

# The Impact of Advertising Medium on Consumer Brand Preference for beverages in Osun State, Nigeria

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## Abstract

The study examined the roles of advertisement on consumers' brand preference of beverages, using Cadbury Nigeria PLC as a case study. The primary aim of this research was to examine the influence of advertising on consumers' buying behaviour, evaluate the influence of advertising on the competitiveness of beverage brands, examine the influence of advertising on the sales performance of Cadbury Nigeria PLC brands and to determine the types of advertising commonly used by Cadbury Nigeria PLC in attracting customers' preference to its brands. The adopted methodology was a descriptive design with a simple random sampling technique. A Structured questionnaire was designed in the data collection from the respondents of the study area. The collected data was analysed using simple percentage and frequencies and the results were presented in tables. The Findings of the study indicated that advertising significantly influenced consumers' buying behaviour of beverage drinks and sales performance of Cadbury Nigeria PLC Brands in Osun State. The radio, television, billboards and internet (online) advertisements are the types of advertising media used by Cadbury in attracting customers to its brands. Conclusively, advertisement is a major element in maintaining consumer brand preference. Therefore, companies are encouraged to research continuously into quality improvement with effective advertising media that attracts consumer's attention and interest to their products.

**Keywords:** Advertisement, Brand preference, Buying behaviour, and Advertising campaign

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## 1. Introduction

The decision-making is an enormous task in business environment and poor decision making may collapse organization business (Agbaeze et al, 2014). Successful products marketing encourages great numbers of Investors to springing up businesses. Similarly, Products advertisement would eliminate business sales killers and reduce the challenges faced by Consumers on the choice making because of skepticism and confusion. The consumer perception must be critically handled by businesses manager because it guides consumer in making product choice. What people says about a product in the business world are most important in product marketing than what the marketer says. Brand or product selection by consumer greatly depend on consumer perceptions on each of the brands in a category. Many organization businesses spend money on Promotion, advertisement, point of sales displays with little results in term of customers remembrance of the product or the promotion. Ogohi, (2019) opined that ultimate purchase of product or brand by consumer greatly depend on marketing and promotion strategies of an organisation.

The purchase and patronage of a product brand of a particular company is usually boosted by mode of Advertisement. Effective advertisement strategy is very important in business organisation in determining the effect of advertisement on consumer brand preference. Often times, the advertisement strategy put in place may not serve its purpose for reason being that it has become outdated or it is not well designed. Also, the type of advertisement that may be effective to attract customers' attention may differ from brand to brand based on their peculiarities. Hence, when advertisement is not strong enough to attract customers' preference to a brand and boost sales, its impact becomes adverse because it must have cost the organization a fortune to put up such advertisement.

Ogohi, (2019) explained the importance of organization methods of advertisement in selling its product and brand. Consumer brand preference is defined by Kanuk and Schiffman (2006) as consumers measurement of utility through individual tastes of various certain products or services. The availability of alternatives products and substitute allows Consumers to choose among best available alternatives in the marketplace, especially when the products are of substitutes. The traditional focus in the decision-making literature has been on understanding how consumers make their purchase decisions systematically and making choices to patronize products among a given set of alternatives or within a class of products is a continuous decision-making process. Constant Evaluation of customers' requests and preference should be of primary concerns of Brand managers in other to take accurate decisions in building their advertising strategic. Ailawadi (2013) explained that possibility of buying a brand depend on the level of consumers' exposure to advertising the brands. Maintaining market leadership with customers loyalty to a brand and company product is a function of adequate and effective communication between the market place and company by educating buyers on the advantages and benefits of

the brand over any available alternatives and this is best done through advertisement. This, which has not been adequately emphasized by previous study, leaving a gap which this study aims to fill.

Consumer decision-making exercise varieties of different purchase options including seeking more information on existing, alternatives and searching for new ones, consumers may be choosing, buying, using, evaluating and disposing of products with the goal of satisfying needs, wants and desires (Kotler, 2012; Mackay, 2015; Punj & Hillyer, 2014; Romaniuk, 2016). However, it is assumed that how consumers make their preference decisions and finally patronize beverage food drinks product can be dependent on how much knowledge of the product attributes and information they possess in terms of their search for satisfactions (Buari et al, 2021). It is against this background that this study examined the effect advertisement on consumers' brand preference of beverage drinks in Osun state, using Cadbury PLC as a case study.

## 2.0 Aim and Objectives of the Study

The major aim of this research is to critically examine the effect of advertisements in motivating consumers' brand preference of beverage drinks in Osun State, Nigeria.

