

An Assessment of Dano Milk Radio Advertisement on Buying Behavior of Residents of Port Harcourt Local Government, Rivers State, Nigeria

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Abstract

This study is on Consumers' Attitude towards Dano Milk Radio Advertisement. Dano milk is a new dairy brand in the Nigerian market from Arla Foods. The study objectives were to find out consumers' rate of exposure to Dano milk radio ad and ascertain if the radio ad of Dano milk influences consumers' choice of the brand. The research was confined to one theoretical framework, the Selective Processes Theory using descriptive survey research method. A sample of 400 respondents was drawn using multi-stage and quota sampling methods. The study found out that Dano milk advertisement is unknown to many respondents; the ad is aired in only few radio stations in the City; and there was no identified tagline in the ad. Recommendations include that there should be more radio ads possibly in all radio stations available in the City, if Arla Foods mean business in competing with rival brands.

Keywords: Appeal, Buying Habit, Consumer Behavior, Product Lifecycle

1. Introduction

One of the staple food products in man's daily menu deals with the consumption of beverage either as breakfast, lunch or dinner. Observations show that there is increasing demand and interest in consuming dairy foods among the middle income earners of the society, making milk a regular. Even when one is not bent on taking it as breakfast or staple food, there are many other moments when consumers have cause to drink milk. To this end, there is the indisputable consciousness for satisfying the need of certain food nutrients and the hunger for such drives consumers to drink milk. Incidentally there are different types and brands of milk products in the market. From one market to the other, shops or supermarket, it will be spotted that people troop in to buy their favourite dairy. Some of these dairies are old names that are almost household names among consumers; others are debutants with several promises to customers. They struggle to gain access into the market, compete with other brands and gain a sizeable market share. Thus, these new products engage in various forms of promotion with advertising as one of the top mediums. And the saturation of advertisement in the media has increased, as Lafayette (2004) informs, consumers' ad avoidance behavior.

How easy it is to develop messages that will have the needed impact on the consuming public is a problem that can never be overlooked when examining the entire advertising process. "To create messages that are persuasive, advertising professional must understand how people act and think – and why they buy what they buy" (Arens, Weigold & Arens, 2011, p. 17), since audiences do expose themselves to media with certain motives (Ndimele & Innocent, 2006), online ad now also make great impact for companies (Nyekwere, Okoro & Azubuike, 2014).

While some products enjoy special place within consumers' perception and disposal, others are struggling for acceptance. Advertising then comes in as one dependable mean of wooing over patronage, now that is capitalist art (O'Barr, 2016). Its appeal is hinged on the fact that it takes cognizance of the ad appeal – "packaging products, services, organisms, or individuals in a variety of ways that clearly delivers a certain benefit stimulation, identification of reason to explain what consumers are thinking about and why they buy the products" (Nwankwo, Aboh, Obi, Agu & Sydney-Agbor, 2013, p. 230). The message from a product has to be very appealing such that the audience can be reached as perceived in the heart of the manufacturer and translated by the ad agency. In the dairy line, Dano milk is making appreciable impact to woo customers to its side.

2. Dano Milk Advertisement

The 30 seconds radio advertisement, "Dano, Dano, Dano milk" is one that is special in its own way. It employed about fifty (50) words to convey its message within the short time frame given to the advertisement. Of the number of times, about 34% (74 words) of the entire content were used to mention the name of the brand. Perhaps, the objective was to make it sink deep into the minds of the listeners such that they will not forget. In fact, the name, Dano milk, was the refrain to the jingle as it was sang after each major message.

...Natural goodness from Dano
Dano, Dano, Dano milk
Quality, nutrients and greatness for everyday

Dano, Dano, Dano, Dano milk
Dano milk is caring (Dano!) and reliable (Dano!)
And affordable for the whole family (Dano milk!)
Dano milk, best nutrients from natural milk
Dano, Dano, Dano, Dano milk.

