

# African Journal for the Psychological Study of Social Issues

Volume 9 Numbers 1 & 2, April and SEPTEMBER, 2006 Edition

Editor in Chief: Professor Denis C.E. Ugwuegbu,  
Department of Psychology, University of Ibadan.

Editor: Dr. Shyngle K. Balogun,  
Department of Psychology, University of Ibadan.

Associate Editor: Dr. Benjamin, O. Ehigie  
Department of Psychology, University of Ibadan.

## **EDITORIAL BOARD**

Professor L.C. Simbayi,	University of Zambia
Professor Jean Tano,	Universite D'Abidjan, Cote D'Ivoire
Professor I.E. Eyo,	University of Nigeria
Professor J.Y. Opoku	University of Ghana, Legon.
Dr. Oke Anazonwu,	Nnamdi Azikwe University, Awka
Prof. Nwagbo Eze,	University of Lagos

---

Journal of the African Society for THE PSYCHOLOGICAL STUDY OF  
SOCIAL ISSUES % Dept of Psychology, University of Ibadan, Nigeria

# AFRICAN JOURNAL FOR THE PSYCHOLOGICAL STUDY OF SOCIAL ISSUES VOL. 9 (1)

CONTENTS		Pages
1.	THE EFFECTS OF SUBSTANCE MISUSE ON THE PERSONALITY TRAITS OF IMPULSIVITY AND RISKY SEXUAL DECISION MAKING. <i>Abeeb Olufemi Salaam</i>	3
2.	WHAT WOMEN DO TO PREVENT AND TREAT MALARIA IN IBADAN <i>Jegede, A.S. Amzat, J., Salami, K.K., Adejumo, P.O. and Oyetunde, M.O.</i>	14
3.	MODELLING GENDER DIFFERENCES IN EGYPTIAN ADOLESCENTS' PERCEPTION OF PARENTAL INVOLVEMENT PRACTICES. <i>Sabry M. Abd-El-Fattah.</i>	26
4.	THE INFLUENCE OF JOB FRUSTRATION, NARCISSISM AND DEMOGRAPHIC VARIABLES ON ATTITUDES TOWARDS PROFESSIONAL ETHICAL BEHAVIOUR AMONG POLICE OFFICERS <i>Afolabi, A.O. and Adesina, A.A.</i>	37
5.	TRENDS IN THE DEVELOPMENT OF CUSTOMARY LAW <i>Fayokun, K.O.</i>	46
6.	DIFFERENTIAL EFFECTIVENESS OF ENRICHMENT TRIAD AND ACCELERATION PROGRAMMES ON ACADEMIC ACHIEVEMENT OF GIFTED CHILDREN IN A SELECTED SCHOOL IN IBADAN, NIGERIA. <i>Fakolade, O.A.</i>	58
7.	GLOBILIZATION AND AFRICAN RENAISSANCE; PROSPECTS AND CHALLENGES <i>Adeyemi, Lanre and Fayankinu E.A.</i>	67
8.	SOCIO-ECONOMIC INDICATORS OF ENCLOSED NEIGHBOURHOODS IN SOUTH AFRICA: THE CASE OF JOHANNESBURG <i>Fabiye.</i>	81
9.	THE EXPERIENCE OF APPLYING ACADEMIC SERVICE LEARNING WITHIN THE DISCIPLINE OF SPEECH PATHOLOGY AND AUDIOLOGY AT A SOUTH AFRICAN UNIVERSITY <i>Ross E. and Owolawi W.O.</i>	96
10.	ERADICATION OF CAMPUS CULTISM: A GIANT STRIDE TOWARD RESTORATION OF CONFIDENCE IN TERTIARY EDUCATION IN NIGERIA. <i>Oladipo. S.E.</i>	107
11.	RELIABILITY AND VALIDITY OF LOGOTEST AMONG NIGERIAN POPULATION <i>Asagba, R.B.</i>	120

