Influence of Advertising on Brand Patronage of Macleans Toothpaste in Akwa Ibom State, Nigeria

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Abstract
This study investigates the influence of advertising on brand patronage of Macleans toothpaste among residents of Uyo Metropolis in Akwa Ibom State of Nigeria. The objectives of the study included: Ascertaining consumers’ exposure to advertisements of Macleans toothpaste; identifying the advertising channels that exposed consumers to Macleans toothpaste; to examining the advertising factors that influenced the purchase decision of Macleans toothpaste. The population of the study was 522, 398 isthe 2022 projected figure of people resident in the Uyo metropolis. The study adopted a sample size of 384 based on the Topman formula. The instrument used for the study was the questionnaire while the multi-stage sampling method was used to reach the final respondents. Frequency tables and simple percentages were adopted to analyse research questions. The study was anchored on Elaboration Likelihood Model and Consumer Perception Theory. The results revealed a strong and positive relationship between advertising and brand patronage of Macleans toothpaste among residents of the Uyo metropolis. The findings also indicated that exposure to advertisements influenced the purchase decision of Macleans toothpaste in the Uyo metropolis. It was also revealed that television recorded the highest percentage of exposure to the advertisement of Maclean toothpaste and that the message presentation of Macleans toothpaste advertisements influenced the patronage of a specific brand called Maclean
Complete Care. The study concluded that the message presentation in the advertisement was a major factor that influenced the purchase decision of Macleans toothpaste. It therefore recommended that manufacturers and producers of products, particularly toothpastes should look into their advertising strategies for better message presentation to enhance patronage of their brands.

**Keywords:** Advertising, brand patronage, consumer, buying behaviour, purchase decision

**Introduction**
Advertising is one of the major forms of mass communication used in the contemporary competitive business world whose economies are organised along capitalistic or modified capitalistic lines. It is crucial to the success of the marketing efforts of an organisation as it provides a major boost to the marketing efforts of the company. It informs the present and potential users of the product about availability, quality and capabilities of the product. Bassey (2018) asserts that the subject of advertising is topical and the practice is very pervasive as advertising remains the easiest vehicle for the advertiser to communicate with the target markets or group of prospects far and near at the same time.

Over the years, advertising has been credited with the power to stimulate demand for products, promote widespread distribution of goods and services and also serve educational, economic and social functions in society. Dominick (2002) states that advertising increases productivity and boosts the standard of living. It promotes general awareness about the availability of goods and services in the economy. Moreover, it assists consumers in avoiding wrong choices of goods and services through the information it provides about available goods and services. Advertising, according to Arens (2006), remains the oldest and dominant form of promotion before the adoption of integrated marketing communications (IMC). Bassey (2018) posits that as a tool of marketing communications, advertising seeks to stimulate interest and demand for products and it is a major communication tool employed to persuade potential consumers to patronise the company’s offerings, services or ideas.

Virmani (2011) observed that in the past, products were just produced and released into the market and the consumer selected from the available products. That was the era of the “seller’s market” but today, the situation has changed. Wells et al. (2006) note that advertising is a dynamic industry that changes as the consumers, technology and the market place change. In the same vein, Akinbode (2001) as cited in Okpoko (2005) states that advertising plays an important role not only to agencies that undertake it but also to the manufacturers, producers and consumers. Consequently, Belch and Belch (2012) observe that the influence of advertising has been the subject of extensive debate among marketers, economists and psychologists. Although advertising may not change the consumer’s deeply rooted values and attitudes, it may succeed in transforming a person’s negative attitude into a positive one regarding a particular product. There is an expectation that where the prior evaluation of a brand is negative, serious or dramatic advertisements could be more effective in changing such attitude. Ewald (2015) posits that advertising guides consumers in their product choices and finally influences their patronage. Thus, advertising is a major tool in creating product awareness and conditioning the minds of potential consumers to take a final purchase decision and make the purchase.

