

EFFECT OF ADVERTISEMENT ON PURCHASE DECISION FOR SELECTED CONSUMERS OF LAGER BEER PRODUCTS IN KWARA STATE

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Abstract

Beer consumption volume has in recent times attracted a lot of attention among the populace especially with the high figure of sales and financial returns declared by brewing companies in Nigeria annually. However, little seems to be known on factors determining buyers purchase decision of these products especially the dominant type of beer – lager beer. The objective of this study is to identify the factors influencing the consumer buying decision of lager beer in Kwara state. The survey research design was employed for the study with a sample of 398 lager beer consumers which was systematically selected. A structured questionnaire based on Likert's five-point measuring scale was used to elicit information from the sampled respondents in selected bars and restaurants across Kwara State. Findings revealed a significantly positive correlation in advertisement, peer group influence and consumer purchase decision, with a significantly positive effect of income variation on purchase decision of lager beer consumers. The paper concluded that changes in income and peer group influences of consumers of Nigerian Breweries Plc Lager beer have a positive relationship with their buying behaviour. The paper recommended that Nigerian Breweries should continuously develop more aggressive marketing communication campaign programmes to enhance consumer's patronage of their lager beer products.

Keywords: Advertisement, Peer, Group influence, Income, Brand preference and Lager beer

1.1 INTRODUCTION

In this 21st century, where the world is a global village, organizations are rarely insulated against aggressive competition. Competitors could imitate a new product in less than six months of the product's launch, which could undermine the profit of the creating company. Companies keep brainstorming on innovative ways to convert, attract and retain consumers to their product lines.

The key to a company getting a competitive edge is the ability to create compelling differences and communicate these to the consumers, who are armed with the purchasing power. However, now-a-days consumers are conscious to look for the

best product and switch on to new brands with a simple stimulus (Chakraborty, Hossain, Azad & Islam, 2013).

There are many factors that influence consumers' purchase decisions, most of which are believed to be outside the control of marketers. Armstrong (2005) opines that the reason why consumers buy what they buy is often deeply rooted in their minds; consequently, consumers do not truly know what affects their purchases as most of the attention, feeling, and knowledge that compels their purchases occur without their awareness. What consumers buy, how they buy, where they buy and quantity they buy, depending on their perception, self- concepts, social and cultural background, their age and family cycle, their attitudes, beliefs, values, motivation, personality, social class and many other factors that are both internal and external to them . While buying, they also consider whether to buy or not to buy and from which source or seller to buy (Khan, 2006).

In the developed countries, where it is assumed that basic needs are already met, consumers can afford to buy in greater quantities and at shorter intervals whereas in developing countries like Nigeria, basic needs are rarely met (potable water, electricity, shelter, food among others), and therefore the meagre consumers' income is seriously under pressure. Marketers in this, clime therefore, are expected to understand how to satisfy the basic needs of consumers, where the product falls (normal good, inferior good, luxury good) and also the different behaviours exhibited by consumers, which require an in-depth study of their internal and external environment before formulating their marketing plans. It is imperative for organizations that wish to achieve the goal of profitability and growth to understand her consumers and speedily respond to their needs and wants better than competitors.

Beer has been widely consumed from time immemorial by the consumers around Nigeria and Ilorin metropolis in particular for several reasons like relaxants and euphoric effect, recreational purposes, for inspiration and so forth.

In Nigeria, the brewing industry has grown tremendously. A report by Vetiva capital, an investment and research firm predict that “the volume of beer produced in Nigeria per year would grow from 15 million hector litres (1.5 billion litres) in 2009 to 23 million hector liters (2.3 billion litres) in 2015 and puts beer per capita consumption at 10 litres”. In another development, Mitchel and Tomo (2005) observed that years ago, there were a handful of beer brands in the country, but today, there are several breweries brewing millions of hector liters of beer under different brand names including Guinness Stout, Star beer, Harp beer, Gordon Spark, Heineken beer, Becks beer, Champion beer and many more. Such a large volume of production and availability of different brands in the market has led to the stiff competition for increased market share being witnessed among the operators in the industry today.

