

**TESTIMONIAL ADVERTISING AND CONSUMER  
BEHAVIOUR OF CHIEF ZEBRUDAYA'S CELEBRITY  
ROLE IN "ELEPHANT BLUE DETERGENT" ADVERT**

**BY**

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*MA/ARTS/43750/2012-2013*

**A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES, AHMADU  
BELLO UNIVERSITY, ZARIA, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
THE AWARD OF MASTER OF ARTS DEGREE IN DEVELOPMENT COMMUNICATION**

**DEPARTMENT OF THEATRE AND PERFORMING ARTS  
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**FEBRUARY, 2016**

## DECLARATION

I hereby declare that this dissertation was written by me and it is a record of my research work. It has not been submitted in any previous application for a higher degree. All quotations are indicated and the sources of information are suitably acknowledged by means of references.

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Mariam Owaibi ANYEBE

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Date

## CERTIFICATION

This is to certify that this study, titled *Testimonial Advertising and Consumer Behaviour of Chief Zebrudaya Celebrity Role in ‘Elephant Blue Detergent’ Advert.* Written by Mariam Owaibi Anyebe M.A ARTS/43750/2012-2013 meets the regulations governing the award of the degree of Master in Development communication, from the Department of Theatre and Performing Arts, Faculty of Arts, Ahmadu Bello University, Zaria and is approved for its contribution to knowledge.

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## **DEDICATION**

This work is dedicated to God Almighty for His love and protection over me and for making me to complete the programme successfully. To the loving family of Mr. and Mrs. Anyebe in loving memory of Professor Jenks Okwori, Professor Sam Kafewo, Dr. Martins Ayegba and Uncle Eng. Sunday Okoh.

## ACKNOWLEDGEMENTS

I want to use this medium to express my sincere appreciation to all who in one way or the other contributed to the completion of this work.

I am very grateful to my major supervisor, Professor EmmyIdegu, without whom this work wouldn't have been completed, for his patience, open mindedness, tranquillity, and his readiness to listen, guide and contribute constructively at any time of the day. Words cannot express my gratitude. To my second reader, Dr. Mrs. Victoria Lagwampa, who always has the right words and attitude to keep me going, God bless you ma.

To Dr. Jegede Emmanuel, Mallam S.M. Bappa, Professor M.I Umar-Buratai, Mallam Rabiuisah, Mr. Odeh. J. Ekepme I say thank you for your encouragement and support, and especially for assisting me with useful materials for this research work. I also thank Prof. Oga Steve Abah, Mr. Steve Daniels, Dr. Rashida Liman, Mr. S. Dangoji, Mr. Emmanuel .T. Gana, Mr. Bankole Bello, thank for your time. Likewise Mr. Eddie Ugada, Mr. Victor Ihidero Osae, Abba David, Mr. Tobenna Nduemeka Nzelibe, Mr. Chucks Nzelibe, Mr. Sam Ozohe and Mr. Adebisi Olugbenga for their support and assistance which helped this work greatly. May you be rewarded abundantly! Amen.

To Blessing Owoicho, Precious Njoku, Patience Kajang Zugwai, Pastor Austin, Mrs Martha Festus, and Mrs Oyine Ameh, my course mates and all my respondents, thank you for being there. We made it thus far! And to my loving, supportive, forever one family: Mr. and Mrs. Anyebe, Mrs. Ojum God's power, Mrs. Enola Yakubu, Mr. Echela Anyebe, Mr. Godwin Anyebe, Miss Aladi Anyebe, Mr. Owoicho Anyebe, Mr. Aposchi Anyebe and Mrs. Owuja Daniel; thank you so much. I love and appreciate you more than words can tell.

Finally, to all my well-wishers known and unknown, God bless you all.

## ABSTRACT

The study examined testimonial advertising and consumer behaviour of Chief Zebrudaya advert as a frame for analysis. Documentary methods of data collection as well as self-administered structured questionnaire were used to elicit information from the respondents. From the descriptive statistical techniques used it was observed that the majority of the respondents at Chindit Junior Staff Depot BarracksZaria that use detergent regularly aged between 26 – 30 years, which is the age bracket of rigorous activities because of their strength and youthfulness. Likewise, the majority of the respondents were females because female respondents use detergent more than the male and female were more willing to participate supporting the general notion that manual laundry in our society is mostly done by female folk. The results established four key factors as paramount and crucial and indeed relative to the strengths and weaknesses of testimonial advertising. These are the language the celebrity used, how the advert is packaged and what price it will go for. The research findings thus support Ayuk and Nyaseda's (2008: 9) assertion that a "well-known and well-liked personality within the society evoke likeness and good image towards a product or services". The findings also buttressed the source credibility model which explains that the acceptance and favourable response to an advertisement message depends on the perception the audience have about the expertise, trustworthiness and knowledge of the source. It is quite noticeable that a good percentage of the respondents were influenced by the package of the product and their purchasing power. It was also deduced that respondents are more swayed to buying the Elephant Blue Detergent in the following order; due to feelings they experienced from watching advert overtime (36.%) and also from their experience of watching Chief Zebrudaya in the New Masquerade play (40.7%). However, 13.3% were influenced by their family experience of usage of the product while 10% of the respondents were emotionally motivated to buy this product through other factors such as personal instinct, curiosity, price indices of the product and mere need to just buy something for use. It can be inferred from the findings of the research that the acceptability of a product as a result of its commercial is due to celebrity's endorsement of the product.

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# CHAPTER ONE

## GENERAL INTRODUCTION

### 1.0 Background to the Study

The advertiser's primary objective is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertiser's goal is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communication. This involves the study of consumers, behaviour; the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arlington, 1996).

Potter (1990) noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects that can indicate the most favoured marketing mix that management should select. Consumer behaviour analysis helps to determine the direction that consumer behaviour is likely to take and to give preferred trends in product development, and attributes of alternative communication methods etc. Consumer behaviour analysis views the consumer as another variable in the marketing sequence, a variable that cannot be-controlled and that will interpret the product or service not only in terms of the physical characteristics, but in the context of this image according to the social and psychological makeup of that individual consumer (or group of consumers).

Economic theory has sought to establish relationships between selling prices, sales achieved and consumer's income. Similarly, advertising expenditure is frequently compared with sales. On other occasions, financial accounting principles may be applied to analyse profit and loss. Management ratios, net profit before tax, liquidity and solvency ratios can all be investigated. Under these situations, the importance of the consumer's motivations, perceptions, attitudes and beliefs are largely ignored. The consumer is assumed to be "rational" that is, to react in the direction that would be suggested by economic theory and financial principles. However, it is often apparent that consumer behaviours do not fall neatly into these expected patterns. It is for these reasons that consumer behaviour analysis is conducted as yet another tool to assess the complexities of marketing operations (Adebija, 2010).

The effect of advertising messages today in Nigeria cannot be overemphasized as we are confronted with one means of advertising or the other, whether we are driving, walking along the streets, sitting in our living rooms, in the office, even in the market place, in addition to listening to radio, watching television and reading in dailies. Due to the aforementioned, it is difficult to avoid being confronted with the awareness of some or most goods and services. Also due to the pervasiveness of advertisement people need not take advertising for granted. However, many people, especially advertising practitioners agree that advertisement is one of the most important factors that influence our lives especially aiding in our consumption behaviour.

Advertising has long been a fascinating socio-political topic. As a force in our economy, it is vital to the operation of our free market system. It affects consumption and production, it informs, interprets, symbolized, persuades and often entertains. As an

institution in our society, Potter (1990) speaks of it as: An instrument of social control comparable to the schools and the churches in the area of business, it links buyers and sellers through effective communication network.

As part of everyday economic activities, advertisement plays an integrative role in every given economy. To a greater extent, the success of an organization relies on the effectiveness or quality of advertisement put to the public by such firm and since firms are subset of the economy, the success is also part of the success of the entire economy. Advertisers provide a vital social service but over the years advertising has moved away from mere communication of essential information to the manipulation of social values. It is along this line that some critics of advertising such as Bovet (1989) and Okechukwu (1977) have argued that today, advertising fulfil a function traditionally met by religion. Advertisers affect our buying habits more than we know or are ready to accept. Advertisers are aware of this fact and therefore constantly strive to penetrate the minds of their consumers through periodic repetition of their messages.

Furthermore, Nigeria consumers are becoming more enlightened and sophisticated and any advert that will succeed in catching their fancy has to be truthful, tasteful and convincing. It is in the light of the above that this study is aimed at finding out the extent to which advertisement can influence the consumption behaviour of the consumers. A company cannot boast to be a well-known brand until they invest in their promotional activities, for which consumer market has been dominating through advertisements (Herbermas, 1971). The primary Mission of an advertiser is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individual's interest in their products. They need to understand what makes

potential customers behave the way they would like? It also appears that advertising may have the Potential to contribute to brand choice among consumers (Herbermas, 2011).

The major aim of advertising is to impact on buying behaviour; however, this impact [about brand] is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognition influence consideration, evaluation, and finally purchases (Romanian and Sharp, 2003). The principal aim of consumer behaviour analysis is to explain why Consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects (Adebija, 2010). When young people choose advertising information and characters as their role models, they may not only identify with them but also intend to copy them in terms of how they dress and what they are going to buy (Latinet *al.*, 2011).

Traditional hierarchy of effects models of advertising state that advertising exposure leads to cognitions, such as memory about the advert, the brand; which in turn leads to attitudes, i.e. product liking and attitudetoward purchase; which in the end leads to behaviours, like buying the advertised product (Nwankwo, 2007). As the market is surplus with several products or services, so many companies make similar functionalclaim; so, it has become extremely difficult for companies to differentiate between products or services based on functional attributes alone. Differentiations based on functional attributes, which are shown in advertisement, arena ever long lasting as the competitors could copy the same (Herbermas,1971). Therefore, the marketers give the concept of brand image. Creating the character of the caring mother, the marketer injects Emotion into the consumer's learning

and process of advertisements (Jefkin, 1995).By so doing, the advertiser creates those types of advertisements, which carry emotional bond with consumer.

