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THE EFFECTS OF ADVERTISING ON CONSUMERS ACCEPTABILITY OF NEW PRODUCTS: A STUDY OF HERO LAGER BEER

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ABSTRACT

This study investigated the effect of advertising on consumer acceptability of Hero Lager Beer in Anambra state. Three research questions were raised to guide the study. Three null hypotheses were tested in the study. The study adopted a descriptive survey research design in order to conduct the study. The study had an infinite population as the number of consumers of Hero larger beer in Anambra state is unknown. The sample size is 384 determined using the sample size calculator software formula. A researchers' self-developed questionnaire titled: Effects of Advertising on Consumers' Acceptability of New Products Questionnaire (EACANPQ) containing 36 items and designed on a 4-point rating scale was used for data collection in the study. The research instrument was validated by three experts from Nnamdi Azikiwe University, Awka, Anambra State. Reliability of the questionnaire was established through a pilot-test. Thereafter, the coefficient value was measured using the Cronbach Alpha formula to appraise the reliability of the research instrument. The scores gave coefficient reliability of0.70, 0.76 and 0.85, for the three clusters respectively; which were added up to give an overall internal consistency reliability 'r' value of 0.77, showing that the questionnaire was reliable. Data collated were analyzed using mean and standard deviation to answer the research questions. The hypotheses were tested using t-test statistics at an alpha level of 0.05 significance. The study found that advertising exposure significantly influences brand awareness, perceived quality, and purchase intention. It was concluded that Hero Lager Beer can increase consumer acceptance by developing effective advertising strategies that consider the unique characteristics of the Nigerian consumer. Based on the findings, it was recommended among other things that there should be increase the frequency and reach of Hero Lager Beer advertisements across various channels, including TV, social media, billboards, and radio, to keep increasing and sustain brand awareness and familiarity among Nigerian consumers.

Keywords: Advertising, Consumer acceptability, New product, Hero Lager Beer, Nigerian beer market.

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Introduction

Advertising is a vital component of marketing strategy, playing a crucial role in shaping consumer behavior and influencing purchasing decisions (Avani & Himanshi, 2022). The most important developments in the global advertising business were made in the 20th century. According to Svetlana (2018), the 20th century was the "century of advertising"- at that time there were profound changes and innovations in the field of technology and advertising. Advertising became popular primarily due to the unprecedented growth rate of world industrial production, as well as due to the appearance of more and more sophisticated means of creating and distributing advertisements: multicolour printing, analogue and then digital radio, television, satellite communications, and finally, computers and the Internet. Advertising is day to day becoming more professionally organized and more quality performed. Advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors (Bennett, 2022). It is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea (Shradha et al, 2020). Advertisement acts as a motivator in purchasing of products or services of the particular business. Sunderaraj (2018) noted that it has significant impact on consumer buying behaviour. Advertising is directed to the consumer. The consumer is very important to a marketer. This is because the consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. Sonkusare (2014) defined consumer as one who consumes the goods and services product. The primary objective of marketing is to meet and satisfy the needs and wants of its target market. The most common tactic employed in advertising is "branding." This is used to increase the consumption of a product by associating it with certain qualities in the minds of consumers. The study of the consumer preference not only focuses on how and why consumers make buying decision, but also focuses on how and why consumers make choice of the goods they buy and their evaluation of these goods after use.

The introduction of new products in the market presents a significant challenge for businesses, as they strive to gain consumer acceptance and loyalty (Bennett, 2022). Avani & Himanshi (2022) submitted that companies that want to dominate a large part of the market share use advertising to pursue this goal because it helps them lure more consumers than their competitors. The authors explained that companies make maximum use of technological advancements and resources that are available to curate advertisement campaigns that envision their products to be the best in the market in the eyes of consumers. Shradha et al (2020) submitted that the most preferred advertisement media is are television, social media platform of

advertisement, print media, email and radio. Through these media, messages about a product are passed to consumers to arouse their interest and cause them to make a buying decision. Advertising is a key strategy employed by manufacturers to create awareness, build brand image, and drive sales, the beer manufacturers are not left out.