The ultimate goal of every business organisation, no matter how big or small, is to maximize profit. For profit to be maximized, the final consumer’s patronage and satisfaction should be the target of every business concern, to compete favourably with other competitors in the market. Thus, it has become important for businesses to look for ways of influencing, gaining and sustaining brand patronage which in turn increases profits. According to Ajzen (2002), consumer buying behaviour has always been given much importance and space in the study of the impact of advertising and its effectiveness. Most of the time, consumer
buying behaviour is influenced by consumers’ liking or disliking of the product advertised (Smith et al., 2006). They also argue that it is the emotional reaction which is developed after the advertisement of the product that influences consumer patronage of the brand. Advertising messages are not sent to just anybody. They are well-designed to meet the needs, experiences, exposure, cultural norms and practices of a specific group of people known as the target market (Bassey, 2018). Consumers on the other hand are faced with making difficult decisions about the advertised they are exposed to every day in the media.

According to Eric (2000), one of the core objectives of advertising is to build brand patronage. This means that advertising aids consumers to recognise brands, make decisions and purchase the products they prefer. Daramola (2003) as cited in Timothy (2012) corroborates this by stating that “advertising builds product patronage and secures a steady market for goods by continuously reminding the buyer of brand names.” Macleans toothpaste is an oral hygiene product marketed by GlaxoSmithKline and the promotion of the product is usually carried out through various advertising media outlets such as television, radio, newspaper, magazine, and internet. It is against this backdrop that this study examined the influence of advertising on brand patronage of Macleans toothpaste in Akwa Ibom State of Nigeria.

Statement of the Problem
Consumers are faced with the task of choosing from products of similar brands that serve the same purpose. For instance, there are many brands of toothpaste in the market begging for attention and patronage by consumers. Producers of the different brands of toothpaste adopt different strategies to attract the attention and patronage of consumers. One of these strategies for reaching the consumers and target market is advertising. Other strategies are personal selling, sales promotion, publicity, exhibitions, sponsorship and direct marketing. According to Akinbode (2001), Macleans is among the competing brands of toothpaste in the oral hygiene product market in Nigeria. Consumers are constantly exposed to various types of toothpaste brands in Nigeria including Macleans toothpaste through advertisements in the media such as radio, television, magazines, newspapers, social media and billboards.

The issue that arises from this is whether advertisements positively influence consumer patronage of Macleans toothpaste considering the array of similar products promoted by the competitors and the huge amount of money that is spent on advertisements. Doraszelski and Markovich (2007) observe that constructing a brand identity that will create consumer patronage is often a difficult task for advertisers, especially for brands that are competing with similar products. Several other researches such as Ijwo and Omula (2014), Natala (2011) and Oladele et al. (2014) argue that advertising does not influence consumers and the relationship between advertising and brand patronage remains uncertain.

In the same vein, Eric (2000) states that companies must update their advertising message based on the consumers’ changing needs to ensure that the consumers will be influenced. Given that there are various types of toothpaste competing for consumers’ attention and patronage, this study examined the advertisements of Macleans toothpaste brands in Uyo metropolis, Akwa Ibom State of Nigeria and the influence they have on consumers’ patronage of the different brands of Macleans toothpaste.

Research Questions
From the foregone discussion, the study seeks to answer the following questions:

1. What is the consumers’ level of awareness of advertisements of Macleans toothpaste in Akwa Ibom State, Nigeria?
2. What are the channels through which the consumers are exposed to Macleans toothpaste advertisements in Akwa Ibom State, Nigeria?

3. To what extent do advertisements influence consumers’ brand patronage of Macleans toothpaste in Akwa Ibom State, Nigeria?

4. What are the advertising factors that influenced the purchase decision of Macleans toothpaste in Akwa Ibom State, Nigeria?

Objectives of the Study

The study has the following objectives:

1. To ascertain consumers’ level of awareness of advertisements of Macleans toothpaste in Akwa Ibom State, Nigeria.

2. To identify the channels that the consumers are exposed to Macleans toothpaste advertisements in Akwa Ibom State, Nigeria.

3. To find out the influence of advertisements on consumers’ brand patronage of Macleans toothpaste in Akwa Ibom State, Nigeria.

4. To ascertain the advertising factor that influenced the purchase decision of Macleans toothpaste in Akwa Ibom State, Nigeria.

