

**INFLUENCE OF TELEVISION ADVERTISING ON CONSUMERS'
PERCEPTION OF COLA DRINKS – A COMPARATIVE STUDY OF COKE AND
PEPSI COLA IN LAGOS, NIGERIA.**

BY

MUTTALLAB MARIAM OSEMUDIAMEN

MATRIC NUMBER: 17020601031

**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, COLLEGE OF HUMANITIES, MANAGEMENT AND
SOCIAL SCIENCES, IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR DEGREE OF BACHELOR OF SCIENCES (B.Sc.
HONS) IN MASS COMMUNICATION, MOUNTAIN TOP UNIVERSITY, OGUN
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CERTIFICATION

This is to certify that this work was carried out by MUTTALLAB MARIAM OSEMUDIAMEN at the Department of Mass Communication, College of Humanities and Social Sciences, Mountain Top University, Ogun State, Nigeria.

Dr Chinyere Mbaka (Supervisor)

Signature & Date _____

Dr Babatunde Oni (H.O.D)

Signature & Date _____

DEDICATION

This research is dedicated to God the Father, my mother, Mrs Rosemary Omoyeme Muttallab and my dear brother, Joshua Muttallab. I'm really blessed to have them both in my life.

ACKNOWLEDGEMENT

First, I want to appreciate God the Father for his love, mercy, grace and support for me throughout my research and also for my life. I'm really grateful to him for giving me the opportunity to come up with a research like this and also for keeping me alive this year 2020 to be able to finish it.

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ABSTRACT

Television advertising has no doubt played a vital role in influencing consumers' perception of cola drinks, to be specific, Coke and Pepsi Cola, which in turn might persuade them into purchase. It has also served as a means of awareness creations for the product. Coke and Pepsi Cola, on the other hand, have been well-patronized brands for ages, yet we do not know how well their TV ads have effectively played a role in this or whether the ads are the major influencing factors that actually affected consumers' perception, hence the patronage. Therefore, this study sought to establish the extent television advertising affects consumers' perception of Coke or Pepsi Cola drinks. Survey design was adopted with questionnaire as instrument for data collection. Convenience sampling method was used to select a sample size of 300 and the data collected was analysed using the SPSS. Result shows that the knowledge level of both Coke and Pepsi Cola television adverts among the study participants is low as the mean scores are 1.44 and 1.13 respectively. It also shows that advertising is not the major influencing factor for consumers' perception of Cola drinks but rather other factors such as product taste, packaging, significant others' influence and price. Furthermore, findings reveal that both Coke and Pepsi cola drinks are well patronized. It is therefore recommended that all the other tools or factors that influence consumers to purchase a Cola drink should be looked into while planning and creating advert campaign. Also, multi-method approach should be adopted for advert campaigns in order to reach diverse segments of the population.

Keywords: Advertising, Television Advertising, Cola drinks, Consumer Perception, Consumer Preferences, and Consumer Behavior.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertising has played a very huge role in brand growth, name and development. This is why advertisers use such avenue to show their expertise by presenting their new products, existing modified product or the same product to their audience with functional benefits which they believe would change the perception and attitude of their potential audience towards their product. To support this notion, Dr. Sindhya V. (2013) posits that advertising is a communication in any form that intends to persuade an audience to purchase a product, services, goods or ideals. It is also said to include the product name or service and how such a product or service could benefit the consumer, and how a targeted audience can be persuaded to consume a particular brand.

It is worth noting also that long before now, advertising has been existing with the use of pictures and symbols even down to the Roman Empire where it is believed to first exist in other for goods and services to be bought. The only problem it had then, was that the mediums were limited and the adverts only went to limited areas. This is unlike this present age where advertising is much more prominent and needed as there are various media or channels and tools through which advertising is being made and presented to the audience best known as consumers in a very presentable and peculiar format. One should also put in mind that advertising is not just a communicating channel that involves the use of various means or tools of communication to pass an information but also has to do with being a medium that appeals to the subconscious, in other words, it has to be something that is relatively convincing, something that the audience can see reasons with or relatively connect with either conscientiously or otherwise. To support this view, Dr. Sindhya V. (2013) posits that the most essential elements in advertising is not information, but suggestions, which has to do with making use of associations, emotions(appeal to emotions) and drives, which sticks dormant in peoples subconscious. Furthermore, Dr. Sindhya V. (2013)

Also stated that these feelings, associations or emotions could either be their sex drive, herd instincts; which produces desires such as happiness, health, fitness, appearance, self-esteem, reputation, belonging, social status, identity, reward, or appeal to their fears, such as illness, weaknesses, loneliness, need, uncertainty, security or of prejudices, learned opinions and comforts.

Nevertheless, the points to be noted here is that humans are known to be rational beings. So, for their perception to be influenced or in military terms infiltrated, there is the need for a good psychological play upon their minds and also, convincing enough not to force them to purchase a product, goods, services or ideas. But that would persuade them or make them see reasons why such a brand should come into consideration, be used or be in their number one list of preference when it comes to purchasing either any kind of goods or services or in purchasing a particular specific kind of goods, services or ideas. Though advertising is claimed by its practitioners to have its good sides, it also has its unpleasant sides as criticized by its opponents (Lee & Johnson, 1999).

Drinks on the other hand, are materials or products which for ages have been seen to be given great preference by people, starting from alcoholic drinks to soft drinks and down to the least, water. It has become something so essential in people's life that they seem not to be able to do without them. They can be found in events, shows, ceremonies, conferences, programs and the likes. Nevertheless, even though drinks are very essential for peoples well being and satisfaction, the society at large still places these drinks in order of importance and preference due to their taste, finance, exposure, experience, perception, attitude and the likes. One should also be aware that the society's preference of a drink to another could either be because it is cost effective or personal taste, this could come from the fact that though drinks might serve the same purpose when it comes to satisfaction, and diverse purpose when it comes to effect, but they never have the same taste or personality. This, is were the consumers interest to play.

In continuum to the discuss of preference, the consumers' preference could be ascertained in taste, colour, quality, quantity, make, brand name, cost or price, brand personality, level of awareness, experience and some other issues about the drink in question. In support of this (Gwin and Gwin, 2003) posits that a product's important attributes which were highly used in previous research are cost, variety, value and worth of the product.

Drinks are necessary as they give satisfaction to many but not all. And even in drinks there are both positive and the negative sides just like in advertising, yet, why do people still choose to purchase such goods is one of the objectives this research aims at achieving.

A few questions comes to mind when it has to do with the issue of consumers' preference. And these questions are;

- Is it the taste (harsh, sweet, mint or bitter), the price (expensive or cheap) or the level of exposure when it comes to promotion (as one of the marketing mix) either by advertising or word of mouth that creates the kinds of preference that consumers chooses to make for themselves?
- Why that brand?
- Aren't they for the same purpose?
- Doesn't these drinks have the same use?
- Does the other elements really counts?

This research aims to give possible opinions and answers to such thoughts.

Consumer buying behavior by some scholars like Walters (1974: 7) is defined as the process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services. These definition explain the self-will the consumer has in making buying decisions when it comes to purchasing a good. . Mowen (1993: 6) provides a unique definition by explaining consumer behaviour as "the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas". This definition emphasizes on the buying aspect of persons or a group of people in purchasing a product or service.

