**A STUDY OF ADVERTISEMENT EXPOSURE AND BRAND LOYALTY OF MAGGI SEASONING IN METROPOLITAN LAGOS, NIGERIA**

**BY**

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**MATRICULATION NO: 890902089**

**MARCH, 2012**

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**DEPARTMENT OF MASS COMMUNICATION SCHOOL OF POSTGRADUATE STUDIES UNIVERSITY OF LAGOS, LAGOS,**

**NIGERIA**

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**MATRIC NO: 890902089**

**Thesis submitted to the School of Postgraduate Studies, University of Lagos, in Partial Fulfillment of the Requirements for the Award of Degree of Doctor of Philosophy (Ph.d) in Mass Communication, University of Lagos, Nigeria.**

**MARCH, 2012**

# DECLARATION

I declare that this Ph.D thesis was written by me. I also declare that this thesis is the result of painstaking efforts. It is original and it is not copied.

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# SCHOOL OF POSTGRADUATE STUDIES UNIVERSITY OF LAGOS

**CERTIFICATION**

This is to certify that the thesis: A STUDY OF ADVERTISEMENT EXPOSURE AND BRAND LOYALTY OF MAGGI SEASONING IN METROPOLITAN LAGOS, NIGERIA.

Submitted to the School of Postgraduate Studies University of Lagos For the Award of the Degree of Doctor of Philosophy (Ph.D)

Is a record of original research carried out by CHARLES CHINEDU ONWUNALI (MR.)

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# DEDICATION

This study is dedicated to God Almighty, the source of life, all true gifts, the creator of destinies and sustainer of life, the one that made it possible for me to start and complete the study.

To my Lord and master, Jesus Christ, the King of Kings, may your name be praised and exalted for ever and ever, amen.

I also dedicate the study to the evergreen memory of my father, Victor Ihekoromadu Onwunali (1902-1964) my mother, Martha Ezuonyeoma Ihekoromadu Onwunali (1911- 1994) and my sister Josephine Nwaogazi Onwunali (1940-1965). May your gentle souls continue to rest in the Lord‟s bosom.

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### ABSTRACT

## A study of Advertisement Exposure and Brand Loyalty of Maggi Seasoning in Metropolitan Lagos, Nigeria

*This study examined the relationship between advertisement exposure and brand loyalty of Maggi seasoning in metropolitan Lagos. Survey and focus group discussion methods were adopted. Multistage sampling techniques were used in selecting 120 respondents (each) in Alimosho, Apapa, Ikeja, Lagos Mainland and Oshodi/Isolo Local Governments. Two focus group discussions were conducted in Festac (Amuwo Odofin) and Akoka (Lagos Mainland) locations. Findings revealed that exposure to Maggi advertisements did not significantly influence brand loyalty in metropolitan Lagos. Findings also showed that product maturity did not significantly influence brand loyalty of Maggi seasoning. There was no significant difference in the level of brand loyalty for a mature product (Maggi) and less established brands (Onga and Suppy). The findings further showed that television is a major source of information on Maggi seasoning advertisements compared to billboards in metropolitan Lagos. Equally, the level of exposure to and audience involvement with the Maggi sponsored television programme “Sokoyokoto” was high among the audience. Majority of the panel discussants in the focus group discussion claimed that they made deliberate effort to watch the programme and learned better ways of preparing delicious meals using Maggi seasoning. Some of the discussants identified with the celebrities and tried to imitate them in using Maggi to prepare various types of delicious food. The findings further showed that there is no significant difference in the exposure to Maggi advertisements among the various age groups. Lastly, the findings showed that level of education was not significant in the level of exposure to Maggi advertisements. Recommendations made include: Advertisers of seasoning brands as well as other convenience products should strengthen their advertising objective especially by increasing the advertising. To keep the voice of the product in the mind of prospects. The weight of repetitive advertising should be sustained to keep the voice of the brand on the mind of both new and old prospects because Top of the Mind Awareness (TOMA) is very strategic for advertisement success of established mature brand to ward off aggressive advertising activities of competitors. The tendency to despair over the recurring findings of limited efforts of advertising should be avoided. Advertising of consumer goods should be treated as investment which should contribute to company’s goals like other investments such as product development. The level of audience exposure, interest and involvement with “Sokoyokoto” cooking programme demonstrates the potency of television as an effective advertising medium. The programme should be sustained and more innovations introduced.*

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# CHAPTER ONE INTRODUCTION

# BACKGROUND OF STUDY

The food seasoning market in Nigeria was pioneered by Nestle Nigeria Plc when it introduced its Maggi brand in 1966, („Nestle News‟ January-June 1995) and since then, the seasoning market has been growing at a substantial rate. Estimates obtained from the Food and Beverages segment of the Manufacturers Association of Nigeria (MAN) put the growth rate of seasoning between 10 to 15 percent annually in the last three years in quantity and market value.

The seasoning market has also in the last few years experienced growth in new brands introduced into the market. It is a very competitive market with more than 10 brands currently offered to Nigerians. The prominent brands and their makers/marketers include: **Maggi** (Nestle Nigeria Plc.), **Knorr** (Unilever Nigeria Plc.), **Royco** (Unilever Nigeria Plc. Ltd.), **Vedan** (Vedan Enterprise Corporation, Conway Foods International Nig. Ltd.), **Ajino-moto** (West African Seasoning Ltd.), **Suppy** (Daily Needs Industries Ltd.), **Onga** (Promasidor Nigeria Ltd.), **Doyin** (Consolidated Foods and Beverage Ltd., a subsidiary of Doyin Group of Companies.) Other imported brands currently in the market include **Dinor** and **Prince**.

Like the other seasoning brands, Maggi is promoted/advertised in the mass media on an emotional platform with a slogan “Taste is Everything”, with homemakers as the primary target audience.

Arens (2006:153) contends that the major objective of all brand marketers is to produce brand loyalty, which he views as a direct result of the habit of repurchasing and the reinforcement of continuous advertising. In other words, advertising is viewed as an effective marketing tool for the promotion of mass produced products. (Arens, 2006; Aaker and Meyers, 1987).

Food seasonings can be classified as repeat purchase consumer goods or what Kotler (2003) refers to as Fast Moving Consumer Goods (FMCG). They depend for their success on favourable perception and brand loyalty among the consumers.

Amidst both existing and new brands advertising message while acting as a reminder to consumers of existing products, also introduce new brands to prospective consumers with a view to persuading them to trial purchase aimed at building brand loyalty, other marketing mix remaining constant.

Hence, product brands face competition not only from existing brands, but also from new ones introduced to snatch substantial share of the consumer market. The ability of a brand to maintain the loyalty of its current and existing customer‟s overtime determines its success in the market place as it demonstrates what the brand owner is able to offer to consumers.

Since the introduction of Maggi brand of food seasoning by Nestle in 1966, advertising and other forms of marketing communication have been widely used to position the various brands of seasonings to the target audience (women) as better substitutes to the traditional seasonings previously used to prepare delicious meals like “Utasi”, “Ogili” (Igbo), “Ogiri” (Yoruba), “Iru”, “Dawadawa” (Hausa). For advertising to be effective, it must be exposed

to the target audiences. The level of exposure would determine whether or not the audience is motivated to process and assimilate the message and be influenced as desired by the advertiser.

Advertising messages which consists of words, visuals and illustrations are created to move prospects to do something by arguments inducements and pleas. The purpose of persuasive advertising is to bring the will of the prospective consumer to a desired decision by some influence exerted upon the audience. The effectiveness of persuasive advertising is dependent upon conviction.

Many consumer products, including seasonings, are bought under conditions of low involvement and the absence of significant brand differences. Products, like salt or detergents, for instance, are said to exhibit little customer involvement in the product category. The customers go to the store and habitually reach for the brands. If they keep reaching for the same brand, it may be out of habit rather than strong brand loyalty.

Marketers use four techniques / benefits to try to convert a low involvement product into one of higher involvement - link the product to some involving issue like linking toothpaste to avoiding cavity; - link the product to some involving personal situations – like fruit juice includes vitamins such as calcium to fortify the drink; - design advertising to trigger strong emotions related to personal values or ego defence as when cereal makers advertise the heart-friendly nature of cereal to adults and the importance of living a long time to enjoy family life; add an important feature – like Maggi chicken to Maggi cube - they act as brand extension and help to raise consumer involvement from a low to a moderate level.

The various brands of food seasoning products are being promoted and advertised regularly in various mass media of communication (especially television and outdoor) to consumers in the country, with housewives (women) as the primary target audience.

The media of advertising seasoning in metropolitan Lagos is Television and Outdoor (billboards). In 2008, television penetration among adult population of Lagos is estimated at 92.2%. In terms of advertising spend, the Lagos Region accounts for 55.2% (N30.325bn) of the total above the line advertising expenditure of N55.30bn in 2008. Advertising spend on television has been on the increase in Lagos state/city/metropolis. From N28.229bn in 2005, the figure rose to 32% of this figure, advertising spend on seasonings exceeded over N318 million. (Media Monitoring Service Ltd, 2009).

Organisations like Nestle Nigeria Plc organise various promotions such as Maggi Annual Cooking Competition which is advertised on network prime television. During the sponsored programme, Maggi advertisements are aired three times. In the competitions, contestant are expected to prepare various Nigerian dishes using Maggi seasonings brand as a superior alternative for the preparation of tasty and delicious food for the family. The marketing and communication objective is to position branded food seasoning as a substitute to the traditional products which is associated with traditional African cooking such as „Utasi‟, Ogili (Igbo), Ogiri (Yoruba) Iru, Dadadawa, etc.

Belch and Belch (2001) note that measuring the effectiveness of advertising as a promotional tool is a critical element in the marketing communication process. This helps to provide a proper understanding of the dynamics that influence consumer behaviour.

Advertisers are therefore interested in finding out to what extent advertising is contributing to the achievement of marketing and organizational objectives. In other words, what contributions does advertising make in influencing the consumer‟s purchase decision. This would help reduce the uncertainty in formulating marketing mix decisions as explained by a Philadelphian retail merchant, John Wanamaker who was credited to have bemoaned his helplessness in determining his optimum advertising expenditure when he declared; “I know that half of my advertising is wasted, but I don‟t know which half. I spend $2 million for advertising and I don‟t know if that is half enough or twice too much (Kotler and Armstrong, 1989:422)”.

One task that confronts communication scholars and advertising practitioners is to determine the proper role of communication in general and advertising in particular in influencing audience purchase behaviour, so that they can formulate theories and models on the effective use of advertising as a communication and marketing tool.

# STATEMENT OF THE PROBLEM

Marketers of food seasonings in Nigeria have consistently used advertising to promote their various brands over the years. A major challenge facing marketers and consumer product advertisers is how to effectively utilize their advertising budget to achieve greater market share for their various brands. For an established brand in a mature market, the advertiser would be faced with the challenge of identifying the factors that influence repeated brand purchase and what role advertising plays in this process. Belch and Belch (2001) have suggested that measuring advertising effectives would help avoid costly mistakes, evaluate alternative strategies and increase the efficiency of advertising generally.

The acceptance of new products and repeat purchase of existing ones is very crucial in the survival and growth of modern commercial and industrial organisations in the competitive marketing environment. This assertion relates to how consumers react to new and existing product brands and perceive them as useful and fulfilling their needs. Brand loyalty is a prerequisite for a firm‟s competitiveness and profitability. (Aaker 1995, 1997; Reichheld, Markety and Hopton, 2000).

The study sought to establish the extent of brand loyalty for a low involvement repeat purchase product that is promoted through advertising and sales promotion using Maggi seasoning as an entry point. Does exposure to advertisement about a brand translate to favourable preference for the advertised brand? Or are there other factors that facilitate or militate against the effectiveness of the advertising messages? This is against the backdrop that all forms of mass communication which includes advertisements are conducted by the source to achieve some effects. The effects may be to inform or change behaviour or even reconfirm previously held attitude.

Advertisements are designed to be exposed to a relevant target audience, using the media that is acceptable to the audience. Thus, advertising is one of the marketing tools designed to achieve market penetration through the use of visuals and messages designed to persuade the prospect on the merits and the superior benefits offered by the product against that of competitors.

According to Arens (2006), advertising has been conducted with the original notion that mass communication had powerful, immediate and direct effects. In other words, exposure to advertising equals persuasion. This is the thrust of stimulus-response theory, whereby

some stimulus (advertisement) triggers the consumer‟s need or want, and this in turn creates the drive to respond. Arens (2006:151), observed that Advertising effectiveness consists of a learning process in which the learner goes through some mental steps. These steps range from awareness to action, which is the intended action desired by the advertiser.

However, as advertisers and communication researchers have discovered, in the dynamic and ever changing society, these classical theories may not be adequate in explaining the influence of advertising in the consumer decision making process, especially when the objectives of advertising may differ. Scholars have propounded the minimal effects theory (Klapper, 1960) which credits advertising effectiveness as an agent of reinforcement rather than change.

Krugman (1981) has provided further insight that tends to support the stimulus–response theory as against the minimal effects model as postulated by Klapper (1960), by introducing the element of involvement in explaining advertising effectiveness.

Krugman has postulated that the processing and effects of advertising depended upon consumers‟ level of involvement. He explains:

The significance of conditions of low or high involvement is not that one is better than the other, but that the processes of communication impact are different. That is, there is a difference in the change processes that are at work. Thus, with low involvement one might look for gradual shifts in perceptual structure, aided by repetition, activated by behavioural choice situations, and followed at some time by attitude change. With high involvement one would look for the classic, more dramatic, and more familiar conflict of ideas at the level of conscious opinion and attitude that precedes changes in overt behaviour.(1981:407).

This study seeks to build on Krugman‟s insight by trying:

1. to investigate the influence of advertising on brand loyalty for a repeat-purchased product like Maggi seasoning.
2. to identify the factors that influence brand loyalty in seasoning products.
3. to establish the variations of involvement that could facilitate advertising influence for a convenience repeat-purchase product.

# AIMS AND OBJECTIVES

The aims and objectives of this study are to:

1. Investigate the pattern and extent of exposure to Maggi advertisements in Lagos metropolis.

1. Determine the level of brand loyalty for a mature brand (Maggi) and less established seasoning brands such as „Onga‟ and „Suppy‟ in Lagos metropolis.
2. Examine the relevance of television medium as a better source of information on Maggi seasonings rather than billboards in Lagos metropolis.
3. Ascertain the influence of advertising on brand loyalty to Maggi seasoning in Lagos metropolis.
4. Identify the influence of demographic variables (age, education) on advertising exposure to Maggi seasoning in Lagos metropolis.

# RESEARCH QUESTIONS

The study is guided by the following research questions:

RQ1. What is the extent of exposure to Maggi advertisements and brand loyalty in Lagos metropolis?

RQ2. Do consumers of a mature brand (Maggi) display stronger brand loyalty than those of less established seasoning brands in Lagos metropolis?

RQ3. To what extent is television a better source of information on Maggi seasoning advertisements than billboards among consumers in Lagos metropolis?