Conceptual and Theoretical Issues

Conceptual framework

The study grapples with some concepts and products, namely advertising, consumer decision process and Macleans toothpaste. It is, therefore, pertinent to explain them for purposes of clarity.

The Concept of Advertising

Advertising is often construed as a communication process; a marketing process, an economic and social process; or an information and persuasion process. Various Scholars, who have bothered to discuss the concept of advertising, believe that there is no universal definition to describe it. Advertising means different things to different people. Bassey (2022) explains that advertising is an essential element of the present-day world, which influences the economy, the citizen’s ways of thinking, their lifestyles and cultures. O’Guinn et al. (2009) see advertising as a paid mass-mediated attempt to persuade. From the above definition, it means that if a communication message is not paid for, it is not advertising. Secondly, as a mass-mediated message, advertising is delivered through a communication medium designed to reach a wide range of people simultaneously. The third element in this definition is that all advertising is an attempt to persuade. To put it bluntly, advertising is communication designed to get someone to do something. They argue that for a communication to be classified as advertising three essential criteria must be met: the communication must be paid for; the communication must be delivered to an audience through the mass media; the communication must attempt to persuade.

On the other hand, Kotler and Armstrong (2006) see advertising as a very important promotional tool and the most cost-effective way to reach large audiences. According to them, advertising is a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. It is used to create favourable and unique images and associations for a brand which can be very important for companies selling products or services that are difficult to differentiate based on functional attributes. Belch and Belch (2009) describe advertising as an integral part of our society and economic system. In our complex society advertising has evolved into a vital
communication system for both consumers and businesses. The methods to deliver carefully prepared messages to target audiences have given them a major role in the marketing programmes of most organisations. In this regard, Bassey (2018) posits that advertising messages are often crafted carefully to appeal to the specific desires and values of the target audience. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services.

Similarly, Stone et al. (2000) state that effective advertising is the other name of persuasion; and the liking or disliking attitude of consumers toward some particular product usually depends on the influence of advertising. According to Smith et al. (2006), this likeability which is created by advertisers through information, entertainment and involvement of the viewer later becomes a solid reason for the buying intention of the consumer. Bassey (2020a) asserts that creative and entertaining advertisements without building interest and a positive attitude about purchase will ultimately be a waste of time and money. Shimp (2000) on the other hand said that proper and effective advertising always helps companies and marketers to improve their brand image and increase their share in the market.

However, Smith et al. (2006) state that sometimes the advertisers exaggerate the products’ benefits in such a tactful manner that the consumer gives in psychologically under the pressure of advertising persuasiveness and intentionally decides to buy the advertised product. Corroborating the above assertion, Bassey (2020a) notes that advertisers design messages loaded with exaggerated claims in a bid to create unique and attractive advertisements. He argues that those exaggerated claims are necessary because the advertisers want to impress the target audience to secure patronage for the products. Belch and Belch (2009) believe that the nature and purpose of advertising differ from one industry to another and across situations. Companies selling products and services to the consumer market generally rely heavily on advertising to communicate with their target audiences as do retailers and other local merchants. Advertising plays a pivotal role in the world of commerce and in the way we experience and live our lives. Bassey (2020a) opines that advertising is a strategic communication tool utilised to persuade potential consumers to patronise a company’s products. New products are made popular and easily accessible through advertising. It is part of our language and our culture. It reflects the way we think, about things and the way we see ourselves. It is both a complex communication process and a dynamic business process.

The Macleans Toothpaste

Macleans Toothpaste consists of a line of products in its product family. The toothpaste is manufactured by GlaxoSmithKline (GSK) Nigeria Limited Plc, with over 40 years of existence in Nigeria. The producers of the products are one of the world’s leading research-based pharmaceutical and healthcare companies. There are different brands of Macleans toothpaste in the marketplace. They are the Macleans Herbal, Macleans Complete Care, Macleans Fresh Gel, Macleans Sensitive, Macleans Ultimate White, Macleans White and Shine, Macleans Advanced, Macleans Little Teeth, Maclean Big Teeth and Macleans Big Teeth Mouth Wash.