The Nigerian beer market is highly competitive, with several established brands vying for market share (Euromonitor, 2020). The market is characterized by a high level of consumer loyalty, making it challenging for new entrants to penetrate (NBC, 2020). Furthermore, Nigerian consumers are known for their unique preferences and behaviors, such as a strong affinity for traditional brands and a preference for beer with a unique taste and quality (NBC, 2020). The hero larger beer is a part of this industry. In 2012 when SABMiller entered into the Nigeria market and sought an opportunity for instant impact, the brand observed that while there was intense competition at the national level of the beer segment, the regional markets got very little attention. Consumers at the regions were orphaned and left at the mercy of whatever was in vogue in Lagos, Abuja, Port Harcourt and other big cities. The marketing campaigns were also designed with such stereotype. This discovery gave birth to Hero Larger beer, Nigeria's first beer brand that will be developed, produced and marketed specifically for the Igbo people of South Eastern Nigeria. The experiment didn't just work; it practically revolutionized the topography of the beer market. Within four months of the launch, 10 million bottles were sold, an unprecedented history in beer mileage of 1 million hectoliters. Hero beer's performance also got international recognition as it was awarded the prestigious MONDE award for TASTE & QUALITY. But the story of Hero larger beer cannot be fully told without a generous mention of Dijo Communication, the agency that provided the insight, creativity and marketing strategies that drove and still drives Hero larger beer's unprecedented performance in the market; which now extends beyond the South East into other regions. And it is now being considered for the international beer market.

Dijo Communications is credited for being the first agency in Nigeria to extensively leverage culture and history of Nigeria of a part of the country to drive a campaign. In using this advertising strategy, the agency crafted a brand message with strong emotional correlation and resonance with the Igbo people, with a narrative around their pride in heritage and culture. This heightened the brand awareness. Coming shortly after Dim Emeka Ojukwu's passing, a legend of the Igbos, whose war heroics still inspired his people, Dijo Communication, saw a gap, and immediately developed a communication using the identity of the rising sun, which for the Igbos symbolizes new hope, new leader and a real Hero that can be looked unto after the death of Ojukwu.In order to deepen the cultural and historic affinity between the Hero beer and the Igbos as well

as inspire consumers to take ownership of the brand, Dijo Communication brilliantly created various emotional touch points and communications that resonated deeply with the Igbos. Communications like: A New Hero Has Arrived (signifying the Birth of another Ojukwu), Mmanyam (My Beer), O'Mpa (Oh My Father), Land Of Heroes (referring to prominent Igbo cities as The Land of Heroes). These were advertising strategies the brand deployed with the end reason being to cause consumers to buy the product.

Advertising plays a crucial role in influencing consumer behavior and shaping brand attitudes (Bennett, 2022). Effective advertising can increase brand awareness, enhance perceived quality, and drive purchase intention (Martins et al. (2019).Shradha et al (2020) submitted that consumers strongly agree that advertisements convinces them to purchase the product. Similarly, Sunderaraj (2018) posited that consumers are influenced to purchase the products by the interesting advertisements. In the same vein, Simpson (2022) submitted that competitors often make up for in advertisements where they lack in quality. The author evidenced in this study that the taste of Mirinda (a soft drink) may have been superior to Fanta (another soft drink) but 78.3% of consumers chose Fanta over it because of its better brand image. This depicts the massive influence of advertising on consumer acceptability of a product. This means that through advertising, consumers make the decision to buy the product. However, advertising effectiveness varies depending on factors such as message content (Berger, 2020), media channels (Martins et al. (2019), and target audience characteristics (Tanuwijaya, 2021).Avani and Himanshi (2022) explained that the decision-making process of potential customers is influenced by the reviews and preferences of previous customers on social media platforms. Ragini (2023) also noted that brand preference tends to positively correlate with higher advertising frequency, especially for low-involvement products. Ragini explained further that advertising significantly influences consumer preferences, leading to increased familiarity with and favorable attitudes toward advertised products.In the context of Hero Lager Beer, it is essential to investigate how advertising affects consumer acceptability, considering the competitive nature of the beer market and the unique characteristics of the Nigerian consumer. This study aims to explore the effects of advertising on consumer acceptability of Hero Lager Beer, examining the relationships between advertising exposure, brand awareness, perceived quality, and purchase intention.