# PRODUCT'S PROMOTION PATTERNS AND THEIR EFFECTS ON CONSUMERS' PURCHASE INTENTIONS, BRAND LOYALTY AND ATTITUDE

Nyitor A. Shenge  
*University of Ibadan*

## **Abstract**

*This research investigated the influence of promotional patterns of Coca-Cola products on purchase intentions, loyalty and attitude of consumers in Nigeria. Ninety randomly selected social science undergraduates of a major Nigerian university participated in the study. Participants were randomly assigned to three new Coca-Cola television promotions, namely, dream trip; open and win; and collect and win. The study was set in a human laboratory of the university's psychology department.*

*Following timed viewing of the product's promotions on television, participants completed a structured questionnaire that tapped information on four key areas, namely, socio-demographics, consumer attitude, purchase intentions and brand loyalty. A one-way analysis of variance tested each of three hypotheses. Result showed that there was no significant difference in the purchase intentions of participants exposed to Coca-Cola open and win and collect and win promotions. Similarly, there was no significant difference in the brand loyalty of participants exposed to the Coca-Cola dream trip promotion and participants exposed to the Coca-Cola collect and win promotions. Findings of the study were discussed in line with conceptual and practical trends involving the subject areas investigated.*

**Key words:** *Management, Product, Promotion, Undergraduates, Nigeria*

## **Introduction**

Products' promotional campaigns typically aim at influencing choice behaviour of some market segments. Once effective and successful, promotional campaigns increase the likelihood that the promoted product would gain wide acceptance. Successful marketing campaigns also enhance profitability. Kotler (1980; 2000) has observed that promotion relates to the act of utilizing incentives to draw or cajole consumers to purchase a product (Kotler, 1980; 2000). Stanton (1981) also asserts that promotions are developed for the purpose of launching new products, encouraging customer's brand loyalty and attracting trials via a change of attitude.

However, the way and manner promotions are done influence the success or otherwise of such promotions. Success may include positive changes in consumers' intentions, attitude, and loyalty, which may culminate in actual purchase behaviour. Among other factors, products promoters need to properly manage information to be able to realize desired positive changes in customers or product consumers. For example, too much information can reduce the accuracy of intuition or judgments that are reached with little effort, typically without conscious awareness. They involve little or no conscious deliberation (Hogarth, 2001).



Many national and multinational corporations engage in serious promotional activities. In Nigeria, one of the corporations that stand out clearly in promotional campaigns is the Nigerian Bottling Company (NBC), which is the producer of the world famous Coca-Cola product family. Quite often, observers have remarked that promotions by companies, including the NBC, are meant to boast sales and combat stiff competition from rival companies. It has been observed that sustained promotional campaigns cause consumers to become loyal to particular brands and the organization that produces the brand.

When consumers trust their intuition regarding a product and the company that produces the product, high level of loyalty seems to be more easily realizable. But evidence suggests that consumers and managers should trust their intuition only when high quality (frequent, prompt, and diagnostic) feedback is available and when inferential errors are consequential and therefore easy to detect (Kardes, 2006).

It has also been suggested that knowledge of and intuition about brand name affects consumers differently (Jewel and Unnava, 2004). According to Jewel and Unnava (2004), brand-name accessibility is linked with feelings about the brand for heavy users, and with thoughts about the brand for light users. Also, advertising messages that are feelings based are more likely to enhance brand-name accessibility for heavy users than messages that are attribute based.

Blue chip organizations typically require their marketing managers to justify the huge spending that they make on products promotions. Therefore, one of the numerous issues arising from institutional expenditure justification is the extent and manner which promotion and promotional patterns influence consumers' purchase intentions, brand loyalty, attitude, and most importantly, actual purchase. The amounts that companies spend on product promotion are colossal. This explains why there is need to fully understand products' promotion patterns and their effects on consumers' covert and overt processes. This study formulated and tested the following hypotheses:

1. There would be significant difference in the purchase intentions of participants that viewed Coca-Cola's 'open and win' and 'collect and win' promotions.
2. The Coca-Cola 'dream trip' promotion would generate significantly higher brand loyalty among consumers than the Coca-Cola 'open and win' and 'collect and win' promotions.
3. The Coca-Cola 'dream trip' promotion would generate significantly more positive attitude towards the promoted product than the Coca-Cola 'open and win' and 'collect and win' promotion.

## **Method**

### **Research Design**

Three independent groups were considered in this study and were based on attitude, purchase intentions and brand loyalty. Therefore, a completely randomized group design was utilized. The study was set in a human laboratory. The study tested the influence of product promotion patterns on purchase intentions, brand loyalty, and attitude.

