

Billboard Advertising Effects on Consumers' Purchase Intent of Heineken in Onitsha Metropolis

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Abstract

This study scrutinized on billboard advertising effects on consumers' purchase intent of Heineken in Onitsha metropolis. The problem statement was too many billboards being erected along the streets and roads of Onitsha metropolis. The specific objective was to ensure that billboard advertising possesses high visual impact among others. Research question was to what extent does billboard advertising possess high visual impact? among others. Research hypothesis was there is no significant relationship between billboard advertising and high visual impact among others. Review of related literature had insight on conceptual review, theoretical framework and empirical review. Survey research design was adopted. Area of the study was Fegge Port Harcourt Road, Onitsha where one of Nigeria Breweries Plc, manufacturing plant is situated. Population of the study was unknown. Sampling plan consists of sample design, sample unit, sample size, sample method and sample procedure. Data was presented and analyzed. Two points, Likert scale of questioning was applied. The study found out that billboard advertising stimulates passersby to make a purchase of Heineken Lager beer. The study concluded that billboard advertising is a very vital tool to create awareness and remind prospects that Heineken is a quality product. The study recommended that Advertising Practitioners Council of Nigeria (APCON) should remove all illegally erected billboards; among others.

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Background to the Study

This study will have insight at billboard advertising effects on consumers purchase intent of Heineken in Onitsha metropolis. Billboard advertisements and signables are communication infrastructure which do not only interest with the public commercially, but doubling as landscape furniture that add beautification to the overall events happening in outdoor spaces. Billboard's ability to highlight the attributes and benefits of a specific product or brand and cause patronage is directly related to its ability to persuade the target audience. This is called economic influence and it is called for, going by the findings in Loto (2011) which indicate that for decades.

Advertising effects on consumers' purchase intent, takes place when the billboard is sighted. The consumer will be stimulated to purchase Heineken because the product brand will be prominently displayed on the billboard; after which the purchase intent occurs. Billboard that is an outdoor sign or poster is also known as outdoor advertising (Duncan, 2013). Billboard relies on its high visual impact, high frequency and high product visibility to create strong impression about the advertised product, event or person on the mind of the audience.

Agbonifoh, Ogwo, Nnolim and Ekerette (1998), viewed advertising as a controlled, identifiable information and persuasion by means of mass communication media. Advertising serves as a strong vehicle of competition and through it, a new comer to the market can inform the general public of the advantages of its product over that of its competitors. Billboard advertising seems to be a social institution, it is expected to inform, educate, entertain, mobilize, persuade and promote the product. Advertising do also perform the same function like personal selling. Advertising compliments personal selling effort without the initial advertisements that have taken place, the task of personal selling would have been more difficult. Advertising seems to persuade the prospects only for the sales representative to conclude the sale and follow-up.

Advertising is defined by Seema (2013), as a paid dissemination of information through variety of mass communication media, to motivate a desired action. Bullmore (2013), defines advertising as any paid media for communication intended to inform and/or influence one or more people. Dominick (2013), posits that advertising is any form of non-personal presentation and promotion of ideas, goods and services, usually paid for by an identified sponsor. Arens, Weigold and Arens (2011) saw advertising as the structured and composed non personal communication of information, usually paid for and usually persuasive in nature about products (goods, services and ideas) by identified sponsors through various media. Stern (2011) perceives advertising as a form of structured, literary text, rather different from spontaneous, word-of-mouth communication.

However, Heineken billboards designed by Nigerian Breweries Plc, usually become outstanding, due to adequate combination of colours and prominent display of the Heineken product that makes the billboard fascinating. These effects on consumers' prompt the purchase intent of Heineken.

Statement of the Problem

As previously pointed out, this study identified too many billboards that are being placed at every corner of the road in Onitsha metropolis as a problem. These billboards constitute an environmental turbulence to the society. Moreover, most passersby who are the target audience do not take cognizance of these billboards. Hence, too many billboards that are fixed supposed to present a prominent message before the target audience. These messages are required to be assimilated by the target audience (Moriarty, Mitchell and Wells, 2009).

Objectives of the Study

The main objective of this study is to examine the billboard advertising effects on consumers' purchase intent of Heineken in Onitsha metropolis. The specific objectives were to;

1. Ensure that billboard advertising possesses high visual impact.
2. Ensure that billboard advertising induces high product visibility.
3. Ensure that billboard advertising creates strong impression about the advertised product.

Research Questions

This study identified with some research questions. The research questions were;

1. To what extent does billboard advertising possess high visual impact?
2. To what extent does billboard advertising induce high product visibility?
3. To what extent does billboard advertising create strong impression about the advertised product?