RQ4. To what extent do advertisements influence brand loyalty to Maggi seasonings in Lagos metropolis?

RQ5. Do demographic variables (age, education) influence of exposure to advertising of seasonings by consumers in Lagos metropolis?

# RESEARCH HYPOTHESES

The following hypotheses are proposed to be tested.

1. Consumers of Maggi seasonings with high advertisement exposures are more likely to display stronger brand loyalty than those with low exposure.
2. Consumers of a mature brand (Maggi) are more likely to display stronger brand loyalty than consumers of less established seasoning brands.

3 Television is more likely to be a major source of information on Maggi seasoning advertisements than billboards among consumers in Lagos metropolis.

1. There is no significant difference in the exposure to advertisements among consumers of different age groups.
2. Exposure to Maggi advertisements is more likely to be higher among women with higher education than those with lower education.

# SIGNIFICANCE OF THE STUDY

This study is significant in several respects.

1. It is a scientific study in Nigeria that seeks to throw further insight into the findings of Herbert Krugman (1981) on the effectiveness of advertising on a repeat-purchase consumer product and re-examine the role of advertising in the consumer decision- making process of low-involvement consumer product.
2. It provides an opportunity to test in a developing market like Nigeria, a phenomenon which has already been accepted in more developed markets of America and Europe.
3. The study offers a unique opportunity to determine the influence of advertising on consumer purchase behavior in a metropolitan location of Lagos, which is the economic nerve centre of the country with strong economic and purchasing power.
4. This study provides opportunity to test the validity of the limited effects theory of advertising.
5. The study provides marketers, advertising practitioners and media planners valuable knowledge base in formulating and implementing advertising campaigns. It also provides social development policy planners useful information on the media use patterns of women consumers which can contribute to effective policy planning and implementation on campaigns on health and social development issues thereby contributing to national development.
6. This research is intended to expand the frontiers of the literature on media effects, specifically, advertising in shaping consumer preferences in a competitive marketing environment.

# SCOPE OF THE STUDY

The study concentrated on a particular brand of seasoning (Maggi) to the exclusion of other prominent brands in the market in metropolitan Lagos. This is because Maggi has been in the Nigerian market for over 45 years and can therefore be regarded as a mature brand when compared to some other seasoning brands like Onga and Suppy that have been in the market for a period of less than ten years.

The study is interested in investigating the level of brand loyalty for a repeat purchase mature product as a measure of the impact of advertising on consumer behaviour. To this end, the study is trying to establish if familiarity with a product brand could contribute significantly to the level of brand loyalty demonstrated by the consumers.

Women consumers were chosen as population for the study because despite the urbanized nature of Lagos metropolis, women constitute the homemakers and are usually the target of advertisements directed to consumers of food and household items. Males were deliberately excluded from the study as they do not constitute a significant percentage of consumers. Consumers who use seasoning for commercial purposes (restaurants eateries) were excluded because from the observation of the researcher the users may not be the buyers of the products.

Lagos metropolis was chosen both for convenience and its strategic economic position in the country. The suburban and rural areas of Lagos State were not included in the study because the density of outdoor media (billboards) in these locations sites is very low.

The field work for the survey was restricted to weekends (Saturdays and Sundays) for period of three weeks. Weekends were chosen as the appropriate time majority of the respondents would be found at home.

The study is therefore restricted to Lagos metropolis for the following reasons: Its high population density

The metropolis has the highest concentration of television and radio stations as well as outdoor sites in Nigeria

The metropolis is the economic nerve centre of the country.

The metropolis has high concentration of population with strong purchasing power.

The economy of Lagos metropolis is significant to Nigeria and the West African sub-region.

# OPERATIONAL DEFINITIONS OF TERMS

The following terms were used in this research as defined in this section.

## Above the Line Media (ATL)

Mass communication media vehicles like television, radio, billboards, etc. When advertising campaign breaks, Above The Line media, potential prospects have the opportunity to be exposed to the messages.

## Advertising exposure

The opportunity to see, hear or view advertisements on seasoning products on television and billboards.

## Advertisements

Sales messages on food seasonings that are communicated to the audience through various mass communication media.

## Billboard advertising

Advertising messages on seasonings placed on posters in billboards on the highways or near the market locations in Lagos State.

## Brand advertising

The advertisements in the mass media of different brands of seasonings in Lagos State.

## Brand loyalty

Preference for a particular brand of seasoning that results in repeated purchase of the brand for a year‟s period or more.

## Brand preference

The choice and purchase of a particular brand of seasoning to the exclusion of other competing ones in the market.

## Consumers

Purchasers and uses of seasoning products in Lagos who are predominantly house wives.

## Food seasonings

Ingredients used to flavour different food delicacies manufactured and packaged in cubes and powdered form.

## Frequency

The repetition of advertisements on seasonings in Lagos State and environs in various above the line media.

## High exposure

Consumers of seasoning who report regular noticing of advertising messages on Maggi seasonings, say more than four times a week.

## Moderate exposure

Consumers of seasoning who report average notice of advertisement of Maggi seasonings about two times a week.

## Low exposure

Consumers who report little or occasional notice of advertising messages on Maggi seasonings.

## Mature product

Seasonings that have been in the market for over ten years and is well known by consumers.

**[**

## Product use experience

Measurement of product involvement based on regular purchase and use of the seasoning brands as reported by respondents.

## Reach

The area covered by advertisements on food seasoning of Lagos State and environs.

## Reinforcement advertising

Advertising of mature seasoning products meant to protect its share of the market as against expansion of market share by competitors.

## Reminder advertising

Advertisements that are used to create top of the mind awareness of a particular brands of food seasoning, like magi advertising messages.

## Repetitive advertising

Advertising schedules that presents advertisements on a continues basis to ensure maximum exposure to target audience.

## Top of the mind awareness

Knowledge of the seasoning brand due to constant reminders of its merits in advertisements.

## Women consumers

House wives who purchase and use different brands of seasonings for cooking dishes.

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**CHAPTER TWO**

**LITERATURE REVIEW**

# INTRODUCTION

The study focuses on the influence of advertising on consumer behaviour on a repeat purchase product. This chapter examines advertising exposure and advertising effects. It reviewed literature and empirical studies conducted on advertising exposure, information processing, involvement and reinforcement theories.

Advertising, which is a form of mass communication, is undertaken with the expectation of the communicator (the advertiser) that some audience effects will be achieved. These effects may be intended, direct or indirect, immediate or delayed, powerful or minimal.

McQual (2005:456) argues that:

The entire study of mass communication is based on the assumption that the media have significant effects yet there is little agreement on the nature and extent of those assumed effects.

McQuail (2005) further opines that the uncertainty concerning this agreement on the nature and extent of effects is more surprising since everyday experience provides countless, if minor, examples of influence. He asserts:

We dress for the weather as forecast, buy something because of an advertisement, go to a film mentioned in a newspaper, react in countless ways to media news, to films, to music on the radio and so on. Good or bad economic news clearly affects business and consumer confidence. There are many cases of negative media publicity concerning for

instance, food contamination or adulteration, leading to significant changes in food consumption behaviour, sometimes with large economic impact. Acts of violence or suicide appear to be copied or stimulated by media portrayals. Much policy and regulation are directed at preventing the media from causing harm, and some even expect media to do some good. Our minds are full of media-derived information and impressions. (2005:456).

Media effects can be differentiated in several ways. Klapper (1960) distinguishes between conversion, minor change and reinforcement which he terms to be change of opinion or belief according to the intention of the communicator, change in the form or cognition, belief or behaviour and confirmation by the receiver of an existing belief, opinion or behaviour pattern.

Media effects, according to Lang and Lang (1981:52), can be classified into reciprocal, boomerang and „third party‟ effects. They emphasized that:

The first refers to the consequences for a person or even an institution of becoming the object of media coverage. A planned event, for instance, is often changed by the very fact of being late paid. A „boomerang‟ effect causing change in the opposite direction to that intended, is a very familiar phenomenon (or risk) in campaigning. A third party‟ effect refers to the belief, often encountered, that other people are likely to be influenced but not oneself. The term „sleeper effect‟ has also been used to refer to effects that do not show up until much later.

# CONCEPTUAL FRAMEWORK

**ADVERTISING EXPOSURE AND MASS MEDIA EFFECTS**

A study of advertising exposure and advertising effectiveness is incomplete without a thorough understanding of the theories of mass media effects, particularly as they relate to advertising effects. This is premised on the proposition that advertising effects is one of the key areas of mass media effects.

McQuail and Windahl (1993) have provided a simplified version of Comstalk et al‟s (1978) model as it relates to television effects on individual behaviour. This model sees the effect process as a continuous sequence of repeated exposure to representations of behaviour (TV messages). Effects depend on the way the behaviour is perceived, on inputs from the situation and opportunities to act out and display the behaviour concerned.

To Daramola (2010:64) advertising is more effective as an agent of perpetuating an established pattern or order. As a means of converting people or creating a major shift in their actions, attitudes or beliefs, he contends that advertising effectiveness seems to be a relatively weak method of persuasion. He suggests that the impact of advertising is diminished by various mediating forces. He explains:

Through a process of selective exposure, perception and retention, a person tends to accept either consciously or unconsciously, information and idea which agree with his or her enduring beliefs and attitudes. Other factors that affect the persuasive ability of advertising include various aspects of the media, the message and the communication situation.

## Advertising Exposure

For a successful advertising message, an individual must be exposed to it, pay some attention to it and interprete as the advertiser intended it. According to Lee Claw one time Creative Director of Chiat/Day, a United States based advertising agency, good advertising is a dialogue with people that lets them bring something to the communication. (cited in Aaker and Myers, Advertising Management Third Edition 1987:249). Daniel Starch (1924) postulates one of the oldest models of advertising which states that for an advertisement to be effective it must be seen, must be read, must be believed and must be acted upon. To him, an important function of advertising is to implant factual messages which are believed and remembered. The objective of advertising is therefore seen as a way to present persuasive arguments for the product. Several filters or barriers tend to diminish the role of exposure to advertising in the persuasion process. McGuine (1969) points out that advertising, like other mass media merely points out the way to the receiver and leaves him/her to inteprete the message to suit his/her predispositions and interests. He argues:

If the person draws the conclusions for himself, he is more persuaded than if the source draws it for him; the problem is that in the usual communication situation, the subject is either insufficiently intelligent or insufficiently motivated to draw the conclusion for himself, and therefore misses the point of the message to a serious extent unless the source draws the moral for him. In communication, it appears, it is not sufficient to lead the horse to the water, one must push his head under water to get him to drink (1969:267).

## Selective Exposure

People have the tendency to expose themselves to communication in accordance with their existing opinions and interests and to avoid communications not in accordance with their

existing opinion and interests. In line with this concept, consumers actively seek out messages they find pleasant or with which they are sympathetic; and actively avoid painful or threatening ones. Schiffman and Kanuk (1995:177) observe that:

Heavy smokers avoid articles that link cigarette smoking to cancer, instead, they note and even quote the relatively few articles that deny the relationship; consumers also selectively expose themselves to advertisements that reassure of the wisdom of their purchase decisions.

Although self-selection of exposure in line with predispositions is mainly conscious, and deliberate, Berelson and Steiner (1964) claim that selective exposure can also operate non- consciously as well, a view which supports the subliminal concept of advertising exposure which argues that advertising effectiveness can operate below the threshold level of consciousness.

Byrant and Davies (2006) are of the opinion that it is crucial that communication scholars arrive at a more comprehensive and deeper understanding of consumer selectivity if they are to have any hope of mastering entertainment theory prerequisite for constructing a useful psychology of entertainment.

Expatiating on the concept of selective exposure, Klapper (1960:19) explains that selective processes protect media content consumers from the media‟s impact. He wrote:

By and large, people tend to expose themselves to those mass communication that are in accord with their existing attitudes and interests. Consciously or unconsciously, they avoid communications of opposite hue. In the event of their being nevertheless exposed to

unsympathetic material, they often seem not to perceive it or to recast and interpret it to fit their exiting views or to forget it more readily than they forget sympathetic material. Most advertising is directed to consumers whose preferences are already formed and who in most cases have experience with the produce. For such mature products, exposure to advertisements functions to remind the consumer of the familiar brand.

## Advertising and Brand Loyalty

Any brand in the market thrives or survives based on its usage by the customer. Dick and Basu (1994) and Baldinger and Robinson (1991) have distinguished between repeat purchases and brand loyalty. They argue that a significant difference between repeat purchases and brand loyalty is that repeat purchasers are very vulnerable to competitors‟ advertisements and promotions. To them repeat purchasers are buying the brand due to a variety of reasons. These include ready availability at the shops, lowest price or other superficial reasons. To them these customers have no commitment to the brand. Brand loyalists on the other hand, consistently, purchase a brand over time due to an emotional attachment to the brand.

Hawkins, Best and Coney (2001:647) explain that the customer likes the brand in a manner somewhat similar to friendship. According to them, consumers use expressions such as;

*I trust this brand, I like this outlet, and I believe in this firm* to describe their commitment

In support of this view, Fournier (1998) presents the typical expression of a committed customer in this way:

I tried it myself one time and eventually adopted a taste for it. Now I drink it all the time. I have it every morning after I come in from my run. I drink it after I clean the house. I always have a glass of it

in my hand. That‟s me. I am very loyal to Gatorade. I would say that I am very loyal to that. I know they have other brands of that now. I see coupons all the time, but I have never even picked up a bottle of them. Never even tried them. Because I like Gatorade a lot. I really do (1998:355).

Hawkins, Best and Coney (2001) observe that committed customers are unlikely to consider additional information which advertising provides when making a purchase. This is because brand loyalty can arise through identification, where a customer believes the brand reflects and reinforces some aspect of the consumer‟s self-concept. They argue that in addition, committed customers are likely to be a source of positive word of mouth- communication, with the possibility that the recipient can become a customer and share positive comments with a third person:

The researcher observed that advertisement for Maggi has tried to use this identification technique to promote brand loyalty with messages such as “The Taste of Success”, Real Star, Real Maggi, Real Women”.

Repeated advertising exposure is seen to promote brand loyalty. This is because advertising creates top-of-mind awareness among consumers so that the advertised brand are part of the evoked set of target audiences. Researchers have demonstrated that popular brands with large advertising budgets use reminder advertising to maintain high awareness levels and increase the likelihood they will be considered by consumers in the market for the product.

# THEORETICAL FRAMEWORK

Studies have been carried out to study the mediators of advertising effects and the level of attention that consumers use to process advertisements (Mackenzie and Lutz 1989, Maclnnis and Jaworski, 1989).

The following theories provide the framework for studying the effects of advertising on consumer behaviour as they explain the mediating variable of advertising on consumer buying behaviour.