Statement of the Problem

In an ideal scenario, advertising would effectively inform and persuade consumers about new products, leading to increased brand awareness, positive purchase intentions, and ultimately, high consumer acceptability. Advertising exposure would be strategically tailored to reach the target audience through the most effective channels, resulting in a seamless journey from awareness to adoption. Consequently,

businesses would benefit from increased sales, customer loyalty, and market share, while consumers would enjoy access to innovative products that meet their needs and enhance their lives. However, the current situation seems to suggest a disconnection between advertising efforts and consumer acceptability. Despite significant investments in advertising, many new products appear to struggle to gain traction, and consumers often remain skeptical or unaware of innovative offerings. The proliferation of advertising channels probably created a noisy landscape, making it challenging for businesses to effectively reach and engage their target audience. Moreover, the quality and relevance of advertising content probably often fail to resonate with consumers, leading to decreased brand awareness, negative purchase intentions, and low consumer acceptability.

If this current situation persists, businesses risk wasting resources on ineffective advertising strategies, while consumers miss out on beneficial products that could improve their lives. The consequences of this disconnect include reduced innovation, decreased customer satisfaction, and a lack of trust in advertising. Furthermore, businesses may struggle to remain competitive, and the overall market may stagnate due to a lack of effective communication and engagement between businesses and consumers. Therefore, it is essential to investigate the effects of advertising on consumer acceptability of new products (a study of Hero lager beer), Anambra state.

Purpose of the Study

The main purpose of this study was to determine the perceived effects of advertising on consumers' acceptability of new products (a study of Hero lager beer), Anambra state. Specifically, the study sought to:

1. Determine the effective advertising channels that influence consumer acceptability of Hero Lager Beer in Anambra state.
2. Investigate the influence of advertising exposure on brand awareness of Hero Lager Beer among consumers in Anambra state.
3. Examine the effect of advertising on purchase intention of Hero Lager Beer among consumers in Anambra state.

Research Questions

The following research questions guided the study:

1. What are the effective advertising channels that influence consumer acceptability of Hero Lager Beer in Anambra state?
2. What are the influences of advertising exposure on brand awareness of Hero Lager Beer among consumers in Anambra state?
3. What are the effects of advertising on purchase intention of Hero Lager Beer among consumers in Anambra state?

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Hypotheses

The following null hypotheses were formulated and tested at 0.05 level of significance

1. There is no significant difference in the mean ratings of male and female consumers on the effective advertising channels that influence consumer acceptability of Hero Lager Beer in Anambra state.
2. There is no significant difference in the mean ratings of male and female consumers on the influences of advertising exposure on brand awareness of Hero Lager Beer among consumers in Anambra state.
3. There is no significant difference in the mean ratings of male and female consumers on the effect of advertising on purchase intention of Hero Lager Beer among consumers in Anambra state.

Research Method

The study adopted the descriptive survey research design. According to Nworgu, (2015), descriptive survey design is one which aims at collecting data on, and describing in a systematic manner the characteristics, features or facts about a given population. These studies are only interested in describing certain variables in relation to the population. The design is deemed suitable for investigating the effects of socio-economic background on academic performance of secondary school students because it collects data from a sample of a population in order to determine the effects of socio-economic background on academic performance of secondary school students and thereafter, the findings are generalized in order to draw inferences as well as conclusion. The population of this study involved all the consumers of Hero larger beer in Anambra state. The sample size is 384. Since the population of the consumers of Hero larger beer in Anambra is infinite, sample size calculator software formula was used.

The sample size calculator software formula:

$$Ss = \frac{Z^2 * (P) * (1 - P)}{C^2}$$

Where:

Z = the standard deviation associated with a given level of confidence (e.g 1.96 for 95% confidence level)

P = percentage of picking a choice, expressed as decimal (0.5 used for sample size needed)

c = confidence level, expressed as decimal (e.g 0.05 = ± 5)

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(*http//www.surveysystems.com*)

The sample size was determined at 384 using at +5 confidence interval and 95% confidence level

$$Ss = \frac{1.96^2 * 0.5 * 0.5}{0.05^2}$$

$$= \frac{3.8416 * 0.5 * 0.5}{0.0025}$$

$$= \frac{0.9604}{0.0025}$$

= 384.16 approximately 384.