Research Hypotheses

This study deemed it necessary that these research hypotheses will be tested. The research hypotheses were;

- HO_i There is no significant relationship between billboard advertising and high visual impact.
- HO_{ii} There is no significant relationship between billboard advertising and inducement of high product visibility.
- HO_{iii} There is no significant relationship between billboard advertising and strong impression about the advertised product.

Review of Related Literature

Conceptual Review

Advertising contributes positively into many businesses by inviting enquiries from many potential buyers. Lastly, advertising can broadly be utilized for the creation of the particular brand image for a product, depending on the words used in the product advertisement. Advertising is an ancient form of human communication generally designed to inform or persuade members of the public with regard to some products or services. In the modern age, advertising has taken its basic shape as sponsored, or paid for, communication designed to inform or persuade the receiver of a message to buy a

good or service, to accept a point of view, or to act in some fashion desired by the sender of the commercial message.

Advertising is a multi-billion Naira industry. In many businesses, sales volume depends on the amount of advertising done. Manufacturers try to persuade people to buy their products. Business firms use advertising to promote an image for their company. Businesses use advertising to gain new customers and increase sales. Individuals, political candidates and their parties, organizations and groups and government also advertise. The armed forces use advertisement to recruit volunteers. In another context, the objective maybe defined by the way advertisements is able to affect planned social and societal behaviors (Nkamnebe, 2004).

These subsidiary functions are to create awareness, change attitudes and generally to gain acceptability. Advertising is the most widely used and most visible of promotional tools in marketing. Advertising is a commercial firm of mass communication. It transmits different types of marketing information and tries to match buyers and sellers in the market place. Advertising not only informs prospective buyers; it also transforms the product by creating a personality for it. Using visuals, words, music, drama and lot of other things, advertising creates an image for the product that goes beyond mere facts.

The Facets Model of Effects

This is the presentation of a model of advertising effects that does a more complete job of explaining how advertising creates various types of consumer responses. Some other models explain terms like attention, awareness and exposure concepts. The model consists of see/hear which is attributed to perception. Feel is connected to emotion. Think is attached to cognition. Believe is involved with persuasion. Connection is applicable to association. Act is just behavior of the customer.

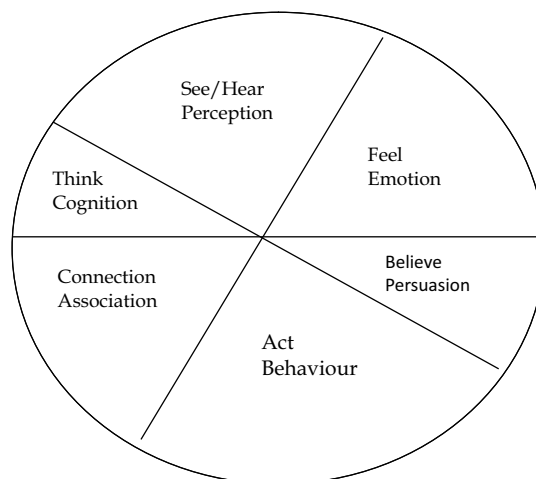


Figure I: The Facets Model of Effects.

Source: Moriarty, S; Mitchell, N; Wells, W, (2009). Advertising, principles and practice, eighth edition. New Jersey: Upper Saddle River, p. 155.

This model can as well be called marketing communication effects. This facets model of effects explains that advertising message is supposed to communicate the message adequately to the target audience. The advertising message should bear the quality of perception which will stimulate the audience to see the advertising message as well as hearing it. Moreover, the audience's attention must be drawn towards that particular brand of product.

The message should be designed in such a way that the audience should be in deep thought about the product. This goes to explain that the advertising message actually will expose the ideas and benefits of that particular brand of product. The advertising message will be designed to connect as well as associate the interest of the audience to a particular brand of product. The advertising message will be constructed in a way that through persuasion the target audience will believe in that particular brand of product. The well designed or constructed advertising message will arouse the attention, interest, desire and action will lead to act, that is buying that particular brand of product will lead to act that is buying that particular brand of product. Advertising messages are designed not only to get attention, but also to hold the audience's interest long enough for the audience to register the point of the advertisement.

Theoretical Framework

The theoretical framework for this study is the AIDCA theory. AIDCA theory consists of an acronym that stands for the Attention, Interest, Desire, Conviction and Action elements or stimuli, meaning that the message is expected to be clear and direct for the target audience to assimilate. Some advertisements are not clear and direct. Billboard is a physical form of advertising; it is required to possess the entire gamut in order to draw Attention, Interest, Desire, Conviction and Action of the target audience. The advertisement of Heineken is easily noticeable in Onitsha metropolis. The billboards are well designed and the messages are prominently written for the target audience to view.

