Advertising Strategy and it's Impact on Consumer Behavior

(The Nigerian Breweries Plc)

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Abstract:- Over the years, corporate organizations have considered different advertising strategies to address the growing need for market expansion and consumer satisfaction. This is evident by the various budgets allocated to marketing activities by companies and quality of the marketing team put together to develop adequate advertising strategies that would use the media platforms such as radio, TV, newspaper, internet and print to influence consumer behavior purchasing decisions.

The research studied different advertising strategies used by advertising experts and integrated the media platforms that could be effective in carrying out the goal of the business. This influence is manifested in various ways such as awareness creation, arousal of interest, purchase and post–purchase decisions of consumers.

The importance of this research is to elucidate the understanding of an organization marketing team on the identification and application of various advertising strategies in sync with media platforms. The integration of approach is necessary in influencing consumer behavior.

Keywords:- Advertising Strategies, Sales Growth, Consumer Preferences, Market Research.

I. INTRODUCTION

Developing advertising strategies by organizations to drive corporate objectives plays a major role in their strategic plans. The development of businesses over the years has focused on fast, high-tech, and global approaches that require the ability to capture, manage, and apply advertising theories and principles to promote business growth by improving efficiency, ensuring quality of customer service, dealing with market competition, and keeping pace with current trends and events. To improve their functional strategy, restricted plans are implemented to achieve the desired specific objectives in functional areas for optimal growth. Advertising is multi-faceted in its purpose of getting to the receiver through newspapers, television, outdoor, transit, direct mail, online, and directories. It is a kind of mass communication, a potent marketing tool, a component of the economic system, a means of financing the mass media, a social institution, an art form, an instrument of business management, a field of employment and a profession. Unlike other techniques, advertising may be misconstrued as entertainment. There has been a major misconception about advertising due to its application to diverse methods, concepts, and marketing activities that align with marketing communications.

This research takes a broad view of the impact of advertising strategy on consumer behavior in business-to-consumer companies (B2C). The research aims to provide a robust outlook on advertising management that deals with a fundamental evaluation of advertising strategies and plans, advertising media, advertising models, and how these strategies impact consumer behavior to achieve performance improvements and overcome challenges in the market. Advertising is considered non-personal communication that is paid by an organization to create awareness of its brand and its services or products, which are transmitted to a defined audience through mass media such as television, radio, outdoor displays, newspapers, magazines, direct mail, or mass-transit vehicles. In the new global community, advertising messages may be transmitted via new media, especially the Internet (Mon Lee & Carla Johnson, 2006, p. 3).

The study was carried out with an online survey method for the collection of data. The consumers of the product brand who were targeted as respondents for this survey total two hundred (200).

The statistical tools used to analyze data are pie chat and exploratory factor analysis. The results reflected the positive impact advertising strategy has on improving the market size of a firm using media platforms channels.

The objective of the study is to determine how the Nigerian Breweries Plc advertising strategy impacts consumer behavior to improve brand image, sales growth, and organization profitability. This evaluates how new practices, technology, and strategies will impact consumer behavior and the overall effectiveness of business growth.

The population of the study are beer drinkers who patronize products and are in a position to evaluate the impact of the advertising strategy of companies on consumer behavior. The research considered how beer drinkers are classified according to their brands and product consumption,

such as heavy drinkers or light drinkers, in a cross-sectional survey.

In a nutshell, the research develops empirical support for companies' advertising strategies that are relevant and impactful on consumer behavior. The empirical understanding of how consumer behavior is impacted by advertising improves profitability, increases sales, enhances brand performance and creates awareness in the context of advertising strategies.