Consumer's behavior is an essential part of the human life that shows how a consumer feels, thinks, perceives or react to happening, situations, phenomenon or events. These are due to the environmental factors prevalent, which could be information from the television, people's conversation and perception (word of mouth). All these shapes a consumer's reaction or perception towards a particular brand instigating him or her to either buy it or not.

1.2 Statement of Problem

Television advertising is a media tool that has grown overtime and is still evolving. Nevertheless, the issue that has been given less attention to is the advertising of soft drinks on television. Soft drinks as a product or brand are of different types, yet every brand of drink produces similar flavor or are in similar kinds. This is where the interest of this research pops up, narrowing it down to Cola drinks. To be specific, Coke and Pepsi Cola drinks as products. For decades now, Coke and Pepsi Cola drinks have been in existence with high sales, high consumer patronage and have also gained an interesting prestige and image overtime. They have even become more of a strong and worthy competitors in price, size, appeal, and other means, which has been shown clearly by there various adverts on the electronic media overtime, trying to fight for a topmost place in the consumers will and mind. Yet nothing much is known statistically about consumers' perception for these drinks based on their TV adverts. Where does the larger population interest or loyalty truly lie? That is the thrust of this investigation.

1.3 Objectives of the Study

Objectives gives a well-defined insight on (plans) what the study aims at possibly achieving. It is like drafting a part in which the research can go through to derive an answer in line with the study. The following research is directed towards attaining these objectives:

1. To identify the knowledge level of Coke and Pepsi Cola television advert among the study population?
2. To determine the extent to which the television adverts of Coke Cola influence the consumers' perception of the product among the study population.
3. To determine the extent to which the television adverts of Pepsi Cola influence the consumers' perception of the product among the study population.
4. To identify the level of patronage of Coke and Pepsi Cola among the study population?

1.4 Research Questions.

Research questions serve as a guide, giving direction to this investigation. The research questions that guide this research are:

R.Q 1: What is the knowledge level of Coke and Pepsi Cola television advert among the study population?

R.Q 2: To what extent does the television advert of Coke Cola influence consumers' perception of the product among the study population?

R.Q 3: To what extent does the television advert of Pepsi Cola influence consumers' perception of the product among the study population?

R.Q 4: What is the level of patronage of Coke and Pepsi Cola among the study population?

1.5 Significance of the Study

Based on the personal observations of the researcher there is the immediate need to understand the psychology behind people's reaction towards Cola drinks. Why they keep on pursuing a brand of drink no matter how harmful it is. What makes Cola drinks so essential that consumers are willing to purchase it no matter the false information given to it? As simple as this might look or sound, this study will help both people and drink companies know how effective, creative and sufficient advertising can be in terms of drink purchasing and consumers buying reaction.

1.6 Scope of Study

This study titled the influence of television advertising on consumers' perception of cola drinks focuses on the people Computer Village as it's choice of study. In this study, the people of Computer Village will make up the population for this study. The study is intended to focus only on the two soft drinks – Coke Cola and Pepsi Cola because of their similarity and the intense

competition between them. This research is limited to this population to make it manageable for the researcher since it is an undergraduate project. The researcher hopes to expand the scope for a more extensive research in the nearest future.

1.7 Operational Definition of Terms

For more understanding and clarity, the key terms or words used in this study would be well operationally defined for appropriate application.

- **Advertising** – advertising is a non-personal communication usually paid for and persuasive in nature about goods and services by identified sponsors through various media.
- **Consumer** - consumers are people who purchase and use goods or services.
- **Choices** – these are the decisions made by people, persons, individuals or a group of person based on a scenario, over a particular matter and the likes.
- **Drinks** – Drinks in this study are the soft drinks – Coke Cola and Pepsi Cola.
- **Influence** – the power or the ability to affect persons or events without necessarily using force.
- **Consumer's Behavior** – this is the action or reaction of an individual, persons, group and organizations in a marketplace and the motive behind it.
- **Perception** – this is how persons, people, group or and individual see things. This is how they view and understand what happens.
- **Preference** – this is the order at which wants, likes or needs are being arranged in order of importance, priority and taste.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

In our present society, today's world or age, advertising has seemingly become an essential tool used to appeal or catch the eyes of every person or individual that looks at it, thereby either creating some meaning, view or perception in the people's minds that could either give positive or negative vibes, and these various emotions could come through persuasion, information, an influencer, entertainment or the audience could just attribute it of being of less value based on preference. Yet one thing is sure, with advert being everywhere and in every place, popping itself out through every medium possible one isn't likely to escape from it. For instance, when people travel for even a short distance, we see billboards, cards, pamphlets, shirts, and other tangle things advertising or saying something, word of mouth by just the few conversations we make with strangers or people we may or might know mentions a least a product, even our phones has become a world of advertisement on it's own; an ordinary video app, pops up ads. This alone, makes it impossible for us to escape from it. This alone, could make a consumer end up purchasing or feeling the need to purchase that product. In this note, advertising is a medium that disseminates information and persuasion, which also in its continuous process creates a glamorous area. Akanksha, S. (2016)

In continuation, television being one of the known and common means of advertising in this century considering the number of populace that uses this facility in large creates a much more easier avenue for persuasion and mind appealing activities to take place. As it deals with visuals, sounds and most especially colours. Based on Shirley (1999) views, that television coming into existence give it more power of attraction and evidently has more effect socially than print and film, which in other words, gives it more part to be involved in at influencing behaviours.

Drinks on the other hand, ranging from alcohol, soft drink to water are liquids that people have come to find essential for their needs, wants or utile to be satisfied, even though it could possibly be dangerous to their existence. Based on this note, Lenny R. Vartanian, Marlene B. Schwartz, and Kelly D. Brownell (2007) supports this statement by saying that 'soft drink

consumption has become a highly visible and controversial public health and public policy issue.’ Yet people keep on purchasing these things. And still people won’t stop purchasing them. Narrowing down to a sect of drink which would be soft drinks according to this research, Lenny R. Vartanian et al. (2007) views above ‘soft drinks are hazardous to health’, yet people keep on consuming them and are even more loyal to the than ever. Soft drink in take or consumption has taken a drastic increase over recent years, with a fivefold. Claire Sweetman, Jane Wardle & Lucy Cooke (2008). So the question would be this, what makes this drinks appealing, why are people so loyal to these commodities, what have they perceived in this product that makes it stand out?

In sum, in this chapter, a review of the follow related topics or subject to this research will be discussed elaborately. These topics are; advertising, television advertising, brand, consumer behavior, consumer perception, and consumer preference.

2.2 CONCEPTUAL REVIEW

2.2.1 An Overview of Advertising

Advertising in a layman’s term is the promotion of some product or services publicly. It could also be define as the business of drawing the attention of the public to goods and services.

In professional terms Dr. Sindhya V (2013), defines advertising as a form of communication that is intended to persuade an audience to purchase some action on products, services, or ideals. They includes products name or service and how that product or service could be of benefit to the consumer, and also how it could persuade a target market to take or to purchase that particular brand. Which are usually paid for through identified sponsors and viewed via various media. This therefore means that anything called advertising has to be ‘a form of communication’ which means an informative measure or medium for passing information. It has to be ‘persuasive’ which means that it has to be convincing enough. It has to be ‘paid for’ which is the monetary value. And that payment has to be done by and ‘identified sponsor’ being the advertiser. And lastly through necessary identified media being the means, they could be newspaper, magazine, radio, television or the internet and more depending on the advertiser, the agency, its audience and the product value. Akanksha, S. (2016), also sees advertising to be a form of medium that builds a brand image and communicate changes in old products or

introduce new product/services to the customers. This therefore means that advertise new brands or product informatively and persuasively, but also builds a brand image and also consistently make known old products to the consumers or populace.