The AIDCA theory is utilized to study how billboard advertising effect consumers' purchase intent of Heineken in Onitsha metropolis. AIDCA theory actually instigates that Attention, Interest, Desire, Conviction and Action elements induce the stimuli of target audience by the target audience to get into action by making purchase. Moreover, the features of a billboard advertisement may motivate prospects into purchase intent of the product. AIDA and AIDCA theories of advertising are explained in Anyanwu (2003), Engel, Blackwell and Kollat (1978). AIDCA is an extension of AIDA.

Empirical Review

Edegoh and Asogwa (2012) carried out a study on public perception of billboard as a tool for political advertising in Nigeria. The study applied SPSS to effect analysis of data collected in the study. Sample size of 210 was used. The sample frame was Awka, the capital city of Anambra state. The methodological procedure adopted by the study was survey and the instrument used for data collection was questionnaire. The population of the study was 38,106. The findings of the study showed that respondents have strong

preference for billboard political advertising; that exposure to billboard advertising influences respondents' preference for advertised candidate and that billboard advertising persuades voters more than other types of political advertising. The paper concluded that billboard medium was popular and acceptable to Nigerian voters and recommended that political parties and candidates should make adequate use of the medium for advertising political activities.

Kayode and Adewale (2013), conducted a study on economic influence of billboard advertisements as communication infrastructure on Lagos landscapes. The study applied SPSS to effect analysis of data collected in the study. The study was conducted in Lagos. The sample size of the study was 62 registered advertisers and 362 consumers were selected purposively. Survey research was applied for the study. Data was collected with the aid of questionnaire and analyzed with percentage frequency count and Pearson product moment correlation statistics. It was tested at significant level of 0.05. The taxonomy of visual communication exemplifies how billboard messages can be prepared with pictorial messages concepts and used for boosting an ailing economy. The study argues that billboards are street furniture as well as communication infrastructure for economic vitality of business.

Methodology

Research Design

The study adopted survey research design. The survey research design was adopted because billboards are easily observed along the streets and major roads in Onitsha metropolis by passersby. Some of these passersby are consumers of Heineken lager beer, produced by Nigeria Breweries Plc.

Area of the Study

This study was conducted at Fegge, Port Harcourt Road, Onitsha; where one of the Nigeria Breweries Plc, manufacturing plant is situated.

Population of the Study

Population of the study is unknown; passersby are many and these passersby are users of the road where these billboard advertisements were displayed for passersby to observe.

Sampling Plan

Sampling plan consists of sample designs, which refer to the different ways a researcher draws samples from any given population according to Nnamdi (1991). Sampling plan comprises of sample unit, sample size, sample method and sample procedure. The sample unit involves consumers of Heineken lager beer residing at Port Harcourt Road, Fegge, Onitsha metropolis. The sample size of the study was ninety (90), eighty (80) respondents duly filled the structured copies of questionnaire. The procedure used was non probability sampling and the type applied was the convenience or accidental sampling procedure.

Data Presentation and Analysis

On the collection of the copies of questionnaire, it was recorded that eighty (80) copies were to be useful.

Table 1: Gender of Respondents

Sex	Frequency	Percentages
Female	5	6
Male	75	94
Total	80	100

Source: Authors compilation, 2022.

The data extracted indicated that five (5) female respondents duly filled the copies of questionnaire and the percentage was 6. While seventy-five (75) male respondents duly filled the copies of questionnaire and the percentage were 94.

Table 2: Age Distribution of Respondents

Age	Frequency	Percentages
18 - 24	7	8
25 - 34	25	31
35 - 44	23	29
45 - 54	15	19
55 - 64	10	13
Total	80	100

Source: Authors compilation, 2022.

Eighteen (18) years to twenty-four (24) years were seven (7) respondents and it resulted to (8%). Twenty-five (25) years to thirty-four (34) years were twenty-five (25) respondents and the percentage was (31%). Thirty-five (35) years to forty-four (44) years were twenty-three (23) respondents; the percentage was (29%). Forty-five (45) years to fifty-four (54) years were fifteen (15) respondents which amounted to (19%). Fifty-five (55) years to sixty-four (64) years were ten (10) respondents it resulted to (13%).