II. A LITERATURE REVIEW OF ADVERTISING STRATEGY, PLANNING AND CONSUMER BEHAVIOR

According to Mon Lee and Carla (2006, p. 3), an advertising strategy is a deliberate attempt by a sponsor or organization to develop a campaign that informs the public by creating awareness and persuades them consistently through informative and persuasive skills. The implementation of an advertising strategy reminds the potential customer about products and services. This strategy is meant to build a brand image, promote brand awareness and stimulate sales. An advertising strategy is a conceptual and analytical plan designed to persuade a consumer to purchase a product or service from a brand by considering the product itself and its benefits (Shimp and Andrew, 2013). Developing an effective strategy will involve data gathering and a comprehensive understanding of the product and its value to the customers. Advertising strategies are designed by stating the advertising goals, researching the market, profiling customers, profiling potential competitors, developing strategies to support advertising goals, and testing those ideas. Advertising strategies are implemented with strategic business plans, which are documents that align a company's goals with market demands. An advertising strategy considers the market challenge of who will want to buy the product. An advertising strategy needs a thorough understanding of the potential market, including competitors, customer preferences, and selling conditions, as well as the product itself, and should lead to the creation of a specific set of advertising objectives.

According to Rex Stewart (1986), a corporation might specify what it expects to achieve through advertising, such as increasing sales by 15% or promoting further sales to men ages 24–39, as well as the schedule for achieving those goals. As the plan progresses, this creates a road map through which the corporation can assess the advertising's success. Advertising companies strategically build appeals to get people to buy products or satisfy the needs or wants of potential customers. The success of marketing messages is mostly determined by the topic or theme. Some consumers undergo severe deliberation before making purchase decisions. An appropriate advertising strategy, especially in competitive markets, builds on brand preference or changes the buyer's perception through consistent persuasion.

➢ *The Three-Point Approach to Determining Strategy*

In consideration of a desired advertising strategy by agencies, John O'Toole (1985), developed a three-point approach to determine strategy. The approach aligns various capabilities and activities of an organization to its strategies. This congruence observed in an organization gives rise to a vertical fit as follows:

- Who or what is the competition? In business, competition is a rivalry between companies selling similar products and/or targeting the same target audience to gain more sales, revenue, and market share. The company's approach is to conduct market research on their product and evaluate which other companies are selling a product that would compete in the market. Through training, the sales force will discover competitors' strategies in the market through the sales process and ways to overcome them.
- Who is the company talking to? Identifying the types of customers in the market allows a company to present the product to a potential buyer appropriately, increasing sales and profitability. Is the company targeting users of other brands? Consumers who have never purchased a product in a category? Understanding the different types of consumers who buy products can help a company make a variety of decisions, including product placement, promotions, product design, and production schedules.
- What does the company want them to know, understand, and feel? Describe how the company brand addresses one or more human needs, such as being popular, feeling attractive and wanted, obtaining material things, enjoying life through comfort and convenience, creating a standard educational system, having political interests, wielding power, avoiding fear, imitating those companies you admire, and having new experiences. According to Bonnie and Jerome (2008), a brief description of the product or service should be provided to contextualize the strategy in a few paragraphs, but enough to help the reader understand what is to be advertised.
- Who is the company target? Consumers have an active lifestyle that reflects their perspectives and beliefs. The outcome of knowing the target is to create, exchange, satisfy individual and organizational goals. The purpose is achieved through data collection where subgroups are formed to differentiate their needs, preferences, and inclinations. This analyses the consumer's mind about the company's product or products by asking questions. Do consumers know about the company's product and what is their level of patronage? Are there reasons why consumers choose a particular type of product?
- Where is the company's competition in the minds of these consumers? Are competitors offering similar products in the same market to the same target audience? Can the company's sale of its product against rivals attain the goals of profitability, growth, increased market share, and revenues? Can the company undergo product innovation, technological advancement, and corporate growth to compete with competitors?

- Where would the company like to be in the minds of these consumers? The company positions its product or services in the consumer's mind as the best option when purchase decisions are made.
- What is the promise to the consumer, the big idea? Declare the campaign's focus. At this stage, there is no slogan or tag line, only an idea in simple language that will serve as the basis for a tag line—a brief statement that summarizes what the campaign is about. This is aimed at gaining brand recognition so that the audience can identify the brand among competitors.
- What evidence do consumers receive to back up the company's claim? In marketing, a consumer benefit is the quality of a product or service offered to meet consumer expectations. The benefits are prioritized within marketing because they generally drive more emotional reactions. Benefits are the needed values conveyed by a product or service, whereas features are the characteristics of the product or service.
- What is the advertisement's tone of voice? The company chooses an appropriate tone as they convey their message to the target audience that is persuasive by considering warmth, family values, high-tech, sobering facts, mild guilt, humor, and so on.

