

**INFLUENCE OF ADVERTISING APPEALS ON BRAND PREFERENCE: A STUDY
OF COKE'S CONSUMERS IN LAGOS**

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CERTIFICATION

This is to certify that the content of this project titled ‘**INFLUENCE OF ADVERTISING APPEALS ON BRAND PREFERENCE: A STUDY OF COKE’S CONSUMERS IN LAGOS**’ was prepared and submitted by **EZIESHI EBUBECHUKWU DAVID** in partial fulfilment of the requirements for the award of **B.Sc. DEGREE** In Mass Communication

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DEDICATION

I dedicate this project to the God Almighty, who has been my strength, provider and my Sustainer. I also dedicate it to my family and my supervisor for their unending support.

ACKNOWLEDGMENTS

I am deeply grateful to God Almighty for His never-ending and sufficient grace that has kept me standing throughout my time at Mountain Top University. I sincerely thank my head of department Prof. B. O. Oni, who was also my supervisor for his kind, patient, supportive supervision and persistent support throughout the course of this study. Without his support, this research would not have been accomplished. He provided me with a lot of support, helpful advice, and direction in order for me to do my report on time. Many thanks to Dr. O. M. Oriola and Mrs. S. F. Richards for their invaluable assistance. I also appreciate Mr Gbenro Ashade for his valuable support. I am grateful to Mountain Top University for providing me with the best study environment and resources required for my studies. Finally, I am really thankful to my loving and ever supporting parents, siblings and friends who supported me and put me on this path. May the Lord grant them long life in good health.

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Abstract

Advertising has a significant impact on customers' purchasing decisions. By using different advertising appeals, the brands are able to create awareness about their products, as well as build perceptions around them that touch the consumer's heart or reason. Awareness and perception go hand in hand forming brand preference, leading to the final purchase. The study is on audience perception of the use of advertising appeals in advertisements. It aimed to examine the perception of the selected audience towards advertising appeals. Using Coca Cola as a case study, a sample of 400 was selected among Lagos state residents and a survey was conducted to examine their perception about coke adverts and the brand's use of different kinds of appeal. This is done with the aim of determining what is perceived as the winning advertising appeal of coke. The findings of the research show that audience perception is influenced mostly by the use of sentiments. The researcher was able to conclude that the winning appeal for the Coke adverts is the emotional appeal.

Keyword: Advertising Appeals, Brand preference, Perception, Influence, Emotional and Rational Appeal

CHAPTER 1

INTRODUCTION

Globalization, or the increasing integration of the global economy, has been at a steady rise for some time. The consequences are far-reaching, affecting many aspects of our daily life. Globalization has a big impact on businesses and how products are sold in the professional sector (Byk, 2018). In today's world, one of the major effects of globalization is competition in the multifarious markets. For any company to succeed in such a global environment it must be able to successfully establish and manage relationships with its target audience. This is especially true for companies that are based in China (Byk, 2018). There are some engagement strategies that come into play when establishing a good partnership with clients or target group. While several other marketing communication tools will be discussed in this study, the researcher will concentrate on advertisement as a main communication tool for developing a healthy relationship with customers and target audiences.

1.1. Background to the Study

In the myriad folds of our daily lives, advertising pervades the cores of customers' psychology. This is because we are constantly exposed to and related to many forms of advertising media. These advertisements have an impact on our attitudes and behaviours toward ourselves and others, as well as our look and way of life. Advertising in this scenario demonstrates ready-to-use habits. Advertising has an impact on everyone, even if they are not aware of it. We simply aren't aware of the extent to which it has an impact on us. Scientific and technical innovations have made us slaves, which advertising expertly exploits this (Frolova, 2014).

Advertising is an important tool for any company to use in order to improve its success in marketing communication, because it attracts customers to the product. Manufacturers, retailers, advertisers, and those that are personally or indirectly involved with a company must use ads in today's dynamic setting. Advertising is no longer just a publicity tactic. It has evolved into a business; an innovative practice, and a social movement (Brehanu and Shimeles, 2012).

Advertisement's pressure is rising by the day. Advertising promotions cost a lot of money, but they bring in multi-billion-dollar revenues for the businesses when used effectively. Furthermore, it is a "first-need commodity" for any business that is seeking market success,

and it is becoming increasingly costly. Nigeria is one of Africa's biggest advertisement markets, according to estimates, with ad sales of \$425 million in 2017 (Guttman, 2021)

Advertising is any form of paid communication by a recognized sponsor or source that attracts attention to products, ideas, services, or the sponsor itself. Most advertising is aimed at audiences rather than people, and it is typically distributed by media such as television, radio, newspapers, and, increasingly, the Internet. Impression counts are frequently used to evaluate advertisements (the number of times a consumer is exposed to an advertisement) (Lumen, 2016.)

Advertising has a strong impact on markets Akbari (2015) and frequently generates customer needs. Advertising is critical for free markets but its effects are complex, and its detection is difficult. According to Tellis (2004) if a commercial is ineffective at first, it will not be more effective by repetition.

Akbari, Takahashi and Nakajima (2005) When advertisers aim to enhance their communication efficiency, they must pay greater attention to the style of commercial appeal used for each target audience.

According to Schiffman and Kanuk (2007) advertising appeal is a supplier's usage of a socially compelling force to arouse customers' interest and behaviour for purchasing when transmitting signals that alter receivers' perceptions of the commodity. As a result, advertising appeal is used to get people's attention, change their minds about a product, and influence them emotionally about a product or service.

Dix and Marchegiani (2013) advertising appeal are at the core of advertising creative, and it connects the brand to the consumer's desires and needs. The appeal is the glue that holds the reader or viewer's attention to the promotional message. The use of appeal can be broken down into two categories: rational appeal and emotional appeal.

Adamu (2017) emotional appeal is found to be more successful where brand reaction, participation and promotional campaign involvement are poor. Rational appeal is focused on empirical facts and product characteristics, while emotional appeal aims to produce optimistic feelings and cultivate a brand personality. Rational appeals are found to be comparatively more successful.

Companies consider their brands to be their most valued assets marketing and corporate strategy are thought to revolve around a brand. A brand can be recognized by hearing the

name of a product, for example Apple electronics, Nike clothing, Guilder beer, BMW vehicles, and even Coke and Pepsi in the beverage market This is not just a list of names; they are organizations that have made a name for themselves over time. A strong brand sends a straightforward message about its values and how it distinguishes from rivals. It comes from the branding of the label, and customers recognize and internalize the brand as a result of its constant use. With a well-thought-out plan. A good brand starts to resemble a value system rather than a product. It takes on a life of its own, and consumers will mobilize behind it, embracing its arguments and spreading the message. Top-tier marketers are well aware of this and make effective use of it.

Soft drinks have been an important part of humans everyday eating habits, and they can be found on our dining tables, in school lunch rooms, in workplaces, and in restaurants all over the world, In the beverage market, there are many brands to pick from, offering people a range of choices to select from. Most of these options are all at the same price point, allowing shoppers to make their choice. As a consequence, a customer's brand loyalty is important. Since the beverage market is so competitive, each brand must employ vigorous ads to retain continual visibility and convince consumers to purchase their product. The researcher in this study investigated the use of commercial appeal and how Coke employs it.

Coca-Cola is a global corporation that markets non-alcoholic soda beverages and syrups. It is one of the world's most profitable and well-known corporations, and it represents much more than the legendary coke. John Stith Pemberton founded the company in Delaware, but it is now owned and managed from Atlanta, Georgia, USA.

According to 2016 figures, Coke has a market capitalization of over \$192.8 billion, making it one of the top four most profitable brands. Furthermore, Coca- Cola is the world's leading soda company and one of the most well-known brands, with over 500 different drinks and the popular Coke. Coca-Cola has received several awards for its outstanding advertisement. According to marketing consulting firm Inter - Brand's annual survey, the Coca-Cola group was one of the top three global brands in 2016.

Coca-Cola is a brand that has made a name for itself over the years and has been recognized for its advertisement, which is now much better. The aim of this research is to figure out how much they use appeal and how much of an effect it has on consumers' brand preferences. This research investigated how Coke's market leadership was aided by the use of appeal in advertisements.

1.2 Statement of Problem

In an age of stiff and tough competition, one of the conditions for having a competitive advantage is the ability to conduct reliable and productive advertising. Since a lot of much money is spent on advertisements, evaluating its effectiveness is crucial for businesses.

It is then important to analyse how much influence an advertisement campaign can have on the audience by evaluating the use of advertising appeals to ascertain the degree of influence such appeals have on customers' choice of preference and buying behaviour. In this study, the focus is on Coke. How has the use of specific appeals contributed to the brands ability to gain acceptance among its consumers and maintain its market share.

1.3. Objectives of Study

As we know every research should have a general purpose aside from its specific objectives which is to:

- To examine the level of influence the use of advertising appeal is perceived to have on brand preference.

There are also specific objectives of this research, and they include:

- To determine the awareness level of the Coke product in Lagos state.
- To ascertain if the consumers' perceptions of Coke is influenced by the advertising appeal used.
- To evaluate what is perceived as Coke's winning advertising appeal among consumers?

1.4. Research Question

In line with the objectives, the following research questions are generated with the aim of knowing the questions and possible solutions to solving the problem. And they include:

- RQ1 What is the awareness level of Coke products in Lagos state?
- RQ2 How is consumer perception of Coke influenced by the advertising appeal used in the adverts?
- RQ3 What is perceived as Coke's winning advertising appeal among consumers?

1.5. Significance of the Study

From the research recommendations are made to apply to the general public, which were formed using the results of the study. This study awareness is significant in that it creates better use of advertising appeal in advertisement; It also provides insight on the influence of appeals on customers and their brand preferences. The study undoubtedly improves public's understanding and use of advertising appeals.

This study further contributes to the body of knowledge on advertising. It adds to current studies on advertisement and advertising appeal. This research looks at appeals from the perspective of their ability to affect market preference and also customer's perceptions of appeal. The study extends the frontier of knowledge on the use of advertising appeal, such as rational appeal and emotional appeal, and how appeal can be used to influence brand preference.

1.6. Scope of the Study

The examines the effect of advertising appeal on brand choice in relation to Coke; how this brand has used advertising appeal in their ads, and why it is thought to affect Coke consumers in Lagos to choose Coke over other brands. This research focus on Coca-Cola's customers and their perception of the company's advertising appeal in order to see if and to what extent the company's advertising appeal has affected its brand appeal. Lagos, Nigeria, is the study's regional scope. The scope of this research was limited to the months of February to June 2021.

1.7. Definition of Terms

ADVERTISING

ADVERTISING APPEAL

RATIONAL APPEAL

EMOTIONAL APPEAL

BRAND

BRAND PREFERENCE

COCA – COLA

PERCEPTION

BEHAVIOR

COMPETITION

INFLUENCE

Advertising

Advertising is a form of marketing that involves paying for space to promote a product, service, or intention. The real commercial announcements are ads, or advertisements for short. The aim of advertising is to draw consumers who are more likely to pay for a company's products or services and persuade them to buy (<https://www.shopify.com/encyclopedia/advertising>).