Macleans Herbal is formulated with unique blends of herbs that offer complete mouth care, with natural constituents such as Eucalyptus, Sage, Peppermint, and Anti-bacterial and Antiseptic cleansing properties. Macleans Complete Care contains advanced triple protection and ensures healthy gums, strong teeth and healthy breath for the family. Macleans Fresh Gel claims to offer extremely clean service for killing germs in the teeth, Macleans Sensitive deals with pains of sensitive teeth and prevents tooth decay, and Macleans Ultimate White teeth sensation contains active ingredients that remove surface stains and leave the teeth
whiter. Others include Macleans white and shine formulated to gently remove stains and imperfections; Macleans Advanced, Macleans Little teeth, Maclean Big Teeth and Macleans Big Teeth Mouth Wash. These brands are produced to suit all types of teeth. GlaxoSmithKline Nigeria Plc. also recently launched Macleans Milk Teeth toothpaste specially formulated for children between the ages of one and six as part of the company’s commitment to ensuring good oral health among children in Nigeria (http://www.maclean.com).

**Consumer Decision Process**

Wells et al. (2006) opine that although every consumer makes a separate decision about a product or service, research over the years suggests that every consumer tends to follow a fairly predictable pattern. Thus, the recognition of the following steps in the consumer decision-making process.

**Need Recognition** – This occurs when a consumer indicates a want for a product or service. The goal of advertising principally is to activate a need for the product.

**Information Search** – The need for a product pushes the consumer to search for information about available products or services to fulfill the need. Advertisers help this effort by providing consumers with information on various products likely to satisfy that need. Consumers adopt two approaches to doing this. Either they buy on impulse or they search the product information thoroughly before buying. Those who buy on impulse do so without much thought because of the urgency of the need.

**Evaluation of Alternatives** – For the high-involvement consumer, this is the stage where he or she compares various products and services, and their features and reduces the list of options to a few. The consumer selects certain features and uses them to make his or her judgments. This is where advertising comes in handy, helping the consumer in the evaluation process.

**The Purchase Decision** – This is the state where the consumer decides first which product brand to purchase and the outlet to go to. Sometimes, consumers select the outlet first, before deciding on the brand to buy. Impulse buyers tend generally to do more of this type of selection.

**Post-Purchase Evaluation** – The last step in this process is when the consumer assesses his or her decision and justifies it. Consumers tend to re-evaluate a major decision to purchase a product, particularly in terms of the satisfaction of the need it provides and the expected benefits. This process may however be skipped with low-involvement consumers.

**Theoretical Framework**

**Elaboration Likelihood Model**

The elaboration likelihood model was developed by Richard Petty and John Cacioppo in 1981. The model develops an understanding of the effectiveness of an advertisement through two routes of persuasion, central and peripheral route. The central route of persuasion takes place when elaboration likelihood is high and involves efforts in cognition. Individuals usually focus on relevant information and draw up prior experience for assessment. If the message is consistent with prior attitudes, the individual will support the advertisement. By implication, the aim of advertising, apart from the creation of awareness, is to persuade consumers to take a positive step towards the product. When products or services are advertised, marketers include the attributes, benefits and other details in the advertisement to lure consumers to the brand. Consumers on the other hand may pay attention to the details of the advertising message and accordingly process it depending on their involvement with the product or services whether it is high or low. If the products or services meet their expectations and they are convinced by the message, they may likely take a step towards the
products or services. Likewise, advertisements of Maclean toothpaste product provide details about product attributes and benefits.

Consumers on the other hand may cognitively process the information given about these products to choose their preferred brand from other competing brands. The attention given by consumers to details of advertised Maclean toothpaste products is dependent on whether elaboration is high or low. Therefore, if consumers are persuaded by advertisements to try Maclean toothpaste and are satisfied by its offerings, they (consumers) may likely have a positive attitude about the product and develop a favourably brand preference which will determine their choice of Maclean toothpaste products.