Table 3: Level of Education of Respondents

Education Level	Frequency	Percentages
No Formal Education	5	6
Primary School Certificate	25	31
Post primary (SSCE)	38	48
Tertiary (B.Sc/HND/B/ed)	12	15
Total	80	100

Source: Authors compilation, 2022

The data extracted divulged that five (5) respondents did not have formal education and the percentage was (6%). Twenty-five (25) respondents obtained primary school certificate and the percentage was (31%). Thirty-eight (38) respondents bagged Senior secondary school certificate (SSCE) and the percentage was (48%). Twelve (12) respondents graduated from tertiary institution meaning that they should acquire Bachelor of sciences (B.Sc), Higher National Diploma (HND), or Bachelor of Education (B.ed) and the percentage was (15%).

Table 4: Analysis of Attitude Questions

S/N	Question	SA	SD
1	Does Nigeria Breweries plc display the bottle of Heineken on her billboard advertisement?	72 (90%)	8 (10%)
2	Does Nigeria Breweries plc display an understood message on her billboard advertisement about Heineken?	70 (88%)	10 (13%)
3	Does Nigeria Breweries plc seem to be outstanding among other billboards along the major roads of Onitsha metropolis?	75 (94%)	5 (6%)
4	Do you think that Nigeria Breweries plc billboard advertisement stimulate passersby to be a brand loyalist?	72 (90%)	8 (10%)
5	Does Nigeria Breweries plc billboard advertisement possess high visual impact?	70 (88%)	10 (13%)

Source: Authors compilation, 2022.

Analysis of Likert Questions

1. The researcher requires to know the respondent's opinion on does Nigeria Breweries Plc display the bottle of Heineken on her billboard advertising? Out of eighty (80), seventy-two (72) strongly agree and the percentage was (90%). While eight (8) strongly disagree which resulted to (10%).
2. The researcher demanded to know the respondent's opinion on does Nigeria Breweries Plc display an understood message on her billboard advertisement about Heineken? Seventy (70) respondents strongly agree which resulted to (88%). On the other hand, ten (10) respondents strongly disagree and the percentage was (13%).
3. The researcher obliged to know the respondent's opinion on does Nigeria Breweries Plc seem to be outstanding among other billboards along the major roads of Onitsha metropolis? Seventy-five (75) respondents strongly agree and the percentage was (94%). While five (5) respondents strongly disagree and the percentage was (6%).
4. The researcher wanted to know the respondent's opinion on do you think that Nigeria Breweries Plc billboard advertisement stimulate passersby to be a brand loyalist. Seventy-two (72) respondents strongly agree and the percentage was

(90%). While eight (8) respondents strongly disagree and the percentage was (10%).

5. The researcher demanded to know the respondent's opinion on does Nigeria Breweries Plc billboard advertisement possess high visual impact? Seventy (70) respondents strongly agree which resulted to (88%). While ten (10) respondents strongly disagree which became (13%)?

Finding

The study investigated vehemently on billboard advertising effects on consumers' purchase intent of Heineken in Onitsha metropolis. The study pointed out that billboard advertising stimulates passersby to make a purchase of Heineken lager beer. The billboard of Nigeria Breweries Plc seems to be outstanding among other billboards. The firm's billboard is usually unique. The firm normally displays her Heineken product for passersby to observe.

The message on billboard is always understandable. The billboard message persuades passersby to be a brand loyalist. Nigeria Breweries Plc designs her billboards to acquire high visual impact. The firm normally produces billboards that are aesthetic.

Conclusion

Being conversant with the study after investigation, the study concluded that billboard advertising is a very vital tool to create awareness and remind prospects that Heineken is a quality product. Nigeria Breweries Plc normally go with a slogan stated that all men were born equal but not all beers. Consumers of Heineken lager beer refer it as the chairman. Billboard advertising stimulates passersby to make a purchase. The study reckoned that Nigeria Breweries Plc billboards are outstanding among others. The firm's billboard advertising is unique. The message on the firm's billboard is normally understandable. The message on the billboard persuades passersby to be a brand loyalist and her billboards have high visual impact.

Recommendations

The study pointed out that these recommendations should be noted and also recommended that these ideas should be considered. The recommendations were;

1. The advertising Practitioners Council of Nigeria (APCON) should remove all illegally erected billboards.
2. Billboards should be designed in such a way that it should be fascinating.
3. The Advertising Practitioners Council of Nigeria (APCON) should not tolerate any room for vulgarity.
4. Firms should show the product on the billboard.
5. Firms should ensure that the message relies on the hierarchy of effect. For example AIDA formula, the billboard message should seek to move the audience through the stages in the hierarchy.
6. Firms should ensure that the message is truthful and believable.
7. Firms should insist that the headline and text should be short.

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