III. DATA ANALYSIS AND PRESENTATION

The dataset contains 15 columns that are similar in nature to the questions described previously. However, the questions have been arranged and shortened for correlation analysis as follows:

- Does religious affiliation affect your beer consumption? as "religious affiliation on beer consumption"
- Do you have a stable source of income to improve consumption? as income on consumption
- Do you recommend beer improvements for customers? as recommend beer improvements

- Would you recommend Nigerian breweries brand to a friend or colleague? as recommend Nigerian breweries brands to a friend
- Do you try different brands often? as different brands
- Are you loyal to Nigerian brewery brands? as loyalty to Nigerian breweries brands
- Do you buy more of the beer when your income improves? as income on consumption
- Have you noticed the advertisements of Nigerian breweries brands? as notice of beer adverts
- Are you influenced by beer advertisements? as Influenced by adverts.

The choices offered for these questions were of a hierarchical nature and ranked the respondents' preferences in order of minimum to maximum. The common choices for these responses include "absolutely", "definitely", "probably", "rather not" and "absolutely not". They follow an ascending progression from 'absolutely" assigned the value of 5 while "absolutely not" is assigned a value of 1. These responses were then converted to numerical values from 1 to 5 using a DAX function in Power BI.

Furthermore, the analytical approach focuses on variables that explain the effect of Nigerian Breweries, Plc. advertisements directly on increase in sales. Responses from questions 5 to 14 are converted to numerical values to form the explanatory variables that determine their effects on a successful campaign. These are the specific questions that provide direct answers to research questions stated previously.

➤ *Exploratory Analysis and Finding*

An exploratory analysis was done on the dataset to ascertain the dimensions and quality of data. A respondent failed to input her age bracket, but it was filled in during the cleanup stage. The full report will be attached at the end of this document. The research output from the documents were uploaded as screenshots.

Fig 1: Exploratory Analysis

➢ *The Visual Representation of Five (5) Cards with Values are as Follows:*

• Total respondents for the survey are two hundred (200).
• The ratio of male to female respondents is 1.2.
• The number of respondents that earn steady income is one hundred and forty (140).
• The total number of days the questionnaire was administered is thirteen (13).
• The total number of female respondents is ninety-one (91).

The line graph has the 15th recorded as the day with the highest number of submissions of sixty-nine (69). The first doughnut chart shows the number of respondents that live in rural and urban areas. The chart captures ninety-one percent (91%) of the total respondents reside in urban areas. The second doughnut chart states the ratio of male respondents to female respondents. The "male/female ratio" card shows a 1.2 ratio male to female respondents. This means that for every 5 female respondents there are 6 male respondents.

The four horizontal bar charts which are religious affiliation on beer consumption, recommend Nigerian breweries brands to a friend, income and beer consumption and recommend Nigerian breweries brands improvement, show the numerical assigned value of their level of choice responses. The highest rating is highlighted by a marine blue. Religious affiliation was deduced to have a less significant effect on the amount of beer consumed by respondents. Also, one hundred and twenty-two 122 respondents strongly agreed to recommend Nigerian breweries brands to a friend and fifty-six (56) respondents agreed income has a significant effect on

their level of beer consumption. However, some respondents agreed to a decrease in beer consumption as income improves. Finally, eighty-one (81) respondents recommended an improvement in the quality of Nigerian breweries brands.

The next visual is a "total number of respondents by what is your age bracket (years) and gender". This is a multivariate analysis that classifies the total number of respondents by their age group and shows the number of respondents that are male and female. The graphical representation deduced the highest number of respondents are in the 25-34 age groups with sixty (60) being male and fifty-five (55) are female. The second visual represents a total number of respondents and number of earned income respondents by years as you started drinking. It shows majority of the respondents started drinking Nigerian breweries brands between 6-10 years ago While, forty-eight (48) for respondents do not earn steady income and sixty-seven (67) respondents earn a steady income. However, respondents in the 11-20 years age groups are thirty-three (33), thirteen (13) respondents do not earn a steady income while twenty (20) respondents earn steady income.

