 22.6 | | |
| Strongly Disagree | 52 | 15.4 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: It was also discovered from descriptive statistics that 87(25.6%) of the adverts seen or read about regarding a brand affected their choice of brand, 112 (32.9%) of the respondents agree with the statement, 12(3.5%) were undecided, 77(22.6%) of the respondents disagree, while 52(15.4%) of the respondents strongly disagree, with a mean score of 2.44 and standard deviation of 1.105.

Table 4.8a-f: Data Presentation and Analysis on Entertainment and Consumer Conviction

Table 4.8(a): While watching the ad, I found it interesting

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 154 | 45.3 | 2.69 | 1.055 |
| Agree | 63 | 18.5 | | |
| Undecided | 58 | 17.1 | | |
| Disagree | 53 | 15.6 | | |
| Strongly Disagree | 12 | 3.5 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: One of the items for measuring entertainment was finding out how attractive adverts can be. It was discovered that 217(64.8%) of the respondents strongly agreed and agreed, 58(15.6) were undecided 121(35.6%) of the respondents disagreed and strongly disagreed, while 65(19.1%) were undecided with the statement. However, most of the respondents agreed that the some ads were attractive with a mean score of 2.69 and a standard deviation of 1.055

Table 4.8(b): I could relate to the characters used in the advertisement

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 98 | 28.9 | 2.55 | 1.364 |
| Agree | 90 | 26.5 | | |
| Undecided | 43 | 12.6 | | |
| Disagree | 46 | 13.5 | | |
| Strongly Disagree | 63 | 18.5 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: It was vital to determine how characters in adverts could be related with; 118 (55.4%) strongly agreed and agreed they could relate to the characters used in the advertisement, 43(12.6%) were undecided, while 109(32.1%) disagreed and strongly disagreed with the statement with the mean score of 2.55 and standard deviation of 1.364. This reveals respondents are of the view that they could relate to the characters used in the advertisement

Table 4.8(c): Characters used to make adverts are passionate about the task

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 84 | 24.7 | 2.27 | 1.033 |
| Agree | 133 | 39.1 | | |
| Undecided | 12 | 3.5 | | |
| Disagree | 83 | 24.5 | | |
| Strongly Disagree | 28 | 8.2 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: The researcher also wanted to find out if the characters used to make adverts are passionate about the task; 217 (63.8%) strongly agreed and agreed that characters used to make adverts are passionate about the task, 12(3.5%) were undecided, while 111(32.7%) strongly disagreed and disagreed with the mean score of 2.27 and standard deviation of 1.033. This implies that the characters used to make adverts are passionate about the task

Table 4.8(d): The ad made me purchase the product

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 105 | 30.9 | 3.04 | 1.169 |
| Agree | 104 | 30.6 | | |
| Undecided | 29 | 8.5 | | |
| Disagree | 55 | 16.2 | | |
| Strongly Disagree | 47 | 13.8 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: Descriptive statistics of the consumer conviction was measured using three (3) items, as shown in the table above. One of the items used for this measurement was to find if the advert made them purchase the product. It was discovered that 105 (30.9%) of the respondents strongly agreed that the ad made them purchase the product, 104(30.6%) of the respondents agree, 29(8.5%) were undecided, 55 (16.2%) of the respondents disagree with the statement, while 47 (13.8%) of the respondents strongly disagree that the ad changed my mind about the brand with a mean score of 3.04 and standard deviation of 1.169

Table 4.8(e): I have a higher value of conviction towards private label brand means higher intention to buy private label

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------|------------|------|-----------------------|
| Strongly Agree | 169 | 49.7 | 1.96 | 1.253 |
| Agree | 93 | 27.4 | | |
| Undecided | 31 | 9.1 | | |
| Disagree | 18 | 5.3 | | |
| Strongly Disagree | 29 | 8.5 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: It was also revealed from descriptive statistics that 169(49.7%) of the respondents strongly agree that they have an higher value of conviction towards private label brand means higher intention to buy private label, 93(27.4%) of the respondents agree with the statement, 31(20.0%) were undecided, 37 (10.9%) of the respondents disagree, while 24(9.1%) of the respondent strongly disagree that they have an higher value of conviction towards private label brand means higher intention to buy private label, with a mean score of 1.96 and standard deviation of 1.253

Table 4.8(f): My perception towards the price of a brand means higher value of consumers' conviction towards private label brand

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------|------------|------|--------------------|
| Strongly Agree | 118 | 34.7 | 2.26 | 1.241 |
| Agree | 99 | 29.1 | | |
| Undecided | 69 | 20.3 | | |
| Disagree | 27 | 7.9 | | |
| Strongly Disagree | 27 | 7.9 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: It was also discovered from descriptive statistics that 118(34.7%) of their perception towards the price of a brand means higher value of consumers' conviction towards private label brand, 99 (29.1%) of the respondents agree with the statement, 69(20.3%) were undecided, 27(7.9%) of the respondents disagree, while 27(7.9%) of the respondents strongly disagree, with a mean score of 2.26 and standard deviation of 1.241

4.9a-f Data Presentation and Analysis on Message Appeal and Consumer Action

Table 4.9(a): While watching the ad, I found the message appealing to my ears

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 122 | 35.8 | 2.54 | 1.158 |
| Agree | 80 | 23.5 | | |
| Undecided | 36 | 10.6 | | |
| Disagree | 79 | 23.2 | | |
| Strongly Disagree | 23 | 6.8 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: One of the items for measuring message appeal was finding out how appealing to the ears the ads are be. It was discovered that 202(59.4%) of the respondents strongly agreed and agreed, 102(30.0%) of the respondents disagreed and strongly disagreed, while 36 (10.6%) were undecided with the statement. However, most of the respondents agreed that the some ads were appeal to the ears with a mean score of 2.54 and a standard deviation of 1.158