Purposive random sampling was used to draw the respondents. A researchers' self-developed questionnaire titled: Effects of Advertising on Consumers' Acceptability of New Products Questionnaire (EACANPQ) which was constructed for Hero larger beer consumers, containing 36 items and designed on a 4-point rating scale was used for data collection in the study. Construction of the questionnaire was guided by the purpose of the study, research questions and hypotheses. The questionnaire was divided into two parts. Part A is an introductory section which comprised personal details and open-ended statements that elicited from the participants demographic information. Part B of the research instrument contained 36 items which was based on this study on eeffects of advertising on consumers' acceptability of new products (A case of Hero larger beer) in Anambra state. Items in section B of the instrument were arranged in three clusters in order to answer questions relating to each of the research questions. The items on the EACANPQ was structured on a 4-point rating scale weighted as follows: (a) Strongly agreed (SA) - 4, (b) Agreed (A) - 3, (c) Disagreed (D) - 2, (d) Strongly Disagreed (SD) – 1 for answering all research questions.

The research instrument was validated by three experts from Educational Management and Policy and Educational Measurement and Evaluation, Nnamdi Azikiwe University, Awka, Anambra State. The corrections and modifications made by these experts were incorporated in the instrument before the final draft of the instrument. This was done in order to determine the face and content validity that aided the instrument to collect the requisite information (data) for

the study. These experts were requested to validate the items in the questionnaire in terms of their face value, content relevance, items clarity and sentence construction. Reliability of the questionnaire was established through a pilot-test sampling 20consumers of Hero larger beer in Delta State, which were not part of the study. After the pilot test, the results obtained from the data collected were computed and the coefficient values were measured using the Cronbach Alpha formula to appraise the reliability of the research instrument. The scores gave coefficient reliability of 0.70, 0.76 and 0.85 for the four clusters respectively; which were added up to give an overall internal consistency reliability 'r' value of 0.77, showing that the questionnaire was reliable. This was to show the degree at which the instrument was reliable to collect the necessary information for the study. According to Nworgu (2015), the essence of conducting a pilot-test was to avoid bias and the reliability of the questionnaire shows the trust-worthiness, consistency and dependability of the instrument. Both validity and reliability of the instrument had to be determined before the final instrument was administered to the respondents, so as to yield the kind of information that assisted in the decision-making process and enable the instrument to collect the expected data. The final copies of the EACANPQ were distributed to the respondents on a personal and direct hand-delivery process to the respondents with the help of five (5) research assistants. The distribution of the questionnaire consisted of face-to-face contact with the respondents. An on-the-spot method was adopted by the researchers and research assistants in distributing copies of the questionnaire. This was to ensure maximum recovery of the questionnaire that was administered. Copies of the questionnaire for the respondents were delivered to them by the researchers and research assistants who are workers in beer parlours in the areas and who were instructed on how to communicate and retrieve the necessary information from the respondents. These research assistants were instructed and briefed on how to administer the questionnaire to the respondents. This entailed explaining properly to the research assistants the intensions of the study. The researchers and the research assistants waited for the respondents to complete the questionnaire before retrieving them on the spot in order to obtain the highest possible rate of return. All the 384copies of the questionnaire printed out for distribution by the researchers and the research assistants were all distributed and were all retrieved and used for analysis. This gave a 100% return rate. Data collated were analysed using mean and standard deviation. Any item with a mean response of 2.50 and above was considered 'agreed' while anyone with a mean response below 2.50 was considered 'disagreed' for all the research questions. More so, all the null hypotheses were tested at an alpha level of 0.05 significance using the t-test. The t-test was used to compare the means of two groups to determine if there is a significant difference between them. The decision rule was based upon the premise that when the calculated P-value associated with the t-cal is less than

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the stipulated 0.05 level of significance, the null hypothesis is rejected. Where the calculated P-value associated with the t-cal is greater than the stipulated 0.05 level of significance, the null hypothesis is not rejected. Data collated were also coded into the SPSS (Statistical Software Package for Social Sciences) for computer analysis.