Specific Objectives are to;

- i. to examine the influence of advertising on consumers' buying behaviours of beverage drinks
- ii. to examine the influence of advertising on the sales performance of Cadbury Nigerian PLC brands
- iii. to determine the types of advertising commonly used by Cadbury Nigerian PLC in attracting customers' preference to its brands

## 2.1 Significance of the study

This research work shall be of great benefit in enlighten managers, marketers and supply chain experts on how to effectively implement appropriate advertisement strategies in other to attract customers to their brands and increase sales. The findings of this research will significantly create awareness on the effects of advertisements on consumers' purchase intent of Cadbury Nigeria PLC's brands in Osun State. The study will aid organizations, business owners and marketers in Nigeria to understand the importance of advertisement for improving consumers' brand preference. This work will serve as a bench work for future research on how to expand or change strategies of advertisements in motivating consumers' brand preference of beverage drinks in Osun State, Nigeria.

## 3.0 Methodology

The study area of this research is Osun State, Nigeria. Investigation was conducted on the effect of advertisement on consumers' brand preference of beverage drinks in four selected towns, covering the three geo-political zones of Osun state, using Cadbury PLC as a case study. A descriptive survey design was adopted with use of a two-section questionnaire in data collection. The first section consists of demographic information such as the age, gender, and number of years of familiarization of the respondent with Cadbury and its products. The second section asked questions concerning the respondent's knowledge of the beverages products/services Cadbury PLC. The last part of section two explores the respondent's view of the advertising strategy of Cadbury PLC. The adopted methodology was based on similar researches by Adeolu et al, (2005); Zajonc & Markus, (2012); Cross (2020) on the relationship between consumer brand preference and advertisement media and the need of people's opinions in obtaining relevant data in respect of issue on hand through questionnaires

### 3.1 The Sample size of Selected Area

Sample size of 400 residents is drawn from the population of the study using the Taro Yamane (1967) formula. The formula is stated below;

$$n = \frac{N}{1 + N(e)^2}$$

Where;

n signifies the sample size

N signifies the size of the population under study

e signifies the margin error (0.10, 0.05 or 0.01)

#### Calculation of the sample

$$n = \frac{1,282,254}{(1 + 1,282,254 (0.05)^2)}$$

$$n = \frac{1,282,254}{(1 + 1,282,254 (0.0025))}$$

$$n = \frac{1,282,254}{(1 + 3205.635)}$$

$$n = \frac{1,282,254}{(3206.635)}$$

$$n = 399.8 (400)$$

However, for the purpose of this study, the initial sample size of 400, is subjected to further calculations. The sample for each selected town is gotten using the calculations below.

$$\text{Osogbo} = \frac{287156}{1282254} \times 400 = 89.5$$

$$\text{Ede} = \frac{159307}{1282254} \times 400 = 49.6$$

$$\text{Ile-Ife} = \frac{623566}{1282254} \times 400 = 194.5$$

$$\text{Ilesha} = \frac{212225}{1282254} \times 400 = 66.2$$

The distribution of the sample across the selected towns is shown in the table below;

**Table 1.0: The Number of Dealers and consumers across the Selected Towns**

S/N	Name of Towns/Cities	Sample Size
1.	Osogbo	89.5
2.	Ede	49.6
3.	Ile-Ife	194.5
4.	Ilesa	66.2
	<b>TOTAL</b>	399.8 (400)

Source: Researchers' fieldwork (2022)

#### 4.0 Results and findings

The results of Data analysis from all the elements of the population (consumers and retailers of flour mills products) are presented below. The target respondents which was randomly selected were 400 respondents