Table 4.9(b): The choice of words and phrases used for ads are good

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 95 | 27.9 | 2.49 | 1.256 |
| Agree | 87 | 25.6 | | |
| Undecided | 84 | 24.7 | | |
| Disagree | 46 | 13.5 | | |
| Strongly Disagree | 28 | 8.1 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: It was vital to determine choice of words and phrases used for ads were good; 182 (53.5%) strongly agreed and agreed that the choice of words and phrases used for ads are good, 84(24.7 %) were undecided, while 74(21.7%) disagreed and strongly disagreed with the statement with the mean score of 2.49 and standard deviation of 1.256. This reveals respondents are of the choice of words and phrases used for ads are good

Table 4.9(c): The ads appeal to all age range of customers

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 106 | 31.2 | 2.54 | 1.183 |
| Agree | 87 | 25.6 | | |
| Undecided | 81 | 23.8 | | |
| Disagree | 42 | 12.4 | | |
| Strongly Disagree | 24 | 7.1 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation:

The researcher also wanted to find out if the ads appeal to all age range of customers ; 193 (56.8%) strongly agreed and agreed that the ads appeal to all age range of customers, 81(23.8%) were undecided, while 66(19.4%) strongly disagreed and disagreed with the mean score of 2.54 and standard deviation of 1.183. This implies that the majority of consumers believe that the ads appeal to all age range of customers.

Table 4.9(d): I would purchase product for which the ad is shown

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 129 | 37.9 | 2.39 | 1.120 |
| Agree | 93 | 27.4 | | |
| Undecided | 19 | 5.6 | | |
| Disagree | 79 | 23.2 | | |
| Strongly Disagree | 20 | 5.9 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: Descriptive statistics of the consumer action was measured using three (3) items, as shown in the table above. One of the items used for this measurement was to find if consumers would purchase product for which the ad is shown. It was discovered that 129 (37.9%) of the respondents strongly agreed that they would purchase product for which the ad is shown, 93(27.4%) of the respondents agree, 19(5.6%) were undecided, 79 (23.2%) of the respondents disagree with the statement, while 20 (5.9%) of the respondents strongly disagree that the ad changed my mind about the brand with a mean score of 2.39 and standard deviation of 1.120

Table 4.9(e): The more adverts displayed, the higher my chances of buying the products when I see it physically

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------|------------|------|-----------------------|
| Strongly Agree | 101 | 29.7 | 2.68 | 1.220 |
| Agree | 100 | 29.4 | | |
| Undecided | 62 | 18.1 | | |
| Disagree | 39 | 11.5 | | |
| Strongly Disagree | 38 | 11.2 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: It was also revealed from descriptive statistics that 101(29.7%) of the respondents strongly agree that the more adverts displayed, the higher their chances of buying the products when they see it physically, 100(29.4%) of the respondents agree with the statement, 62(18.1%) were undecided, 39 (11.5%) of the respondents disagree, while 38 (11.2%) of the respondent strongly disagree that the more adverts displayed, the higher their chances of buying the products when they see it physically, with a mean score of 2.68 and standard deviation of 1.220.

Table 4.9(f): I can go through any lengths to purchase products that are advertised

| | Frequency | Percent | Mean | Standard Deviation |
|-------------------|------------------|----------------|-------------|-------------------------------|
| Strongly Agree | 133 | 39.1 | 2.57 | 1.216 |
| Agree | 89 | 26.2 | | |
| Undecided | 30 | 8.8 | | |
| Disagree | 58 | 17.1 | | |
| Strongly Disagree | 30 | 8.8 | | |
| Total | 340 | 100 | | |

Source: Field Survey Results, 2023

Interpretation: It was also discovered from descriptive statistics that 133(29.1%) they can go through any lengths to purchase products that are advertised, 89 (26.2%) of the respondents agree with the statement, 30(8.8%) were undecided, 58(17.1%) of the respondents disagree, while 30(8.8%) of the respondents strongly disagree, with a mean score of 2.57 and standard deviation of 1216.

4.2 Test of Hypotheses

Hypothesis One

Table 4.10: Regression Table showing the effect of Source Credibility on Consumer Awareness

| | | R=0.593 ^a | R ² =0.352 | Adj. R ² =0.350 | Std. Error of the Estimate = 0.64350 | |
|-------------|-----------------------------|----------------------|---------------------------|----------------------------|---|--|
| Model | Sum of Squares | Df | Mean Square | F | Sig. | |
| Regression | 75.900 | 1 | 75.900 | 183.293 | 0.000 ^b | |
| Residual | 139.963 | 338 | 0.414 | | | |
| Total | 215.862 | 339 | | | | |
| (Constant) | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | |
| Source | B | Std. Error | Beta | | | |
| credibility | 1.844 | 0.123 | 0.593 | 6.851 | 0.000 | |
| | 0.667 | 0.049 | | 13.539 | 0.000 | |

Dependent Variable: Consumer Awareness

Predictors: (Constant), Source credibility

Source: Field Survey Results, 2023

As shown in table 4.10, the regression results revealed the extent to which consumer awareness is explained by source credibility, the error term, analysis of variance, as well as the confidence level of the results. The coefficient of determination denoted by R square was 0.352. This shows that social imaging accounted for 35.2 percent of the variations in consumer awareness, while the standard error estimate was 0.64. The table also shows that the analysis of variance (ANOVA), denoted by the F value, was 183.293, with 0.000 level of significance, thus, signifying the overall statistical significance of the variables in the model. Part of the implication is that source credibility has a significant effect on consumer awareness. The t-statistics also shows that the effect of source credibility on the consumer awareness was statistically significant ($t=13.539, <0.05$). This means that we can trust the result of the relationship between source credibility and consumer awareness given that the confidence level exceeds 95 percent. Based on these statistical validations, the findings of the study are therefore termed statistically significant. Hence, source credibility has a significant effect on consumer awareness. It is therefore justified that an improvement in social imaging by 100% would trigger an increase in consumer awareness by 59.3 percent, as indicated by the standardized coefficient of consumer awareness in Table 4.3.1, while other variables are held constant.

