

TOPIC: PERCEIVED IMPACT OF ADVERTISING PREFERENCE OF BIGI DRINKS IN BEVERAGES AMONG RESIDENTS OF ILORIN

CHAPTER ONE

INTRODUCTION

1.1. Background to the study

Advertising is a critical component of the marketing mix for any brand of products and services (Tapan, Tapas & Kamalesh, 2013). Tapan, Tapas & Kamalesh, (2013) opine further that, advertisement helps to develop business brand and shape positive consumer perception and plays a vital role. According to Wijaya (2012) Advertising is used to building the brand and attaching values to the same brand, either tangible or intangible so that the consumers will be loyal and love the brand or have a sense of belonging to the brand. Belch and Belch (2020) believe that advertising and promotion are an integral part of human social and economic system and that in human complex society; advertising has evolved into a vital communications system for both consumers and business. “The ability of advertising and other promotional method to deliver carefully prepared message to target audience has given them a major role in the marketing programs of most organization (Belch & Belch, 2020. p.5)”

Belch and Belch (2020) state further that all forms of companies increasingly rely on advertising and promotion to enable market their products and services. This means that no organization can survive in a global competitive market without the aid of advertising, and advertising also helps consumers to determine what to consume. There are numerous marketing weapons, but advertising has an everlasting impact on consumer (Belch & Belch, 2003). Advertising is a subset of promotional mix which is

one of the 4p's in the marketing mix (product, price, place, promotion), as propounded by (McCarty, 1960). Booms and Bitner (1981) added 3 (Participants, Physical evidence, and Processes) to further make it 7p's of marketing mix. That is why Kumar & Raju (2013, p, 37) assert that "As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision".

Kotler (2015, p. 131) posits that a consumer goes through five stages during a purchase process: "problem need recognition, information and search, evaluation of alternative, purchase and post purchase of behaviour". These aforementioned five steps can lead consumer to determine product preference. Consumers' preferences for products or brands arise from the combination of many different factors. Venkatraman, Clithero, Fitzsimons, and Huettel, (2012) state that Some factors come from features of the product itself (e.g., price, durability), while others are attributes of consumers themselves (e.g., goals, attitudes, discretionary income).

Ge, Brigden and Häubl (2015) propose that consumers often make choices in settings =-where some alternatives are known and additional alternatives can be unveiled through search. The statement read thus:

When making a choice from a set of alternatives, the manner in which each of these was discovered should be irrelevant from a normative standpoint and consumers must also decide choosing among set of previously discovered alternatives and searching to discover additional alternatives before making a choice .

Kamen (2006) cited in Kang (2015) advocates that advertising is involved in numerous activities such as determining product market share. According to him, "Advertising does more than just selling product. He sells brand names, images, values, goals and concepts of who we are and who we should be". Advertising can be said to assist Bigi drinks to become a market challenger in beverages industry in Nigeria. Bigi soft drinks are carbonated drinks produced by Rite Foods Limited. The company is an indigenous company in Nigeria. Sule (2019), asserts that" Before 2016, Coca-cola Bottling Company and 7up Bottling Company's products were the dominant soft drinks in Nigeria with market share of 50% and 40% respectively until the emergence of Bigi drinks to challenge the market ".

The growing concerns amongst numerous local marketing and brand analysis/analysts such as: Blue Print Editorial (2019), Business Hallmark Survey (2019), Sule (2019), Sowande (2019), Okili (2020) and Daily Intelligence Report (2021) are that Bigi brand is doing everything in its capacity to challenge and later lead the two leading carbonated drinks company; Coca-cola and 7up in Nigeria Beverages Industry Sowande, (2019) declares that:

Market research has shown that Bigi drink brand is ranked among the three most sought after in Nigeria behind Coca Cola and Pepsi and that Data from Google trends shows that Bigi drinks are catching up behind Pepsi and Coca Cola as it gains popularity in states like Lagos, Rivers and Kano.

While it has been observed by Sharma *et al.* (2013), Kumar and Raju (2013), Isik and Yasar (2015) Najam (2016), Mehra and Singh (2016), Marwa and Mona (2021) that

consumer preference influences purchasing decision of a consumer, as well as the role advertising plays on consumer buying behaviour and buying decision. Hence, little or no attention has been given to the role advertising plays in determining market share of a product in a highly competitive market like that of beverage industry in Nigeria.

1.2 Statement of the problem

There are quite a number of carbonated drinks available in the market. This has led to keen competition for increased market share among them. Most companies spend enormous amount of money on advertisement in order to maintain and enlarge their market share. The ways through which organizations connect with their consumers are mostly through advertisement where they put their message across and to influence consumers in their choice of selecting that particular brand. Most studies carried out in this area to determine the influence of advertisement on consumer brand preference has indicated that advertisement significantly affects brand preference. Ayanwale *et al.* (2005), cited in Akinola (2022), indicate that advertisement has a major influence on consumers' preference in the food drink industry.

In the case of Bigi drinks, numerous local marketing and brand analysts such as: Blue print Editorial (2019), Business Hallmark Survey (2019), Sule (2019), Sowande (2019) Okili (2020) and Daily Intelligence Report (2021) is that Bigi brand is doing everything in her wherewithal to relegate the two leading carbonated drinks company; Coca-cola and 7up to the backwater of the Nigeria fuzzy drinks market for many consumers prefer the product. Sowande, in his analysis in The Nigeria Xpress on Dec 16, 2019 declares that

market research has shown that Bigi drinks brand is ranked among the three most sought after in Nigeria behind Coca Cola and Pepsi and that Data from Google trends shows that Bigi drinks catching up behind Pepsi and Coca Cola as it gains popularity in states like Lagos, Rivers and Kano. It is from this aforementioned that this study tend to uncover the perceived impact of advertising preference of Bigi drinks among residents of Ilorin metropolis because no research have been done to find out how people in Ilorin view Bigi drinks advertisement and their perception on it. This is the gap that this study intent to cover as people in Ilorin also drinks Bigi among other beverages in Nigeria.

1.3 Objectives of the study

The general objective of this study is to examine the perceived impact of advertising on the consumer preference of Bigi drinks in beverages among residents of Ilorin. The specific objectives are to:

1. To examine the extent to which Ilorin residents are exposed to Bigi drinks advertisement.
2. To investigate the impact of advertising of Bigi drinks on the Beverages preference of residents of Ilorin.
3. To determine the extent to which advertising of Bigi drinks impact drinking of Bigi brands among Ilorin residence
4. To ascertain perceived impact of Advertising Bigi drinks beverages

1.4 Research Questions

1. What is the extent to which Ilorin residents are exposed to Bigi drinks advertisement?
2. What is the impact of advertising of Bigi drinks on the Beverages preference of residents of Ilorin?
3. What is the extent to which advertising of Bigi drinks impact drinking of Bigi brands among Ilorin residence?
4. What is the perceived impact of Advertising Bigi drinks beverages?

1.5 Significance of the study

The findings of the study will benefit beverages and drinks company, specifically, Rite food limited by helping them to understand the influence of advertising on consumption of their products.

1.6 Scope of the Study

This study is focused on the perceived impact of advertising preference of bigi drinks in beverages. The various ways consumers particularly Ilorin people in kwara state have responded to Bigi drinks advertisement. Therefore, this study will be limited in scope to the residents of Ilorin metropolis and will not go beyond advertising and consumer preference.