Advertising Appeal

Advertising appeals are manipulation methods used by public relations and advertising professionals to intrigue people's attention and persuade them to buy or act in a certain way. A commercial's basic idea is to cater to a person's need, want, or interest in order to convince her to take the desired action, which is typically "Buy me (Newbold, 2017).

Rational Appeal

The Logical Appeal is a tactic for persuading people to do something or do something by appealing to their sense of reason or reasoning. To put it another way, the Rational Appeal effectively makes something seem plausible or make sense in such a way that it cannot be contested (Newbold, 2017).

EMOTIONAL APPEAL

A strategy for persuading an audience to acknowledge a speaker's point by appealing to their sentiments is called an emotional appeal. Emotional appeal's purpose is to evoke positive feelings and create a brand's identity (Newbold, 2017).

MARKET SHARE

A company's market share is the amount of total sales it receives in a given industry. The company's market share is calculated by dividing its earnings for a given time period by the

industry's total revenues over the same time period. This figure is used to compare a company's size to that of its competitors and rivals (Hayes, 2020).

COCA – COLA

Coca-Cola is a multinational company that produces and distributes non-alcoholic drinks and syrups. It is one of the most lucrative and well-known companies in the world, and it stands for much more than the fabled coke. The company was founded in Delaware by John Stith Pemberton, but it is now owned and operated out of Atlanta, Georgia.

PERCEPTION

Perception is the term for a person's subjective perception of their surroundings. It involves recognizing environmental stimuli as well as responding to them. During the visual process, we learn about the properties and components of the universe that are critical to our existence. Perception shapes our perception of the world around us as well as our ability to work in it (Cherry, 2020).

Behaviour

It is the actions or reaction to something in a particular context; it is also the number of an organism's reactions, impulses, or movements in a given situation (<https://www.definitions.net/definition/behavior>).

Competition

A rivalry, according to the Collins English Dictionary, is a situation in which two or more people or groups compete over something that not everyone can get. It's a two- or more-firm operation in which each company tries to get consumers to purchase its goods over those of the competition.

Influence

It is the ability or power of people or objects to exert pressure on or create consequences on other people's attitudes, acts, opinions, and so on. It is also the action or method of exerting pressure on other people's activities, behaviour, opinions, and so on (dictionary.com).

CHAPTER 2 LITERATURE REVIEW

2.1. Introduction

In this chapter, an attempt is made to review the literature to form the background, and conceptual framework for the study. This review analyses the use of advertising appeals and its influence on brand preference among Coca Cola consumers. It also discusses the relevant theoretical framework on which the study finds its base. Finally, this chapter also looks at various works done by other researchers and scholars in relation to the study under the empirical review. The concepts to be reviewed to enhance further knowledge on the subject of the study are

1. concept of advertising
2. concept of advertising appeals
3. concept of branding
4. Brand preference and consumer perception
5. Overview of Coca Cola brand

2.2 Conceptual Framework

This study's conceptual review includes related literature on advertising and advertising appeals as an advertising strategy, its advantages and disadvantages the effect it has on consumers and their influence on brand preference. It goes further to view related literature on the brand Coca Cola.

2.2.1 Concept of Advertising

According to Thorson and Rodgers (2012) Advertising is considered to be a form of paid strategic communication by an identified sponsor with the goal of informing and/or attempting to persuade recipient about an advertising object (e.g., product, service, brand organization, or idea), and it is traditionally delivered through purchased time or space in mass media.

Also, Tellis (2004) says that advertising is an important factor in the market that helps facilitate competitions among firms because it enables them to communicate efficiently with customers and thus to compete for attention and preferences.

Advertising is more than just a market promotion tool. According to AANA (2012) cited in Fetisova (2015) advertising can be about discouraging the attraction to certain products and ideas. The anti – smoking advertisement around the world is a good example of the use of advertising to discourage the interest in some product.

The power of advertisements in daily life is greater than many people know, according to Krämer, Schnurr and Wohlfarth (2019). This is because advertising's impacts are always implicit, to the point that certain consumers are unaware of what they are being sold until their behaviour changes as a result of seeing adverts. Advertisement is a really strong emotional tool that it has inspired a whole area of study devoted to figuring out how it affects customer behaviour, which is still being researched today. A thriving product is one that can affect customers by advertisements.

According to Green and Keegan (2015) advertising is one of the main components of industry with the ability to encourage, influence, and educate whole markets or parts of a market. It is also an important component in creating value for a company's customers, along with many other aspects. Over the past decade, advertisement innovation has grown alongside technical possibilities for reaching customers. The opportunity to build brand value is no longer as constrained as it once was; the globalization of media and trade platforms has broken down marketing walls, and advertising is now more important than ever. This is mostly attributed to the increased promotional opportunities provided by the Internet's rapid growth (Mathews and Florence (2014).

According to Riasi and Pourmiri (2016) Advertising can be viewed as a vector resulting from convergent interest reflected in two main scientific fields: communication and marketing. Advertisement was approached on the one hand, as a form of contact needed by those engaged in current economic practices, and on the other hand, as a solution to communication issues of different organizations. The newspapers for example, with roots in academia and experience. Advertising and networking in general are important aspects of today's economic and social environment. Advertisement has developed into a dynamic system of engagement in today's culture, with implications for both businesses and the general public. Advertising's ability to send strategically prepared ads to its audiences has given it a significant role in most

companies' marketing campaigns over time. Different industries, ranging from large corporations to small businesses, are emphasizing the role of advertisements in presenting their goods and services to key audiences. Consumers in well-functioning business environments have learnt to incorporate promotional knowledge into their purchasing decisions (Nichifor, 2014).

2.2.1.2 Purpose of Advertising

Advertising seeks to convince people to purchase goods and services by informing them of their presence and benefits. Furthermore, according to Kotler et al (2005) adverts attempt to get target audiences to consider or respond to a product or brand. Advertisements, as well as their substance, play an important part in the process of commercial engagement as a means of reaching advertising targets. More precisely, Royo-Vela (2005) finds that the promotional product and brand, as well as the advertising's content, decide whether or not audiences remember the advertisement. According to, Royo-Vela (2005) there are various types of advertising objectives, which are classified according to their purpose: to inform, persuade, or remind. When introducing a new product category, informative advertising is heavily used to build primary demand, according to Kotler et al. (2015) but as competition grows, persuasive advertising becomes more important. The company's goal is to create selective demand for a brand by convincing customers that it provides the best value for their money. For mature products, though, reminder advertisement is used because it leaves consumers thinking about the product.

2.2.1.3 Advantages and Disadvantages of Advertising

According to the Durmaz (2017) advertisement has many benefits and drawbacks as a form of marketing.

When a company invests in portraying itself and its product to the public in the media, it provides a feeling of prestige or validity. Advertisements should convey a feeling of consistency and permanence; ads enable advertisers to replicate a message at carefully chosen intervals. The aim of repetition is to encourage the target group to see and remember a message, which improves awareness building outcomes. Advertising can also create drama and human interaction by showcasing entertaining or interesting characters and scenarios. The use of appeals, photographs, and icons will serve to arouse desire and demonstrate how a product or brand relates favourably to rivals. Finally, advertisement is an ideal medium for brand creation because it can establish realistic and emotional connections with a business or

offering, which can lead to goodwill. With the rise of new media ads, advertisers already have the ability to monitor customer habits, desires, and preferences, enabling advertisers to properly target content and deals to specific customers. On the other hand, there are certain drawbacks to advertising, such as the cost-effectiveness of targeting a wide audience due to the medium's cost variation. The cost of producing and airing television commercials is very high. Print, on the other hand, is less costly. Along with the question of expense, there's also the issue of how many people a commercial really hits. In today's busy advertising marketplace, advertisements are quickly ignored. And attention-getting advertisements can become stale over time.

2.2.1.4 Advertising Creative Strategy

Much like every other IMC campaign, advertising begins with the foundational elements of identifying the target demographic and campaign goals. When considering advertisements, keep in mind the strategic role it will play in relation to other marketing relations methods. The next step is to create an innovative approach for creating persuasive ads until the target demographic, campaign plan, and budget are all clear. The message and the appeals are the two most important aspects of advertisement artistic approach.

The meaning is what is conveyed to the target audience; the message is typically communicated not only in words but also theoretically in pictures, sound, tone, and style. When developing a message, the use of appeals is often used to drive interest and retention. According to the Lumen (2016) advertising appeals can take several types, but there are two major types; emotional appeals and rational appeals.

2.2.2 Advertising Appeals

Advertising attraction is one of the main aspects of advertising, according to Raza, Abu Bakar, & Mohamad (2019) and it is delivered in a manner that influences people's perceptions. Effective promotional appeals have a direct impact on the products and services that are promoted. Media appeals, it can be noted, will definitely play a significant role in the decision-making process. As a result, advertisement employs a variety of logical and symbolic techniques to persuade people to follow a certain mentality or action (Lee and Hong, 2016). Furthermore, scholars have established many persuasion instruments in advertising: reciprocity, assurance, social evidence, other people's liking, and scarcity (Hornik, Ofir, & Rachamim., 2017). Persuasive tools are used to achieve compliance by targeted means. Advertising appeals to reason or appeals to empathy may be used to persuade

people. Person expectations are influenced by advertising appeals, resulting in favourable evaluations of certain products or services (Nguyen, 2014). Advertisers must consider the ability of these methods to persuade individuals in their consumer market to embrace promotional messages as technology advances. Some researchers, such as Akbari (2015) have explained the effect of advertisement appeals in gaining people's interest and stated that it has a direct influence on people's perceptions of a product or service. According to Nabeel (2012). These appeals tend to affect and engage the audience and readers in such a manner that they believe the advertisement is speaking directly to their needs.” “A person must have a motive for purchasing a thing, which might be emotional or rational.”

2.2.2.2 Evolution of Advertising Appeals

According to McCormack (2014) Aristotle's Rhetoric is recognized as "the oldest authoritative examination of persuasive language and arguing strategies." Aristotle's famed definition of rhetoric, "the ability of determining in the given circumstance what are the accessible tools of persuasion," is frequently valuable to us when studying an advertisement. When we examine an advertisement, we seek for its "means of persuasion." Which "means" has the advertisement use. In order to convince a certain audience? These "means" are usually thought of in terms of rhetorical appeals: logos, ethos, and pathos. All of these are used by advertisers to build their influences. Rhetorical appeals are considered to be the most common kind of appeals. These advertising appeals are communication methods used by marketing and advertising professionals to get people's attention and persuade them to buy something or do something in their favour. The three primary appeals of communication, often known as the rhetorical triangle, which describes the three primary ways individuals are convinced, were recognized by Aristotle as the three primary appeals of communication.

Ethos

Ethos (Credibility) refers to the author's ability to persuade via his or her character. People we respect are more likely to believe us if we are someone we respect, says Dr John O'Donovan. Tu baba's character is appealing to you if you see him clutching a bottle of coke.

