

**THE ROLE OF ADVERTISING IN MARKETING CONSUMER GOODS:
A STUDY OF NATURAL HEALTHY FRUIT DRINK MARKETING
WITHIN ABUJA, NIGERIA**

BY

NKECHINYERE STEPHANIE CHINEDU-OKORO

kekestephania@yahoo.co.uk

+2348034510095

ABSTRACT

Every business is designed to identify, anticipate and satisfy a customer's need or to render services for profitability. Marketing activities are directed to bring customers close to goods or service suppliers, who can meet their needs but if a business is not made known, the aim of setting it up is defeated. Advertisement is any Mass promotional activities used to inform and persuade customers about a given product. Although it is paid for, it's benefits to any business cannot be over emphasized. Consumer goods are necessity for man's survival thus they are on high demand and the role of advertising as a market promotion activity therefore is to implement product flow through the appropriate channels, to act as catalyst in acquainting the customer with the means by which his wants may be satisfied and to induce actions which will benefit the source of communication process.

The rise on demand for healthy drinks lately, have presented the opportunity for its producers to leverage on advertisement to showcase their business thereby maximize profit. The question is if there is a role advertisement plays in the maximization of the opportunity, which demand for healthy natural juice and vegetables present. Also, what medium of advertisement will greatly benefit a healthy juice company or should producers dabble into just any form of advertisement. This study sort to examine the role of advertising, the different media of advertising, the effect of advertising on marketing these consumer goods. It analyzed the views of 98 respondents, staff of 4 reputable Natural healthy drinks and juice companies within the Abuja Metropolis and through statistical analysis was applied using the chi-square and testing the null hypotheses at 0.5 confidence level, the result showed that advertising plays a major role in the marketing and promotion of consumer goods and television is the most converting media of advertisement.

Key words: Advertisement, Attitude, Market Needs, Natural Fruity Juice, Abuja Metropolis, Consumer goods, Marketing.

INTRODUCTION

BACKGROUND OF THE STUDY

Marketing links two basic functions in the community; those of production and consumption. In a society where the process of manufacturing and supply vary, the means by which the society is supplied with goods and services will also vary within a business enterprise. It is the marketing activity that provides the means of ensuring that the enterprises supply its market with goods and services that customers may need and want. Marketing is an activity which is directed at satisfying those customers' needs and wants through the exchange of processes which occur in the market. Identifying, anticipating and satisfying customers' needs with profitability is the core of Marketing, thus effective combination of product, marketing mix-price, promotion and place is a firm's marketing system.

The United Kingdom Institute of Marketing defined marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably. The success of any business depends largely on the effectiveness and efficient coordination of the different elements of a marketing system. According to Kotler (2000), marketing concepts are based on four elements, which are: Target market, Customer needs, Integrated marketing and Profitability. These elements are connected by two sets of flow in the marketing system. The first set of flow consist of the distribution of products and services to its customers in exchange for some kinds of payment. The second is the information flow whereby the firm uses advertising to communicate with its target market, as it is the salient consideration in showcasing a product.

Jenkins (1987) showed advertising as presenting the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost, emphasis here is on achieving best results for the least cost.

Promotional activity or efforts used in informing and persuading customers to buy a product can be divided into personal forms which include Personal selling, sales promotion and secondly advertising which falls under the non-personal form of promotion.

For the purpose of this study, we shall focus on advertising, which is defined as any paid form of non-personal presentation and promotion of ideas, goods and services by an

identified sponsor. It may target either individuals or a mass audience. The real essence of advertising is to modify the attitude or behavior of the receiver of the message, aiming to persuade to buy a product or to promote the habit of continuing to buy a product in preference to any other of such products in the market. The role of advertising is to implement product flow through the appropriate channels, to act as catalyst in acquainting and also for inducing customers to build brand preference.