Hypothesis Two

Table 4.11: Regression Table showing the effect of Social Imaging on Consumer Interest

| R=0.675 ^a R ² =0.455 Adj. R ² =0.454 Std.Error of the Estimate = 0.50306 | | | | | |
|---|-----------------------------|-----------------|---------------------------|---------|--------------------|
| Model | Sum of Squares | Df | Mean Square | F | Sig. |
| Regression | 71.509 | 1 | 71.509 | | |
| Residual | 85.548 | 338 | 0.253 | 282.563 | 0.000 ^b |
| Total | 157.047 | 339 | | | |
| | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| (Constant) | | | | | |
| Social Imaging | B | Std. Error Beta | | | |
| | 1.044 | 0.084 | 0.675 | 12.373 | 0.000 |
| | 0.542 | 0.032 | | 16.810 | 0.000 |

Dependent Variable: Consumer Interest

Predictors: (Constant), Social Imaging

Source: Field Survey Results, 2023

As shown in table 4.11, the regression results revealed the extent to which consumer Interest is explained by social imaging, the error term, analysis of variance, as well as the confidence level of the results. The coefficient of determination denoted by R square was 0.455. This shows that social imaging accounted for 45.2 percent of the variations in consumer interest, while the standard error estimate was 0.50. The table also shows that the analysis of variance

(ANOVA), denoted by the F value, was 282.563, with 0.000 level of significance, thus, signifying the overall statistical significance of the variables in the model. Part of the implication is that social imaging has a significant effect on consumer interest. The t-statistics also shows that the effect of social imaging on the consumer interest was statistically significant ($t=16.810$, <0.05). This means that we can trust the result of the relationship between social imaging and consumer interest given that the confidence level exceeds 95 percent. Based on these statistical validations, the findings of the study are therefore termed statistically significant. Hence, social imaging has a significant effect on consumer interest. It is therefore justified that an improvement in social imaging by 100% would trigger an increase in consumer interest by 67.5 percent, as indicated by the standardized coefficient of consumer awareness in Table 4.3.2, while other variables are held constant.

Hypothesis Three

Table 4.12: Regression Table showing the effect of Entertainment on Consumer Conviction

| | | R=0.517 ^a | R ² =0.268 | Adj. R ² =0.265 | Std.Error of the Estimate = | |
|---------------|-----------------------------|----------------------|---------------------------|----------------------------|-----------------------------|--|
| | | | | | 0.67026 | |
| Model | Sum of Squares | Df | Mean Square | F | Sig. | |
| Regression | 55.457 | 1 | 55.457 | 123.443 | 0.000 ^b | |
| Residual | 151.847 | 338 | 0.559 | | | |
| Total | 207.304 | 339 | | | | |
| (Constant) | Unstandardized Coefficients | Std. Error | Standardized Coefficients | T | Sig. | |
| Entertainment | B | | Beta | | | |
| | 0.935 | 0.138 | 0.517 | 6.775 | 0.000 | |
| | 0.591 | 0.053 | | 11.110 | 0.000 | |

Dependent Variable: Consumer Conviction

Predictors: (Constant), Entertainment

Source: Field Survey Results, 2023

As shown in table 4.3.3, the regression results revealed the extent to which consumer conviction is explained by entertainment, the error term, analysis of variance, as well as the confidence level of the results. The coefficient of determination denoted by R square was 0.455. This shows that entertainment accounted for 26.8 percent of the variations in consumer conviction, while the standard error estimate was 0.67. The table also shows that the analysis of variance (ANOVA), denoted by the F value, was 2, with 0.000 level of significance, thus, signifying the overall statistical significance of the variables in the model. Part of the implication is that entertainment has a significant effect on consumer conviction. The t-statistics also shows that the effect of social imaging on the consumer conviction was statistically significant ($t=11.110$, <0.05). This means that we can trust the result of the relationship between entertainment and consumer conviction given that the confidence level exceeds 95 percent. Based on these statistical validations, the findings of the study are therefore termed statistically significant. Hence, entertainment has a significant effect on consumer conviction. It is therefore justified that an improvement in entertainment by 100% would trigger an increase in consumer conviction by 51.7 percent, as indicated by the standardized coefficient of consumer conviction in Table 4.3.3, while other variables are held constant.

Hypothesis Four

Table 4.13: Regression Table showing the Influence of Message Appeal on Consumer Action

| | | R=0.536 ^a | R ² =0.288 | Adj. R ² =0.285 | Std.Error of the Estimate = 0.55605 | |
|----------------|-----------------------------|----------------------|---------------------------|----------------------------|-------------------------------------|--|
| Model | Sum of Squares | Df | Mean Square | F | Sig. | |
| Regression | 42.185 | 1 | 42.185 | 136.435 | 0.000 ^b | |
| Residual | 104.507 | 338 | 0.309 | | | |
| Total | 146.692 | 339 | | | | |
| (Constant) | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | |
| Message Appeal | B | Std. Error | Beta | | | |
| | 1.399 | 0.103 | 0.536 | 13.608 | 0.000 | |
| | 0.455 | 0.039 | | 11.681 | 0.000 | |

Dependent Variable: Consumer Action

Predictors: (Constant), Message Appeal

Source: Field Survey Results, 2023

As shown in table 4.3.4, the regression results revealed the extent to which consumer action message appeal is explained by entertainment, the error term, analysis of variance, as well as

the confidence level of the results. The coefficient of determination denoted by R square was 0.455. This shows that message appeal accounted for 28.8 percent of the variations in consumer action, while the standard error estimate was 0.56. The table also shows that the analysis of variance (ANOVA), denoted by the F value, was 136.435, with 0.000 level of significance, thus, signifying the overall statistical significance of the variables in the model. Part of the implication is that message appeal has a significant influence on consumer action. The t-statistics also shows that the effect of message appeal on the consumer action was statistically significant ($t=11.68$, <0.05). This means that we can trust the result of the relationship between message appeal and consumer action given that the confidence level exceeds 95 percent. Based on these statistical validations, the findings of the study are therefore termed statistically significant. Hence, message appeal has a significant influence on consumer action. It is therefore justified that an improvement in message appeal by 100% would trigger an increase in consumer action by 53.6 percent, as indicated by the standardized coefficient of consumer action in Table 4.3.4, while other variables are held constant.

