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## Effect of promotional activities on brand loyalty of detergents among Nigerian university students: A study of veritas University Abuja

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### Abstract

In Nigeria, there has generally been a decline in consumers' exhibition of loyalty towards staple detergents brands, usually because of the availability of many substitute products and high price consciousness among consumers, especially University Students. The objective of this study was to determine the effect of promotional activities on brand loyalty of detergents among University Students with emphasis on Veritas University Abuja and using Sunlight detergent as case study. The study is a survey research with data collected using close ended questionnaires designed with 5-point Likert scale questions. The study used a population of 1599 comprising all students of Veritas University, Abuja with a sample size of 320 (using Taro Yemani's formula) and respondents were selected randomly. The collected data was analyzed using multiple regression method and the findings revealed that promotional tools of advertising, public relations and sales promotions have a significant effect on University student's brand loyalty to detergents. Thus, the study concluded that increased employment of promotional activities would lead to increase in brand loyalty towards detergent or fast moving consumer goods, and recommended among others that Marketers of detergents on Nigerian campuses should place more emphasis on the effective deployment of promotional tools for their brand to build students' interest and desire to purchase their goods, also Brand managers of the studied brand should engage in proactive promotions, i.e., they should endeavor not to copy the promotions of other brands but should develop unique methods of attracting consumers, especially University students.

**Keywords:** Brand loyalty; Detergents; Advertising; Sales Promotion; Public Relation; University Students

### 1. Introduction

In the early 1960s, all it took for a business to become and remain successful was to make a product of good quality and as long as the product quality was superior to that of competition, the business would boom. In the mid-1970s, it became much easier for customers to distinguish high quality and inferior products. However, few companies that were the category leaders back then still are today and can even be called "foundational brands" because they set the pace for other companies producing similar products to follow. The clear reason for survival boiled down to the two basic concepts of marketing and branding (Arons, 2011, Akhaine, 2018) <sup>[4, 3]</sup>.

A brand is a name, term, sign, symbol or design or a combination of some or all that is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors (Keller, 2002) <sup>[16]</sup>. Today, brands are known to develop aesthetic value and greater connection between customers and a product. To develop strong loyalty for a brand, the organization must ensure consistent interaction between the brand and customers. Customers must be confident that the brand will deliver on expected benefits every time it is purchased. The name, logo and unique design of a brand also immensely affect how attracted customers will be to it. Such constant interaction and understanding of customers' preferences through promotion will eventually build the needed trust to serve as a base for continuous purchase by customers (Akhaine, 2018) <sup>[3]</sup>.

Brand loyalty was simply defined by Jacoby & Kyner (1971) <sup>[11, 12]</sup> as the tendency to purchase one brand more than other brands. Mao (2010) <sup>[19]</sup> opined that faithful purchasers are likely to pay money for the same brand of merchandise, and speak highly of its values. Customer brand was given the definition of product quality before the 1980s. During the late

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1980s and near the end of the 1990s, its emphasis changed from quality to customer's satisfaction. Still, with the competitors coming into the market in the late 1990s, satisfying and caring much about the clients became a much more significant object of many corporations (Akhaine, 2018) [3].

There are four categories of loyalty: captive, convenience-seeking, contented, and committed. Captive loyalty means repeated purchase of the same product, service and brand because of lack of opportunities to substitute for alternatives. Convenience-seeking may not respect the brand itself, but look on the convenience that its purchase can carry. Contented loyalty means having a positive attitude to a brand, but they will not attempt some extra consumption. Committed loyalty means being active in both attitude and behavior.

Businesses and marketers should pay more attention to the relationship of brand loyalty and brand reputation. In order to boost brand loyalty, companies should think much about what customers care about by asking series of open minded questions and talking deeply about their situation (Akhaine, 2018) [3].

Promotion emanates as a component of the marketing mix designed by Jerome P. McCarthy in 1960 which deals with communicating the marketing proposition for the product and/or service of a company or business. The various components of the promotion mix are personal selling, sales promotion, public relations, direct marketing, advertising, and events and experiences. Promotional strategies and marketing go hand in hand, since marketing a brand would require the activities of manufacturing, promoting, and selling the products.