1.7 Operational Definition of Terms.

Impact: In this context, impact refers to the roles of Bigi drinks advertising on consumption level of people living in Ilorin metropolis.

Perception: This refers to the way people living in Ilorin metropolis that drink Bigi drinks think, view and understand the content of the advertisement.

Bigi: Bigi refers to Bigi soft drink owned by Rite Foods, a Nigerian family-owned conglomerate.

Advertising: Advertising refers to a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short.

Preference: Preference in this context refers to the way Bigi drinkers in Ilorin chose the Bigi drinks brand over other beverages in market.

CHAPTER TWO

LITERATURE REVIEW AND THEORETRICAL FRAMEWORK

2.1 Introduction

This chapter provides the conceptual review, empirical literature review and theoretical framework of the study.

2.2 Conceptual Frameworks

2.2.2 Concept of Advertising

Advertising is derived from the Latin word “adverte” which means “to turn toward” .An advertisement is defined by the Advertising Practitioners Council of Nigeria (APCON) as a “communication in the media paid for by an identifiable sponsor and directed at a target audience with the aim of transferring information about a product, service, idea or cause.” Advertising is a persuasive communication, because it tries to persuade the reader, viewers or listeners to take to the sponsor’s point of view and also take some appropriate actions towards an object of advertisement.

According to Hyun, and Richard (2013) the commonly held definition of advertising refers to a “paid” message from an “identified sponsor,” in “mass media” with the goal of trying to “persuade”. Tapas and Kamalesh, 2013 asserts that advertising is a critical component of the marketing mix for any brand as it plays an important role in modern business world (where it helps to develop business brand and shape positive consumer perception. (Ugbor, 2013) believes that Advertising plays a vital role not only to the agencies that practice it but to the manufacturers, media and customers as well; in media for instance, advertising constitutes a source of income. He states further that Newspaper as a rule receive two third of their revenue from adverts. Apart from contributing to the survival of radio, television magazines and other channels of mass communication advertisement adds beauty, elegance and glamour to the entertainment nature of the media.

Advertising differs from publicity in that advertising is paid communication that identifies the message sponsor. Publicity, in contrast secures editorial space in media (i.e., space that is not paid for) for promotion purposes (Kotler and Keller 2006), and does not identify a sponsor. Although publicity is not controllable by marketers, it can

be influenced in a favourable way, which constitutes the main task of public relations. Having no control over message content is crucial to marketers and can lead to disadvantages of publicity compared to advertising. Advertisement is not only important for sells of products but it is more important to breathe the organization itself. It appears as material thing like texts but its character is like metaphor of soul in living animals on which it prospers or becomes inert. Advertisement is a process of branding, which evolves good products and producing good products brand of organization poses to better image.

Advertising serves several valuable purposes in providing information. It saves potential buyers time and effort, thus enabling them to conduct their search activities more efficiently. Advertising stimulates competition. The public availability of price information through advertising lessens price differentials, pushing competing sellers toward "uniformity of prices". Advertising helps to maintain a desirable balance between production and consumption. Advertising not only informs people of the conditions under which business will be conducted

Furthermore, advertising awakens the impulse to buy and sell. In other words Advertising stimulates purchase and consumption. Advertisements stimulate the imagination to produce mental pictures. The mental images stimulated work much like casual visits to fairs and stores. Also Advertising provides a great amount of information on economic and cultural conditions. The information can be used by government officials and scholars in the present and by historians in the future.

2.2.3 Classification of advertising

Sandage (2001 in Frolova 2014) classified advertising into eight and they can be classified by:

i. Target Market Segmentation. In this case, it should be clarified that the segmentation is a division of the consumer audience on segments by typical social, professional and other features. The more specific product or service is the narrower is the segment of the audience, among which they can be advertised.

ii. Target Impact: commercial (goods and services) and noncommercial (political and social). Commercial advertising is used to create, maintain and increase the demand of certain products, creating the best conditions for sale. Noncommercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise.

iii. Distribution area: global, national, regional, and local. Global advertising is a rapid development of economic globalization in general: interactive videos, world radio and satellite TV, the Internet and other latest communication tools. Three other types of advertising aimed at the population within the boundaries of a particular state, region, city, town or district.

iv. The way of Transmission: printed, electronic, outdoor advertising.

v. The Method Implementation: textual, visual. Textual advertising is divided into simple and complex, and visual into statistical and dynamic. Simple text advertising is a regular wall advertisement. Complex text advertising includes a set of basic components - title, subtitle, main text module, slogan, etc. As an example of statistical advertising can be an appropriate photographic image or picture, and dynamic advertising such as video,

computer animation.

vi. The Method of Impact: This can either be direct or indirect. Direct advertising is an advertising that places us in front of the fact: this is the product, please buy it. Here is the price, phone number, etc. Indirect advertising is a phenomenon of a different kind. It operates almost on a subconscious level. So we do not even notice that we absorb the advertising information gradually.

vii. Method of Addressing: This can be impersonal or personalized. Personalized advertising is represented by well-known personalities or experts of the advertised product, or consumers themselves.

viii. Method of payment – paid or free. Free advertising is rare. In the most cases it is a public or social advertising, not for commercial purposes.

2.2.4 Types of Advertising

The main types of advertising according to Sandage (2001 in Frolova 2014) are seven:

- i. Brand advertising – it is usually visual and textual advertising. Such advertising is intended primarily to achieve a higher level of consumer recognition of specific brands.
- ii. Commerce and retail advertising - advertising of this type focuses on the specific production organization or product sales: it can be a service company or a shop. The main task of the commerce and retail advertising is to encourage the inflow of potential buyers by informing them about the place and the main terms of the provision of certain goods or services.

- iii. Political advertising - one of the most prominent and the most influential types of advertising. A positive image of the politician is formed
- iv. Advertising with a feedback – this type involves an exchange of information with potential customers. Most common way is a direct mail to specific recipients that has the greatest interest for advertisers as a possible buyers (e.g. in the form of catalogs).
- v. Corporate advertising - such advertising almost never contains advertising information (in the conventional sense of the word), and serves for the preparation of the public opinion (a certain segment of buyers) to support the point of view of the advertiser.
- vi. Business advertising - professionally-oriented advertising, intended for distribution among groups formed by their belonging to a particular occupation. Such advertising is spreading mainly through specialized publications.
- vii. Public or social advertising - unlike business advertising, it is oriented to the audience, united mainly by people social status - for example, single mothers, childless couples, teenagers, etc.

2.2.5 Roles/ Functions of Advertising

There are four major roles or functions of advertising as according to Kotler (2002 in Frolova 2014), and they are:

i. Economic Role of Advertising

The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of

time. Advertising informs, creates the need for a product or service, and encourages people to purchase. The more people have responded to the ad, the better it is for the economy and the economical wellbeing of society (Kotler, 2002 in Frolova 2014). Advertising's economic contributions come from its advantage as a mass-communication tool. The more people know about a product, results to higher sales and the higher the sales level would bring about cheaper product. In other words, most economists pressure that, because it reaches large group of potential consumers, advertising brings cost efficiency to marketing and thus, lower prices to consumers (Mitchell, 2009). Advertising tends to flourish a lot in nations that enjoy some level of abundance in her economy, in which supply is greater than demand.