Logos

The use of logical arguments is referred to as logos. Logos aims to convince you with evidence such as facts, numbers, and statistics. For example, we could watch a toothpaste commercial that claims to make our teeth "40% whiter than the leading brands"

Pathos

Aristotle noted that "persuasion may come via the hearers, when the speech stirs their emotions" Pathos is a Greek term that means "to endure" or "to experience," and it is used in persuasive speech to appeals to the audience's emotions.

Advertising is a complex mix of rhetorical arguments, logos and pathos. Some advertisements stress ethos, while others mostly employ pathos or rational appeals. The approach hinges on persuading the target audience and marketing the product. Many advertisements will create their arguments using a blend of all three rhetorical appeals.

2.2.2.3 Rational Appeals

Advertisers use rational appeals, also known as informative or logical appeals, to represent rational reasons for purchasing an advertised product (Sharma and Singh, 2006). When defining rational, i.e., informative appeals in advertising, Belch and Belch (2004) suggest that they focus on the consumer's genuine, functional, or needs to use a product by promoting the product's attributes and/or benefits and reasons for owning or using a product. Facts, product qualities, and specific benefits that consumers obtain if they choose to use the offered product are emphasized in advertising messages with rational appeals; rational appeals focus on the advertised product's quality, value, efficiency, or performance (Kotler and Armstrong, 2012). Advertisers use rational appeals because of their informative nature when they want to persuade potential consumers that the advertised product is superior to the one made by their competitors due to certain characteristics or advantages it provides (Kazmi and Batra, 2009). Advertisement rational appeals can be divided into the following categories: feature appeals, competitive advantage appeals, favourable price advantage appeals, news appeals, and product popularity appeals (Belch and Belch, 2004; Kazmi and Batra, 2009).

2.2.2.4 Emotional Appeals

Certain products do not lend themselves to reasonable appeals in advertising. Emotional appeals seek to evoke happy or negative feelings that may lead to a purchase by appealing to the consumer's psychological or social needs. According to a study conducted by the Bruno (2017) emotional appeals, whether "cold" or "warm," can be effective. A warm appeal increases purchasing intent, but a cold appeal improves attitude, persuasion, and subsequent purchasing behaviour. Advertising emotional appeals can be based on a range of demands and sentiments. According to Belch and Belch, they can be split into two categories: personal and social-based feelings (2004). Security, anxiety, love, excitement, joy, attractiveness,

pride, achievement, personality, enjoyment, ambition, and so on are all examples of personal feelings. Recognition, status, respect, engagement, guilt, affiliation, rejection, and other social sensations are examples of social feelings. The preceding feelings may be more essential than the elements or features of the offered goods (Sharma and Singh, 2006). Emotional appeals can trigger positive or negative emotions in the consumer's mind. Positive emotional appeals emphasize the benefits and advantages of using the advertised product for the consumer. Negative emotional appeals may emphasize the dangers and negative consequences if the consumer does not use the advertised product. Fear appeal is frequently used in advertising to call attention to a potential risk to which customers are exposed. There are two types of fear appeals employed in advertising, depending on the sort of marketed product. Social condemnation and physical risk can be successful up to a point where their power begins to wane. A study by Coulter and Pinto (1995) found that guilt, which is linked to fear, is one of the most commonly utilized emotional arguments. The authors used McGuire's (1969) hypothesis, which said that both low and high guilt appeals reduce guilt, with the former owing to a low degree of attention.

2.2.2.5 Rational Versus Emotional Appeals

In this research, rational appeal is characterized as the level of rational appeal concentrating on logical purchase. The appeal gives consumers' pursuits by giving reasons. It highlights that a manufactured goods or service is able to attain a function or concern which a buyer wants. In this study, emotional appeal is identified as the level of accelerating buyers' buying intent by provoking their optimistic or pessimistic emotions. The employment of rational and emotional appeals in advertising has been the subject of heated discussion. In the advertising and marketing literature, these frameworks have been widely examined. Copeland (1924) proposed that customers acquire products and services for rational or emotional reasons in his seminal work illustrating differences in impact of different execution techniques based on rational and emotional appeals. The concept of rational advertising is founded on the premise that customers absorb information while making logical or practical purchasing decisions. Such models are founded on the idea that rational communications may influence the receiver's perception of the promoted brand, and they rely on the persuasive power of marketing arguments to persuade buyers to buy the advertised brand. For persuading customers to make a decision, brand managers use product quality, economy, value, and/or price performance phenomena.

Authors who promote emotional appeals, on the other hand, have suggested experiencing consumption. Emotional advertising helps the customer feel good about the product by forming positive brand connections. For efficacy, many companies rely on sentiments. Emotional appeals aim to provoke either negative or good feelings in the consumer, resulting in purchase incentive. Fear, guilt, and shame appeals are used to persuade individuals to do or not do things they should or should not do. We have seen that positive emotional appeals like love, patriotism, affection, nostalgia, comedy, pride, and pleasure are also used by marketing communicators to generate favourable brand attitudes.

There are many different perspectives on what defines emotion. Emotions as a common set of internal processes that are generally linked and hardwired that occur when an event involving a consumer's purchase occurs. Many worries are shared throughout cultures, and emotional experiences have some cross-cultural similarities. The influence of emotion on brand attitude has resulted in some universal agreement on the appraisal of fundamental emotions such as evaluation, potency, and activity, according to research. It has also brought certain emotions to the spotlight, such as rage, fear, love, empathy, and surprise. Although many emotions appear to be universally recognized, there are substantial differences in how they influence consumption choices. As consumers, we are exposed to both good (joy and love) and negative emotions (fear and anger) (sadness and disgust). Consumption's emotional aspects have a direct impact on our quality of life as individuals and citizens. In the realm of consumer behaviour, there has been a rising interest in understanding the role of emotion in persuasive appeals. One emotion may elicit a strong favourable response, whereas another may have a softer effect on customer behaviour. Another might have a bad outcome. Positioning is a mix of cognitive and emotional components of attitude, according to research. A logical appeal focuses on the client's problem, the advantages desired by the customer, and the attributes of the product/brand to solve the customer's difficulties. It also involves comparison advertising, which compares the usability of a product or service to that of competitors.

Affective positioning, in contrast to cognitive methods, focuses on emotions and the heart. This posture might be based on joy, fear, grief, happiness, or the longing for nirvana. On the function and form of feelings in advertising, as well as their impact on brand perception, there is little agreement. Intrinsic feelings or emotions have the ability to influence mental process or executive function at various levels of mood. There is no agreement as to whether feelings should be classified in terms of pleasure, arousal, or dominance (Mehrabian and

Russell, 1974). or as emotional sorts or categories such as joy, sadness, fear, and so on. (Plutchik, 1980) unlike emotional appeal, logical appeal in advertising works by strengthening functional connections that enlighten the customer. Informational appeals stress the features of a product or the advantages it offers. These arguments are based on classic information processing models, which assume that consumers make reasonable and logical judgments.

2.2.2.6 Pros and Cons of Advertising Appeals Strategy

According to Bangen. E (2018) appeals are chosen based on the purpose or objective of the advertisements, since these appeals, if not thoroughly investigated before being used, can have both disadvantages and advantages. The downsides of wrong usage of appeals include the following:

- If done incorrectly, appeals might drive customers away rather than entice them in. You must consider how each element of the advertisement will affect the customer's mood. A viewer is less likely to buy a product if the commercial makes them feel angry or guilty. They'll have a hard time relating to a company or product that makes them feel bad.
- Advertisement appeals might be monotonous. If a customer isn't interested in learning how a product works, it will inevitably tire them, and they will have no reason to listen to the product's benefits. A marketing using these arguments must target a certain audience.

However as there are disadvantages, they are also some advantages when used appropriately:

- Using appeals to describe your product to a viewer is a good idea. It allows you to showcase the product's qualities as well as the benefits that a buyer will obtain from using it. It's an effective technique to persuade customers that your product is something they actually want and can utilize.
- Appeals allow you to connect with your audience on a psychological level. They'll elicit an emotional response from a potential buyer. Connecting with audiences like this might be beneficial because many purchasing decisions are based on sentiments and emotions.

As you can see, selecting the appropriate ad appeals sometimes be difficult. When weighing your options, keep in mind the product kind, target demographic, and anticipated consumer response.

2.2.3 Brand Overview

According to Blackett (2004) The word brand is derived from Old Norse, which means "to burn," and it from there, it made its way into Anglo-Saxon. Rowley (2004) says a brand is not a statement of positioning it's a promise made by a business to its customers. The buyer benefits from brand names since they express a number of characteristics. A brand is a distinctive name and/or symbol that is used to identify and distinguish one seller's or a group of sellers' goods or services from those of competitors. A brand informs the buyer about the origins of the product and protects both the customer and the manufacturer from competitors who try to sell similar products (Aaker, 1972). A brand is a name, word, sign, symbol, design, or combination of these that is used to identify and distinguish the goods or services of one seller or group of sellers from those of competitors. It can also be defined by its ability to maintain these added values in the face of competition. Certain brands (for example, Coca-Cola and McDonald's) are seen to have "strong brand equity," resulting in higher market share and prices than rival items (Badenhausen, 1996). The existence of good, strong, and distinctive connections regarding them in customers' memory is a fundamental factor for their strength. Coca-Cola being "All-American," Mercedes being "prestigious," and so on are examples of non-functional brand associations that distinguish and strengthen brands. Today's brand wars, as well as the creation and enhancement of brands, are founded on a lengthy planning process. Brands can provide existing and potential customers with information about companies or manufacturers. Consumers have varying expectations from items due to social, psychological, and cultural reasons. According to Mark-Herbert, & Von Schantzantz (2007) The process of associating a symbol/object/emotion/perception with a product/company with the purpose of promoting loyalty and differentiation is known as branding. Coca-Cola has established a link between many different items and its trademarks through product packaging and advertising. Brand image is similar to a valuable asset that may be developed over time. There are a few main characteristics that impact how successful your brand is:

2.2.3.1 Brand Image and Brand Identity

The consumer's view of a brand is referred to as brand image. A brand image is a mixture of the brand's strong and weak characteristics. Brand image may be manipulated to a large extent by social media companies, such as Twitter, Facebook and YouTube. It can also influence the perception of a company in the public mind (Pery and Wisnom, 2003).

The brand promise must be distilled in a distinctive and memorable way. Building trust and long-term brand value requires delivering on the promise of "brand as experience" (Campbell, 1999). A brand identity must satisfy three tasks in order to be effective. It must be in line with the needs of customers, distinguish the brand from that of competitors (Ghodeswar, 2008). A brand image is how the customer interprets the brand, whereas a brand identity is how the brand owners or marketers want the brand to be regarded. A brand's message is disseminated through multiple channels, and there are distractions such as the brand of a competitor. As a result, the message received by the client is not necessarily the same as the one delivered by the marketer. Brand identity and brand image are frequently at odds with each other (Mascareigne and Bernardzon, 2008). A brand can create an emotional resonance by conveying a bundle of features about the goods or service. This raises the buyer's confidence that they are making a good purchase and improves the efficiency of their search. Successful brand management requires talents that aren't often connected with marketing.