The major role of promotion is to act as the voice of the company and to communicate the major objective the company aims to achieve to customers. This helps to attract customers who believe in what the company stands for, it increases awareness of a brand, and it provides customers with appropriate information about the brand, and builds the sales and profit base of a business or company. The promotional activities of an organization act as the voice that echoes the clear message of the brand's features, functions, and benefits to the target audience. Thus, new and existing brand of detergents can only be known better among students of University campuses by repeated promotional activities. It is in the light of this that this study intends to examine the effect of promotional activities on consumer brand loyalty of detergents among Nigerian University Students, with emphasis on Sunlight detergent and Veritas University, Abuja.

### 1.1 Statement of the problem

The concept of brand loyalty is a major concern among businesses today who seek to gather and grow a large customer base for their products and services. In Nigeria, many businesses are facing the challenge of lack of brand loyalty among customers and consumers and this gap must be bridged if any business wants to thrive in its marketplace. According to surveys conducted, only 27% of Nigerians indicated that product choice and brand loyalty is based on promotions, compared to 38% regionally (Nwaogwugwu, 2015) [22]. This is a relatively low value for businesses that seek to secure high customer loyalty towards their products to boost sales and profit. It is believed that a dominant reason for this is because of the low level of trust prevalent

in the Nigeria consumers' environment.

With the country's large population of over 170m people and so many staple product manufacturers, it is becoming increasingly difficult to ensure brand loyalty from customers. The formerly felt strong presence of brand loyalty is beginning to wane gradually. As manufacturers have increasingly become aware of consumers' frequently changing habits, especially University students, they have to try and keep talking to loyalists and make extra efforts to recruit new customers for their product. This is because consumers now compare prices more frequently leading to price matching which will eventually results in brand disloyalty (Diyan, 2016) [7]. Consumers now select products which are readily available instead of their preferred brand(s). This explains one of the reasons why most new products are called the products generic names of the old existing ones. For example, food seasoning with brand names such as Knorr, Royco, Chef, and Star are generically called by consumers as Maggi.

While it is important to note that the use of price discount to boost sales has always been a feature in the sale of Fast Moving Consumer Goods (FCMGs), in recent times it has become a concern to sellers because products sold on discount are becoming more and this is cutting down manufacturers' profit earnings. Thus, the use of price promotion only is just one tool that has been deployed to combat increasing customer disloyalty towards brands. This is not to discredit the use of price discount but to assert that a stronger integration of promotional tools should be focused on if sellers intend to secure a strong degree of brand loyalty from their customers towards various brands.

On this premise, this study therefore seeks to understand the effect of three different promotional tools (advertising, sales promotion, and public relations) on customer brand loyalty of detergents among Nigerian University Students, with emphasis on Sunlight detergent and Veritas University, Abuja.

Thus, the general objective of the study is to examine the effect of promotional activities on customer brand loyalty of detergents among Nigerian University Students, with emphasis on Sunlight detergent and Veritas University, Abuja. However, the specific objectives are:

1. To determine the effectiveness of advertising on brand loyalty of Sunlight detergent among Veritas University Students.
2. To ascertain the effectiveness of public relations on brand loyalty of Sunlight detergent among Veritas University Students.
3. To examine the effectiveness of sales promotion activities on brand loyalty of Sunlight detergent among Veritas University Students.

### 1.2 Research questions

The study is expected to answer the following questions that will serve as cursory guide to the statement of problem solutions:

1. To what extent does advertising influence the brand loyalty of Sunlight detergent among Veritas University Students?
2. To what extent does public relation activities influence the brand loyalty of Sunlight detergent among Veritas University Students?
3. To what extent does sales promotion activities influence the brand loyalty of Sunlight detergent among

Veritas University Students?

### 1.3 Statement of hypotheses

**H<sub>01</sub>:** Advertising has no significant effect on brand loyalty of Sunlight detergent among Veritas University Students.

**H<sub>02</sub>:** Public relation activities have no significant effect on brand loyalty of Sunlight detergent among Veritas University Students.

