



# Marketing Communication Tools and Brand Identity of Some Fast Moving Consumer Goods (FMCG) in Nigeria

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**Abstract:** *This study was conducted to identify the creative influences of marketing communication tools on consumer brand identity for some fast moving consumer goods in Nigeria. Explorative method was used in addition to relevant marketing literature (journals, online materials, text books). The following findings were made: that Fast Moving Consumer Goods (FMCG) through the communication media does not only communicate brand core attributes but also transmit to the audience some human behavioral traits of brands. Most media brand messages carry metaphoric influence that is, meaning one thing and with several latent impact. Also, media brand content is meant to induce some form of favorable behavior from consumer in favor of brand and its owners. The implication of this is that brand users display latent behavioral attributes of brands. This is as a result of the emotional attachment to brand due to media influence. The study recommended that producers and media expert should link brand quality to human personalities which brands tend to portray. social identity theory, The likelihood elaboration model was also explored.*

**Keywords:** *Marketing communication, brand identity, consumer brand lifestyle*

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## INTRODUCTION

### 1.1 BACKGROUND TO THE STUDY

One of the incontrovertible things about the concept of communication is its derivation. It originated from the Latin word 'communis meaning commonness.

In essence, to communicate is to make common between ones idea and the other (recipient) action Anyanwu (1999). Ruesch identified over forty approaches to the definition of communication. Richard in topical encyclopedia 1928, gave one of the first definitions of communication thus (Britannica, 1981) "communication takes place when one mind so acts upon its environment that another mind is influenced, and in that other, an experience occurs which is like the experience in the first mind, and is caused in part by that experience. Sigband

(1976) defined it as “the transmission and reception of ideas, feelings and attitudes. Verbally and, or non-verbally which produces a response.

Chester Barnard, taking a managerial stand, defined communication as the means by which people are linked together in an organization to achieve a common purpose. Our emphasis will be on the marketing oriented form of communication and brand identity. Marketing communication is an element of the marketing mix. Precisely, marketing communication consists of such elements as advertising, personal selling, sales promotion, publicity, public relations, direct marketing, online marketing etc. These elements are used to promote the activities of a marketing firm whose business is to convey a commercial message about a product, a service, an organization or an idea with respect to its price, and distribution.

Mostly importantly, the organization may have to position its product or service to the target market in such a way that will stimulate its demand. Most consumers see products in different perspective depending on the kind of promotional messages they carry. The process of using these communication tools to appeal to varied levels of the markets or consumers and the way they associate each product bring to bear the concept of brand identity. Brand identity is a widely used concept with a number of variations. David Aaker (1996) sees it as a set of association that the brand strategist seeks to create or maintain in contrast to brand image. Brand identity is inspirational, in a fundamental sense, it represent what the organization wants the brand to stand for. Most fast moving consumers goods in Nigeria appeal differently to different class of users. The producers and the marketing agents tailor their promotional messages to target each customer according to their peculiarities.

## **1.2 STATEMENT OF PROBLEM**

Since most consumers falls into different demographic segments or social class, perception about producers of fast moving consumer products with their associated promotional messages differs. It is a common place truth that people can produce the right quality of goods, the right quantity etc but lack the right promotional message to reach their respective target customer group base on customers demographic variations. In recent times, consumers have become dynamic in their choices to buy consumers goods. They listen to advertising messages that appeal to them in terms of promoting their personality, association, cultural affinity, relationship etc. Before they can be aroused to buy.

This incidence has affected the sales of producers of fast moving consumers goods who have not factored out these behavioural changes. There have been stiff competition, arising from this and it has resulted to brand switching or defection despite huge expenditure on promotion. Reiched (1990) opined that brand switching or defection account for over 25 percent of the net present value to the receiving companies and 85 percentage loss of revenue to the other companies. In recent times, consumers (actual and potential) do not buy products whose promotional message do not have identity with a personality, culture, reflection etc.

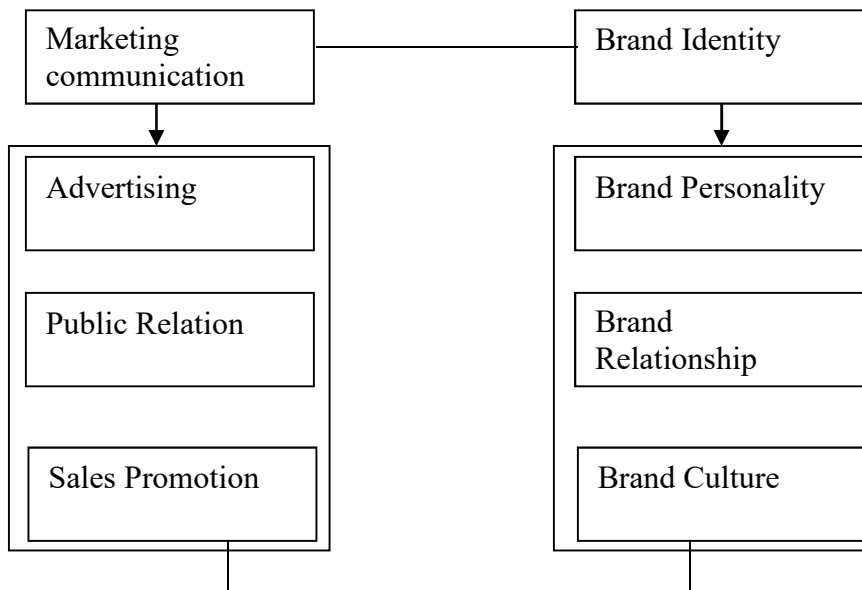
they view the purchase of products as equally associating themselves with the above social attributes. A good example is the sporting items.