2.2.4 Brand Preference and Consumer Perception

Desai and Keller (2002) Brand preference are academic and professional cornerstone of most brand strategies, applications, and measurements. Information offered before to the encounter has a significant impact on an individual's opinion of a product or brand. Brands can influence buyer's evaluation as well as their perception of taste (preference). According to Szmigin (2003) Consumer interactions with products and brands are far more complex than a simple one-way or two-way supplier-to-buyer connection. The physical properties of a brand are embodied in the physical experience of the items as well as their physical properties. Fischer, Völckner, and Sattler (2010) explain how crucial it is for marketing managers to comprehend the role of brands in the decision-making process of consumers. A new study shows that the relevance of brands varies based on markets and industries. Consumers expect brands to provide them with a variety of intangible benefits when they believe brands are crucial in their decision-making process. The research was carried out by the University of South Carolina. Cherney, Hamilton & Gal (2011) claims that consumers feel that brands can symbolize something, allowing them to display their self-image, according to the social demonstrance function. A brand represents intrinsic (e.g., self-expression) or extrinsic (e.g., social environment) values, depending on whether the person is talking with himself or with the social environment (e.g., prestige). People acquire things that can deliver benefits in order to retain and strengthen their self-concept. Some of these meanings were functional and

utilitarian, while others were more psychological and emotional. The research was carried out by a group of people who had relationships with brands in order for them to benefit from the meaning they provided to them. Perceptions come from a variety of sources, including objective sources like consumer studies and more subjective sources like advertising and personal experiences. Overall, perceptions influence the meaning of value that a brand provides to a customer, i.e., brand equity. The Department of Transportation is one of the companies with the highest perceived brand equity in the world (Cathy, Cobb-Walgren, Cynthia, & Donthu, 1995). A brand must outperform the competition in at least one of the product category's characteristics, as well as being at least as good as the other comparative brands in the remaining aspects to be chosen. The winner is usually selected by a combination of factors, including exposure and reputation (Aaker, 1992). Marketers spend a lot of money on advertising campaigns to build "top-of-mind awareness" and so improve the likelihood of a purchase. As a result, marketers create strategies in order to boost the likelihood that a brand will be remembered by customers and included in their consideration set (Peter and Olsson, 2008). Cathy, Cobb-Walgren, Cynthia, & Donthu (1995) High brand equity leads to increased brand preference, which in turn leads to more purchase intent. Findings suggest that high brand equity can lead to higher purchase intent and a greater likelihood of interacting with the brand.

2.2.5 Overview of Coca Cola Brand

History of Coca Cola

Coca-Cola was first developed in 1886 by pharmacist John Pemberton as a type of medicine to treat weariness and headaches. After years of testing, the drug was released as "French Wine Coca" The name is derived from the Bordeaux wine and coca plant extracts (Baah, 2015).

Coca-Cola was founded by Asa Candler, who became the first president of Coca-Cola two years after the beverage was introduced. Candler came up with ingenious and novel ways to promote this good to the public. The company's features are still the same today: "Delicious! Refreshing! Exhilarating! Invigorating!" The Coca-Cola Company is a multinational beverage corporation headquartered in Atlanta, Georgia (2015) A drinkable bottle was made for the non-alcoholic beverage to make the brand even more unique and stand out from other items. The unusual form has remained to this day, ensuring that every consumer can recognize the brand's glass bottle. Coca-Cola has been an American emblem for everyone since the end of World War II. When the brand's popularity grew, the message became

simple: "Drink Coca-Cola" The company is now trying to change its advertising strategy and make it more complex. Coca-Cola was a symbol of joy, friendship, and good times in the 1950s and 1960s. The company produced new products such as Fanta, Sprite, and Diet Coke to stay competitive in the market. Coca-Cola was originally classified as a carbonated soft drinks company in the early 1980s. In 1985, the corporation modified its recipe for the first time in order to reclaim customers lost to Pepsi. The so-called "New Coke," on the other hand, was not well received on the international market. According to the Coca-Cola HBC integrated annual reports (2019) Coca-Cola products are available in over 200 countries worldwide. Its product portfolio includes over 400 brands, including soft drinks, energy drinks, bottled water, and juices. In Nigeria, the Coca-Cola brand is well-known and cherished, including brands like as Fanta, Coke, Sprite, Schweppes, Limca, 5alive, Eva, and others.



Source: Coca Cola homepage

Figure 1: Product line of Coca Cola brand

Coca-Cola had a 15.4 percent net income of revenue in 2014 compared to 18.3 percent the previous year. The drop in numbers does not indicate that Coca-Cola is struggling; rather, the figures reflect the overall collapse of the carbonated beverage sector. Coca-Cola is responding to the decline in sales due to consumers' preferences by expanding their 24/7 portfolio, focusing on low- and no-sugar sparkling variants, and nurturing premium propositions in the adult sparkling category. In order to combat declining product sales, they are reacting to changing trends.

Mission and vision of Coca Cola

“To refresh the world,” “to inspire moments of optimism and happiness,” and “to generate value and make a difference” are the company's missions. Coca-Cola wants customers to feel the happiness and lightness of Coca-Cola by providing them with refreshment, value, joy, and

fun. Consumers are misled by the company's advertising to believe that they don't need to think about the ingredients; they can just enjoy life with a sip of Coke.

The 2020 vision according to Coca-Cola HBC integrated annual reports (2019) aims to demonstrate how much Coca-Cola cares about its customers by upgrading the communication system. Customers will have the opportunity to be a part of the Coca-Cola family and brand, according to the business. This is the first indication of how the Coca-Cola Company intends to accomplish its objectives.

Coca-Cola can only stay faithful to its original ideals if it has enthusiasm, optimism, inventiveness, sociability, and a positive attitude toward life. The Coca-Cola values are as follows:

- I. Enjoyment of life
- II. Fresh
- III. Innovative
- IV. Creativity
- V. Quality
- VI. Authentic
- VII. Sustainability
- VIII. Taste

Coca Cola and advertising

Coca-Cola's success is due to the company's ability to make effective use of the available advertising tools. The company has been able to capitalize on advertising's communication and economic value as well as its marketing power. Coca-Cola has a long history of successful advertising campaigns, which have helped it to grow its market share. Coca-Cola advertising strategies take this into mind by identifying the precise target population that are interested in consuming Coca-Cola. The corporation employs the marketing mix to make their products available in places where young people congregate, displaying advertisements featuring young people who appear to be joyful, celebratory, and energetic. Coca-Cola spends a lot of money on advertising. The company sells its goods at prices that are within the reach of the average adolescent. The Coca-Cola Company recognizes the importance of marketing in reaching its target customers through the creative presentation of its brand to customers. According to Moriarty et al. (2015) the Coca-Cola brand is recognized all over the world for more than just being a soft drink. The use of the correct communication tools to

showcase Coca-Cola's brand in the best light is an important part of advertising's communication role and its usage by Coca-Cola Brand. Coca-Cola's transition into the drink of Santa Claus is a classic example. The Coca-Cola Company was responsible for Santa Claus' bright red outfit. The corporation was able to change its brand from a generic soft drink to one associated with special occasions such as Christmas. Advertising's economic role is to facilitate the trade of goods and services for a specific brand. Advertising thrives in economically prosperous nations when supply appears to outnumber demand (Moriarty et al., 2015). The Coca-Cola brand is not advertised in the same way that it is in third-world countries. This awareness of the economic environment and the role of advertising in it is one of the characteristics that distinguishes the company as a global brand. The sociocultural role of advertising is the final role that the Coca-Cola brand is utilizing to its benefit. The Coca-Cola Company is one of the world's most popular brands. What is it about the brand that appeals to so many people? What is the relationship between a product's brand and its advertising? Coca-Cola's campaigns are among the most effective in the world. The company makes use of promotions to increase client loyalty and capture revenue. Coca-Cola distinguishes itself from its competition by offering a vast and diverse product selection, with each offering a unique value to the consumer. For the purpose of this study, various Coca-Cola commercials were chosen to examine the usage of emotional appeals in the following commercials.

The world cup advert campaign



Source: Coca Cola homepage

Figure 2: Coca Cola World Cup advert campaign

Coca-Cola seeks to return to its original core values and create a global and creative "One Brand" strategy by celebrating the power of football. Coca-Cola began supporting the FIFA World Cup in 2014 by airing a series of commercials with the tagline "Happiness, Togetherness, and Celebration" Coca-Cola provided fans from all around the world with the opportunity to participate in the 2014 World Cup, demonstrating the power of football to

bring people of all backgrounds and beliefs together. “Everyone is invited” was the motto for this ad campaign.

Mama di mama advert



Source: Coca Cola homepage

Figure 3: Mama Di Mama Advert campaign

Coca-Cola started an ad campaign to promote "Mama," a low-cost 1-liter PET bottle of Coca-Cola. The company won the trophy for Digital and Social Media Marketing Campaign of the Year at the Advertisers Association of Nigeria (ADVAN) Annual Awards. Mama is portrayed in the ad as a personification of Nigerian moms' compassion and love, developed to bring the family together by fostering private family moments and making every moment worth sharing for the Nigerian family.

The share a coke advert campaign



Source: Coca Cola homepage

Figure 4: Share a coke Advert campaign

As a result, in 2011-2012, a test drive of the "Share a Coke" campaign began in Australia, which was possibly the most innovative and consumer-friendly Coca-Cola advertisement ever created. Following the good response, the campaign was quickly launched in over 80 countries, including the United States and Germany. Coca-Cola had lost touch with its essential ideals, according to David Turner, one of the company's partners. This realization was quickly put into action in novel and inventive ways. The "Share A Coke" campaign was launched, among other things. Coca-Cola chose to associate the logo with 250 of the most well-known names of the twenty-first century. Throughout the campaign, Coca-Cola customized its own bottles and cans so that anyone could buy a Coca-Cola for a special

occasion like Mother's Day, Father's Day, weddings, birthdays, or just to surprise a best friend or lover. As a result, Coca-Cola developed unique events and storylines for each person who purchased a bottle. Many clients used the Internet to share and publish these private moments. If a customer's name was not available on the bottle, they may submit a request on the company's website or through an internet platform to design their own Coke label, resulting in #shareacoke becoming the most popular trending topic on social media. Due to the unique form of Coca-Cola bottles, an additional 353,000 bottles of the fizzy beverage were sold online in the summer of 2015. "Share A Coke" swiftly established itself as one of Coca-Cola's effective marketing initiatives. Additional sales were produced as a result of the campaign's success and its introduction in many other countries. "Share A Coke" was so innovative that it won seven awards at the Cannes Lions Festival in 2012. The goal of this campaign was to reach out to a younger demographic. This can be demonstrated in a statistical analysis of uses of the word "Coca-Cola" or the phrase "Share A Coke" on the Internet. In the summer of 2015, the "Share A Coke" campaign, according to the Wall Street Journal, generated more than 125,000 social media posts.