When competition is tense and the manufacturers are faced with brand choices, it becomes essential for the manufacturers to know the major factors that can attract the attention of buyers to their own brand. Advertisement has been utilized by marketers at the point of purchase displays and happy hours, offering discounts on drinks in bars during certain allocated period of time (Christie, Rowe, Perry & Charmad, 2001; Kuo, Wechster, Greenberg, & Lee, 2003).

The beer industry in Nigeria is also faced with consumers who exhibit different behaviours, a market characterized by stiff competition and other global challenges applicable to a developing economy. The industry comprises of lots of homogeneous products that are close substitutes, for example, Star of Nigerian Breweries Plc, Harp of Guinness Nigeria, and Guilder of Nigeria Brewery Plc and Satzenbrau Pilsner produced by Guinness, to mention a few. The global crash in oil price and the unstable exchange rate had further worsened the economic situation of the country and reduced the disposable income of individuals. Since Nigeria solely depends on oil for her foreign exchange; this situation had further put pressure on the country and individuals.

To this end, marketers in the Nigerian brewery industry need to strategize better ways of stimulating consumers, especially since they exhibit various behaviours and have low purchasing power. These factors will greatly influence their purchase decisions and usually lead to a change in demand. The continuous change in demand by consumers is, however, outside the control of marketers. It is thus imperative for management of breweries to increase their resources with attention focused more on attracting and retaining its consumers, especially in this period of the economic downturn.

Consumer purchase decision in the beer industry is said to be influenced by the aforementioned factors (income, social-cultural, personal, psychological and characteristics of the consumer), could also be influenced by promotional activities of the organization. While others mentioned earlier might be outside the purview of managers, promotion could be an effective tool in influencing the consumers purchase decision of their products. Anselmi (2000) stated that the relative market share may be influenced by the manufacturer's advertising and promotion allocation decision. Marketing promotion is one aspect of marketing mix elements namely: product, price, place and promotion. This is, however, a tool in the hand of business managers that can be used to influence sales and project the image of the company in a good light; especially products like beer.

In the business world, organizations make use of varieties of promotional tools and this is referred to as promotional mix. These include; personal selling, advertising, sales promotion, direct marketing, and publicity. Beer manufacturers make use of

some of these promotional mixes too. Nigerian brewery, for instance, does publicity through its STAR Mega Jam, STAR Quest, STAR Trek, Gulder ultimate search and Gulder celebrity show. It also engages in sales promotion, like buy one and take one free and engages advertising in introducing new products, like when it was introducing its Starlight through the print medium.

Advertising of beer unlike other promotional tools could change the mindset of the people from their perceived health risk to the other benefits associated with moderate and reasonable drinking. Advertising can help companies develop consumers' awareness to an unmet need or introduce a product that consumers may see as not valuable. This influence often occurs during the launch of new products in the market. Customer awareness is often low for these items until companies promote them and attempt to drive consumer demand through advertising.

Companies may also need to advertise to stave off the popularity of a competitor's products in the market. This will result in advertisements that will make consumers change their buying pattern and switch products for personal reasons, such as cost or quality. Advertisement according to the American Marketing Association "is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

Beer which is believed to be the third most widely consumed drink after water and tea has become a vital component of Nigeria's non-oil sector in recent time and has largely contributed to economic growth (Bangudu, 2013). The specific objectives of this study were to:

- i. examine the relationship between change in income and consumer purchase decision of Nigerian Breweries Plc's lager beer products;
- ii. determine the relationship between peer group influence and consumer buying decision of Nigerian Breweries Plc's lager beer products; and
- iii. assess the extent to which advertisement can influence consumer buying behaviour of Nigerian Breweries Plc's lager beer product.