The objectives of advertising include:

- 1) To inform, i.e. telling the market about a new product (s) or services.
Informing market of price change, explaining how the product is used and reducing customers' fears and building company's image
- 2) To induce store to carry a product by creating a favourable consumer: advertising is not just concerned with giving information, it must do so in such an interesting, original, characteristic and persuasive way that the customer is urged to take action.
- 3) To persuade i.e. building brand preference, encouraging switching demand to one's company's brand.
- 4) To remind customers where to buy the product
- 5) It is also useful in challenging competition especially seen at point of sale where money off, premium offers, free gifts and other devices are used to capture or re-capture predominant market shares.

With the increase in the appreciation of healthy living practices in the society, especially among urban area dwellers who would previously prefer already made snacks and bottled fizzy beverages packaged in bottles, which they can get on the go, to home-made food which are considered messy and time wasting. The escalation of illnesses caused by the fast and easy Urban life has brought about a reconsideration of lifestyle choices and practices which include healthy eating of fruits, nuts and vegetables instead of the sweetened and sugar-filled "junk" food which hitherto were considered a show of wealth and enjoyment.

This movement prompted businesses arising at different places to meet the growing demand of juices, smoothies and vegetable drinks. Production and marketing of the

healthy beverages is a very lucrative business but it didn't come without its own challenges. Yan Chen et Al (2012) showed that consumers are faced with two information problems: first, they have limited information about a product's existence; second, even if they know a product exists, they do not have full information about its quality until they purchase and consume it. Production of trusted brands that people will be comfortable with especially considering the process of production of these healthy drinks, such as how hygienic the process is, what certification the producers have and what license they have to bring out their products to the market is also a challenge to be considered. Moreover, since the production is intended to yield profit in a thriving society, the most important question is how these products can be introduced to get the attention of the consumers at the different locations i.e. how these products can be made to drive profitability which is the bases of marketing.

SIGNIFICANCE OF STUDY

The significance of this study is to examine the use of advertisement to promote the consumption of these healthy drinks, also to help producers of Natural healthy drinks achieve their Brand advertisement's objectives which include informing, inducing and persuading. These are all geared towards capturing or recapturing predominance in market and increase in profitability, which is the ultimate aim for every business venture.

STATEMENT OF THE PROBLEM

Advertising is one of the professional tools used by a company to generate more sales and thereby increase profits. According to Nitin Zaware et Al (2021), it communicates an influencing message to potential customers. These messages are to stimulate customers in their choices to prefer one product to the other. Producers or manufacturers have admitted that they need to advertise to stay in business. The emergence and growth of advertising was as a result of the printing press and the development of the art of communication and also from early form of visual communication which was done through wall inscriptions, marks and hanging signs, handbills, newspapers and

magazines, radio and Television Jingles and later it was upgraded to the internet and use of Artificial Intelligence.

The main feature of advertising is that it is paid for as it is a commercial transaction. This is what distinguishes it from public relation, which seeks to place information about the company or its products in the media without having to pay for the time and space. Also advertising is identifiable with the sponsor, which is not always the case with publicity or propaganda. Hence the audience recons with who is putting out their products for public acceptance with the purpose of improving potential buyers' responses to the company and its products. The extent to which Natural Healthy drink producers are willing to commit funds to advertising vary from one company to the other.

Also there are arguments on the truthfulness in messages contained in adverts. In his writing, Crawford (2006) argues that while advertising claims to present truthful or accurate messages concerning a given product, in practice, there are inherent difficulties which can present some doubtful constraints to their claims such as selective presentation, persuasion, commercial intent and regulatory constraints. These concerns as viewed by consumers can pose as disadvantages to the acceptance advertisements from producers.

Moreover, in spite of the rate of advertising in organization(s), the extent to which advertisement has motivated people on the consumption of juices, smoothies and vegetable drinks such as Tigernut drink, watermelon juice, carrot drinks, Parsley drink and even the highly recommended "Zobo" (Hibiscus) cannot be determined. Also, the effect of advertising on the consumption pattern of the product cannot be explained.