Wiki Educator puts it that advertising performs some functions. Which are;

- (a) It can inform the customers about a product, service, or idea.
- (b) It can persuade the consumers to buy products, services, and ideas.
- (c) It can remove cognitive dissonance from the minds of the customers to reinforce the feeling that they have bought the best product, service, or idea and their decision is right.
- (d) It can remind existing customers about the presence of the product, service, or idea in the market till now.
- (e) It can dissuade the public at large from buying certain products or services that are harmful for them.

Advertising is a creative and business tool which is appealing and constructive enough to create a convincing perception in the minds of the consumers. This why to a lot of extent, according to Akanksha, S. (2016), Advertising has become an important element of the corporate world and hence companies allocate towards their advertising budget a considerable amount of resources.

Akanksha, S. (2016) states that advertising is the promotion of a company's products and services carried out to drive up sales of the products and services. Nevertheless, this is why it has grown over time and yet advertisers still give more preference to it as it has become a medium that channel more prospective consumer to their product. Advertisers always had interest in means through which the nature of the consumer experience "transformed" by setting expectations that influence the way consumers attend to in-formation (Hoch and Deighton 1989).

This also another reason why advertisers pump money into such sector and why they would continue to do it conveniently in other to invest in the future of the brand or product. In addition to this, Chauvin and Hirschey (1993) prove that the money spent on advertising has a positive influence on the market value of the company. They pointed that spending on advertising can be seen to be a form of investment in intangible assets with positive effects on future cash flows.

However, Dr. Sindhya V (2013), posits that advertising has positive and also a negative, social and economic effect on our society. Putting in mind that advertising as a public welfare is certainly a positive social effect whereas exposing women to be a sex tool becomes the negative side. As far as economic factors are concerned, media funding and bracing an active and competitive economy are the major examples.

This has established a lot of controversies and arguments by philosophers who debated on the negative side that one of the major defect of advertising is that they make the public purchase what they never intended buying which is not there basic want.

According to advertisers, people has the ability to make their own choices without being forced to buy anything they dislike or which they think is not really important. Advertisers also beliefs that advertising its positive impacts on our society and culture. For example, it can be used to make the public aware among that which product is OK or to which they should say NO. In other words, advertising also stands as a form of educator, in other words it educates people on what is good and what is bad for them and adds a ceiling on the harmful products like smoking and drinking etc. Dr. Sindhya V (2013).

To digressing to other parts before concluding on the psychological negativity and positivity of advertising, Akanksha, S. (2016), give the reasons for advertising, which in other words means why is advertising needed, what is its essence? And these below are why;

- Increasing the sales of the product/service
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line.
- Introduction of a new product or service.
- Increasing the buzz-value of the brand or the company

Thus, these are the several reasons for advertising. Similarly, there are also various media which can be effectively used for advertising.

Advertising as a psychological influential and persuasive tool comes through different mediums to achieve its intended goal for both the advertiser and its agency at this present day. Akanksha,

S. (2016) gives the mediums through which advertising takes place efficiently and effectively. And they are;

1. Print Advertising (Newspaper, Magazines, Brochures, Files)
2. Outdoor Advertising (Billboards, Kiosks, Trad-Shows & Events)
3. Broadcast Advertising (Television, Radio & the Internet)
4. Cover Advertising (Advertising in Movies)
5. Surrogate Advertising (Advertising indirectly)
6. Public Service Advertising (Advertising for social causes)
7. Celebrity Endorsement

These today Akanksha, S. (2016) states are the most popular kinds of advertising used. And each of these advertisement types has its own sub-sectioned types and its own rates of effectiveness. It is now left for the advertising agency to figure out what type of which medium is the best and the most feasible for the company.

Wells (1986, p. 9) also adds that, "Advertising in its context helps consumers interpret these experiences. It also suggests what should be possibly noticed. It provides clues and cues on what would help consumers understand and appreciate their feelings. And in this way change the nature of the response".

To this end, Akanksha, S. (2016), sums that today's advertising covers almost all areas of the societies thought process and action. This is considered a highly sophisticated communication force and powerful marketing tool. In sum, it can be said to be a complete psychological treatment to the consumers and a very creative and glamorous area also.

2.2.2. Television Advertising

Television commercials or adverts are any kind of adverts where goods, services, organizations, ideas etc. are promoted and marketed through the medium of television in order to create an awareness of that product effectively. Advertisements are produced mostly by external advertising agency.

Moreover, The first television advertisement broadcast took place in the United States on 1st of July, 1941. During the time that Bolivia Watch Company paid \$9 to New York city NBC affiliate WNBT(now WNBC) in order to advertise their product or brand for 20 seconds by buying a space and time that would be shown before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies.

Television advertisements has grown over time increasingly in the economic activities. In the minds of some, television advertising is an obstruction or interruption to what they are essential taking their time to watch. While the others, television advertisements are one of the captivating things in the TV as it has dramatic performance or entrance, humour, captivating and entertaining. Most especially when these audiences are really and seriously into in the programme, be it a news or a show or something enlightening.

To this end, a large number of television advertisements or adverts in Nigeria currently comprise short advertising space, with the space in length of a few seconds to several minutes. In the media stations in Nigerian, advertising products of this kind have been sold for years product, which are mostly goods and services meant for consumer final use. Television advertising has been so effective and persuasive that it seems impossible for a Nigerian politician to wage an election of victory in a Nigerian campaign without advertising in with television.

2.2.3 Consumer Behaviour

Any person whose goods and services purchased from the market for their end use is known to be a consumer. Rephrasing these words, a consumer is person who purchases available goods

and services in the market. Word Web Dictionary simplifies these words by putting it this way, 'a consumer is one who uses goods and services'.

Consumer Behaviour is a sect that is based on the various stages a consumer passes through before he/she can purchase a product or service for his/her end use. This therefore simply means that consumer behaviour or consumer buying behavior, is therefore predetermined by its environment, what happens around it and how it becomes and influencing factor that determines how a consumer reacts to a certain commodity or how he or she crave some certain commodity and make it their top demand depending on the scenario.

(Solomon, 1995) posits that consumer buying behaviour refers to the methods involved when persons or groups of people chooses, buys, utilizes or disposes products, services, concepts or experiences to in line with their needs and desires. According to Management Study Guide (MSG), there are certain questions that comes to mind when talking about consumer behaviour which be the factor that triggers and light out how a consumer reacts to certain products, brand, goods or services. And they are;

- (a) Why do you think an individual buys a product ?
- (b) Why do you think an individual does not buy a product ?
- (c) When do you think consumers purchase products ?

Providing these possible question he also presents answers that could possibly be reasons why to him, An individual or a consumer

Buys a product because of

- Social Status
- Need
- Gifting Purpose

Does not buy a product because of

- Taste

- Income/Budget/Financial constraints
- No requirement.