4.3 Discussion of Findings

The study achieved a response rate of 88.5%, which is generally considered quite good for survey research. It implies that the data collected from these 340 respondents can be considered reasonably representative of the larger population of consumers of FMCGs in Lagos State. The majority of respondents were male (67.9%), while females made up 32.1% of the sample. This suggests a gender imbalance in the survey, with more male participants. Researchers should be cautious when drawing gender-related conclusions from the data. Respondents were distributed across various age groups. The largest group fell within the 31-40 age range, followed closely by those aged 18-30. This information can be valuable for

targeting specific age groups in advertising campaigns for FMCGs. The majority of respondents held HND/B.SC degrees or equivalent (52.9%), indicating a relatively well-educated sample. This could impact their perceptions of advertising and consumer behavior. The sample appears to have a diverse range of educational backgrounds, which is useful for analysis.

Regarding the first research question, which pertains to perceptions of source credibility and customer awareness of advertisements, 42.9% of respondents strongly concurred that they perceived ads as truthful. These results shed light on how source credibility can impact consumers' views of advertisements. Moving on to the examination of Social Imaging and Customer Interest, the research delves into how social imaging and customer interest affect respondents' reactions to ads. For instance, 45.3% of participants firmly endorsed the statement that they found ads interesting. This underscores the significant influence of the level of interest generated by ads on many consumers. In terms of how entertainment and consumer conviction influence consumer responses, for example, 49.7% of respondents strongly concurred that they hold a stronger conviction towards private label brands. This suggests that entertainment plays a crucial role in shaping consumer behavior. Finally, when considering message appeal and its impact on consumer actions, 35.8% of respondents strongly agreed that they found the message appealing to their ears. This underscores the significance of message appeal in influencing consumer responses.

From the test of Hypotheses; hypothesis one indicate the extent to which source credibility influences consumer awareness. The coefficient of determination (R square) is 0.352, indicating that source credibility explains 35.2 percent of the variations in consumer awareness. The standard error estimate is 0.64, and the analysis of variance (ANOVA) is significant, with an F value of 183.293 and a p-value of 0.000, signifying the overall

statistical significance of the variables in the model. These results suggest that source credibility has a significant effect on consumer awareness. The t-statistics also confirm the statistical significance ($t=13.539$, $p<0.05$), meaning we can trust the relationship between source credibility and consumer awareness. In practical terms, a 100% improvement in source credibility would lead to a 59.3% increase in consumer awareness, with all other variables held constant. In this research having used advertising messages in line with the first hypothesis, source credibility was significant to consumer awareness using a sample of consumers of household brands. This findings reinforces the importance of source credibility as an indicator of advertising messages, where H_0 was source credibility has no effect on consumer awareness and H_1 was source credibility has significantly influence customer awareness, the alternate hypothesis was accepted. This finding is consistent with the findings of some scholars that credibility has a significant impact on consumer awareness^{1,2}.

Hypothesis two presents the results for the effect of social imaging on consumer interest. The R square is 0.455, indicating that social imaging explains 45.2 percent of the variations in consumer interest. The standard error estimate is 0.50, and the ANOVA is highly significant with an F value of 282.563 and a p-value of 0.000, highlighting the overall statistical significance of the variables in the model. These results suggest that social imaging has a significant impact on consumer interest. The t-statistics further confirm this ($t=16.810$, $p<0.05$), indicating a trustworthy relationship between social imaging and consumer interest. In practical terms, a 100% improvement in social imaging would result in a 67.5% increase in consumer interest, with all other variables held constant. This findings also align with other researcher's findings that social imaging has an effect on consumer awareness which can also be a result of variation due to different percent of respondents^{4,5,6}.

Hypothesis three assesses the effect of entertainment on consumer conviction. The R square is 0.268, indicating that entertainment accounts for 26.8 percent of the variations in consumer conviction. The standard error estimate is 0.67, and the ANOVA is significant, with an F value of 123.443 and a p-value of 0.000, indicating the overall statistical significance of the variables in the model. These results suggest that entertainment has a significant effect on consumer conviction. The t-statistics further confirm this ($t=11.110$, $p<0.05$), indicating a reliable relationship between entertainment and consumer conviction. In practical terms, a 100% improvement in entertainment would lead to a 51.7% increase in consumer conviction, with all other variables held constant. This findings is in line with a study that entertainment has a significant relationship with consumer conviction^{7,8}.

Hypothesis four reveals the impact of message appeal on consumer action. The R square is 0.288, indicating that message appeal explains 28.8 percent of the variations in consumer action. The standard error estimate is 0.56, and the ANOVA is significant, with an F value of 136.435 and a p-value of 0.000, highlighting the overall statistical significance of the variables in the model. These results suggest that message appeal has a significant influence on consumer action. The t-statistics further confirm this ($t=11.681$, $p<0.05$), indicating a trustworthy relationship between message appeal and consumer action. In practical terms, a 100% improvement in message appeal would result in a 53.6% increase in consumer action, with all other variables held constant. This finding is in agreement with a study, in the study, the scholars find out that; considering there is an extraordinary decent variety of a message then the scope of these experiences is additionally immensely influenced^{9,10}.

In conclusion, the findings from the study provide strong evidence that source credibility, social imaging, entertainment, and message appeal all have significant effects on consumer awareness, interest, conviction, and action, respectively. These relationships are statistically

significant, and the results suggest practical implications for marketers aiming to enhance these factors to influence consumer behaviors.

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Chapter Five

Conclusion

5.1 Summary of Findings

The aim of this research work was to investigate the effect of advertising messages and consumer stimulus-response. This chapter provides a summary of all the other chapters of this research work. It covers all the areas discussed in subsequent chapters from the introduction to the data analysis. It contains the theoretical and empirical findings in which the conclusions were drawn and recommendations for further studies were made.