Finally, the tree map shows the distribution of respondents by the year they commenced drinking. It shows sixty (67) respondents have been drinking between 6-10 years, while fifty-four (54) respondents have been drinking Nigerian breweries brands for more than twenty (20) years. Followed by thirty-two (32) respondents that commenced drinking for 1-5 years, and twenty-seven (27) respondents have been drinking Nigerian breweries brands for less than a year. Finally, there are twenty (20) respondents that have patronized Nigerian breweries brands between 11-20 years.
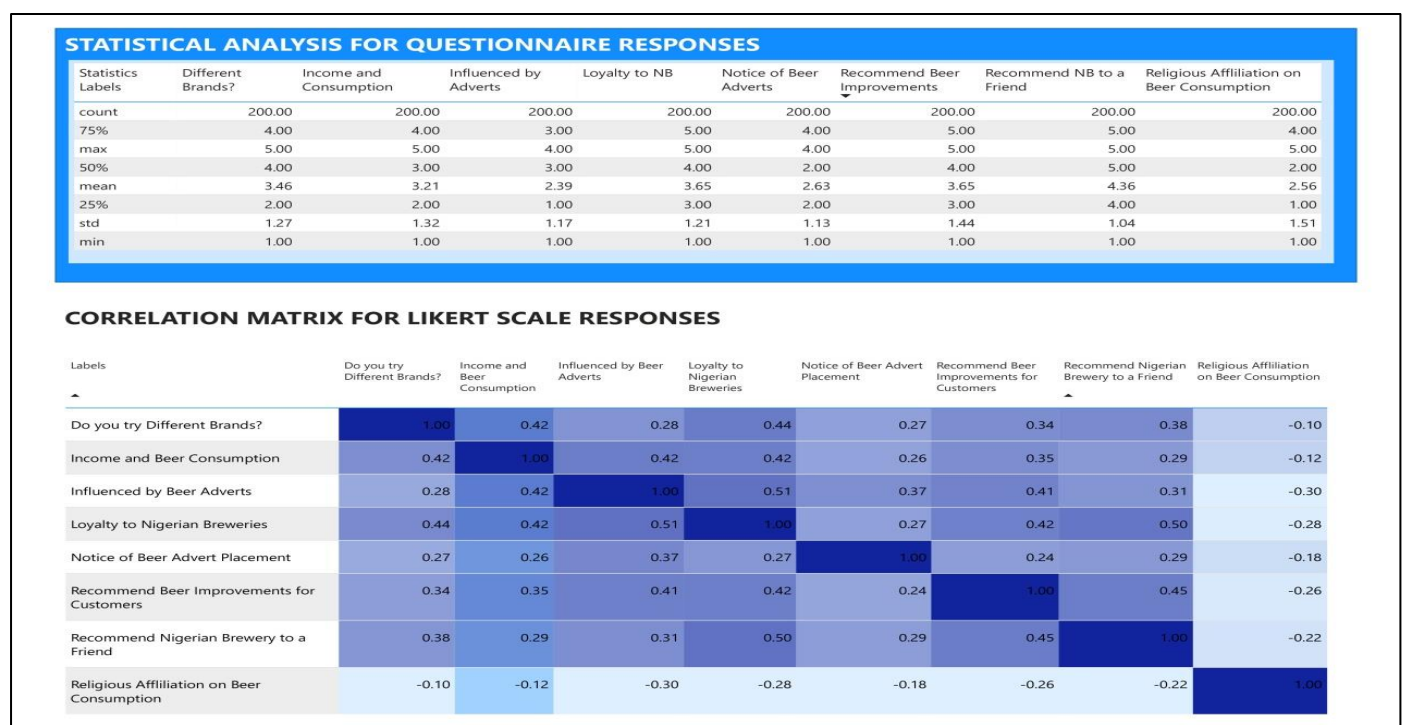
➢ *Statistical and Correlation Analysis*