In these societies, advertising extends beyond a primarily informational role to create a demand for a particular brand. This is done through two techniques: hard-sell approach that use reasons to persuade consumers and soft-sell approach that build an image for a brand and touch consumer's emotions (Moriarity, Mitchell & Wells 2009). They identify two contrasting point of view explain how advertising is seen as a vehicle for helping consumers assess value through price cues and other information. This school advocates view the role of advertising as a means to objectively provide value information, thereby creating more rational economic decisions. By focusing on images and emotional responses, the second approach appeals to consumer making a decision on non-price benefits. This is presumed to be the way images and psychological appeals can be used to influence consumer decisions. This type of advertising is believed to be so persuasive that it reduces the extent to which a consumer will move to an alternative product, regardless of the price charged (Moriarity, Mitchell & Wells 2009).

ii. Social Role of Advertising

Advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, besides the promotion of a product, it also helps to form ideological values of the society and at the end has an effect on the character of social relations causes consumer instincts, encouraging people to improve their financial state improves the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best (Kotler, 2002 in Frolova 2014).

Advertising also has a number of social roles. In addition to informing us about new and improved products, it also mirrors fashion and design trends and enhances aesthetic sense. Advertising has an educational role in that it teaches about new product and for use. It helps us shape an image of ourselves by setting up role models with which we can identify and it gives us way to express ourselves in terms of our personalities and sense of style through the things we wear and use. It also presents images capturing the diversity of the world in which we live. There are both negative and positive dimensions to these social roles. Furthermore, Wright (1995 in Frolova 2014), asserts that it is considerable more to make a personal call on a house hold business executive than to deliver a message by mass communication to the same house.

iii. Marketing Roles of Advertising

Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services (Kotler, 2002 in Frolova 2014). Advertising plays

different roles in development of any nation, organizations, and in individuals. These according to scholars include; the process a business uses for the satisfaction of consumer needs and wants by providing goods and services is called marketing. The marketing department is responsible for selling a company's product. Products are also identified in terms of their product category. By category, it means the classification to which the product is assigned. The particular group of consumers thought to be potential customers for goods and services constitute the target market. The tools available to marketing managers are the product (design, performance), its price, the place where it is made available (distribution), and its promotion. They are also collectively referred to as the marketing mix or the four P's (product, price, place and promotion). Advertising of course is one of the most important promotion tools.

iv. Communicating Roles of Advertising

Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer audience by the means of information channels (Kotler, 2002 in Frolova, 2014.). Advertising is first of all, a form of communication. In a sense, it is a message to a consumer about a product. It gives attention, characterized by providing a bit of information and sometimes a little bit of entertainment and tries to create some kind of response, such as sales. In reality, most advertising is not as personal or as interactive as a conversation because it relies mostly on mass communication, which is indirect and complex. As a form of mass communication, it transmits product information to connect buyers and sellers in the market place. In its branding role, it transforms a product by creating an image that goes beyond straight forward facts. It is also a form

of marketing communication. All of these tools and techniques have different strength and weaknesses, and they are used to accomplish different objectives. The most important strength of advertising is its ability to reach a larger audience. That's why it is so important in introducing a new product, building awareness and creating a brand image. It also delivers information that people can use in making product decisions. Advertising is useful for established products where it can remind loyal customers of the satisfying experience they had with the brand. It is also an important way to deliver a persuasive message about a brand and create positive beliefs and feelings about it.

2.2.6 Concept of Consumer Behaviour

Consumers buying behaviour is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

Schiffman and Kanuk (2015) define consumer behaviour as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas. Schiffman and Kanuk (2017) elaborate on the definition by explaining that consumer behaviour is, therefore, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what, why, when, where and how often they purchase and how they use the purchased product. In addition, it encompasses all the behaviours that consumers display in searching for, purchasing, using, evaluating and

disposing of products and services that they expect will satisfy their needs.

According to Zinkhan (2014), two different types of consumers can be distinguished, namely personal and organizational consumers. Personal consumers purchase products and services for personal or household use or as a gift to someone else. Personal consumers, therefore, purchase for final consumption. Organisational consumers on the other hand purchase products and services to run an organization, including profitable and non-profitable organizations, government organizations and institutions.

According to Engel *et al.* (2019) assert that consumer behaviour is regarded as a relatively new field of study with no historical body of research of its own. The concepts of the development, therefore, were heavily and sometimes indiscriminately borrowed from other scientific disciplines, such as psychology (the study of the individual), sociology (the study of groups), social psychology (the study of how individuals operate in groups), anthropology (the influence of society on the individual) and economics. From a marketing perspective, consumer behaviour most probably became an important field of study with the development of the so-called marketing concept.

According to Proctor *et al.*, (2002), the principle aim of consumer buying behaviour analysis is to explain why consumers act in a particular way under certain circumstances. Other author argues that, it's important to marketers to recognize why and how individuals make their purchase decision. With this information, marketers are able to determine better strategic marketing decisions. They will be able to predict how consumers are likely to react to various informational and environment cues and to

shape their marketing strategies accordingly once they have understood consumers behaviour on purchasing. With no doubt, marketers who understand consumer behaviour have great competitive advantages in the market place (Schiff man *et al.* 2001). They further mention two factors which are influencing the consumers for decision making; risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing. Highly risk adverse consumers need to be very certain about what they are buying.

2.2.7 Consumer Decision Making

Consumer decision- making is not just a process- it is a mental process. This infers that a choice cannot be comprehended, we can determine from visible behaviour of a consumer the type of decision that has been made. Kotler (2015) cited in Mehra and Singh (2016), opines that a consumer goes through five stages during a purchase process: problem need recognition, information, search, evaluation of alternative, purchase and post purchase of behaviour. Consumer decision-making is a mental process. This infers that though a choice cannot be comprehended, we can determine from visible behaviour of a consumer the type of decision that has been made.

A consumer goes through five stages during a purchase process: problem/need recognition, information search, evaluation of alternatives, purchase and post-purchase behaviour (Kotler, 2015, p. 131). In the absence of advertising, consumers may not be aware of the product and its potential to satisfy their needs and desires. According to (Kotler and Keller, 2006) advertising mix consists of eight modes of advertising which are; personal selling, direct marketing, advertising, sales promotion and exhibitions,

public relations and publicity, events and experience, interactive marketing, and word of mouth. The goal of the investigation of consumer behaviour is to discover patterns of consumers' attitudes in their decision to buy or to ignore a product. (Matsatsinis, Samaras, 2000). Consumers' preferences for products or brands arise from the combination of many different factors. Some factors come from features of the product itself (e.g., price, durability), while others are attributes of consumers themselves (e.g., goals, attitudes, discretionary income), (Venkatraman, Clithero, Fitzsimons, & Huettel, 2012).

Ge, Brigden and Häubl (2015) proposed that consumers often make choices in settings where some alternatives are known and additional alternatives can be unveiled through search. When making a choice from a set of alternatives, the manner in which each of these was discovered should be irrelevant from a normative standpoint. Consumers must also decide choosing among set of previously discovered alternatives and searching to discover additional alternatives before making a choice. A substantial body of prior work examines consumer choice from pre-determined sets of alternatives.

As a result, we know much about the influence of choice set composition and decision context on choice (Ge, Brigden, & Häubl, 2015). Additionally, consumer characteristics such as patriotism, protectionism and social economic conservatism are effecting their choices (Spillan & Harcar, 2010). Often, consumers will tend to choose a brand that they consider congruent with their self-image. In this particular way each consumer at an individual basis will try to reflect his or her own identity through choice. When part of a larger social group, consumer choices

tend to converge to a certain pattern thus forming the basics of an individual social identity (Cătălin & Andreea, 2014).