**Consumer Perception Theory**

The Consumer Perception Theory was propounded by Berelson and Steiner in 1964. The assumption of the theory is that mass communicators want audiences to pay attention to their messages, learn the contents of their messages make appropriate changes in attitudes or beliefs, or produce the desired behavioural responses (Arens, 2006). According to Belch and Belch (2012), the theory shows how consumers perceive, conceive and remember advertising messages or generally any communication. It also shows factors which determine the acceptability of such messages. This means that for advertising to influence consumers, they must perceive, conceive and remember advertising messages which in the long run make them patronise a product. Bassey (2020b) posits that the subject of perception is important to advertisers because of the awareness that the target audience filters messages irrelevant to their needs, moods, beliefs, status and experience through selective perception.

The consumer perception theory is related to this study because it justifies the fact that every persuasive communication is received in two ways; that is either a negative or positive response, whichever type of response will greatly be determined by individual perception of the subject matter. More so, consumers are active processors of information received from advertising messages and their interpretation of the messages leads to the formation of a new attitude or change of the existing attitude. The theory is relevant to this study because it explains consumers’ attitudes towards Macleans toothpaste advertisements and their influence on consumer brand patronage in the Uyo metropolis. However, this can only be seen in the way consumers behave and pay attention to each advertisement to meet consumers’ needs.

**Research Methodology**

**Research Design**

The research technique for this study was the survey research design with the questionnaire as a data collection instrument. This technique was adopted to capture an accurate assessment of the influence of advertising on brand patronage of Macleans toothpaste in the Uyo metropolis. The survey is a suitable method for studying the opinions, orientations and views of subjects in large population settings such as residents of Uyo, the Akwa Ibom State capital. The survey is a vital research method for collecting valuable data from a population too large to be observed directly. It does not only gather, analyse and present data, it goes further to interpret the data, synthesise and integrate them with other variables to unravel the relationship between the data and the variables (Senam & Akpan, 2014). Thus, usually, the researcher is compelled to draw a representative sample of the population to make inferences.

**Population of the Study**

The population of this study comprised all the residents of the Uyo metropolis. The population of the study is therefore based on the 2006 National Population Census (NPC,
2006) projected to 2022 at the rate of 3.4%. The projected population of Uyo as of 2022 stood at 522,398.

Sample Size and Sampling Procedures

The sample size for the study was 384. This sample size was statistically determined using the Topman Formula. This formula was used for determining sample size at 0.05 level of tolerable error for a finite population of Uyo residents estimated at 522,398. For equal representation and generalization, the multi-stage sampling procedure was employed, the researcher made use of two sampling procedures at different stages. In the first stage, cluster sampling was used. Uyo metropolis was divided into five clusters, with each cluster representing the different major roads in Uyo metropolis as shown below. In the second stage, purposive sampling was adopted because respondents must be users of Macleans toothpaste. The three hundred and eighty-four (384) sample population was divided by the selected fifteen (15) shopping Malls located on the five (5) major roads in the Uyo metropolis.

Table 1: Major Roads (clusters) in Uyo metropolis and selected Superstores

<table>
<thead>
<tr>
<th>S/No</th>
<th>Clusters</th>
<th>Store 1</th>
<th>Store 2</th>
<th>Store 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Oron Road Cluster</td>
<td>Nteps Shopping Mall</td>
<td>Metropolitan Supermarket</td>
<td>Oxford Supermarket</td>
</tr>
<tr>
<td>2.</td>
<td>Abak Road Cluster</td>
<td>Central Supermarket</td>
<td>McKay Supermart</td>
<td>Eureka Superstore</td>
</tr>
<tr>
<td>3.</td>
<td>Ikot Ekpene Road Cluster</td>
<td>Jane-Juliet Shopping Mall</td>
<td>Urban Supermarket</td>
<td>De choice Shopping Mall</td>
</tr>
<tr>
<td>4.</td>
<td>Nwaniba Road Cluster</td>
<td>Merit Supermarket</td>
<td>Richway Supermarket</td>
<td>Kingstar Supermarket</td>
</tr>
<tr>
<td>5.</td>
<td>Aka Road Cluster</td>
<td>Medan Superstore</td>
<td>Sunshine Shopping Mall</td>
<td>Charis Shopping Centre</td>
</tr>
</tbody>
</table>


A total of 25 copies of the questionnaire were distributed to the selected Malls for each road. Based on the researcher’s discretion, the remaining nine (9) copies of the questionnaire were distributed among Nteps in Oron Road, De Choice in Ikot Ekpene Road, and Central supermarket in Abak Road, bringing the total number to 28 copies of the questionnaire for each of these superstores. The researcher also adopted the purposive sampling procedure for the selection of the individual respondents on the ground that respondents must be users of Macleans toothpaste. Out of the 384 copies of the questionnaire administered to respondents, 378 copies were returned and considered useful for the study.