In a market, already saturated with different brands of juices and drinks with dominance spanning over decades, a keen competition in the soft drink industries, leaders in the market who has come out with mass promotional activities and programs to outwit their competitors and maintain their share of the market through activities like sponsoring of promotions, sporting activities, cash blast promotions etc., the juice and healthy drink industry is barely thriving in the race to gain full acceptance and recognition.

PURPOSE OF THE STUDY

The purpose of this study is to ascertain if advertising play a role in the marketing consumer goods such as Juices, smoothies and vegetable drinks. There is need to examine these roles and also understand / access the extent advertising activities affect company's sales. There is no evidence to show that there is high consumption of the products, thereby determining which of the advertising objectives is more profitable in marketing these healthy drinks. With a keen competition amongst beverage producers and recently, demand for healthy drink products being introduced in the market, replete with different promotional programs amongst competitors in the market, we will proffer answers to avenues to maintain the place of preference and profitability for these healthy drinks.

OBJECTIVES OF THE STUDY

The objective of this study is to investigate a particular model of consumer behavior as summarized by Kotler (1976): Attention, Comprehension, Attitudes towards brand and Intention to buy to determine the role of advertising in marketing consumer goods with Natural healthy drinks as a case study with specifics to:

1. Investigate the role advertising has played in the marketing of these consumer goods.
2. Find out the advertising media which have been successful in promoting the products
3. Examine to what extent advertising programs has been effective in the promotion of sales of these products

RESEARCH QUESTIONS

The following research questions are evidenced in investigating the role of advertising on the marketing of healthy drinks:

1. Does advertising play a role in the marketing of consumer goods?
2. Which of the advertising Media is more successful in promoting these products?
3. To what extent does advertising activities affect the company's sales?

HYPOTHESIS

The following Hypotheses were tested at 0.05 level of probability to guide this study:

(Ho1) The null hypothesis: Advertising does not play a significant role in marketing of consumer goods

(H1) Alternative hypothesis: Advertising plays a significant role in marketing consumer goods.

(Ho2) Advertisement media are not successful in promoting the sale of the products

(H2) Advertisement media are successful in promoting the sale of the products

(Ho3) Advertising Activities does not affect a company's sales and targets

(H3) Advertising activities affect company's sales and targets

SCOPE OF THE STUDY:

The study is limited to four (4) natural healthy drink companies based in Abuja, Nigeria hence the study is valid only within sample frame. The non-probability methods of sampling technique used to select the respondents might also limit the validity of the results obtained.

The various production houses considered are, FK- Delish, C-Nekky juices, Bomas Juices and drinks, M and M smoothies and more. These companies are all situated in Abuja Federal Capital Territory and they may limit the generalization of the results to other companies producing similar products in Nigeria. Abuja was chosen as it is a very diverse and fast-growing population. Also being considered an Elitist state in the nation where people can afford to buy exotic drinks, there is need to evaluate the place of natural healthy drinks in this environment.

These companies are small and medium enterprises existing for at most 7 years of operation. They comprise mainly of Sole enterprises and at most have the visioner or business owner directly working with about 20-32 staff whom he supervises directly. The departments are simply structured to include an administrative department, production department and Marketing / Sales departments. Managers are appointed for each of these departments with the Marketing/Sales department being the largest within the organization. The size of the departments varies from one company to the other and that is the only noticeable difference within the four under review. The Marketing and Sales

department consist however of a manager or Supervisor and many low-level staff employed as sales representatives and drivers to drive the distribution of their products. Not much is done for advertisements neither were their departments created for the sole purpose of advertising.

Data and Method of collection.

The study adopted a descriptive Survey research design. The sample size was made up of Ninety-Eight (98) respondents which were drawn mainly from the staff of these companies and mainly from the marketing and sales departments especially staff from their outlets who relate directly with the customers.