### 1.3 AIM AND OBJECTIVES OF THE STUDY

The aims or objective of this study is to examine the role of marketing communication tools and brand identity of some fast moving consumers' goods in Nigeria. The following are the specific objectives of this study:

- How does advertising as a tool influence brand identity creation.
- How does public relation activities influence customer brand relationship.
- How does sales promotional tactics influence brand culture

### 1.4 CONCEPTUAL FRAMEWORK OF MARKETING COMMUNICATION TOOLS AND BRAND IDENTITY OF SOME FAST MOVING CONSUMERS PRODUCTS IN NIGERIA



Source: Prasanna and Punnyamorthy (2007)

### 1.5 IMPLICATION OF THE STUDY

The findings of this study will give stakeholders like media practitioners an overview on the characteristics of various market segments with respect to the kind of communication tools to apply.

The findings will also add to the plethora of literature on marketing communication and how to associate a group with product peculiarities. Psychologist will also benefit from this

because of the inclusion of communication to identify behavioural tendencies of consumers about what they feel about a brand when they fall into a group.

Finally, the study will be of immense benefit to the general public in knowing the influence of a message to a consumer.

## **REVIEW OF RELATED LITERATURE**

### **2.1 CONCEPTUAL REVIEW**

Over the years promotion was the term which assumed various meaning with its Latin connotation as “to move forward”. Just recently, the meaning was narrowed than to communication. This rebirth from promotion to communication as an activity undertaken to persuade others to accept ideas, concepts or things is a major item in programme of marketing effort (Worha, 2000).

Marketing communication is a fundamental and complex part of a company’s marketing which include all messages and media institutions deployed to communicate to its markets and with the expectation of a favourable action or response. It is also a strategy used by a company or individual to reach their target market. It is an essential component of marketing mix. According to business dictionary, marketing communication are coordinated promotional messages delivered through one or more channels such as print, radio, television, direct mail, sales promotion, public relation etc to influence, persuade, arouse a group, a public or potential users of a company’s offering. These coordinated approaches are aimed at inducing commercially significant responses from the target audience. Although, the process of passing these business oriented messages may suffered some encumbrances. One major barrier to this is noise, clutter consumer apathy, brand parity and poor innovative ideas. Noise is an interruption in sensory stimulus that often divert the attention of consumers from receiving messages. Clutter is the high number and concentration of advertisement, presented to a consumer at any time hence, there is a point to which he can take in and processed. Anyanwu (1999) affirmed that noise has the capacity of affecting marketers message at any point in time while consumer apathy is the attitude of consumers in avoiding promotional messages. This attitude erodes relevant marketing stimuli, pertinent to take purchase decisions. Some of them may not know current brands or product existing. A way to avert this apathy is through the creation of incentives, loyalty awards, and competitive pricing.

Brand parity exists when there is a major difference between one company product and the other, no separate value proposition. Brand preference or association does not count rather price consideration. One important objective of marketing communication is to develop a strong brand identity that allows a brand to be position separately from its competitors.

Marketing communication begins with a process which ascertains where the investment is carried out. The process begins at the strategic development stage. This is done by developing a concept or program. That is, you decide what will fall into your message having

done that, you are expected to track responses of your consumers. These responses are documented and will be analyzed by the executives. Many small-business owners sum up their marketing communication activities together but knowing the major six types of marketing communication will help any organization in their selling effort.

**Advertising:** This is most common form of marketing communications to sponsor a company's product. In today's competitive environment, media platform are numerous Okpara, G et al (1999). It is a paid form of non-personal presentation by an identified sponsor. E.g running advert on TV or radio station, newspapers, outdoor media such as bill boards or vehicles or placing banner. Retail adverts, trying to generate sales, while image advertising reinforces brand message.

One major tool business entities use in creating image for their product is advertising. It is the most reliable strategy companies deploy to attain their targets and operate the business successfully (Brassington & Pettitt, 2000).

Orji (2003) opined that advertising involves all activities (religious, business, social or cultural) that educates, inform or persuade the audience about the existence and usefulness of a good or service by an identified sponsor. One basic fact to know is that the main purpose of advertising is to pass product oriented messages with the aim of inducing positive reaction. This message is paid by a sponsor and the advertiser does not speak or act on his behalf. He represents a principal. Abedin & Ferdous (2015) affirmed that advertising helps companies whose products or services are targeted at mass consumer market. The basis for advertising is to create awareness, remind, persuade and provide information about a brand. The message may be found in such media like television, outdoor advertisement such as road shows, bill boards, radio jingles, newspapers, online/internet. One basic way of measuring consumers perceptions is through advertising.

In the light of the foregoing, advertising messages are usually meant to target a group of consumers both actual and potential ones, when messages are targeted at actual users, it assumed that the idea is to restrict the spirit of defection and create an impressive mind set to users that they are still on the right track. When the same message goes to the potential users, it creates an idea that the sponsors are still active to satisfy their needs when patronage is obtained. Advertising message can also be directed to trade middlemen. Most sponsors use these avenues to communicate their incentive plan to them through various media. Advertising media are vehicles by which advertisers convey their messages to target groups (Wright et al 1977). The media can be either print or electronic in nature. Media owners are service or manufacturing agents who desire to fulfill audience need for information, education, entertainment about a product. Advertising media is actually seen as a link between the marketing organizations and the various markets either consumers or industrial. However, for the expansion in the definition of the subject "advertising" it is a paid form of a commercial news, ideas or information about a company's product by an identified sponsor to create a favourable actions that will stimulate need for a product or energize the continuous use

(Ohochukwu, 2019). Advertising messages expressly communicate the central intention of the sponsor which is primary to elicit purchase from the target audience. Although, advertising tend to be far from reality. Most of the advert messages about some products do not have direct bearing. Consumers hear different messages but in product performance variation exist.