Presentation of Results

Research Question one. What are the effective advertising channels that influence consumer acceptability of Hero Lager Beer in Anambra state?

Table 1: Mean Responses of Male and Female Consumers on the Effective Advertising Channels that Influence Consumer Acceptability of Hero Lager Beer in Anambra State

		Male N = 206			Female N = 178			Total N = 384		
S/N	ITEMS	Mean	SD	Remark	Mean	SD	Remark	Mean	SD	Remark
1	Social media	2.85	.71	Agreed	3.07	.72	Agreed	2.92	.70	Agreed
2	Influencer marketing	3.09	.64	Agreed	2.75	.68	Agreed	3.32	.63	Agreed
3	Search engine optimization	2.81	.69	Agreed	2.90	.62	Agreed	3.24	.60	Agreed
4	Email marketing	2.85	.71	Agreed	2.91	.72	Agreed	3.24	.60	Agreed
5	Content marketing	3.09	.64	Agreed	3.02	.65	Agreed	2.87	.67	Agreed
6	Television	2.89	.67	Agreed	2.81	.69	Agreed	3.35	.69	Agreed
7	Radio	3.07	.62	Agreed	2.85	.71	Agreed	3.29	.68	Agreed
9	Outdoor advertising	2.84	.70	Agreed	3.09	.64	Agreed	3.14	.62	Agreed
10	Event marketing	2.89	.67	Agreed	3.02	.74	Agreed	2.96	.68	Agreed
11	Referral marketing	3.07	.62	Agreed	2.72	.62	Agreed	3.01	.67	Agreed
12	Affiliate marketing	2.81	.69	Agreed	2.87	.67	Agreed	2.87	.62	Agreed
13	User-generated content	2.85	.71	Agreed	2.87	.67	Agreed	2.72	.62	Agreed
	Cluster mean	2.81	.69	Agreed	2.89	.67	Agreed	2.81	.69	Agreed

Results in Table 1 shows the effective advertising channels that influence consumer acceptability of Hero Lager Beer in Anambra state. The aggregate cluster mean and standard deviation of 2.81 and .69 indicates that all those items are the effective advertising channels that influence consumer acceptability of Hero Lager Beer in Anambra state. The mean ratings of male consumers (2.85, 3.08, 2.81, 2.85, 3.09, 2.89, 3.07, 2.84, 2.89, 3.07, 2.81 and 2.85) and female consumers (3.07, 2.75, 2.90, 2.91, 3.02, 2.81, 2.85, 3.09, 3.02, 2.72, 2.87 and 2.87) for all the 13 items shows that both male and female consumers perceived them as the effective advertising channels that influence consumer acceptability of Hero Lager Beer in Anambra state

Research Question Two What is the influences of advertising exposure on brand awareness of Hero Lager Beer among consumers in Anambra state?

Table 2: Mean Responses of Male and Female Consumers onInfluences of Advertising Exposure on Brand Awareness of Hero Lager Beer among Consumers in Anambra State

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S/N	ITEMS	Male N = 206			Female N = 178			Total N = 384		
		Mean	SD	Remark	Mean	SD	Remark	Mean	SD	Remark
1	Reinforces brand recognition	3.71	.60	Agreed	3.53	.60	Agreed	3.11	.92	Agreed
2	Reinforces brand recall	3.62	.88	Agreed	2.53	.91	Agreed	2.16	.82	Agreed
3	Communicates a brand's unique selling points.	3.53	.70	Agreed	3.61	.70	Agreed	3.25	.88	Agreed
4	create a connection between the consumer and the brand	2.64	1.06	Agreed	3.45	1.07	Agreed	2.61	.87	Agreed
5	Help consumers relate to the brand.	3.73	.62	Agreed	3.43	.58	Agreed	2.56	.92	Agreed
6	Reinforces brand identity.	2.53	1.10	Agreed	2.99	1.11	Agreed	3.31	.80	Agreed
7	increasing brand relevance	2.53	.91	Agreed	2.57	.66	Agreed	3.29	.81	Agreed
9	highlight the brand's unique features	2.54	.75	Agreed	3.71	.93	Agreed	3.29	.81	Agreed
10	Create memorable brand interactions.	3.43	.83	Agreed	2.62	.66	Agreed	3.27	.83	Agreed
11	inform potential customers about the brand's existence	2.99	1.12	Agreed	3.53	.95	Agreed	2.61	87	Agreed
12	Creating a connection between the consumer and the brand.	2.57	1.12	Agreed	2.53	67	Agreed	2.85	.71	Agreed
13	Increasing the brand's visibility and reach.	3.55	.78	Agreed	3.61	1.08	Agreed	2.89	.67	Agreed
	Cluster mean	3.41	.88	Agreed	2.53	.91	Agreed	3.07	.62	Agreed