Therefore, that consumer is more likely to associate with advertisements of those brands, which have emotional values and messages because positive emotional appeals also provide a strong brand cue and stimulate category-based processing (Ambler and Latin2000). If the categorization process is successful, then the affect and beliefs associated with this category in memory are transferred to the object itself. Consumers are not only at first confused and disordered in mind, but they also try to categorize the brand association with their existing memory, when thousands of products are faced by them, and they might reposition memories to outline a brand Image and perception / concept toward new products. They can categorize latest information into particular brand or product group label and store them accordingly. This procedure is not only associated to consumer's familiarity and information, but also attachment and preference of brand. It is also suggested that consumer can disregard or prevail over the dissonance from brand extension (Ambler, 2000).

In today's dynamic world, it is almost impossible for advertisers to deliver advertising message and information to buyers without use of celebrity in carrying out the action. The modern age mode of communication is indeed helping to pass this information readily to the target audience and market system. And because of the globalization, accessibility of hundreds of channels for the viewers of this modern era is now possible. Due to globalized economy, there is availability of a bulk of marketing stimuli to the modern consumers. More often consumerism describes the way of equating personal happiness, with purchasing material possessions and consumption in excess of one's need



(Serves, 1996). This research therefore is focused on attitudinal behaviour of consumer in different buying behaviour and how testimonial advertising influenced their pattern of purchase especially of household material such as *Elephant Blue Detergent* used in this work.

### **1.1 Statement of the Research Problem**

It is generally known that advertisement is the creation of awareness for goods and services directed at promoting sales of such goods and services. There are so many ways of carrying out advertisement and testimonial advertisement is observed to be the most common among the various ways of advertising. However, due to the fact that testimonial advertising is built around telling the truth in the half way, many customers get misled or misguided through this half-truth in testimonial advertising as they get little or no satisfaction from the goods or services they paid for after being carried away by such testimonial advert. It is in this light that this research set out to critically study the testimonial advertising on customer behaviour and to examine its strengths and weaknesses.

### **1.2 Aim of the Study**

The aim of this study is to examine the impact of testimonial advertising in 'Elephant Blue Detergent' on consumer behaviour

### **1.3 Objectives of the Study**

- i. To determine the impact of testimonial advertising in the consumption of *Elephant Blue Detergent*.
- ii. To examine the strengths and weaknesses of testimonial advertising
- iii. To assess the influence of emotional advertising through attitudinal buying behaviour.

#### **1.4 Research Questions**

The following research questions are addressed;

- i. What are the impacts of testimonial advertising in the consumption of *Elephant Blue Detergent*?
- ii. What are the strengths and weaknesses of testimonial advertising?
- iii. How has emotional advertising influenced the attitudinal buying behaviour of consumers?

#### **1.5 Justification for the Study**

Testimonial advertising is one area in Advertising that is not so much talked about when compared to other aspects of advertising. Clark and Horseman (2003) discloses thus:

Testimonial adverts, almost everything goes into the content in the name of soliciting for customers. Adverts' contents are largely not censored before they are aired. This means that contents of advertising could carry undercurrent of inciting or inflammatory remarks that could cause unrest in the social structure of the society.

To reduce the excessiveness or uncontrollability in the contents of advertising, it has become very germane to start looking at what is advertised, how it is advertised, what

language is being used and how does it contribute to both consumer satisfaction and national interest.

As Nigeria continue to get complex day-by-day, it has become paramount to check the kind of language children, nay, people listen to, in testimonial adverts and how that sharpen their behaviours and the national interest or image of Nigeria. The Knur Maggie advert, for example, whose mantra read “Every Woman a Star” still maintains that conventional notion of gender sentiment; suggesting or commenting that old belief that: “the place of the woman is in the kitchen”. This is just an example of the overabundance of inciting advertorials in Nigeria. More, even the volatile nature of Nigeria necessitate that the ways and manners adverts are done it has to be reviewed.

## **1.6 Scope of the Study**

This research studies the testimonial advert of “*Elephant Blue Detergent*” and examines how the advert sharpens the behaviour of consumers within Chindit Army Barracks at P.Z in Zaria, Kaduna State. The study considers advertising from the interfaces of brand name, performance, and consumer behaviour and customer satisfaction.

## **1.7 Definition of Terms**

The following terms are defined as thus;

**Advertisement:** it is any non-personal communication of information usually paid for and usually identified with sponsor through the various media”

**Influence:** This is the ability to determine or affect the behaviour of others.

**Motivation:** Motivation means a process of stimulating people to action to accomplish desired goods or it is the process of attempting to influence others to do your will through the possibility of gain or reward.

**Consumer:** This is an individual who buy or uses the product or services offered for sale by the producer.

**Consumer Behaviour:** consumer behaviour is that aspect of human behaviour that relates to planning and services, and also It is a decision process and physical activity individual's engage in when evaluating, acquiring, using or disposing goods and services.

**Testimonial Advertising:** Testimonial advertising or endorsements advertising is message that is presented by someone who is viewed as an expert in the subject and is also seen as trustworthy, likeable and believable.

**Marketing:**His performance of a set of systematically coordinated activities or functions aimed at need/ want identification and satisfaction at a profit, through the exchange process.

**Marketing Mix:** These are the controllable variables the company puts together to influence the target market. They include the 4ps of marketing product, price, promotion and place.

**Advertising:** This is any paid form of non-personal presentation of ideas goods and services by and identified sponsor.

Retrieved from [http://3A%2f0fm2weekaly.com%2fcover-cover%](http://3A%2f0fm2weekaly.com%2fcover-cover%2f) on the 02/08/2014.

## **1.8 Abbreviations/Acronyms**

**FDA** Federal Drug Administration

**FMCG:** Fast Moving Consumer Goods

**MFRN:** Member of Federal Republic of Nigeria

**NAFDAC:** National Agency for Food and Drugs Administration and Control

**PZ:** Peterson Zochonis

## CHAPTER TWO

### 2.0 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

The role of advertising in determining consumer behaviour has been under the microscope for several years. However, some of the arguments, assumption and policy options proposed in relation to food advertising are not based on an in-depth understanding of the way advertising works with consumers and its influence on market (Twins, 2002). Thus, it is worthy to mention that despite the one-dimensional understanding of advertising and its influence on consumers, consumers still find themselves falling for the small-mindedness of most advertisers. In the words of Twins (2002) “the misconceptions seem to be based on an entirely understandable intuitive reaction”. Twins goes further to question, “how can advertisers claim that advertising does not increase consumption and sales and still spend so much money on it?” As vital as this question appear, no advertiser has sufficiently given any meaningful rejoinder to explain the relationship between advertising and the behavioural patterns of consumers. What exists at best is the very loose excuse that sales are usually boosted by quality product or service. However truthful this may be, good products or services rendered would either be naught or unpopular without advertising. There are overabundances of situations where even substandard products are packaged, advertised and sold better than standard products themselves.

Despite the misconception of advertising and the influence on consumer behaviour, it is however imperative to note that majority of consumers purchase commodity due to the content of information giving during advertisement. Burgeon and Ruffed (1990) states that; Persuasion, emphasis on content, intent, message transmission and behavioural influence is key to effective advertisement and control of the minds of consumer.

From Burgeons and Ruffed's definition, the correlation between advertising and consumers behaviour can easily be seen whether this correlation would be positive or negative is dependent on the intent of the advertiser or the recipient consumer.

Also, Clapper (2010) notes that the study of consumer's behaviour helps firm and organizations improve their marketing strategies by understanding the cognition of consumers concerning their products. Clapper opines that:

The psychology of how consumer thinks, feels reasons and selects different alternatives such as brands, products and retailers offered to them is a process that ought to be studied and understood to keep control or gain dominance over the market.

This 'psychology' as postulated by clapper can greatly be influenced by advertising. But in all of this, is it not appropriate to pause for a while to question the power relationship between buyer and seller? We have been told severally that the buyer or customer is king but with clapper psychology or mind games, the customer seems to be the slave to be manipulated. That firms and organization should have a comprehensive understanding of how consumer feel, think, and reasons through a well conducted research is good but most of these information are mostly used for control than they are used for anything else. clapper did not stop by giving the first psychology as explained above, he went further to redeem himself by explaining: the psychology of how the consumer is influenced by his or her environment (e.g. cultures, family, sync media); the behaviour of consumers while shopping or making other marketing decisions; and the limitations in consumer knowledge or information processing abilities influence decisions and marketing outcomes. These explanations as hard as clapper tries to describe still carry a serious tone of control. The question the explanations raise is: who create the advertising environment? Who determine the behaviour of consumer whilst shopping and what set the limitations?

All these are inherent in the psychological control which producers and advertisers have over consumers. Even Bergeron, Bush and Ruffed (2001 pp 108-118), assert that:

Advertising must succeed in capturing the psychological functioning of the recipient in such a way that he or she responds with [to] the model of behaviour desired or suggested by the communication strategy or advertisement design of the advertising industry.

The implication of this for the “*Elephant Blue Detergent*” for instance is that advertisers through their various communication stratagems get or encourage people to develop or welcome attitudes towards dirt. For them, dirt is not bad as long as detergents can remove them.

Herbermas (1971) further corroborates thus; Understanding is based on interaction where all parties have equal opportunity to explain, interpret and justify without fear.

Clapper main application of consumer behaviour has a connection to the advertising cognition of Habermas only that clapper seeks to understand the consumer’s psychology in order to maintain control.

The four main applicators of consumer behaviour according to Clapper are:

1. The most obvious is for marketing strategies – that is, for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are usually adopted by a few consumers and only spread later and then only gradually to the rest of the population.

Companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success. It is important to please



initial customers, since they will in turn influence subsequent customers' brand choice.