### **Public Relations**

Kottler and Armstrong (2012) opined that public relations and publicity facilitate the building of good relationship with a company's various publics by obtaining favourable publicity, building up a good corporate image, and handling or heading off unfavourable rumours, stories, and events relating to such an organization. This is usually achieved through dialogue and consensus. Public relations promote mutual understanding, peaceful co-existence between various publics and an organization. Public relations mirrors out an organizations credible image.

Orji (2003) noted that public relations is an indispensable tool in maintaining good relationship between an organization and its public. This can be deliberate plan of action to improve and maintain mutual understanding with the aim of conversing for patronages from a target group. This is achieved through such events like press releases, newsletters, blogs, social media. From real perspective, public relation is all about a sustained image about an organization. This image ought to be favourable to the organization and evaluated by various publics who are in constant dealings with the respective firm.

Offonry, (1985) defined public relations as the business of creating and maintaining public understanding and support through effective communication, a continuing and constructive interchange between those who are affected by or interested in a function which attempts to create good will for an organization and its products including services with group of people which can affect its present or future welfare. Public relations follows a system which requires a two-way communication since it emphasizes a mutual understanding between concerned parties.

Black (1989) opined that public relation is the art and science of achieving harmony with the environment through mutual understanding based on truth and full information. Nwosu (1996) through his definition identified clearly the management orientation of modern public relations practice, as well as the current emphasis on the practice of effective organizational or management performance, research, planning and communication as the way to success in modern public relation management. Idemili (1990) identified four basic characteristics of public relations as:

- A social philosophy and function of management
- It under studies and evaluates public attitudes
- Identifying the policies and procedures of the organization with public interest
- Execution of programme of action to earn public understanding and acceptance.

Public relations efforts may include institutional advertising, publicity and personal appearance to enhance a firm's image.

Nwosu (1996) divided the functions of public relations as follows:

1. Information and communication function
2. Advisory or counseling function
3. Corporate strategy and policy formulation, corporate image-building and sustenance
4. Event marketing function
5. Protocol function
6. Community relations function
7. Employees relation function
8. Marketing support function
9. Financial relations function
10. International public relation function etc.

These functions are usually performed irrespective of the size of the firm. However, from the above definition one can define public relation as planned and conscious programme of actions to be timely executed with the intention of building confidence in the minds of target markets which will result in favourable responses about an organization with its offerings (Ohochukwu, 2019). All public relation approaches are planned actions and these actions are usually executed within a time frame because management anticipates its responses to be rewarding for image making. The very essence for this mutual communication is to tamper with the minds sets of various publics for a favourable outcome.

### **Sales Promotion**

Most times, companies sponsor public shows. Sales promotion is a non-current selling effort, undertaking to stimulate demand for a product or service. It is also a variety of tactical ways by a sponsor which is non-selling effort to stimulate the demand for a product. Keller (1980) opined that sales promotion is a wide variety of tactical promotional tools of a short-term nature, designed to stimulate earlier and/or stronger target market response.

Etzel et al (1997) defines sales promotion as demand stimulating devices designed to supplement advertising and facilitate personal selling. This can be inform of coupons, loss leaders, point of purchase of displays, premiums, prizes, product samples etc Orji (2003). Companies use this tactics to persuade potential customers to make a trail.

Blythe (2006) view sales promotion as any activity intended to generate a temporary boost in sales which included several communications activities pursued in an attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers.

Gazie et al (1999) affirmed that even non-business organization executes sales promotion in form of raffle draws, crusades, rallies etc. Didia (2000 in Stanley 1982) identified several objectives for sales promotion to include:

- Identification and attraction of new customer
- Introduction of new product
- Increasing the total number of users for an established brand
- Encouraging greater usage by current customers
- Educating consumers on product improvement
- Bringing more customers into retail stores
- Stabilizing fluctuating sales pattern
- Increasing resellers inventories
- Combating or offsetting competitive marketing effort
- Obtaining more and better shelf space and displays

However, sales promotion from my own perspective have to do with all tactical measures by an organization to stimulate demand from potential and actual users in a social arena

The fact remains that expositions, demonstration and other non-current selling efforts deployed in sales promotion are all tactical means of stimulating demand for a product. All of these are done through the media or social arena.

Other marketing communication tools are:

**Direct Marketing:** This is a form advertising where organization communicate directly to customers through a variety of media including cell phone text messaging, email, websites, online adverts, data marketing, fliers, catalogue distribution, promotional letters and targeted television, newspapers and magazines. It includes various media activities used to generate a series of communications and responses with an existing or potential customer (Ful, 2009).

**Personal Selling:** This is a face to face interaction with one or more prospective purchasers for the purpose of making presentations answering questions, and procuring orders (Kottler & Keller, 2012); it creates the single most important link with the customer (Jobber & Lancaster, 2009).

**Publicity:** When awareness is created through a mass media about an organization and its offerings then publicity function has been undertaking, usually this is not paid for by the organization. Bush and Houston (1985) opined that it is any message concerning an organization appearing in mass media as an item of news, for which organization does not pay for and is not general considered to be source. It is designed to attract public interest. In this digital age, there are two major types of publicity, offline and online publicity. Offline publicity include print media (magazines, journals, newsletters, post cards, bill, fliers) television, radio, bill boards etc. Online publicity is done through the internet.



**Internet Marketing:** This refers to advertising and marketing effort that use the web and email to drive direct sales via electronic commerce, in addition to sales leads. Internet marketing is broken down into more specialized pattern such as web marketing, email marketing, social media marketing, search engine optimization.

