

Advertising Appeal Strategies and Customer Loyalty in Nigerian Brewery Industry in South-South, Nigeria

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Abstract: *This study examined the relationship between advertising appeal strategies and customer loyalty in Nigerian Brewery Industry in south-south, Nigeria. Survey was drawn from customers/consumer of breweries brand in federal universities in South-south (university of Port-Harcourt, university of Calabar, and university of Benin). The data collection instruments were above 0.70. Pearson product moment correlation coefficient was used in testing hypotheses 1 to 5 using statistical package for social science (SPSS) version 22.0. Result shows that sex appeal and humor appeal have a very strong positive significant impact on repeat purchase. But fear appeals have a very weak positive relationship with repeat purchase. This implies that the older a consumer, the lesser the impact of advertising appeals on his/her loyalty to a brand's advert. The study recommended that brewery firms should employ the service of seasoned advertising firms or personnel that can drive consumer via their advert message devoid of offence and invest more on sex appeal to boost and earn customer loyalty.*

Keywords: *Humor Appeal, Fear Appeal, Sex Appeal, Customer Loyalty.*

INTRODUCTION

Advertising is ranked among critical commercial tools or factors in the contemporary competitive business environment that boast product patronage (Lin, 2011). Advertising creates product awareness; project corporate image and position the product and persuade customers through message appeal. Kotler (1997) as cited in Lin (2011), appeal is the heart of an advertisement because of its driving force. Appeal represents the target market degree of attraction and arouses consumers' desire to purchase that product. Advertising appeal creates positive impact on consumers attitude toward the product advertised.

Thorson and Leavitt (1992) as cited in Lin (2011) assert that advertising stimulates product patronage and enhances customer loyalty. Advertising appeal is a conscious practice targeted at attracting consumers' attention and to change such consumers' perception of the product if different from that of the advertiser and build a specific psychology for that product (Schiffman and Kanuk, 2007). This shows that advertising appeal is capable of converting a potential customer and retains existing customers thereby making them loyal to the product.

Increase in the frequency of an advert result to increase in brand recall, purchase intention and customer loyalty (Khuong, Hoa and Nguyen 2016). Khuong et al (2016) assert that irrelevant and disfavoured advertisement appeal will lead to customer disloyalty irrespective of its seemingly message drive. Hence, the choice of advertising spokesperson is critical to appeal functionality and product liking.

Numerous studies have been carried out on some aspect of advertising appeal strategies, placing emphasis on advertising. E.g. Kenechukwu, Asemah and Edegoh (2013) studied “behind advertising: the language of persuasion” and found a correlation between advertising appeal and customer loyalty. Chahal and Kaur (2015) examined appeal in green advertising: a case study of factors affecting the persuasiveness of appeal and proved that fear and environmental related appeals affect customer satisfaction and loyalty. Nwankwo *et al.* (2013) focused on factors influencing customer loyalty toward online shopping indicated that scarcity, snob, and sex appeal influence customer loyalty but at varying degree. These studies were conducted in other countries of the world and Nigeria but not in south-south. It is however not clear whether these findings are applicable to the brewery industry in South-south. In this study sex, humor and fear appeal will be employed because they appear more in literature.

Firms naturally strive to acquire and importantly keep the valuable customers. This save costs and build relationship. Kheng, Mahamad, Ramayah, and Mosahab (2010) opined that customer loyalty reflects in repeat purchase and referrals. Pratiminingsil *et al.* (2003) added purchase intention. In context, South-south is densely populated with luxury minds accompanied with high level of demand for breweries products from different market segment: infants, youths to adult, advertising appeal is expected to create brand awareness, attract new customers, boost patronage and plant customer loyalty but rather otherwise. Different customers have different emotional or psychological state and what type of appeal that really influence and spur their loyalty is not well defined. This has posed great challenge to the brewery industry. Thus, the aim of this study is to determine the extent to which advertising appeal strategies of the brewery firms in south-south affect customer loyalty. However, the specific objectives were as follows:

- To determine the extent to which humor appeal affects customer loyalty.
- To determine the extent to which fear appeal affects customer loyalty.
- To determine the extent to which sex appeal affects customer loyalty.

The following research hypotheses were admitted in this study

- Ho₁: Humor appeal has no significant relationship with repeat purchase.
Ho₂: Fear appeal has no significant relationship with repeat purchase.
Ho₃: Sex appeal has no significant relationship with repeat purchase.