There were specific themes in the ad message. Natural goodness, quality, nutrients, greatness, care, reliability and sourced from nature are among the identifiable subjects raised within the radio advertisement. People consume food in order to gain the goodness that comes from nature. It is one of the benefits the producers of Dano milk wants audience members to bear in mind. It is believed that a product like Peak milk is known for quality for which most consumers identify as the major reason for its preference. Therefore, what a new brand like Dano must do is to build to improve and surpass that of their rival. Nutrients and nutritional value are as expedient as drugs are to a sick patient. Dano milk boasts of having several vitamins as is visible on the sachet: “+ vitamin A+D; + protein; + calcium”, for which it goes with the slogan “Cool Cow – the smooth taste”.

One assurance from the advertisement lyrics is the claim for “care” from Dano milk. Evidently, it is on the ground that what the body needs from nature as regards food can be sourced from the brand, for which it believes consumers would enjoy whenever they drink it. The subject of reliability derivable from Dano milk is one that could be debated on. But for Arla Foods, Dano milk can give what customers expect to benefit from the brand. This gives them the sense of being able to rely on the product.

3. The Problem

Several dairies are found in the Nigerian market and amongst them are few brands which seem to be gaining high patronage by consumers. The competition seems to be growing by the day as consumers are flooded with jingles, commercials and promotions for one brand or another, especially during peak broadcast time. There are some brands in the market that have controlled the largest market shares over the years but not until recently did they begin to face stiffer competitions from debutants like Dano milk.

Consequently, the war of who wins the market, who gains the largest market share, shifts from product quality, packaging and distribution to the place of promotion. Arens, Weigold and Arens (2011) would say that “advertising helps the organization achieve its marketing goals” (p. 16). Because Arla Foods Company believes that through advertisement they can woo consumers to patronise Dano milk, they launched into radio advertisement of the product. Given that other brands do use the media for similar purpose.

Objectives

In line with the aim of understanding Port Harcourt consumers’ response to Dano milk radio ad, the specific objectives for this study are to:

1. Determine consumers’ awareness of Dano milk radio ad.
2. Identify ways Dano milk radio ad has caught consumers’ attention.
3. Identify what appeals to consumers in Dano milk radio ad.
4. Examine the relationship between Dano milk’s radio ad and consumers’ choice of the brand.

Research Questions

1. In what way are consumers aware of Dano milk radio ad?
2. In what way has Dano milk radio ad caught consumers’ attention?
3. What appeals to consumers from Dano milk radio ad?
4. What is the relationship between Dano milk radio ad and consumers’ choice of the brand?

4. Theoretical Framework

The Selective Processes Theory is one unique postulation that cannot be easily tied to one name alone as its originator because different authorities made inputs to its development such as Lazarsfeld, Berelson and Gaudet (1944), Allport and Postman (1945). It has three specific phases by which information and action goes through an individual (selective exposure, retention and perception). First, selective exposure – that people are tuned to “expose themselves to or attend to media messages they feel are in accord with their already held attitudes and interests and the parallel tendency to avoid those that might create dissonance” (Baran & Davis, 2009, pp. 146, 147). There is every tendency that one who does not love smoking may feel the urge to walk away or tune off the television each time Benson and Hedges come up with the tobacco advertisement. But if such a person hears a programme from the screen calling for personal hygiene, he or she may be more relaxed to watch such. Secondly, there is a concession that selective retention is the means by which people tend to recall best and longest messages consistent with their preexisting manner of behaviors or attitudes or likes (Baran & Davis, 2009). To situate it more clearly one can say that “Selective perception is the idea that people will alter the meaning of messages so they become consistent with preexisting attitudes and beliefs” (Baran & Davis, 2009, p. 147). What is left in the minds of the audience member is the very interpretation he accords the phenomenon that has been received over time.

5. Methodology

This study adopted the descriptive survey in order to properly observe the problem devoid of variables manipulation. The study population, 638, 360 (NPC, 2011) is drawn from residents of Port Harcourt Local Government Area (PHALGA) and a sample size of 400. The multi-stage and quota sampling techniques was applied in getting the respondents. Port Harcourt was divided into Borikiri, D-Line, Diobu, Marine Base, Ogbunabali, Old GRA, Town and Trans-Amadi to have 50 evenly. Two streets were selected from each area and five compounds were systematically selected from each street. Then five respondents were randomly selected from each yard. The instrument employed was a structured and close ended questionnaire, which had just one section of 12 items, numbered 1 – 12. Each three items responded to one research question. The data were analysed through frequency tables and simple percentage.