### **Brand Identity**

Brand identity as a concept is significant in creating a brand or its equity. Aaker and Joachimsthaler (2002) posited that brand identity is a “set of brand associations that the brand strategist aspires to create or maintain.

Brand identity becomes a wider scope because it becomes more than a symbol, graphical and visual attributes that are traceable to a brand and its owners. Brand identity literarily may mean an internal construct which indicates the direction of management thought of what a brand should be. It is an inward point of view expressed externally by consumers and other critical stakeholders. It is understood that brand identity, brand image and brand positioning frequently overlap. (Silveira et al 2013). Brand identity creates an image in the mind of consumers and also dictates terms on what and how the brand or its owners be positioned

In social context, consumer identifies a brand with certain economic, social, cultural, psychological variables. Promotional influences exert these variables in the mind of consumers with the aim of obtaining a favourable outcome.

### **Brand Personality**

Advancement in media technology has open several new channels of communication for business institutions to develop closer relationship between their brands and the target market. This has resulted in strong personality which is capable of inspiring trust, advocacy and a consistent involvement. Listening to message about brand creates a personal relationship.

This relationship makes consumers to ascribe certain personality traits to brand. There are brands that differentiate themselves with outstanding personalities. Brand personality is summarily the association of certain traits to a brand.

Monga and Lau-Gesk, (2007) identified five different ways consumers perceive brands. These five orthogonal personality measures are sincerity, competence, excitement, sophistication and ruggedness. It is worthy to note that a brand can still have multiple dimensional facets in terms of personality. Brand personality is a major component of brand image, in addition to the product physical attributes and benefits (Diamantopoulos et al 2005). Brand personality is difficult to mimic than the tangible product attributes, it becomes advantageous to business practitioners. Aaker (1997) identified five dimensions of brand personality. Sincerity (down to-earth, honest, wholesome and cheerful), excitement (daring, spirited, imaginative and up-to-date, competence ( reliable, intelligent and successful), sophistication (upper class and charming) and ruggedness (outdoorsy and tough) despite the

criticism, Aaker's five scale analysis has been useful to most researchers. When these personality trait becomes actively visible, consumers start forming a group as a point of referencing, this lead, to brand identification and Consumers Start having strong emotional attachment with the brand with a heavy sense of belonging (Donavan et al, (2006).

### **Brand Relationship**

Brand relationship is the repeated interactions between a brand and a customer which reflect similar characteristics of relationship between people, such as love, connection, interdependence, intimacy and commitment. (Yoo won Lee et al, 2005) presented a five dimension to measure brand relationship quality.

- Self-connective attachment
- Satisfaction
- Behavioral commitment
- Trust
- Emotional intimacy

People give their possessions their personal attributes.

Blackstone (1993) redefined brand relationship as an interaction between consumers attitude towards the brand and the brands attitude toward the consumer. Thus, he argued that the consumer's recognition of a brands attitude should be incorporated into the study of brand image.

Fournier (1998) opined that brand relationship is a ties resulting from the interaction between the consumer and his/her brand. In this regard brands are personified, and should be repurchased based on that mutual relationship. Fournier laid down six factors leading to a long-lasting brand relationship:

- a. Love and passion
- b. Self-connection
- c. Interdependence
- d. Commitment
- e. Intimacy
- f. Brand partner quality

To put things in perspective, brand relationship is an intimate affection which consumers attach to brands due to human relationship attributes that the brand possess and exert same on them. Most brands exert same human attributes especially when they are communicated to a target market.

Traditionally, a brand is a name, term, sign, symbol or design or combination of these intended to identify the product or service of one seller or group of seller and to differentiate

them from those of competitors (Bennet, 1988). It is the identification process that creates human behavioural pictures in the mind of consumers.

### **Brand Culture**

Culture which is the totality of the way of life of a people, play crucial role in product branding. Cultural variation creates distinctive explanation why some communities differs from others, cultures represents a set of beliefs, modes of worship, religion, language, dressing, greeting, eating etc which are peculiar to a set of people. There exist a link between culture and brands. A brand culture represents a set of values and norms which a brand communicate through its inspiration and power to consumers who are in close contact with the it.

Brands do not always present its intangible or tangible elements but also involves some socio, psychological attributes, beliefs and values, hence, its management must have holistic meaning in market place ( Schroeder, 2009) Brands are driven by cultural principles or habits which they eventually transmit to their target audience and cultural influence affect brands. It is worthy to note that while brands transmit culture which I termed as brand lifestyle. In the same way culture influences brands. Cultural assets form core values of brands and create their identities (Kapferer, 2008). The culture which brands transmit to the audience is usually meaningful and in consonance with the existing audience cultural heritage.

Barbu (2012) opined that brand culture refers to the cultural codes developed by brands at a significant level (history, images, myths, art, belief) which influence the comprehension and the value of a brand to the market. Brand culture affects the senses of the customer, and thus, their consumption experiences (Holt 2003). From the foregoing, all brands carries distinct cultural heritage which has the capacity of influencing any domain either the community or the market depending on how the media present them.

In Nigeria, for example the mobile telecommunication companies adopt colours as branding strategy. Local communities, cities and towns have been influenced by these colours. These colours are yellow, green for MTN and Glo respectively. The impact of their promotional tools have made virtually all parts of Nigeria to appreciate the value of these colours. Brand culture are strongly affected by national culture which is defined as a collective programming of the mind (Hofstede, 1980). For example the cultural signal which the Nigerian flag transmit to the minds of its citizens is that it is a peaceful agrarian society. This was before the advent of liquid gold (Oil). Brand comes with its own peculiar cultural forces, establish behavioural life style to the market.