Brand preference is regarded as a key step in consumer decision making, involving elements of choice. In establishing brand preference, consumers compare and rank different brands by focusing on their uniqueness defined brand preference as “the extent to which the customer favors the designed service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set,” with a consideration set referring to brands that a consumer would consider buying in the near future (Jin & Weber, 2013). Also, customer’s advisory has a positive effect on establishing a positive effect on brand and consumer preferences (Güngör & Bilgin, 2011).

2.2.8 Factors Affecting Consumer Purchase Decision

There are three categories of factors which affect consumer behaviour namely; cultural factors, social factors and personal factors.

i. Cultural Factors

Cultural factors exert a broad and deep influence on consumer behaviour which including the roles of buyers’ culture, subculture and social class. Each culture contains smaller subcultures, or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions (Kotler and Armstrong 2008).

ii. Social Factors

A consumer's behaviour also is influenced by social factors, such as the consumer's small groups, family, and social roles and status. Social class is an invisible stratification of the inhabitants of the society into different groups based on some traits of the people. Inhabitants in a society can be divided into different social classes according to their income level, occupation, education and so forth (Kotler & Armstrong 2008).

A person's social class can be defined by what he or she does with money. The consumption choice of a person also determines the person's position in society. Every social class varies from each other because of having its own traits that set it apart from other class. Social classes vary in costumes, language patterns and many other activities and preferences (Kotler & Armstrong, 2008).

iii. Personal factors

A buyer's decisions also are influenced by personal characteristics such as the buyers' age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. People change the goods and services they buy over their lifetimes. A person's occupation affects the goods and services bought. Similarly, a person's economic situation affects product choice (Kotler & Armstrong, 2008).

iv. Psychological factors

A person's buying choices are further influenced by four major psychological factors: motivation, perception and attitudes. Motivation is the driving force within individuals

that impels them to action. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world (Kotler & Armstrong, 2008).

Attitude describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. Attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them. Attitudes are of considerable importance in understanding the role of attitudes in consumer behaviour is an appreciation of the structure and composition of an attitude.

2.2.9 Advertising and Consumer Preference of Bigi Drinks In Beverage Industry in Nigeria

Bigi soft drinks are carbonated drinks produced by Rite Foods Limited. The company is an indigenous company in Nigeria. Before 2016, Coca-cola bottling company and 7up bottling company products were the dominant soft drinks in Nigeria with market share of 50% and 40% respectively until the emergence of Bigi drinks (Sule 2019). The Rite Foods Limited introduced carbonated soft drinks into the Nigerian market in 2016 and have favourably become the market challenger of the existing products. As at today, Bigi soft drinks are arguably one of the dominant soft drinks in Nigeria. It has been observed that they are really contending in the beverage industry in Nigeria.

Sowande, (2019) declares that market research has shown that Bigi drinks brand is ranked among the three most sought after in Nigeria behind Coca Cola and Pepsi,

and that Data from Google trends shows that Bigi drinks catching up behind Pepsi and Coca Cola as it gains popularity in states like Lagos, Rivers and Kano. The catching up of Bigi Drinks behind Coca Cola products and 7up products did not happen in isolation, it's born out of series of strategies put in place by the company. Okoli (2020) highlighted the strategies to including:

- i. Solid products: The look, feel and taste of Bigi drinks rival any mass-market competitor produced anywhere in the world. They are that good. In fact, one can argue Bigi drinks taste more like real juice as opposed to “flavoured carbonated water” taste of its rivals.
- ii. Wide array of flavours: When combining soda bouquets boast of 3 (at most 5) flavours, Bigi's comprise more than 8.
- iii. Best-in-class pricing: Notwithstanding its “high quality”, Bigi drinks are arguably the cheapest in the market. Case in point is the 60cl PET bottle which it sells at a 33% discount to Coca Cola's.
- iv. Distribution might: For the entire accolade it gets for its products' quality and price, the secret to Rite Food success lies more with its distribution might. Those who are old enough would recall that the owners of the company have their business roots in distribution. They held the West African distribution franchise for Agfa products. Through this franchise, they honed their Pan-Nigeria distribution acumen. Their foray into food – sausage rolls first, and now beverages is leveraging heavily on the preexisting distribution infrastructure built decades before.

- v. Strong capitalization: According to its most recent claim, Rite Foods has invested no less than 30 billion naira in its beverage business. A lion share of the amount would have gone to Bigi soda drinks. The investment which is a little shy of \$100 million is very respectable in any economy, to say nothing of Nigeria.
- vi. Point-of-sale capture: A casual assessment of informal retail points (particularly hawkers and street kiosks) suggests stronger carriage of Bigi drinks than any other brand.
- vii. Local DNA: Whereas its major competitors (notably Coca Cola and Pepsi) are global brands, Bigi is an indigenous brand that exhibits sharper nimbleness in its marketing and strategy decision making. Also advantageous, it appears, is the fact that being owned and run by Nigerians, the managers of Bigi know how to “find their way” in the rugged Nigerian market better than its expatriate-led competitors.

For decades, coca-cola and Pepsi have enjoyed full market dominance in the soft drink category in Nigeria. It should be noted that, carbonated soft drinks made an entrance into the Nigerian market in 1951 as products of the Nigerian Bottling Company Ltd, a subsidiary of the A.G Leventis Group with the franchise to bottle and sell products of Coca-Cola Company in Nigeria. This leadership position remained unchallenged until 1960 when Seven-up Bottling Company commenced operations in Nigeria. Since then, the carbonated soft drinks market has been dominated by these two heavyweights and their brands have been big hits with

consumers, until the strategic emergence of Bigi drinks .(Blue Print Report 2019).

Blue Print (2020), writes further that, one of the secrets of Coca-Cola's success was a change in the company's distribution chain. "Coca-Cola, before now followed a normal manufacturer-whole sale-retailer-consumer distribution line, but that had change to a Route-to-the-market RTM distribution chain, which means product comes from NBC directly to dealers, who cover major areas known as Managed Distributor Partners."

2.3 Empirical Review

This section looks at various research studies that have been carried out using related variables applied in this study in related fields. It summarizes works with these related variables, their authors and their findings.

In a study conducted by Esmaeili and Kazemi (2010) on the role of media on consumers' brand choice, was intended at examining the activities of Cadbury India Ltd with respect to branding and advertising. A quantitative research approach was used. The population was the urban respondents in Pune city of India whereas the sample size used was 600 respondents. The research concluded that advertisement has a major influence on consumers' preference for a product. They further emphasized that, advertisement is important in retaining and increasing a company's market. It was discovered that the following factors drive brand preference; advertisement, quality, availability, sales promotion among others.

The research was mainly focused on the role the media plays in advertisement but did not take into consideration the types of the advertisements that are used by Cadbury India Ltd such as selective demand stimulation, direct response advertising and delayed response advertising. This study took into consideration both the forms and types of advertisement that are used by the sachet water industry.

Haider, Khan,Latif and Nadeem (2012), in their study on the influence of advertising on brand preference aimed at exploring the relationship between advertising and its impact on brand preference. Quantitative research technique was used for this study. The population of the study took into consideration students in Peshawar with a sample size of 200 respondents. The collection instrument used was questionnaires whereas the sampling technique adopted was simple random sampling. The study revealed that television represents the most potential channel for information spread to the consumer in processing total preference. This indicates that audio-visual form of advertisement is more influential in stimulating the preference of consumers to a particular brand.