### **Participants**

Ninety participants made up of 45 females and 45 males and aged between 18 and 45 years were involved in the study. Mean ages were 24.9 and 26.4 for females and males respectively while there were standard deviations of 8.1 and 8.3 for males and females respectively. Participants were Psychology 105 (100 level) students from five academic departments in the Faculty of the Social Sciences at the University of Ibadan, Nigeria. As part of the selection process, would-be participants were each required to dip their hand in a basket and pick a folded paper containing a concealed "yes" or "no" option. The selection process was done separately for male and female would-be participants to arrive at equal numbers for both sexes.

After the selection exercise, participants were asked if they were consumers of any of the Coca-Cola products and if they had ever watched Coaca-Cola adverts. Three participants who indicated that they either did not consume Coca-Cola products or had not watched Coca-Cola adverts were politely dropped from the study and replaced with others who were selected using the same process indicated earlier.

Participants were evenly distributed among the study's three experimental groups. To ensure the even distribution, 15 letters, A, B, C, were each written on a small piece of paper, folded and kept in a basket for participants to pick a folded letter. 45 males and 45 females each picked a letter. Again, the exercise was done separately for males and females. Thus, any participant in either sex category who picked 'A' was assigned to Group 1. A participant who chose 'B' was assigned to Group 2, while the one who chose letter 'C' was assigned to Group 3. Other demographic information about the participants were as follows: 16 married, 74 single; 44 Christians, 37 Muslims, and 9 others; 14 working and 76 were full-time students.

### **Instruments**

A Sharp brand of TV-VCR was used to show the Coca-Cola promotions to participants. A VHS video cassette containing the promotions was also used. Below are detailed descriptions of the contents of the three Coca-Cola promotions:  
**The 'Dream Trip' Promotion:** This was a two-minute promotion that showed

Nigeria's national football team, the Super Eagles, in a victory mood and with a background voice proclaiming that consumers who drink Coca-Cola would have a chance to go the United States. The criteria for winning was reportedly shown under the crown of the drink and final winning was to be selected at the National Level after a lucky dip picking of just 5 people or contestants.

**The 'Open and Win' Promotion:** This was a minute promotion, which showed people drinking Coca-Cola. A crown cork showing face caps, coolers and cash gifts was also presented. At the background was a voice encouraging consumers to drink the products and get instant cash prizes at redemption centres.

**The 'Collect and Win' Promotion:** This was a minute promotion, which showed individuals consuming Coca-Cola products. People were also depicted happily displaying crown corks while others were collecting cash prizes. There was also a background voice advising consumers to collect their prizes at redemption centres upon presentation of specified amount of crown corks.

The study's instruments also included a questionnaire with four sections. The first section tapped information on participants' demographics while the other three focused on participants' purchase intention, brand loyalty, and attitude to promoted products. The questionnaire was an existing scale, which was revalidated by the author to suit the present research's needs. The author obtained a reliability coefficient of 0.78 for the scale. The scale had a Likert scaling format. There were 10 items each in sections A, C, D and 11 in section B.

### **Procedure**

Participants were randomly assigned to treatment groups within the human laboratory. A balloting technique was used in assigning participants to groups. In the laboratory, participants were exposed to the promotion pattern for their group. Preliminary instructions were given by the researcher after which participants viewed the promotions on TV screen. Thereafter, participants completed the study questionnaire, got debriefed and left the laboratory.

### **Statistical Analysis**

A one-way analysis of variance (ANOVA) was used to test each of the the three hypotheses of the study. The existence of independent groups and the need to know the difference(s) in effect called for the use of one-way ANOVA.

### **Results**

Table 1 shows that hypothesis 1 was not confirmed. The hypothesis stated that there would be significant difference in the purchase intentions of participants that viewed Coca-Cola's 'open and win' and 'collect and win' promotions.