STATISTICAL ANALYSIS FOR QUESTIONNAIRE RESPONSES

Statistics Labels	Different Brands?	Income and Consumption	Influenced by Adverts	Loyalty to NB	Notice of Beer Adverts	Recommend Beer Improvements	Recommend NB to a Friend	Religious Affiliation on Beer Consumption
count	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00
75%	4.00	4.00	3.00	5.00	4.00	5.00	5.00	4.00
max	5.00	5.00	4.00	5.00	4.00	5.00	5.00	5.00
50%	4.00	3.00	3.00	4.00	2.00	4.00	5.00	2.00
mean	3.46	3.21	2.39	3.65	2.63	3.65	4.36	2.56
25%	2.00	2.00	1.00	3.00	2.00	3.00	4.00	1.00
std	1.27	1.32	1.17	1.21	1.13	1.44	1.04	1.51
min	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

CORRELATION MATRIX FOR LIKERT SCALE RESPONSES

Labels	Do you try Different Brands?	Income and Beer Consumption	Influenced by Beer Adverts	Loyalty to Nigerian Breweries	Notice of Beer Advert Placement	Recommend Beer Improvements for Customers	Recommend Nigerian Brewery to a Friend	Religious Affiliation on Beer Consumption
Do you try Different Brands?	1.00	0.42	0.28	0.44	0.27	0.34	0.38	-0.10
Income and Beer Consumption	0.42	1.00	0.42	0.42	0.26	0.35	0.29	-0.12
Influenced by Beer Adverts	0.28	0.42	1.00	0.51	0.37	0.41	0.31	-0.30
Loyalty to Nigerian Breweries	0.44	0.42	0.51	1.00	0.27	0.42	0.50	-0.28
Notice of Beer Advert Placement	0.27	0.26	0.37	0.27	1.00	0.24	0.29	-0.18
Recommend Beer Improvements for Customers	0.34	0.35	0.41	0.42	0.24	1.00	0.45	-0.26
Recommend Nigerian Brewery to a Friend	0.38	0.29	0.31	0.50	0.29	0.45	1.00	-0.22
Religious Affiliation on Beer Consumption	-0.10	-0.12	-0.30	-0.28	-0.18	-0.26	-0.22	1.00

Fig 2: Statistical and Correlation Analysis

➢ *The Table of Statistical Analysis Shows the Following:*

• The count (Number of responses).
• Responses in the 75th percentile.
• The maximum hierarchy of response.
• Responses in the 50th percentile.
• The mean response.
• Responses in the 25th percentile.
• Standard deviation.
• Minimum hierarchy of response of all variables that explains the dependent variable.

From the first variable (if the respondents try different brands of Nigerian breweries brands) we observe that most of the responses were in the 75th percentile meaning 75% of the respondents were positive to whether they try other brands of the company's products. The maximum level of response is five (5), The responses in the 50th percentile were four (4) which deduces that 50% of the responses when considered will reflect a positive response of those who try other products. Also, responses that were rated two (2) are in the 25th percentile, and the standard deviation of the responses is 1.27 and the minimum level of response is one (1).

The above analysis is similar for other variables and their respective statistics. The research noted Do you recommend Nigerian breweries brands to a friend? has the highest mean value to show the unity in the respondents to recommend a friend to the company's products. Furthermore, most of the respondents are loyal to Nigerian Breweries products going by the value of five (5) in the 75th percentile. In contrast, the variable 'religious affiliation on beer consumption that inquires the effect of religion on the respondents' level of beer consumption shows a negative response. It has the lowest mean of 2.56. It shows majority respondents are not directly impacted by their religion on the consumption of beer products.