Purposive sampling technique was employed to gather insights as the aim was to get responses from staff with different working backgrounds, gender and social levels whose sentiments may not be the same.

The study utilized mainly primary source to generate data. The forms used were structured questionnaire administered on the staff of the four different Natural Fruit Drink companies. To facilitate the ease and convenience of completion. A space of about two week was given to the staff to attend to the questionnaire and also where necessary, they were personally administered to these staff to ensure timely return of these forms. Where necessary also, personal interviews were used to compliment data generated with questionnaires provided. The questionnaires are comprised of both close ended research questions that assure a greater uniformity of respondents and open-ended research questions for personal expression of ideas.

METHODOLOGY:

Method of data analysis:

The data collected through questionnaires were analyzed through the use of simple percentages, tabulations and frequency distribution. Each question was analyzed while the hypothesis was tested using the chi-square statistical method.

Validation and reliability: The instrument was face validated and reliability done.

The data collected through questionnaires were analyzed through the use of simple percentages, tabulations and frequency distributions.

Chi-square statistical method was used to test the hypothesis.

$$\text{Formula: } X^2 = \frac{\sum(f_0 - f_e)^2}{f_e}$$

where f_0 = observed frequency

f_e = expected frequency

Σ = summation

X^2 = chi-square

The analysis procedure for chi-square statistical method as stated by chisenell (1973) is as follows:

- (a) Set the null hypothesis (H_0) and alternative hypothesis (H_1)
- (b) Construct contingency table for observed frequency (f_o)
- (c) Construct contingency table for expected frequency (f_e) by multiplying a row total by the corresponding column total and dividing the result by the grand total i.e

$$f_e = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

- (d) Degree of freedom = $(R-1) (C-1)$

Where R = Row

C = Column

A 5% significant (allowance for error) which is standard for research study would be employed as this study is not a pure scientific or very delicate research study which should be 100% error free.

- (e) Calculate the chi-square value (X^2 cal) using the formula:

$$X^2 = \frac{\sum(f_0 - f_e)^2}{f_e}$$

(f) Read off the table chi-square value (χ^2 tab) from the chi square table using 5% level of significant on the column and the calculated degree of freedom on the row.

(g) Compare the calculated chi-square value with the table chi-square value.

(h) Give Decision Rule.

The Null Hypothesis is rejected where the value of the calculated chi-square is greater than the value on the chi-square table, otherwise, we will accept Hypothesis.

Limitations of the methodology

It is expected that in a study of this kind, to observe certain shortcomings of the method applied. Some of the problems encountered include the following:

1. Hesitation or outright reluctance of the members of the population to participate in the research.
2. The respondents were giving information while ensuring that they protect the revelation of any flaws, which their organization might have.
3. Some of the respondents believed that their pay slip might be at risk if the management resort to using the suggestions they raised to promote their products especially, considering that the companies are just keeping afloat with the plenty levies and taxes they are daily being made to settle.
4. A few were unwilling to participate as it may be tantamount to divulging Company information or secret.
5. As always, there is the possibility of bias as the respondents may give answers to impress the researcher rather than give their own opinion.

RESULTS AND FINDINGS

The results of the study are presented in accordance with the research questions and hypotheses:

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OVERVIEW OF THE BACKGROUND OF THE 98 RESPONDENTS:

Population	No of respondents	Percentage
Gender		
Males	57	58
Females	41	42
Age distribution		
Below 30years	45	46
Below 40years	24	24.5
Below 50years	23	23.5
Above 50years	6	6
Qualification		
School Cert level	52	53.06
Graduate level	37	37.76
Post graduate level	9	9.18

From the table above, the highest percentage of respondents are for gender: Males, for age distribution: below 30years and for qualification: School Certificate holders.

RESEARCH QUESTION 1: Does advertising play a role in the marketing of consumer goods?