Table 2: Sample Size and Questionnaire Distribution of Selected Shopping Malls

<table>
<thead>
<tr>
<th>S/No</th>
<th>Superstores</th>
<th>Sample size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Nteps Mall</td>
<td>28</td>
<td>7.2</td>
</tr>
<tr>
<td>2.</td>
<td>Metropolitan Mall</td>
<td>25</td>
<td>6.5</td>
</tr>
<tr>
<td>3.</td>
<td>Oxford Supermarket</td>
<td>25</td>
<td>6.5</td>
</tr>
<tr>
<td>4.</td>
<td>Central Supermarket</td>
<td>28</td>
<td>7.2</td>
</tr>
<tr>
<td>5.</td>
<td>McKay Superstore</td>
<td>25</td>
<td>6.5</td>
</tr>
<tr>
<td>6.</td>
<td>Eureka Supermart</td>
<td>25</td>
<td>6.5</td>
</tr>
<tr>
<td>7.</td>
<td>Jane-Juliet Mall</td>
<td>25</td>
<td>6.5</td>
</tr>
<tr>
<td>8.</td>
<td>Urban Supermarket</td>
<td>25</td>
<td>6.5</td>
</tr>
<tr>
<td>9.</td>
<td>De Choice Mall</td>
<td>28</td>
<td>7.2</td>
</tr>
</tbody>
</table>
Table 3: Respondents' exposure to advertisements on Macleans toothpaste

<table>
<thead>
<tr>
<th>Options</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposed</td>
<td>324</td>
<td>86</td>
</tr>
<tr>
<td>Not exposed</td>
<td>54</td>
<td>14</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>378</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2023

The data presented in Table 3 reveal that 324 (86%) of the respondents were exposed to the advertisements for Macleans toothpaste. A total of 54 respondents accounting for 14% were not exposed to the advertisements of Macleans toothpaste. This shows that an overwhelming majority of the respondents were exposed to advertisements for Macleans toothpaste.

Table 4: Advertising channels that exposed respondents to Macleans toothpaste

<table>
<thead>
<tr>
<th>Advertising channels</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>228</td>
<td>60</td>
</tr>
<tr>
<td>Radio</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Newspaper</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Magazine</td>
<td>37</td>
<td>10</td>
</tr>
<tr>
<td>Billboard</td>
<td>93</td>
<td>25</td>
</tr>
<tr>
<td>Internet</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>378</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2023

The data shown in Table 4 indicate that 228 (60%) of the respondents were exposed to advertisements of Macleans toothpaste through Television. Billboard provided exposure to 93 respondents (25%); 37 respondents or 10% had exposure through the magazine outlet while the internet gave exposure to 20 respondents representing five (5%). It shows that advertisements for Maclean toothpaste were mainly featured on Television.

Table 5: Respondents preferred brand of Macleans toothpaste

<table>
<thead>
<tr>
<th>Brands of Macleans toothpaste</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macleans Herbal</td>
<td>101</td>
<td>27</td>
</tr>
<tr>
<td>Macleans Milk Teeth</td>
<td>27</td>
<td>8</td>
</tr>
<tr>
<td>Macleans Complete Care</td>
<td>206</td>
<td>54</td>
</tr>
<tr>
<td>Macleans Extreme Clean</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Macleans Fresh Gel</td>
<td>41</td>
<td>11</td>
</tr>
<tr>
<td>Macleans Sensitive</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>378</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2023
Table 5 reveals that 206 (54%) of the respondents prefer the Macleans Complete Care brand; 101 (27%) of the respondents use the Macleans Herbal; 41 (11%) of the respondents prefer Macleans Fresh Gel; 27 (8%) respondents patronize Macleans Milk Teeth while Maclean Extreme Clean and Macleans Sensitive recorded no patronage. This indicates that Macleans Complete Care is the most preferred brand of Macleans toothpaste in the Uyo metropolis.