Purchase products because of

- Anniversary
- Marriage
- Festive Season
- Birthday or other special occasions

(Ramachander, 1988) sees consumers behaviour our buying behaviour to be the convergence of a three fields of social science, which are, a person psychology, societal psychology and cultural anthropology. In addition, there are several factors which influences the buying decision of a consumer in our society today and these factors ranges from the;

- Psychological factor
- Social factor
- Economic factor and so on.

To explain in few words, the psychological factors are the activities that goes on in the mind of the consumer or individual. He/she tries to purchase a product based on their need, want, desires and so on. The product, brand, goods or services now becomes of essence or of no essence based on how much of importance they give to it. The social factor is deals with the consumers' society or environment and how it plays a big role in determining what choices a consumer makes in purchasing a brand, product, goods or service. While the economic factor is the monetary or financial aspect. They try to find if they are capable enough to purchase that product and how well?

Furthermore, Management Study Guide (MSG), that the study of consumer behavior explains as to:

- Why and why not a consumer buys a product?
- When a consumer buys a product?
- How a consumer buys a product?

During Festive seasons like Easter or Christmas the level to which a consumer buys goods, services or a product increases as compared to other months. Nevertheless, the fluctuations in the financial markets and in that recession decrease the buying capability of individuals or consumers.

So therefore, in a less ambiguous definition, Management Study Guide (MSG), consumer behaviour deals with the buying behaviour of individuals. What really triggers the buying decision of a person is the need for a particular kind product/service. Consumers only purchases products or services when the need arises. In sum, consumer behaviour is the display in searching for, purchasing, using, evaluating and disposing of the products and services that they all think will satisfy their desired needs (Schiffman&Kanuk, 2007).

In sum, Management Study Guide (MSG), Buying decisions of consumers also depend on the following factors:

- Messages, advertisements, promotional materials, a consumer goes through also called selective exposure.
- Not all promotional materials and advertisements excite a consumer. A consumer does not pay attention to everything he sees. He is interested in only what he wants to see. Such behaviour is called selective attention.
- Consumer interpretation refers to how an individual perceives a particular message.

A consumer would certainly buy something which appeals him the most. He would remember the most relevant and meaningful message also called as selective retention. He would obviously not remember something which has nothing to do with his need

2.2.4 Consumer Perception

Management Study Guide (MSG), posits that perception plays an essential role in influencing the buying decision of consumers. (Sitter, 2008) views perception to be how human recognize and interpret stimuli. In other words humans interprets things or situation in the way they seem to see them. To support this notion, perception is the first opinion that an individual draw and on the

condition that it select and interpret information to make a meaningful picture of the world (Munnukka, 2008).

Nevertheless, consumer perception is or can be seen as the way or angle to which an individual perceive a product, brand, goods, services, ideas and so on. In addition consumer perception is also identified by the color, shape, and taste of the product (Weinsblit 1999).

This then means that consumer usage and buying of any product is massively depended upon their perception about that product (Syeda Quratulain Kazmi 2012). Consumers only react to a brand, goods or product the way they see them. And the way they see them determines how much value they give to it. And it could also determine what approve they would preferably give to it. This is why (Dickenson 1994) states that perception is developed through how effectively product has been marketed. These days firms are gives their best in marketing in order to have customers' attention and positive impression on customer's mind (Syeda Quratulain Kazmi 2012).

In this vein, Syeda Quratulain Kazmi (2012) posits that the most important factors which affect consumer perception are:

- Accessibility
- Availability
- Quality
- Durability
- Regular supply of product
- Mode of payment.

All these, Syeda states affects the perception of consumers and also determines the consumers attitude towards product, brand, goods or services, and the way a consumer reacts to those things determines their kind of behaviour to them.

Talking about consumers' perception of quality, Zenithal (1988) posits that it is measured by an essential determinant of a product choice. This means that products are perceived by consumers based on its quality. Product quality has two forms;

1. Accurate/Actual quality

2. Expected/Perceived quality.

The actual quality contains the main benefits achieved from the purchase of the product. Meanwhile, perceived quality contain consumer expectations from product (Syeda Quratulain Kazmi 2012).

It is essential to note that, the perception qualities of product of privately owned brands were taken as consumer's perception on the quality of product provided by vendors or company Syeda Quratulain Kazmi (2012). This is why if people see a particular product known to be of good value on the road or street side they purchase it with the intent that such product purchased would have the same value with its brand after all they have the same title or name. And why Nandagopal and Chinnaiyan (2003) stated that the mode of purchase of a product is also affecting the buying pattern and so the perception of consumer.

Scholars have noted that country-of-origin perceptions and expectations lead to cognitions. It also puts significance on particular products and marketing attributes. These was considered as the factors that could bring effect to the people in the country of where the product or services were marketed (Gary A. Knight, 1999).x

In support this notion, Syeda Quratulain Kazmi (2012) posits that it is believed that consumer perception influence customer level of satisfaction and so their buying and usage decisions. That is to say it is what people find appealing or less appealing that determines how much of willingness they would have to make a purchase and also this could happen through experience also which also construct that perception forming or putting into place the consumers' perception towards that product.

Another factor that could influence a consumer perception about a product is the price of that product or service. On this note, Syeda Quratulain Kazmi (2012), states that it is believed that when a consumer is facing a buying decision for product purchase then he/she is so much concern about the prices of the product and observe prices keenly. This therefore means that a consumer views or perceives a product, goods or services based on its price. As the eyes would tell, price determines quality.

So therefore, Syeda Quratulain Kazmi (2012), Puts it that price is therefore regularly taken as a leading factor guiding the choice that consumer makes when it comes to making a buying

decision. Which is why price has become one of the major factor in which the consumers use to view a product and possibility of purchase. Syeda Quratulain Kazmi (2012), therefore adds that price has constantly been a determinant factor on consumers' brand choice when choosing a product or service.

2.2.5 Consumer's Preference

David Weedmark (2018), defines consumer preference to be the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them. Which means that consumers preference is based on how much utils or satisfaction they derive from that product and how much value they give to it. Consumer preferences of product properties is different according to the nature of the product as well as the Social and economic nature of consumer (Uusitalo, 2001).

It should also be noted that due the products properties and abilities, consumers are often use that to determine their choice of brand. This is why (Vishwanathan and Childers, 1999), states that product attributes are often eye-catching in nature. Gwin and Gwin (2003) posits that consumer preference of products is based on the maximizing utils from the product features subject to financial shortage. Nevertheless, (Nor Khasimah Alimana and Md Nor Othman, 2007) states that this helps them to maximize their direct utility that they gain from the purchase.

To this end, when consumer faces brand with fluctuating prices and perceived quality levels, they would have to make decision about the preference they make on the basis of attributes of the product (Nor Khasimah Alimana and Md Nor Othman, 2007).

2.2.6. Brand

Brand by BussinessDictionary.com is a process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Brand can be seen to be in three ways, it could be the product, an individual or a company. And example would be for a product brand would be Milo, for a personal brand, Seth Godin, Steve Jobs and the likes, for company brand; Nestle, Coca cola and more.

According to Dayo Samuel (2019), in his work *Branding and Design*, he states that the essential for branding are; design, value, strategy, logo, marketing, advertising, identity, and trust. In other words, for a brand to be what a brand as it is called it has to have these listed things.