FREQUENT USAGE OF ADVERTISING

How frequent the companies advertise their products

DESCRIPTION	No. of responses	percentage
Very Regular	78	79.59
Regular	18	18.37
Occasionally	2	2.04
Total	98	100

Source: field survey

The table above reveals that 79.59% of the respondents confirmed that their company advertises very regularly. This means that the greater number of the respondents believe that their company advertises very regularly.

ADVERTISING AND CONSUMER AWARENESS

The table below shows the influence of advertising on consumer awareness:

RESPONSE	NUMBER OF RESPONSES	PERCENTAGE
YES	80	81.63
NO	18	18.37
Total	98	100

The table reveals that 81.63% of the respondents believed that effective advertising increases consumer awareness of a product. This means that majority of them are in the affirmative.

EFFECTS OF ADVERTISING ON SALES:

The table hereunder shows the effect of advertising on sales.

RESPONSE	NUMBER OF RESPONSES	PERCENTAGE
High sale returns	83	84.70
Low sale returns	12	12.24
No sale returns	-	-
Indifferent	3	3.06
Total	98	100

Source: Field survey

The table showed that overwhelming majority of the respondents believe that effective advertising result in increased sales return.

TEST HYPOTHESIS:

Null Hypothesis: Advertising does not play significant role in the marketing of consumer goods.

Alternative Hypothesis: Advertising plays a significant role in the marketing of consumer goods.

The hypothesis is tested using question No. 5 of the questionnaire: Does your company record increase in consumption as a result of advertising?

RESPONSE	NUMBER OF RESPONSES
YES	80
NO	18
Total	98

The expected frequency (F_e) is calculated as follows:

$$F_e = \frac{98}{2} = 49$$

2

F_o	F_e	$F_o - F_e$	$(F_o - F_e)^2$	$\frac{(F_o - F_e)^2}{F_e}$
80	49	31	961	19.6
18	49	-31	961	19.6
Σ				39.2

The degree of freedom (df) = $N-1 = 2-1 = 1$

Level of significance is 5% = 0.05

$$X^2_{cal} = 39.2$$

The critical value from the table of the chi-square is $X^2_{tab} = 3.84$

Decision Rule:

The null hypothesis is therefore rejected since the calculated value of chi-square is higher than the critical value from the Chi-square i.e $X^2_{cal} > X^2_{tab}$.

This means that advertising plays a significant role in marketing healthy drinks.

RESEARCH QUESTION 2 : which advertising media is most effective in sending out message to consumers?

MEDIA EFFECTIVENESS

Highly efficient			Efficient		Less efficient		Very poor	
Medium	%	F	%	F	%	F	%	F
Radio	40.8	40	35.7	35	18.4	18	5.1	5
Newspaper	0	0	0	0	8.2	8	91.8	90
Television	71.4	70	10.2	10	12.2	12	6.1	6
Bill Boards	20.4	20	56.1	55	5.1	5	18.4	18
Internet / social media	40.8	40	40.8	40	8.2	8	10.2	10

From the 98 respondents, there is an indication that television is the most effective of all media in terms of advertising effectiveness, followed by Internet / social media and Radio. However, Newspapers is very poor and less efficient.

RESEARCH QUESTION 3

To what extent does advertising activities affect the company's sales percentage figure

EFFECTS OF ADVERTISING ON SALES

RESPONSE	NUMBER OF RESPONSES	PERCENTAGE
High sale returns	83	84.70
Low sale returns	12	12.24
No sale returns	-	-
Indifferent	3	3.06
Total	98	100

Source: Field survey

From the table, 84.7% of the respondents agree that advertising affects the sales return positively. The personal interview which the researcher held with the managers reveals that there was an increase in sales volume up to the tune of 2% and sometimes above the firm's target was realized and these achievements were predicated on the ability of the companies to create public awareness through advertisements in the various media.