2. The application according to Clapper is "Public Policy." In his words "in the 1980s. Acutance, a near miracle for acutance was introduced. To get consumers' attention, the aforementioned is not disconnected from the role of NAFDAC in Nigeria regulating the activities of consumer goods. A policy statement about particular goods by such agencies may definitely go a long way in affecting or influencing consumer's behaviour.
3. Social marketing. This involves getting ideas across to consumers rather than selling something.
4. Consumer behaviour makes better consumers. Clapper noted that common sense suggests for example, that if one buys a 64 liquid ounce bottle of laundry detergent, one should pay less per ounce than if he or she bought two 32 ounce bottles. In practice, however, one often pays a size premium by buying the larger quality. In other words, in this case, knowing this fact will sensitize the consumers to the need to check the unit cost labels to determine if they are really getting a bargain.

Nwankwo(2007)confirms that an age long notion that advertisement cannot be created in isolation of the needs, desire, values and aspirations of the consumers. Bogart *et al.*, (1970)assertthat; Consumer's aspirations are not really met. What adverts do is to create an ideal world or aspiration for consumer on the effectiveness of advertising.

They both on their separate experiments found out that inserted advertisement in the electronic or print media nudges respondents who went shopping after seeing advertisement bought the product without realizing that it was a particular advert that

prompted them to make their purchases. Conversely, all the classic studies in support of advertising effectiveness have revealed the insignificance of the claims. Most copywriters believe that the more literate a person is, the less he believes on advertisement and hence the less he relies on them for making his buying decision. It is however important to note that marketing executive on their part have often sort to understand the concern of consumer behaviour by carrying out research into knowing what they want of the consumer and why they want a particular product, how and when they need these products. It is equally imperative to note that both psychological and environmental factors influence the behavioural pattern of individuals that constitute the consumer.

There are two divergent schools of thought in conceptualizing advertising; the one that studies it within the framework of calling the attention of the public to the availability of a product and the one that sees it as a new form of exercising control and dominance in the market. These are the old school and the new school (Nwankwo, 2007). Advertising is an old fashion of the marketing activities. In its earliest form, it was mainly a means of calling attention to the availability of goods and services provided by the manufacturer. The need to advertise according to Clapper (2010) means that: Part of human nature evidenced since ancient time when the early men advertised their wares albeit unconsciously through the display of their crops and implements.

One of the oldest methods of advertising used by early craftsmen was town crying. The Greeks were among those who relied on town criers to chant the arrival of ships with cargoes of wines, species and metals. Gright (1982) clearly expatiates thus:

Town criers were paid in Greek to circulate important news to city, states and citizens. This news could be on public events. In both France and England, commercial crier also flourished given information from sponsors after sieving

information from latest news bulletin. The next earliest method of advertising was the use of signs. Early craftsmen used signs to advertise their wares.

They may have advertised unconsciously though, but some traders like the Phoenicians painted commercial messages on prominent rocks along trade lanes. The symbols extolled the wares they sold and were the forerunners of outdoor advertising.

Ohaja(2003) infers that: Conceptualization of advertising significantly underscores the essential concerns of advertising such as notifying the public about availability of an item.

Advertising in this sense seeks to reveal an individual's want. Along the line of communication, Bovec (1989) describes advertising as the organization/communication of ideas about products in order to motivate consumers towards purchase; corroborating Bernstein and Jefkins conceptualization of advertising. Bovec(1982) sees advertising as: "The non-personal communication identified with sponsors through the various media." These definitions have one essential thread that has woven through all of them and that is emphasizing on the dissemination of information to consumers.

Frank Jerkins defines advertising as the means by which we make known what one has to sell; or what they want to buy. These descriptions belong to the old school of conceptualization. Ndi (2007) and Nwankwo (2007) see advertising from the new model of conceptualization. For Nwankwo; Advertising is a system of communicating products, services, brands or about-to-be-released products to consumers with the benefit of establishing the advertised products, service provider/producer in the market.

This definition evokes many concerns. Firstly, it is a system of 'communicating'... and with it is the benefit of 'establishing' both product and their producers. Where is the

benefit for consumers? Is the consumer ever consulted before products are designed or made? Of what use is communication when the satisfaction of the consumer is not placed on the front burner? The undercurrent of this definition is that it establishes manufacturers with the pretence of serving consumers. This conceptualization of advertising is mainly a tool used for image-making and public relations. Ndi (2007) further agrees that: Advertising is the persuasive, informative means of announcing the availability of new products, or, reinforcing the availability of existing ones with the aim of soliciting patronage.

As simple as this appear, it has a subtle tone which suggest that consumer is controlled because being persuasive itself is exercising control over the consumer. The taste of consumers are controlled by the impositions of varying kinds of adverts and this should be checked in tandem with the emergence of testimonial adverts across Nigeria. Advertising-as a strong persuasive force, this is the intuitive view, ingrained in the collective mind, despite being criticized for the last three decades by other eminent academics like Ehrenberg, 1997 and Ambler (2000). Proponents of this view are invariably critical of advertising. These scholars suggest that when it comes to marketing frequently purchased goods (such as food) in major markets; volumes of advertising merely reflect an attempt to maintain a market share. The total volume of advertising does not affect total market size. The simple yet complex reality is that advertising works in different ways and to different effects depending on many intrinsic and extrinsic variables.

**There are several types of advertising which are; two of which are Print Advertising, Broadcast Advertising.** Print, outdoor advertising (bill boards, kiosk and several events organized by a company). The billboard advertising is the popular of all and grabs the maximum attention of the passers-by. The company can organize various events

for publicizing their product. Broadcast advertising; this includes television, radio and the internet. Anything that can be broadcasted using digital means to a large mass comes under broadcast advertising. It is every popular advertising medium. Television advertising has been popular since the time television came into existence. The duration and the time of the advertisement decide the cost of the advertisement. It help when you want to give a very detailed information of the product .They have proved to have more stronger import as compared to the others. The radio lost its importance to the new age media but it still remains the choice of the small scales advertisers.

The history of advertising in Nigeria can be viewed from two perspectives, these are: the traditional or pre-historic approach and the modern or formal advertising. In the traditional approach, from the perspective of the activities of the early man, one can argue that advertising has been in Nigeria before the contact of Europeans. However, it did not go by the terminology of what is being known as advertising today. However, the traditional institutions and local people have ways of advertising their products, festivals, ideas, cultures, etc. As in Ancient Greece, the use of town criers as a means of advertising dominates the earlier traditional stage in Nigeria. This does not mean that there was no any other means of advertising, for instance, the use of sign on huge stones played a great role in the passing of information. In the traditional setting, the service of the town crier is not for profit. It was both a social and a cultural responsibility. However, they get stipends from the running information and are usually given special consideration in the traditional society. Even at this stage, the oratory of the crier in persuading members of the community is important. Most times, they use hyperboles, innuendos and could be melodramatic in the dissemination of information. This performative means create a life

experience on the recipient society as the acts of the town crier reminds them of the seriousness of what is being advertised. It is also important to note that in some cases there are other costs like opportunity cost involved in the process of such acts which may come according to agreement reached by the town crier and the chief or member of the community. This system of advertising is obsolete as several traditional societies are becoming complex with the advances of technology.

The origin of modern advertising in Nigeria began in 1859 when "*IweIrohin*", the first indigenous newspaper was published. The newspaper publication offered private individuals the opportunity to create massive awareness about their goods and services. Since then, advertising in Nigeria has grown and has developed along with different technological convergences. Modern advertising in Nigeria today is leaving the pages of newspaper to meet with the teeming population in online community. It covers a wide range of means such as the television, magazines, bulletin, the social network service via the internet, etc. Though traces of connection between the traditional methods are sometimes used or seen in some modern adverts, some of them are still being deployed in rural communities across the different parts in Nigeria.

Advertising is a powerful and persuasive machine. It is an exciting, dynamic and fully challenging enterprise. It is a subject that cannot be ignored in our day to day life. Advertising is always ahead to meet the desires and demands of people. In fact, it is now a part of society in its pursuit to catch up with development. People are exposed to several kinds of advertising messages right from the moment they wake up in the morning until they go back to bed. Advertising is a form of mass communication that puts businesses in touch with consumers through paid controlled,

identifiable messages that try to persuade the receiver to make a specific decision towards buying a product. Advertising has proved to be the cheapest and most successful means of making known goods and services in order to sell them effectively. It is capable of influencing human behaviour. One of the main purposes of advertisement is the imparting and extracting the materialistic virtues of consumption by exploiting achievement derived' ( Kamala-Raj 2005.).

Testimonial Advertisements is a common method of advertising used in contemporary advertisement. In a testimonial, an end user of a product or provider opposed to the manufacturer, attests to its effectiveness and explains how others can benefit. Testimonial advertising uses a number of techniques, which may include; Celebrity endorsement—in a culture in which everyday people are enamoured to the rich and famous, celebrity endorsement can be a powerful testimonial technique. These endorsements are most effective when the product or service they promote is easily identifiable with the celebrity's image or specialty. For example, a professional sports man or footballer could explain the benefits of a piece of sporting equipment, or well know movie star can endorse a line of Detergent, such as chief Zebrudaya in Elephant, whose real name his Chief Chika Okpala, he is an actor and a comedian, he acted the new masquerade, in which he is the main character. The essence of using superstar celebrities is to get the attention of consumers and to direct them to patronize their products.

Expert Opinion: The expert opinion technique explains the benefits of products that are more technical. Like Chief Zebrudaya in "*Elephant Blue Detergent*" praising the effectiveness of the product (*Elephant Blue Detergent*).The endorser's expertise in the field

add credibility to the product or services and also can alleviate fears consumers might have about, trying something new and unfamiliar.

**Man on the Street:** The “man-on -the street” interview is a testimonial technique to help consumers identify with a product. Rather than offering the opinion of a celebrity or expert to build credibility, this method attempts to show customer satisfaction by a user who in many ways resembles members of the target audience. The interview subject is asked to try a new product, and is shown to enjoy the experience. The reason behind this style of messaging or advert is to convey the thought that, “if this person likes it, you will too”.