2.3. Theoretical Framework

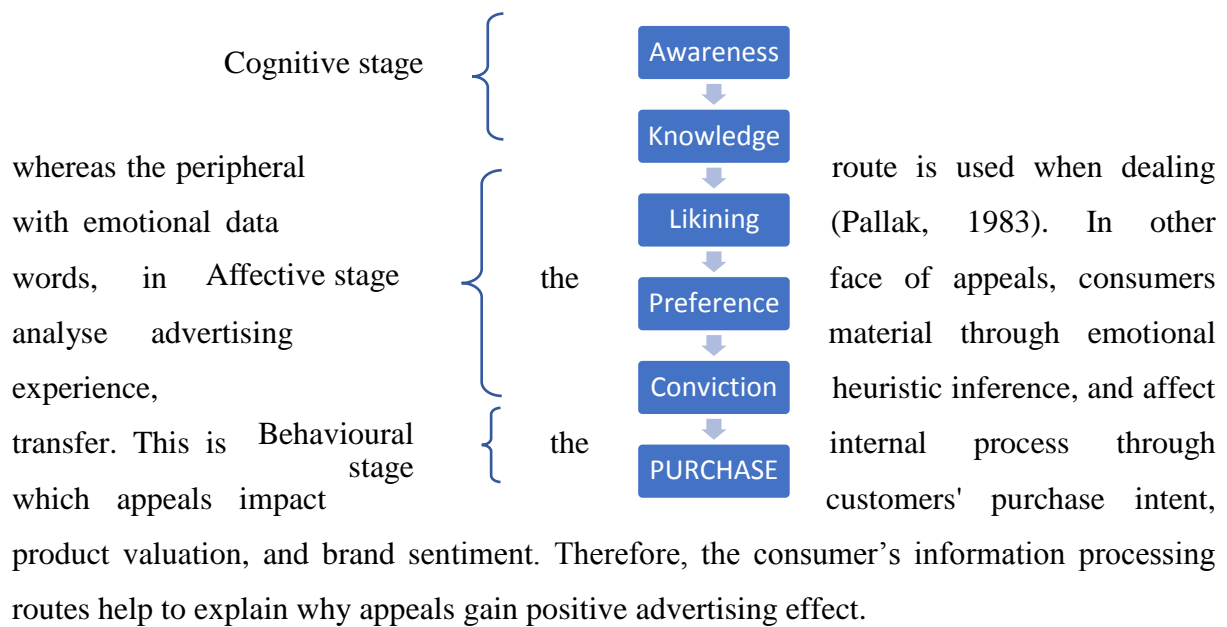
Theories are needed in research because they serve as basis for the explanation of the phenomena being observed. Hence, this study was built on the following theories:

The Elaboration Likelihood Model

Hierarchy of Effect Theory

2.3.1 The Elaboration Likelihood Model

Consumers' opinions toward advertising are influenced by how they process advertising information, according to agreement. The Elaboration Likelihood Model is a powerful and effective model for describing the information process of consumers. According to the Elaboration Likelihood Model, when consumers process information from advertising appeals, they have two paths of persuasion: the central route and the peripheral route (Petty, Heesacker, and Hughes, 1997). Consumers who choose the centre path process specific data, combine it, and evaluate it. They then create an opinion on the product. Consumers who choose the off-the-beaten-path approach, on the other hand, may be inspired not by the product's performance, but by the association and experience of the marketing in forming their product attitude. According to Pallak (1983) advertising appeals are linked to the processing pathway. Consumers use the central route while dealing with cognitive data,



2.3.2 The Hierarchy of Effect Theory

The hierarchy of effect theory is a model that describes the impact of advertising on consumers' decision making on purchasing certain product and brands the theory propounds that there are series of stages that advertisers should follow, from gaining customers' awareness to the final purchase behaviour.

Figure 5: The Hierarchy of effect model

This model consists of three major stages: the cognitive stage (awareness, knowledge), the affective stage, this has to do with the impact you are making on your consumers regarded as the feeling process. (Liking, preference, conviction) and the behavioural stage (purchase) which is the ultimate goal. The theory is based on behavioural psychology.

From the assumption of this model the first stage being the conviction stage the first thing to make sure of in that stage is awareness. Gaining awareness of customers is the starting point.

At this stage the target audience notice the brand or product but with very limited knowledge about it. After the awareness of the brand of product has been established, the next stage is knowledge this is to ensure that your brand or product has sufficient information available to customers for them to know the brand or product well and evaluate them to determine if it meets their needs. we have the liking stage. Now at this stage the process has moved from cognitive to affective stage. This stage has to do with when a customer has learnt about your brand or product then admires it because of a particular feature. Although there are features that consumer like about a product or brand, they might also appreciate certain characteristics of other brands and that is where the preference stage comes in, at this stage as a brand or product there is need to differentiate self from others to gain customer preference over competitors. We also have the conviction stage which is the decision-making stage where the consumers' positive feeling of a brand converts to the certainty of buying, at this stage the doubt of customers is settled. And then the final stage which is the ultimate goal is taking action to purchase the product or brand.

Now in using the Hierarchy of effect model approach in evaluating the effectiveness of advertising emotional appeals in gaining brand preference in the Coca Cola industry:

- The awareness stage involves announcing the Coca Cola brand to make your target audience aware of Coca Cola existence in the market.
- The knowledge stage has to do with providing information about Coca Cola to the target audience so that they can know more about the brand.
- Then the liking stage comes into play after learning about the Coca Cola brand the customer begins to admire the brand because of a certain feature.
- The preference stage comes in because despite the presence of that feature their needs to be some unique characteristics, that wins customers' preference over its competitors
- Then based on the uniqueness of Coca Cola and having gained customers preference, the conviction stage which is the decision-making stage is now in favour of the Coca Cola brand and customers doubts are settled at this point
- Then based on their conviction customers are then move to purchase the Coca Cola product.

2.4 Empirical Review

Review of Related Empirical Works

Djerv, Malla (2012) in their study titled “A Qualitative Study of the Drivers of Brand Preferences in the Swedish Smartphone Market” The major findings imply that brand equity drives brand preferences among this target population. However, not all of the components that make up a brand's equity appear to have equal impact on brand selection, with perceived quality emerging as the most powerful element. Durability and utility are two aspects of perceived quality in these studies. To develop quality perceptions, you must first be aware of the brand, and then you must have distinct linkages with the brand. The findings yielded two categories: durability and utility, which the respondent referred to as perceived quality. Furthermore, the findings of this study show that perceived quality influences and improves buying intentions by creating reasons to buy.

Jovanovic, Vlastelica, and Kostić (2017) conducted another investigation: The impact of emotional and rational advertising appeals on purchase behaviour was investigated in this study. According to the findings, different advertising appeals may have a significant influence on a customer's purchase intention; for female, emotional appeal has a stronger impact than rational appeal; for men, rational appeal has a stronger impact; and "fear appeal" has proven to be effective up to a point, after which it causes selective perception and rejection.

Khan and Baloch (2020) carried out a study on Effect of Advertising Appeal on Consumer Behaviour in. The effect of logical and emotional advertising appeals on customer behaviour was investigated in this study. Advertising appeals have a major impact on customer purchase behaviours, according to the study. The findings also reveal that female consumers are more influenced by advertising appeal than male customers. Both Rational and Emotional appeals play its role during purchase of products. During advertisement campaign social media and outdoor media plays important role for marketing.

Michael and Nedunchezian (2012) conducted a study titled “Impact of Media on Consumer’s Brand Preference” using the beverage market with reference to Coca Cola as a subject of study. The collected data from the survey show that brand preference exists in the carbonated beverage market and the media efforts affects consumer preference and their brand choice. Out of eight different beverage brands which featured in the study, Coca Cola topped the brand preference table in the beverage industry. Based on this study, advertisement and taste was the major factors responsible for the success of Coca Cola. The implication is that other variables do not influence much when brand is supported by heavy advertisements and appeals to consumers’ taste buds, which persuade them to continue

buying. The study also indicated that advertisements are a major source of Coca-Cola awareness, with television being the most effective media, according to the majority of respondents.

In a study titled “Influence of advertisement in consumer brand preference with reference to soft drinks” by Vivekananthan, V (2010). Findings of this research revealed that the variable information has high influence in advertisement on consumers’ brand preference. Although the three variables showed high influence in overall view, the researcher wanted to consider indicators, which had low and moderate influence in their future developments to maintain its position in the market in the long run.

Similarly, Gezachew, E. (2012) in a study titled “The Influence of advertisement on consumer’s brand preference with reference to electronics products in Hawassa City” used four variables, namely, advertising media, features of advertisement, contents of advertising messages and reference group. The findings of the study revealed that from advertising media perspective television advertising is the most preferred by consumers to have awareness about the product and chose alternative brands. Mother tongue language is also the most preferable language by audience. To convey advertising message experts, celebrities and common person were preferred by consumers to get reliable information of the brand.

Singh, B. (2012) “Impact of Advertisement on the Brand Preference of Aerated drinks”. The study was conducted by taking two major variables such as celebrity endorsement and types of advertising media. The finding revealed that celebrity endorsement has positive impact on attention and exposure of consumers and from different types of media, television advertisement became the most effective and popular media and liked by consumers followed by internet and outdoor media.

Tendon, R. (2011) on the “Impact of advertising on the brand preference of tea”, the study observed that age, income and education have great impact on the brand preference on consumers. The variables of the study are advertising and sales promotion, they are source of awareness and income, age, gender and education are also independent variables. The study revealed with the perspective of source of awareness of tea brand, advertising account for 72.4% of the respondents while 2.2% respondents feel that sales promotion schemes create awareness of the brands. In the side of parameters, for the parameters of tea brand, 63.8% of respondents considered quality of the product (tea) as the most important parameter and only 12.9% of respondents considered advertising as the most important reason for the preference

of tea followed by availability 4.4% and packaging accounts for 2.2% from this finding, he interpreted that consumer nowadays are quality conscious and want to spend their money on quality matters

Mohammed Toufiqur Rahman and Tanjina Pial (2019). Influence of Rational and Emotional Appeals on Purchasing Through Online: The Case on social media. The study was designed to determine whether or not each client had the same impact on all advertising appeal. The data was acquired via prepared questionnaires from 82 people who were chosen at random from various parts of Bangladesh. Both emotional and intellectual advertising appeals impact the majority of clients. It was also discovered that emotional advertising that show sociality impact all types of buyers more than rational advertisements that demonstrate the product's applications, benefits, and characteristics. Emotional arguments have a greater impact on the age group "less than 30 years" and "students" than intellectual appeals.

CHAPTER 3

METHODOLOGY

3.1 Introduction

The aim of this study is essentially to better understand the use of advertising appeals in marketing communication and examine the influence it has on brand preference among Coke consumers in a society environment, Lagos to be precise; and making some remarks that relates approximately to the utilization of advertising appeals for the purpose of influencing brand preference. This chapter is set to explain the method for the research carried out. It states everything employed in carrying out this research: the research design, the population, validity and reliability of the research instrument, method of data analysis and data collection procedure frame and questionnaires used for the survey.