Table 1: Summary Table of One-way Anova Showing Difference in the Purchase Intention of Participants in the various Promotion Patterns

SOURCE	SS	MS	DF	F	P
MAIN EFFECTS	363.07	126.03	2	.62	> .05
RESIDUAL	39028.03	369.28	87		
TOTAL	39086.10	395.32	89		

Hypothesis 2, which stated that the Coca-Cola 'dream trip' promotion would generate significantly higher brand loyalty among consumers than the Coca-Cola 'open and win' and 'collect and win' promotions was also not confirmed. The result is shown in Table 2.

Table 2: Summary Table of One-Way Anova showing Difference in the Brand Loyalty of Participants in the various Promotion Patterns

SOURCE	SS	MS	DF	F	P
MAIN EFFECTS	334.068	184.01	2	0.472	> .05
RESIDUAL	41256.034	347.23	87		
TOTAL	41610.102	531.25	89		

In Table 3, it has been shown that hypothesis 3 was equally not confirmed. The hypothesis stated that The Coca-Cola 'dream trip' promotion would generate significantly more positive attitude towards the promoted product than the Coca-Cola 'open and win' and 'collect and win' promotions.

Table 3: Summary Table of One-Way Anova showing Difference in Attitude of Participants in the various Promotion Patterns

SOURCE	SS	MS	DF	F	P
MAIN EFFECTS	252.067	126.033	2	.34	> .05
RESIDUAL	32128.033	369.288	87		
TOTAL	32380.100	363.821	89		

## Discussion

This study investigated the effects of promotion patterns of Coca-Cola consumers on consumers' purchase intention, brand loyalty and attitude towards Coca-Cola products.

Hypothesis 1, which predicted that there would be significant difference in the purchase intention of participants that viewed Coca-Cola's 'open and win' and 'collect and win' promotions was not confirmed. The explanation for this may not be farfetched. Participants may not have necessarily seen much credibility in the promotions and would consequently have only desired to just 'try their luck' just for the sake of trying. Some participants perhaps might have seen the promotions as an opportunity to win free prizes more so that they did not have personal stakes in terms of spending cash or making some other commitments.

Furthermore, and due to the antecedents of products promoters who tend to fool Nigerian consumers, the overseas trip promised participants would have been too conjectural to be seen to be true. However, it is likely that because participants did not show obvious lack of interest in the promotions, they (participants) might

consumers weigh the cost and the benefits of the product brand to be purchased

(Sheth (1973). Sheth (1973) is of the view that consumers exercise purchase intentions not just because of the rewards promised them by the seller but, because consumers weigh the cost and the benefits of the product brand to be purchased. Kotler (1980; 2000) is also in support of this assertion.

The second hypothesis, which stated that the Coca-Cola 'dream trip' promotion would generate significantly higher brand loyalty among consumers than the Coca-Cola 'open and win' and 'collect and win' promotions was not confirmed. Considering the fact that loyalty does not develop overnight, consumers might have already developed loyalty for the brand even before they got exposed to the product's promotion. It's possible that they did not even have any loyalty at all. It is also worth mentioning that differences in people's levels of socio-economic status could influence their loyalty to a particular brand. Thus, it could likewise be argued that the Coca-Cola 'dream trip' and 'collect and win' promotions might trigger loyalty of the rich and comfortable as well as the poor differently.

Ehigie and Babalola (1995) support the assertion that consumption behaviour is initiated by a drive state. Motivation in this study is typified by promotion which, on its own, propels the consumer towards being loyal to the product irrespective of the strength or weakness of a promotion. Motivation carries its own weight and appeals to an aspect of the consumer's mentality. Therefore, differences in levels of loyalty may not be significant probably because the consumers seek to acquire



attitude toward the 'dream trip' and 'open and win' promotions. The fact that the 'dream trip' promotion could have sounded unrealistic to many consumers given the antecedents of Nigerian products promoters would have also contributed to the lack of significant difference in attitude towards the promotional patterns.

### **Conclusion**

Overall, findings of this study have shown that Coca-Cola promotional patterns did not make significant differences in shaping the intention, loyalty and attitude of consumers. These may not be necessarily an indication that the promotions were of no effect. It may be due partly to the fact that such internal consumer processes are extremely difficult to measure or evaluate just as strictly attributing consumers' behaviour to particular promotional campaigns is difficult. In addressing complex issues in marketing such as those involving customer loyalty and socio-economic status, researchers need to address confounding variables. This study, due to its scope, did not address these confounding variables. However, it is suggested that future research in this area should address loyalty and socioeconomic status as founding factors.