**Satisfied Users:** Testimonial from satisfied customers can come in form of letters that appear in printed advertisements. The letter often from long time users, praise the product or services and explain how it change their lives for the better. In general, each comment focuses on one specific benefit, the product or service offers, such as, saving time or money, ease of use, low cost or speed of results.

The persuasive energy in a testimonial comes from believability - from candour, expertise and motive: Testimonials come in several colours, from customers to celebrities. Here are some categories that have historically proven to be successful:

**Real Customers:**These are the testimonials you might find on Amazon or Face book. They can be the most informative as well as the most persuasive. The best tend to be fair, honest and thoughtfully written.

**Interesting Customers:**Select real users who also happen to have an interesting or amusing story. Perhaps one of your customers has an interesting job or an unusual accomplishment that sets them apart.



**Real Switchers:** In this approach an average citizen tries the product and offers a judgment on the spot. Here you convert non-customers to buyers. The "blind taste test" is one execution. A second approach is to feature customers explaining why they switched from Brand X to Brand U.

**Experts:** The doctor and the scientist who write about your service or product category are the people who influence others because of their talent, knowledge and integrity. [Kamala-Raj 2005]

**Celebrities:** Whether local or international - bring instant recognition and interest. In fact, you can simply show the celebrity using your product, just as chief Zebrudaya was displaying different people using the product of *Elephant Blue Detergent* on television testifying to the audience wishing the advert how effective the trade mark his. Although a verbal or written endorsement is always a positive addition. A testimonial, by the way, requires that the celebrity has actually used the product. A "celebrity presenter" has no such requirement.

**Creative Tip:** Implement a plan to regularly capture testimonials from customers. And encourage those same users to post their reviews on specific social media sites. One way to do so is to conduct customer interviews once each month. Prepare a written statement from those interviews for the customer to approve and post [Journal of Advertising Research June 2012 146-165]

In today's intensely competitive, rapidly changing and highly complex environment characterize by diminishing customer loyalty, the need to be market-focused and customer centric is more critical and is gaining importance than any other time in past. Testimonial advertising is usually very effective and is frequently used. It is basically a

promotional method in which one or more testimonial from satisfied customer are used. The satisfied customer may be well be a common customer's the statement of men and women who are well and favourably know in society tend to influence others in the community to buy a particular product or article which others have used successfully. Hence, the main purpose of the study is to understand the effect of this type of advertising on FMCG industry.

In order to achieve a desired behavioural response, marketers use influential marketing method like the word of the mouth communications. Customers review and testimony nails prove to be very powerful when it comes to advertising and especially in case of (Fast Moving Consumer Goods) FMCG sector. They offer a sense of security in the minds of new customer and build credibility. The most challenging task is to get your customers provide you the review which you are expecting .A good review by the customer or a good testimonial is beneficial to the customer in many ways.

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In marketing products, there are some that fall to the Fast Moving Consumer Goods Category

(Fast Moving Consumer Goods) FMCG is also known as consumer packaged goods. They range from soap, detergent and accessories etc. The items are usually the ones which come in handy in regular basis; the consumption of these products is very high and is still increasing day by day. FMCG product usually has a high turnover ratio. They are low to medium range products; it mainly deals with the marketing and distribution of consumer goods. They are required by the consumer on daily basis and hence lead to high sales. Some common FMCG product categories include detergent, food, glass ware, paper,

pharmaceuticals, consumer electronics, packaged food products plastic goods printing and stationery, house hold products, photography, drinks etc. And also soaps, shampoos, etc. Major companies in FMCG are; Lever Brothers, PZ, Cadbury, Nigerian Breweries, Coca Cola, Procter and Gamble and many others.

A number of advertisers rely on celebrities to endorse products.

Celebrity endorses are regularly used to promote an endless list of products including, detergent, network, automobiles, headache remedies, beer, and diet program. A number of factors have been mentioned as importance in using endorsers, such as the endorser's personal qualities, reputation, believability, likeability, etc. (Ndi, 2007). With the large number of products endorsed by celebrities, a natural outcome is that some celebrities endorsed products tend to be highly expensive leading to one practical question; does the endorsement of multiple products indeed tarnish a celebrity's effectiveness? A second practical consideration involves whether or not to use multiple endorsers. The relationship between the endorsers and a product represent a unit connection, or a perception by the consumer of the extent with which the endorser is associated or bonded with the product. Based upon the cognitive consistency analysis, an endorser will be maximally effective when both a strong sentiment relationship exists between the consumer and the endorser, and a strong unit relationship between the endorser and the product, with the development of strong positive sentiment and unit relations, the consistency forces are hypothesized to cause the consumer to cognitively reorganize the weaker consumer-product, relation so as to perceive the product more favourably (Ambler, 2000).

However, surprisingly little attention has been devoted to the nature of unit relations in general and the relation between an endorser and a product in particular. From an attribution theory perspective, consumers may be conceptualized as seeking to determine the causal reasons for a celebrity endorsing a product. However, with consumers increasingly becoming wary of advertisements, the ability to create the impression of the independence of endorsers may be impossible, even if its fact exist press (Mbamara&Norm, 2014).

## **2.1 Short History of Chika Okpala (ChiefZebrudayaAlias4.30)**

Popular comedian CheifZebrudayaOkoroigweNwogbo alias 4.30, whose real name isChika Okpala, MFR was born on June 10, 1950. He become famous during New masquerade, drama series on the Nigeria Television Authority (NTA). He attended Prince Memorial High School at Onitsha, a city in Anambra State from 1964 to 1972.He later obtained a Bachelor of Science (B.Sc.) degree from Enugu State University of Science and Technology in 1996.Theentertainer, who has bagged such national honours as MFR and MON, is a critic and purely an entertainer, comedian with no political aspiration. His desire is to help educate and uplift the audience. He recently gained admission to study Business Administration at the National open university of Nigeria (NOUN). He was among the 700 student who matriculated at Enugu study centre at the National Open University. However he explain why he decide to go back to school at the age 64yr, he believe that age is not a barrier to education, he also said that as long a person can do understand what is been taught, then such person is qualified to go to school at any time.”As long as you can feel, as long as you can understand and practical’s, you are qualified at any time to go in and read to better your education. Since information and

communication technology (ICT) is now in vogue. He said that he went further to study management so he can manage himself “he might have made a mark in entertainment industry but that is entertainment and this is management”. In his interview he talks about his life, his most memorable day his advocacy for lepers, as well as his involvement in the fight against malaria. He is a man of character and this is standing firm on the truth. His character moulding the youths for a better Nigeria. His character is such that everybody admires and looks forward to seeing him, meeting him, shaking hands with him and interacting with him all the time. And he has never disappointed anybody who comes across him, so he is an open minded person, that always wants the best for the people. (The Punch Newspaper, 2013).

## **2.2 Consumer Behaviour**

It has become an established fact that advertisement is to sensitize and motivate a prospective consumer or target audience to become a buyer. The achievement of this ultimate goal is a source of joy to all advertisers which is why unquantifiable amount of resources are spent in order to study and understand the underlying psychological behaviour of the consumer. Hence it must be pointed out that the communication of an advert message to an identifiable audience must be aimed at appealing to one or more of the needs of the audience. On this score, some psychology experts have identified some needs of the consumer which he must be motivated to satisfy. One definition of consumer behaviour is that it is a “study of individual groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society”.

Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how it can encourage increased consumption. Buyer motivation can also be described as the reason why a person buys a particular good or services. “It is the driving factor behind buying behaviour and may be based on physiological or psychological want” It is called a driving force. [Mowen, J. Brown 1981]

Mowen confirms and support the above view that:

If a consumer is motivated by his needs and problems, he comes to the market place searching for product that will satisfy his needs and goals. However, he classified needs into psychological, utilitarian and social notes that when a particular need or goal has become salient, the consumer will be motivated to satisfy it.

Consumer behaviour is such a complex subject that it has engaged the attraction of social scientists for many years. They have been trying to study human behaviour in order to understand and predict man’s actions, in action and reactions at any given time. This understanding of human behaviour is particularly important to businessmen who must know the needs, desire and motivations of their prospective customers before deciding not only the line of product to produce but also the physical characteristics, distributive mechanism and other decisions which will ultimately facilitate the satisfaction of the needs of the consumer.

The term “Consumer” refers to users of a product and their behaviour which may include feeling, attitude, thoughts and various other mental influences that affect their buying decisions. The glossary of marketing terms defines consumer behaviour as “buying habits or patterns of behaviour of the consuming public either in general or specific

group”. This definition implies that factors peculiar to consumer themselves go to intermingle with another stimuli to determine the final consumer perception of a given product. The words of Oxford (2010) further express this meaning as:Producers having sufficient knowledge of the manner by which psychographic variables influence consumer product choice behaviour are in a better position to adopt products along these lines of buying behaviour of these consumer.

It is quite difficult to study and understand consumer behaviour, because it cannot be subjected to scientific tests. The only alternative or procedure often used by behavioural scientists have been the use of deductive reasoning or judgments made from past experiences of constant exhibition of particular behaviour.

Given the views of the above authors on consumer motivation, the most appropriate need which testimonial advertisement seeks to appeal to us is the need for esteem and status. It is a basic fact that human beings desire to be regarded with respect to be somebody and to have a recognized place in society. Thus, in every buying, the consumer would not only buy that product that satisfy his immediate need but also will enhance his social acceptance and recognition. Tellis (1998) confirms that:

Man’s behaviour as very much linked to his group association. This is when a consumer asks himself “What will they think if I buy that product”. He is behaving according to one or more reference group, this clearly shows that where and what a consumer buys not only differ in economic but also symbolize value.

The consumer’s decision making process is an extremely complex one which is affected by the kinds of variables: personal system variable (conscious and unconscious needs) convenience and reducing variables (relative’s price and purchase) and social system variables (membership and reference groups).