## The Selective Exposure Theory

People selectively attend to information based on its relevance to them at any given point in time (Akinfeleye, 2000; Broadbent, 1977; Greenwald and Leavitt, 1984; Krugman, 1988; Penchmann and Steward, 1988; Tolley and Bogart, 1994). In other words, characteristics of consumers directly influence media effects. The theory of selective exposure proposes that consumers tend to see and hear communications that are favourable, congenial, or even consistent with their predispositions and interests (Zullman and Byrant, 1994). In other words, the effects of commercial messages will differ substantially, depending on how a particular consumer uses a given medium, based on individual differences.

Thorson (1990) identifies such individual differences/factors that influence how, and even whether consumers process advertisements as motivation involvement, ability, prior learning and emotion among others.

To Ogilvy (1963: 135-136), feeding her family is a serious business for most housewives (consumers). For this reason, the housewife is always on the look out for new ways to

please her family. In support, of this view, Akinfeleye (2004) contends that housewives are information seekers. They are interested in communication that presents information that is likely to contribute to the wellbeing and welfare of the family such as good food ingredients. This curiosity motivates them to always search for the best among the products available in the market. Akinfeleye (2008) further explains that individual differences account for the different effects of mass media on the audience.

# ELABORATION LIKELIHOOD THEORY

Petty and Cacioppo (1983, 1986) have postulated the Elaboration Likelihood Model (ELM) of persuasion which explains the different ways in which consumers process and respond to persuasive messages and the process by which such persuasive messages as advertising leads to persuasion by influencing attitudes according to Petty and Cacciopo (1983, 1986), Ray (1982), Belch and Belch (2004).

Although there is no general agreement about how advertising works as marketing communication, one point is clear. Advertising is a communication to consumers concerning the need-fulfilling benefits of the advertised products (Nylen, 1986). The purpose of advertising is to provide information that will change the consumer‟s mental and behavioural response in a manner favoured by the advertiser. As Aaker and Myers (1987) pointed out, advertising is aimed at conducting some communication association or persuasion task that will hopefully, result in the desired behaviour.

Petty and Cacioppo, (1983, 1986) have postulated the Elaboration Likelihood Model (ELM) of persuasion which explains the process by which persuasive communication (such as

advertisement) leads to persuasion and habit formation (purchase preference and brand loyalty) by influencing attitudes.

Petty and Cacioppo (1986) postulate that attitude formation or change process depends on the amount and nature of elaboration or processing of relevant information that occurs in response to a persuasive message (advertising). Low elaboration occurs when the receiver does not engage in active information processing or thinking but rather makes inferences about the position being advocated in the message on the basis of simple positive or negative cues (Belch and Belch, 2004). With respect to Maggi advertising, “Taste is everything”.

The Elaboration Likelihood Model proposes two routes to persuasion or attitude change as mediators of advertising effects. These relate with the level of attention that consumers used to process advertisements according to Petty and Cacioppio (1983), MacInnis and Jaworski (1989), Mackenzie and Lutz (1989) and Miniard, Sirdesmulch and Innis (1992).

These are the central and peripheral routes. Under the peripheral route to persuasion the receiver is viewed as lacking the motivation or ability to process information and is not likely to engage in detailed cognitive processing. Rather than evaluating the information presented in the message, the receiver relies on peripheral cues that may be incidental to the main arguments. In this situation, the consumer may use several types of cognitive shortcuts rather than carefully evaluating the message arguments presented in the advertisement (Aaker and Meyers 1996).

The central route to persuasion on the other hand views the receiver of the message as a very active and involved participant in the communication process. When the central

processing of an advertisement occurs, the consumer pays close attention to message contact and scrutinizes the message arguments. According to Belch & Belch (2004), the motivation to process the message depends on such factors as involvement, personal relevance and the needs as well as arousal levels of the individual. Adopting a central or peripheral mode is affected by receiver variables as well as message variables which includes rational arguments or simple cues and positive images and associations McQuail, (2010:517), Arens (2006).

The Elaboration Likelihood and Model theory of information processing and attitude change provides this study a useful explanation of the relationship between exposure to persuasive communication (advertising messages) and consumer behaviour.

It provides the explanation of why and how the consumers expose themselves to certain messages which is the starting point of communication and its influence as a mediator of advertising effects. It provides valuable linkage to the selective exposure theory that examines the basis on how awareness is created among a target audience.

# LOW-INVOLVEMENT THEORY

**KRUGMAN’S LOW-INVOLVEMENT LEARNING MODEL**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| Low-InvolvementAd Exposure |  | Change inPerceptual Structure |  | BehaviouralChange |  | AttitudeChange |

**Source:** Aaker, DA and Myers, J.G. (1987:266).

This exposure model helps to explain how much of advertising, particularly TV advertising works.

Involvement is an important concept in consumer behaviour (Zaich Kowsky, 1985; Beatty, Kahle and Homer 1988). The involvement theory developed out of the theory of hemispheral lateralization or split-brain theory. Involvement theory states that people engage in limited information processing in situations of low importance or relevance to them. (Belch and Belch, 2004; Arens 2006; Kassarjian, 1981; Hawkins and Hoch, 1992;

Ray ,1973; Hawkins, Best and Coney, 2001; Olson, 2003; Krugman, 1981:405).

According to this theory, individuals who are exposed to verbal information cognitively analyze the information through left brain processing and form mental images. Unlike the left hemisphere, the right hemisphere of the brains is concerned with non-verbal, timeless, pictorial and holistic information. In other words, the left side of the brain is supposed to be rational, active, realistic; the right side is emotional, metaphoric, impulsive and intuitive (Flemming, 1981).

Other researchers such as Mittal (1987) has suggested that despite hemispheral specialization, both sides of the brain are capable of high and low involvement; the left side of the brain in high and low cognitive processing; the right side in high and low affective processing. To buttress this contention, Schiffman (1994) explains.

An example of high-involvement affective processing is seen when an individual is exposed to a highly emotional or fantasy-laden stimulus (e.g. an erotic advertisement that is emotionally arousing). An example of low-involvement cognitive processing might involve a simple, single-attribute print advertisement (1994:223).

Building on the notion of hemispheral lateralization, Krugman, (1981, 1982) theorized that individuals passively process and store “right-brain” (i.e non-verbal, pictorial) information that is without active involvement since television is primarily a pictorial medium, TV viewing was considered a right brain activity (passive and holistic processing of images viewed on the screen) and television itself was therefore a low-involvement medium.

According to this theory, passive learning occurs through repeated exposure to a television commercial and produces a change in consumer behaviour i.e product purchase. This behaviour in turn is likely to lead to a favourable attitude towards the brand. Daramola (2010) argues that repeated exposures to advertising messages contribute significantly to the influence of advertising on brand preferences. Arora, (1983), Childers, et al (1984), Smith, et al (1984) found that pictorial cues (which activate right brain processing) are more effective in generating recall and familiarity with the product whereas verbal cues (which trigger left-brain processing) generate cognitive activity that encourages consumers to evaluate the advantages and disadvantages of the product. Low involvement purchases are purchases that are not very important to the consumer, hold little relevance and little perceived risk and thus, provoke limited information processing.

For consumers, when involvement is low, they follow the peripheral route and rely more heavily on other message elements (e.g. background music) to form attitudes or make product choice. Hoyer‟s 1984 study found that low-involvement consumers apply very simple choice rules, when the purchase is not important, and when the product is purchased frequently and presents very little perceived risk.

For low involvement use, peripheral route focuses on presentation (use of celebrity spokespersons or highly visual and symbolic advertisements). Schiffman (1994:201) claims that the degree of involvement or relevance is critical to how the motivated consumer is to search for knowledge.

In an interesting observation on the involvement sequence, McQuail (2005:472) contends that the sequence may go from cognitive directly to behaviour, with affective adjustment occurring later to bring attitude in line with behaviour.

Most advertising is directed to consumers whose preferences are already formed and who in most cases, have experience with the advertised product. For such mature products, exposure to advertisements functions to remind the consumer of the familiar brand.

Researchers have identified two major problems militating against the application of the involvement theory to marketing strategy. They include the lack of a single widely acceptable meaning of involvement because the term has been neither carefully defined nor conceptualized. Munchy and Hunt (1984) identified five types of involvement (ego involvement, commitment, communication involvement, purchase importance, and extent of information search). Zaichkowsky (1986) identifies involvement theory with advertising, with products, and with purchase decisions.

Secondly, they argue that involvement faces the problem of measurement. While researchers who regard involvement as a cognitive state are concerned with the measurement of ego involvement, risk perception and purchase importance, those who focus on the behavioural aspects of involvement measure such factors as the search and

evaluation of product information. Still others such as Finn (1984) argue that involvement should be measured by the degree of importance the product has to the buyer.

In spite of the criticisms by these researchers the theory is relevant to this study in that it provides a useful framework to measure the effects of advertising on purchase behaviour of a common repeat purchase product used by women in metropolitan Lagos.

# REINFORCEMENT/LIMITED EFFECTS

There is controversy as to how many exposures are required to achieve effective advertising. Krugman (1981) argues that there are only three levels of exposure in psychological, not media terms: curiosity, recognition and decision.

For Ehrenberg (1981) the optimum number of exposure to an advertisement is just three: first: to make consumers aware of the product, second to show consumers the relevance of the product and third to remind consumers of its benefits. According to this three exposure theory, all other advertisement repetitions are wasted effort. Some researchers suggest that an average frequency of 11 to 12 exposures are needed to increase the probability that consumers will actually receive three exposures. A study by Gullen and Johnson (1987) that related the viewing of TV commercials to product purchases, found that advertising had much greater influence in attracting new buyers (e.g encouraging brand switching) than encouraging repeat purchases in the short term. The study also showed that the greater the number of commercials shown, the more likely a product is to attract new buyers.

Purchase of branded convenience goods may be shaped to some extent by repeated advertising messages. Bunkrant and Unnava (1987) in a study observe that varying the

formats around the same theme for three different advertisements for a brand of liquor produced greater brand recall than three repetitions of the same advertisement.

Repetition works by increasing strength of the association and slowing the process of forgetting. There is limit to the amount of repetition that will aid retention – some over- learning or repetition beyond what is necessary to learn aids retention. But with exposure beyond a certain point, an individual can become satiated and attention and retention will decline. Thus, advertising wear out can be decreased by varying the advertising message. Some marketers avoid wear out by repeating the same advertisement theme in a variety of formats or using different advertising spokespersons.

Chaffee and Roser (1986) argue that the effectiveness of reinforcement is that there is repetitive sequence from low involvement through perception of dissonance and then learning with cumulative results. In this view an easily forgotten information can develop into a reasoned set of ideas and action, especially under conditions of repeated exposure as in a systematic campaign. McQuail (2005:471) argues that effectiveness is associated with repetition, consistency and lack of alternatives.

Mass communication is more effective in transmitting information (creating awareness) than in changing attitudes (Klapper, 1960). This is because the selective processes operate on the individual to reduce the effectiveness of persuasive messages.

Klapper (1960:8) summarised the postulations of the limited effects to include:

* Mass communication ordinarily does not serve as a necessary and sufficient cause of audience effects, but rather functions among and through a nexus of mediating factors and influences.
* These mediating factors are such that they typically render mass communication a contributory agent, but not the sole cause, in a process of reinforcing existing condition.
* On these occasions that mass communication does function to cause change, one of two conditions is likely to exists:
	1. The mediating factors will be found to be inoperative and the effect of the media will be found to be direct.
	2. The mediating factors which normally favour reinforcement will be found to be themselves impelling toward change.
* There are certain residual situations in which mass communication seems to produce direct effects, or directly and of itself to save certain psychosocial functions. Efficacy of mass communication either as a contributory agent or as an agent of direct effect is affected by various aspects of the media and communication themselves or of the communication situation.

Klapper identified these mediating factors to include: selective perception, selective exposure and selective retention.

To what extent does advertising influence brand loyalty? This is a controversial area where findings have continued to be diverse as the subject of consumer behaviour itself.

Aaker (1995:303) quoting Stuart Agnes of the Young and Rubian advertising agency provides a nice description of branding as follows: “A brand is an asset of differentiating promises that links a product to its customers”. He points out that the concept of brand equity contributes to brand value. He states that equity is formed through what he refers to

as brand equity drivers. They are: brand awareness, perceived quality, brand loyalty and brand associations. Awareness represents the strength of the brand‟s presence in the target‟s mind and this is provided by advertising. Loyalty drives long time success and is developed and maintained through brand associations that are created.

Of what value is reinforcement advertising for a mature or well established brand? Ehrenberg (1981:419) argues that its value can be seen from the point of defensive action or reinforcement. He asserts:

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The role of repetitive advertising of well- established brands is predominantly defensive – to reinforce already developed repeat buying habits. The consumer tends to perceive advertising for the brands he is already buying, and repetitive advertising enables the habit to continue to operate in the face of competition. The consumer does not have to be persuaded to think of his habitual brands as better than others, but has to be reinforced in thinking of them as at least no worse if it‟s a defensive tool and a price the producer pays to stay in business.

Arens (2006:153) argues that the major objective of all brand marketers is to produce brand loyalty, which he explains is a direct result of the habit of repurchasing and the reinforcement of continuous advertising. Peter and Olsen (1996:513) explain:

Brand loyalty is the consumer‟s conscious or unconscious decision expressed through intention or behaviour to repurchase a brand continually.

Arens (2006:153) maintains that advertisers have three aims related to habits in the quest for brand loyalty.

1. Breaking habits which involves getting to unlearn an existing purchase habit and try something new.
2. Acquiring habits which involves teaching consumers to repurchase their brand.
3. Reinforcing habits which involves reminding current consumers of the value of their original purchase and encouraging them to continue purchasing. Arens concludes that advertising, unlike sales promotion, is an integral part of what makes a brand stable, and as McDonald (1993) suggests, it is advertising that reinforces brand loyalty and maintains market share.

A major criticism of the Limited Effects Paradigm has been offered by Severin and Tankard (1979). They argue that the paradigm overstated the smallness of the effects of mass communication; and that in certain situations of mass communication it might have important effects. They claim that research had concentrated on short-term effects of mass communication almost to the exclusion of long-term effects. This argument finds justification on the sleeper effects proposition, which states that forgotten material learnt from previous advertising can gain strength in future.

The minimal effects paradigm has also been contradicted also by the re-emerging Powerful Effects Theory which postulates that repeated messages over a period of time rather than a single message do have significant effect (Mandelson, 1973; Maccoby and Farquhar 1975; Noelle-Neuman 1973).

Nolle-Neuman suggests that three characteristics of mass communication-cummulation, ubiquity, and consonance – combine to produce powerful effects on public opinion.

Lang and Lang (1968) have criticized the classic studies for focusing on election campaigns and then concluding that the effect of the mass media on voting behaviour is minimal. They suggest that the pre-conceptions and impressions that enter into a whole decision are gradually built up in the periods between elections and that the mass media play a large part in shaping those impressions. This the mass media do by forcing attention to some issues and not to others.

Despite the criticisms offered above, the limited effects theory is relevant to this study. This is because it provides the theoretical framework to examine the influence of advertising on consumer behaviour using a repeat purchase product as an entry point and provide the opportunity to test the validity of the theory in a developing market such as Nigeria. It enabled the researcher to test the propositions of the theory and its applicability to the situation at hand.