ADVERTISING OBJECTIVES

The table below shows company's objective for embarking on advertisement

RESPONSE	NUMBER OF RESPONSES	PERCENTAGE
Sales Objective	46	46.94
Communication Objectives	52	53.06
Total	98	100

Source: Field survey

The table shows that about 46.94% of the respondents believe sales objective are much more profitable to their company, while 53.06% believe that communication objectives are more profitable to their company.

The closeness of the figures goes to explain that the companies believe on both the sales and communication objectives.

CONCLUSION

The objective of the study was to determine the role of advertising in marketing of consumer goods with Healthy natural Juices and smoothies as case study. The primary source of data collection was through questionnaires and based on the data collected and analyzed and findings made; we summarize as follows:

- 1) Advertising has impacted positively on companies producing Natural healthy drinks. There is high sales return after advertising and this has help in positioning the Natural healthy drinks in the minds of the consumers as a high-quality brand.
- 2) The distribution and promotional efforts of Natural Healthy Drinks have actually increased the willingness of consumers to buy and prefer these products to other fuzzy drinks.
- 3) Advertising builds consumer belief and attitudes which leads to motivation of buyer, actual purchase and preference of the product compared to other brands in the market
- 4) As a result of advertising, company sales and consumers' brand loyalty are increased.
- 5) Advertisement helps to curtail customers extensive search for information about a brand and improve their confidence on it.

RECOMMENDATIONS:

- 1) Advertising requires some financial implication but it is not commensurate with the boost a business will have by putting out their products out there for customers to be aware of. It should be encouraged.
- 2) Adequate information should be made available to prospective buyers on the use of products through advertising

- 3) If a company does not announce itself through the use of advertisements, no one will know they are there.
- 4) The use of effective media as a motivational appeal and sales promotion is an interesting and exciting step in the direction of profitability through boost in sales.
- 5) Companies should avoid deceptive advertisement as this will have adverse effect which might in turn dent the corporate image of the firm as well as their products.
- 6) It is strongly recommended that managers and marketing practitioners should continue to leverage of the use of advertisement as an indispensable means of promotion.

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QUESTIONNAIRE

My name is Nkechinyere Chinedu-Okoro, I am conducting research in fulfillment of my Doctorate Degree in Strategic Management and Leadership Development at Learn to Live Business School, UK. I am reaching out to you to participate in my research work with the topic: **"THE ROLE OF ADVERTISING IN MARKETING CONSUMER GOODS A STUDY OF NATURAL HEALTHY DRINKS MARKETING WITHIN ABUJA NIGERIA"**

Kindly oblige me by responding to the following questions:

Personal Information:

Sex Male Female

Age: Below 30 years

Below 40 years

Below 50 years

Above 50 years

Accademic Qualification School Certificate holder

(Please tick as appropriate) Bachelor's Degree

Post Graduate

Position in company Low Level Staff

(Please tick as appropriate) Supervisor

Sub-Manager

Manager

Business Owner

(Kindly circle your choice in the options given)

1) How much do you know about Advertising?

*A lot *Little * nothing

2) How often does your Company advertise their products?

*Very regularly *Regularly *Occasionally *None

3) If yes, what type of Advertising do they do?

*Television, *Radio *Bill boards *Hand bills
*Internet/Social Media

4) which advertising media do you consider the most effective in sending out message to consumers about your products?

5) Does your company record increase in consumption as a result of advertising?

* Yes * No

6) What type of Sales return does Advertising bring to your Company?

*High Sales returns * Low Sales return *No Sale returns
*indifferent

7) Do you think that Advertising plays a role in the marketing of consumer goods such as Natural healthy drinks?

*Yes *No

8) What level of awareness do you think your company has created about their product?

*High *Low

9) Is there need for improvement? *Yes *No

10) Would you encourage your company to engage more in advertising

*Yes

*No

11) Kindly make recommendations to improve the extent of the use of
advertisement by your company.

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