This study helps to confirm an age long motion that advertisement cannot be created in isolation of the needs, desire, values and aspirations of the consumer. Conversely, all the classic studies in support of advertising effectiveness notwithstanding, many studies have revealed the insignificance of the claims. Most writers believe that the more literate a person is, the less he believes in advertisement and hence the less he relies on them for making his buying decision. Marketing executives on their part have often sought to understand the concern of consumer behaviour by carrying out research into knowing what they want of the consumer and why they want a particular product, how and when they need these product. The gathered information is analysed and integrated into the alternative marketing programmed which are aimed at satisfying the consumers. It is important to note that both psychological and environmental factors influence the behavioural pattern of individual that constitute the consumer of a product. Studies on behaviour are either based on one or the other psychological learning model. The endorser on rotating his or her own experiences with the product “provokes” the prospective consumer not only to believe the endorser’s testimony but also have and thereby purchase it. The endorser therefore becomes an opinion leader of some sort that brings about opinion formation or change in consumer.

### **2.3 Concepts of Detergent**

Detergent is a material used to assist cleaning. The term ‘detergent’ is sometimes intended to differential between soap and other surfactants used for cleaning. It refers specifically to clothing detergent rather than hand soaps or other types of cleaning agents. Plain water is used to mix detergent for cleaning purposes. Probably the most widely used detergent are soaps or mixtures composed chiefly of” soap “ are sometimes used



interchangeably, not every detergent are soap. This terminology is sometimes used to refer to any surfactant, even when it is not used for cleaning.

### **Elephant Blue Detergent**

This detergent is manufactured by PZ Cussons Nigeria, a company that commenced business in Nigeria as West African Merchant. Elephant Detergent is the third major competitor to Omo in the detergents category. Prior to the entry of the Procter & Gamble brand, Ariel, it was the main competitor of Omo, occupied more than 40% of the detergents category. Elephant Detergent over the years has grown into an umbrella brand that has several detergent products under it such as the “Elephant Gold” and “Elephant Colour”. It started out as a blue detergent packaged in 200g packs but has transformed into a white detergent following the change in the Nigerian consumer preference (PZ Cussons, 2013). In the wake of the “So Kiln revolution”, brands like Omo tried to quickly reposition while Elephant Blue dawdled resulting in a severe loss of market share. It now comes in economy packs although its strongholds lie in the large sized packs (200grams and above). Presently, efforts, through advertising and product effectively are being put in place to throw them back into the market. To achieve this, they adopted the testimonial advert approach with celebrity endorsement.



**Fig;1 Testimonial Advert of Chief Zebrudaya in Elephant Blue Detergent**

The language of Chief Zebrudaya uses in this advert is same as he uses for his popular television drama, ” The New Masquerade “”Thereby creating affinity already established with his teeming admirers.

Fame, who deliberately invents language for comic effects. In one of his electronicAdvert on Elephant Blue detergent, the following abridged monologue was recorded:

Aa u aa, de new improved Elephant Blue detergent aa washing white whiter andPenetration deep down... even if na de dowty of baby napkin or de dowty ofMechanic uniform.

The English version of the same advert would be:

Hello, the new improved Elephant Blue detergent washes cleaner and brighter...

Even if it’s the mess in babies’ nappies or the dirt of mechanic uniforms...

The choice of expressions like *washing white whiter* and *penetration deep down* are personal innovations or expressions of creativity of the speaker? It is not every speaker of Pigeon English that would be able to make sense out of these expressions, except with recourse to pragmatic competence. Discourse-pragmatics is therefore imperative to understanding both lexical and structural borrowing in Pigeon English. Pigeon English is grammatically aberrant and defective; no established rules, and principle for word order, sound system, vocabulary, sentence structure and meaning. Morphologically, Pigeon English can conjecture such markers as we can see above. *Washing white whiter* would translate in NP as *e dey wash clean well well*. In this case, the progressive marker *dey* is used to represent the inflectional form of the verb and a reduplicative strategy is used to handle the comparative form of the adjective in NP.

*Penetration deep down* in PE can be translated in NP as *e dey shine waa*. The form *penetration* would be assumed to be “grammar” (high sounding English word) in the context of NP. This is why it has to be simplified to a less complicated form.

Elugbe and Omamor (1991) also commented that Zebrudaya’s speech includes expressions and words that may not exist in either English or NP, but are designed to achieve maximum comic effect. The study of PE as a distinct genre has not attracted significant research interest from linguists in Nigeria or elsewhere. This lack of interest is the reason Holm (2000:5) remarks that “...broken English was of little interest to linguists as a broken diamond would be to genealogists”. It is as a result of this distinction that a few scholars prefer the appellation NP.



Fig 2: Elephant Auto brand

**Elephant Auto** Elephant Auto as shown above powerful stain remover with Micro Fibre guard technology that prevents clothes from pilling the small, hairy balls that appear on the surface of clothes over time. Proudly Nigerian, Elephant Auto is the first locally manufactured Automatic Washing Machine detergent. Exciting developments from the new look Elephant brand. Elephant Auto 1kg; provides powerful stain removal with Micro Fibre guard technology - specially formulated for Front Loader Washing Machines (PZ Cussons, 2013).



Fig 3: Picture of Packaging for Elephant Gold

**Elephant Gold** as seen above is specially formulated as an active stain remover with a super fragrance. It is a white detergent with green and yellow speckles for every family. The presentation of the brand in the Gold coloured-sachet tells the complete story about the outstanding brand, a product built on over 35years cleaning expertise and quality heritage.

Elephant Gold is available in different pack options – single wash sachet, 180g, 360g, 450g Jar and 1000g (PZ Cussons, 2013).



Fig 4: Picture of Packaging for Elephant Colour

**Elephant Colour** is Nigeria's only premium quality blue detergent, which is specially formulated to be gentle to coloured clothes. Its Gentle Care Stain Removal system ensures that even tough stains are gently removed from your clothes and your colour clothes remain bright 'wash after wash'. Elephant Colour comes in trendy, modern "lifestyle" packaging with a live picture depicting a mother's warm emotional love to her child. It is available in single wash sachet, 200g and 1000g (PZ Cussons, 2013).

#### **2.4 Profile of PZ Company**

PZ was incorporated in England in 1884 which became a public company quoted on the London and Northern stock exchanges in 1953. Its principal activity is that of general merchants in West African and it has been established in this capacity in Nigeria since 1899. Peterson Zochonis (PZ's) interest now includes industrial ventures in Nigeria, Ghana and Sierra Leone and textiles, whole selling in the United Kingdom.

In 1951 Mr P.B Nicholas sold out his interest in the company to P.Z. In 1960 the company achieved its first indigenous Nigeria Equity participation and by the end of 1972,

it had sold 10 per cent of its share capital to Indigenous Nigerians. In accordance with the federal government directives (in dispensation act) it sold another 20 per cent of its shares to Nigerians in 1976, thus bringing the equity share participation to 60 per cent in favour of Nigerians. A year after, new factory building were created and modern soap making equipment installed at Aba, thereby export of glycerine and oil cake, buy products of the soap making process which utilized substantial tonnage of palm oil and other vegetable oil purchased locally.

The increasing popularity of detergents indicated by market surveys gave rise to decision to extend the range of products to include detergent factory premises for this purpose were erected Ilupeju Lagos. In pursuance of this expenses policy a modern detergent factory complex was constructed at Ikorodu Lagos and production is now on.

## **2.5 Theoretical Framework**

The theoretical foundation of this work is the Uses and Gratification Theory, Individual Difference Theory and Reception Theory. The premise of the framework is focused on more knowledge about consumer audiences, the acknowledgement of the individual differences in the audience experience and acknowledging the power of the media to attract and hold audiences – and a focus on case studies to provide aid in exploring psychological factors relating to audience experience (McQuail 1998).

### **2.5.1 Uses and Gratification Theory**

Some of the proponents of this theory are Dennis McQuail, Elihu Katz, Jay Blumler and Gurevitch (1994). This theory is mostly used in mass communication and only recently in development communication. The nucleus of Uses and Gratification theory concerns audience's response to contents of the media and how the media shapes the

behaviours of people, in this case consumers, in buying goods. In advertising, the uses and gratification theory thrives on three levels: the cognitive/psychological needs of consumers, their affective needs and emotional needs. This theory is not without flaws. It ignores the social and cultural context that influences consumer behaviours and does not allow for the micro process of interpreting the message of adverts.

Uses and Gratification Theory perceives the consumer of media fare as actively influencing the consumption or reception, since he/she selectively chooses, pays attention to interprets and retains the media messages on the basis of his/her needs, belief or even his/her whims and caprices. The focus was thus shifted from media production and transmission function to media reception and consumption functions. In 1998, McQuail presented the idea of user taste, when examining the selection of media, which proposed that users select media based on personal preferences and that media are simply a means to reaching an end goal. During this time, researchers of uses and gratification theory also introduced the idea of media utility and suggested that people are not only intentional when selecting which media to consumer, but they develop specific criteria and place subjective value judgment regarding the usefulness on each media as well. The idea of media utility was further developed and expanded into two sub-categories; social utility and personal utility.

Bogart (1970) proposed that media users seek to find media that have personal utility and thus seek to obtain gratification on an individual or specialized level. Most early uses and gratification studies examined the motives for selecting traditional media sources [newspaper, television, radio, film] as well as the gratification obtained from utilizing each media. Uses and gratification is a powerful mass communication theory that directly place



power in the hands of the audience. Rather than assuming that media messages have direct, uniform effect on those who consume them, the uses and gratification perspective proposes that receivers make deliberate, intentional decisions about the media message they expose themselves to base on personal needs and desire. The classical articulation of this framework is the one offered by Elihu Katz, Jay Blumberg, and Michael Gurevitch (1974:102). They described five elements or basic assumptions of the uses and gratification theory:

1. The audience is active and its media use is goal oriented, various audience members bring various level of activity to their consumption [if nothing else at least in choice of preferred content or product within a given medium].
2. The initiative in linking need gratification to specific media choice rest with the audience member.
3. The media compete with other sources of need satisfaction. The media and the audiences do not exist in a vacuum. They are part of the larger society, and the relationship between media and audience is influenced by events in that environment.
4. People are aware enough of their own media use, interests and motives to be able to provide researcher with an accurate picture of that use.
5. Value judgments, regard the audiences linking its need to specific media or content should be suspended. Their point is that people can use the same content in very different ways, and therefore the same content could have very different rewards or consequences.