This is in line with the assumptions of this study that the effects of advertising on brand loyalty for a repeat purchase product in a mature market would be limited as advertising would only reinforce already hold attitudes of the consumer who is operating in a market for a well known brand quality.

# REVIEW OF EMPIRICAL STUDIES

## Krugman’s audience – involvement study

The concept of a low-involvement is derived in part from Krugman‟s theory explaining the effects of television advertising. Krugman (1981:407) wanted to find out why television advertising produced a strong effect on brand awareness and recall but little change in

consumers‟ attitudes towards the product. He hypothesized that television is basically a low-involvement medium and the viewer‟s perceptual defences are reduced or even absent during commercials. To him, in a low-involvement situation, the consumer does not compare the advertising messages with previously acquired beliefs, needs or past experiences. Krugman argued:

The commercial results in subtle changes in the consumer‟s knowledge structure, particularly with repeated exposure. This change in the consumer‟s knowledge does not result in attitude change but is related to learning something about the advertised brand, such as a brand name, ad theme, or slogan.

Krugman observes that when the consumer enters a purchase situation, this information may be sufficient to trigger a purchase. He explains that in a low-involvement hierarchy, the consumer engages in passive learning and random information catching rather than active information seeking.

He argued that a passive, uninterested consumer may focus more on nonmessage elements such as music, characters, symbols, and slogans or jingles than actual message content.

Krugman (1981:406-407) concludes that in a situation of low-involvement, the public lets down its guard to the repetitive commercial of the television medium and that it easily changes its ways of perceiving products and brands and its purchasing behaviour, without thinking very much about it at the time of television exposure or at any time prior to purchase. He argues that the effectiveness of advertising can be understood in terms of the

consistency with which a given campaign, commercial or noncommercial employs talent and research sensitively attuned to the real level of audience involvement.

## Repetitive advertising and brand preferences in a mature market

D‟Souza and Rao (1995) carried out a study to determine whether regular users of established brands would be susceptible to the influence of advertisements that are repeated more than the competition; even if they have heard the advertisements before.

This study had several objectives:

1. to ascertain if advertising repetition will have a positive effect on top-of-mind awareness.
2. to ascertain whether advertising will have a positive effect on purchase probabilities.
3. to ascertain if advertising repetition will have a positive effect on relative brand preferences.
4. to ascertain whether advertising repetition will have a positive effect on choice.

The study used experiment method which involved preference for a hotel. The overall setting was one of making decisions with respect to the components of a vacation, including choice of vacation spot, airline, automobile rental agency and hotel.

The experiment was divided into pre-treatment, treatment and post-treatment phase. The first phase lasted 15 minutes, the second phase 25 minutes while the third phases lasted about eight minutes. The experiment was conducted in an advertising agency.

The study measured the (1) subject‟s top-of-mind awareness (TOMA) relative to the brands in the product class (2) subject‟s preferences (3) subjects were asked to indicate their most preferred brand (hotel).

The results of the study reported in the Journal of Marketing, April 1995 found strong evidence that effects of advertising repetition can show up even in mature categories. The study established a statistically significant top-of-mind awareness (TOMA); brand shares, preference to brand name and brand choice.

The results pointed out that these findings apply not just to repetition, but repetition relative to competition. Thus managers of advertising campaigns should be concerned with their advertising efforts relative to those of competition. The authors concluded that one of the roles of advertising in mature product categories is to maintain the accessibility of brand association in the consumer‟s product brand knowledge structure.

This study lent support to the claim of Ehrenberg (1981) that most advertising is directed to consumers whose preferences are already formed and who have experience with the advertised product, the purpose of such advertising is reinforcement.

Exeter (1982) found that over 80 percent of brand loyal users (defined as exclusive, one- brand users) include table salt, vinegar, nonstick cooking spray, dry milk powdered breakfast drinks, and egg substitutes. Non food grocery products with over 80 percent brand loyal users include waxed paper, oven cleaners, spot removers, and pet shampoos.

A study by a syndicated research company, Diane Crispell and Kathleen Brandenburg (1993) found that 74 percent of its respondents resist promotional efforts by rival brands once they find a brand with which they are satisfied. Equally a 1989 survey (Alsop) showed that brand loyalty won high for food and groceries (51-71%) as against other household equipment and accessories (23-48%).

A study by H. Bruskin Associates explored the relationship between percent differences among brands vis-à-vis brand loyalty for selected products and services and found that brand loyalty is not drawn necessarily by perceived differences among brands adduced to advertising.

Some theorists including Beatty, Kahle and Homer (1988) suggest that brand loyalty is correlated with the consumer‟s degree of involvement. They suggested that high involvement leads to extensive information search and ultimately to brand loyalty, whereas low involvement leads to exposure and brand awareness and then possibly to brand habits.

Behavioural scientists who favour the theory of instrumental conditioning believe that brand loyalty results from an initial product trial that is reinforced through satisfaction, leading to repeat purchase. Cognitive researchers on the other hand emphasize the role of mental processes in building brand loyalty. They believe that consumers engage in extensive problem solving behaviour involving brand and attribute comparisons leading to strong brand preference and repeat purchase behaviour. In the view of Schiffmann (1994:228) involvement theory suggests that frequent exposure to TV commercials that are rich in visual cues and symbolism and short in duration, buttressed by strong in-store displays, creates a type of brand loyalty for low-involvement purchases.

The study by Exeter (1986) has indicated there is little difference in demographics among consumers who are brand loyal and those who are not; whereas Alsop (1989) found that brand loyal consumers are older, have higher income and greater perceived risk.

## Selective Exposure to Television Programmes and Advertising Effectiveness

The study conducted by Norris, Colman, and Aleixo (2003) focused on the influence of selective exposure within an experiment designed to investigate context effects on advertising effectiveness. In a semi natural viewing environment, 86 participants chose one of four television programmes to view. The programmes belonged to diverse genres: news and current affairs, light entertainment, sport, and action-adventure. Each programme was interrupted by two commercial breaks containing unfamiliar advertisements for familiar product types. Self-rated involvement entertainment, and enjoyment of programmes correlated positively with subsequent measures of memory for and responses to the advertisements. The results support the hypothesis that the operation of selective exposure within an experimental situation may result in positive relationships between predictor variables and measures of advertisement effectiveness.

Lloyd and Clancy (1991) provided some support for the selective exposure hypothesis without testing it directly. They hypothesized that the inconsistent results within the context effects literature resulted from two main factors: first, the fact that surveys were carried out in home environments, and second, that previous research had used single unsophisticated measures of programme involvement. These researchers therefore carried out an experimental study in which participants were tested in a simulated living-room atmosphere, and they found that memory and buying intentions were higher for advertisements embedded in programmes that were rated highly on a multidimensional summated-rating scale designed to measure viewer involvement.

This study is anchored on the thesis that the frequency of exposure to the advertisement of Maggi Seasonings would not significantly influence the degree of brand loyalty for a repeat purchased low-involvement product in a mature market because the consumers would engage in limited information processing as a result of well known brand quality. Furthermore, the major media used to advertise seasonings in the Lagos metropolis, are television and billboards which Krugman (1981) refers to as “low involvement media”.

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**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**INTRODUCTION**

The study was concerned with the collection of data to describe the relationship between advertisement exposure and brand loyalty on a repeat-purchase of food product among consumers in the Lagos metropolitan area. The objective was to ascertain:

1. exposure patterns to food seasoning advertisements
2. influence of exposure patterns on brand loyalty
3. influence of demographics on exposure patterns and brand loyalty.

The study was conducted using the survey research method, complemented with focus group discussions. The survey method was combined with focus group discussions to enable the researcher combine the strengths of both methods, and vitiate the weaknesses of a single method. Hansen, *et al* (1998) justifies this approach thus; good research usually benefits from the use of a combination of methods. In other words, researchers should not only consider which is the most appropriate method for the study of their chosen topic or problem but also what combination of research methods will produce a better and deeper understanding of it: Survey research can often usefully be combined with, and enhanced by, focus group research.

## Research Design

The study adopted a descriptive research design. Cresswell (1994) describes it as a combination of survey and focus group discussions. According to Lowery and Defleur (1995:72) “methodology and techniques of survey research have proven to be one of the

most significant contributions of the social sciences to the study of human behaviour in the twentieth century”. Berger (2000:188) identifies survey as “a method for collecting and analyzing social data via highly structured and often very detailed interviews or questionnaires in order to obtain information from large members of respondents presumed to be representative of a specific population”.

Berger (2000:191) further highlights the advantages of survey research method to include: Surveys are inexpensive; surveys can obtain current information; surveys enable the researcher to obtain a great deal of information at one time; surveys provide quantitative or numeric data; surveys are very common, and some of the information the researcher may seek may have already been discovered in a survey.

Sobowale (2008) in an important contribution to the understanding of survey research describes it as a method which involves drawing up a set of questions on various subjects or on various aspects of a subject to which selected members (sample) of a population are requested to react.

Osuala (2001:254) justifies the use of surveys because according to him, the researcher is faced with the difficulty of studying a whole population. He therefore selects random samples which often furnish the same information as a census at much less cost, with greater efficiency and sometimes, greater accuracy.

Taylor, *et al*, (2006, 37-38) maintains that descriptive surveys, such as opinion polls, and consumer research are concerned with fact finding, but can also involve demographic data which helps to clarify the variables being studied.

The advantage of focus group discussions to complement survey has been justified on several grounds. Merigan and Huston (2004) identify the following key points:

* the “interactive effects of group settings” help to focus on participants‟ perceptions, attitudes and behaviours to explore a specified concept from the perspective of the participants rather than the researcher
* Focus groups may also increase the level of self-disclosure for participants from cultures that are more collective than individualistic. In this case, participants‟ responses are seen as parts of a whole group discussion rather than singular expressions.
* Focus groups facilitate brainstorming and a specific concept or topic. This is because people are more inclined to disclose information amid the security of others similar to themselves.

Furthermore, Hansen, *et al* (1998:260) succinctly throw more light into the advantages of focus group over individual interviews as a method for studying media audiences: According to them, (i) group interviews are more cost-efficient, than individual interviews – a wider range of people can be interviewed with the same limitation of time, resources and research money and (ii) groups allow the researcher to observe how audiences make sense of media through conversation and interaction with each other.

Additionally, Hansen, *et al* (1998: 261-262) highlight two important reasons for choosing the focus group discussion over the individual interview as a method of investigation.

1. The argument that the generation of meanings and interpretations of media content is „naturally‟ a social activity, that is, audiences form their interpretations of media content and their opinions about such content through conversation and social interaction.
2. The second, and perhaps more pragmatic reason for choosing focus group discussions over individual interviews, is that they offer dynamics and ways – not available in individual interviews – of eliciting, stimulating and elaborating audience expectations. It is precisely the group dynamics and interaction found where several people are brought together to discuss a subject, that is seen as the attraction of this mode of data-collection method over individual interviews.

In other words, according to Morgan (1988:12) the hallmark of focus groups is the explicit use of the group interaction to produce data and insights that would be less accessible without the interaction found in the group.

## Population of Study

The research was conducted in Lagos State, South-West, Nigeria. The target population is all consumers in the metropolitan area of the state. Lagos state has twenty constitutionally recognized local government areas (LGA) and 37 Local Council Development Areas (LCDAs) created by the Lagos State government in 2002. The study was confined to the metropolitan area of the state which comprises sixteen local government areas listed in Table 1 and did not extend to the four semi-urban/rural local government areas. The four local government areas were excluded primarily because the density of outdoor media sites

is very low in these areas to provide fruitful information to exposure to one of the key media vehicles used in advertising seasonings.

Three high-profile (Apapa, Ikeja, Mainland) and two low-profile (Alimosho and Oshodi- Isolo) Local Government Areas were selected from the 16 LGA‟s in metropolitan Lagos to represent the others as location for the study.

Although the twenty LGAs and the 37 LCDAs are functioning side by side in the state, the researcher decided to use the twenty constitutionally recognized LGAs as the thirty-seven LCDAs form part of the original twenty LGAs.

According to the 2006 Nigerian population census figures, Lagos State has a population of 9,013,534 million inhabitants. Out of this figure, 4,335,514 are women while the balance of 4,478,020 are men. It therefore follows that women constitute a significant proportion of the population of the state. These women would be found in the 16 local government areas of the state.

## Table1: Female Population figure in the five selected local governments in Lagos.

|  |  |  |
| --- | --- | --- |
| **L.G.A.** | **Women Pop.** | **Total Pop.** |
| Alimosho L.G.A | 628, 254 | 1,277,714 |
| Apapa | 97, 806 | 217,367 |
| [Ikeja | 143, 963 | 313, 196 |
| Lagos Mainland | 151, 557 | 317, 196 |
| Oshodi / Isolo | 299, 742 | 621, 509 |

**Source: National Population Commission 2006 Census Report**

**Table 2- Study Location**

|  |  |
| --- | --- |
| **Location Ward Streets** | **Respondents** |
| Alimosho L.G.A Santos/Ilupeju Ben St. | 20 |
| Alafia St. | 20 |
| Oguntade/ Banmeke St. | 20 |
| Bameke Olorunsogo | 20 |
| Alabata Akowonjo Rd | 20 |
| Akinyede St. | 20 |
| Apapa LGA Abraham Oyekan Rd | 20 |
| Adesanya Ashanti Rd | 20 |
| Anjorin Mushin Lane | 20 |
| Adele Road | 20 |
| Ijora Karimu St | 20 |
| Odofin St | 20 |
| Ikeja LGA Orile Ikeja Tonade St | 20 |
| Oluwaleyemi St | 20 |
| Onilekere Egba St. | 20 |
| Onilekere St | 20 |
| Anifowose Balogun St | 20 |
| Planking Rd. | 20 |
| Lagos LGA Aloba/Desalu Ademuyiwa St | 20 |
| Desalu St | 20 |
| Oyingbo Mosolasi St | 20 |
| Akintola St | 20 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Okobaba | Tapa St | 20 |
|  | Odunfa St | 20 |
| Oshodi/Isolo | Ogunloko Ward | Arowojobe St | 20 |
| LGA |  | Olorunsola St | 20 |
|  | Afariogun Ward | Jubrila St | 20 |
|  |  | Adeogun St | 20 |
|  | Mafoluku Ward | Rafiu St | 20 |
|  |  | Makinde St | 20 |
|  |  | **Total** | **600** |

# SAMPLING TECHNIQUES

The multi-staged sampling technique has been used for the selection of samples from local government, wards, streets, and houses to individual respondents. Of the 16 local government areas (LGAs) in metropolitan Lagos, five LGAs were selected randomly from the list in alphabetical order for the study (see map of Lagos State).

From each local government, two streets were selected from each of the three wards used for the study as listed in Table 2 above:

The systematic sampling technique was used for the selection of houses. In alternate houses two respondents were selected to administer the questionnaire, after listing the houses on the street. The interval in the selection of houses used for the survey was determined by the length of the street (road) by using the third house on each street as the starting point.