Operational Framework

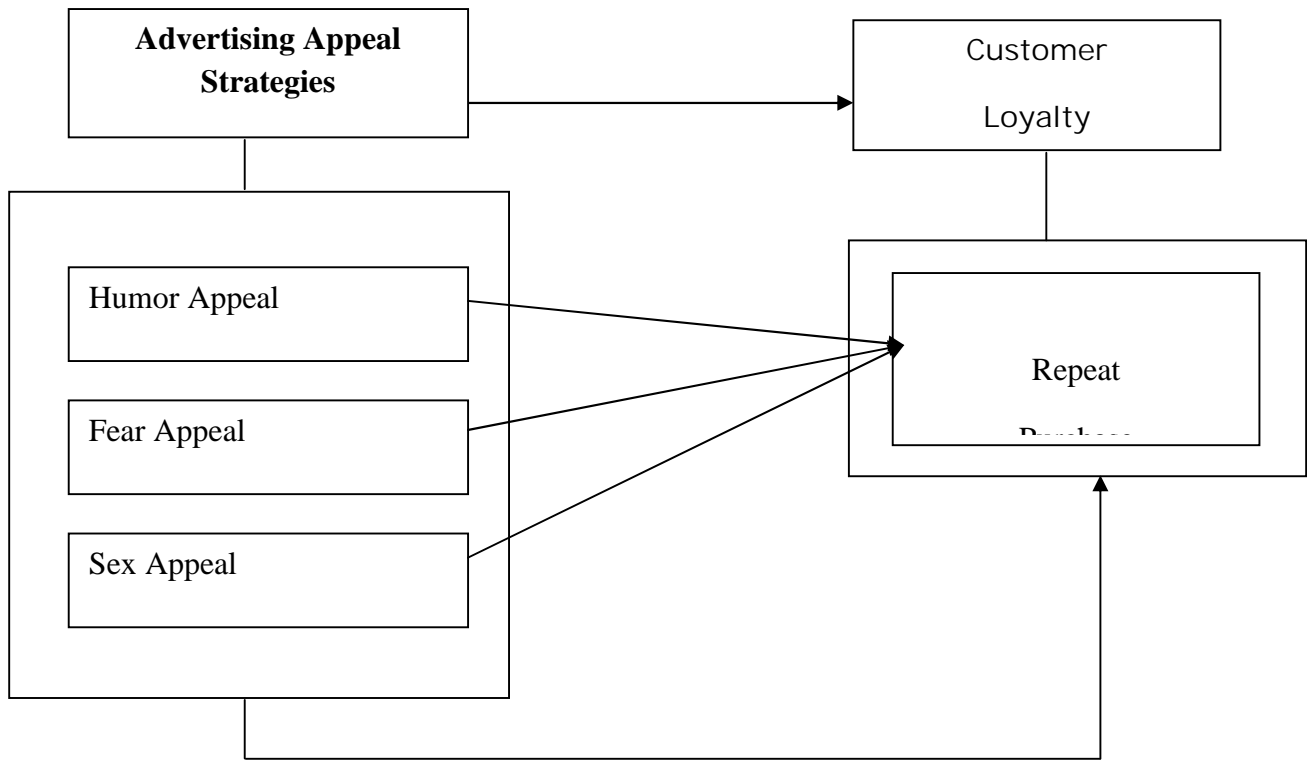


Fig. 1.1 Operational Framework of the Study

Source: Literature review (2019)

LITERATURE REVIEW

Theoretical Foundation

Persuasion Theory

The theory holds that individual customer's behaviour can be altered or reshaped by affecting their cognitive precursors. Balotito (2012) argues that consumers will purchase a specific offer when an ad advert message appeals to their emotions and general sensibilities. Persuasive advertising is worthwhile in the face of intense competition with the drive of building a selective demand for an offer (Kotler & Armstrong, 2006). An individual will only access persuasion knowledge when he/she desired to understand advertisements, sales presentation or behaviour of the service providers. Consequently, brand prestige is critical because a consumer's degree of association and respect he/she has for a brand is translated to its advert (Friested & Wright, 1994).

Advertising Appeal Strategies and Customer loyalty

Advertising appeal strategies are different approaches at the disposal of the advertiser that could be used to attract the attention or interest of the consumers and influence their feelings towards that offer or cause (Asiegbu & Igwe, 2012). Khuong *et al.* (2016) titled the effect of television commercial on customer loyalty- a mediation analysis of brand awareness conducted in Ho Chi Minh city, Vietnam revealed via multiple regression test that music, humor, and trust positively affect brand awareness and customer loyalty. It was also established that the degree at which a customer is exposed to his/her service provider's advertising message, the more loyal her/she become to that brand or product. Advertising appeal strategies build customer trust and satisfaction and trust has longer influence on future relationship (Dan, Donald & Rao, 2009).