6. Data Presentation

Objective 1: To determine are exposed are consumers to Dano milk radio ad.

Table 1: Consumers' rate of listenership to Dano milk's radio advertisement

Response	Frequency	Percentage (%)
Daily	41	10.3
Weekly	89	22.2
Monthly	49	12.3
Quarterly	132	33
Others	89	22.2
Total	400	100

Table 1 bears the data on the rate of listenership to Dano milk radio advertisement. It indicates that the greatest number of respondents listen to it quarterly.

Table 2: Consumers' action to Dano milk radio jingles

Response	Frequency	Percentage (%)
Tune to another station	68	17
Listen till the end	268	67
Ignore the message	44	11
Others (specify)	20	5
Total	400	100

The data in Table 2 portrays the action respondents said would take when they hear the product's radio advertisement. The majority said they would listen till the end.

Table 3: Period of exposure to Dano milk radio ad

Response	Frequency	Percentage (%)
Morning	198	49.5
Afternoon	114	28.5
Evening	88	22
Total	400	100

The problem of Table 3 was to know the period when respondents come across Dano milk's radio ad. The data indicates that most of the respondents came across the ad in the morning hours. And in response to Objective 1, it can be seen that the greater percentage of the respondents say they come across the radio ad on quarterly bases which suggests that they are not be exposed to the Dano milk's radio ad regularly. And while they do listen to the ad more in the morning, the respondents submitted to listening to it patiently whenever it is aired.

Objective 2: To identify ways Dano milk radio ad has caught consumers' attention

Table 4: Recall of Dano milk radio ad

Response	Frequency	Percentage (%)
Yes	202	50.5
No	198	49.5
Total	400	100

The data in Table 4 indicates that a little above half of the respondents can recall Dano milk radio ad same as the ratio of those who cannot recall the advertisement.

Table 5: Respondents' ability to sing Dano radio ad jingle.

Response	Frequency	Percentage (%)
In full	88	22
Fairly	90	22.5
Poorly	156	39
Not at all	66	16.5
Total	400	100

From the data in Table 5, it is apparent that the majority of the respondents can sing the ad song poorly, as this had the highest rate of response.

Table 6: Dano milk's radio advertisement audience attention

Response	Frequency	Percentage (%)
Does arrest my attention	192	48
Makes me think of it	98	24.5
Does not attract me	45	11.2
Cannot draw my attention	65	16.3
Total	400	100

The Table above shows that majority of the respondents believe that Dano milk's radio advertisement does arrest their attention while a few other respondents feel otherwise. In response to Objective 2, it can be perceived that the product's radio ad actually catches consumers' attention in that they could recall and sing, at least, part of the jingle.

Objective 3: To identify what appeals to consumers in Dano milk radio ad.

Table 7: What attracts most in Dano milk radio ad

Response	Frequency	Percentage (%)
The slogan	44	11
The voicing	44	11
The song	198	49.5
The ad lyrics	114	28.5
Total	400	100

The data in Table 7 shows that respondents were attracted most by the song, up to half of the number of the audience members so sampled. He next was that of the ad lyrics although it is at a distant rate.

Table 8: Like of Dano milk advertisement

Response	Frequency	Percentage (%)
Product quality/consumer satisfaction	88	22
Price	200	50
Packaging	42	10.5
The ad on Dano milk	24	6
Others	46	11.5
Total	400	100

From Table 8 indicates reason why consumers love the brand of milk. The most popular reason is that of the price of the product. The price seems to appeal to the consumers than other variable factors such as quality, packaging and the ad itself.

Table 9: Listenership to Dano milk advertisement because of the likeness of the rhythm

Response	Frequency	Percentage (%)
Yes	244	61
No	156	39
Total	400	100

From Table 9, the respondents indicated their feelings towards the ad rhythm. The question, "would you always want to listen to Dano milk's radio ad because of the rhythm. As regard objective No. 3, it can be taken that Dano milk's radio ad song is the greatest appeal in the jingle, followed by the lyrics. The areas of slogan and voicing made little impact compared to the aforementioned.