2.0 LITERATURE REVIEW

The introduction of capitalism, which is best described as a socio-economic system that allows for privately owned capital and economic judgment made mainly through the operation of a market unregulated by the state. Decisions are made by capitalist whose sole business aim is profit making, this had led to over-production in virtually all manufacturing sectors and made aggressive marketing a necessity for organizations. It is imperative for organizations that wish to achieve the goal of profitability and growth in this highly competitive environment to inform, communicate and even persuade consumers to buy her product rather than that of another company. One way of doing this is through promotion. Promotion is the

means of changing the attitudes of the consumer so that it becomes favourable towards the company's products. Advertisement has become very popular, useful and had reached the status of an independent discipline (Martin Khan, 2006).

The Institute of Practitioners in Advertising (2006) says “advertising offers the most convincingly possible selling communication to the right prospects for the product or service at the lowest possible cost. According to The American Marketing Association, 'advertising is any paid form of non-personal communication and endorsement of ideas, goods or services by a known sponsor’”. According to Stanton, "Advertising consists of all the activities involved in offering to a buying audience a non-personal, sponsor-identified, paid-for communication about a product or organization." Gardner (1985), sees “Advertising as the means of mass selling that has developed vis-a-vis to mass production and has become necessary.”

Advertising serves as a tool in creating product awareness in the mind of a potential consumer to make an eventual purchase decision. It is a specialized form of communication because in order to satisfy the marketing function it has to do more than inform. It has to persuade people to buy, at a profit to the company. It also has to influence the choice and the purchase decision of the consumer or the target audience. It thus attempts to convert prospects into customers. Advertising also distinguishes brands and products of the same company. A name like Nigerian brewery might not ring a bell; it does not communicate what the company does. However, her brands such as; Star, Gulder, Goldenberg, Legend, Climax and others, will arouse a feeling of want in consumer's mind of these brands. Advertising goes a step further to distinguish between products of the same company, e.g. Star (lager beer), Climax (energy drink), or Legend (stout).

It is also important to note that the target audience must identify the sponsor as defined by Stanton (1981). The promoter of information and messages of advertisement are usually stated. This is usually important for the audience to know and be certain of the promoters of such ideas, goods or services as the case may be. The promoter of a political party will not put the name of a rival party as the sponsor of an advert. Likewise, the marketer of Nigerian brewery products will not be seen endorsing the products of Guinness Nigeria at the end of a presentation of such products and vice versa. A company with a good image (goodwill) will make use of the name to sell a new product and even sustain the old products in her portfolio. The product gets increased sales by the identity of the reputed corporate company.

Another important focus of the advertisement is the medium through which information is sent out to the masses. Unlike the ancient times when Societies make use of symbols, town criers, pictures and signs to attract prospects (advertisement was limited to certain locations). In recent times advertisement had evolved beyond the use of town criers, symbols and the likes, the modern age had bought

advertisement right into the homes and corridors of the masses. Today's modern environment, advertisement is done through mass media; these are diversified technologies that are targeted to a large audience. The technologies used for communication however varies. These mass media are broadcast media, print media, outdoor media and social media.

These mass media are sometimes combined to get to various targets of the advertising company. Take, for instance, organizations make use of Television, radio means of advertising; which is a form of broadcast and also do Newspaper advert (print medium). They can also make use of outdoor means like billboards and posters. Also, worth mentioning is the introduction of the internet in the 80s, this had created a social media platform for manufacturers to have direct access to their consumers and prospects. Today, consumers have access to the social media network of their brands or products. This gives them first-hand information about their preferred brands; an example is Star Nigeria. One could follow Star Nigeria on Google+, Twitter and even Facebook.

Advertising is used for presenting, exchanging business messages to the current and future customers. It usually gives details about the advertising firm, its product benefits, location of where such products can be purchased, among others.

Advertisement is essential for both the supplier and the consumers. However, it is more vital for suppliers. Today's business environment which is synonymous with large scale production, producers/suppliers cannot think of selling of their products without involving the use of advertisement. It complements sales force personal selling to a large extent. Advertising has recorded great significance in today's world where stiff competition in the market and fast changes in technology is prevalent.