**Table 4.1.1 Demographic Profile of the Respondents**

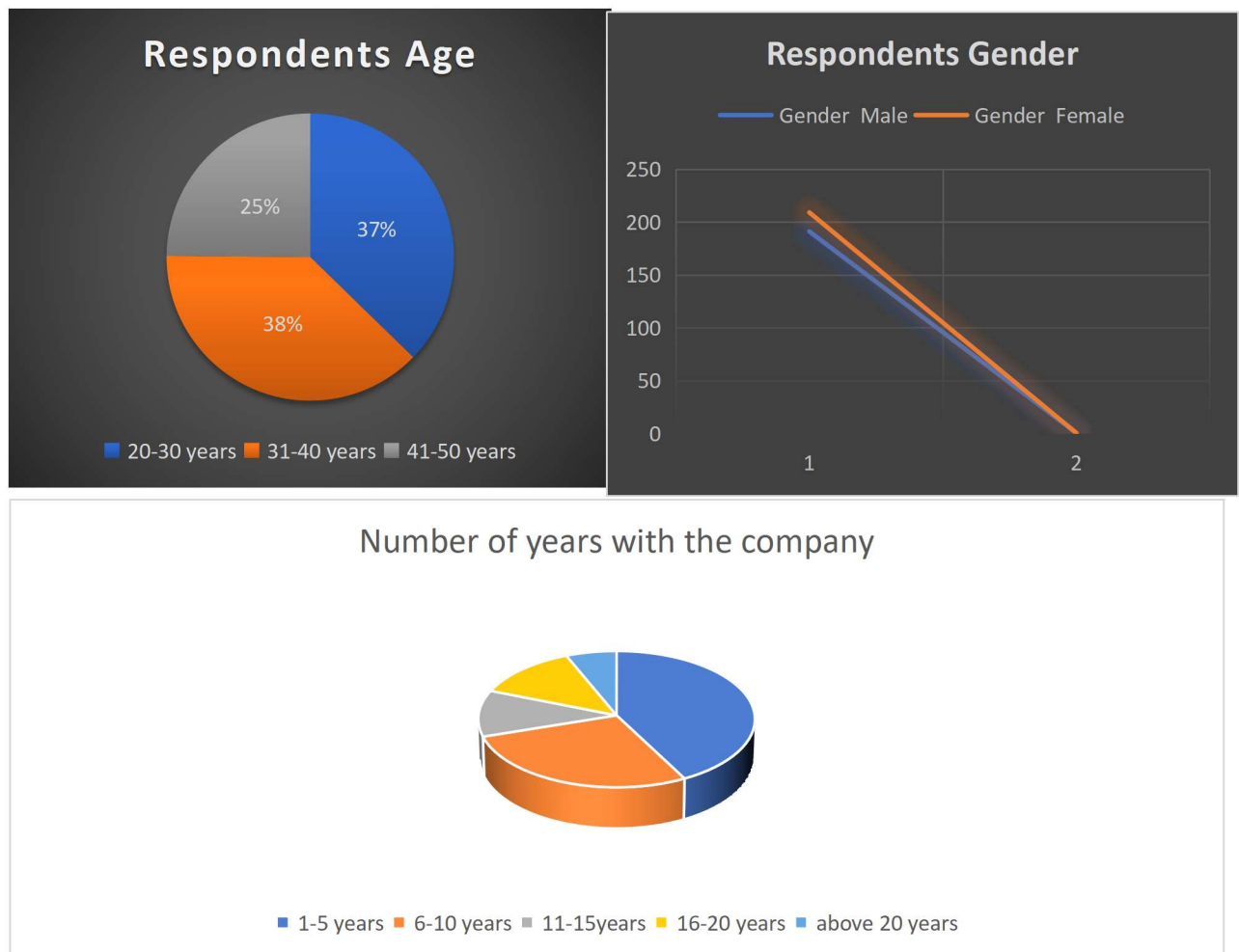


Table 4.1.1 shows that 191 (48%) of the respondents are male, while 209 (52%) are female. Table 4.1.1 shows that 132 (33%) of the respondents fall within the age range of 20-30, 134 (34 %) fall within the age range of 31-40, 88 (22%) fall within the age range of 41-50, while 46 (12%) are 50 years and above, as observed on the table. This implies that more of the respondents that participated in the study fall within age category of 21-30 compared to other categories of age. Table 4.1.1 shows that 169 (42%) of the respondents have spent between 1-

5 years with the organization, 111 (28 %) have spent between 6-10 years, 44 (11%) have spent between 11-15 years, 51 (13) have spent between 16-20 years, while 25 (6%) have spent more than 20 years with the organization, as observed on the table.

**Table 2.0: The influence of advertising on consumers' buying behaviour of beverages**

	Responses									
	Strongly Agreed		Agreed		Undecided		Strongly Disagreed		Disagreed	
	F	%	F	%	F	%	F	%	F	%
Advertising increases consumer's preference of buying a brand.	294	74%	86	22%	10	3%	9	2%	1	0%
Advertising influence consumer's awareness and attitudes towards a brand.	158	40%	203	51%	20	5%	16	4%	3	1%
Advertising provide target audience with persuasive information thereby stimulating purchasing behaviour of the customer.	243	61%	108	27%	31	8%	5	1%	17	4%

**Source:** Field survey (2022)

Advertising increases consumer's preference of buying a brand: 294 (74%) respondents of the population sample strongly agreed, 86 (22%) respondents agreed, 10 (32%) respondent is neutral, 9 (2%) respondents disagreed, while 1(0%) respondents strongly disagreed. Advertising influence consumer's awareness and attitudes towards a brand: 158 (40%) respondents of the population sample strongly agreed, 203 (51%) respondents agreed, 20 (5%) respondents are neutral, 16 (4%) respondents disagreed, while 3(1%) respondents strongly disagreed. Advertising provide target audience with persuasive information thereby stimulating purchasing behaviour of the customer: 243 (61%) respondents of the population sample strongly agreed, 108 (27%) respondents agreed, 31 (8%) respondents are neutral, 17 (4%) respondents disagreed, while 1(0%) respondents strongly disagreed. The respondents who answered "strongly agreed" or "agreed" to all items on the table is significantly high compared to those who responded "strongly disagree and disagreed" to the same items. On the strength of this, the null hypothesis stated in the study is not confirmed and is rejected, and the alternative hypothesis is accepted, that advertising has significant influence on consumers' Buying Behaviour of Beverage Drinks.