### **2.5.2 Individual Differences Theory**

From expositions and laboratory experiments on behaviourism classical conditioning, learning differences, and attitude formation in the late 1950s and early 1960s, it became increasingly clear that individuals differ in their personal psychological organization. Just as studies in the natural sciences had also revealed differential biological endowments in people, it was discovered that attitudes, values and beliefs were in the context of experience and this resulted in differences in cognition and perception. The principle of selective attention and perception, which holds that people pay attention to messages and interpret them in line with their own interest, beliefs, values and experiences, bases on the masses response's for making compliant response inevitable. Individual differences theory is psychological traits or chronic tendencies that convey a sense of consistency, internal causality and personal distinctiveness. Individual differences are considered to play an element role on how people generally react across situations they encounter. Larsson [1989] has suggested individual differences may affect behaviour only when paired with situation conditions that induce stress. Individuals differ in their personal psychological make-up. Behaviour values and belief are often learnt through experiences and this could result in differences in perception and cognition, and hence difference in attitudes.

The theories were selected based on the fact that consumers purchase products (detergent) make use of the product to derive satisfaction differs from one individual to another individual basically because of different psychological traits and other related features present in the environment. The uses and gratifications theory ignore to some

extent the audience and their social backgrounds. How they form their interpretation of the media messages and their specific relationship with the media.

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## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Introduction

A methodology is a strategy which researchers follow in order to gain knowledge, and to study phenomena. This study adopted the survey method of research. According to Baran(2002), survey allows communication researchers to measure characteristics, opinions or behaviours of a population by studying a small sample from that group, and then generalize findings. This is so because, according to Panna (2006), surveys are concerned with conditions or relationships that exist or existed. The survey research design is a very valuable tool for assessing opinion and trends. This research work is quantitative; this means the research utilized and generates data, relevant information centres on population. Data were collected from the population for intensive study and analysis. The survey method was employed because the research deals with behavioural study of motivation and consumption. The study followed a cross-sectional survey design and employed the quantitative data collection techniques namely: distribution of questionnaire to gather the required information. The study analysed the testimonial advert of the study of (ChiefZebrudaya in *Elephant Blue Detergent*)

Quantitative research design is the standard experimental method of most scientific disciplines. These experiments are sometimes referred to as true science, and use the simple percentage and descriptive means to measure result conclusively. They are most commonly used by physical scientists, although social sciences, education and economics have been known to use these types of research. It is the opposite of qualitative research.

According Potter (2008), Quantitative experiments all use a standard format, with a few minor inter-disciplinary differences, of generating finding to be proved or disproved.

Therefore, what makes this study quantitative is because the methods are needed to address the research topic in accordance with the research objectives. There is no right or wrong method (Serves..1984). More so, the study adopted the methods because of their determinant, flexibility and its interactive nature that assisted in the collection of data on the phenomenon under study. .

### **3.1 Sample Size**

Chindit Depot Barracks in Zaria was the study area of this research. According to the Geographical Database and the UNFPA (2013), Zaria has a total population of 975, 228 people. The town comprises the old Zaria city, Tudun Wada, Sabon-Gari, Palladan, Kwangila, Samaru, Gaskiya and Wusasa. The main ethnic groups include Hausa and Fulani. There are also various ethnic groups from different parts of Nigeria who come to settle in Zaria. With the establishment of higher institutions of learning in the early sixties, Western education triumphed which saw the influx of many people from different parts of the country and beyond into the town. It is also home to several military installations; one of which Chindit Military Depot belong.

### **3.2 Study population**

The field survey research method was used in the conduct of this research. Okoro *et al.*, (2003:167-168) explains that:the survey method presents the universe of the study by appropriating or reducing the universe in that it provide the opportunity to check on the incident, distributions and interrelation of variables (Demographic, information, attitude, motives, intention).

The study made use of the survey method, because survey design helped to find out primarily from respondents, the use of influence of testimonial advertising. This research method was adopted because the study sought to find out the opinion of respondents. Okoro(1995) supported this approach because the survey methods enabled the study of a relative population needed to provide primary information or finding on a research.

### **3.3 Research Design**

The population sample covers all the junior staffs of Chindit Barrack, Zaria. With a total population of 900 people comprising 600 male and 300 female. [ChinditDepotRecord office] Questions in form of questionnaire were administered to 150 people whose responses were used for analysis of this work. Important area that a researcher should keep in mind is how to determine an appropriate sampling procedure as it goes a long way to determining the success of research. Churchill (1995) pointed out that sampling techniques can be divided into probability and non-probability sampling. The sampling technique adopted for this research is systematic sampling method. The researcher took the sample population of study from Chindit Depot barracks. Five were picked from each block, out of thirty blocks in the barracks which result to a total number of 150. The reason for picking the five each is borne out of the fact that total population is too large for the researcher to investigate all hence, the need to randomly pick, since the blocks picks have the characteristic of the population relevant to the study.

The relevance of this sampling technique to the thesis was borne out of the fact that the method allowed the researcher not to exclude certain people from being sampled. Within the bracket of the quantitative research, sampling technique was used to select the population, and the consumer population in the barracks. Furthermore, copies of the

questionnaire were distributed among selected consumers within the barracks. Here, purposive sampling was used to achieve this.

### **3.4 Method of Data Collection**

#### **Documentary Sources**

Documentary source was pivotal in carrying out this project work. This was so because textbook, journals, the use of Internet among others as documentary sources were consulted, views examined and analysis made.

#### **Questionnaire**

A questionnaire's design must always reflect the basic purpose of the research (Kothari, 2004). The questionnaire is a device for getting answers to questions by using a form which the respondents fill by themselves. Questionnaire like interview tries to get the feelings, beliefs, experiences or activities of respondents. The questionnaire in the study was structured into four sections. Section A consists of bio-data of respondents, Section B consist of questions aimed at answering the first research question while Section C is also made up of questions set up to answer the second research question. Similarly section D is a construct of questions targeted at answering research question three.

### **3.5 Justification of Research Instruments**

Data was obtained from primary and secondary data sources. Primary source of data of this study came from the distributed questionnaires in Chindit Depot Barracks Zaria Kaduna-State. According to Ujo (2000): Questionnaire uses straight forward questions to obtain information on distribution to a group of people or population in relation to factors such as state, qualification, age and gender.

The questionnaire facilitates data analysis and estimation of validity and reliability. The secondary source of data of this study came from books, journals and the Internet. The advantage of using quantitative analysis method is that the analysis of the questionnaires within a limited sample size helps to avoid bias, the results are described in percentages and the conclusion, is drawn from the percentage only.

### **3.6 Analytical Technique**

The data of the study were analysed and interpreted using the simple percentage and descriptive methods. The responses were arranged in simple tabulation and chart, That is, percentage methods was used in the presentation of response for easy analysis and interpretation.



## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### 4.0 Introduction

This chapter deals with the data analysis and interpretation of the result obtained from the answers questionnaire. A total of one hundred and fifty (150) copies of the questionnaire were administered to the respondents of junior staffs Chindit Depot Barracks Zaria but one hundred and twenty (120) copies were recovered with valid information. Data gathered were presented according to the order in which they were arranged in the questionnaire. The various responses were therefore grouped and tabulated to ensure an objective analysis and interpretation of the findings. Simple percentage and descriptive analysis was used to analyse the responses gathered from the questionnaire on demographic information about the respondents and response on issues raised in section B, C and D of the questionnaire.

#### 4.1 Socio Demographic Characteristics of the Respondents

Table 1 reveals that the majority of the respondents fall within the age bracket of 16-30 years which represents 68.2% of the sampled population. 22.5% of the sampled population were between ages of 31-45 years, while only 1 respondent was above 45 years. It is therefore evident that 90.7% which represent the majority of the respondents falls within the economically productive age. There were more females than males which are represented by 58.3% of the respondents. The results also showed that different ethnic groups in different proportions were represented; The Hausa respondents have the highest population representing 33.3% of the respondents. Fifty percent (50%) of the respondents

were identified as soldiers; this could be deduced from the fact that the study was conducted in an army barracks.

Table 1: Socio-demographic characteristics of respondents

<b>Variables</b>	<b>Categories</b>	<b>Frequency</b>	<b>Percentages %</b>
AGE	0-15	10	8.3
	16-30	82	68.2
	31-45	28	22.5
	>45	1	0.8
SEX	Male	50	41.7
	Female	70	58.3
ETHNICITY	Hausa	40	33.3
	Igbo	30	25.0
	Yoruba	20	16.7
	Others	30	25.0
RELIGION	Christianity	50	41.7
	Islam	40	33.3
	Others	30	25.0
OCCUPATION	Soldier	60	50.0
	Business	30	25.0
	Student	15	12.5
	Civil servant	5	4.2
	Others	10	8.3

#### 4.2 The Impact of Testimonial Advert on the Consumption of Elephant Blue Detergent

Table 2 reveals that 68.3% of the respondents are of the opinion that testimonial advert was attractive, while 20.9% of the respondents did not agree. Sixty-six percent (66%) agreed that the Chief Zebrudaya was suitable for the product. Majority were also of the opinion (66.7%) that the advert greatly influences the purchase of *Elephant Blue Detergent* because of Chief Zebrudaya, a well-known comedian. However, majority of the respondents believed that the claim of the advert is not absolute truth. This assertion is represented by 59.9% of the sampled population.