Theoretical Review

Learning is a relatively stable transformation in behaviour caused by experience. The learner might not have the experience directly, thus, we could learn by observing others. This is called the casual, unintentional acquisition of knowledge incidental learning (Solomon, 2009).

Behavioural learning theory is concerned with learning behaviour patterns, and then how they are "unlearned." Since the word "learning" is often adopted in the discussion of human behaviour, it is imperative to know what psychologists suggest by this term. According to behavioural psychologists, "*learning*" is represented by a relatively stable transformation in human behaviour or understanding, due to a "learning" experience. Thus, "learning" is not restricted to the most common usage of the word referring to the academic acquisition of knowledge (school). In psychological terms, learning can happen without any intention to learn, and without

a conscious awareness that something has been learned. Any change in behaviour implies that the person has learned a new way to respond to a particular situation. The term is popular with primary ways that organisms learn: classical conditioning and operant conditioning as created by psychologists like John B. Watson and B.F. Skinner respectively.

Behavioural learning theories assume that learning occurs as a result of the response to external stimuli or events. Psychologists who are of this viewpoint do not focus on internal thought process but views the mind as a black box. The consumer is viewed as the black box, where stimulus goes in and a response is expected. This can thus be depicted as follows;



Fig 1: Diagram showing the linkage between stimuli and response of consumers

Source: Author's conceptualization, 2018.

The event (stimuli) in the environment goes into the box (consumer) and things come out of the box (responses or reactions to these stimuli). A consumer who takes a brand of beer and derives satisfaction on the first experience is likely to repeat its purchase of that particular brand. This thus, confirms the view that the feedback received tends to shape or reshape experiences.

The theory of Reasoned Action was propounded by Fishbein and Ajzen in the late 1960s, it is concerned with the significance of pre-existing attitudes in the decision-making process. The theory majorly postulates that consumers act on behaviour based on their intention to create or receive a particular outcome. This connotes that, consumers are rational actors who choose to act in the way it best suits them. Based on this theory it is believed that specificity is critical in the decision-making process. A consumer only takes a specific action when there is an equally specific result expected. From the time the consumer decides to act to the time the action is completed, the consumer retains the capacity to change his or her mind and decide on a different course of action.

Marketers can gain many tips from this theory, firstly, when marketing a product to consumers, marketers must associate a purchase with a positive result, and that result must be specific. Secondly, the theory highlights the importance of moving consumers through the sales pipeline. Marketers must understand that long lags between initial intention and the completion of the action allow consumers plenty of time to talk themselves out of a purchase or question the outcome of the purchase.

The Engel, Kollat, and Blackwell (EKB) Model was propounded by Engel, Kollat, and Blackwell in 1968, it expands on the Theory of Reasoned Action and lays out a five-step process that consumers use when making a purchase. The first stage, input, is where consumers get to know most of the marketing materials they see on the media (newspapers, television, or even online). Once the consumer receives the data, the next step is to delve into information processing, where the consumer compares the input to past experiences and expectations.

Consumers migrate to the decision-making stage after some thought process must have occurred, deciding to buy based on cogent insight. Consumers are affected in the decision-making phase by process variables and external influences, including how the consumer visualizes his or herself after making the purchase.

Under the EKB Model, marketers have two stages where their input is the most important. During the early information stage, marketers must offer consumers enough information about the product to impel the consumer to keep the company's products under consideration for purchase. Marketing becomes imperative during the period of external influences. Lifestyle brands are near perfect in instilling the desire in the consumer to look or feel a certain way with the product, even if the brand's product does not essentially vary from the competition. This study adopts the theory of reasoned action and EKB model as they best explain the variables studied.

Empirical Review

Saleem and Zain-Ul-Abideen (2011), studied the nexus between environmental and emotional response to determine consumer buying behaviour, the responses of 200 respondents using telecommunication services and indicate that there exists a weak association between environmental response with the consumer buying behaviour including the attitudinal as well as behavioural aspects of the consumers buying behaviour.