Objective 4: To examine the relationship between Dano milk's radio ad and consumers' choice of the brand.

Table 10: Purchase of Dano milk as a result of the radio advertisement

Response	Frequency	Percentage (%)
Yes	164	41
No	236	59
Total	400	100

The data in Table 10 reveals that most of the respondents did not buy Dano milk as a result of the radio

advertisement as indicated by the 59 percent of the responses.

Table 11: *Effect of Dano milk radio advertisement*

Response	Frequency	Percentage (%)
The ad can persuade consumer to buy the milk	104	26
The ad can increase its demand	132	33
The ad cannot persuade consumers to buy the milk	92	23
The ad cannot increase its sales	72	18
Total	400	100

From the given in Table 11, it is clear that respondents believe that the radio ad of Dano milk can increase its sales. This was indicated as the greatest effect it could have among the list.

Table 12: The influence of more listenership to Dano milk radio ad.

Response	Frequency	Percentage (%)
The more I buy the product	96	24
The more I want the brand	202	50.5
The more I buy other brands	36	9
The same I be	66	16.5
Total	400	100

The data in Table 12 indicates the influence of Dano milk radio advertisement listenership to its brand. From the data, more respondents would want to buy Dano milk as their listenership increases. And as regards the fourth objectives of the study, the data reveals that the radio ad of Dano milk does influence consumers' choice of the product, though the margin of its influence is not very high.

7. Discussion of Findings

Research Question One: *How exposed are consumers to Dano milk radio ad?*

The question of level of exposure of consumers or potential customers to Dano milk radio advertisement is dire because before the act of purchase are processes demanding awareness and knowledge about a given product. In fact, according to Lavidge and Steiner (1961) the final stage in the Hierarchy of Effect Model of marketing touches on the conative (conviction and purchase). Thus it is important for the consumers to be first aware of the product without which they would not patronise it as expected. Tables 1 – 3 indicate that a good number of the respondents do listen to the radio ad but the ratio of those who actually listen on quarterly bases and “others” leaves one with questions. If the number of respondents (quarterly listenership) is not exposed to the ad daily or weekly, it implies that only a few percent of the audience members come across Dano milk radio ad and this is a problem in itself. It can be concluded that majority of the members of the public are not yet exposed to Dano milk radio advertisement.

On a positive side, the record shows that the respondents come across the radio ad of Dano milk more in the morning hours, Table 3. This is the period when one can find the greatest number of consumers drinking dairy foods for breakfast – the meal time when milk is most consumed. There is the tendency that because consumers take more of milk during breakfast, the tendency to pay attention to milk advertisement at such time is high, taking from the selective exposure principle in the Selective Processes theory.

Research Question Two: *In what way has Dano milk radio ad caught consumers' attention?*

The data in Tables 4 – 6 indicate a slight difference from the views above. It is clear that the product's advertisement caught respondents' attention. They could recall hearing the ad, sing along to the ad song, and at least, in part and agree that it gets their interest. The listeners who are attune with the ad song, who find meaning in it, ones they get exposed to it, would easily learn and recall (in part or in full) the lyrics, rhythm etc of the advertisement, just as postulated in the Selective Processes Theory. However, observations from the respondents during the field work (unscripted), indicated that some of them had reservations over the Dano milk's radio advertisement song as they suggested, “Tell the company make *dem* give the contract to big musicians make *dem* sing sweet song for *dem*”, when the respondents in questions felt unsatisfied or found the ad song uninteresting to them. The implications are these, they have been exposed to the product's radio advertisement and they find the ad song uninteresting.