This research study was carried out to determine and investigate the effect of advertising messages on consumer stimulus-response of fast moving consumer goods in selected household products, and various techniques on how this could be analyzed. Copies of questionnaire were administered to consumers of household products in Lagos, Nigeria. The data collected from the sample population was analyzed using frequency and linear regression with SPSS tool, four hypotheses were tested, support was found for all of the four hypotheses. This made a lot of clarifications and gave a clearer insight into advertising messages and its effects on consumer stimulus-response.

Chapter one is an introduction to the research topic. It covered salient areas of the topic; background of the study, statement of the problem, research questions, aim and objectives of the study, scope of the study, significance of the study, operationalisation of research variables, research hypothesis and definition of terms. The main objective of the study was to identify the effect of advertising messages on consumer stimulus-response. The major aims and objectives of the research study were: to investigate the effect effects of source credibility on awareness of fast moving consumer goods; to examine the extent to social imaging which affect interest in fast moving consumer goods: to evaluate the role of entertainment on

conviction in using fast moving consumer goods; and to assess the influence of message appeal on action of fast moving consumer goods.

Chapter two contains the literature review relating to the topic which was discussed extensively. The researcher compiled the findings of previous studies in the area of the topic, and was able to find underlying relationships between the independent (advertising messages) and dependent (consumer stimulus-response) variables. This chapter consists of the conceptual framework, the theoretical framework, and the empirical framework and the gap analysis.

Chapter three is focused on the method used in carrying out the research so as to acquire relevant data. The chapter specifies the research method, the research instruments and design, the model specification and the data source. The general objective of the study was to examine the effect of advertising messages on consumer stimulus-response, 340 well-structured copies of questionnaire were distributed in total to consumers of household brands in Lagos, Nigeria. The multi-stage sampling procedure of purposive, cluster and convenience were employed in the selection of respondents.

Chapter four contains the analysis of data gotten from the survey, its presentation, its interpretation and hypothesis testing. The data collected during the field survey were analyzed with the SPSS tool was used for the descriptive and inferential statistics. The results were then used as criteria for rejecting the H_0 and accepting H_1 .

Chapter five focuses on the summary of findings made, the conclusion and recommendation based on finding.

5.2 Conclusion

The research has achieved the objectives it set out to achieve. The research was an adventurous exposition into the effect of advertising messages on consumers' stimulus-response. A descriptive research was carried out and the content was very useful in measuring advertising messages, its effects on consumers' stimulus-response. Source credibility have a direct influence on consumer awareness. Likewise, social imaging and entertainment also has a significant effect on consumer interest and consumer conviction respectively. Lastly, the study concluded that message appeal directly influences consumer action to purchase a brand. A direct influence on these variables after an event can influence the increase of consumer stimulus response according to this research.

5.3 Recommendations

Based on the findings of this research work, the following recommendations have been drawn up to help organizations, especially firms of household brands, identify the best way to organize a advertise properly that will help increase consumer stimulus response.

- i. Based on statistical validations, source credibility has a significant impact on consumer awareness. So, this research will be helpful to firms that wish to create awareness for their brand. Source credibility is an excellent way of creating consumer awareness for household brands which would then lead to an improved consumer stimulus response.
- ii. From table 4.3.2, an improvement in social imaging by 100% would trigger an increase in consumer interest by 67.5%. Companies certainly need to focus more on advertising messages because this would stimulate consumer awareness, consumer conviction, consumer interest and consumer action to purchase household brand. Given the significance of these constructs, the management of the firms need to

stimulate advertising messages in order to enhance customer stimulus response since it's more cost effective to retain a customer than to attract a new one. With the revelation of this study, a proper customer retention strategy is needed by the management of the firm in order to remain competitive in the face of competition.

- iii. From the study, entertainment has a significant impact on consumer conviction. So firms should ensure that products when advertised contain a dose of entertainment. This allows the consumers to get more fascinated about the products, thereby causing a conviction in heart to purchase the brand.
- iv. Based on the findings, message appeal has a significant impact on consumer action. Firms should ensure that when advertising they should put more effort in ensuring the messages are appealing to consumers their brand to a positive experience such as high quality product materials, price discount, free samples so the event attendees can associate their brand with a positive experience, when there is a strong and positive brand association to a firm's brand it will help increase the brand equity. Firms should be committed to increasing a positive brand association because it will help to reduce customer's perceived risk.

5.4. Contributions to Knowledge

Policy Contributions: This study suggests recommendations to provide relevant policies that will help decision-makers, business owners, industrialists, managers and marketers as well as entrepreneurs to understand the complexities around advertising and consumer behaviour

Empirical Considerations: This study provides evidence based on findings given the use of the quantitative method methodology employed in this study. The outcome of this work will contribute in notable respect to the advertising literature and consumer stimulus response of fast moving consumer goods firms in Nigeria.

Conceptual Contributions: The study contributes to the existing studies on advertising and customer stimulus response of fast moving consumer goods firms. Therefore, the gaps in business advertising, customer stimulus response were empirically filled. These dimensions clearly show advertising dimensions that can be leveraged to foster consumer awareness, consumer interest, consumer conviction and consumer action.

5.5 Suggested Areas for Further Research

Future research can be explored using consumers of other brands other than household brands in order to determine the relationship between advertising messages on consumer stimulus response. Industrial brands can also be explored.

More also, the study employed mixed methods of data collection, where quantitative data was generated from survey and qualitative data was gotten from in-depth interviews. Further studies should be conducted using quantitative data collected of operations management and qualitative data collection through Focus Group discussion. This would further help to enrich the data collection process.

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Appendix I

Questionnaire

Department of Business Management

Lead City University

Dear Respondent,

I am a Masters candidate from the above named institution conducting a research on "Advertising Messages on Consumers Stimulus- Response of fast moving consumer's goods". Kindly respond to each section of the questionnaire as it is purely for academic purpose. Please feel free to give your sincere opinion and feelings as your response will be treated with utmost confidentiality. I humbly appreciate your decision to participate in this study.

Section A: Socio-Demographic Characteristics of Respondents

Instruction: Kindly tick (✓) and fill where applicable.