The study conducted covers significant aspects of the relationship between brand awareness and advertisement. However, it was conducted in Nigeria which meant that the study was based on people with a unique economy and culture. Therefore, this study will be carried out in Ghana, specifically, the La-Nkwantanang Municipality.

Prasanna and Raju (2013) investigate on the role of advertising in customers' decision making. The research was aimed to assess the influence of advertising through attitudinal buying behavior of consumers (male and female) and analyze the influence

of advertising between male and female. The research used mixed research approach together with mixed method of data source (Primary and Secondary). Their study was focused on the general public of India. A convenient sample (non-probability sampling method) of 110 consumers was shared up for the current study in which respondents of the study were requested to complete the questionnaire on voluntary basis. The finding of this research work reveals that advertisements are the strong means of communication media to convey the intended message to the target group of the consumer which will easily convince them and change their opinion about the product.

They conclude and recommend that, because buyers must act on the basis of incomplete information, they automatically and consciously incur a risk in every purchase and non-purchase decision. The size of the risk buyers perceive depends on the importance of the particular purchase and on the quantity of relevant information about the product. The role of additional information in consumer purchase decision has implications in advertising. An advertisement reaching a potential buyer while the buyer is seeking information will have a greater impact because buyers are generally more responsive to different brand advertisement while they are seeking information about that brand.

2.1 Theoretical Framework

This study is anchored on Hierarchy of Effect Model

2.1.1 Hierarchy of Effects Model

The hierarchy-of-effects theory is a model of how advertising influences a consumer's decision to purchase or not purchase a product or service. The hierarchy represents the

progression of learning and decision-making which consumer experiences as a result of advertising (Kenton, 2021). Barry (1987) in Kenton (2021) reports that the first complete model of hierarchy of effects was developed by St. Elmo Lewis in the very early years of the 20th century and contained four stages vis-à-vis: attention, interest, desire, action (AIDA) .

AIDA Model

AIDA model is a subset of hierarchy of effect model. Advertisers have long known that people generally do not make spontaneous decisions when buying products, but need to be taken through a series of steps, hence the term hierarchy of effects model. The logic of hierarchy of effects model is simple. It explains that consumers must first be aware of a product or service before they buy. Then they have to get some pieces of information about the product or service to consequently develop interest and a desire to buy. Hadiyati (2016) asserts that AIDA model is marketing basic movement in organizing advertisement that is resulted from customers' perception.

E. St. Elmo Lewis introduces the concept of AIDA in 1898. AIDA refers to Attention, Interest, Desire and Action. AIDA is abbreviation that is used in marketing and advertisement; it describes general list of incidents, which is possible to happen when a customer involves in a certain advertisement (Hidayati, 2016). Mackey (2005) in Hadayati (2016) explains that AIDA consists of Awareness (attentive to customer); Interest (improving customers' interest by focusing on profit and benefit and it is not focused on feature like in traditional advertisement); Desire (convincing the customers that the interest of a product or service can fulfill their needs); Action (main customer

acts and or purchase products and services). Li dan Yu (2013) corroborate Mackey's (2005) assertion by saying ,according to the needs of AIDA model, the aim of advertising is to attract potential consumers' attention, to increase the consumers' interest and desire to do the last act (purchase). "In purchasing process, marketing strategy using AIDA model is increasing the trust level of consumers' candidate (the potential of consumers' candidate to be a real buyer) and Inconsistence between marketing needs and marketing dislike will decrease conversion level of the next AIDA step" (Hadayati, 2016).

Advertisers can make use of AIDA model to shape the consumer preference of a consumer by doing the following

Attention: A marketer must be able to make media of information to attract consumers' attention. Hadayati (2016) believe that A marketer can make a statement that shows the interest of people, make powerful words or picture that is able to make people notice the and understand the message conveyed. Kotler & Amstrong (2001:16) explains that attention must contain these three: (1) Meaningful, it shows the benefits of the product or it is attractive to the consumers; (2) Believable, the consumers believe that the product will provide benefit as it is mentioned in the product information, (3) Distinctive, the message conveyed in the advertisement is better than the competitor.

Interest: An advertiser has to think a media of information, which conveyed meaning of the product to attract the consumers. Hadiyata (2016) opines that building the readers' interest by giving solution or hope to a certain problem is a way to get consumers' attention. She states further that the best way to build the readers' awareness is by

explaining the feature and benefit to improve their interest. Assael (2002:60) states the interest as the emergence of purchase interest of consumers to the object, which is introduced by the marketer.

Desire: An advertiser has to be smart and sharp in reading consumers by seducing them to try and have a product. Hadiyata (2016) clears that this step is important for marketer as he/ she can provide the right solution in giving the right decision to their consumers. She says further that in this step, people have had motivation to own a product and a marketer has succeeded in creating the needs of the consumers' product.

Action: This step is considered the central step; a marketer must direct and act to persuade consumers to purchase a product. Hidayata (2016) concludes that action explains what step needs to be done by a marketer in desiring to read or targeting consumers to purchase a product. She further explains that directing readers and consumers requires an action from a marketer to explain the steps and inform the price of a certain product or service. Action is also the last effort to influence the consumers' candidate to purchase as soon as possible or as a part of the process by choosing the right words so the consumers' candidate will respond accordingly (this is the most difficult step). To direct the consumers, marketer must use the right command, so the consumers' candidate will act purchase.

This theory is relevant to this study as it explained how Bigi drinks consumers in Ilorin purchase the goods for their satisfaction. It is obvious that Ilorin consumers will first be exposed to the ads message of Bigi drinks as one of the beverages in the market then,

interest will be developed whereby the consumer will create likeness for the product. Once Bigi drinks content appealed to consumers, decision is taken whereby the consumer can make Bigi drinks their choice, after which action to buy it will take place. In this view, hierarchy of effect model acknowledged the impact of advertising of Bigi drinks preference among the people living in Ilorin metropolis.

CHAPTER THREE



METHODOLOGY

3.1 Introduction

This chapter concentrates on the methodological procedures to be adopted in conducting this study. It consists of research design, research method, population, sampling size, sampling techniques, instrument for data collection, validity and reliability test, data collection and data analysis method.

3.2 Research Design

This study therefore, adopted a cross-sectional research design; which collect data from participants at same time, enabling the collection of data at one point in time (Pandey 2015). Therefore, supporting the cross sectional design is a quantitative design. Adedoyin (2020) conceptualizes quantitative research method as an organized inquiry about phenomenon through collection of numerical data and execution of statistical, mathematical and computational techniques.

3.3 Research Method

Survey research method was used for this study. Survey is an approach or technique of data collection for quantitative research (Adedoyin, 2020). For this study, survey method was used in order to assess data from people that drink Bigi drinks in Ilorin metropolis

3.4 Population of Study

Population refers to the total number of people, media content to which the researcher intent to carry out research on. Therefore, the total population for the survey aspect of

the study is the entire people living in Ilorin metropolis. According to the National Population Commission (2015), the 2006 census indicates that the total population of Ilorin East is 204,310, Ilorin West has a population of 364,666 and Ilorin South is 208,691 therefore the total population is 777,667.