Lin (2011), captioned the impact of advertising appeals and advertising spokesperson on advertising attitudes and purchase intentions conducted Taiwan revealed via regression analysis test that advertising appeal strategies have a significantly positive impact on repeat purchase and rational appeal among other appeals is more prevalent.

Humor Appeal and Customer Loyalty

Nguyen *et al.* (2016), the effect of television commercials on customer's loyalty – A mediation analysis of brand awareness, an empirical study revealed that humor is positively associated with brand awareness and customer loyalty but customers' loyalty is indirectly affected by variables of repetition, humor, advertising and message. Weinberger and Guks (1992) as cited in Nguyen *et al.* (2016) in their study found out that humorous advertising messages attracts, sustains consumers' attention and increases the like for both the advert and the advertised brand. Consumers are attracted by the humour in an advert because it makes them to like the advert and respond accordingly as designed by the identified sponsor. This makes the target audience exposed to the funny advert to focus and concentrate on the advertised brand and product.

Humour appeal attracts consumers attention, makes them to laugh thereby making them involved. Weinberger and Gulas, (1992) as cited in Nguyen *et al.* (2016) assert that humorous advertisement earn the advertised product or brand acceptance through positive thinking based on the fun in it. An investigation on the moderating effects of product involvement on the effect of humor on memory and attitude towards the advertisement revealed that there is a strong connection between humor and memory of advertised product and brand name (Hwiman & Zhao, 2003). Humor produced by an advert message has a higher tendency of influencing consumer's purchase decision and repeat purchase.

Upadhyaya (2015) found out in his research work that humorous advertisement has positive relationship with persuasion. The author added that humor advert is most suitable for achieving communication goals and creation of instant product awareness but above all enhance persuasion, liking for a product or service and produces repeat purchase. Advertising practitioners and viewers alike confess that humor advertising appeal earn 90% percent of effective when used appropriately for the right audience but offensive jokes have high risk (Upadhyaya, 2015).

Humeed (2015) in his study conducted in Pakistan on the relationship between the consumer purchase intentions and criticism find out that consumer purchase intentions considerably impact humorous advertising criticism and Chakroun and Triki (2014) revealed in their work captioned the role of absurdity on consumer persuasion that humorous adverts like achieve marketing objectives than non-humorous adverts, while Bandyopadhyay and Chang

(2014) in their study “the impact of American advertising humor on Taiwanese Consumer” find out that humorous television advertisement positively affect consumer attitude. Mehmood and Masood (2016) assert that humor advertising attract customer purchase intentions and concluded in their research that humor enhances consumer perception of a particular through effective change of consumer’s mind for a product.

Mehmood and Masood (2016) assert that consumer purchase intention is attained through repetition of humor advert while Khuong and Nguyen (2015) agrees that customer purchase decision is influence by humor advert repetition, and Ozyer (2016) established that via different internal and external marketing channel customer purchase decision and loyalty with a brand is created by the humor.

Fear Appeal and Customer Loyalty

Fear appeal stimulates interest and persuade target audience or market. White (2013) in his study on fear appeal advertising: the effect on motherhood and environmental concern discovered that fear appeal creates anxiety and impact on behaviour intention. Edvardsson *et al.* (2000) assert that loyalty (customer loyalty) is customer’s intention or predisposition to purchase from the same organization again. It thus implies that fear appeal influence customer loyalty. Aziz (2016) found out in his work titled does fear of new car technologies influence brand loyalty relationship that fear moderates the relationship between brand service quality, brand value, and brand loyalty. He concluded that created anxiety toward a brand is a critical influence of customer brand loyalty. Anxiety may impact customer loyalty positively or negatively.

Fear is the extent to which certain coping responses are adopted, which in turn influences behavioural intention (Vincent & Dubinsky, 2005). The authors assert that previous studies revealed that fear does not affect adaptive cognitive response development rather it influence the likelihood of considering a Maladaptive coping response (Ho, 2000). Vincent and Dubinsky, (2005) assert that as fear increases, maladaptive coping become lower and purchase intention become higher for the advertised product or brand to ease threat.

Fear appeal posits the danger of using and not using a particular offer hence fear appeal pose threat and motivates individual consumers toward on action (Williams,). Fear appeals makes customers to be very afraid and introduce or recommend solution (Witte & Allen, (2000) meaning that fear in thence purchase intention.