Table 2: Perceptions of respondents on impact of testimonial advertising on consumption

<b>PERCEPTIONS</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>N</b>
1. The testimonial advert that I watch is attractive	37 (30.8)	45 (37.5)	14 (11.7)	11 (9.2)	13 (10.8)
2. The celebrity in the advert is suitable for the product	30 (25.0)	36 (30.0)	13 (10.8)	11 (9.1)	30 (25.0)
3. There is truthfulness in the claims made by the advert after exposure to the product	14 (11.7)	20 (16.7)	48 (39.9)	24 (20.0)	14 (11.7)
4. The advert influence the purchase of the product	20 (16.7)	60 (50.0)	10 (8.3)	30 (25.0)	-
5. Chief Zebrudaya's appearance in the advert contributed to the acceptance of the product.	30 (25.0)	50 (41.7)	30 (25.0)	10 (8.3)	-

Key:

SA= strongly agreed

A= Agreed

D= Disagree

SD= strongly disagree

N= No response

\*Figures in parentheses are percentages

### 4.3 The Strengths and Weaknesses of Testimonial Advertising

#### 4.3.1 Factors that affect advert of *Elephant Blue Detergent*

In figure 1, the respondents' perceptions on factors that contributed to the strengths and weaknesses of *Elephant Blue Detergent* were seen as the language, celebrity, packaging and price. Price and celebrity were established by most of the respondents as more important factors (33.3% for each of the two). Although language and packaging were also adduced to be important, the former seen more as factor that determine the strengths or weaknesses of the advert. Invariably, use of a known celebrity that is appealing to people will add value whereas unknown person will not command same attraction. The price of a product is a key determinant of how marketable it will be. High price product may experience limited acceptance especially amongst low income earners.

The price of blue detergent is relatively cheap and competitive and this may explain its acceptance.

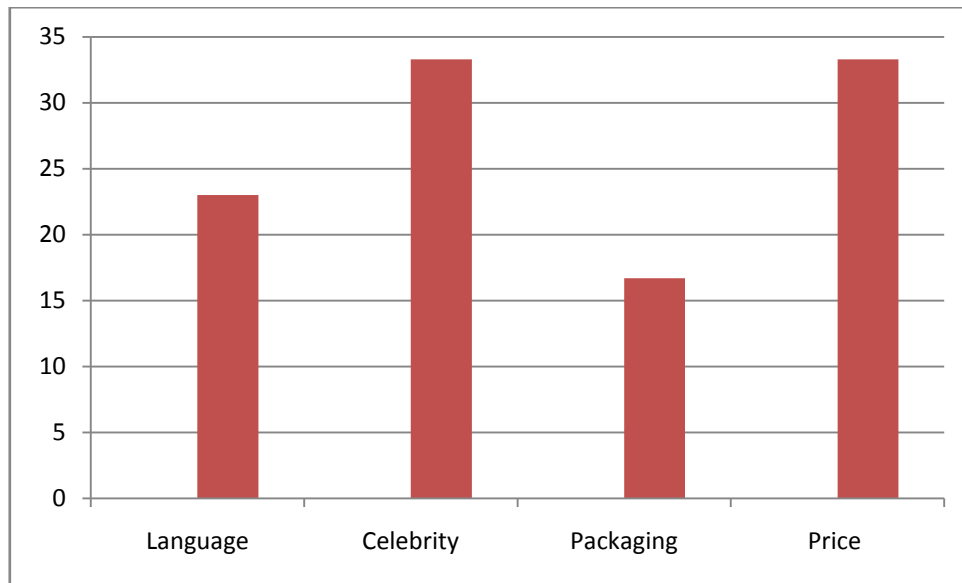


Fig 5: Factors that affect advert of *Elephant Blue Detergent*

#### **4.4 The Influence of Emotional Advertising on Attitudinal Buying Behaviour of Respondents**

##### **4.4.1 Emotional factors that influence respondents attitudinal buying**

From figure 2, it can be highlighted that respondents are more swayed to buying the *Elephant Blue Detergent* due to feelings they experienced from watching advert overtime (36.7%) and also from their experience of watching Chief Zebrudayain the New Masquerade play (40/0). However, 13.3% were influenced by their family experience of usage of the product. It is worthy of note that 10% of the respondents were emotionally motivated to buy this product through other factors such as personal instinct, curiosity, price indices of the product and mere need to just buy something for use.

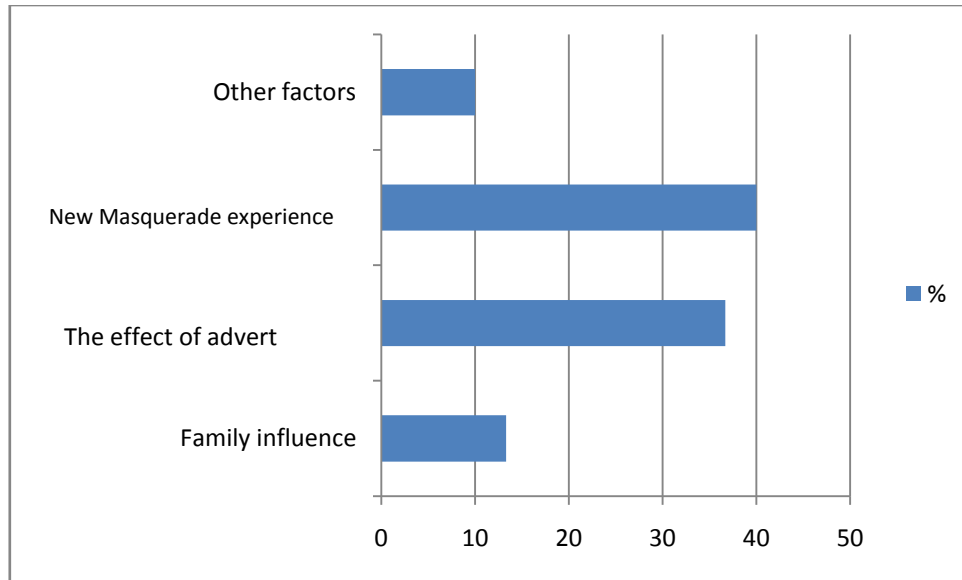


Fig 6: Emotional factors influencing respondents attitudinal buying

#### 4.5 Discussion of Findings

The data collected provided deep insight to the subject matter and vividly establish the level at which testimonial advertising influences consumer behaviour. From the analysis, it was noted that the majority of the residents of Chindit Depot Barracks agreed that the testimonial advert of *Elephant Blue Detergent* in which Chief Zebrudaya testifies about the product really captures their attention and influences their buying behaviour and that they could not tell the magic behind it. The research findings support Knott and James (2003:9) that the attractiveness of endorsers influencing consumers' purchase intention in which other factors like music and graphics in commercials equally play significant role in influencing consumer intention. These findings also support the peripheral route aspect of elaborated likelihood models of Petty and Caccioppo (1993) that consumer under the peripheral route rely on simple cues such as attractive slogans, music or imagery in commercial to react to the adverts instead of close scrutiny of the message. Various

responses were therefore grouped and tabulated towards ensuring an objective analysis and interpretation of the findings.

Results from **Section 4.2** which deal with the socio-demographic characteristics of the respondents revealed that the majority of the respondents that use detergent regularly aged between 26 – 30 years, which is the age bracket of rigorous activities because of their strength and youthfulness. Likewise, majority of the respondents were females because female respondents use detergent more than the male and female were more willing to participate supporting the general notion that manual laundry in our society is mostly done by female folks. The cosmopolitan nature of the respondents gave credence to federal character system of Nigeria and vividly established unity in diversity of the nation, that the majority of the respondents were soldiers is indication of the research being conducted in the barracks.

Results of **Section 4.5.1** showed that use of a popular celebrity in advertising the products goes a long way to arouse people and thus persuading them to purchase it. The packaging of the advert also plays a key role which creates positive attraction. The findings also supported Burroughs's and Feinberg's (1987; 16) assertion that the presentation of a spokesperson will significantly increase the likelihood that the product name will be called to mind. The message carried in the advertisement also played an important factor in the consumer, ability to recall the advertisement. The research indicated that the testimonial in the advertisement had a lasting impression on the minds of the consumer and enhances their recall ability. This supports Petty's [1983] assertion under peripheral route aspect of elaborated likelihood model that celebrity endorsers increase recall and recognition under low involvement condition like drama, music, graphics.e.t.c.in an advertisement.

From Section 4.1.3, the results established four key factors as paramount and crucial and indeed relative to the strengths and weaknesses of testimonial advertising. These are the language, the celebrity to be used, how the advert is packaged and what price the product will go for. The research findings thus support Onyeama, (2002) assertion that a “*well-known and well-liked personality within the society evoke likeness and good image towards a product or services*”. The findings also buttressed the source credibility model which explains that the acceptance and favourable response to an advertisement message depends on the perception the audience have about the expertise, trustworthiness and knowledge of the source. It is quite noticeable that a good percentage of the respondents were influenced because of the package of the product and their purchasing power.

In Section 4.5.1 it was evident that various factors swayed people to buying and using *Elephant Blue Detergent*. The finding gave credence to the view of Max *et al.*, (2000) which states that “if a consumer is motivated by his needs and problems, he comes to the market place searching for product that will satisfy his needs and goals”. However, they classified needs into psychological, believing value lies in usefulness and social notes that when a particular need or goal has become salient, the consumer will be motivated to satisfy it. Consumer behaviour is such a complex subject that it has engaged the attention of social scientists for many years. They have been trying to study human behaviour in order to understand and predict man’s actions, in action and reactions at any given time. This understanding of human behaviour is particularly important to businessmen/women who must know the needs, desire and motivations of their prospective customers before deciding not only the line of product to produce but also the physical characteristics,

distributive mechanism and other decisions which will ultimately facilitate the satisfaction of the needs of the consumer.

This section also revealed that the majority of the respondents knew the celebrity chief Zebrudaya through the play, they like the celebrity and the respondents conclude that they will buy any product the celebrity endorses. Runyon (1977) reveals that the credibility the brand has in the minds of the consumers has to do with the fact that the celebrity is a popular person. The finding revealed that the celebrity is not a controversial person and therefore, they will buy the brand. The finding also shows that expertise and the popularity of an endorser are capable of increasing information processing among consumer.