**H<sub>03</sub>:** Sales promotion has no significant effect on brand loyalty of Sunlight detergent among Veritas University Students.

## 1. Literature Review

### 2.1 Conceptual framework

#### 2.1.1. Concept of promotion

Kotler and Keller (2013) <sup>[17]</sup> viewed promotion as the process through which firms endeavor to inform, remind and persuade customers, either directly or indirectly, about the brands they sell. Promotion includes the means taken to inform the customers of the products and services provided. Promotion plays an important role in forming of loyalty and determining the degree of psychological connection between the customer and the product or brand. The promotion campaign and the formulation of the promotion theme that creates loyalty to the product play a major role in the success of achieving the objectives of the promotion function (Mualla, 2006). Promotion keeps the product in the minds of the customers and helps stimulate demand for the product. Promotion involves ongoing advertising and publicity. It is said that a product is completed when customers know it exists, know its quality and features, react to it positively, and buy it. Without knowledge there cannot be demand. Promotion enables product awareness, positive attitudes and buying decisions (Fathian, Slambolchi, & Hamidi, 2015) <sup>[8]</sup>

#### 2.1.2. Components of promotional mix

Promotional mix is a term used to describe the set of tools that an organization can adopt to communicate in effective way the benefits of its products to its consumers. Adebisi and Babatunde (2011) <sup>[2]</sup> defined promotional mix as marketing efforts that are intended to inform present and potential consumers about the benefits a product possesses either to induce trial or repeat purchase of the company's product or service.

The elements of promotional mix are personal selling, advertising, sales promotions, public relations, direct marketing, and events and experiences. For the purpose of this study, only three promotional tools will be focused on which are advertising, public relations, and sales promotion.

#### i. Advertising

Advertising from French word 'réclamer', in business, is a form of marketing communication which aims to encourage, persuade, or in some cases even manipulate the audience (viewers, readers or listeners, etc.) to take or continue to take an action. Advertising carries out multiple functions, the major three being to inform, to persuade, to remind, and to have positive impact on people's perceptions (Todorova, 2015) <sup>[30]</sup>. Advertising is one of the most primary communication links with customers, therefore customers' desired image and language along with culture, economy and commercial changes must be kept in mind, and hence advertising helps in building brand awareness and image by

repetitive exposure to intended message. (Khanfar, 2016) <sup>[15]</sup>

An advert campaign if executed properly is expected to create brand awareness for a product, and brand awareness in turn can translate to brand preference and ultimately, brand loyalty if the product quality and characteristics are properly suited to the customer's satisfaction (Akhaine, 2018) <sup>[3]</sup>.

#### ii. Public relations

Public relations involve the planned and sustained effort to establish and maintain goodwill and mutual understanding between a company and its target audience. The aim of public relations is to influence and in some cases, change people's knowledge and feelings regarding a company and its offerings, including its identity and image (Okonkwo 2007) <sup>[23]</sup>. Public relations activities include ongoing activities to ensure the overall company has a strong public image. Public relations activities include helping the public to understand the company and its products. Often, public relations are conducted through the media, which is, newspapers, television, magazines, etc. As noted above, public relations activities is often considered as one of the primary activities included in promotions. (McNamara, 2017) <sup>[18]</sup> PR activities are not focused on the product, they are focused on the whole company. Pietsch (2018) <sup>[28]</sup> gave an insight into the reasons why PR is a good tool that can be used to build customer loyalty towards their brands. These include:

- a. PR helps brands identify their target audiences- Since the audience that the company wants to serve is crucial to the organization's success, the business must choose someone who can easily understand and communicate with the audience and identify key messages that will be resounding to them.
- b. PR builds authentic relationships- Effective PR helps to create a genuine story and build authentic and trustworthy relationships with all stakeholders and publics of an organization. In the end, these relationships are very likely to build brand loyalty.
- c. PR helps brands select the right communication channels- After identifying who consists the firm's target audience, PR helps brands to know the best way to reach them by knowing how customers get their information, who their key influencers are on social media, and how such channels can be best utilized for maximum results.