Q1: Gender: Male () Female ()

Q2: Age-group: a. 18-30 years [] b. 31-40 years [] d. 41-50 years [] e 51-60 years []
e. 61 years and above []

Q3: Highest educational qualification: a. JSCE [] b. SSCE [] c. NCE/OND. B.Sc/HND []
e. M.Sc/MBA [] f. Ph.D [] e. Others _____

Section B

Instruction: Please indicate by ticking (✓) your stand on the following statements. SD:

Strongly Disagree, D: Disagree, U: Undecided A: Agree and SA: Strongly Agree.

| | Items | SD | D | U | A | SA |
|----|--|-----------|----------|----------|----------|-----------|
| A | Advertisement | | | | | |
| | Source Credibility | SD | D | U | A | SA |
| 1 | While watching the ad, I found it truthful | | | | | |
| 2 | The adverts from these firms are informative | | | | | |
| 3 | The sources used for ads are reliable | | | | | |
| | Social Imaging | SD | D | U | A | SA |
| 1 | While watching the ad, I found it attractive | | | | | |
| 2 | The adverts from these brands are clear | | | | | |
| 3. | The images of ads are exactly as it is in | | | | | |

| | | | | | | |
|--|---|-----------|----------|----------|----------|-----------|
| | reality | | | | | |
| | Entertainment | SD | D | U | A | SA |
| 1 | While watching the ad, I found it interesting | | | | | |
| 2. | I could relate to the characters used in the advertisement | | | | | |
| 3 | Characters used to make adverts are passionate about the task | | | | | |
| | Message Appeal | SD | D | U | A | SA |
| 1 | The choice of words and phrases used for ads are good | | | | | |
| 2 | The ads appeal to all age range of customers | | | | | |
| SECTION C: CONSUMER STIMULUS RESPONSE | | | | | | |
| | Consumer Awareness | SD | D | U | A | SA |
| 1 | My consumer rights are not neglected during advertisements | | | | | |
| 2 | I only search for the brand of product I recognize | | | | | |
| 3 | I recognize a brand when it comes up in a search | | | | | |
| | Consumer Interest | | | | | |
| 1 | The ad changed my mind about the brand | | | | | |
| 2 | My interest in a product is increased by the type of adverts used | | | | | |
| 3 | The ad I saw or read about the brand affected | | | | | |

| | | | | | | |
|----------|---|-----------|----------|----------|----------|-----------|
| | my choice of brand | | | | | |
| | Consumer Conviction | | | | | |
| 1 | The ad changed made me purchase the product | | | | | |
| 2 | I have an higher value of conviction towards private label brand means higher intention to buy private label | | | | | |
| 3 | My perception towards the price of a brand means higher value of consumers' conviction towards private label brand. | | | | | |
| | Consumer Action | SD | D | U | A | SA |
| 1 | I would purchase product for which the ad is shown | | | | | |
| 2 | The more adverts displayed, the higher my chances of buying the products when I see it physically | | | | | |
| 3 | I can go through any lengths to purchase products that are advertised | | | | | |

Appendix II

Output from Spss

While watching the ad, I found it truthful

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 146 | 42.9 | 42.9 | 42.9 |
| | A | 91 | 26.8 | 26.8 | 69.7 |
| | U | 54 | 15.9 | 15.9 | 85.6 |
| | D | 27 | 7.9 | 7.9 | 93.5 |
| | DS | 22 | 6.5 | 6.5 | 100.0 |
| | Total | 340 | 100 | 100.0 | |

The adverts from these firms are informative

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 98 | 28.8 | 28.8 | 28.8 |
| | A | 136 | 40.0 | 40.0 | 68.8 |
| | U | 20 | 5.9 | 5.9 | 74.7 |
| | D | 57 | 16.8 | 16.8 | 91.5 |
| | DS | 29 | 8.5 | 8.5 | 100.0 |
| | Total | 340 | 100 | 100 | |

The sources used for ads are reliable

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 84 | 24.7 | 24.7 | 24.7 |
| | A | 89 | 26.2 | 26.2 | 50.9 |
| | U | 26 | 7.6 | 7.6 | 58.5 |
| | D | 69 | 20.3 | 20.3 | 78.8 |
| | DS | 72 | 21.2 | 21.2 | 100.0 |
| | Total | 340 | 100 | 100 | |

My consumer rights are not neglected during advertisements

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 104 | 30.6 | 30.6 | 30.6 |
| | A | 86 | 25.3 | 25.3 | 55.9 |
| | U | 70 | 20.6 | 20.6 | 76.5 |
| | D | 44 | 12.9 | 12.9 | 89.4 |
| | DS | 36 | 10.6 | 10.6 | 100.0 |
| | Total | 340 | 100 | 100 | |

I only search for the brand of product I recognize

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 118 | 34.7 | 34.7 | 34.7 |
| | A | 97 | 28.5 | 28.5 | 63.2 |
| | U | 33 | 9.7 | 9.7 | 72.9 |
| | D | 69 | 20.3 | 20.3 | 93.2 |
| | DS | 23 | 6.8 | 6.8 | 100.0 |
| | Total | 340 | 100 | 100 | |

While watching the ad, I found it attractive

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 86 | 25.3 | 25.3 | 25.3 |
| | A | 105 | 30.9 | 30.9 | 56.2 |
| | U | 28 | 8.2 | 8.2 | 64.4 |
| | D | 73 | 21.5 | 21.5 | 85.9 |
| | DS | 48 | 14.1 | 14.1 | 100.0 |
| | Total | 340 | 100 | 100 | |

The adverts from these brands are clear

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 131 | 38.5 | 38.5 | 38.5 |
| | A | 88 | 25.9 | 25.9 | 64.4 |
| | U | 32 | 9.4 | 9.4 | 73.8 |
| | D | 57 | 16.8 | 16.8 | 90.6 |
| | DS | 32 | 9.4 | 9.4 | 100.0 |
| | Total | 340 | 100 | 100 | |