Dayo Samuel (2019) also identifies brand terminologies, and these terminologies are brand, branding, brand identity, brand image, brand position, brand management, and brand equity. in Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

To this end, in this present society, brand with all its entirety is an avenue or means through which a product is been identified, perceived, remembered, appreciated and possibly sold as a brand is what creates an identity or perception for the product, person or company.

2.2.4. Theoretical Framework

- **Cognitive Theory**

Cognitive theory or strong theory is a theory propounded by a movement in the 1950s in response to behaviorism. According to Kate Krosschell (2019), cognitive theory deals with consumer behavior as it rests on the belief that consumers are evaluating, thinking, and acting intentionally through a sequence or linear, cognitive process of purchase. As it is viewed in the Strong Theory to have the power to change attitudes, advertising is therefore perceived to be convincing and persuasive enough to move people without the intent to purchase to start using a brand.

The model that works in hand with this theory is the AIDA model which in full is called;

Attention → Interest → Desire → Action

Which was propounded by Timothy Joyce in 1967. This model assumes that the consumers or audience are rational – that they become aware of a brand or category by giving *attention* to it,

takes an *interest* on how the product or brand can profit or benefit them, recognize their *desire* based on the product or brand offerings, and then takes possible *action* on the form of purchase or consumption.

According to Lewis, it is first the role of an advertisement to get the customers attention. Once their attention is gotten through ads, it then has to arouse the audience interest towards the product based on how much influence induced from the advert. After making such effort in interest, a desire has to be inputted in the mind of the consumer before the final action can be taken towards product purchase. The success of an advert depends on the viewers' ability pay attention and clear understand an advert message or information.

Despite its widespread acceptance in the market, the AIDA model has received some criticism for not accurately reflecting actual purchase behavior and for neglecting the steps that happen after a purchase.

2.2.5. Empirical Review

Review 1: A Study On The Influence And Impact Of Advertising To Consumer Purchase Motive Among Student Teachers.

By Dr Sindhya V

This study in summary, explains the influence of advertising on consumer's buying behavior, purchase motive and preference; in specific, among the student teachers. It analyses points that shows that advertising can either influence people positively or negatively depending on its kind which comes socially or economically.

According to this study, advertising is believed by practitioners to be largely responsible for the good things in life and is criticized by its opponents as the cause of unpleasant things (Lee & Johnson, 1999). To further explain this points, it points out that Advertising has positive as well as negative, social and economic impacts on our society. Considering advertising as a public

welfare is a positive social impact whereas exposing women as a sex tool comes at the negative side. As far as economic factors are concerned, funding for the media and stimulating an active and competitive economy, are the major examples.

It explains that the most essential element in advertising is not the information itself but rather the use of suggestion which in more or less work in their emotional senses indirectly in a way that seems appealing. In here they talked about the infilling of the use of things that fits their desires of happiness, health, fitness, appearance, self esteem, reputation, belonging, identity, social status, rewards and the other and also the works on the fear appeal such as illness, weakness, need, loneliness, security, learned opinions and the others.

It emphasis on the fact that advertisers explore the human fears and emotion to make sales or to promote a product, goods, services and so on linking it to a worthy social cause which has really expanded and increased the world of advertising.

It expounded on brand equity, brand personality, credibility, benefits and more that advertising forms for a product, service and the others. It also explained that advertising should only be used when the company needs it and not during irrelevant times that might end up as a waste of money.

More importantly, it talked about the part where companies who pumps money into advertising invests in the future of the brand rather than the present. Like a future effect of a brand on the lives of consumers after a lot of visual displays and sounds has been passed through every medium to get through to them. To support this in the study Chauvin and Hirschey (1993) provided evidence that advertising expense has a positive influence on the market value of the firm. They suggest that spending on advertising can be viewed as a form of investment in intangible assets with positive effects on future cash flows.

Survey was used in this research supported by and interview, it also had the population of 200 teacher in which the research was based upon. The result of this study birthed the fact that the

level of awareness among the student teacher where impressively high and that before even product purchase they make a bit of research about such product before final act.

Review 2: Effective Advertising And Its Influence On Consumer Buying Behavior

Niazi, Ghulam Shabbir Khan and Siddiqui, Javaria
and

Shah, Burhan Ali and Hunjra, Ahmed Imran

This study in summary explains how an effective advertising can work immensely on consumer buying behavior. It goes far back to how advertising started and how it was limited because it was the use of only pictures which went to limited areas. And then, the advent of the 20th century media which does not just go far and simultaneously alone, but can also be seen and viewed through different platforms which in turn works on the consumer's perception either consciously or unconsciously, positively or negatively of such a product, goods, ideas, thought or services. In additional support of this statement based on the study, according to the traditional hierarchy-of-effects models, advertising effect of advertising exposure, leads to brand cognition and cognition about the advert, then leads to the attitude towards the advert and the brand until purchase intent (Mendelson & Bolls, 2002).

It also stated that one basic thing that a brand needs to create a good image is a potential customer in large, which is why the use of advert is necessary according to the statement used in this study. Which says, 'the major aims of advertisers is to reach potential customers and create impact on their buying behavior (Ayanwale et al., 2005 and Adelaar et al., 2003). In other words brands spend so much in adverts in other too change and influence the perception of both their loyal customer and those yet to becoming their potential customers into purchasing their goods or services, which to this end leads to the determinant of their behavior.

In its literature review, it emphasized on two factor that influence consumer buying behavior in advertising as advertising is a non-personal paid form where ideas, concepts, products or

services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior (Ayanwale et al., 2005 and Bovee, et al. 1995).

These factors are;

1. Emotional response
2. Environmental response

Emotional response: In sum, this explains that a consumer disposition towards a product or brand would possibly be due to his or her personal experience with the brand or due to strategic advertising. To support the statement Adelaar et al. (2003) explains that emotional response is based on three things.

- Pleasure; this is a state or feeling of satisfaction, happiness or joy.
- Arousal ; the state of feeling of a person that varies in situations.
- Dominance; the feeling of individual that takes more control and acts in a particular time.

Environmental Response: to put them all in few words, this explains that consumers respond to a brand based on its environmental factor not just the one on one experience. These factors could be through the market, mall and the others where such goods or services are purchased. This environment could be known as retailing stores that still causes pleasure, arousal and dominance in the mind of the consumers (Adelaar et al., 2003).

This research had the population of 200, adopted a convenient sampling called the probability sampling. The findings or results of this study shows that there is a positive relationship of the emotional response in consumer's buying behavior and no relationship with the environmental response and consumer's buying behavior. In other words, the research brings everything to a close by stating that the consumers purchase a product by emotional response that is by being emotionally attached, that environmental response, that is an unplanned buying intention.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

3.1 Research Design

A study on the influence of television advertising on consumers' choice of purchase of cola drinks needs a method that will enable the collection of huge amount of data on the perceptions, motivations and actual purchase behavior of the consumers of the cola brands. Therefore, survey research method would be used. This is because the opinions of the students or the people of that environment are the essential data needed to carry out this study.

Survey as a research method was chosen because it is seen as the most appropriate due to the fact that it is a kind of research that investigate on issues or problems that has to do with generating responses from a specific proportion of a population to generalize how the whole population possibly feels about this research.

According to Oriola (2018), survey is a research method that allows for selection of a proportion of an entire population of a researcher's interest with a view to arriving at a generalisation about how the population feel, behave or act towards some communication phenomena.