3.5 Sample Size

The sample size of the respondents to share questionnaires is determined using Taro Yammen1964 table for calculating sample size out of the population.

$$\begin{aligned}
 & \frac{N}{1+N \times 0.05^2} \\
 & \frac{777,667}{1 + 777,667 \times 0.0025} \\
 & = \frac{777,667}{1 + 1944.2} \\
 & = \frac{777,667}{1945.2} = 399.78
 \end{aligned}$$

Therefore n is 400

3.6 Sampling Procedure

In order to achieve the research goal, Purposive sampling technique was used to select the respondents. According to Babbie (2010) purposive sampling which is also known as judgmental sampling, allows units to be observed and selected based on researcher's judgment of most useful and that which will represent the study. To ensure that proper information with regards to the study are appropriately attended to by respondents, the researcher first approached the administration of the questionnaire purposively having asked respondents if they have been exposed to Bigi drinks advertisement and if the advert has influenced them to drink the beverage.

3.7 Research Instrument

This study employed the use of questionnaire to gather data. The Questionnaire was used to gather data from the respondents. The questionnaire contained two sections, section A and B. Section A will base on demography variables while B will focus on psychographic variables using five-point Likert scale where 1= Strongly disagree (SD), 2= Disagree (D), 3= Undecided (UN), 4= Agree (A) and 5= Strongly agree (SA).

3.9 Data Collection Procedure

Data was collected through the use of questionnaire. For this study the questionnaire was self-administered to respondents in Ilorin metropolis and retrieved immediately after the respondents filled them completely.

3.10 Data Analysis

This study employed the Statistical Package for Social Sciences IBM-SPSS 25.0 to analyze data through descriptive statistics. The descriptive statistics included the percentage, frequency, mean and standard deviation.

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter contains the results of the survey conducted on perceived impact of advertising preference of Bigi drinks in beverages among residents of Ilorin. Results were described using a descriptive analyses and findings were discusses in line with the research questions of the study. The analysis consists of the demographic variables of the respondents and how Bigi advertisement has encouraged them to prefer to drink the beverage. Frequencies and percentages were used for the descriptive analyses. A total of 337 questionnaires were distributed and 328 were returned therefore, a total of 328 valid questionnaires were used to answer research questions.

4.3 Analysis of Data Based on the Research Questions

Table 1: Demographic Characteristics of the respondents

Respondents' Demographic Profile	Frequency	Percentage
Gender		
Male	141	43
Female	187	57
Total	328	100
Age		
18-24	70	21
25-31	102	31
32-38	83	25
39-45	49	15
46 and above	24	7
Total	328	100
Marital Status		
Single	165	50
Married	123	38
Divorce	29	9
Widowed	11	3
Total	328	100
Education Level		
First School Leaving	23	7
O'Level	12	4
ND/NCE	138	42
BS.c/HND	117	36
Post-graduate Degree holder	38	12
Total	328	100
Occupation		
Civil Servant	144	44

Artisan	96	29
Trader	77	24
Private Employee	82	25
Student	48	15
Unemployed	27	8
Total	328	100

Table 1 showed the gender distribution of the respondents. It was discovered that 45% are male respondents while 57% are the female respondents. The age distribution showed that 21% of the respondents are within age of 18-24, 31% are within the age 25-31, 25% are within the age 32-38, 15% are within the age 39-45 while 7% respondents are between 46 and above of age.

The marital status showed that 50% of the respondents are single, 38% are married, 9% are divorce while 3% are widowed. The educational level of the respondents showed that 7% of the respondents had only First School Leaving certificate, 4% had O'Leve certificate, 42% had either ND/NCE certificate, 36% had either BS.c/HND certificate while 12% had Post-graduate Degree holder certificate.

More so, occupation of the respondents showed that 44% are Civil Servants, Ilorin, 29% are Artisans, 24% are Traders, 25% are Private Employees, 15% are Students, while 8% are Unemployed

4.4. Analysis of the Research Questions

RQ1: The extent to which Ilorin residents are exposed to Bigi drinks advertisement?

Table 2: Extent of Exposure

Item	Frequency	Percentage
How often do you see/hear Bigi drinks advertisement?		
Very Often	116	35
Sometimes	129	39
Rarely	41	13
Occasional	28	9
Never	14	4
Total	328	100
How many times do you see/hear Bigi drinks advertisement in a day?		
Everyday	173	53
Seldom	95	30
Twice a week	31	10
Occasional	29	9
Total	328	100
From which of these platforms did you see/hear Bigi drinks advertisement?		
Newspaper	18	6
Television	25	8
On Rites Sausage Roll	128	39
On a Billboard	56	17
On Social media	94	29
On Radio	7	2
Total	328	100

Table 2 shows extent to which Ilorin residents are exposed to Bigi drinks advertisement. On the question *“how often do you see/hear Bigi drinks advertisement?”*, 35% of the respondents chose very often. 39% sometimes see/hear Bigi drinks advertisement, 13% rarely see/hear Bigi drinks advertisement while 9% occasionally see/hear Bigi drinks advertisement. On the question *“how many times do you see/hear Bigi drinks advertisement in a day?”*, 53% of the respondents chose everyday, 30% chose seldom, 13% chose Television, 20% chose Internet, 40% chose social media, 8% chose friends and family, 10% see/hear Bigi drinks advertisement twice a week, while 9% of the respondents see/hear Bigi drinks advertisement occasionally. On the question *“from which of these platforms did you see/hear Bigi drinks advertisement?”*, 6% of the respondents averse that they see/hear Bigi drinks advertisement from Newspaper, 8 % chose Television, 39% chose on Rites Sausage Roll, 17% chose Billboard, 29% chose Social media, while 2% chose Radio.

RQ2: What is the perceived impact of advertising of Bigi drinks on the beverages preference?

Table.3: Impact of advertising of Bigi drinks on the beverages preference

Impact of Advertising	Level of Influence* (%)				Total
	1	2	3	4	
Advertising Bigi drinks has helped many people to identify it among other beverages in market	29/9	57/1 7	125/3 8	117/3 6	328/100
There was misconception of Bigi and related beverages but adverts has helped to make a better difference to the product	34/1 0	48/1 5	149/4 5	97/9	328/100

Bigi drinks is known through advertisements on different media outlets	20/6	25/8	178/5 4	105/3 2	328/100
I prefer Bigi drinks to other beverages after being exposed to its adverts	61/1 9	93/2 8	104/3 2	70/21	328/100
Advertising Bigi drinks on Rite Sausage roll promoted the product faster	11/3	19/6	185/5 6	113/3 5	328/100

Table 3 presents the perceived impact of advertising of Bigi drinks on the beverages preference. On the statement *“advertising Bigi drinks has helped many people to identify it among other beverages in market”*, 117(36) are strongly agree, 125(38) are agreed, 57(17) are disagree while 29(9) are strongly disagree. On the statement *“there was misconception of Bigi and related beverages but adverts has helped to make a better difference to the product”*, 97(9) are strongly agree, 149(45) are agree, 48(15) are disagree while 34(10) are strongly disagree. On the statement *“Bigi drinks is known through advertisements on different media outlets”*, 105(32) are strongly agree, 178(54) are agree, 25(8) are disagree while 20(6) are strongly disagree. On the statement *“I prefer Bigi drinks to other beverages after being exposed to its adverts”*, 70(21) are strongly agree, 104(32) are agree, 93(28) are disagree while 61(19) are strongly disagree.