The images of ads are exactly as it is in reality

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-------|-----------|---------|---------------|--------------------|
| .Valid | SA | 168 | 49.4 | 49.4 | 49.4 |
| | A | 60 | 17.6 | 17.6 | 67.0 |
| | U | 19 | 5.6 | 5.6 | 72.6 |
| | D | 52 | 15.3 | 15.3 | 87.9 |
| | DS | 41 | 12.1 | 12.1 | 100.0 |
| | Total | 340 | 100 | 100 | |

The ad changed my mind about the brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 102 | 30.0 | 30.0 | 30.0 |
| | A | 122 | 35.9 | 35.9 | 65.9 |
| | U | 7 | 2.0 | 2.0 | 68.0 |
| | D | 71 | 20.9 | 20.9 | 88.9 |
| | DS | 38 | 11.2 | 11.2 | 100.0 |
| | Total | 340 | 100 | 100 | |

My interest in a product is increased by the type of adverts used

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 131 | 28.5 | 38.5 | 38.5 |
| | A | 80 | 23.5 | 23.5 | 62.0 |
| | U | 68 | 20.0 | 20.0 | 80.0 |
| | D | 37 | 10.9 | 10.9 | 90.9 |
| | DS | 24 | 7.1 | 7.1 | 100.0 |
| | Total | 340 | 100 | 100 | |

The ad I saw or read about the brand affected my choice of brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 87 | 25.6 | 25.6 | 25.6 |
| | A | 112 | 32.9 | 32.9 | 58.5 |
| | U | 12 | 3.5 | 3.5 | 62.0 |
| | D | 77 | 22.6 | 22.6 | 84.6 |
| | DS | 52 | 15.4 | 15.4 | 100.0 |
| | Total | 340 | 100 | 100 | |

While watching the ad, I found it interesting

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 154 | 45.3 | 45.3 | 45.3 |
| | A | 63 | 18.5 | 18.5 | 63.8 |
| | U | 58 | 17.1 | 17.1 | 80.9 |
| | D | 53 | 15.6 | 15.6 | 96.5 |
| | DS | 12 | 3.5 | 3.5 | 100.0 |
| | Total | 340 | 100 | 100 | |

I could relate to the characters used in the advertisement

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 98 | 28.9 | 28.9 | 28.9 |
| | A | 90 | 26.5 | 26.5 | 55.4 |
| | U | 43 | 12.6 | 12.6 | 68.0 |
| | D | 46 | 13.5 | 13.5 | 81.5 |
| | DS | 63 | 18.5 | 18.5 | 100.0 |
| | Total | 340 | 100 | 100 | |

Characters used to make adverts are passionate about the task

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 84 | 24.7 | 24.7 | 24.7 |
| | A | 133 | 39.1 | 39.1 | 63.8 |
| | U | 12 | 3.5 | 3.5 | 67.3 |
| | D | 83 | 24.5 | 24.5 | 91.8 |
| | DS | 28 | 8.2 | 8.2 | 100.0 |
| | Total | 340 | 100 | 100 | |

The ad made me purchase the product

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 105 | 30.9 | 30.9 | 30.9 |
| | A | 104 | 30.6 | 30.6 | 61.5 |
| | U | 29 | 8.5 | 8.5 | 70.0 |
| | D | 55 | 16.2 | 16.2 | 86.2 |
| | DS | 47 | 13.8 | 13.8 | 100.0 |
| | Total | 340 | 100 | 100 | |

I have a higher value of conviction towards private label brand means higher intention to buy private label

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 169 | 49.7 | 49.7 | 49.7 |
| | A | 93 | 27.4 | 27.4 | 77.1 |
| | U | 31 | 9.1 | 9.1 | 86.2 |
| | D | 18 | 5.3 | 5.3 | 91.5 |
| | DS | 29 | 8.5 | 8.5 | 100.0 |
| | Total | 340 | 100 | 100 | |

My perception towards the price of a brand means higher value of consumers' conviction towards private label brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 118 | 34.7 | 34.7 | 34.7 |
| | A | 99 | 29.1 | 29.1 | 63.8 |
| | U | 69 | 20.3 | 20.3 | 84.1 |
| | D | 27 | 7.9 | 7.9 | 92.0 |
| | DS | 27 | 7.9 | 7.9 | 100.0 |
| | Total | 340 | 100 | 100 | |

While watching the ad, I found the message appealing to my ears

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 122 | 35.8 | 35.8 | 35.8 |
| | A | 80 | 23.5 | 23.5 | 59.3 |
| | U | 36 | 10.6 | 10.6 | 69.9 |
| | D | 79 | 23.2 | 23.2 | 92.2 |
| | DS | 23 | 6.8 | 6.8 | 100.0 |
| | Total | 340 | 100 | 100 | |

The choice of words and phrases used for ads are good

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 95 | 27.9 | 27.9 | 27.9 |
| | A | 87 | 25.6 | 25.6 | 53.5 |
| | U | 84 | 24.7 | 24.7 | 78.2 |
| | D | 46 | 13.5 | 13.5 | 92.9 |
| | DS | 28 | 8.1 | 8.1 | 100.0 |
| | Total | 340 | 100 | 100 | |

University, Nigeria

The ads appeal to all age range of customers

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 106 | 31.2 | 31.2 | 31.2 |
| | A | 87 | 25.6 | 25.6 | 56.8 |
| | U | 81 | 23.8 | 23.8 | 80.6 |
| | D | 42 | 12.4 | 12.4 | 90.9 |
| | DS | 24 | 7.1 | 7.1 | 100.0 |
| | Total | 340 | 100 | 100 | |

Do Not

I would purchase product for which the ad is shown

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 129 | 37.9 | 37.9 | 37.9 |
| | A | 93 | 27.4 | 27.4 | 65.3 |
| | U | 19 | 5.6 | 5.6 | 70.9 |
| | D | 79 | 23.2 | 23.2 | 94.1 |
| | DS | 20 | 5.9 | 5.9 | 100.0 |
| | Total | 340 | 100 | 100 | |

The more adverts displayed, the higher my chances of buying the products when I see it physically