Nabi, Roskos-Ewoldsen and Carpentier (2008) argue that contain threat and efficacy information that can evoke fear and cause adaptive behaviour responses.

Sex Appeal and Customer Loyalty

Udejinta (2015) research titled influence of sex appeal advertising on brand patronage revealed that sex appeal stimulate demand for a product, increases patronage and cause customer loyalty. The author stressed that sex appeal attracts customer’s attention, interest and consumption of an offer. Reichert and Lambiase 2001) argued that sexual image in sex appeal has little effect on advertised product.

Sengupta and Dahl (2008) revealed in a search conducted on spontaneous evaluations of sexually themed adverts that explicit sexual content have negative impact on female buying behaviour, while Dahl, Sengupta and Vohs (2009) research findings revealed that there is a strong distinction between men’s and women’s sexual beliefs and motivation. Women are more committed to sex appeal than men but it depends on the degree. The authors added that the

antecedent of a consumers attitudes towards sexual stimuli determine commitment and loyalty.

Reichert and Lambiase (2006) assert that sexual appeal is much more persuasive than other types of advertising strategies when employed in social marketing campaign. Sex appeal is a persuasive drive associated with sexual information which could be nudity, physical attractiveness, suggestive/sexual behaviour, sexual referents/innuendo, sexual embed, and contextual factors (Reichert, 2003).

Peterson and Kerin (1977) as cited in Ayrault (2003) opined that sex drive influence positive attitude towards a brand, product and the company. Reichert, Heckler and Jackson (2001) research find out that sexual appeal could be better strategies for effective communication than non sexual appeal when sexual drive is adequately integrated into an advert message.

Sex appeal is an attention lure that enhances brand recall or evoke emotional response thereby increasing persuasive impact or disgust, embarrassment or uneasiness when the sexual content elicit negative feeling (Veloutsou & Ahmed, 2005). Sex appeal attracts repeat purchase and product dislike depending on sex appeal content. Sex appeal is neither uniformly embraced nor distasted by the target audience but is unethical (Veloutsou, Daskou & Kennedy (2003). Past research give mixed outcomes on the ability of sex appeal to influence consumer attitude towards a brand (Veloutson & Ahmed, 2005) while Maciejewsk; (2004) opine that gender and age are most influenced positively by sex appeal.

Veloutson and Ahmed (2005) assert that sex appeal may or may not influence desired attitude towards a brand, an advert or purchase intention, because some sex appeal content arouse negative feelings and attitudes. The authors study on perception of Sex Appeal in Print advertising by young female Anglo-Saxon and second generation Asian-islamic British reveals that there is difference in the perception of sex appeal. It earns that brand negative or positive attitude based on the set of audience.

Wazir and Ezaz (2012) study on the impact of sex appeals in TV advertisement revealed that there is inverse relationship between sex appeal and advertisement and attitude towards advertisement which in turn lead to displayed attitude towards the brand and purchase intention. The authors added that sex appeal has the capacity to magnet attention more, with a lasting memorability and interest. Jan (2005) as cited in Wazir and Ezaz (2012) assert that sex appeal attracts potential customers.

RESEARCH METHODOLOGY

This study supports the sociological stand point, objective approach. The study adopted the cross-sectional field survey design was used. A total of 397 copies of fully structured questionnaire was hand delivered to respondent who are customers (Full time students of University of Port Harcourt, University of Calabar, and university of Benin) of brewery product within the ages of 18-55 years. The study accessible population is 54760 (full time students: Uniport=25188, Uniben=16757 and Unical=12851) and the sample size of 379 was determined using Taro Yemen. Primary and secondary data were sourced and Pearson product moment correlation was used to test the three hypotheses raised.

Table 4.3 result of reliability analysis

| Variable | Cronbach's Alpha |
|-----------------|------------------|
| Humor Appeal | 0.728 |
| Fear Appeal | 0.659 |
| Sex Appeal | 0.818 |
| Repeat Purchase | 0.798 |