**Table 3.0: The influence of advertising on the sales performance of Cadbury Nigerian PLC brands.**

	Responses									
	Strongly Agreed		Agreed		Undecided		Strongly Disagreed		Disagreed	
	F	%	F	%	F	%	F	%	F	%
Advertising attracts new customer base and generate sales for Cadbury brands.	273	68%	101	25%	8	2%	14	4%	4	1%
Advertising helps to retain old customer base for Cadbury brands.	120	30%	227	57%	21	5%	28	7%	4	1%
Advertising transfers positive beliefs about Cadbury brands thereby increasing patronage.	199	50%	151	38%	31	8%	17	4%	2	!
Advertising enhances potential buyers' responses to Cadbury brands.	166	42%	178	45%	30	8%	24	6%	2	1%

**Source:** Field survey (2022)

Advertising attracts new customer base and generate sales for Cadbury brands 273 (68%). respondents of the population sample strongly agreed, 101 (25%) respondents agreed, 8 (2%) respondent is neutral, 14 (4%) respondents disagreed, while 4(1%) respondents strongly disagreed. Advertising helps to retain old customer base for Cadbury brands: 120 (30%) respondents of the population sample strongly agreed, 277 (57%) respondents agreed, 21 (5%) respondents are neutral, 28 (7%) respondents disagreed, while 4 (1%) respondents strongly disagreed. Advertising transfers positive beliefs about Cadbury brands thereby increasing patronage: 199 (50%) respondents of the population sample strongly agreed, 151 (38%) respondents agreed, 31 (8%) respondents are neutral, 17 (4%) respondents disagreed, while 2 (1%) respondents strongly disagreed. Advertising enhances potential buyers' responses to Cadbury brands: `66 (42%) respondents of the population sample strongly agreed, 178 (45%) respondents agreed, 30 (8%) respondents are neutral, 24 (6%) respondents disagreed, while 2 (1%) respondents strongly disagreed.

**Table 4.0: The types of advertising commonly used by Cadbury Nigerian PLC in attracting customers' preference to its brands.**

	Responses									
	Strongly Agreed		Agreed		Undecided		Strongly Disagreed		Disagreed	
	F	%	F	%	F	%	F	%	F	%
I have heard the advertisement of Cadbury brands on radio.	299	75%	85	21%	8	2%	7	2%	1	0%
I have watched the advertisement of Cadbury brands on television.	199	50%	143	36%	31	8%	27	7%	0%	0%
I have seen the advertisement of Cadbury brands on billboards.	123	31%	233	58%	30	8%	13	3%	1	0%
I have seen the advertisement of Cadbury brands on internet (online).	196	49%	134	34%	54	14%	14	4%	2	1%

**Source:** Field survey (2022)

I have heard the advertisement of Cadbury brands on radio 299 (75%). respondents of the population sample strongly agreed, 85 (21%) respondents agreed, 8 (2%) respondent is neutral, 7 (2%) respondents disagreed, while 1(0%) respondents strongly disagreed. I have watched the advertisement of Cadbury brands on television: 199 (50%) respondents of the population sample strongly agreed, 143 (36%) respondents agreed, 31 (8%) respondents are neutral, 25 (7%) respondents disagreed, while 0(0%) respondents strongly disagreed. I have seen the advertisement of Cadbury brands on billboards: 123 (31%) respondents of the population sample strongly agreed, 233 (58%) respondents agreed, 30 (8%) respondents are neutral, 13 (3%) respondents disagreed, while 3(1%) respondents strongly. I have seen the advertisement of Cadbury brands on internet (online): 196 (41%) respondents of the population sample strongly agreed, 134 (34%) respondents agreed, 54 (14%) respondents are neutral, 14 (4%) respondents disagreed, while 2 (1%) respondents strongly

## 5. Conclusion

From above findings, it can be concluded that:

1. Advertising activities influence brand equity of Cadbury brands and there are direct and indirect effects on brand switching from other brands to Cadbury brands and helps Cadbury brand to continue to enjoy and maintain its market leadership.
2. Advertising have influence on the sales performance through consumer positive beliefs on brands with attractions of new customer base and retain old customers base thereby generating sales for Cadbury brands.
3. Cadbury Nigerian PLC employed radio, television, billboards and other internet (online) advertisements in attracting customers' preference to its Brands.

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