The analysis in Table 2 shows the aggregate cluster mean and standard deviation of 3.07 and .62 indicating the items are influences of advertising exposure on brand awareness of Hero Lager Beer among consumers in Anambra state. The analysis of items indicate that all the 13 items were rated as influences of advertising exposure on brand awareness of Hero Lager Beer among consumers in Anambra state.

Research Question Three: What are the effects of advertising on purchase intention

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of Hero Lager Beer among consumers in Anambra state?

Table 3: Mean Responses of Male and Female Consumers on the Effects of Advertising on Purchase Intention of Hero Lager Beer among Consumers in Anambra State

		Male N = 206			Female N = 178			Total N = 384		
S/N	ITEMS	Mean	SD	Remark	Mean	SD	Remark	Mean	SD	Remark
1	Increases brand awareness	2.95	.71	Agreed	3.48	.85	Agreed	3.62	.49	Agreed
2	Improves consumers' product knowledge	3.13	.62	Agreed	3.24	.61	Agreed	3.24	.61	Agreed
3	Creates positive attitudes towards the product	3.12	.53	Agreed	3.57	.58	Agreed	3.48	.73	Agreed
4	Improves consumers' perceived product quality	3.02	.77	Agreed	3.33	.89	Agreed	3.19	.73	Agreed
5	Creates social proof for the product	3.02	.57	Agreed	3.24	.75	Agreed	3.52	.66	Agreed
6	Creates emotional connections with consumers	3.31	.78	Agreed	2.75	1.39	Agreed	2.97	.76	Agreed
7	Prompts consumers to take a purchase action	3.59	.70	Agreed	3.42	.79	Agreed	3.28	.87	Agreed
8	Reduces consumers' perceived risks about the product	3.40	.71	Agreed	3.67	.67	Agreed	3.29	.77	Agreed
9	Creates a sense of urgency to make a purchase decision	3.24	.70	Agreed	3.24	.61	Agreed	3.31	.74	Agreed
10	Influencing consumers' preference of the product	2.95	.59	Agreed	3.88	.59	Agreed	3.34	.74	Agreed
	Cluster mean	3.02	.77	Agreed	3.52	.79	Agreed	3.33	.74	Agreed

Results in Table 3 show the effect of advertising on purchase intention of Hero Lager Beer among consumers in Anambra state. The aggregate cluster mean and standard deviation of 3.33 and .74 indicates that all those items are effects of advertising on purchase intention of Hero Lager Beer among consumers in Anambra state. The mean ratings of male consumers (2.95, 3.13, 3.12, 3.02, 3.20, 3.31, 3.59, 3.40, 3.24 and 2.95) and female consumers (3.48, 3.24, 3.57, 3.33, 3.24, 2.75, 3.42, 3.67, 3.24 and 3.88) for all the 10 items shows that they both perceived them as effect of advertising on purchase intention of Hero Lager Beer among consumers in Anambra state.

Hypothesis 1: There is no significant difference in the mean ratings of male and female consumers on the effective advertising channels that influence consumer acceptability of Hero Lager Beer in Anambra state.

Table 4: t-test Comparison of Male and Female Consumers on the Effective Advertising Channels that Influence Consumer Acceptability of Hero Lager Beer in Anambra State

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Source of variation	N	Mean	SD	Df	t-cal	*P*-value	Decision
Male	206	2.21	.33				
				382	1.70	.09	Not-Sig
Female	178	2.08	.36				

The results in table 4 shows that the mean score for male consumers (*M*=2.21, *SD*=.33) was not significantly greater than that of the female consumers (*M=2.08, SD=.36*); *t (*382*) =1.70, p*=.09.The null hypothesis of no significant difference between the two groups on the effective advertising channels that influence consumer acceptability of Hero Lager Beer in Anambra statewas therefore not rejected.