3.2 Population of Study

Population is a large group of people or things to be studied. It is the universe of what is being studied. The population usually share some common attributes or personality profile such as age, gender, marital status, health condition, residential location, professional affiliation, educational qualification and so on.

So, the population of this study is made up of the people in Lagos State Computer Village, Ikeja. Reasons are due to proximity and also, that deals with a population that consumes soft drinks

ranging from the buyers to the least of persons that are part of that marketing environment. They are also well exposed to television and the adverts or commercials that come through them.

3.3 Sampling Design , Sampling Procedure and Sample Size .

The sampling design to be used in this research is known as the convenience sampling. The consumers or population to be picked through this study will be achieved through this sampling method.

Convenience sampling method is a non probability sampling method that has to do with reaching out to people who are easy to contact and reach as the sample, since the research is not limited or restricted based on a particular kind of populace as a larger number of people take soft drinks.

Through this design, population would be picked at the convenience of the researcher and also due to their availability. A questionnaire would also be given to them. However, many might have similar trades but what differentiates them is their ideologies, culture, believe and so on.

To this end, the estimated sampling size of Computer Village population to be researched upon would be 300. You never mentioned your study location and study population before the sample size. You need to do that here.

3.5 Data Collection Instrument(s) and Procedure

As a result of the nature of this research, and based on the research design adopted by the researcher, the researcher used questionnaire as instrument of data collection.

This instrument best suits this research because it would help generate data quantitatively to address the objectives of this research.

3.6 Method of Data Analysis

As a result of the nature of this research and also, due to the design chosen, the researcher will be using questionnaire as the research instrument for the collection of data.

This should possibly drive an appropriate answer as the population in question are in mass, making this instrument suitable enough for it. It should be noted that this questionnaire will help the researcher generate enough quantitative data to address the objective of this study.

To this end, this data will be properly broken down using Regression Analysis (SPSS).

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This chapter consist of presentation, analysis and interpretation of data collected from the field, afterwards, the findings generated from the data was discussed. The first section represents the data derived based on the demographic information of the respondents, the second segment represents the answers to the research questions. All analysis was performed through the use of software package for social science (SPSS) version 25.

Table 4.1: Frequency distribution of respondent's demographics

S/N	Variable	Options	Frequency	Percentage (%)
1	What do you do in Computer village, Ikeja	Buyer	163	54.3%
		Seller	126	42.0%
		Worker	11	3.7%
		Visitor	0	0
		Total	300	100%
2	Gender	Male	219	73.0%
		Female	81	27.0
		Total	300	100%
3	Marital status	Single	194	64.7%
		Married	90	30.0
		Separated/divorced	4	1.3%
		Widowed	12	4.0%
		Total	300	100%

4	Educational qualification	FSLC	5	1.7%
		SSCE	138	46.0%
		First degree	127	42.3%
		Masters	18	6.0%
		Others	12	4.0%
		Total	300	100%
5	Occupation	Student	72	24.0%
		Civil servant	79	26.3%
		Trader	68	22.7%
		Others	81	27.0%
		Total	300	100%
5	Age range	10 – 15 years	5	1.7%
		16 – 20 years	55	18.3%
		21 – 25 years	134	44.7%
		26 – 30 years	51	17.0%
		31 – 35 years	9	3.0%
		36 – 40 years	6	2.0%
		41 – 45 years	40	13.3%
	Total	300	100%	

Table 4.1 is shows the socio demographic characteristics of the respondents. It could be deduced that, 163 (54.3%) were buyers, 126 (42.0%) sellers, 11 (3.7%) workers while 0 (0%) visitors respectively. On the basis of gender, 219 (73.0%) were male and 81 (27.0%) were females. The table also showed the marital status of the respondents where 194 (64.7%) are single, 90 (30.0%) married, 4 (1.3%) separated/divorced and 12 (4.0%) widowed.

The table also shows the educational qualification of the respondents where 5 (1.7%) had first school leaving certificate, 138 (46.0%) SSCE, 127 (42.3%) first degree, 18 (6.0%) Masters' degree while 12 (4.0%) chose other respectively. On the occupation of the respondents, 72 (24.0%) students, 79 (26.3%) are civil servants, 68 (22.7%) traders, 81 (27.0%) chose others respectively. On the basis of age range of the respondents, 5 (1.7%) were between 10 – 15 years, 55 (18.3%) between 16 – 20 years, 134 (44.7%) between 21 – 25 years, 51 (17.0%) between 26 –

30 years, 9 (3.0%) between 31 – 35 years, 6 (2.0%) between 36 – 40 while 40 (13.3%) were between 41 – 45 years.

SECTION B

Research Question 1: What is the knowledge level of Coke and Pepsi Cola television advert among the study population?

The decision on the level of knowledge of Coke and Pepsi Cola television advert of the respondents will be based on mean rating. A benchmark of 2.0 $[(3+2+1)/4]$ is set such that the level of knowledge is considered high for an item between the benchmark of 2.0 and above while the level of knowledge is considered low for an item below the benchmark of 2.0

Table 4.2: Frequency distribution on the knowledge level of Coke and Pepsi Cola television advert among the study population.

S/N	Questionnaire items	Mean	SD	Decision
1	Have you watched Coke advert on TV?	1.44	.758	Low
2	Have you watched Pepsi advert on TV?	1.13	.337	Low
3	How often do you come in contact with Coke advert on TV?	2.27	.804	High
4	How often do you come in contact with Pepsi advert on TV?	2.14	.810	High
Grand total		1.75	0.67	Low

The table above shows that the total mean of the responses on the level of knowledge of the respondents is 1.75. Therefore, the level of knowledge of Coke and Pepsi Cola television advert among the study population is low because it is below the benchmark of 2.0.

Research Question 2: To what extent does the television advert of Coke Cola affect the perception of the product among the study population?

Table 4.3.1: Frequency distribution on how often the respondents come in contact with coke advert on TV

Options	Frequency	Percent%
Very often	55	18.3
Often	212	40.3
Hardly	112	37.3
Never	12	4.0
Total	300	100.0

The table above shows that 55 (18.3%) of the respondents come in contact with coke advert very often, 212 (40.3%) often, 112 (37.3%) hardly and 12 (4.0%) respectively.

Table 4.3.2: Frequency distribution of respondents inquiring if coke advert changes their perception about the drink.

Options	Frequency	Percent%
Don't know	60	20.0
No	196	65.3
Yes	44	14.7

Total	300	100.0
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The table above shows that 60 (20.0%) of the respondents don't know if TV advert of coke changes their perception about the drink, 196 (65.3%) claimed no while 44 (14.7%) said yes.

Table 4.3.3a: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.054 ^a	.003	.050	.587

Source: Researcher's Computation, 2020

a. Predictors: (Constant), television advert

Table 4.3.1a presents the model summary. It shows that the correlation coefficient r is 0.054 (i.e. $r = 0.054$) which indicates that there exists a weak positive relationship between perception of the coke cola (dependent variable i.e. the variable being predicted) and television advert (which are predictors or independent variables). It is also clear from the table that the r^2 which is the coefficient of determination is 5.0%. This implies that 5.0% of television advert can be explained by the perception of coke cola while the remaining 95% is explained by other factors that are not captured in the model.