In the study of Malik, Ghafor, Iqbal and Ali (2013), on the Impact of Brand Image and Advertisement on Consumer Buying Behaviour in the general public at Gujranwala city Pakistan, A questionnaire survey was used, 200 questionnaires were distributed randomly to the general public and in an educational institute. 175 questionnaires were correctly responded by respondents. 106 were filled by female and 69 filled by male respondents whose percentage is 60.6% and 39.4% respectively. Furthermore, respondents were 18.3%, 66.9%, 8.6%, 6.3% belonged to intermediate, graduate, postgraduate and higher education level respectively. Finding revealed that brand image and advertisement have a strong positive impact and significant relationship with consumer buying behaviour. The study also showed that teenagers in Gujranwala were more aware of their social status so much that they prefer branded products. Thus, advertisement affects their consumer behaviour positively.

The study by Zinyemba and Manase (2015), presents findings of a study that was carried out in a low-density area of Zimbabwe, to establish the buying behaviour of low-density households and its influence by various forms of advertising. The results show that 50 per cent of the 75 respondents strongly agreed that their decision to purchase a product was influenced by advertisements. It also indicated that respondents understood preferred outdoor media more than the electronic and print media while consumer buying behaviour and branding of products can facilitate more sales.

3.0 METHODOLOGY

The study adopted a descriptive research design. Primary data was obtained through the use of a questionnaire to elicit responses from consumers of Nigerian Breweries lager beer products in the research locations. Consumer buying behaviour (demand) represented the dependent variable and advertisement, consumer's income and peer group influence represented the independent variables in the study.

The population of this study consists of consumers of Nigerian Breweries Plc lager beer products in Kwara State. This comprises the products' consumers in bars of selected hotels and restaurants in the sixteen (16) local government areas of Kwara State. Samples were drawn from the study population by adopting the non-probability sampling technique. Sample size formula for a large or unknown population (Israel, 1992) was used to determine the number of respondents to be administered the questionnaire.

$$i.en_0 = Z^2 p^* q / e^2$$

$$n_0 = (1.96)^2 (0.5)(0.5) / (0.05)^2 = 385 \text{ respondents}$$

Where:

n_0 = sample size, Z = 95% confidence level, $p = 0.5$ (maximum variability), $q = 0.5 (1-p)$, and e = precision level

A total number of 140 copies of questionnaires were distributed to lager beer customers in bars and restaurants selected in each local government area of the senatorial districts resulting to a cumulative total of 420 copies of questionnaires to compensate for non-response. 398 copies of questionnaires were found to be properly filled among those retrieved from the respondents. This number, therefore, constitutes the basis of the data analysis. To arrive at the intended analysis, the participant's responses and data sourced from the Nigeria Breweries Plc annual returns were analyzed using Pearson's correlation and Regression analysis.

4.0 RESULTS AND DISCUSSION

The Pearson correlation and regression analysis were used to test the study hypotheses. This is done to achieve the set objectives for the study by examining the three hypotheses formulated.

Hypothesis I

H₀: There is no significant relationship between change in income and consumer purchase decision of Nigerian Breweries Plc's lager beer products

Table 1. Correlations between Income Variation and Consumer Purchase Decision

	Income Variation	Consumer Purchase Decision
IVPearson Correlation	1	0.872**
Sig. (2-tailed)		0.000
N	398	398
CPD Pearson Correlation	0.872**	1
Sig. (2-tailed)	0.000	
N	398	398

Source: result obtained from SPSS 16.0 output (2018)

**Correlation is significant at 0.01 level (2-tailed)

From table 1, it can be seen that there is a positive and significant relationship between change in income and consumer purchase decision of Nigerian Breweries Plc's lager beer products given that the correlation matrix is put at 0.872 which is statistically significant because the calculated value is lower than the critical value of 0.1. Therefore, as a decision rule the null hypothesis earlier stated is rejected since the calculated value is less than the critical value.