Two focus group discussions were organized. For the focus group discussion, the researcher trained a research assistant who helped organize the participants, venue and logistics for the session held on Sunday 22/8/2010 in Festac Town, Lagos, for panelists drawn from Oshodi/Isolo Local Government Areas

The researcher and one research assistant conducted the focus group discussion.

The focus group discussions which took approximately two hours was audio-taped, transcribed to a typed manuscript by the researcher and the text was edited for accuracy.

The focus group discussion was held at a Consultant‟s office at Festac Plaza, 24 Road Festac Town, Lagos on 22/8/2010. The participants were given light refreshments and in addition given some allowance to cover their transport costs. The second focus group discussion was held on 2nd September, 2010 at the University of Lagos, Department of Mass Communication broadcast studio. Participants for the second focus group discussion were drawn from Mainland Local Government Area.

The participants were screened and selected as consumers of Maggi seasonings.

## Research Instrument

A 39-item questionnaire was constructed by this researcher for the survey, derived from Sobowale et al. (1989) media research instruments. The instrument is made up of three sections.

Section one sought to establish the brand purchase preferences of the respondents. Section two sought to elicit information on the media use pattern of the respondents. Section three comprised of questions on the demographic characteristics of the respondents such as age,

education, occupation; income, family size, marital status and membership of social organization.

## Validity of Survey Research Instrument

To ensure validity of the survey instrument, the researcher pre-tested it in a pilot study conducted with a sample of 100 respondents in Oshodi/Isolo local government area of the state on the weekend of March 27, 2010. The results of the pilot study assisted the researcher to asses the content and face validity of the research instrument and to help improve questions. The various items were checked to reduce repetition of variables. The focus group discussion participants were carefully selected from housewives who were screened as users of different types of seasonings

The researcher‟s supervisors also subjected the research instruments to rigorous scrutiny and effected necessary adjustments before they approved the instruments.

The instrument was administered in a face to face interview format with the respondents. This procedure of data collection was chosen following the consideration of costs, availability and convenience of the respondents.

## Procedure for Data Collection

Training of research assistants for the survey.

Ten research assistants were engaged and trained to assist the researcher in the administration of the questionnaire. Two training sessions were conducted during which the purpose and procedure of data gathering were painstakingly explained by the researcher. The research assistants were paid reasonable allowances to ensure they did a thorough job. In addition, a research supervisor who is a Masters Degree holder in Mass Communication

assisted the researcher in monitoring questionnaire distribution and coordinating the field work.

The respondents for the pilot study had the same characteristics as those of the main study.

A total of 100 questionnaires were administered in four streets in two wards in Oshodi/Isolo local government.

The pilot study was undertaken to enable the researcher and two research assistants familiarize themselves with the research procedures, the appropriate use of the research instruments as well as, test their effectiveness in the data collection.

Lessons learnt from the pilot study were used to revise and modify the research instruments as well as the research procedures.

## Data Analysis

Frequency tables and graphs were used in presenting the data. The Statistical Package for the Social Sciences (SPSS) was used to analyse the survey data with the aid of a computer. The hypotheses were tested with the use of chi-square and correlation statistics.

For the focus group, qualitative thematic analysis was used to analyse narrative data and identify themes and patterns of media use, audience involvement, motivation and product relevance, influence on purchase preferences.

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# PAPER

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# CHAPTER FOUR DATA PRESENTATION

**INTRODUCTION**

Five research questions were raised and five hypotheses were formulated for the study. Six Hundred questionnaires were administered on the women residents in the five selected local governments within the Lagos metropolis (i.e. 120 questionnaires per local government).

Of the 600 questionnaires administered, 18 were badly filled and this left the researcher with a total of 582 questionnaires for the analysis, giving a return rate of 97%.

The data presented below is based on the 582 questionnaires that were successfully administered, collated and analysed.

The analysis of data begins with the preliminary data, which comprise of the demographic characteristics of respondents as presented below on tables 01-08.

## Demographic characteristics of respondents Table 1: Age

|  |  |
| --- | --- |
| **Age** | **Percentage** |
| 18 – 24 | 28.0 |
| 25 – 34 | 31.9 |
| 35-44 | 24.6 |
| 45-54 | 8.9 |
| 55 years and above | 6.6 |
| TotalN | 100%582 |

In Table 1, the age distribution of respondents is presented. Three age groups (18-24, 25-34 and 35-44) account for the age of the respondents. They constitute 85.5% of the interviewees.

## Table 2: Marital status of respondents

|  |  |
| --- | --- |
| **Marital status** | **Percentage** |
| Single | 35.0 |
| Married | 61.9 |
| Divorced | 0.3 |
| Separated | 0.7 |
| Widowed | 1.9 |
| Living together | 0.2 |
| TotalN | 100%582 |

The marital status of the respondents reveals that two groups of respondents, married (61.9%) and single (35%) account for the majority of the interviewees. They constitute 86.9% of the respondents.

## Table 3: Occupation of respondents

|  |  |
| --- | --- |
| **Occupation** | **Percentage** |
| Student | 20.2 |
| Civil servant | 5.7 |
| Public servant | 5.9 |
| Trading/businessman/woman | 52.6 |
| Housewife | 5.2 |
| Self employment | 3.8 |
| Pensioner | 0.5 |
| Professional | 2.4 |
| Other | 3.5 |
| TotalN | 100%582 |

In Table 3, the occupational distribution shows that the respondents came mainly from two occupations – business/trading (52.6%) and students (20.2%). They constitute 72.8% of the interviewees. The other groups account for 27.2% of the respondents.

## Table 4: Religion of respondents

|  |  |
| --- | --- |
| **Religion** | **Percentage** |
| Christianity | 77.4 |
| Islam | 22.0 |
| Traditional religion | 0.2 |
| Free thinker | 0.3 |
| TotalN | 100%582 |

Table 4 shows that two religious groups, Christians and Moslems accounted for the religious origin of the respondents. They constitute 98% of the interviewees. Other groups accounted for 2%.

## Table 5: Ethnicity of respondents

|  |  |
| --- | --- |
| **Ethnicity** | **Percentage** |
| Yoruba | 55.9 |
| Hausa | 1.6 |
| Igbo | 24.1 |
| Other | 18.4 |
| TotalN | 100%582 |

In Table 5, the ethnic origin of the respondents is shown. Two ethnic groups, Yoruba (55.9%) and Igbo, (24.1%) accounted for the ethnic origin of the respondents. They constitute 80% of the interviewees. The other ethnic groups accounted for 20%.

## Table 6: Educational attainments of respondents

|  |  |
| --- | --- |
| **Education** | **Percentage** |
| No formal education | 5.6 |
| First school leaving certificate | 15.9 |
| Junior secondary | 10.2 |
| SSCE/NECO/GCE | 33.6 |
| OND/NCE | 13.3 |
| B.Sc and equivalent | 17.5 |
| M.Sc and equivalent | 2.5 |
| Professional | 0.4 |
| Other | 1.1 |
| TotalN | 100%582 |

The academic attainment of the respondents is contained in Table 6. As the table show, holders of secondary school certificate constituted 33.6%; degree holders were 17.5% and first school leaving certificate holders accounted for 15.9%. Holders of Ordinary National Diploma/Nigeria Certificate of Education were 13.3% and holders of junior secondary certificate formed 10.2%. All these accounted for 90.5% of the respondents. The other groups constitute 9.5% of the interviewees. As the table shows, literacy level is high among the respondents, so that they can reasonably understand the advertisement messages on Maggi seasoning.

## Table 7: Income of respondents

|  |  |
| --- | --- |
| **Annual Income** | **Percentage** |
| Below N5000 | 11.5 |
| N5000-N50, 000 | 45.8 |
| N51, 000-N100, 000 | 21.3 |
| N101, 000-N500, 000 | 14.3 |
| N501, 000-N1000, 000 | 4.7 |
| Above N1000, 000 | 2.3 |
| TotalN | 100%582 |

As the table indicates, the respondents come from three income groups N50,000 and below (46.2%), N51,000 to N100,000 (17.2%) and N101.000-N500,000 (11.5%). Together, they

constitute 74.9%. As the table shows, the level of prosperity is not high among the respondents of the interviewees. As seasoning is a low-priced commodity, the annual income of the respondents is not likely to have significant influence on the quantity of the product purchased. In other words, the poverty or prosperity among the women-folk is not likely to constitute a constraint on the purchase and use of Maggi seasoning among women consumers in Lagos metropolis.

## Table 8: Family size of respondents

|  |  |
| --- | --- |
| **Family size** | **Percentage** |
| 1 person | 1.2 |
| 2-4 | 41.4 |
| 5-6 | 35.8 |
| 7-8 | 12.4 |
| 9 persons | 9.2 |
| TotalN | 100%582 |

The respondents come mainly from two family size types. Those that have 2-4 persons, (41.4%) and 5-6 persons (34.8%). Together they constitute 77.2% of the interviewees. Respondents with other family size types accounted for 22.8%.

## Research questions answered

The first research question for this study asked, “What is the extent of exposure of women to advertising messages in Lagos State? And tables 9 and 10 below contain the findings.

Research question 1a: What is the extent of exposure of women to advertising messages in Lagos metropolis?

Table 9: How often do you get exposed to Maggi advertisements on television and radio as well as billboards?

## Table 9: Frequency of exposure to Maggi advertisements on television and billboard.

|  |  |  |
| --- | --- | --- |
| **Frequency of exposure** | **Television** | **Billboard** |
| Regularly | 45.9 | 21.7 |
| Once in a while | 34.3 | 42.3 |
| Few times | 13.1 | 13.6 |
| I can‟t say but I have been exposed to it | 6.7 | 22.5 |
| TotalN | 100%582 | 100%582 |

As the Table shows, the frequency of exposure to Maggi advertisements on television is high, with 45.9% and 34.3% indicating that their exposure is regular and once in a while respectively. The two groups constitute 80.2% of the interviewees. Respondents who were exposed to Maggi advertisements on television a few times account for 13.1%. The data shows that the opportunity to see (OTS) is high on television among the respondents. Compared to bill boards from this table, it can be seen that the exposure to television by women in Lagos metropolis is high and television is a valuable medium to reach women folk in Lagos metropolis.

The researcher observed that many of the bill boards that carried Maggi advertisements in the Lagos metropolis were placed on the highways, not close to markets. The positioning of the bill boards, may in part, have accounted for low level of exposure 13.6% reported by the respondents.

Research question 1b: What is the level of exposure of women to Maggi advertisements in Lagos metropolis?

## Table 10: Level of Maggi advertisements exposure

|  |  |
| --- | --- |
| **Frequency of exposure** | **Percentage** |
| Regularly | 45.9 |
| Once in a while | 34.3 |
| Few times | 13.1 |
| I can‟t say but I have been exposed to it | 6.7 |
| TotalN | 100%582 |

To establish the extent of the respondents‟ exposure to advertising messages in Lagos metropolis, the respondents were asked how often they got exposed to Maggi advertisements and their response is contained in Table 10. The table shows that 45.9% of them said they came across advertising messages about Maggi regularly, 34.3% said they saw such messages once in a while, 13.1% said they had seen the messages like that few times and 6.7% said they could not say but they had been exposed such messages. This outcome suggests that the women surveyed in Lagos metropolis had a high level of exposure to the Maggi advertisements.

Research question 2: Do consumers of Maggi brands display stronger brand loyalty than consumers of other food seasoning brands?

## Table 11: Outcome showing whether consumers of Maggi brands will display stronger brand loyalty than consumers of other food seasoning brands.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Brand loyalty** | **Maggi** | **Knorr** | **Royco** | **Vedan** | **Ajinomoto** | **Onga** | **Suppy** | **Other** |
| How long have youbeen using this brand? | % | % | % | % | % | % | % | % |
| Less than a year | 2.6 | 3.9 | 11.8 | 33.3 | 75.0 | 0 | 13.1 | 11.4 |
| 1-3 years | 7.0 | 7.8 | 5.9 | 33.3 | 25.0 | 37.5 | 39.3 | 22.7 |
| 4-7 years | 15.8 | 23.4 | 52.9 | 0 | 0 | 50.0 | 29.5 | 13.6 |
| 8-11 years | 22.4 | 17.1 | 17.6 | 33.3 | 0 | 0 | 4.9 | 6.8 |
| 12 years and above | 52.2 | 47.8 | 11.8 | 0 | 0 | 12.5 | 13.1 | 45.5 |
| Totaln | 100%228 | 100%205 | 100%17 | 100%3 | 100%4 | 100%8 | 100%61 | 100%44 |

To show brand loyalty in table 11 above, it was assumed that consumers who had used a brand consistently four years and above had displayed loyalty towards such brand. So, to show whether consumers of Maggi brands will display stronger brand loyalty than consumers of other food seasoning brands, the figures are taken from between four years and above. With this in mind, the loyalty displayed by Maggi consumers was strong (90.4%); but consumers of Knorr (88.3%), Royco (82.3%), Onga (62.5%) and others seasonings (65.9%) all displayed strong loyalty towards their brands too while the exceptions were Vedan (33%), Ajinomoto (0%) and Suppry (47.5%). So this outcome means that the consumers of Maggi brand did not display stronger brand loyalty than other

food seasoning brands, particularly consumers of Knorr, Royco, Onga as well as other minor seasoning brands.

Research question 3: To what extent is television a better source of information on Maggi seasoning advertisements than billboards among consumers in Lagos metropolis?

## Table 12: Television as a better source of information on Maggi seasoning advertisements than billboards among consumers in Lagos metropolis

|  |  |  |
| --- | --- | --- |
| **Regularity** | **Television** | **Billboard** |
| How often have you been exposed to informationon Maggi from the sources? | % | % |
| Regularly | 45.9 | 21.7 |
| Once in a while | 34.3 | 42.3 |
| Few times | 13.1 | 13.6 |
| I can‟t say but I have been exposed to it | 6.7 | 22.5 |
| TotalN | 100%582 | 100%582 |

The Table is a comparative table on which is a better source of information on Maggi between television and billboards. As shown in the table, television was the source through which many people were regularly exposed to information on Maggi seasoning (45.9%) than billboards (21.7%). This means television is a better source of information on Maggi seasoning among consumers in Lagos metropolis, given the high level exposure to television (45.9%) and billboard (21.7%).

Research question 4: To what extent do advertisements influence brand loyalty to Maggi seasoning in Lagos metropolis?

Table 13: Influence of advertisements on brand loyalty to Maggi seasoning in Lagos metropolis

|  |  |
| --- | --- |
| **Brand Loyalty****Is your use of Maggi influenced by advertising?** | **Percentage** |
| Yes | 11.7 |
| No | 39.9 |
| I cant say | 5.3 |
| No response | 43.1 |
| Totaln = | 100%582 |

Table 13 clearly suggests that advertising bears no relationship (has no effect on) to brand loyalty. Only 11.7% of women in the study said they were influenced by their exposure to adverts while a majority of about 40% said their loyalty had nothing to do with advertising.