3.2 Research Design

The Quantitative research design is employed for this study. Which involve a descriptive survey design to make a systematic empirical investigation that emphasises objective

measurement statistical, mathematical or numerical analysis of data collected through poll, and questionnaires.

Churchill and Iacobucci (2006) describe research design as “the pattern which is used to achieve a study's objective and assures that the investigation is relevant to the problem and will use cost-effective procedures.” It is a plan for selecting people, study settings, and data collection methodologies to address the research objectives, according to MacMillan and Schumacher (2001).

For this study, a descriptive research framework was selected because it is well suited to:

1. Measure the pattern of advertising appeals usage by Coca Cola brand
2. Analyse the pattern of usage of appeals for advertising purposes.

3.3 Population

Population is the combined number of people who inhabits a territory. Dominick and Wimmer (2003) define population as a group or class of subjects, variables, concepts or phenomena.

The population size for this study was retrieved from National Population Commission and National Bureau of Statistics Estimates (2016) which states that, Lagos state is said to have a population of 12,550,598 residents

3.4 Sampling Technique

The sampling technique adopted for this study is the simple random sampling technique in the selection of respondents. The population as mentioned is said to be Lagos state

Simple Random Sampling Technique

The sampling technique adopted for this study is simple random sampling technique it is randomly selecting subset of a population. In this sampling method, each member of the population has an exactly equal chance of being selected.

Because it only takes a single random selection and little prior knowledge about the population, this method is the simplest of all the probability sampling methods. Any research conducted on this sample should have excellent internal and external validity due to the randomization.

3.5 Sample Size

According to the National Population Commission and National Bureau of Statistics Estimates, the population size for Lagos state is 12,550,598 in total, this is statistics for the year 2016 when the last population census was carried out. And employing the use of Taro Ya-mane formula.

$$n = \frac{N}{1 + N(e)^2}$$

n= Desired sample size

N= Population size (12,550,598)

l= Constant 1093.5

e= error margin $(0.05)^2$

$$n = \frac{12,550,598}{1 + 12,550,598(0.05)^2}$$

$$n = \frac{12,550,598}{1 + 12,550,598(0.0025)}$$

$$n = \frac{12,550,598}{31,377.495}$$

n = 400. Therefore, the sample size is 400

The desired sample size was derived using the Taro Ya-mane formula with a 95% confidence level, which made the researcher arrive at 400. There for 400 questionnaires will be distributed for this study.

The reason for this choice of population is based on two facts which are:

1. Lagos state is the commercial capital of Nigeria, resident of this selected territory is exposed to the Coca Cola brand and are frequently exposed to various adverts
2. The selected population varies in age and gender and are all exposed to the Coca Cola brand.

3.6 Research Instrument

For this research the use of questionnaire was adopted and this was to ascertain the kind of influence advertising appeals is said to have on brand preference with regards to coke product. The research uses questionnaires designed in Likert scale and close and open-ended question. With sections ranging from demographic to winning advertising appeals of coke. A total of 400 questionnaires were administered online using google forms.

3.7 Validity and Reliability of Research Instruments

This refers to how far a measurement instrument measures what it should measure. In order to validate the instrument, the instrument was tested and approved by the supervisor and by experienced professionals in the department, who declared it most suitable for the objectives stated. And for the reliability of the research instrument a pilot test of 20 respondents was conducted on google forms. The result of the test was subjected to Cronbach Alpha analysis and the research instrument achieved .709 level of reliability.

3.8 Methods of Data Collection

Online Google forms were used to collect data from the respondents. Questions were structured using google forms and distributed via emails and social media platforms

3.9 Methods of Data Analysis

In analysing the data collected, simple statistical tools like tabulation, and percentages are used. Once the data is collected, the questionnaires were edited for accuracy, consistency and completeness and thereafter the data will be classified on the basis of similarity and then tabulated. The responses are coded into numerical form to facilitate statistical analysis. Results are presented in tables.

Statement of Research Questions

In line with the objectives, the following research questions are generated with the aim of knowing the questions and possible solutions to solving the problem. And they include:

- RQ1 What is the awareness level of the Coke products in Lagos State?
- RQ2 How is consumer perception of Coke influenced by the advertising appeal used in the adverts?

- RQ3 What is perceived as Coke’s winning advertising appeal among consumers?

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter is designed to present and analyse data generated from responses to the research questionnaire. It deals with the presentation, analysis and interpretation of the data collected to achieve the objectives of this study. For any research work to be meaningful the data collected must be analysed and interpreted to facilitate the process of decision making. Interpretation and analysis of data are the means by which research questions are answered. Analysis of data involves the ordering and breaking down into constituent parts the data collected. This involves statistical calculations performed with the raw data collected to provide answers to the research questions.

4.2 Questionnaire Return Rate

Table 4.2.1 Questionnaires Distributed/Returned

ITEM	FREQUENCY	PERCENTAGE%
Returned	325	81

Not Returned	75	19
Total	400	100

Source: Field Study (2021)

A total of 400 copies of the research questionnaire were sent out. However, 325 copies were returned, representing (81%), and used for this study and met the required inclusion criteria as discussed in the previous chapter, while 75 copies, representing (19%), were not returned. The questionnaire comprised four sections and data generated will be presented as follows:

4.2.1 Demographic Distribution of Respondents

Table 4.2.2 AGE DISTRIBUTION OF RESPONDENTS

AGE	FREQUENCY	PERCENTAGE
18-20	111	34%
26-35	130	40%
36-45	68	21%
46 and above	16	5%
Total	325	100%

Source: Field Study (2021)

The age distribution table shows that 34% of the respondents are between age 18-20. While 40% fall between 20-35 years, 21% fall between 31-45 years and 45 years and above has 5%. From the analysis, majority of the respondents are within the age range of 20-35 who are well familiar with the Coke drink.

Table 4.2.3 GENDER DISTRIBUTION OF RESPONDENTS

Gender	FREQUENCY	PERCENTAGE
Male	158	49%
Female	167	51%
Total	325	100%

Source: Field Study (2021)

The gender distribution table as represented above shows that 51% of the respondents are females, while 49% of them are males. The implication is that both genders are fairly represented. Hence the researcher is able to know their view on the subject of the study. This also makes the finding more externally valid

Table 4.2.4

RELIGION DISTRIBUTION OF RESPONDENTS

RELIGION	FREQUENCY	PERCENTAGE
Christian	186	57%
Islam	122	38%
No Religion	17	5%
Total	325	100%

Source: Field Study (2021)

The religion distribution table shows that 57% of the respondent are Christians and 38% are Muslims, 5% of the respondents did not belong to any of the two religions.

Table 4.2.5

OCCUPATIONS OF RESPONDENTS.

OCCUPATION	FREQUENCY	PERCENTAGE
Student	90	28%
Employed	95	29%
Self-employed	114	35%
Unemployed	26	8%
Total	325	100

Source: Field Study (2021)

The above displays the categories of occupations for the respondent in this research. The above data indicates that 28% of the respondent are students, 29% are employed, while 35% are self- employed and 8% are unemployed. The implication of this representation

underscores the fact that majority of the respondents are knowledgeable enough to make meaningful contribution to the study.

4.3 Research Data presentation and analysis

- **Research Objective 1: To determine the awareness level of the Coke product among consumers in Lagos state;**
- **Research Question 1: What is the awareness level of the Coke product among consumers in Lagos state?**

The following items of the questionnaire are related to the objective and question stated above. Data generated from responses to the questionnaire questions are presented in tables 4.3.1 to 4.3.2

Table 4.3.1 Exposure to Coke soft drinks in Lagos.

Do you know the Coke soft?

ITEM	FREQUENCY	PERCENTAGE
Yes	317	98%
No	8	2%
Total	325	100

Source: Field Study (2021)

The table above shows that 98% of the respondent know the Coke soft drinks. While 8% do not know about the Coke brand. The implication of this responses is that people know about the Coke soft drink.

Table 4.3.2: Do you drink Coca – Cola beverages?

ITEM	FREQUENCY	PERCENTAGE
Yes	254	78%
No	71	22%
Total	325	100%

Source: Field Study (2021)

The above table reveals that 78% drink Coca- cola beverage and 22% do not drink the Coca – Cola beverage. The implication of this response is that more of the respondent drink Coca – Cola.

Table 4.3.3: How did you get to know about Coke?

ITEM	FREQUENCY	PERCENTAGE
Family/friends	105	32%
Adverts	171	53%
Can't remember	49	15%
Total	325	100%

Source: Field survey (2021).

From the above table, 32% of the respondents got to know about the Coke product through family and friends and 53% got to know through adverts. Another 15% cannot remember how they got to know about the Coke product. This indicate that majority of the respondents are well knowledgeable about Coke adverts.

Table 4.3.4: On which of the following media do you do you encounter Coke advertisements?

	Tv Advertisements	Magazines/ Newspaper	Internet/ social media	Radio	Outdoor Media	Total
FREQUENCY	191	71	295	80	179	
PERCENTAGE %	58.9%	21.9%	90.7%	24.5%	55%	

Source: Field survey (2021).

From the above table, 90.7% of the respondents encounter Coke adverts through the Internet and social media adverts, 21.9% do encounter Coke adverts through magazines; another 58.9% encounter it through TV adverts, 24.5% encounter adverts through the radio and 55%

encounter them through the outdoor media. This indicate that Coke adverts are placed through different media.

Table 4.3.5: How frequently do you come across Coke adverts?

ITEM	FREQUENCY	PERCENTAGE
Once a day	104	32%
Several times a day	36	11%
Frequently	166	51%
Not regularly	19	6%
Total	325	100%

Source: Field survey (2021)

The table above indicates that 32% of respondents come across Coke adverts once a day, 11% come across Coke adverts several times a day and 51% are frequently exposed to Coke adverts while 6% do not regularly come across Coke adverts. The implication of this is that most of the respondents are frequently exposed to Coke adverts and so they are knowledgeable about these adverts.

Table 4.3.6: Do you like Coke adverts?

ITEM	FREQUENCY	PERCENTAGE
Yes	310	95%
No	15	5%
Total	325	100%

Source: Field Study (2021)

The table above reveals that 95% respondent like coke adverts, while 5% of the respondent do not like coke adverts. This implies that majority of the respondent like Coke adverts.

- **Research Objective 2: To ascertain if the consumer’s perception of Coke is influenced by the advertising appeal used.**

- **Research Question 2: How is consumer perception of Coke influenced by the advertising appeal used in the adverts?**

The following items of the questionnaire are related to the objective and question stated above. Data generated from responses are presented in the tables below

Table 4.3.7: Coke adverts rely on sentiment

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	80	24%
Agree	130	40%
Undecided	52	16%
Disagree	28	9%
Strongly Disagree	35	11%
Total	325	100%

Source: Field Study (2021)

From the above table, 24% of the respondents strongly agree that Coke adverts rely on sentiment, 40% agree that coke adverts rely on sentiments. while 16% are undecided about coke adverts relying on sentiment. 9% disagree that coke adverts rely on sentiment and 11% strongly disagree. By implication, majority of the respondents claim that Coke adverts rely on sentiment.