Research Question Three: *What appeals to customers from Dano milk radio ad?*

Despite the fact that some respondents felt that the advertisement song would have been more interesting if it were to be performed by renowned artist, the data in Tables 7 – 9 had indicated that it does appeal to listeners. But of the entire sources of appeal highlighted in the instrument: the ad song, slogan, ad lyrics, and voicing, the greatest source of attraction to the advertisement was in the song, as indicated by the respondents (Table 7). The song has a dance beating and rhythm that can attract anyone who is inclined to moving the body front and back, right and left pattern. It has drum beating following rhythmic patterns. One aspect very crucial in this is the selective perception. According to Hasan (2016), it suggests “...the tendencies of media audience members to

misperceive and misinterpret persuasive messages in accordance with their own predispositions” (p. 166). Applying this implies that listeners who like dance and are attracted to it can be persuaded to join the rhythmic patterns of the ad and by so doing, like the advertisement as well the advertised product. Ghulam, Javaria, Burhan & Ahmed (2012) note that consumers respond more to advertised products based on feelings rather than reasoning. Nwankwo, Aboh, Obi, Agu & Sydney-Agbor (2013) confirms it. Thus, liking the song used in the radio advertisement of Dano milk is a good way to attract listeners vis-a-vis the consumers.

Another important factor that did influence consumers’ response was the price of the brand (Table 8). It is worth describing that a 14g sachet of Dano milk goes for N20, which is affordable, compared to rival dairies in the market. Which is why it is an attracting factor.

In spite of the above, it is imperative to point out that in the Dano milk radio advertisement under investigation, there was no identified pay off line (themeline or tagline or slogan) employed. The detail of the words or lyrics used in the advertisement has already been captured at the earliest part of this paper (see “Dano Milk Advertisement” above). On the milk sachet sold in the market, one would find the inscription “Cool cow”, which is taken as the slogan of the brand. But on air, when the advertisement is heard, there is no mention of their slogan. Slogans are expedient in advertising a product or brand. Its most important dual purposes are “to provide continuity to a series of ads in campaign and to reduce an advertising message strategy to a brief, repeatable and memorable positioning statement” (Arens, Weigold & Arens, 2011, p. 395). It is important that Arla Foods add slogan to Dano milk’s radio advertisement.

Research Question Four: *What is the relationship between Dano milk radio ad and consumers’ choice of the brand?*

Perhaps, the foremost objective of the radio jingle is to influence listeners to patronise the product being advertised. And for a brand like Dano milk, there is nothing short of it. As a new dairy food, Dano milk needs acceptance by consumers. The data gathered from this exercise indicates that Dano milk radio advertisement did actually influence the respondents. Table 10 indicates that the advertisement do influence consumers’ choice to make purchase but not to the majority of the respondents. The greater number of respondents buys Dano milk not as a result of the radio advertisement. But they believe that the radio ad can increase the sales volume of the brand in the market.

The principle of selective perception in the Selective Processes theory raises the concern that what an individual sees from the information given in the media and interprets to one’s understand, when retained, aids necessary actions that follows. If listeners feel satisfied with the advertisement they have been exposed to, they are more likely to act out the message of such promotion than when they do not feel comfortable with the advertisement. While it is obvious that some respondents purchased the product because of the influence of the ad, it is not always the case. For instance, Ukaegbu (2008) was particular about Prime Time Television Advertising and consumer behavior on selected advertised products in Nigeria. The study found out among other things that prime time television advertisements had enormous effect on consumers’ purchasing behavior and that the greatest influence came from the products’ quality.

8. Conclusion

The dairy food market in Nigeria is competitive and is dominated by a few brands. The advent of new brands like Dano milk, from the stable of Arla Foods, raises several concerns and needs among which is that of making the consuming public aware of the product through advertisement. This paper explored the radio advertisement of Dano milk. Four objectives were outlined in the paper. It was fore grounded with the Selective Processes Theory. Related concepts like radio, consumer behavior, buying habits and advertising product lifecycle were reviewed. The paper adopted descriptive survey method with a sample size of 400. Presented in tables and analysed through percentages. Few fundamental revelations in the study were that respondents seldom come across the radio advertisement and that Dano milk’s slogan was not employed in the sampled advertisement.

9. Recommendations

Drawing from the outcome of the problem so discussed, it is recommended that:

1. Dano milk radio ad should be aired on more radio stations, especially, the major ones. Likewise should the frequency of the ad be increased on present radio stations.
2. Improvements should be made in Dano milk radio ad song to attract more listenership.
3. Dano milk’s radio ad producers should integrate the tagline with the message.
4. The advertisement of Dano milk should continue with more persuasive approach so as to influence greater purchase.

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