Hypothesis II

H₀: There is no significant relationship between peer group influence and consumer buying behaviour of Nigerian Breweries Plc's lager beer products

Table 2. Correlations between Peer Group influence and Consumer Purchase Decision

	Peer Group Influence	Consumer Purchase Decision
PGI Pearson Correlation	1	0.896**
Sig. (2-tailed)		0.000
N	398	398
CPD Pearson Correlation	0.896**	1
Sig. (2-tailed)	0.000	
N	398	398

Source: result obtained from SPSS 16.0 output (2018)

**Correlation is significant at 0.01 level (2-tailed)

Table 2 reveals that there is a positive and significant relationship between peer group influence and consumer purchase decision of Nigerian Breweries Plc's lager beer products given that the correlation matrix is put at 0.896 which is statistically significant because the calculated value is lower than the critical value of 0.1. Therefore, as a decision rule, the null hypothesis is rejected as earlier stated since the calculated value is less than the critical value.

Hypothesis III

H₀. There is no significant effect of advertising on consumer purchase decision of Nigerian Breweries Plc's lager beer products

Table 3: Regression Analysis Model Summary

Model	R	R Square	Adjusted R square	Std. Error of the Estimate
1	0.695	0.483	0.477	0.64621

Source: SPSS output, 2018.

The model summary in table 3 shows the coefficient with multiple determinations with an Adjusted R Square of 0.477. The implication of this 47.7% variation is that the independent variable (advertising) has the ability to determine the dependent variable (consumer buying behaviour) at 47%.

Table 4:**ANOVA^b**

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	16.714	1	16.714	63.964	.000 ^b
Residual	20.644	79	.261		
Total	37.358	80			

Source: SPSS output, 2018.

The calculated ANOVA table is analyzed to see if any of the variables are significant. The F statistics is compared with 1 and 93 degrees of freedom using stats tables. From the ANOVA table, F = 63.964, P-value = 0.000 = 0.05 (sig). Since p-value = 0.000 = 0.05 (critical value). The null hypothesis is rejected and the alternative accepted. This implies that advertising has a significant impact on the consumer purchase decision.

Table 5: Coefficients of Independent Variable

Model	Unstandardized coefficient		Standard Coefficient	T	Sig.
	B	Std. Error			
(constant)	1.299	.268		4.842	.000
Advertising	.603	.075	.669	7.998	.000

Source: SPSS output, 2018

Table 5 provides information on the effect of individual variables (Estimated Coefficient or Beta) on the dependent variables. The t-test of advertising 7.998 with Beta 0.669 and P-value of 0.000 less than 0.05 (critical value), this implies that advertising has a highly significant effect on consumer buying behaviour. i.e the intercept and slope are 1.299 and 0.603 respectively which could be written in model form as $Y = 1.299 + 0.603X$.

Discussion of Findings

From the above analysis, it is clearly seen that income variation and peer group influences have a significantly positive relationship with consumer purchase decisions of Nigerian Breweries Plc Lager beer. Also, advertising has a highly significant effect on consumer buying behaviour.

5.0 CONCLUSION AND RECOMMENDATIONS

The study concluded that there is a positive relationship among advertisement, peer group influence; income variation and consumers purchase intention. Since the findings of the study revealed that changes in income and peer group influences of consumers of Nigerian Breweries Plc Lager beer has a positive relationship with their buying decision. This affirms the findings of Saleem and Zain-Ul-Abideen (2011), Zinyemba and Manase (2015) and Malik et al (2013) which also concluded that advertising affects consumers buying behaviour in their countries.

The following recommendations were drawn from the findings of this study arising from the achievement of the objectives of the study:

- i. The study recommends that marketers of NB Plc should focus on social class factors like income and peer group which influences the buying decision of their customers by exploiting this further through segmenting their markets into distinctive social classes to cater for each income group.
- ii. It also recommends that Nigerian Breweries Plc which is the present market leader in the competitive lager beer market should continuously develop a more effective advertising campaign program to increase consumer's preference for their brand. Advertisement for beer brands should convey information about the advantages which the brand being advertised would offer over others and encourage group purchasing and the positive effect of such purchase (security, acceptability of choice, championship etc.) and depict friendship situation.

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