### **Theories and Models**

The term theory” suggest an abstract understanding of a process. Miller says it is a process, Hoover (1984) defines it as ‘a set of proposition related, which suggest why events occur in the manner they do” Foss and Griffin (1999) opined that it ‘a way of framing an experience or event-an-effort to understand and account for something and the way it

functions in the world". Marketing communication process involves the use of media vehicle to convey brand related attributes for a remarkable marketing response or reaction. Theories are real world phenomenon and such can be used to relate to several circumstances. It is in this context, I relate social identity theory to the study and likelihood elaboration model.

### **Likelihood Elaboration Model**

Elaboration likelihood model was developed by Richard E. Peety and John T. in 1980's. According to this model, persuasion which is part of our daily life occurs when readers, listeners or viewers learns a message from what they read, listen or which is translated to them inform of ideas and will be persuaded by it. One learns something from and be persuaded. However, learning does not combine with persuasion as when one hate an advert or message and do not want to hear it, it will be difficult to persuade such individual. (ELM) Explains how persuasion helps in changing the altitude of reader or viewer. Companies design their promotional strategies, by understanding altitude of people. (ELM) further explains how each and every message undergoes stages of persuasion. They are central and peripheral route, acting as persuasive techniques. Central route occurs when altitudinal changes occurs because of purposeful evaluation of a message while peripheral route occurs when elaboration and altitude change do not occur from the inference but rather by association. The relevance of this theory to the study involves the application of Communication tools to inform, stimulate and persuade users and potentials users of a product or service. Again, constant reminders of adverts about a brand will normally make the audience to have full grasp of brand core functions or benefits. The result may trial purchase or sustained patronage.

### **Social Identity Theory**

Social identity theory originated by British social psychologists Henri Tajfel and John Turner in 1979. The theory explains that a person's concept of self, emanate from the group to which he or she associate himself. An individual does not have selfhood, but several selves and identities associated with his or her affiliated groups.

An individual action is based on varying social context according to the group he falls into. When an individual perceives himself as part of a group, it becomes familiar with the norms of the group. Other comparable groups that person does not identify with are called out groups. As individual strive to improve their self-image by trying to enhance their self-esteem. There are three processes that create this in-group/out-group syndrome.

- **Social Categorization:** Here people are categorized before they are identified. By knowing the categories people belong to, one understand things about them with appropriate definition about their behavior based on the group they belong to.
- **Social Identification:** This happens by adopting the identity of group people belong to, and to act in a way to perceive members of that group.

E.g, if you identify a genuine Christian, you will likely conduct yourself to the norms and values of the Christian faith.

- **Social Comparison:** Once the group have been categorized, within the same group and members of the group identified. There has to be comparison from one group which is the in-group against another group (an out group). This explains prejudice, discrimination, as one group will tend to view members of competing groups negatively to increase self-esteem. This theory is relevant to the study in the sense that, most consumers patronage brand based on brand related human social attributes more than measurable satisfaction. For instance, a notable Nigerian footballer Kanu Nwakwo who is a peak milk brand advocate draws attention to audience about the quality of peak milk not that it is better than others in reality but his approval should be accepted by his football fans. Consumers buy based on group affiliation. A man U fan will wear Man U T. Shirt because he belongs to that club even when his team is not the best.

## **2.2 CONTEXTUAL REVIEW**

Fast-moving consumer goods (FMCG) are products sold easily and at relatively low cost. They are consumer's products with minimal shopping effort; examples include non-durable items like packed foods, beverages, toiletries, over-the-counter drugs and other consumables. Some of them like fruits, vegetables, dairy products are perishable. The turnover rate for (FMCG) is usually high. Durable ones include electronics product such as mobile phones, mp3 players, digital cameras, lap tops and of course other household electronic items like refrigerators, TVs, etc.

It is worthy to note that FMCGs are also classified as convenience items, shopping and specialty items. Those that require minimum shopping effort are convenience items sold in domestic stores. Shopping's items will require a considerable level of deep and wide range of shopping efforts just to compare price and quality whereas the specialty ones usually require narrow and deep search for quality. FMCG has a standard industrial classification with seven main categories as household care items, personal wash items, personal care items, skin care items, hair care items, oral care items and food and beverages.

All FMCG companies in Nigeria can be grouped separately, depending on the number of represented brands in the portfolio.

- Mono brand- representing brands for one category e.g seven 7up
- Offering 2-3 products- for example juice and dairy products, drinks and confectionary (Cabbury Schweppes)
- Multi-product-procter and gambles, nestle, unilver.

Nigeria fast moving consumer goods sector (FMCG) has faced a lot of challenges in the past years due to the decline in global oil prices and the disturbances in the Niger-delta region of Nigeria. The problem of forex accessibility with its attendant economic failure resulted in poor

patronage and turnover. However, the post-recession quarterly report of 2018 declared by the Central Bank of Nigeria shows a performance GDP growth of 1.95 percent with a record of growth rate of 5.46 percent. The introduction of exporters' foreign exchange policy which boosted liquidity in forex market caused an expansion in FMCG sector. Nestle Nigeria Plc based on 2018 report of CBN, recorded robust revenue sales up to 10.9% to ₦135.3bn. This was driven primary by growth in its sales volume of both its food and beverage segment.'

Interestingly, these FMCG companies in Nigeria make use of marketing communication tools as "vehicles to convey their promotional messages to target groups of prospects, and thereby aid in closing the gap between producers and consumer". (Wright et al 1977). The media serves as an independent platform to educate the audience about a company and its products. Once basic truth is that product positioning strategies are carried out by the mass media with a definite intention to reflect what the sponsors have in mind about a product which should have ties with their various target and potential audience.