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SA | 101 | 29.7 | 29.7 | 29.7 |
| | A | 100 | 29.4 | 29.4 | 59.1 |
| | U | 62 | 18.1 | 18.1 | 77.2 |
| | D | 39 | 11.5 | 11.5 | 88.7 |
| | DS | 38 | 11.2 | 11.2 | 100.0 |
| | Total | 340 | 100 | 100 | |

I can go through any lengths to purchase products that are advertised

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-------|-----------|---------|---------------|--------------------|
| .Valid | SA | 133 | 39.1 | 39.1 | 39.1 |
| | A | 89 | 26.2 | 26.2 | 65.3 |
| | U | 30 | 8.8 | 8.8 | 74.1 |
| | D | 58 | 17.1 | 17.1 | 91.2 |
| | DS | 30 | 8.8 | 8.8 | 100.0 |
| | Total | 340 | 100 | 100 | |

Hypothesis 1

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .593 ^a | .352 | .350 | .64350 |

a. Predictors: (Constant), Source Credibility

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 75.9500 | 1 | 75.900 | 183.293 | .000 ^b |
| | Residual | 139.963 | 338 | .414 | | |
| | Total | 215.862 | 339 | | | |

a. Dependent Variable: Consumer Awareness.

b. Predictors: (Constant), Source Credibility

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | t | |
| 1 | (Constant) | 1.844 | 0.123 | | .6851 | .000 |
| | Source Credibility | .667 | .049 | .593 | 13.539 | .000 |

a. Dependent Variable: Consumer Awareness

Hypothesis 2

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .675 ^a | .455 | .454 | .50306 |

a. Predictors: (Constant), Social Imaging

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 71.509 | 1 | 75.509 | 292.563 | .000 ^b |
| | Residual | 85.548 | 338 | .253 | | |
| | Total | 157.047 | 339 | | | |

a. Dependent Variable: Consumer Interest.

b. Predictors: (Constant), Social Imaging

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
|-------|----------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | t | |
| 1 | (Constant) | 1.044 | .084 | | 12.373 | .000 |
| | Social Imaging | .542 | .032 | .675 | 16.810 | .000 |

a. Dependent Variable: Consumer Interest

Hypothesis 3

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .517 ^a | .268 | .265 | .67026 |

a. Predictors: (Constant), Entertainment

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 55.457 | 1 | 55.457 | 234.443 | .000 ^b |
| | Residual | 151.847 | 338 | .559 | | |
| | Total | 307.304 | 339 | | | |

a. Dependent Variable: Consumer Conviction.

b. Predictors: (Constant), Entertainment

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
|-------|---------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | t | |
| 1 | (Constant) | .935 | .138 | | 6.775 | .000 |
| | Entertainment | .592 | .053 | .517 | 11.110 | .000 |

a. Dependent Variable: Consumer Conviction

Hypothesis 4

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .536 ^a | .288 | .285 | .55605 |

a. Predictors: (Constant), Message Appeal

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 42.185 | 1 | 43.185 | 136.435 | .000 ^b |
| | Residual | 104.507 | 338 | .309 | | |
| | Total | 146.692 | 339 | | | |

a. Dependent Variable: Consumer Action.

b. Predictors: (Constant), Message Appeal

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
|-------|----------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | t | |
| 1 | (Constant) | 1.399 | .103 | | 13.608 | .000 |
| | Message Appeal | .455 | .039 | .536 | 11.681 | .000 |

a. Dependent Variable: Consumer Action

Appendix III

Sample Size Formula for Infinite Population

Sample Size = Infinite Population (where population greater than 50,000)

$$S = \frac{Z^2 \times p \times (1-p)}{C^2}$$

SS – Sample Size

Z = z – Value (e.g. 1.96 for a 95 percent confidence level)

P = percentage of population picking a choice, expressed a decimal

C = confidence interval, expressed as decimal

A = values (cumulative normal probability table) represent the probability that a sample will fall within a certain distribution

The Z – values for confidence level are:

1.645 = 90 percent confidence level

1.96 = 95 percent confidence level

2.576 = 99 percent confidence level

$$S_s = \frac{3.8416 \times 0.5 \times 0.5}{0.0025}$$

$$S_s = 384$$

Bio-data

A. Personal Data

1. Full Names: Oluwafuntan Abiola KUTI
 - Email: funtankutty@yahoo.co.uk
 - Phone No: 08056335834
2. Address: 42, Alhaji Hassan Street Off Ososami, Oke Ado Ibadan, Oyo State.
3. Date and Place of Birth: 18th February, 1983
4. Nationality: Nigeria
5. Name of Next of Kin: Oluwatobi KUTI
6. Address of Next of Kin: 42, Alhaji Hassan Street Off Ososami, Oke Ado Ibadan, Oyo State.

B. Educational Background

1. Educational Institutions Attended with Dates and Qualifications

- Primary Education: Saint Theresa's Primary School, Oke Ado, Ibadan 1992
- Secondary Education: Saint Theresa's Secondary School, Oke Ado, Ibadan 1998
WAEC Nov/Dec 1998
- Oke Bola Comprehensive High School, Ibadan November 2003

2. Academic Qualifications Obtained (with Dates)

- The Polytechnic Ibadan, Ibadan, Oyo State 2004
National Diploma Business Studies
- Olabisi Onabanjo University, Ago-Iwoye, Ogun State 2008
Bachelor of Science in Education

3. Professional Qualifications with Dates

Nigeria Institute of Management 2010

C. Working Experience with Dates

Federal Radio Corporation of Nigeria (FRCN) Oba Adebimpe Road Dugbe, Ibadan
2011 till date

D. Awards and Fellowships (if any): Nil

E. Member of Professional Bodies: Nil

F. Publication(s): Nil

G. Major Conferences Attended with Dates: Nil

H. References

- Mr. Ademola Joshua Adeniran
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The University Compliance Certification

This is to certify that this Thesis was written by **Oluwafuntan Abiola KUTI** with Matriculation Number **LCU/PG/001824** in the Department of Management and Accounting, Faculty of Management and Social Sciences, Lead City University, Ibadan in full compliance with approved University format.

Signature

Date

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