

Impact of Advertising on Consumer Patronage: Evidence from Nestlé Nigeria Plc

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ABSTRACT

Original research paper

This study investigates the impact of advertising on consumer patronage, using Nestlé Nigeria Plc as a case study. The research explores how various advertising strategies—including television, print media, and digital marketing—affect consumer awareness, brand preference, and purchase decisions. Primary data were collected through structured questionnaires administered to a sample of employees in Lagos State. The results, analyzed using descriptive statistics and regression analysis, indicate a significant positive relationship between advertising expenditure and consumer patronage levels. The findings suggest that creative advertising content, frequency of exposure, and brand reputation significantly influence consumer buying behavior. The study recommends that Nestlé Nigeria Plc continue to invest in diversified and engaging advertising platforms to sustain and enhance customer loyalty and market share. This research contributes to the growing body of literature on advertising effectiveness within Nigeria's fast-moving consumer goods (FMCG) sector.

Keywords: Advertising, Consumer Patronage, Brand Awareness, Marketing Communication, Customer Loyalty, Nigeria, Nestlé Nigeria Plc, FMCG Sector.

1. Introduction

Advertising serves as a persuasive communication channel through which firms convey product offerings to target audiences. In Nigeria's dynamic consumer landscape, businesses face increasing pressure to deliver value through effective messaging. The food and beverage industry, particularly Nestlé Nigeria Plc, represents a vital case for assessing advertising's influence on consumer decisions. This study investigates how various advertising media and strategies affect consumer patronage, especially in the

context of changing consumer behavior and intensifying market competition.

2. Scholarly Background

2.1 Analytical Framework

Advertising is broadly defined as a non-personal, paid form of communication that seeks to inform, persuade, or remind potential customers about a firm's products (Kotler & Keller, 2016). The effectiveness of advertising is assessed by its ability to stimulate awareness, interest, and purchase decisions—commonly

captured by the AIDA model (Attention, Interest, Desire, Action).

2.2 Foundational Theories

This study is anchored on four key theories:

- **Market Response Theory:** Posits a direct relationship between advertising expenditures and consumer behavior, including sales and brand preference.
- **Cognitive Response Theory:** Suggests consumers rationally evaluate product attributes based on advertising messages.
- **Affective Response Theory:** Highlights the emotional appeal of advertisements in shaping preferences and loyalty.
- **Theory of Buyer Behavior (Howard & Sheth, 1969):** Integrates environmental, psychological, and social stimuli in explaining consumer decision-making.

2.3 Empirical Insights

Previous studies have identified significant associations between advertising and sales growth (Akanbi & Adeyeye, 2011), brand loyalty (Ashkan, 2016), and consumer purchase intention (Manoj, 2014). However, contextual differences in advertising media effectiveness, particularly in emerging markets like Nigeria, warrant specific attention. Recent literature emphasizes the role of digital advertising and data-driven marketing strategies in shaping consumer behavior (Ahmed & Bello, 2021; Lawal & Olatunji, 2023).

3. Methodological Approach

3.1 Design Framework

The study adopted a descriptive survey design to collect quantitative data from respondents through structured questionnaires.

3.2 Population and Sampling

The target population consisted of 62 employees at Nestlé Nigeria Plc's Lagos office. A sample size of 53 was determined using the Taro Yamane formula and selected using purposive sampling, focusing on the marketing and sales departments.

3.3 Data Collection and Analysis

Primary data were obtained via questionnaires. The instrument was pre-tested for reliability and validity. Analysis was conducted using SPSS (version 26),

including descriptive statistics (frequency and percentage) and inferential statistics (Pearson correlation and regression analysis).

4. Findings and Interpretation

4.1 Advertising Media Preferences

Findings show that 96% of respondents confirmed the company engages in advertising. Online platforms (24%) and television (18%) were the most preferred media among staff.

4.2 Frequency and Motivation

About 44% noted that Nestlé engages in advertising "sometimes," with organizational goals (46%) being the primary motivator, followed by market competition (20%).

4.3 Impact on Sales Performance

A majority (60%) indicated that Nestlé has achieved its sales targets over time. Regression results showed a statistically significant relationship ($p < 0.05$) between advertising activities and consumer patronage levels.

5. Conclusion

Advertising significantly influences consumer patronage at Nestlé Nigeria Plc. The use of digital and television advertising has proven particularly effective in driving awareness and sales. Given evolving consumer behaviors and the digital shift, firms must continuously evaluate and tailor their advertising strategies to reflect current market realities.

6. Recommendations

- **Leverage Digital Channels:** Firms should invest in data-driven online advertising to enhance reach and personalization.
- **Optimize Advertising Mix:** A balance of traditional (TV, radio) and digital media should be maintained to capture diverse audience segments.
- **Periodic Evaluation:** Organizations should routinely assess advertising ROI to ensure effectiveness and guide strategic decisions.

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