### **The Effect of Advertising (Marketing Communication Tool) on Brand Personality Creation**

It has been established that the basic objective of advertising is awareness creation about a product or service. However, this awareness is likely to create so-many bi product of ideas, perceptions, images etc in the mind of the target audience. The advertising world has become competitive and creative hence the term media is limited by the imaginative thoughts of the advertiser.

Okpara, G. (1999) this is because what one perceive as advert message for a brand for a particular firm may vary in perception to another. Summarily, Didia, (2000 in Kotler 1984) identified advertising as any paid form of non-personal promotion and presentation of goods, ideas or services by an identified sponsor. This persuasive message to the market, influences thoughts and perception of consumers in such a way that it induces emotional, psychological and sociological reactions. That is, even when the advert message has ended, post advert action begins to play out.

The creative force of advertising results in consumers ascribing some personality traits to brand whose advert and usage appeal to them as seen from this perspective as brand personality. Brands starts wearing human outlook. Aaker (1997) defined brand personality as personality traits associated with a brand. One can posit based on the above definition, brands apart from the symbolic or graphical features, carries inherent human personality attributes such attributes represents what the advertiser and the organization seek to communicate to the target audience in additional to the core, generic and augmented features of a brand. In Nigerian, where this study was conducted most advertisers attach human personalities on bill boards, sometimes, they use them to announce the brand on electronic media in other pattern, they become the actual users even when they not in real sense but all is to communicate to the target audience that such a personality is involved in the promotion and consumption of a particular brand. For example, advertising campaign for peak milk in the media e.g newspapers,

bill boards, radio etc usually has a notable a Nigerian who is a respected international football star Kanu Nwankwo. The advertiser pushed through the message, the human personality attributes of Kanu Nwankwo. The meaning of this action will be that those who are Nwankwo Kanu's football fans automatically begin to associate themselves with peack milk.

Marketing practitioners sees a lot of sustainable advantage in brand personality since it cannot be imitated like the tangible attributes (Any and Lim 2006) especially when positioning and differentiating a product. In Nigeria, most radio jingles, newspaper adverts, online advert for consumers goods are usually introduced by well known personalities. The strategic thought on this method is that the brand in question is hidden rather, the personality traits of media figure that reflects on the brand whether popular brand or not. The image of personality rubs on the brand hence a consumer begins to ascribe human qualities to those brands. When this happens the advocates of the human personality eventual becomes the brand advocates because of the strong emotional attachment. This is one of social identity or categories to which consumers belong (Jajfel and Turner 1985). In current social context, social categories may be in form of political membership, clubs, sport teams, institution of learning etc for which one identifies himself probably because of some personalities involved including the choice of brands. Again, in Nigeria, this is more in the football and political scenes. If a known footballer associates himself with a brand on advert, his "fans" begins to be that brand advocate

### **The Influence of Public Relation (Marketing Communication Tool) in Fostering Brand Relationship**

Public relations is usually a two way system that is, the source (the organization) which communicates programmes that can foster mutual understanding and the receiver (decoder) who through responses delivers favorable outcomes on the media content of the public relation messages. The very essence of these actions by the organization is to command business friendly related influence on some group's attitude or opinion toward that public (Stanton 1981). However, some friendly organization through their public relation activities exerts these relationship traits on their brand. There are consumers who extend the same friendly relationship they have with some organizations to the organization's brand even when brands are inanimate beings. That is, a metaphoric transfer of love/passion which is the central concept in theories of attraction (Berscheid and Reis 1998). Hence, brand relationship is the transfer of human relationship metaphor to a consumer-brand. Metaphors create meaning by the understanding of one phenomenon by means of another in a way that encourages discovery of what is (Morgan 1983): some consumers transmit some human qualities to their choice brands and this creates some form of relationship. In Nigeria, there are people who make use of Coca-Cola container or bottles for storage and will not use anything else if it is not Coca-cola product. This is as a result of the inherent passion they have gotten due to Coca-Cola's public relation extension services they receive from. Thorbjomsen (2008) identified two models of consumers-brand relationship. The brand relationship quality (BRQ) model and relationship investment (RI) model. The BRQ model was developed to evaluate the strength of consumer-brand ties (Fournier 1998) whereas the RI model was developed to understand

satisfaction and commitment in romantic relationships (Rusbuit, 1980) and friendship Rusbuit (1980) This model originated from theories of interpersonal relationship. BRQ has been used for brand extension success (park and Kim 2001), online brand relationships (Thorbimsen et al 2001) and gender differences in brand relationship Monga (2002). Etc the RI model has been use to investigate consumer brands (Geyer, Dotson and King 1991). (Sung and Campbell 2007) for predicting brand web site usage (Librown, and W4etherbe 2006) and explaining the effects of mobile services (Nysveen et al 2005). In Nigeria, the PR initiative of some mobile communication companies like MTN and Glo have made their subscribers to allow these companies to paint their houses with colours peculiar to mobile telecom companies trademark. People now name their dog with the name of their favorite brands like “whisky”

### **Sales Promotion (Marketing Communication Tools) As a Driver of Brand Culture**

Sales promotion is viewed by various marketing minds as non-selling approach, designed to stimulate the demand for a brand. This non-current selling is usually tactical by description Keller (1980). It is designed to stimulate demand and to supplement advertising and personal selling. (Etzel et al (1997). This demand creation approach can be in form of demonstrations, free samples, premiums, and etc all with the aim of inducing non-brand users to try the brand at the same time rewarding loyalist Orji (2002).