Table 4.3.3b: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	0.305	1	0.305	0.885	.348 ^b
	Residual	102.841	289	0.345		
	Total	103.147	299			

Source: Researcher's Computation, 2020

a. Predictors: (Television advert),

b. Dependent Variable: Perception on coke cola

The analysis of variance table (ANOVA) presents that, the F – value of 0.885 is lesser than the critical F – ratio of 3.03 at 0.05 alpha level of significance. On the basis of this, television advertisement of Coke Cola does not affect the perception of coke cola among the study population.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.037	.102		20.014	.000
Television advert	0.040	.042	0.054	0.941	.348

Source: Researcher’s Computation, 2020

a. Dependent Variable: Perception of the product

Table 4.3.3c: Coefficients^a

From the coefficient of table 4.3.1c, it could be seen that the overall significant effect for the independent and the dependent variable is higher than 0.05 significant levels. Therefore, there is a no significant effect of the independent variable on the dependent variable. The Beta value of 0.054 for perception of coke cola (independent variable) implies that increase in television advert will lead to 5.4% impact on the perception of coke cola.

Research Question 3: To what extent does the television advert of Pepsi affect the perception of the product among the study population?

Table 4.4.1: Frequency distribution on how often the respondents come in contact with Pepsi advert on TV

Options	Frequency	Percent%
Very often	58	19.3

Often	164	54.7
Hardly	56	18.7
Never	22	7.3
Total	300	100.0

The table above shows that 58 (19.3%) of the respondents come in contact with coke advert very often, 164 (54.7%) often, 56 (18.7%) hardly and 22 (7.3%) respectively.

Table 4.4.2: Frequency distribution of respondents inquiring if Pepsi advert changes their perception about the drink.

Options	Frequency	Percent%
Don't know	87	29.0
No	148	49.3
Yes	65	21.7
Total	300	100.0

The table above shows that 87 (29.0%) of the respondents don't know if TV advert of Pepsi changes their perception about the drink, 148 (49.3%) claimed no while 65 (21.7%) said yes.

Table 4.4.3a: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.117 ^a	.014	.010	.706

Source: Researcher's Computation, 2020

a. Predictors: (Constant), television advert

Table 4.4.1a presents the model summary. It shows that the correlation coefficient r is 0.117 (i.e. $r = 0.117$) which indicates that there exists a weak positive relationship between perception of Pepsi (dependent variable i.e. the variable being predicted) and television advert

(which are predictors or independent variables). It is also clear from the table that the r^2 which is the coefficient of determination is 1.4%. This implies that 1.4% of television advert can be explained by the perception of the product while the remaining 98.6% is explained by other factors that are not captured in the model.

Table 4.4.3b: ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.056	1	2.056	.130	.143 ^b
	Residual	148.331	298	.498		
	Total	150.387	299			

Source: Researcher's Computation, 2020

- a. Predictors: (Television advert),
- b. Dependent Variable: Perception on the product

The analysis of variance table (ANOVA) presents that, the F – value of 0.130 is lesser than the critical F – ratio of 3.03 at 0.05 alpha level of significance. On the basis of this, television advert of Pepsi does not affect the perception of the product among the study population.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.708	.115		11.816	.000
	Television advert	0.102	.050	.117	2.032	.143

Source: Researcher's Computation, 2020

a. Dependent Variable: Perception of the product

Table 4.4.3c: Coefficients^a

From the coefficient of table 4.4.1c, it could be seen that the overall significant effect for the independent and the dependent variable is less than 0.05 significant levels. Therefore, there is a significant effect of the independent variable on the dependent variable. The Beta value of 0.117 for perception of the product (independent variable) implies that increase in television advert will lead to 11.7% impact on the perception of Pepsi cola.

Research Question 4: What is the level of patronage of Coke and Pepsi Cola among the study population?

The decision on the level of patronage of Coke and Pepsi Cola among the study population is based on how long they have been taking it as well as the number of bottles taken per week

Table 4.5.1: Frequency distribution on how long the respondents are taking Coke cola and Pepsi cola

Options	Frequency	Percent%
0 – 6 months	21	7.0
7 months – 1 years	29	9.7
2 – 4 years	53	17.7
5 years and above	197	65.7
Total	300	100.0

The table above shows that 21 (7.0%) of the respondents have been taking coke cola and Pepsi cola for 0 – 6 months, 29 (9.7%) 7 months – 1 year, 53 (17.7%) 2 – 4 years and 197 (65.7%) respectively

Table 4.5.2: Frequency distribution on how many bottles the respondents take in a week.

Options	Frequency	Percent%
0 – 3 bottles	220	73.3
4 – 7 bottles	41	13.7
8 – 10 bottles	16	5.3
10 bottles and above	23	7.7
Total	300	100.0

The table above shows that 220 (73.3%) of the respondents take 0 – 3 bottles of coke/Pepsi in a week, 41 (13.7%) 4 – 7 bottles, 16 (5.3%) 8 -10 bottles and 23 (7.7%) takes 10 bottles and above.

Table 4.5.3: Showing Cross-tabulation of how long respondents have been taking coke/Pepsi cola and how many bottles taken per week

		how many bottles do you take in a week				Total
		0 - 3 bottles	4 - 7 bottles	8 - 10 bottles	10 bottles and above	
How long have you been taking it?	0 - 6 months	17	3	1	0	21
	7 months - 1 year	20	5	3	1	29
	2-4 years	37	9	2	5	53
	5 years and above	146	24	10	17	197
Total		220	41	16	23	300

The table shows the numbers of bottles taken per week as well as how long respondents have been taking coke cola or Pepsi. A total of 220 which constitutes the 73.3% of the respondents take 0 – 3 bottles per week. Also, 197 (65.7%) of the respondents have been taking

coke cola/Pepsi for 5 years and above. The level of patronage of Coke Cola/Pepsi among the sample respondents is high because it is below the average of 50%.

4.2 Discussion of Findings

This research work is based on the influence of television advertising on consumers' purchase choice of cola drinks in computer village, Ikeja, lagos, Nigeria.

Research Question 1: What is the knowledge level of Coke and Pepsi Cola television advert among the study population?

The findings on the knowledge level of coke and Pepsi advert showed that the knowledge level of the respondents is low because the mean score is below the benchmark of 2.0. The result of this findings is however against the assertion made by Kazmi (2012) who noted in a study that respondents often watch TV adverts of Pepsi and Coke and are usually inclined to its purchase because of the type of celebrity used for the advert.

Research Question 2: To what extent does the television advert of Coke Cola affect the perception of the product among the study population?

The findings showed that there exists a weak positive relationship between perception of the coke cola and television advertisement. It was further affirmed that 5.0% of television advertisement can be explained by the perception of coke cola while the remaining 95% is explained by other factors that are not captured in the model. Also, from the analysis of variance (ANOVA) conducted, it was deduced that television advertisement of Coke Cola does not affect the perception of coke cola among the study population. This is however against the findings of Syeda (2012) who asserted that consumer usage and buying of product is massively depended upon their perception about that product.

Question 3: To what extent does the television advert of Pepsi cola affect the perception of the product among the study population?