IV. CORRELATION ANALYSIS

The table represents a correlation matrix that shows correlation coefficients between different variables. Every cell in the table indicates the strength and direction of the linear relationship between the corresponding pair of variables. The correlation table tests the variable to determine any patterns that may exist among them. The table is also color coded to assign a darker shade of blue to variables that are fully correlated and those that are not correlated are assigned a lighter blue. By observing the table, we deduce that "religious affiliation on beer consumption" has little to no effect on the consumption of beer by the respondents. This is the reason why it shows a negative value against all other variables.

Also, we notice a 0.51 correlation between "loyalty to Nigerian breweries brands" and "Influenced by beer adverts". Furthermore, a 0.50 correlation between "recommend Nigerian breweries brand to a friend" and "loyalty to Nigerian breweries" connotes that most loyal respondents are likely to recommend Nigerian breweries brands to their friends.

➢ *Detailed Interpretation to the Analysis is Presented below:*

Do you try different brands? The variable shows positive correlation with income and beer consumption, loyalty to Nigerian breweries, "recommend beer improvements for customers", and recommend Nigerian breweries brands to a friend. However, we observed a lower positive correlation with Influenced by beer adverts and notice of beer advert placement. There is also a slight negative correlation with religious affiliation on beer consumption.

• Income and beer consumption: The research observed moderate positive correlation with other variables like Do you try different brands? Influenced by beer adverts, loyalty to Nigerian Breweries, recommend beer improvements for customers, recommend Nigerian breweries brands to a friend. This suggests that Increased income may encourage trying out new brands from the Nigerian breweries. Furthermore, there is a slight positive correlation between income and beer consumption and notice of beer advert placement. Lastly, there is a slight negative correlation with religious affiliation on beer consumption.

• Influenced by beer adverts: this variable has a positive correlation with Do you try different brands? income and beer consumption, loyalty to Nigerian breweries, recommend beer improvements for customers, recommend Nigerian breweries brands to a friend. It also shares a slight positive correlation with notice beer advert placements. Finally, we observe a negative correlation between Influenced by beer adverts and religious affiliation on beer consumption.

• Loyalty to Nigerian breweries brands: For this variable, there is a positive correlation with Do you try different brands? income and beer consumption, influenced by beer adverts, recommend beer improvements for customers, recommend Nigerian breweries brands to a friend. There is also a slight positive correlation with notice of beer advert placement. However, beer improvements for customers have a negative correlation with religious affiliation on beer consumption.

➢ *Notice of Beer Advert Placement: How the Variable Correlate to others is Captured Below:*

• Positive correlation with Influenced by beer adverts, recommend beer improvements for customers, recommend Nigerian breweries brand to a friend.

• Slight positive correlation with Do you try different brands? Income and beer consumption, loyalty to Nigerian breweries brands.

• Slight negative correlation with religious affiliation on beer consumption.

➢ *Recommend beer Improvements for Customers: The Correlation Between Recommend Beer Improvements for Customers is Below:*

- Positive correlation with Do you try different brands? Income and beer consumption, influenced by beer adverts, loyalty to Nigerian breweries and recommend Nigerian breweries brand to a friend.
- Slight positive correlation with notice of beer advert placement.
- Negative correlation with religious affiliation on beer consumption.

➢ *Recommend Nigerian Breweries Brands to a Friend: Positive Correlation with the Following:*

Do you try different Brands? Income and beer consumption, influenced by beer adverts, loyalty to Nigerian breweries products and recommend beer improvements for customers.

- Slight positive correlation with notice of beer advert placement.
- Negative correlation with religious affiliation on beer consumption.
- Religious affiliation on beer consumption: This variable has a negative correlation with all the variables in the model.