Table 6: Responses as to whether respondents are influenced by advertisements to purchase Macleans toothpaste

<table>
<thead>
<tr>
<th>Options</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agreed</td>
<td>219</td>
<td>58</td>
</tr>
<tr>
<td>Agreed</td>
<td>121</td>
<td>32</td>
</tr>
<tr>
<td>Disagreed</td>
<td>38</td>
<td>10</td>
</tr>
<tr>
<td>Strongly Disagreed</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>378</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2023

The data in Table 6 show that an overwhelming majority of 219 (58%) and 121 (32%) of the respondents strongly agreed and agreed respectively that they were influenced by advertisements to purchase Macleans toothpaste. Only 38 respondents or 10% disagreed on the influence of advertising regarding their patronage of Macleans Toothpaste. This suggests that 340 (90%) of the respondents were influenced by advertisements to purchase their preferred brand of Macleans toothpaste.

Table 7: Advertising factors that influenced the decision on the purchase of Macleans toothpaste

<table>
<thead>
<tr>
<th>Factors</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Style of presentation/packaging</td>
<td>102</td>
<td>27</td>
</tr>
<tr>
<td>Good production/flavour/Quality</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Celebrity used</td>
<td>107</td>
<td>28</td>
</tr>
<tr>
<td>Message presentation/pricing</td>
<td>144</td>
<td>38</td>
</tr>
<tr>
<td>Time/Frequency of presentation</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>378</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey, 2023

The data in Table 7 reveal that 144 (38%) of the respondents indicated that the pricing and message presentation in the advertisement influenced their patronage of Macleans toothpaste. Celebrities influenced 107 (28%) respondents; style of presentation and packaging attracted 107 (27%); flavour and quality of production influenced 15 respondents (4%) while time and frequency of presentation attracted 10 (3%) respondents. This shows that the message presentation in the advertisement was the major influencing factor in the consumer purchase of Macleans toothpaste.

Discussion of Findings

RQ 1: What is consumers’ level of awareness of advertisements on Macleans toothpaste in Akwa Ibom State?

The data in Table 3 reveal that 324 (86%) of the respondents were exposed to the advertisements for Macleans toothpaste. A total of 54 respondents accounting for 14% were not exposed to the advertisements of Macleans toothpaste. This shows that an overwhelming
majority of the respondents were exposed to advertisements for Macleans toothpaste. The finding of this study correlates with one of the tenets of the elaboration likelihood model that exposure to ads leads to either a high level of involvement (central route) or a low level of involvement (peripheral route) of persuasion with the product advertised. The finding also supports Arens et al. (2013) who observed that ads invite people to try the products; and create awareness and recognition of the brands (Sawants, 2012; Natala, 2011; Ewald, 2015).

RQ 2: What are the advertising channels that exposed consumers to Macleans toothpaste advertisements in Akwa Ibom State?

The information in Table 4 indicates that 228 (60%) of the respondents were exposed to advertisements of Macleans toothpaste through Television. Billboard provided exposure to 93 respondents (25%); 37 respondents or 10% had exposure through the magazine outlet while the internet gave exposure to 20 (5%) respondents. It shows that advertisements for Maclean toothpaste were mainly featured on Television. Television has the advantage of combining sight and sound, thus enhancing the demonstration of the efficacy of the advertised products. This corroborates the views of Arens (2006) who asserts that people watch television because its audio-visual features are capable of satisfying consumers’ sense of sight and sound. This finding is also in line with one of the assumptions of the consumer perception theory which states that for advertising to influence consumers, they must perceive, conceive, and remember advertising messages which in the long run makes consumers patronise a company’s product.