Hypothesis 2: There is no significant difference in the mean ratings of male and female consumers on the influences of advertising exposure on brand awareness of Hero Lager Beer among consumers in Anambra state.

Table 5: t-test Comparison of Male and Female Consumers on the Influences of Advertising Exposure on Brand Awareness of Hero Lager Beer Among Consumers in Anambra State

Source of variation	N	Mean	SD	Df	t-cal	*P*-value	Decision
Male	206	2.50	.22	382			
					.92	.36	Not-Sig
Female	178	2.55	.25				

The results in table 5 shows that the mean score for male consumers (*M*=2.50, *SD*=.22) was not significantly greater than that of the female consumers (*M=2.25, SD=.25*); *t (*382*) =.92, p*=.36.The null hypothesis of no significant difference between the two groups on the the influences of advertising exposure on brand awareness of Hero Lager Beer among consumers in Anambra statewas therefore not rejected.

Hypothesis 3: There is no significant difference in the mean ratings of male and female consumers on the effect of advertising on purchase intention of Hero Lager Beer among consumers in Anambra state.

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Table 6: t-test Comparison of Male and Female Consumers on the Effect of Advertising on Purchase Intention of Hero Lager Beer among Consumers in Anambra State

Source of variation	N	Mean	SD	Df	t-cal	*P*-value	Decision
Male	206	2.95	.34				
				382	.20	.98	Not-Sig
Female	178	2.95	.32				

Table 6 shows that the mean score for male consumers (*M*=2.95, *SD*=.34) was not significantly greater than that of the female consumers (*M=2.95, SD=.32*); *t (*382*) =.20, p*=.98. The null hypothesis of no significant difference between the two groups on the effect of advertising on purchase intention of Hero Lager Beer among consumers in Anambra statewas therefore not rejected.

Discussion of Findings

On a general note, it was evidenced that advertising had effects on consumers' acceptability of new products (a study of Hero lager beer), Anambra state. The findings of the study have been further discussed under the following subheadings of:

Effective Advertising Channels That Influence Consumer Acceptability

The findings indicated that there are effective channels that influence consumer acceptability of Hero larger beer in Anambra state. The finding further indicated that social media, influencer marketing, search engine optimization, email marketing, content marketing, television, radio, outdoor advertising, event marketing, referral marketing, affiliate marketing and user-generated content are effective channels that influence consumer acceptability of Hero larger beer in Anambra state. This finding corroborates and is equally in line with Shradha et al (2020) submission that the most preferred advertisement media is are television, social media platform of advertisement, print media, email and radio. Additionally, the hypothesis revealed that there was no significant difference in the mean responses of male and female consumers on effective channels that influence consumer acceptability of Hero larger beer in Anambra state. This means that male and female consumers did not differ in their opinions of the effective channels that influence consumer acceptability of Hero larger beer in Anambra state. This shows that effective channels for advertising influence consumer acceptability of Hero larger beer in Anambra state.

Influences of Advertising Exposure on Brand Awareness

The findings indicated that advertising exposure had influences on brand awareness of Hero larger beer in Anambra state. The finding further showed that advertising exposure influence brand awareness as itreinforces brand recognition, reinforces brand recall, communicates a brand's unique selling points, create a connection between the consumer and the brand, help consumers relate to the brand, reinforces brand identity, increasing brand relevance, highlight the brand's unique features, create memorable brand interactions, inform potential customers about the brand's existence, creating a connection between the consumer and the brand and increases the brand's visibility and reach. The finding agrees and is equally in correspondence with Ragini (2023) study on the role of advertising in shaping consumer choices which explained that repetitive advertising reinforces brand and product messages, increasing the chances of consumers remembering and considering them when making purchasing decisions. This finding also tallied with the submission of Tanuwijaya (2021) that advertisement is important as it is able to provide consumers with timely, useful, and relevant information about the advertised products. This implies that through advertisement, consumers are made to know about the product. It was also found that there was no significant difference in the mean ratings of male and female consumers on influence of advertising exposure on brand awareness of Hero larger beer in Anambra state. The similarity found between male and female consumers on influence of advertising exposure on brand awareness of Hero larger beer in Anambra state could be attributed to the fact that they may be depicting the real situation of things as regards influence of advertising exposure on brand awareness.