## CHAPTER FIVE

### SUMMARY, RECOMMENDATIONS AND CONCLUSION

#### 5.0 Summary

This study examined the influence of testimonial advertising on consumer behaviour. The findings from the analysis employed in the research to compare groups used for the study pointed out that there is a significant difference in the way consumers react to a product that the commercial is endorsed by a celebrity and the one that is not. Research finding also provided evidences that the popularity of a brand of a product apart from a commercial being endorsed by a celebrity also contribute to the credibility of such brand. The research found that other features in a commercial such as music, language and, drama do complement the appearance of a celebrity at influencing consumer recall level of a commercial.

Since the findings of the research suggested that celebrity endorsed advert has significant influence, on consumers purchase intention and also that other variables like music graphic do play complementary roles in such influence .the researcher therefore recommends that other variables mentioned together with the celebrity should be carefully mixed in order to achieve desired results. In relation to peripheral route aspect of Uses and Gratification theory, Individual difference theory and Reception theory which is the theoretical framework of this thesis that states that attitudes are formed and changed without active thinking about the object and its attributes but rather as a result of associating the attitude object with positive or negative cues in the persuasion context.

A celebrity is an embodiment of certain cultural meaning which produces expected result if properly transferred into the endorsed product; advertisers should carefully look at

ways to transfer the various positive meanings a celebrity carries into an advert. Lifestyle, personality, credibility, etc., should be carefully looked at about an endorser and in turn weave it round a commercial in such a way that consumers can identify with it.

### **5.1 Recommendations for Further Research**

- i.** It is recommended that consumer's should go for a product based on needs, and they should not being misled by celebrity.
- ii.** Advertisers while producing adverts should consider apart from the messages, simple techniques likes interesting graphics and music that consumer can easily identify and empathies with in order for them to comprehend the advert better and have a favourable response toward it. In consonance with the theory of (Reception theory) transfer which is another theoretical guide post of this research that state that the methodological shift researching the consumer and their behaviours to the product or services.
- iii.** *Elephant Blue Detergent* has kept its name over the years. However, a selling concept rather than a marketing concept has to be employed. Constant research should be carried out to keep up with changes in consumer needs. With new emphasis on what consumers want from the product, effective marketing and product promotion, turn around can be expected.
- iv.** Advertisers should be more creative in the formulation of advertisement and selection of the appropriate medium to use in order to capture the attention of their target market by employing or consulting the service of a qualified experts such as theatre artists with creative minds to strategize best scenarios for most effective

result which include choice of actors as to influence *Elephant Blue Detergent* consumption and marketing positively.

- v. Product awareness is a prerequisite to consumers' attitudes towards it. So producers of advertising message should employ strategies that can sharpen the attitudes of the consumers through creating proper awareness of the particular product, like interesting slogan, good graphics and music that consumer can easily identify and empathize with in order for them to comprehend better and have a favourable response towards it.
- vi. The advertising campaign should communicate meaningful and truthful messages to its audience by basing the advertisement on what the product is truly made of and consumer to be cautious in their buying decision not be lured by celebrities in adverts but to use products based on need and personal choice.
- vii. The PZ company should engage in audience research because testimonial advertising is usually very effective and is frequently used, it is basically a promotional method in which one or more testimonial from satisfied customers may be well know or famous personality or may be a common customer, hence the statement of men and women who are well and favourably known in society like Chief Zebrudaye, tend to influence others in the community to buy the product Elephant Blue Detergent, or article which others have used successfully Hence if the company engage in the audience research it would goes a long way to influence the behaviour of their consumer.

- viii. Further research should be conducted to determine if similar result will be produced when different product are used as this research used only one product in its study.

## **5.2 Conclusion**

The study has shown that testimonial advertising is one of the effective tools that most advertisers used to influence the buying behaviour of their consumer because consumers are becoming more enlightened and sophisticated and any advertisement that will succeed to catch their attention has to be truthful, tasteful and convincing. That is worthy of thorough researching into as huge resources are expended by companies on advertisement annually. It appears from the research findings that testimonial advert endorsed by a celebrity does have impact on consumer buying behaviour. This also shown that advertising has influence the behaviour of consumer on Elephant Blue Detergent, because it encourages the research and development of new and better products. It also encourage price competition by given the consumers a free choice of product and services. And also give the consumer a freedom to choose among many completing products to suit our needs, desires and life styles.

## **5.3 Contributions to Knowledge and Development Communication**

The aim of any research is to contribute to the existing body of knowledge and also to the development of the society. Advertising has help investment in every country because, is the direct proportionate in the country standard of living. It has also help in the economic effect, because the moment a company begins to advertise, a chain reaction of economic event take place. This research has contributed in given information to the consumer about various aspect of products, helpeconomicgrowth, by making goods and

services known and facilities sales growth and realization of production. This research work is not an exception because the influences of testimonial advertising are one of the most important elements in programming Behaviour change communication (BCC). A behaviour change communication message is targeted at specific audiences aimed at affecting a change in their behaviour(s) or to have them maintain their current positive behaviour(s). An audience can be primary or secondary. The primary audience is the person or group of people whom you want to address directly (i.e. target in the case of the consumer to influence their buying behaviour) with specific messages with the intention to change or modify their behaviour(s). The secondary audience is the person or group of people who can influence the primary audience to change their behaviour(s) (i.e. the Advertiser of *Elephant Blue Detergent* etc.). Hence it is important to know who your primary audience is as well as who is your secondary audience. Strategic use of behaviour change communication (BCC) applies targeted messages and approaches to promote healthy behaviours and reduced risk taking. BCC, also known as social and behaviour change communication, encompasses health communication, social and community mobilization, and it evolved from information, education and communication (IEC) strategies with components ranging from interpersonal communication between the producer and the consumer to improving or changing behaviours that will lead to sustainable development. The influence of testimonial advertising on consumer behaviour has contributed in development by the following such as;

1. The ***message approach***: The approach and tone of delivery of a BCC message is important, such as, the message should be informational, persuasive, encouraging, educational, gender sensitive, or action oriented, etc.

2. ***The educational approach*** - message provides not only basic information but attempts to educate the intended audience as well. Such an example is “The Advert of Chief Zebrudaya in *Elephant Blue Detergent*” is Educational because he is giving an orientation to the consumer on how effective the trade marks his.
3. ***The informational approach;*** provides information only by stating facts such as “*Elephant Blue Detergent Remove Stain Instantly*”
4. ***The persuasive approach,*** as the term suggests, attempts to persuade the intended audience to take up an action or change his/her behaviour. An example of such a message can be, “the choice of words made in the advert of *Elephant Blue Detergent* by chief Zebrudaya like’ Brighter, cleaner, fresher, to convince the audience on how effective the product is.

***The language, tone and appeal;*** message play an important part in it being accepted easily or rejected by the intended audience. A message’s appeal and tone can be positive or negative, threatening or encouraging, appealing to individuals or to the masses, rational or emotional. Research and experience have shown that using a positive appeal rather than a negative appeal is more effective for conveying social messages. For example, Chief Zebrudaya has a very funny way of marketing the trade mark *Elephant Blue Detergent*, the kind of convincing tone he used in the advert help to influence the buying behaviour of the consumer and it also enhance development.

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## APPENDIX

I am a student of Ahmadu Bello University, Zaria. Carry out a research, On Testimonial Advertising and Consumer Behaviour of Chief Zebrudaya's Celebrity role in *Elephant Blue Detergent*. You are to please give honest answers to the questions below. All information provided will be treated with utmost confidence and privacy.

Please tick [] or fill appropriate response in the columns provided.

### SECTION A; BIO DATA OF RESPONDENTS

#### 1 .AGE

[A] 16-20 [  ]

[B] 21-25 [  ]

[C] 26-30 [  ]

[D] 31-35 [  ]

[e] 36-40 [  ]

[F] 41 and above [  ]

#### 2. SEX

a. Female [  ]

b. male [  ]

3. ETHNIC GROUP [specify] -----

4. RELIGION; CHRISTIANITY [  ]

ISLAM [  ]

TRADITIONAL [  ]      FREE THINKER [  ]

5. OCCUPITON [  ]

A. Soldier [  ]

B. Business women/men [  ]

C.Student [ ]

D.Other-----specify

### SECTION B

#### IMPACT OF THE COMMERCIAL

a. The testimonial advert I have watched is attractive.

1. Strongly disagree [ ]

2. Disagree [ ]

3. Neutral [ ]

4. Agree [ ]

5. Strongly Agree [ ]

C.The celebrity in the testimonial advert of *Elephant Blue Detergent* matches well with the product.

1. Strongly disagree [ ]

2. Disagree [ ]

3. Neutral [ ]

4. Agree [ ]

5. Strongly Agree [ ].

### SECTION C

The information in the testimonial advertisement is appropriate and should influence my buying decision?

1. Strongly disagree [ ]

2. Disagree [ ]

3. Neutral [ ]

4. Agree [ ]

5. Strongly Agree [ b]

### SECTION D

Did the information in the commercial influences your buying decision? -----

- 1 .Strongly disagrees [ ]
2. Disagree [ ]
3. Neutral [ ]
4. Agree [ ]
5. Strongly Agree [ ]

#### SECTION E

After watching the advert, I begin to like the *Elephant Blue Detergent*.

1. Strongly Disagree [ ]
2. Disagree [ ]
3. Neutral [ ]
4. Agree [ ]
5. Strongly Agree [ ]

#### SECTION F; INFLUENCE OF EMOTIONAL ADVERTISING ON ATTITUDINAL BUYING BEHAVIOUR OF RESPONDENTS

A .What is the emotional factors that influence your attitudinal buying behaviour

1. Other factors [ ]
2. The effect of the advert [ ]
3. New Masquerade experience [ ]
- 4 .Family [ ]