There exists a weak positive relationship between perception of Pepsi and television advertisement. Furthermore, it was concluded that 1.4% of television advert can be explained by the perception of the product while the remaining 98.6% is explained by other factors that are not captured in the model. The value obtained from the analysis of variance (ANOVA) also showed that On the basis of this, television advert of Pepsi does not affect the perception of the product

among the study population. The findings of Nandagopal and Chinnaiyan (2003) corroborate with this finding. The researchers in their study stated that the mode of purchase of a product was affected by the buying pattern and so the perception of consumer.

Research Question 4: What is the level of patronage of Coke and Pepsi Cola among the study population?

The findings on the level of patronage of Coke and Pepsi cola showed that the level of patronage of Coke Cola/Pepsi among the sample respondents is high because it is below the average of 50%. The findings corroborate with the findings of Mendelson and Bolls (2002) who opined the effect of advertising exposure, leads to higher brand cognition and cognition about the advert, then leads to the attitude towards the advert and the brand until purchase intent.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

SUMMARY OF FINDINGS.

To begin with, the objectives of this study was to identify the influence of television advertising on consumers' perception of cola drinks, with Coke and Pepsi cola as the main course of research, thereby making this research more of a comparative study of consumers' perception and awareness. In other words, to identify if television advertising was the major tool used to influence the consumer perception of Coke or Pepsi cola and also to identify how aware the consumers is of this products, Coke or Pepsi.

In this study, survey research method was used, convenience sampling was the sampling method and questionnaire was the instrument to gain enough quantitative data. The questionnaire in question was close ended. A total number of 300 questionnaires were disseminated to respondents and where retrieved.

CONCLUSION

In sum, the findings of this study reveals that the consumers perception of Pepsi cola isn't because of the use of television adverts neither is it that of Coke Cola too, but that rather there are other various influencing factors that causes or constitutes such act. In other words, neither Coke nor Pepsi cola TV ads influenced or created the kind of perception the audience has about such product.

It also derives the fact that a large number of the population patronize both Coke and Pepsi Cola, but their knowledge of it was not wholly because of these products TV ads.

In conclusion, this study shows that television advertising is not the main influencing factor that makes a large number of populace have the perception they do of Cola drinks but rather other factor that are not in the model.

RECOMMENDATIONS

Due to the result generated from the above findings and end results, the following are the necessary recommendations proffered.

- First of all, advertisers and advertising agencies of Cola drinks should make sure that they work on and enhance the other necessary factors responsible for consumers' positive perception and awareness of Cola drinks. E.g. Satisfaction, Taste, Trust, Color and the likes.
- Advertisers and advertising agencies of Cola drinks should also try stepping up there game by creating a more catchy contents for televisions ads.
- Lastly, according to research , the researcher found out that the population of the size of her study, actually prefer to go for the quality of the product rather than their exposure to the advert, therefore the researcher endorse that organizations should effectively work on the quality of their brand.

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APPENDIX

Dear Respondents,

My name is Muttallab Mariam Ose, a Mass Communication student of Mountain Top University, Ogun State. This research is an investigation of the role of television adverts in consumer preference for Coke cola and Pepsi cola soft drinks. It is purely for academic purposes. I assure you that your response would be treated with utmost confidentiality. Thank You.

Optional: Kindly tick just one of this.

Computer Village, Ikeja.

Buyer (). Seller (). Worker (). Visitor ().

SECTION A (Please tick the one that applies to you)

Sex: Male () Female ()

Marital Status: Single () Married () Separated/Divorced () Widowed ()

Educational Qualification: First School Leaving Certificate () SSCE () First Degree () Masters Degree () others, please specify ()

Occupation: _____

Age Range: 10 – 15 () 16 – 20 () 21 – 25 () 26 – 30 () 31 – 35 () 36 – 40 () 41 – 45 ().

SECTION B

Research Question 1: What is the knowledge level of Coke and Pepsi Cola television advert among the study population?

1. Have you watched Coke Cola on TV?
 - a. Yes.
 - b. No.
 - c. Don't know
2. Have you watched Pepsi Cola on TV?
 - a. Yes.
 - b. No.
 - c. Don't know
3. How often do you come in contact with Coke Cola Advert on TV?
 - a. Very Often.

- b. Often.
 - c. Not Often.
 - d. Never.
4. How often do you come in contact with Pepsi Cola Advert on TV?
- a. Very Often.
 - b. Often.
 - c. Not Often.
 - d. Never.
5. If yes, what is the name?

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Research Question 2: Extent does the television advert of Coke Cola influence consumers perception of the product among the study population?

How often do you watch Television?

- a. Regularly
 - b. Rarely
 - c. Sometimes.
 - d. Not at all.
6. Have you watched Coke advert on TV?
- a. Yes.
 - b. No.
 - c. Don't know
7. How often do you come in contact with Coke advert on TV?
- a. Very often
 - b. Often
 - c. Hardly.
 - d. Never.
8. What was your perception of Coke cola before the TV advert?
- a. Negative
 - b. Positive
 - c. Neutral
 - d. Undecided
9. Did the Coke TV advert change your perception about the drink?
- a. Yes
 - b. No
 - c. Don't know
10. What is your current perception of Coke Cola?
- a. Good

- b. Bad
- c. Neutral

Factors	Great Extent	Some Extent	Undecided	Little Extent	No Extent
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- d. Undecided

11. To what extent are these following factors likely to influence your perception for a Cola Drink? **Kindly Tick {√} the extent for each of the factors.**

The kind of Celebrity used in the TV advert.					
The price of the product.					
The packaging and the bottle look.					
The availability of the product in the market					
The number of people drinking it around me					

Research Question 3: Extent does the television advert of Pepsi Cola influence consumers perception of the product among the study population?

12. How often do you watch Television?

- a. Regularly
 - b. Rarely
 - c. Sometimes.
 - d. Not at all.
13. Have you watched Pepsi advert on TV?
- a. Yes
 - b. No
 - c. Don't know
14. How often do you come in contact with Pepsi advert on TV?
- a. Very often
 - b. Often
 - c. Hardly
 - d. Never
15. What is your perception of Pepsi cola before the TV advert?
- a. Negative
 - b. Positive
 - c. Neutral
 - d. Undecided
16. Did the Pepsi TV advert change your perception of the drink?
- a. Yes
 - b. No
 - c. Don't know

17. To what extent are these following factors likely to influence your perception for a Pepsi Cola Drink? **Kindly Tick $\{ \sqrt{\} \}$ the extent for each of the factors.**

Research Question 4: Level of patronage of Coke and Pepsi Cola among the study population?

18. Which of these Cola Drinks do you take?

Factors	Great Extent	Some Extent	Undecided	Little Extent	No Extent
The kind of Celebrity used in the TV advert.					
The price of the product.					
The packaging and the bottle look.					
The availability of the product in the market					
The number of people drinking it around me					

a. Coke.

b. Pepsi.

19. How long have you been taking it?

a. 0 – 6 months

b. 7 months – 1 year

c. 2 years – 4 years

d. 5 years and above

20. How many bottles do you take in a week?

a. 0 - 3 bottle

b. 4 - 7 bottles

c. 8 – 10 bottles

d. 10 bottles and above

21. What made you prefer that Cola Drink?

- a. The Taste.
 - b. The Advert.
 - c. The Packaging
 - d. The Price
 - e. Other (specify)
22. Did you prefer any other cola drink before this?
- a. Yes.
 - b. No.
 - c. Don't know

23. If yes, what is the name?

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