Effect of Advertising on Purchase Intention

The findings indicated that advertising has effects on purchase intention. The effects of advertising on purchase intention were: increases brand awareness, improves consumers' product knowledge, creates positive attitudes towards the product, improves consumers' perceived product quality, creates social proof for the product, creates emotional connections with consumers and prompts consumers to take a purchase action. This finding corresponds with the finding of Avani and Himanshi (2022) that the decision-making process of potential customers is influenced by the reviews and preferences of previous customers on social media platforms. This is to say that consumers can decide to buy a product based on reviews of others which is an advertising strategy. The finding is also in agreement with the notion of Ragini (2023) that brand preference tends to positively correlate with higher advertising frequency, especially for low-involvement products. Ragini explained further that advertising significantly influences consumer preferences, leading to increased familiarity with and favorable attitudes toward advertised products. It therefore means that advertising can influence a

consumer to have an intention to buy and likely to actually buy a product. The finding also aligned with the study of Tanuwijaya (2021) on the influence of advertising value towards the purchase intention of mora.id's products in which it was evidenced that entertainment of advertising value significantly influences the purchase intention of MORA.id's products. It is also consistent with the result found in a previous research done by Martins et al. (2019), who also found that entertainment has a strong correlation with purchase intention and that it significantly influences purchase intention too. This means that the more entertaining an advertisement is, the more it will be able to attract and influence the consumers to make a purchase on the advertised product. The hypothesis indicated that there was no significant difference in the mean responses of male and female consumers on effects of advertising on purchase intention of Hero larger beer in Anambra State. This means that male and female consumers did not differ in their opinion on effects of advertising on purchase intention of Hero larger beer inAnambra State.

Conclusion

In conclusion, this study investigated the effects of advertising on consumers' acceptability of new products (a study of Hero lager beer), Anambra state. The findings revealed thatthere are effective channels that influence consumer acceptability of Hero larger beer in Anambra state. This means that certain advertising media are effective in influencing the acceptance of new products by consumers. The study evidenced that advertising exposure had influences on brand awareness as well as consumers' purchase intentions of Hero larger beer in Anambra state. It is therefore concluded that advertising had a crucial effect on the acceptability of new products by consumers.

Recommendations

Based on the findings, the following were recommended:

1. Increase the frequency and reach of Hero Lager Beer advertisements across various channels, including TV, social media, billboards, and radio, to keep increasing and sustain brand awareness and familiarity among Nigerian consumers.
2. Relevant stakeholders should highlight the unique features and benefits of Hero Lager Beer, such as its taste, quality, and value for money, in advertisements to enhance perceived quality and purchase intention.
3. Management should continuously monitor and evaluate the effectiveness of advertising campaigns, making adjustments as needed to optimize results.
4. Management should leverage customer testimonials and reviews in advertisements to build trust and credibility among potential customers.

Contribution to Knowledge

The findings of this study will provide valuable insights for marketers and

advertisers seeking to increase brand awareness, perceived quality, and purchase intention for Hero Lager Beer and other brands in Nigeria. The study's results will also contribute to the existing body of knowledge on advertising effectiveness in emerging markets, providing guidance for future research and practical applications in the field of marketing and advertising.

By exploring the effects of advertising exposure on brand awareness, this study will help to identify the most effective advertising strategies for increasing brand recognition and familiarity among Nigerian consumers. Additionally, by examining the impact of advertising on purchase intention, this study will provide insights into how advertising can influence consumer perceptions and behavior.

Finally, by identifying the most effective advertising channels and message types, this study will provide guidance on how to optimize advertising campaigns for Hero Lager Beer and other brands in Nigeria, maximizing the return on investment and contributing to brand's success in the market.

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