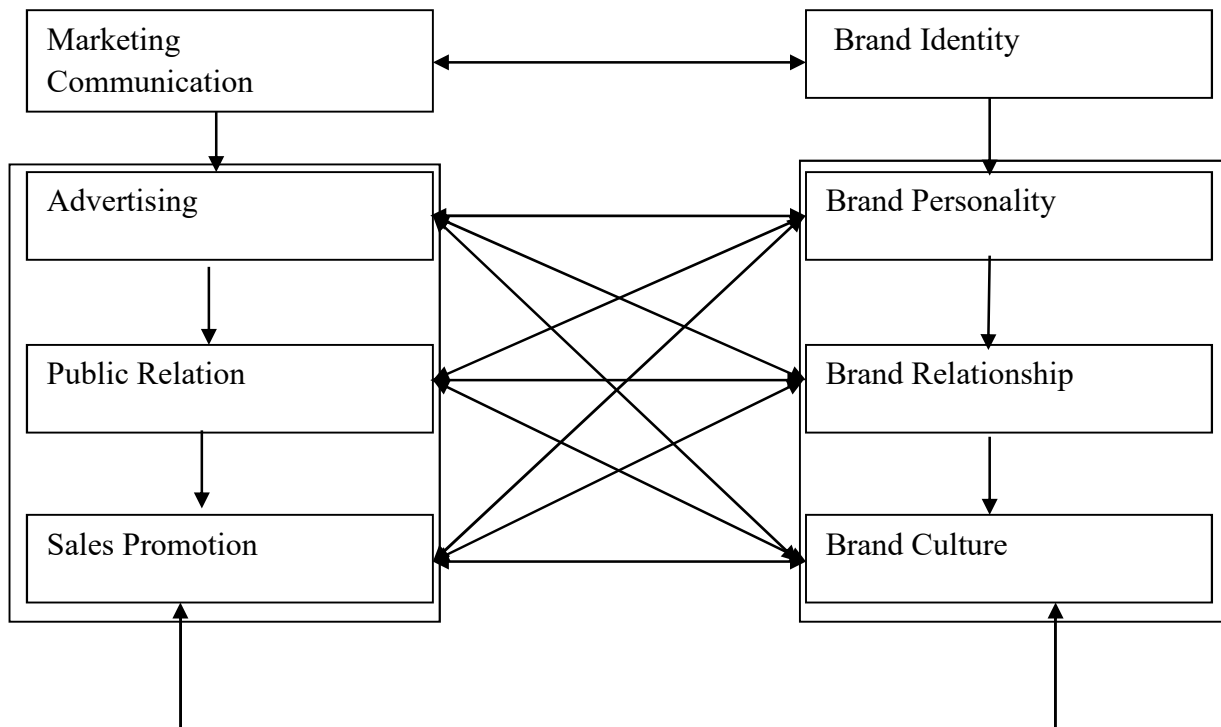
It worthy to note that this promotional activities that stimulates and persuade consumers through tactical means, conveys some inherent set of values, norms about the brand to the target audience. While trying to stimulate demand through sales promotion, there are inherent cultural traits which a brand possesses that are equally transmitted to influence the target audience. For example, a promotional display of indomie instant noodles, a product of Dufil Limited, may means to the advertiser a fast means of putting food on the table in less than 5 minutes. Whereas, the audience may receive the same message but an additional cultural orientation of a fast way of survival.

If the audience are lazy ones, the culture of fast way to survive have be planted in them. Also, just as the brand cultural traits influences the audience the target group lives in a society that has cultural practices of influences the brand and brand users. In some parts of Nigeria where people are not allowed to dance half naked or sell brand of drinks with alcoholic contents, sales promotional tactics may warrant the use of decent dressing and the production of non-alcoholic brand in those areas. The culture is now influencing or suppressing the cultural traits of the brand. In Igbo speaking areas of Nigeria the promotional tactics for alcoholic drinks creates a scenario on local villages with elders on a traditional mission. The tactical means will be to link the brand as the people culture. One basic example was a display of local dry gin called “schnapps”. One displaying the role of an elder on the bill board with a language “don’t pollute our elders with fake”. Even in the mobile telecommunication sector. People adopt various colours base on their mobile network. The subscribed brands are driven by culture, while at the same time transmitting this culture. They infuse cultural traits with meaning. In the branded world we live, (Shroeder, 2007) some brands become cultural artefacts and are



identified with their country or culture. E.g Mercedes products are traceable to Germany. Sales promotional tactics influences how a customer values a brand. Like Coca-Cola product, they transmit a sporting culture to Nigeria healthy users. This is due to sports oriented promotion.

### 2.3 OPERATIONALIZATION OF CONCEPTUAL FRAMEWORK OF MARKETING COMMUNICATION TOOLS AND BRAND IDENTITY FOR SOME FAST MOVING CONSUMER GOODS IN NIGERIA



Source: Researchers Desk

### 3.0 METHODOLOGY

This study adopted explorative research method. Exploratory research is research conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design.

Secondary sources of data were basically used to come out with realistic findings and observations. Report, journal, text books and other relevant marketing literature were used and at the end inference was drawn based on convictions.

### **3.1 ISSUE/GAPS AND OUTCOMES**

Communication is an essential part of human co-existence. Life and business will be boring without communication. Marketing communication or promotional activities which serves as vehicle to convey what a producer has in his brand to the target audience often have metaphorical implication. Apart from brand attributes which the media conveys to audience, there are also some latent influences which a brand exerts on consumers. Most consumers display behavior that is peculiar to the brand message they receive. Recently, in Nigeria there are children that are being refereed as “indomie children” indomie is one FMCG easy family meal. The character trait of children with this name is that they always want the easy way for life. Hence, every action that tends to portray is to make life easy or short cut which indomie food preparation portrays become a name. This action is what I describe as brand life style. When consumers begin to act up the inherent human behavioural properties of a brand, it becomes a brand lifestyle.