Difficulties may also be encountered in the assessment of promotional programmes especially when laboratory methods involving a marginally representative buying and consumer group such as students are employed. The market environment is real and different from a simulated environment of marginally representative consumers. Consequently, overt and covert behavioural attributes of participants in the real and simulated environments are of necessity not the same.

### **Recommendation and Implication of Study**

This study has established some of the difficulties involved in evaluating promotion of products. Based on findings of this study, it is advised that product promoters should strive to positively influence consumers' purchase behaviour. However, promoters should not overspend their resources trying to establishing purchase intentions of consumer groups at because such purchase intentions may not be significantly different after all. In the same manner, promoters' initiatives to spend heavily on promotions that are aimed at bringing about consumer loyalty might not necessarily produce desired loyalty levels among consumer groups. Here again, there is need for product promoters to have their eyes more on consumer purchase behaviour than merely on customer perceived loyalty.

Similarly, products promoters might rightly look out for positive attitudes in consumers of their products. But they (products promoters) should not spend too much resources trying to establish differences in attitudes among consumer groups because these differences might not just be significant. Although attitudes are a

good internal measure of consumers' tendency to put up actual purchase behaviour, they (attitudes) do not by themselves represent purchase behaviour.

Based also on findings of this study, it is further advised that product promoters should endeavour to evaluate their promotional campaigns periodically and use more representative study groups. There is also need for promoters to employ multiple methods for evaluating their promotional campaigns in order to obtain better results. Practically, employing multiple methods could be expensive. However, more valid and reliable results are obtained by employing multiple methods.

Promoters of products should also endeavour to achieve integrity, honesty, and practicality in their promotions so as to build confidence in their present and prospective customers and consumers of their products. Only then would the purposes of promotions be achieved consistently and profitably.

## **References**

- Ajzen, I. and Fishbein, M. (1980). Understanding Attitudes and Predicting Behaviour. Englewood Cliffs, New York: Prentice-Hall.
- DeFleur, and Lowery, S.A. (1988). Milestones in Mass communication Research (2<sup>nd</sup> ed.) New York: Longman.
- Ehigie, B. O. and Babalola, S.S. (1995). Understanding Consumer Behaviour. Ibadan: Agoro Publicity Company.
- Hogarth, R.M. (2001). Educating intuition. Chicago: University of Chicago Press.
- Jewel, R.D. and Unnava, H.R. (2004). Exploring differences in attitudes between light and heavy brand users. *Journal of Consumer Psychology*, 14(1&2), 75-80.
- Kardes, F.R. (2006). When should consumers and managers trust their intuition? *Journal of Consumer Psychology*, 16(1), 20-24.
- Kotler, P. (1980): Marketing management (3rd edition) Prentice Hall. Englewood Cliffs: New Jersey.
- Kotler, P. (2000). Marketing Management (the Millenium Edition). New Jersey: Prentice-Hall.
- Stanton, W.J. (1981). Fundamentals of Marketing (6th ed). Auckland: McGraw-Hill International Book Company.
- Sheth, J. (1973). A theory of Buyer Behaviour. In H.H. Kassarian and T.S. Robertson (eds), Perspectives in Consumer Behaviour (revised edn.). Glenview, III: Scott, Foresman and Company.
- Shenge, N.A. (2001). Pressure-Response and Active Learning Advertising Theories: An Experimental Evaluation of Television Commercials. Ph.D Thesis. University of Ibadan.

ISBN 987-8095-27-5

Copyright 2006 by African Society of the Psychological Study of Social Issues.

**ALL RIGHTS RESERVED**

No part of this volume may be reproduced in any form, by photostat, microfilm, by retrieval system, or any other means without written permission from the publisher.

*Printed and Bound in Nigeria by:*

**DAILY GRAPHICS NIGERIA LTD**

Victory House, ODK Street, Isebo Alakia Off Ife Road, G.P.O. Box 12668, Ibadan.

Tel: 0803-3109865, 0803-3263532, 0804-4104608, 0803-3449198.

Email: [dailygrafix@yahoo.co.uk](mailto:dailygrafix@yahoo.co.uk)