V. CONCLUSION AND RECOMMENDATION

The data presented above shows relationships between the responses from the questionnaire converted into variables. This goes a long way to answer our hypothesis and determine if the analysis permits us to accept or reject the null hypothesis. The hypotheses analysis is given below:

- Does advertising of beer by Nigerian breweries Plc. impact consumer behavior by enjoying brands and product trial consumption? This hypothesis tries to inquire if advertising helps encourage consumers to purchase and consume more products by providing more brands and trial consumption. For this hypothesis to be accepted there must be significant positive correlation between Do you try different brands? influenced by beer adverts, notice of beer advert placements and recommend beer improvements for customers. If there is no correlation between them then we reject the null hypothesis and accept the alternative hypothesis that advertising of beer by Nigerian breweries does not impact consumer behavior by enjoying brands and product trial consumption. From the data presented previously, it could be seen that Do you try different brands? and influenced by beer adverts has a positive correlation of 0.28 while Do you try different brands? and notice of beer adverts have a positive correlation of 0.27. Generally, there is a positive correlation across all four variables. This research accepts the null hypothesis that advertising of beer by Nigerian breweries impact consumer behavior by enjoying brands and product trial consumption.

- Does advertising of beer by the Nigerian breweries impact consumer behavior by making them purchase brands and products more frequently? For this research question, it inquires for a relationship between the variables "notice of beer advert placement", influenced by beer adverts and the rest of the variables. From the correlation analysis, we can see that notice of beer adverts has a positive correlation with Influenced by beer advert placement of 0.37. Also, notice of beer advert placement has a positive correlation with all variables except religious affiliation and beer consumption. Similarly, influenced by beer advert placement shares positive correlation with all variables in the model except Religious affiliation and beer consumption. These finding necessitates the researcher to accept the null hypothesis that states advertising of beer by the Nigerian breweries impact consumer behavior by making them purchase brands and products more frequently.

- Does advertising of beer by the Nigerian breweries impact consumer behavior by purchasing brands and products in larger quantities? Finally, this research questions aims to ascertain a correlation between variables like loyalty to Nigerian breweries, recommend Nigerian breweries to a friend, recommend beer improvements for customers and Income on consumption. From the correlation analysis, it could be seen that they all share a positive correlation with each other and all other variables except Religious affiliation on beer consumption.

➢ *Recommendations*

Given the presented analysis, we can deduce the following about each variable:

- Religious Affiliation on Beer Consumption has a negative correlation with all the variables which is an indication that adverts on Nigerian breweries should not be conducted with religious elements. It is advised not to focus marketing efforts on religious factors when advertising beer brands.
- The strong correlation between Loyalty to Nigerian breweries brands and Recommend Nigerian breweries to a friend indicates that loyal customers are more likely to act as brand ambassadors. Leveraging and nurturing customer loyalty could lead to increased word-of-mouth promotion and brand advocacy.
- Do you try different brands? shows a positive correlation with income, suggesting that higher income may encourage consumers to try out different beer brands from Nigerian breweries. This presents an opportunity for targeted marketing or product development strategies to attract high-income consumers.
- Influenced by beer adverts, as a variable, is positively correlated with various factors, including trying different brands, income, loyalty and recommendations. This indicates the effectiveness of beer advertisements in influencing consumer behavior. It would be beneficial to continue and possibly enhance advertising efforts to maintain and expand consumer influence.

- Recommend beer improvements for customers shows positive correlations with various factors, emphasizing the importance of customer feedback. Acknowledging and implementing customer suggestions could lead to improved customer satisfaction and potentially increased loyalty.
- The positive correlation of Notice of beer advert placement with various factors suggests that strategic ad placements can enhance brand visibility and engagement. Ensuring that beer advertisements are well-placed may contribute to positive consumer perceptions and behavior.

In conclusion, this correlation analysis provides valuable insights for effective marketing strategies. Understanding the relationships between variables can help tailor campaigns, enhance customer experiences, and optimize product offerings. It is crucial to continuously monitor consumer preferences and adapt strategies accordingly to remain competitive in the market. Also, it is important that customer loyalty be influenced by considering their feedback so they can effectively recommend Nigerian Brewery products to their friends. Finally, a strategic approach towards ad placements will significantly improve the patronage by customers since a lot of the respondents admitted to noticing Nigerian Brewery ad placements. Also, by improving strategies of Nigerian Brewery ad placement, there can be significant advantage ahead of the competition which may lead to more market share and exponential patronage increase. Finally, exploring ways to improve Nigerian Brewery products will positively affect the loyalty of already loyal customers as they will further recommend Nigerian Brewery products to their friends.

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