Also, on the statement *“advertising Bigi drinks on Rite Sausage roll promoted the product faster”*, 113(35) are strongly agree, 185(56) are agree, 19(6) are disagree while

11(3) are strongly disagree. Findings from this study revealed that majority of the respondents are aware of Bigi drinks through the advertisements displayed on different media platforms such as the one displayed on Rite sausage roll.

RQ3: What is the perception of Ilorin residents about Bigi drinks advertisement?

Table.4: Perception of Ilorin residents about Bigi drinks advertisement

Perception on Bigi drinks Advertising	Level of Influence* (%)				Total
	1	2	3	4	
Bigi advertising encouraged me to like the product	22/7	12/4	166/51	128/39	328/100
Among various beverages in Nigeria, Bigi drinks ads is the most appealing	14/4	38/12	139/42	137/42	328/100
The content of Bigi drinks advertisement educated me to make the drink my favourite	17/5	31/10	157/48	123/38	328/100
Bigi drinks advertisement made the drink stand out among other drinks	49/15	63/19	124/38	92/28	328/100
Bigi drinks advertisement goes well with Rites sausage roll	10/3	8/2	184/56	127/39	328/100
I don't take any beverage aside from Bigi drinks	81/25	97/30	103/31	47/14	328/100

Table 4 presents the perception of Ilorin residents about Bigi drinks advertisement?

"Bigi advertising encouraged me to like the product", 128(39) are strongly agree, 166(51) are agreed, 12(4) are disagree while 22(7) are strongly disagree. On the statement *"among various beverages in Nigeria, Bigi drinks ads is the most appealing",* 137(42) are

strongly agree, 139(42) are agree, 38(12) are disagree while 14(4) are strongly disagree. On the statement *"the content of Bigi drinks advertisement educated me to make the drink my favourite"*, 123(38) are strongly agree, 157(48) are agree, 31(10) are disagree while 17(5) are strongly disagree. On the statement *"Bigi drinks advertisement made the drink stand out among other drinks"*, 92(28) are strongly agree, 124(38) are agree, 63(19) are disagree while 49(15) are strongly disagree.

Also, on the statement *"Bigi drinks advertisement goes well with Rites sausage roll"*, 127(39) are strongly agree, 184(56) are agree, 8(2) are disagree while 10(3) are strongly disagree. On the statement *"I don't take any beverage aside from Bigi drinks"* 47(14) are strongly agree, 103(31) are agree, 97(30) are disagree while 81(25) are strongly disagree. It is however discovered that advertisements has helped the Ilorin respondents to like and also chose Bigi drinks beverage as one of their preferred beverages. This content of the ads educated them as from the persuasive function; it also encouraged them to buy the product.

RQ4: What is the extent at which advertising of Bigi drinks impact drinking of Bigi brands among Ilorin residence?

Table.4: Extent at which advertising of Bigi drinks impact drinking of Bigi brands among Ilorin residence

Advertising of Bigi drinks impact drinking of Bigi	Level of Influence* (%)				Total
	1	2	3	4	
Bigi drinks advertisement led me to	25/8	72/22	111/3	120/3	328/100

the drinking of the beverage			4	7	
I chose Bigi drink over others since its inception due to its adverts	94/29	88/27	69/21	77/24	328/100
Bigi advertisement is the reason I can't do without drinking it	30/9	45/14	155/47	98/30	328/100
Bigi advertisement has no impact on me in drinking the beverage	139/42	153/47	21/6	15/5	328/100
I don't like Bigi drinks until I watched one of its advertisements that made me to love drinking it	11/3	24/7	172/52	121/37	328/100
Bigi advertisement didn't contribute positively to its drinking on me	9/3	6/2	187/57	127/39	328/100
I always drink Bigi due to the advertisement I saw/heard on the media	31/10	56/17	122/37	119/36	328/100

Table 4 presents extent at which advertising of Bigi drinks impact drinking of Bigi brands among Ilorin residence *"Bigi drinks advertisement led me to the drinking of the beverage"*, 120(37) are strongly agree, 111(34) are agreed, 72(22) are disagree while 25(8) are strongly disagree. On the statement *"I chose Bigi drink over others since its inception due to its adverts"*, 77(24) are strongly agree, 69(21) are agree, 88(27) are disagree while 94(29) are strongly disagree. On the statement *"Bigi advertisement is the reason I can't do without drinking it"*, 98(30) are strongly agree, 155(47) are agree, 45(14) are disagree while 30(9) are strongly disagree. On the statement *"Bigi advertisement has no impact on me in drinking the beverage"*, 15(5) are strongly agree, 21(6) are agree, 153(47) are disagree while 139(42) are strongly disagree.

Also, on the statement *"I don't like Bigi drinks until I watched one of its advertisements that made me to love drinking it"*, 121(37) are strongly agree, 172(52) are agree, 24(7) are disagree while 11(3) are strongly disagree. On the statement *"Bigi advertisement didn't contribute positively to its drinking on me"*, 127(39) are strongly agree, 187(57) are agree, 6(2) are disagree while 9(3) are strongly disagree. Finally, on the statement *"I always drink Bigi due to the advertisement I saw/heard on the media"*, 119(36) are strongly agree, 122(37) are agree, 56(17) are disagree while 31(10) are strongly disagree. It was gathered that the Bigi ads helped to promote the product and hence, it contributed to the buying behaviour of the respondents. The ads contributed to the reason consumers buy the product.

4.5 Discussion of Findings

This study aims to unearth perceived impact of advertising preference of Bigi drinks in beverages among residents of Ilorin and it was discovered that majority of Ilorin residents are aware of Bigi drinks advertisements and they have seen or heard via various platforms especially on the Rite sausage roll. It was noted from the study that advertisement has helped many people living in Ilorin to identify Bigi drinks it among other beverages in market. It was recorded that 74% of the respondents can identify Bigi drinks beverage after they have been exposed to the ads. Also, 53% chose Bigi drinks as their preferred drinks after being exposed to its adverts, hence, the advertisement

played a vital role in product identification in market. This finding is in line with Perception Theory assumption which states that mass communication intends that the audience should pay attention to their messages, learn the content of the message and make appropriate changes in attitudes or beliefs, or produce the desired behavioural responses. Also, Bennett, Hoffman and Prakath (1989:3) in Thomas and Racheal (2015) state that “perception is notably active: it involves learning, updating perspective and interacting with the observed”. Lahly (1991) cited in Anaeto et al (2008:67) defines perception “as the process by which we interpret sensory data which come to us through our five senses”.

Result from the study also revealed that Bigi advertising encouraged respondents to like the product and this made them to choose it among their favourite drinks in market. It was noted that 90% of the respondents are either agreed or strongly agreed that Bigi ads created the product likeness in them and the use of Rite sausage roll to promote the product call them action to make the drink their choice. This findings corroborate with Haider, Khan,Latif and Nadeem (2012), whose study indicates that audio-visual form of advertisement is more influential in stimulating the preference of consumers to a particular brand. The result from this study also relate with Prasanna and Raju (2013) whose study reveals that advertisements are the strong means of communication media to convey the intended message to the target group of the consumer which will easily convince them and change their opinion about the product. They however averse that an advertisement reaching a potential buyer while the buyer is seeking information will have a greater impact because buyers are generally more responsive to different brand advertisement when they are seeking information about that brand.