### **3.2 FINDINGS**

The following were observed during the study

- Producers of FMCG through the media communicate not only the benefits of a product but equally transmit human behavioural attributes to consumers.
- Marketing communication tools directed to target audience for a brand have metaphoric impact on them.
- Consumers are attracted to brand most times based on the human personality which the media portrays as a core user of that particular brand
- In the communication process, the main attention of the sponsor or the media practitioners is to induce a favourable outcome for patronage and all the promotional tactics are aimed at capturing the mind of the consumer.

### **3.3 DISCUSSION OF FINDINGS**

From the study, the researcher discovered that most producers of FMCG seek media services apart from creating awareness of a brand also to convey certain social benefits of a brand

Every piece of communication has its burden of interpreting the real meaning of the advertiser or sponsor. This burden is the sole responsibility of the recipient which is the target audience. Messages come with a metaphoric action. There are hidden meaning for every brand message one receives. The strategy of using the services of human personality like Kanu Nwankwo for peak milk, Zebudayah for Amatem malaria drug is to attract the lover of these personalities to become active users. These are personalities in the sports and entertainment industries.

Every marketing communication tool is aimed at inducing some form of predicted behaviors that has favorable outcome to the sponsors. Sometimes, it is the content of the media message that sells or makes the brand popular to the audience. Finally, from the study, there are inherent characteristics which most brands have and are exerted to the consumers. The individual user of these brands begins to display it in form of behavior.

#### **4.0 CONCLUSION**

The influence or creative power of marketing communication on consumers brand identity cannot be over emphasized. Marketing communication involves the use of promotional tools to convey commercially significant message about a product or service. While brand identity is a set of human behavioral traits which consumers are attracted to fast moving consumers goods companies use promotional tools like advertising, public relation, sales promotion, publicity, direct marketing etc as vehicles in transmitting brand attributes to a target audience with the hope that they will show concern for the brand. In Nigeria, a promotional message which primarily conveys brand attributes has multiplier effect in the mind of recipients. The message a consumer receivers from a brand often have metaphoric impact. The reason for this is that the sponsors create a picture of relationship, personality and cultural traits about brands through the media. Alcoholic drinks like schinnap create a picture of culture in the mind of most consumers. These promo tools possess multidimensional creative power through various media outfit; several theories in psychology and other human behavioral sciences have supported the notion that communication has the capacity to induce certain actions.

#### **4.1 RECOMMENDATIONS**

For the purpose of this study I recommended these measures for Fast Moving Consumer Goods (FMCG) companies, government and the consumers.

Product quality and assurance should be the basic for including high ranking personalities in advert. Consumers should be more interested in core benefits of a product rather than the emotional attachment brought about by the media content for a brand.

Since brands transmit culture to the audience. The media should ensure that brands do not transmit unethical cultural traits to consumers. Producers of FMCG's should strengthen their Scustomers' relations and resolve all complains about their brands so that consumers will not switch to another brand. Producers should ensure that their brands are "green compliant" both in content and in their promotional messages.

#### **4.2 CONTRIBUTION TO KNOWLEDGE**

This research intends to add this to the body of literature as contribution and to assist others who may want to carryout full empirical studies. It has been established that the media promotional contents exert certain behavioral tendencies to the audience some consumers

who are brand loyalist often mimic various media comments in their daily living. Children will display some traits that one will believe to be the influence of the promotion they have seen either in the print or electronic media.

When an individual consumer begins to personify promotion about his or choice brand in open society, in terms of dressing, talking, that is, post media promotional reaction, it becomes what I called brand life style. Take for instance children display sign of laziness because of the metaphoric impact of fast food. That is why they refer to them as indomie children. Hence when a brand exert its human behavioral forces on consumers with the effect that consumers begin to exhibit the latent or open attributes of that brand in behavior then consumer brand life style is said to be existing in individual.

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## **APPENDIX**

### **Top FMCG Companies in Nigeria**

- **Nigeria Breweries-** Producers of quality drinks
- **Vital Product** – Pharmaceutical and soft drinks
- **Flour Mill-** Golden penny, penny floor
- **Dangote Group-** Producer of groceries to steel, cement, oil and gas
- **Nestle Nigeria Plc-** Producer baby foods, cereals, chocolate, confectionary, coffee, diary and drinks
- **Unilever Nigeria-** Known for the production of royco, lipton, Vaseline, pears, blue band, omo etc.
- **Cormart Nigeria Ltd-** Produces vegetable oil, soft drinks, bottled water, frozen foods etc
- **Beloxi Group-** Famous for cream crackers and biscuit
- **Friesland Campina Wamco Nigeria Plc-** Involves in the production of dairy product tops brands peak, three crowns and frisco
- **PZ Cussons-** they are know for household goods, toiletries, robb, venus, cussons baby, zip, morning fresh.
- **May and Baker** who are known for pharmaceutical products
- **Dufi Prima Food-** Instant noodles
- **Nexans Nigeria-** Cable product
- **Ok Foods-** High quality biscuits chocolate etc. the list are endless.
- **Chi limited-** Produces refreshing fruits drinks and juices, milo products, snacks muffins.
- **Ntri C-**Producers of nutria c of different flavours
- **Dis and Dat Mart-** Making goods for kids and babies
- **Fareast Mercantile Company-** An electrical equipment dealers
- **Nexans Nigeria-** production of cables
- **British American Tobacco-** The leader in tobacco manufacturing in Nigeria
- **Dansa Foods Limited-** Drinks and beverages
- **Bimzy Super Stores Ventures** – Biscuits and beverages
- **Honey Land Foods-** Producers of fresh natural juices and drinks.