Source: SPSS 22.0 output, 2019

Correlation Matrix on all Variables

| Variables | Statistics | Humor Appeal | Fear Appeal | Sex Appeal | Repeat Purchase | Advertising Appeal Strategies | Customer Loyal |
|-------------------------------|---------------------|--------------|-------------|------------|-----------------|-------------------------------|----------------|
| Humor Appeal | Pearson Correlation | . 1 | .064 | .829** | .871** | .926** | .864** |
| | Sig. (2-tailed) | | .247 | .000 | .000 | .000 | .000 |
| | N | . 325 | 325 | 325 | 325 | 325 | 325 |
| Fear Appeal | Pearson Correlation | .064 | . 1 | .004 | .011 | .325** | .014 |
| | Sig. (2-tailed) | .247 | | .949 | .850 | .000 | .808 |
| | N | 325 | 325 | 325 | 325 | 325 | 325 |
| Sex Appeal | Pearson Correlation | .829** | .004 | . 1 | .961** | .875** | .928** |
| | Sig. (2-tailed) | .000 | .949 | | .000 | .000 | .000 |
| | N | 325 | 325 | 325 | 325 | 325 | 325 |
| Repeat Purchase | Pearson Correlation | .871** | .011 | .961** | . 1 | .893** | .961** |
| | Sig. (2-tailed) | .000 | .850 | .000 | | .000 | .000 |
| | N | 325 | 325 | 325 | 325 | 325 | 325 |
| Advertising Appeal Strategies | Pearson Correlation | .926** | .325** | .875** | .893** | . 1 | .887** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 325 | 325 | 325 | 325 | 325 | 325 |
| Customer Loyal | Pearson Correlation | .864** | .014 | .928** | .961** | .887** | . 1 |
| | Sig. (2-tailed) | .000 | .808 | .000 | .000 | .000 | |
| | N | 325 | 325 | 325 | 325 | 325 | 325 |

** . Correlation is significant at the 0.01 level (2-ta

DISCUSSION OF FINDINGS

The hypothesis was tested and the relationship between the independent and the dependent variable determined showing their magnitude and direction. Also the effects of the predictor variable on the dependent variable were ascertained. It showed that:

There is a very strong positive and significant relationship between advertising appeal strategies and customer loyalty and that advertising strategies significantly affect customer loyalty with 78.7%. The positive correlation coefficient indicates that an increase in customer loyalty is associated with an increase in advertising appeal strategies. This agrees with the work of Khuong *et al.* (2016), advertising appeal strategies significantly affect customer loyalty.

Test carried out on H_{01} showed that there is a very strong positive relationship between humor appeal and repeat purchase. From table 4.4, it show that they have positive correlation coefficient of $r = 0.871^{**}$. This findings support the revelation of the work of Weinberger and Guks (1992) as cited in Nguyen et al. (2016) that says humorous advert retain customer and increase brand recall, Upadhyaya (2015) assert that humor advert enhances persuasion and produces repeat purchase Bandyopadhyay and Chang (2014) revealed that humor advert positively affect consumer attitude.

Test conducted on H_{02} showed that fear appeal does not significantly affect repeat purchase. From table 4.4 they have a positive correlation coefficient of $r = 0.011$. This revelation support the work of Aziz (2016) that revealed that fear appeal may produce negative or positive behaviour from consumers.

Our findings on H_{03} revealed that sex appeal have a very strong positive and significant relationship with repeat purchase. Table 4.4 shows that it has a positive correlation coefficient or $r = 0.961^{**}$, meaning that an increase in sex appeal will boost repeat purchase. This is in agreement with the work of Rechert and Lambiasi (2006) that says sex appeal is much more persuasive than other advertising appeal and Veloutsou and Ahmed (2005), revealed that sex appeal earn repeat purchase.

CONCLUSION

This study aimed at investigating the relationship between advertising appeal strategies and customer loyalty in the Nigerian Brewery industry in south-south, Nigeria. We also attempted to ascertain the extent to which advertising appeal strategies dimensions: humor appeal, fear appeal and sex appeal independently affect customer loyalty. Thus, the following conclusions were drawn from the study findings and hypotheses.

The study findings revealed that advertising appeal is significantly related to customer loyalty and the test of hypotheses shows that there is a significant relationship between humor appeal and repeat purchase, sex appeal and repeat purchase, and fear appeal and repeat purchase. Therefore, effective application of humor, fear and sex appeal positively influence repeat purchase.

Statistical interactions between fear appeal and repeat purchase and purchase intention shows that fear appeal have a very weak relationship with repeat purchase. Accordingly, fear appeal is not suitable for inducing repeat purchase.

RECOMMENDATIONS

The study recommended that Nigerian Brewery Industry should:

- Employ the service of advertising firms or personnel that are very proficient in developing and producing sex appeal advert that will be rationally attractive and zero offensive in achieving purpose.
- Invest more on sex appeal when there is a decline in a particular brand patronage to boost it immediately.
- Avoid the use of fear appeal because it only increases cost and yield no profit.

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