More so respondents concur that they now drink Bigi drinks due to the advertisement they saw or heard. It was gathered that 71% of the respondent drinking Bigi drinks beverage, 74% can't do without drinking it, 89% started liking and drinking the beverage after they saw the ads. This implies that advertisement is very essential to the promotion and selling of Bigi drinks beverage. This finding is in relation with Sangeeta, (2013) whose study reveals that advertising is the most visible marketing tools which seek to transmit an effective message from the marketers to a group of individuals which helps the common men to keep up the information about the new product and service. It helps to create an impression in the mind of the consumer to purchase a product because advertising aims at drawing attention to the purpose of a product. Also, Isik, and Yasar, (2015) whose study revealed that brand name of a product has significant impact on the overall preferences of the customers in the sense that, brand creates customers awareness and desirability that can facilitate customers' decision making and activate brand purchase, peoples brand experienced built customers preference towards certain brands directly or indirectly.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATION

This chapter contain summary of the study, the conclusion and the recommendations that were proffered by the researcher.

5.1 Summary

This study examined perceived impact of advertising preference of Bigi drinks in

beverages among residents of Ilorin. The study consist of five chapters which Chapter one of this study gives an introduction to the study, background of the study, statement of problem, research objectives, research questions, scope and limitation of the study as well as the operational definitions of terms.

After chapter one, the chapter two of the study covers conceptual frame works, empirical studies and relevant theories were used to support the study.

The study reviewed what an advertising is, historical development of advertising, classification of advertising, types of advertising, roles/ functions of advertising, managing advertising programme, concept of consumer behaviour, types of consumer behaviour, factors influencing consumer buying behaviour, consumer decision making, consumer buying habits, factors affecting consumer purchase decision, advertising and consumer preference of Bigi drinks in beverage industry in Nigeria. This study was however anchored on Hierarchy of Effect Model and Perception Theory. These two theories are imperative and significant to the study as they explained how consumer perceive and react to a product or services. The chapter three looked at the research method, population of the study and sample size. Also, the chapter focused on research design, sampling technique, research instruments, and validity of instrument, administration of instrument and method of data analysis.

In chapter four, data analysis and presentation was done through the aid of SPSS (Special Package for Social Sciences) version 23.0 while frequency and percentage was used to analyze the data collected through the self-administered questionnaire and

conclusion was derived.

5.2 Conclusion

The study concluded that advertising is a great marketing tool that helps to promote and sell a product. People get to know a brand, product or service via ads and it also compel customers in liking and buying it. Bigi drinks awareness and purchasing decision by the prospective customers increased after they were exposed to the edified contents displayed on various media platforms such as the on the Sausage roll, TV, Radio, Social media and newspapers.

More so, roles of advertising can't be over emphasized on Bigi drinks beverage because majority of people living in Ilorin can I identify the product from other relates drinks and consistency in its advertisement contributed to them making it their preferred soft drinks. The ads message is however powerful but the media audience always pay attention to the message, therefore, Bigi drinks ads has proved itself by making it the consumers' choice among the beverages in market.

5.3 Recommendations

From the study, it was observed that advertising is very essential to continue to sustain a brand or product in the minds of the prospective customers. Therefore, the following recommendations were made;

1. Since Bigi drinks ads is also displayed on complimentary product like Rite sausage roll, more Bigi drinks ads should also be displayed on other complimentary products to strengthen the ties between Bigi drinks and other products.
2. More TV and radio advertising should be done to avail prospective customers on some vital information about Bigi drinks.
3. A session should be created on various platforms to enlighten the populace on Bigi drinks peculiarity and its uniqueness among other substitute products with similar colour and taste.
4. The world has become global, hence more Bigi drinks ads should be displayed on Social media especially Facebook and Twitter to reach the youth who are the larger population.

5.4 Recommendations for further studies

The study recommended that there should be a research on perceived impact of advertising preference of 9Mobile telecommunication service providers among

residents of Ilorin. A research should also be conducted to investigate effect of social media advertising on consumer preference of Bigi drinks beverage using other research methods such as interview and content analysis.

5.5 Limitations to the Study

The study was limited to perceived impact of advertising preference of Bigi drinks in beverages among residents of Ilorin.

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DEPARTMENT OF MASS COMMUNICATION

KWARA STATE POLYTECHNIC, ILORIN

Dear respondent,

REQUEST FOR PARTICIPATION IN THE COMPLETION OF THIS QUESTIONNAIRE

This research is to investigate the **“perceived impact of advertising preference of Bigi drinks in beverages among residents of Ilorin”**. Your factual responses to the questions/items raised in this questionnaire are highly desired for the success of this research. Be assured that your responses will be used solely for academic purpose and will be treated with optimum confidentiality.

Thank you for your cooperation.

Yours faithfully,

SECTION A

DEMOGRAPHY

1. Gender (a) Male (b) Female
2. Age (a) 18-24 (b) 25-31 (c) 32-38 (d) 39-45 (e) 46 and above
3. Marital status (a) Single (b) Married (c) Divorced (d) Widowed
4. Education Level (a) First School Leaving (b) O' Level (c) NCE/ND Holder (d) BSc/MSc Holder (e) Post-graduate Degree holder
5. Occupation (a) Civil Servant (b) Artisan (c) Trader (d) Private Employee (e) Student (f) Unemployed

SECTION B the extent to which Ilorin residents are exposed to Bigi drinks advertisement.

6. How often do you see/hear Bigi drinks advertisement
(a) Very often (b) Sometimes (c) Rarely (d) Occasional (e) Never
7. How many times do you see/hear Bigi drinks advertisement in a day

(a) Every day (b) Seldom (c) Twice a week (d) Occasional

8. Which of these platforms did you see/hear Bigi drinks advertisement?

(a) Newspaper (b) Television (c) On Rites Sausage Roll (d) On a Billboard (e) On Social media (f) On Radio

SECTION C perceived impact of advertising of Bigi drinks on the beverages preference

Please state your level of agreement to the following items where 1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree

S/N	STATEMENT	1	2	3	4	5
22.	Advertising Bigi drinks has helped many people to identify it among other beverages in market					
23.	There was misconception of Bigi and related beverages but adverts has helped to make a better difference to the product					
24.	Bigi drinks is known through advertisements on different media outlets					
25.	I prefer Bigi drinks to other beverages after being exposed to its adverts					
26.	Advertising Bigi drinks on Rite Sausage roll promoted the product faster					

SECTION D perception of Ilorin residents about Bigi drinks advertisement

S/N	STATEMENT	1	2	3	4	5
9.	Bigi advertising encouraged me to like the product					
10.	Among various beverages in Nigeria, Bigi drinks ads is the most appealing one					
11.	The content of Bigi drinks advertisement educated me					

	to make the drink my favourite					
12.	Bigi drinks advertisement made the drink stand out among Coca Cola, 7ups and the likes					
13.	Bigi drinks advertisement goes well with Rites sausage roll					
14.	I don't take any beverage aside from Bigi drinks					

SECTION E the extent to which advertising of Bigi drinks impact drinking of Bigi brands among Ilorin residence

S/N	STATEMENT	1	2	3	4	5
15.	Bigi drinks advertisement led me to the drinking of the beverage					
16.	I chose Bigi drink over others since its inception due to its adverts					
17.	Bigi advertisement is the reason I can't do without drinking it					
18.	Bigi advertisement has no impact on me in drinking the beverage					
19.	I don't like Bigi drinks until I watched one of its advertisements that made me to love drinking it					
20.	Bigi advertisement didn't contribute positively to its drinking on me					
21.	I always drink Bigi due to the advertisement I saw/heard on the media					