Research question 5: Are there relationships between demographics (age, marital status, occupation, education) and brand loyalty among women consumers of food seasoning in Lagos metropolis?

**Table 14: Relationship between the age of consumers and their brand loyalty**

# AGE OF CONSUMERS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Brand loyalty** | **18 -24 years** | **25- 34 years** | **35 - 44 years** | **45-54 years** | **Above 55** |
| How long have youbeen using this brand? | % | % | % | % | % |
| Below one year | 12.4 | 3.9 | 2.2 | 2.1 | 2.8 |
| 1-3 years | 15.5 | 12.2 | 13 | 12.8 | 0 |
| 4-7 years | 21.1 | 21 | 23.9 | 25.5 | 11.1 |
| 8-11 years | 18.6 | 19.3 | 16.7 | 8.5 | 5.6 |
| 12 years and above | 32.3 | 43.6 | 44.2 | 51.1 | 80.6 |
| Totaln | 100%161 | 100%181 | 100%138 | 100%47 | 100%36 |

Table 14 contains the cross tabulation of variables on the age of respondents and their brand loyalty. As shown by the table, most of the women surveyed, irrespective of their age showed loyalty to the food seasoning they consumed. The percentage of consumers who used Maggi consistently for four years and above is as follows: those aged 18-24 years had 72%, 25-34 years had 83.9%, 35-44 years had 84.8%, 45-54 years had 85.1% while those aged above 55 years had 97.3% to show loyalty across all the age groups. As the table shows brand loyalty (measured by those who used Maggi for four years and above) progressively increased with age. In addition a larger proportion of older women (aged 45 and above) displayed stronger brand loyalty than those aged 44 and below. This suggests that age is strongly related to brand loyalty of the respondents.

## Table 15: Marital status of consumers and their brand loyalty

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Brand loyalty** | **Single** | **Married** | **Divorced** | **Separated** | **Widowed** |
| How long? | % | % | % | % | % |
| Below one year | 10.9 | 3.2 | 0 | 0 | 0 |
| 1-3 years | 14.4 | 12 | 0 | 25 | 0 |
| 4-7 years | 18.4 | 23.5 | 50 | 0 | 0 |
| 8-11 years | 14.9 | 17.8 | 50 | 50 | 0 |
| 12 years and above | 41.3 | 43.6 | 0 | 25 | 100 |
| Totaln | 100%201 | 100%349 | 100%2 | 100%4 | 100%9 |

As Table 15 shows, whether they were married (74.6%) or single (84.9%) did not matter as the respondents were loyal to the food seasoning they consumed. Married women who used Maggi for four years indicated strong brand loyalty while 84.9% single women who used Maggi for four years and above indicated strong brand loyalty. The table suggests that marital status had little effect on brand loyalty among the respondents.

## Table 16: Occupation of consumers and their brand loyalty

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Brand loyalty** | **Student** | **Civil servant** | **Public servant** | **Trading** | **Housewife** | **Self employment** | **Pensioner** | **Professional** | **Other** |
| Below oneyear | 11.3 | 6.1 | 3.1 | 3.7 | 10.3 | 0 | 0 | 7.1 | 10.5 |
| 1-3 years | 15.7 | 3.0 | 12.5 | 12.8 | 17.2 | 18.2 | 0 | 7.1 | 5.3 |
| 4-7 years | 16.5 | 33.3 | 15.6 | 22.3 | 24.1 | 13.6 | 0 | 21.4 | 26.3 |
| 8-11 years | 12.2 | 15.2 | 21.9 | 16.2 | 20.7 | 36.4 | 0 | 28.6 | 15.8 |
| 12 years andabove | 44.3 | 42.4 | 46.9 | 44.9 | 27.6 | 31.8 | 100 | 35.7 | 42.1 |
| Total N | 100%115 | 100%33 | 100%32 | 100%296 | 100%29 | 100%22 | 100%3 | 100%5 | 100%8 |

As the table shows most respondents across different occupational categories had strong loyalty to their food seasoning brands.

## Table 17: Academic attainment of consumers and their brand loyalty

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Brand Loyalty** | **No formal education** | **Primary** | **J.S.S****equivalent** | **O’ Level** | **OND/NCE** | **B.Sc/equivalent** | **M.Sc/equivalen t** | **Professional** | **Other** |
| Below oneyear | 6.9 | 6.9 | 12.1 | 5.8 | 5.3 | 2 | 0 | 0 | 5.7 |
|  | % | % | % | % | % | % | % | % | % |
| 1-3 years | 13.8 | 8.0 | 10.3 | 17.8 | 12 | 11.1 | 0 | 0 | 12.7 |
| 4-7 years | 17.2 | 21.8 | 10.3 | 28.8 | 8 | 26.3 | 7.1 | 0 | 21.3 |
| 8-11 years | 13.8 | 11.5 | 19 | 16.2 | 22.7 | 13.1 | 42.9 | 0 | 16.8 |
| 12 yearsand above | 48.3 | 51.7 | 48.3 | 31.4 | 52 | 47.5 | 50 | 100 | 40 |
| Total N | 100%29 | 100%87 | 100%58 | 100%191 | 100%75 | 100%99 | 100%14 | 100%2 | 100%5 |

Table 17 indicates that education had no strong effect on brand loyalty as the various educational categories displayed almost the same level of loyalty.

## Testing of hypotheses

The hypotheses testing begins with the first hypothesis of study, which states that women (consumers) with high advertising message exposures would tend to display greater brand loyalty than those with low exposure. Table 20 below contains the findings.

**Hypothesis 1**: Consumers of Maggi Seasoning with high advertisement exposure are more likely to display stronger brand loyalty than those with low exposure.

## Table 18: Statement of whether consumers of Maggi Seasoning with high advertisement exposure are more likely to display stronger brand loyalty than those with low exposure

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Brand loyalty** | **Regularly** | **Once in a while** | **Few times** | **I can’t say** |
| Less than a year | 1.9 | 6.3 | 0 | 0 |
| 1-3 years | 6.7 | 12.5 | 16.7 | 0 |
| 4-7 years | 22.1 | 15.6 | 22.2 | 18.2 |
| 8-11 years | 27.9 | 14.1 | 50.0 | 45.5 |
| 12 years andabove | 41.3 | 51.6 | 11.1 | 36.4 |
| TotalN | 100%104 | 100%64 | 100%18 | 100%11 |

To test for hypothesis 1 on whether consumers of Maggi Seasoning with high advertisement exposure are more likely to display stronger brand loyalty than those with low exposure, the number of years they have consumed the Maggi seasoning was cross-tabulated with the level of their exposure to advertisements of Maggi. As shown in the table 18, those who regularly (41.3%) or once in a while (51.6%) saw the Maggi advertisements displayed the same level of loyalty to Maggi seasoning (12 years and above) with those who got exposed to the Maggi seasoning advertisements only for a few times (50%) and those who could not say the level

of their exposure (45.5%). This presupposes that whether the level of exposure is high or low, consumers‟ loyalty to Maggi seasoning is the same.

Therefore, the hypothesis “Consumers of Maggi Seasoning with high advertisement exposure are more likely to display stronger brand loyalty than those with low exposure” is invalid and hereby rejected.

**Hypothesis 2:** Consumers of a mature brand (Maggi) are more likely to display stronger brand loyalty than consumers of less established seasoning brands.

## Table 19: Statement of whether consumers of mature brand (Maggi) are more likely to display stronger brand loyalty than consumers of less established seasoning brands.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Brand loyalty** | **Maggi** | **Knorr** | **Royco** | **Vedan** | **Ajinomoto** | **Onga** | **Suppy** | **Other** |
| Less than a year | 2.6 | 3.9 | 11.8 | 33.3 | 75.0 | 0 | 13.1 | 11.4 |
| 1-3 years | 7.0 | 7.8 | 5.9 | 33.3 | 25.0 | 37.5 | 39.3 | 22.7 |
| 4-7 years | 15.8 | 23.4 | 52.9 | 0 | 0 | 50.0 | 29.5 | 13.6 |
| 8-11 years | 22.4 | 17.1 | 17.6 | 33.3 | 0 | 0 | 4.9 | 6.8 |
| 12 years and above | 52.2 | 47.8 | 11.8 | 0 | 0 | 12.5 | 13.1 | 45.5 |
| TotalN | 100%228 | 100%205 | 100%17 | 100%3 | 100%4 | 100%8 | 100%61 | 100%44 |

To test hypothesis 3 for whether consumers of a Maggi brand are more likely to display stronger brand loyalty than consumers of less established seasoning brands. And as it is shown in the table 19, it is not only the consumers of Maggi seasoning that showed strong brand loyalty, consumers of less established seasoning brands also showed strong loyalty. Therefore, the hypothesis “Consumers of a mature brand (Maggi) are more likely to display stronger brand loyalty than consumers of less established seasoning brands” is invalid and hereby rejected.

**Hypothesis 3:** Television is more likely to be a major source of information on Maggi seasoning advertisements than billboard among consumers in Lagos metropolis.

Table 20: Statement of whether television is more likely to be a major source of information on Maggi seasoning advertisements than billboard among consumers in Lagos metropolis

|  |  |
| --- | --- |
| **Sources of information** | **Percentage** |
| Newspaper | 4.1 |
| Radio | 8.1 |
| Television | 83.4 |
| Billboard/poster | 1.7 |
| Friends/relations/neighbours | 1.1 |
| Others | 1.5 |
| TotalN | 100%582 |

In testing for hypothesis 3, the response of Maggi seasoning consumers on the medium of exposure to Maggi seasoning advertisement is considered. Table 20 shows that most of the Maggi seasoning consumers (83.4%) were exposed to Maggi seasoning advertisements through television. Therefore, the hypothesis “Television is more likely to be a major source

of information on Maggi seasoning advertisements than billboard among consumers in Lagos metropolis” is valid and hereby accepted.

# SUMMARY OF FOCUS GROUP DISCUSSIONS

The focus group discussions were conducted to complement the findings of the data from the survey, and provide the opinions of the participants on the reasons for their choice of Maggi seasonings.

Specifically, the participants were asked to express their views on the television programme, Sokoyokoto, a cooking programme sponsored by Nestle Nigeria Plc, marketers of Maggi. On exposure to Maggi sponsored programme, “Sokoyokoto”, there was general agreement among the participants that they watched the programme on a regular basis and members of their families took pleasure in watching it as well. There was general agreement among the participants that the programme provided avenue for entertainment as well as education on the use of Maggi seasonings as good ingredient for cooking. The general opinion on the programme is that it is worth the time spent watching it. The consensus was that watching the programme influenced their continued use and patronage of Maggi seasoning.

## Exposure to Maggi sponsored programme on television called “Sokoyokoto”

Exposure to the programme was found to be high among majority of the disucssants. There was deliberate action to selectively expose themselves to the programme.

To the question: Do you regularly watch sokoyokoto programme, the responses were:

“I do watch the programme Sokoyokoto” regularly. Even my family prefers watching the programme because we learn a lot of things from it. We learn how to cook”

Another participant added:

“I like watching Maggi Sokoyokoto programme because you will find funny people; men cooking something they don‟t do when they have their wives. You will enjoy it”.

“I love to watch the programme because of the woman (presenter) the way she performs during the Sokoyokoto programme. “I like watching it because of the fun, the men that usually cook and the way they cook and the gifts they give them.”

For one participant:

“For some time when we have regular power supply, I use to look out for it. Because of the celebrities they bring on the programme, my children and I look out for it.”

Another explained:

“Not all the time, If I have the opportunity and I don‟t have anything doing while they are showing it, I will sit down to watch it.”

“For me and my family, it is a must watch every week that the programme is shown on Nigeria Television Authority (NTA)”.

## Audience Involvement

The involvement of the audience was found to be high as majority of the discussants claimed that they enjoyed the programme as they learned better ways of preparing delicious

meals using Maggi seasoning. Some of the participants identified with the celebrities and tried to imitate them.

A sample of the responses from the participants goes thus:

“I enjoy the programme. I learn a lot of things from it as I learn how to prepare certain kind of food I did not know previously. So, I enjoy it.

To another participant:

“I cannot do without Maggi, and the programme about Maggi-Sokoyokoto. In fact, in my house, If I am cooking something tasty, my girls will say “Olobe lo l‟oko”, and we will all shout “Shokoyokoto”. We try to practice some of the things we watch on the Sokoyokoto proramme. Even when I am not around, my children will take time to write out the recipe and how to it is cooked. They will now tell you, “Mummy, let us try this.” I think it is the programme that fascinated me into the continued used as Maggi. I don‟t want anything that will spoil my own cooking. So, I continue to use Maggi Chicken.”

Another one pointed out:

“I enjoy watching Sokoyokoto programme. One, because of the celebrity they bring to cook. Even the way they cook, you will be surprised that it is this way this is being done. You may already think that this is how it should be done, but at the end of the day, you will see another method of cooking such food and it will come out in a lovely way.”

One discussant added:

“I like watching the programme. There was one I watched some time that … the cooking, we saw men licking their fingers as they were going to bite their fingers. It is very interesting.”

## Motivation and Product relevance

To the question: What level of importance do you attach to seasoning in your cooking and do you put seasoning as an item that must come first so that food is completed?

Majority of the discussants were affirmative that without Maggi seasoning, their cooking would not be complete as reflected thus:

“If I don‟t put Maggi in the food I cook, I won‟t like the taste that is for me. I‟ve tried it so many times and did not like the taste, but when I add Maggi I like the taste.” The truth of the matter is that there is no amount of soup you cook, even with crayfish, with leaves and all these things, if you don‟t put Maggi, the taste will not come out.

One participant put it thus:

“Actually, when I see men cooking on Sokoyokoto programme, the first thing that attracts me is that you see the way they arrange all the different ingredients that come into it, like crayfish in bowl, the onion is sliced. I know that is not the way we cook at home, but it makes cooking an endearing thing.And like the presenter will say, “To top it all, if your cooking is not done this way, and it doesn‟t contain Maggi, it is not well done. Then the Maggi seasoning is added. It was that particular addition of Maggi and the whole fancy about it that endeared me to switch over to the use of Maggi seasoning.

To another:

“Like the adverts during the programme. I do not go by the adverts every time, but the interest I have in Maggi has been the motivating factor.

## Influence on Purchase Preferences

To the question, of whether exposure to the television programme has contributed to their preference for Maggi seasoning, majority of the participants answered in the affirmative.

One participant argued:

“The interesting part is that they are trying to promote their product more. If anybody sees them licking their fingers, they will say that this is the best seasoning and straight they will go to the market buy. That is what I believe. The quality of the ingredient will help also.

Another added:

“Well, Maggi contributed. I believe it is because of the Maggi and other ingredients added to it, at least Maggi will bring the best.”

Yet another argued thus:

“If the food is not tasty, definitely they will not be licking their fingers. I think it is tasty, that is why they are licking their fingers and I would also try to imitate them.”