Table 4.3.8: Coke adverts makes logical claims

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	68	21%
Agree	150	46%
Undecided	17	5%
Disagree	83	26%
Strongly Disagree	7	2%
Total	325	100%

Source: Field Study (2021)

From the above table, 21% of the respondents Strongly Agree that coke adverts make logical claims, 46% agree that coke adverts make logical claims, while 5% are undecided about the advert being logical. 26% disagree that coke adverts make logical claims and 2% strongly disagree. By implication majority of the respondent find Coke adverts logical.

Table 4.3.9: Coke advert makes me eager to purchase

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	111	34%
Agree	137	42%
Undecided	36	11%
Disagree	32	10%
Strongly Disagree	9	3%
Total	325	100%

Source: Field Study (2021)

From the above table, 34% of the respondents strongly agree that Coke adverts make them eager to purchase the product, 46% agree that it makes them eager to purchase while 11% are undecided about the adverts while 10% disagree that Coke adverts make them eager to purchase and 3% strongly disagree. This implies that majority of the respondent find Coke adverts persuasive as it makes them eager to purchase

Table 4.3.10: Coke adverts are interesting

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	114	35%
Agree	148	46%
Undecided	33	10%
Disagree	30	9%
Strongly Disagree	0	0%

Total	325	100%
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Source: Field Study (2021)

From the above table, 35% of the respondents strongly agree that coke adverts are very interesting, 46% agree that it is interesting while 10% are undecided about the adverts. 9% disagree that coke adverts are interesting. This indicates that majority of the respondents find coke advert interesting.

Table 4.3.11: Coke advert trigger positive emotions

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	72	22%
Agree	176	54%
Undecided	33	10%
Disagree	36	11%
Strongly Disagree	8	3%
Total	325	100%

Source: Field Study (2021)

From the above table, 22% of the respondents strongly agree that Coke adverts excite them and 54% agree, while 10% are undecided about Coke adverts exciting them. and 11% disagree that Coke adverts excite them, and 27% strongly disagree that Coke adverts excite them. This indicate that coke adverts trigger positive emotions.

Table 4.3.12: Coke advert trigger negative emotion

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	0	0%
Agree	6	2%
Undecided	39	12%
Disagree	204	63%
Strongly Disagree	76	23%

Total	325	100%
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Source: Field Study (2021)

From the above table, 2% of the respondents agree that Coke advert trigger negative emotion, 12% are undecided, 63% disagree that Coke advert trigger negative emotion, and 29% strongly disagree that Coke advert trigger negative emotion. This indicates that Coke advert does not trigger negative emotion and that it appeals to emotions positively.

Table 4.3.13: Coke adverts are informative

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	29	18%
Agree	73	32%
Undecided	53	16%
Disagree	140	26%
Strongly Disagree	30	8%
Total	325	100%

Source: Field Study (2021)

From the above table we can see that 18% of the respondents strongly agree that Coke adverts are informative. 32% agree that coke adverts are informative, while 16% are undecided about the advert being informative. 26% disagree with Coke adverts being informative and 8% strongly disagree. This implies that majority of the respondent find Coke adverts to be informative.

- **Research Objective 3: To evaluate what is perceived as Coke’s winning advertising appeal among consumers?**
- **Research Question 3: What is perceived as Coke’s winning advertising appeal among consumers?**

The following items of the questionnaire are related to the objective and question stated above. Data generated from responses to the are presented in the tables below

Table 4.3.14: Coke adverts depict social status by using celebrity endorsement

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	108	33%
Agree	138	43%
Undecided	53	16%
Disagree	13	4%
Strongly Disagree	13	4%
Total	325	100%

Source: Field Study (2021)

From the above table, 33% of the respondents strongly agree that Coke adverts depict social status by using celebrity endorsement, 43% agree that Coke advert depict social status by using celebrities. While 16% are undecided about Coke depicting social status. 4% disagree that Coke adverts depict social status by using celebrities and 4% strongly disagree. By implication, majority of the respondents are of the perception that Coke adverts depict social status by using celebrity endorsement.

Table 4.3.15: Coke adverts use good music for the creation of mood and emotions

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	140	43%
Agree	149	46%
Undecided	19	6%
Disagree	6	2%
Strongly Disagree	11	3%
Total	325	100%

Source: Field Study (2021)

From the above table, 43% of the respondents strongly agree that Coke adverts use good music for the creation of mood and emotion, 46% agree Coke adverts use good music for the

creation of mood and emotions; 6% are undecided about Coke using good music for creation of mood and emotion, while 2% disagree that Coke adverts use good music for the creation of mood and emotions and 3% strongly disagree. By implication majority of the respondent are of the opinion that Coke adverts use good music to create mood and emotions

Table 4.3.16: Coke adverts depict intimacy of family and friends

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	135	41%
Agree	139	43%
Undecided	12	4%
Disagree	29	9%
Strongly Disagree	10	3%
Total	325	100%

Source: Field Study (2021)

From the above table, 41% of the respondents strongly agree that Coke adverts depicts intimacy of family, 43% agree that Coke depicts intimacy of family and friends, while 4% are undecided about Coke depicting intimacy of family and friends. 9% disagree that Coke adverts depict intimacy of family and 3% strongly disagree. By implication, majority of the respondent are of the opinion that Coke adverts use intimacy of family and friends to appeal to them.

Table 4.3.17: Coke adverts demonstrate fun and happiness to induce smiles and laughter

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	140	43%
Agree	136	42%
Undecided	34	11%
Disagree	11	3%
Strongly Disagree	4	1%

Total	325	100%
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Source: Field Study (2021)

From the above table, 43% of the respondents strongly agree that Coke adverts demonstrate fun and happiness to induce smile and laughter, 42% agree that Coke demonstrate fun and happiness to induce smile and laughter. 11% are undecided about coke demonstrating fun and happiness to induce smile and laughter. 3% disagree that Coke adverts demonstrate fun and happiness to induce smile and laughter and 1% strongly disagree. By implication, majority of the respondent are of the opinion that Coke demonstrates fun and happiness to induce smile and laughter.

Table 4.3.18: Coke adverts demonstrate productivity

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	118	36%
Agree	123	38%
Undecided	58	18%
Disagree	15	5%
Strongly Disagree	11	3%
Total	325	100%

Source: Field Study (2021)

From the above table, 36% of the respondents strongly agree that Coke adverts demonstrate productivity; 38% agree that Coke adverts demonstrate productivity, while 18% are undecided about Coke adverts demonstrating productivity. 5% disagree that Coke adverts demonstrate productivity while 3% strongly disagree. By implication, majority of the respondent are of the perception that Coke adverts demonstrate productivity.

Table 4.3.19: Coke adverts make claims of taste, health and nutrition in their adverts.

RESPONSES	NO OF FREQUENCY	PERCENTAGE
Strongly Agree	68	21%

Agree	72	22%
Undecided	45	14%
Disagree	84	26%
Strongly Disagree	56	17%
Total	325	100%

Source: Field Study (2021)

From the above table, 21% of the respondents strongly agree that Coke adverts makes taste, health and nutritional claims, 22% agree that Coke adverts makes taste, health and nutritional claims. while 14% are undecided about Coke adverts making taste, health and nutritional claims. 26% disagree that Coke adverts makes taste, health and nutritional claims and 17% strongly disagree. By implication equal percentage of the respondent are of the opinion that Coke adverts makes taste, health and nutritional claims.

Table 4.3.20: Coke adverts use economy and savings benefit claims as appeals

RESPONSES	RESPONDENTS	PERCENTAGE
Strongly Agree	68	21%
Agree	82	25%
Undecided	56	17%
Disagree	74	23%
Strongly Disagree	45	14%
Total	325	100%

Source: Field Study (2021)

From the above table, 21% of the respondents strongly agree that Coke adverts use economy and savings benefit appeals, 25% agree that Coke adverts use economy and savings benefit appeals, while 17% are undecided about Coke advert's use of economy and savings appeals. 23% disagree that Coke adverts demonstrate economy and savings benefit in the purchase of a product and 14% strongly disagree. This indicate that Coke adverts are seen to use economy and savings appeal in relaying out to consumers.

4.4 Discussion of Findings

The gathered data is analysed using simple percentage. The number of responses to each alternative provided in the closed-ended questions were determined using simple percentage. Each part of the survey questionnaire was drawn up using tables and itemised question by question. Different parts of the questionnaire were organised based on the research questions previously highlighted in chapter one of this project.

Demographic

Section A, draws out four tables which the researcher used to analyse the demographic data of the respondents. In this section the researcher highlighted the number of questionnaires administered and returned (and used for the research work) to be 400 and 325 respectively. This means that the researcher worked with the calculated sample size of 400 respondents, distributed 400 questionnaires to match the sample size and received 325 responses from the administered questionnaire and used all the 325 questionnaires in the data analysis. The first table in this section is in line with the simple random sampling technique as previously stated in chapter three of the research work. Consumers of Coca-Cola soft drink in Lagos and persons between age 18-45years are selected using the simple random sampling technique. This is to ensure a proper representation of characteristics of study of population.

Table 4.2.2 lists out the Ages used in sorting respondents into groups. The data in table 4.2.2 shows that a greater percentage of respondents for this study were 20-35years of age as required for the study. Researching the gender distribution, a greater percentage of the sample were of the female gender with 51% from table 4.2.3, the data derived from table 4.2.5 shows that a greater percentage of Coca-Cola consumers in Lagos state are self-employed making 35% of the total sample.

- **RQ1 What is the awareness level of the Coke brand?**

Section B analysed research question number one: What is the awareness level of Coke among consumers in Lagos state? In this section, the researcher asked different questions to determine if the consumers of soft drinks know about Coke in Lagos state. From the questions asked, the researcher is able to conclude that the level of awareness of Coke among consumers in Lagos is on a high scale as 98% of the respondent affirmed that they know Coke. This enables the conclusion that advertisement is a major source of awareness creation for Coke, while social media and the Internet are considered as the most effective medium by most of the respondents as shown in table 4.3.3 and table 4.3.4 respectively

- **RQ2 How are consumer perception of Coke influenced by the advertising appeals used in adverts?**

The third section of the questionnaire was used to answer questions on the second research question which aimed to know how consumer's perception of Coke is influenced by the advertising appeal used in adverts? Table 4.3.7 shows that a greater percentage of the respondents at 64% perceive Coke adverts to rely on sentiments and in table 4.3.8, the table indicates that a greater percentage of the respondent at 76% perceive that Coke adverts make logical claims, with the data collected from the respondent the researcher was able to conclude that Coke adverts are perceived to rely on sentiments and also make logical claims.