Similarly, this finding confirms the earlier studies by Oladele et al. (2014) which revealed that consumers are generally exposed to television ads. It also supports the views of Arens and Weigold (2009) that no other medium today has the unique creative ability of television; the combination of sight, sound and motion; the opportunity to demonstrate the product, the potential to use special effects, the chance to develop the empathy of the viewers and the believability of seeing it happen right before the eyes. All these point to the fact that when it comes to advertising, television is still the advertisers’ number one choice despite the advent of the web.

RQ 3: What is the influence of advertisements on consumers’ brand patronage of Macleans toothpaste in Akwa Ibom State?

The data computed in Table 6 show that 219 (58%) and 121 (32%) of the respondents strongly agreed and agreed respectively that they were influenced by advertisements to purchase Macleans toothpaste. Only 38 respondents or 10% disagreed on the influence of advertising regarding their patronage of Macleans Toothpaste. This suggests that 340 (90%) of the respondents were influenced by advertisements to purchase their preferred brand of Macleans toothpaste. This result supports the views of Daramola (2003) as cited in Ali (2011) that advertising messages have effects on consumers because advertising does not only disseminate information about a product but also arouses a desire to patronise the product or service in the consumer. It also corroborates Ayanwale et al. (2005) and Timothy (2012) that advertising messages are often strong and appealing enough to persuade and build brand patronage as well as influence purchasing habits.

RQ 4: What are the advertising factors that influenced the purchase decision of Macleans toothpaste in Akwa Ibom State, Nigeria?

From the computation in Table 7, a total of 144 (38%) of the respondents indicated that the pricing and message presentation in the advertisement influenced their patronage of Macleans toothpaste. Celebrities influenced 107 (28%) respondents; style of presentation and packaging attracted 107 (27%); flavour and quality of production influenced 15 respondents (4%) while time and frequency of presentation attracted 10 (3%) respondents. This finding
reveals that pricing and message presentation in the advertisement had the highest influence on the consumer purchase of Macleans toothpaste. Hence, pricing and message presentation were the major influencing factors in the consumer’s purchase decision. This finding supports earlier work by Ijwo and Omula (2014) that any advertisement that addresses the needs of the target consumers will likely influence their purchase decision. This finding is in line with the theory of elaboration likelihood model which states that the effectiveness of an ad takes place within the central and peripheral routes to persuasion. Hence, consumers’ other reason for brand preference and patronage was the quality of the brand.

This means that the central route to persuasion has been utilised by the consumers. Arens (2006) points out that through exposure to ads in the central route to persuasion, consumers have a higher level of involvement with the product message, as a result, they pay attention to the central product related information which leads to positive purchase intention. This finding buttresses the fact that the quality of the brands gives maximum satisfaction to the consumers, which leads to patronage and loyalty.

**Conclusion**

Based on the above findings, this study concluded that the exposure of consumers to Macleans toothpaste advertisements in Akwa Ibom State of Nigeria is high (86%). The study also inferred that advertising leads to the brand patronage of Macleans toothpaste. As consumers were of the view that ad makes them buy their preferred brand of toothpaste and there is the tendency of repeat purchase as the consumers are likely to buy their brand of toothpaste during their next shopping. The study further draws the inference that message presentation, pricing, style of presentation and packaging are strong factors that support advertising in attracting product patronage of Macleans toothpaste while the majority of the consumers receive exposure to Macleans toothpaste advertisements through television.

**Recommendations**

Based on the findings of the study, the following recommendations are made:

1. There is a need for consistency in the advertisement of Macleans toothpaste. This should be in the number of times the advertisements are presented to the public. Such a regular presentation or consistency will make the target customers, adjust their beliefs or attitudes to maintain consistency in the area of exposure.

2. Easily accessible mass media other than television should be used to communicate advertising messages on Macleans toothpaste, particularly among residents of the Uyo metropolis. This will bring the much-desired exposure, which can lead to significant influence.

3. Advertisers must ensure that message presentation, pricing and packaging are attractive and competitive to make the product appealing as well as build brand preference and patronage. The contents and talents used in the advertisements should be familiar to the target consumers to command their interest and patronage.

4. It is also recommended that manufacturers and producers of different brands of toothpaste should strive to improve and review the quality of their brands, to give maximum satisfaction to their consumers to get their constant patronage.
References