One discussant tried to give a detailed explanation thus:

“In my view, a lot of us, when we talk about Maggi, we use the word Maggi as a general term, so it is not really the brand „Maggi‟. Some people will say “if I don‟t use Maggi”, But if you ask them what they actually use, it is either they are using one other brand, may be Royco, Knorr, etc. So when people, watch television is a special brand called Maggi; any kind of seasoning is Maggi. I think that one thing that is working in favour of Maggi is the fact that the brand is already an established name, so for many consumers, any kind of seasoning is Maggi.

# CHAPTER FIVE: FINDINGS AND DISCUSSIONS

**FINDINGS**

1. The study found no significant influence of advertisement exposure on brand loyalty among consumers of Maggi seasoning in metropolitan Lagos.
2. The study found no significant relationship between level of product maturity and brand loyalty in metropolitan Lagos.
3. The study found no significant relationship between exposure to television medium as a major source of information on Maggi advertisements although television was identified as a major source of information of Maggi advertisement
4. The level of exposure and audience involvement to the television sponsored programme on Maggi seasoning „Sokoyokoto‟ was high among the audience. Over 90% of the panel discussants claimed that they made deliberate efforts to watch the prgoramme and they learned better ways of preparing delicious meals using Maggi seasonings. Some of the discussants identified with the celebrities and tried to imitate them
5. The study found that age and educational attainment did not influence exposure to Maggi advertisements in metropolitan Lagos.

# DISCUSSION OF FINDINGS

1. The implication of non establishment of a significant influence of advertisement exposure on brand loyalty among consumers of seasonings in metropolitan Lagos.
	1. Exposure to advertisement on seasonings is high among the respondents. The findings show that advertisement is playing a primary function of creating awareness among the target audience. It also means that appropriate media are being used to expose the messages to the target audience. With the medium of television and outdoor used to expose the messages in metropolitan Lagos the opportunity to see (OTS) is established.

From the findings, the assumption of the study that frequency of exposure to the advertisement of Maggi seasoning would not influence the degree of brand loyalty for a repeat purchase low-involvement product has supported the limited effects theory of advertising effectiveness. In other words, advertising has been found to be more effective in creating awareness than influencing behaviour.

* 1. Awareness of advertisement messages on Maggi did not translate to change in behaviour (brand loyalty). This means that while consumer awareness of the brand is high, the purchase habit of Maggi seasoning does not correlate with the awareness level. In other words while consumers are constantly reminded of the benefits of the brand through advertisements, other factors beside advertisement contribute to their purchase decision.

The AIDA principle (awareness, interest, desire, action) posits that for an advertisement to be effective, the target audience must proceed from the level of awareness, develop interest, have a strong desire that will ultimately result in appropriate action, which is the purchase or continued patronage of the product. Thus, Lavidge and Steiner (1961) in their hierarchy of effects model agree that the

starting point in the series of mental steps through which a brand must climb to gain acceptance is the creation of awareness which advertisement exposure provides. The findings of insignificant relationship between advertising exposure and brand loyalty strengthens the theory of limited effects of persuasive advertising.

* 1. The level of audience involvement to the television sponsored programme. “Sokoyokoto” contributed to not only the high level of exposure, but also to brand preference. The contents of the television programme contained information, education and entertainment which was a source of motivation to selectively expose the audience to the Maggi advertisement commercials aired in the course of the programme. The high level of interest in the programme could have contributed to the favourable attitude towards Maggi brand as indicated in the focus group discussions.
1. The implications of non establishment of a significant relationship between level of product maturity and brand loyalty.
	1. There was no difference in the level of brand loyalty for a mature product (Maggi) and less established brands (Onga and Suppy).

As the findings indicate, while 59.3% of Maggi consumers insisted they would not change their brand the consumers of Onga (66.7%) and Suppy (64.3%) insisted they would not change brand. The findings suggest that consumers of seasoning are very receptive to the advertisement and offerings of competitors.

Additionally as responses from the focus group discussion, indicate, Maggi has acquired a generic name for seasoning. The discrimination in the purchase of various brand of seasoning is not strong as a result of little difference in the product characteristics.

* 1. There is more repeat purchase than emotional attachment to Maggi as a brand. This constraint in brand discrimination is a constant feature of convenience products that share similar or near similar product characteristics. While advertisement is employed to create a unique distinguishing and brand image and positioning for the product through packaging and other features, the consumer often sees in terms of the function the product provides rather than the distinctive messages on the individual brand. As one discussant in the focus group explained: “when we talk about Maggi, we use the word Maggi as a general term, so it is not really the brand. Some people will say “I don‟t use “Maggi” but if you ask them what they actually use, it is either they are using one other brand, may be Royco, Knorr etc… for many consumers, any kind of seasoning is Maggi. This lack of precise brand discrimination for convenience goods applies
	2. Varieties of Maggi brand. As a marketing strategy, the Maggi brand is offered to consumers in various varieties such as, „Maggi Star‟. „Maggi Chicken‟, “Maggi Mixpy, etc. while the varieties have the capacity to generate more abundant sales, it is debatable whether it is capable of weakening or strengthening loyalty for the brand. This is because as various varieties of the same brand are frequently introduced into the market, some consumers may see it as another version of the product while others may see it as a different product entirely.
	3. Competitive advertising and promotion activities. The advertising and promotional; activities of competitors can be seen as capable of affecting loyalty for an established mature brand like Maggi. The objectives of competitors is to snatch some share of the market of established brands. While mature brands engage in defensive advertising which tries to reassure exiting consumers of the wisdom of continued patronage of their known brand, competitors may engage in aggressive marketing and advertising to convert non-users to trial purchase their own brands. In the course of gathering data for the study in the field, the researcher noted that both „Onga‟ and „Suppy‟ were running advertising campaigns on both radio, television and outdoor, with such message as “Onga, Mama‟s Helping Hand‟.

While Onga was advertising consistently on television during the period of the study, Suppy engaged largely in below-the-line advertising by giving trade support, sales support as well as memorabilia. The below-the-line activities may not have been very visible to the respondents as the opportunity to see (OTS) was absent.

1. Television as a major source of information on Maggi advertisements. The study found that 37.5% of the respondents identified television as a source of information on Maggi advertisements. However, the study found no significant relationship between exposure to advertisement on television and outdoor advertisement. Some respondents who claimed that television was their major source also reported noticing adverts on billboards. This made it difficult to effectively isolate the influence of television from that of outdoor. This seems to strengthen the contention of advertising agency media planners who prefer to combine the dynamic strength of television and the visibility of outdoor which does not depend on electricity supply

to be exposed to prospects. This is important, given the energy challenges that Nigeria has been experiencing for many years now. The value of television continues to be strong as an advertising medium, despite the fact that the problem of irregular electricity supply has continued to reduce the extent of its exposure to target audience.

1. The study found that level of exposure and audience involvement to „Sokoyokoto‟ a Maggi sponsored television cooking programme was high. The finding shows that the programme was seen as a family event which attracted viewership from a cross- section of members of the family. The social environment surrounding the programme provides opportunity for interpersonal communication, which serves as a veritable source of word-of-mouth advertising. It also provides opportunity to confirm the choice of Maggi seasoning by members of the family who have opportunity to discuss the product brand while the cooking programme is being aired.
2. The study found that age and educational attainment did not influence exposure to Maggi advertisements.
	1. The assumption that there is no significant difference in the exposure to advertisements among consumers of different age groups was accepted. From the findings, exposure to mass media in metropolitan setting is not related to age. This could be explained by the fact that the age groups covered by the study covers women who are within the marriageable age. From the findings, 62% of the respondents were married. It could be assumed as David Ogilvy (1963), observes,

they are concerned with ways of taking care of their families, irrespective of their age groupings.

* 1. Equally, the study found that there was no difference in the exposure to Maggi advertisements among consumers with different levels of education. As observed in the case of age, the high proportion of respondents with low formal education (73%) supports the assumption that since television and outdoor are what Krugman (1981) refers to as low involvement media, the consumers are likely to engage in limited information processing as a result of well known brand quality. The level of education is not a critical factor in processing advertisements about a low- involvement product which the prospects are given simple cues to form impression or contain their impressions on the brand.

It is significant to note that while consumers of seasonings differ widely in their demographic attributes, just as their responses to advertisements, age was noted as a factor influencing brand loyalty among the consumers. The study found that there was higher brand loyalty among consumers aged below 45 years than those of 45 years and above. One of the recurring responses was that of salty taste of Maggi, which was more pronounced in the response of consumers aged 45 and above.

# LIMITATIONS OF THE STUDY

1. The problem of limiting the study location to Lagos metropolis is that the opinion of consumers in the rural area could not be captured.
2. Males were deliberately excluded from the survey.
3. The difficulty with verifying claims of respondents that is usually associated with survey studies.
4. Many of the respondents were reluctant to allow research assistants into their homes due to the fear of entertaining strangers arising from the high level of insecurity in the state and the country

# CHAPTER SIX: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

**SUMMARY INTRODUCTION**

This study examined advertisement exposure and brand loyalty of Maggi seasoning in Lagos metropolis.

The study specifically:

1. Investigated the pattern and extent of exposure to Maggi advertisement in Lagos metropolis.

2 Determined the level of brand loyalty for a mature brand (Maggi) and less established seasoning brands in Lagos metropolis.

1. Examined the relevance of television medium as a prime source of information on Maggi seasonings in Lagos metropolis.
2. Ascertained the influence of advertising on brand loyalty on Maggi seasoning in Lagos metropolis.
3. Identified the differences of demographic variables (age, education) on brand loyalty of Maggi, seasoning in Lagos metropolis.

Two research methods adopted for the study are: survey method and focus group discussions. Survey method was used to gather data on the advertisement exposure and brand loyalty from the respondents. Focus group discussion was used to elicit information on the opinions and purchase preferences from the panel of discussants.

The survey was conducted in five local government areas: Alimosho, Apapa, Ikeja, Lagos Mainland and Oshodi/Isolo. Out of these, three are high- profile areas (Apapa, Ikeja, Lagos Mainland) while two are low-profile (Alimosho and Oshodi/Isolo).

The focus group discussions were held in two sessions. The focus group discussions were held at Festac Town (Amuwo-Odofin LGA) on 22nd August, 2010 and Mass Communications Department, University of Lagos, Akoka Lagos (Mainland LGA). Participants selected for the focus group discussions were screened as bonafide consumers of Maggis seasoning. The Festac panel consisted of eight members while the university of Lagos panel was made up of 10 members.

# CONCLUSIONS

1 Exposure to Maggi advertisement did not exert direct influence on brand loyalty in metropolitan Lagos. This, therefore, means that advertisement did not directly influence consumer behaviour for a low-involvement product

1. The level of product maturity had no effect on brand loyalty. This means that emotional attachment to Maggi is not stronger than less established brands as there was more repeat purchase than emotional attachment to the brand which strengthens brand loyalty. In other words more consumers purchased Maggi out of habit than conviction.
2. Television is a major source of information on Maggi advertisement than billboard.

Although television was identified as a major source of information on Maggi advertisements, the study found no significant difference between exposure to

advertisement on television and outdoor advertisement. This means that influence of television could not be separated from outdoor. While the relevance of television as a dynamic medium continues to be strong, the visibility of outdoor advertising, especially at the point of purchase, compensates for any shortcomings the medium has.

1. The high level of audience involvement on television cooking programme

„Sokoyokoto‟. The study concluded that the social environment surrounding the viewership audience of the programme provided opportunity for effective word-of- mouth advertising and building family interest in Maggi brand which strengthens the family tradition of being Maggi brand loyalist.

1. Demographic variables of age and educational attainment made no difference on exposure to Maggi advertisements. This means that since television and outdoor which are regarded as low-involvement medium, that involves low-information processing, the use of emotional appeal models and cues rather than strong rational arguments in advertisement message construction reduces the impact of education and age barriers in decoding advertisement messages.

# RECOMMENDATIONS

Arising from the foregoing conclusion, the following recommendations are made:

1. Advertisers of seasoning brands as well as other convenience should strengthen their advertising objectives, and increase the advertising budget in relation to other promotional mix element to enable advertising concentrate on building emotional

attachment to the brands as it is currently doing so as to strengthen the needed attitude change that will sustain brand loyalty for the product.

1. The weight of repetitive advertising should be sustained to keep the voice of the brand in the mind of both new and old prospects. Top of the mind awareness (TOMA) is very strategic for advertisement success of an established mature brand in order to ward off the aggressive advertising activities of competitors.
2. The tendency to despair over the assumed limited effects of advertising as highlighted in this study and once bemoaned by the Philadelphian retail merchant, John Wanamaker, should be avoided. Generally, advertising effectiveness depends on the level of resources allocated to it. Advertising of consumer goods should be treated as an investment which should contribute to the attainment of the company‟s goals like other investments such as product development.

The tendency to reduce advertising budgets in favour of sales promotion should be avoided. The value of advertising should be seen in its long term and not compared with the short term gains of sales promotion. To remain in business, the voice of the product should continue to resonate through continuous advertising. It provides value for organizations‟ stability in the market place. Advertising effects is cumulative whereby future advertising should draw on the gains of previous advertising activities. As the study has indicated one of the factors that reduce the effects of advertising on brand loyalty is the habit breaking effects of sales promotion which encourages brand switching.

1. More innovative television sponsorship programmes should be introduced. The level of audience exposure and involvement with „Sokoyokoto‟ cooking programme has demonstrated the effectiveness of television as an advertising medium. The programme should be sustained and improved upon.
2. The models used in the outdoor advertisement should as much as possible reflect various age groups to showcase the tradition of Maggi use from one generation to another.

# CONTRIBUTIONS TO KNOWLEDGE

Based on the findings and conclusions above, the study has made the following contributions to knowledge:

1. It has provided data from a developing market to test the influence of advertising on brand loyalty which has already been accepted in more developed markets of America and Europe.
2. The study provided valuable insight into the media use pattern of women consumers who are a vital segment of the consumer market and has contributed to a greater understanding of the effectiveness of advertising in influencing consumer purchase preferences.
3. It validated the relevance of television as a primary advertising medium for advertising repeat-purchase consumer products which should be of valuable to media planners in advertising agencies.
4. Contributed to better understanding of the effectiveness of advertising on a repeat- purchase consumer product and contributed to a better understanding of the role of

advertising in the consumer decision-making process as regards a low-involvement product.

# SUGGESTION FOR FURTHER STUDIES

Arising from the findings and conclusions submitted above, the following suggestions are made for further studies:-

1. Further study should examine the credibility of television in relation to other media used in advertisement campaigns.
2. Further study should examine the relationship between source credibility, source attractiveness.
3. Further study should examine advertising budget allocation and its impact on advertising effectiveness.
4. The study used survey and focus group discussion to gather data for the study. It is suggested that further study should be laboratory experiments to measure advertisement influence on purchase intentions by comparing findings from the different groups.
5. The study used low-involvement product to test advertisement effects. It is suggested that high involvement product like automobile be used for a further study.
6. The study used product use experience to measure brand loyalty. It is suggested that further study should use attitude to brand to measure brand preference and loyalty.
7. The media used to measure advertising exposure was limited to television and billboard (outdoor) it is suggested that further study should include radio and magazines (print).
8. Further study should extend the scope to other areas of the country.
9. The study measure influence of age and education on advertisement exposure. It is suggested that further study should be extended to included influence of demographics on brand loyalty.
10. Motivation study should be conducted to unearth the motives for audience interest in television programme on Maggi cooking.