Looking at the conceptual review of this work, the review on advertising appeals projected a literature by Kazmi and Batra, 2009; that advertisers use rational appeal because of their informative nature when they want to persuade potential customer that the advertised product is superior to the one made by their competitors due to certain characteristics or advantages provided and emotional appeals target the consumer's psychological or social needs, attempting to elicit positive or negative emotions that may lead to a purchase. Based on the data analysed while answering the research questions, it can be seen that in table 4.3.10 that a total of 81% of the respondent consider coke adverts to be interesting and in table 4.3.11 a total of 76% of respondent claim that coke adverts trigger positive emotions and in table 4.3.12 a total of 2% of respondent claim that coke adverts trigger negative emotions, while a total of 86% disagree that coke adverts trigger negative emotions. Table 4.3.11 also shows that 50% of the respondents consider Coke adverts to be informative. With these finding the researcher was able to conclude that both logical and emotional appeals in advertising comes in to play when influencing consumers perception about coke as majority of the respondents are of the perception that Coke adverts rely on both sentiments and logic when trying to influence them.

- **RQ3 What is perceived as Coke's winning advertising appeal among consumers?**

Addressing the third research question that aims to determine what is perceived as Coke's winning advertising appeal among consumers. From the second research question the researcher concluded that Coke adverts make use of logical and emotional appeal when influencing consumers, but in going further the researcher attempts to determine what is perceived as Coke's winning advertising appeal and to answer the research question table 4.3.12 shows 76% of the respondents claim that Coke adverts depict social status by using

celebrity endorsement in their advert and in table 4.3.13, 89% of the respondents claim that Coke likes to use good music for the creation of mood and emotions among consumers. Also table 4.3.14 shows that a total of 84% of respondents are of the perception that Coke adverts depict family intimacy and also in table 4.3.15, 86% of the respondents are of the opinion that Coke adverts demonstrate fun and happiness to induce smiles and laughter and while in table 4.3.17 a total of 43% of the respondent are of the opinion that Coke adverts make claims of taste, health and nutrition, also in table 4.3.18 a total of 46% of respondent are of the opinion that Coke adverts use economy and savings benefit appeals, by implication the researcher was able to come to a conclusion that Coke's winning advertising appeal is emotional appeal, this findings are based on the data collected from the field survey as majority of the respondent consider Coke adverts to appeal to emotions more than it appeals to logic as a large number of the respondents claim that Coke adverts demonstrate fun and happiness to induce smile and laughter, a large percentage of the respondent also claim that Coke adverts depict intimacy of family, use of adventure and thrilling scene and make use of good music to appeal to emotions, while less than half of the respondents consider Coke adverts to be demonstrative of economy and savings benefit taste, health and nutrition claims in the product.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter gives a detailed description of the findings under the following headings: summary of the study and findings, conclusion, recommendations and limitations of the study.

5.1 Summary of the Study

The study is on Audience perception of the use of advertising appeals in Coke advertisements. The study, aimed to examine the perception of the selected audience regarding Coke winning advert appeal. It has been observed that in an age of stiff and tough competition, one of the conditions for having a competitive advantage is the ability to

conduct effective advertisement. It is therefore important to analyse how much influence an advertisement campaign can have on the audience's brand preference by evaluating the use of advertising appeals to ascertain the degree of influence such appeals have on customers' preferences and buying behaviour. Using Coca Cola as a study, a study sample was surveyed on what they feel about Coke advertisements and their use of advertising appeal, which is seen as the brand's winning advertising appeal.

To achieve the research objectives, the researcher employed the quantitative research method by conducting a survey, adopting the use of questionnaire to access the opinions of the selected population concerning the subject. The study population was Lagos state residents assumed to be consumers of Coca Cola. 400 samples were selected and 400 questionnaires were administered with responses taken via Google forms.

Chapter one provides an introduction to advertising, advertising appeals. It introduced Coca Cola as a beverage company and highlighted their use of advertisement. The researcher also explored the literature on advertising appeals and emphasised emotional appeal and rational appeal advertising, which is the main focus of the study. The chapter thereafter established the objectives of the research study; Further clarification was made through operational definition of terms.

In chapter two, the researcher simplified the subject by breaking down the concepts that are associated with the study. Subsequently, the chapter reviewed past literature, which are considered to be essential and connected to the study. Furthermore, relevant theories were highlighted regarding their applicability to the research. The researcher made use of two theories which are the Elaboration Likelihood Model and Hierarchy of Effects Theory. The hierarchy of effects theory is a model that is used to describe the impact of advertising on consumers' decision making in purchasing certain products and brands, while the elaboration likelihood model it is a powerful and effective model for describing how the consumers process information. According to the Elaboration Likelihood Model, when consumers process information from advertising appeals, they have two paths of persuasion: the central route and the peripheral route, which then help in creating opinions about the product.

Chapter three tells us about the research methodology employed for the research. As stated earlier, the quantitative research method was employed and questionnaires were administered online via Google forms and distributed through mails and links. The target population and sample size were also explained in the chapter.

The fourth chapter focused on data presentation and analysis. The researcher was able to access the opinions of the audience with the questionnaire. Afterwards, all responses were collected and presented in tables. This chapter analysed, interpreted, and discussed the findings of the research.

Chapter five discussed the summary of the whole project; the conclusion and researcher's recommendation concerning the use of advertising appeals to suit advertisement purposes were outlined in the chapter.

5.1.1 Summary of Findings

The findings of this study show that audience perception is influenced by the use of both logical and emotional appeals. The researcher was able to conclude however that the winning appeal for the Coke adverts is the emotional appeal. This supports earlier established facts by Kazmi and Batra (2009) that emotional appeals target the consumer's psychological or social needs, attempting to elicit positive or negative emotions that will lead to a purchase.

5.2 Conclusion

The study has provided further support to the position that advert is a major source of awareness for FMCG (fast moving consumer goods) and social media and the Internet the most effective medium in the opinion of the consumers. It also supports the view that audience perception is influenced by the use of both logical and emotional appeals in adverts in order to lead to purchase. The researcher also concludes that the winning appeal for Coca Cola in the opinion of its consumers is the emotional appeal.

5.3 Recommendations

The findings in this study can be a guide for various institutions aiming to strengthen or create a positive perception of their brand's image. The following specific recommendations are made from the finding of this study.

From the findings of this study the researcher recommends that advertisers and organisations should truly accept internet advertisement, when social media have come to remain and media advertising is becoming a "global practice." They will not only enjoy the rewards of ads via social media, but will also be equal to their counterparts in the Diaspora.

The researcher is of the opinion that audience response to advertisements is a thing of choice. However, advertisers should target psychological and social needs when advertising fast moving consumer goods and the use of emotional appeals to address these needs is bound to elicit positive or negative emotions. Organisations should understand the motive behind their

advertisements and thereby be aware of the fact individuals have varying choices and perceptions which can be influenced by manner of appealing to their emotions.

5.4 Limitation of Study

There are a number of limitations in this study that should be further addressed in the future. First, the survey was a bit lengthy for the respondents to an extent that some didn't complete it and some never filled it. Second, the survey was conducted during the Pandemic period which made it difficult for some to fill the survey with reasons of no data in filling the survey or internet network issues, future researchers should conduct the survey on a face-to-face basis.

Thirdly, the neutral option in the survey in some way encouraged the respondents to choose it to avoid the effort of thinking and deciding what options to select. Lastly the delay in responses made the study very slow to complete.

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APPENDIX

QUESTIONNAIRE ON MEDIA AND CRIME MANAGEMENT IN IJEDE COMMUNITY AMIDST COVID-19 PANDEMIC

Dear Respondents,

My name is Ezieshi Ebubechukwu David, a final year student of Mountain Top University, Ibafo Ogun State, Nigeria. And I have prepared this questionnaire to support my research into “**INFLUENCE OF ADVERTISING APPEALS ON BRAND PREFERENCE a study of Coca Cola**” in partial fulfilment of the award of a Bachelor of Science (B.Sc.) degree in Mass Communication. Kindly tick and fix in your sincere responses. All answers will be treated with strict confidentiality and used only for academic purposes. Thank You.

Please read this before you answer.

SECTION A: Demographic Characteristics

Please tick [] as appropriate

1. Age: a. 18-20 years. () b. 22-36yrs () c. 36-45yrs () d. 46 and above. ()
2. Gender: a. Male () b. Female ()
3. Religion: a. Christianity () b. Islam () c. No Religion ()
4. What is your occupation? a. Student () b. Self-Employed () c. Employed () d. Unemployed ()

SECTION B.

1. Do you know the Coke product? Yes () or No ()
2. Do you drink Coca Cola-soft drinks? Yes () or No ()
3. How did you get to know about Coke?
 - Friends ()
 - Adverts ()
 - Can't remember ()

(Tick as many as applicable)

4. Which of the under listed media do you encounter Coke advert campaigns on
 - Television ()
 - Social media /Internet ()
 - Radio ()
 - Newspapers or magazines ()
 - Outdoor media ()
5. How frequently do you come across Coke adverts?
 - Once a day ()
 - Several times a day ()
 - Frequently ()
 - Not regularly ()

SECTION C.

6. Do you like Coke adverts? Yes () or No ()

(In this section tick the option that best suits you)

7. Tick { } in the column that represents your opinion in each of the statements below.

	Agree	Strongly Agree	Disagree	Strongly Disagree	Undecided
• Coke adverts rely on sentiments					
• Coke advert makes Logical claims					
• Coke advert makes me eager to purchase					

8. Tick [√] in the column that represents your opinion in each of the statements below.

	Agree	Strongly agree	Disagree	Strongly disagree	Undecided
Coke adverts are interesting					
Coke adverts trigger positive emotions					
Coke adverts trigger negative emotions					
I consider Coke adverts Logical					
Coke adverts are informative					
Coke adverts demonstrate product claims					

9. Tick [√] in the column that represents your opinion in each of the statements below

	Agree	Strongly Agree	Disagree	Strongly Disagree	Undecided
Coke adverts depict social status by using celebrity endorsement					
Coke adverts use good music for the creation of mood and emotions					
Coke adverts depict intimacy of family and friends					
Coke adverts demonstrate fun and happiness to induce smiles and laughter					
Coke adverts demonstrate productivity					
Coke adverts make claims of taste, health and nutrition in their adverts.					
Coke adverts use economy and savings benefit claims as appeals					

10. What is your view on Coca-Cola as a brand? () Good. () Bad. () Very good. () Very bad. I don't know ()

SECTION D

11. Tick [✓] in the column that represents your opinion in each of the statements below

Items	Agree	Strongly Agree	Disagree	Strongly Disagree	Undecided
Coke adverts depicts social status using celebrity in their ads					
Coke adverts like good music for the creation of mood and emotions					
Coke adverts contains intimacy of family.					

Coke adverts depicts the use of adventure/action and thrilling scene					
Coke adverts demonstrate fun and happiness to induce smiles and laughter					
Coke adverts demonstrate productivity					
Coke adverts depict taste, health and nutrients claims in the product					
Coke adverts demonstrate economy and savings in the purchase of a product					