## Ethical issues addressed in the study

The researcher ensured that ethical research principles were adhered to in the field work and focus group discussions by making sure that the following issues were properly addressed:

The respondents for the survey were given free choice in the completion of the questionnaire. No influence was exerted on them and they were not induced to respond to questions in any predetermined way. They were also not persuaded to complete the questionnaire if they refused to do so.

The research assistants were trained and oriented to treat the respondents with respect. Their confidentiality and privacy were respected.

The right of the respondents to refuse or agree to complete the questionnaire was equally acknowledged. Where any of the respondents refused to respond to any of the questions or participate, their free will was respected.

For the focus group discussions (FGDs), the principle of anonymity of the participants was respected. In this regard, the participants were not identified by name or other specific means of identification to protect their privacy. The participants were treated with respect.

They were encouraged to contribute freely to the discussions and no suggestions were made to them as to how to respond to the points raised by the moderator.

Participation in the two focus group discussions was voluntary and no form of coercion was applied to obtain their consent to participate. The participants were properly informed about the purpose of the FGD: that it was for academic purpose and that it was not sponsored by a commercial organisation or institution.

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# APPENDIX I

**RESEARCH QUESTIONNAIRE**

My name is Charles Chinedu Onwunali, a doctoral candidate in the Department of Mass Communication, School of Post Graduate Studies, University of Lagos. I am conducting a study on Advertising Exposure and Brand Loyalty in Metropolitan Lagos, Nigeria: A study of the consumers of Maggi Food Seasoning, in partial fulfillment of the requirements for the Ph.D degree in Mass Communication. You have been selected, in accordance with a scientific procedure, to participate in this exercise. You are, therefore, requested to answer the following questions truthfully.

Whatever you say will not be disclosed to anybody or used for any purpose other than academic. To protect your privacy, we are not going to ask you for your name.

Thank you for your cooperation.

# INSTRUCTION

Please give only one answer to each question, except where you are asked to give more than one answer.

Thank you.

## Do you use food seasonings in your cooking?

* 1. Yes
	2. No

## If yes, which of the following brands do you use?

* 1. Maggi
	2. Knorr
	3. Royco
	4. Vedan
	5. Ajinomoto
	6. Onga
	7. Suppry
	8. Other Specify……………………………………………………………………

## For how long have you been using this brand?

1. Less than a year
2. One to three years
3. Four to seven years
4. Eight to eleven years
5. Twelve years and above

## Do you have a favourite food seasoning brand?

* 1. Yes
	2. No

## If yes, is Maggi your favourite food seasoning brand?

* 1. Yes
	2. No

## If Maggi is your favourite, for how long has it been your favourite?

* 1. Less than a year
	2. One to three years
	3. Four to seven years
	4. Eight to eleven years
	5. Twelve years and above

## How often do you use Maggis food seasoning in your cooking?

1. Regularly
2. Occasionally
3. Only on special occasions
4. Other specify…………………………………………………………

## How often do you use other food seasoning brands?

* 1. Regularly
	2. Occasionally
	3. Only on special occasions
	4. When Maggi is not available
	5. Other specify………………………………………………………

## What makes Maggi your favourite food seasoning brand?

1. Taste
2. Aroma
3. Price
4. Packaging
5. Other specify…………………………………………………………

## Can you ever change Maggi as your favourite?

* 1. Yes
	2. No
	3. I can‟t say

## If yes, what can make you change Maggi as your favourite?

* 1. If the taste diminishes
	2. If the aroma is no longer appealing
	3. If the price is increased
	4. If the packaging is no longer attractive
	5. If it is no longer available
	6. Other specify………………………………………………………….

## Can you recommend Maggi to any other person?

* 1. Yes
	2. No
	3. I can‟t say

## If yes, have you recommended Maggi to anyone?

* 1. Yes
	2. No
	3. I can‟t say

## If Maggi is not your favourite, why?

1. Because of its taste
2. Because of its aroma
3. Because of its price
4. Because of its packaging
5. Because of its non availability
6. Other specify…………………………………………………

## What would make you change to using Maggi?

* 1. If the taste is better
	2. If the aroma is appealing
	3. If the price is lower
	4. If the packaging is more attractive
	5. If it is more available
	6. I can‟t change to the brand I am using now
	7. Other specify……………………………………………………

## From which of the following outlets do you purchase you are Maggi seasoning?

* 1. The nearest store
	2. The regular market
	3. Anywhere I see it
	4. Other specify…………………………………………………..

##  What do you do if your favourite food seasoning brand is not available at your usual outlet/store?

* 1. I accept any other alternative seasoning offered by the seller
	2. I request for a cheaper brand
	3. I go to other sales outlets where my favourite brand available
	4. Other specify………………………………………………………….

## What makes you patronize the store/seller where you purchase your seasoning?

* 1. Convenient location
	2. Availability of my favourite brand
	3. Assurance of quality product
	4. Other specify…………………………………………………….

## Where do you normally get information from?

* 1. Newspaper/magazine
	2. Radio
	3. Television
	4. Billboard/Poster
	5. Friends/relations/neighbours
	6. Other

## Have you ever been exposed to any advertisement about Maggi food seasoning?

1. Yes
2. No
3. I can‟t remember

## If yes, through which medium?

1. Newspaper/magazine
2. Radio
3. Television
4. Billboard/poster
5. Friends/relations/neighbour
6. Other specify……………………………………………………

## How often do you get exposed to Maggi advertisement on television and radio?

* 1. Regularly
	2. Once in a while
	3. Just been exposed to it few times
	4. I can‟t say but I have been exposed to it

## How often do you get exposed to Maggi advertisement on billboard?

* 1. Regularly
	2. Once in a while
	3. Just been exposed to it few times
	4. I can‟t say but I have been exposed to it

## Would you say the advert you were exposed to is responsible for making Maggi your favourite?

* 1. Yes
	2. No
	3. I can‟t say

## What aspect of the advert do you find most interesting?

* 1. The visual elements
	2. The jingles
	3. The text presentation
	4. The medium of exposure
	5. The slogan
	6. No aspect is interesting
	7. I don‟t like the advert
	8. Other (Specify)…………………………………………………….

## Please can you recall any advertising slogan of Maggi?

* 1. Yes
	2. No

## If yes, how many slogans of Maggi can you recall?

…………………………………….……………………………………………………

………………………………………………………………………….

##  Would you say the sales promotion incentives of Maggi influenced your preference for it?

* 1. Yes
	2. No
	3. I can‟t say

## Have you ever benefited from the sales promotion incentives of Maggi?

* 1. Yes
	2. No
	3. I can‟t remember

## What other forms of marketing communication or sales promotion effort of Maggi has influenced and sustained your continued patronage?

* 1. Maggi cooking competition
	2. *Soko Yokoto*
	3. Maggi Women‟s Forum
	4. Sales promotion
	5. Gift items
	6. Other……………………………………………………………………

## Age

* 1. 18 to 25 years
	2. 26 to 34 years
	3. 35 to 44 years
	4. 45 to 54 years
	5. 55 years and above

## Marital status

* 1. Single
	2. Married
	3. Divorced
	4. Separated
	5. Widowed
	6. Living together

## Occupation

* 1. Student
	2. Civil servant
	3. Public servant (teacher, corporation staff, etc.)
	4. Trading/businessman/businesswoman
	5. Housewife
	6. Self employment
	7. Pensioner
	8. Professional
	9. Other…………………………

## Religion

* 1. Christianity
	2. Islam
	3. Traditional religion
	4. Free thinker
	5. No religion
	6. Other………………………………

## Ethnicity

* 1. Yoruba
	2. Hausa
	3. Igbo
	4. Other………………………….

## Education

* 1. No formal education
	2. First school leaving certificate
	3. S.S.C.E/NECO/GCE
	4. OND/NCE
	5. B.Sc and equivalent
	6. M.Sc. and equivalent
	7. M.Phil
	8. Ph.D
	9. Professional qualification
	10. Junior secondary/S75/Form Four
	11. Other………………………………………….

## In which income category per annum do you belong?

* 1. Below N5000
	2. N5000-N50,000
	3. N51,000-N100,000
	4. N101,000-N500,000
	5. N501,000-N1000,000
	6. Above N1000,000

## Family size

1. 1 person
2. 2-4 persons
3. 5-6 persons
4. 7-8 persons
5. 9 persons and above

## Which Local Government Area of Lagos do you live? Specify

………………………………………………………………………………

# APPENDIX 2

**FOCUS GROUP DISCUSSION GUIDE**

## Introduction

I am happy to welcome you distinguished ladies to this panel of discussants. The researcher is pleased that you are able to honour his invitation to participate in the discussion in spite of your pressing commitments.

The exercise is purely for academic purposes and does not have any commercial or political connection. I am just a researcher from the Department of Mass Communication, University of Lagos. My duty and assignment in this panel is to direct the discussions so that you can freely speak your mind. Please feel at ease and comfortable so that we can enjoy this discussion. For you information, the discussions are being recorded for academic purposes only. No member of the panel will be specifically identified beyond your voice in the audio recording and the group photograph that will be taken at the end of the proceedings.

Before we commence, I kindly request you to listen to the rules that will guide our discussions.

1. One person should speak at a time when she has been signaled to speak, and please make your voice as loud as you can.
2. Give your opinions and views as frankly and truly as you can. You should not argue with any other person on the panel even if they do not agree with what you are saying.
3. Do not engage in any side talks or disrupt a speaker once she has been asked to speak.
4. Every member of the panel is important and your opinions or views are highly regarded.
5. The researcher is looking for different points of view on the subject matter put up for discussion. Therefore, feel free to speak your mind even if it runs counter to what majority of members of the panel are saying.

## Discussion Questions

1. Maggi is a seasoning that has been very long in the market, how long have you been using Maggi and why?
2. There are various cooking programmes sponsored by Maggi on television like

„Sokoyokoto‟, Maggi Cooking Competition. Do you watch the programmes and what is your opinion on the programmes?

3 How often do you watch television and what is your favourite programme?

1. Do you believe that all those finger-licking soup you watch on television is due to using Maggi or other ingredients?
2. Do you watch television regularly because of the „Sokoyokoto‟ programme or once in a while you burst on the programme?
3. What level of importance do you attach to seasoning in your cooking?. Do you place seasoning that you get first before other foodstuffs? In other words, do you consider Maggi first before other ingredients?
4. Have you ever participated in any promotions on Maggi seasonings?
5. Have the promotions made you to continue or stop using Maggi seasoning?
6. Do you ever combine Maggi with other traditional seasonings like Iru, Ogiri?
7. In addition to watching Maggi advertisement on television, do you notice Maggi advertisements on billboards on your way to the market? How do you like the advertisements you see on billboards?
8. Are there some qualities that you do not like in the Maggi you have been using for sometime now?

**APPENDIX 3**

**LOCAL GOVERNMENTS IN LAGOS STATE**

**ALIMOSHO LGA SANTOS/ILUPEJU WARD** BEN STR

ALAFIA STR IGBEHIN ADU STR BOUNDARY STR

# OGUNTADE/BANMEKE WARD

BANMEKE STR OLORUNSOGO STR ODEBUNMI STR OGUNTADE STR

**ALABATA WARD** AKOWONJO RD AKINYEDE STR RANTI ALABI STR FAJUMOBI STR

**ALAGUNTAN WARD** ALIMOSHO/CASH STR OKEOWO STR ADEBOUN COLE STR JOLAOSHO STR

**AKOWONJO WARD** STREET AT ABATI PRY SCH SAMUEL STR

FAKOYA STR OGUN STR

# IKEJA LGA

**ORILE IKEJA WARD** TONADE STR OLUWALEYIMU STR MUSLIM AVENUE OLADIPO KASUMU STR

**ALADE WARD** ALADE STR SAMOTA FAOLA STR GBAJOBI STR ADEOJO STR

**ONILEKERE WARD** MICHAEL AKINOLA STR STREET OF STATE PRY SCH EGBA STR

ONILEKERE STR

**ANIFOWOSE WARD** BALOGUN STR OSHITELU STR AWOLOWO WAY

**ALAUSA WARD** KADIRI STR OSHIN STR

M.K.O GARDENS BEWAJI CLOSE

# LAGOS MAINLAND LGA

**BOTANICAL GARDEN WARD**

IYA AJA LANE FAGBAYIMU STR

STREET BESIDE ILOGBO HIGH SCH STREET BESIDE EBENEZER PRY SCH

# ALOBA/DESALU WARD

ADEMUYIWA STR

STREET OF ST PAUL CATHOLIC PRY SCH BRICKFIELD RD

DESALU STR

**OYINGBO WARD** IGBEHINADUN STR CHURCH STR MOSALASI STR AKINTOLA STR

# FREEMAN/GLOVER WARD

STR OF CATHOLIC GIRLS PRY SCH STREET OF ST JUDE PRY SCH

STREET BESIDE SALVATION ARMY PRY SCH IBADAN STR

**OKOBABA WARD** TAPA STR ODUNFA STR OSHOLAKE STR

STREET ADJACENT OF IBADAN STR

# OSHODI ISOLO LGA

**OGUNOLOKO WARD** AROWOJOBE STR OLORUNSOLA STR ADEYEMI STR SALAWU STR

**AFARIOGUN WARD** ADUKE THOMAS STR JUBRILA STR ADEOGUN STR ABDUL RASAKI STR

**MAFOLUKU WARD** RAFIU STR MAKINDE STR ADESANYA STR OLAIYA STR

**SHOGUNLE WARD** JULIUS SOWUNMI STR SAKA STR

AGO OWU STR AGEGE MOTOR RD

**EWU WARD** JACOB TAIWO STR ABERUAGBA STR OKEJI STR

DIRAN ALAKE STR

# APAPA LGA

**ODUDUWA WARD**

PARK LANE (oduduwa) SHO-SILVA RD BATHURST RD ARAKAN BARRACKS

**APAPA WARD** LIVERPOOL RD TAMADU BARRACKS ODUDUWA RD MARINE RD

# ABRAHAM ADESANYA WARD

OYEKAN RD TIN CAN ISLAND RD

QUEEN‟S BARRACKS ASHANTI RD

**ANJORIN WARD** COMMERCIAL RD MUSHIN LANE ADELE RD

STREET OF LADI LAK PRY SCHOOL

**IJORA WARD** KARIMU STR ODOFIN STR AGBO EGBA LANE OJORA STR

**APPENDIX 4**

**MAGGI ADVERTISING MESSAGES**









**APPENDIX 5**

**Map of Lagos State showing the location of Study**





# APPENDIX 5

**Map of Lagos State showing the location of Study.**