#### iii. Sales promotion

According to Mendez (2012) <sup>[20]</sup>, there are different ways to classify sales promotions; the most basic is to classify them between trade promotions and consumer promotions. Consumer promotion as defined by Joseph (2018) <sup>[14]</sup> is a marketing technique that is used to entice customers to purchase a product. Such promotions usually last for a set period of time and are used to achieve a specific purpose, such as increasing market share or for unveiling a new product. Such consumer promotions tools include sampling, free trials, free gifts, contests, and special pricing.

Mendez (2012) <sup>[20]</sup> also stated that consumer sales promotions take many forms, but are mainly classified as nonmonetary and monetary promotions. Monetary promotions refer to monetary incentives, such as coupons, rebates, and discounts, while nonmonetary promotions refer to samples, premiums, displays, sweepstakes, and contests.

The latter are less likely to be compared with the original price of the product and to be perceived as a separate gain or reward for a purchase.

## 2.2. Branding

The American Marketing Association (AMA) defines a 'brand' as a name, term, sign, symbol or design or a combination of some or all that is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors. Today, brands are known to develop aesthetic value and greater connection between customers and a product. A brand represents an assurance and credibility that convinces the consumer that the product will deliver its promise (Okonkwo, 2007) [23].

Branding is very important because it helps businesses to better direct customers to their products and create lasting positive impressions about the product and the company. In a competitive business environment, brands are not just symbols that serve as identifiers but have an economic function (Orji, Akhimien, Boman & Ikegwuro, 2016) [27].

## 2.3. Brand loyalty

Oliver (1980) [24] defined brand loyalty as a strong commitment of an individual to re-buy or re-patronize a particular product or service consistently in the future, despite any external or internal influencing factor that may have the potential to cause switching behavior. But, one of the most used definitions of brand loyalty is that of Jacoby (1971) [11, 12] who conceptualized it as the tendency to purchase one brand more than other brands. He defined brand loyalty as "the overt act of selective repeat purchasing based on evaluative psychological decision processes, while brand loyal attitudes are the underlying predispositions to behave in such a selective fashion." Brand loyalty is the rate or percentage of the purchase of a brand in a product class. It may also be seen as the frequency of purchases among different brands purchased within a given period.

A term closely related to brand loyalty is brand equity. Aaker (1991) [1] was of the opinion that brand equity as a multifaceted concept composed of brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets. Since it is relative, brand equity may be expressed as a function of a brand-consumer relationship. In a nutshell, brand equity can be described as the unique effect that brand knowledge has on consumer response to the way the brand is marketed. Thus, brand equity represents a variety of associations linked to a brand (Orji, *et al* 2016) [27].

On analyzing past literature, Demir, Yuzbasioglu, & Bezirci (2013) [6] opined that that brand loyalty is measured with two basic methods of measurement. The first approach, the behavioral brand loyalty measurement approach, is based on the arithmetic mean reached as a result of examining various manners of purchasing behavior style. The attitudinal brand loyalty measurement approach is based on the intention of the consumer to purchase instead of purchasing behavior itself. In this research, the attitudinal brand loyalty approach has been adopted and brand loyalty has been measured as the intention to purchase the brand in the future. Jacoby (1971) [11, 12] argued that brand loyalty is composed of brand loyal behaviour and brand loyal attitudes.

## 2.4. Theoretical framework

Different theories of promotional tools and brand loyalty

have been identified by different scholars in a bid to build a positive organization. Some of these theories are as follows:

### 2.4.1. Adaptation level theory of promotion

As supplied by Helson (1967) [10], the major proposition of this theory is that individuals respond or react, or give judgment to a given stimulus based on their past experience as regards such stimulus and how it was reacted to in the past. Such adaptation levels vary from person to person and in different situations, and in relation to promotion, consumers develop in their minds an adaptation level price or 'internal reference price' for each specific product (Monroe, 1979) [21].

### Transaction utility theory of promotion

As supplied by Thaler (1983) [29], this theory states that the total utility (value) gotten from a purchase consists of acquisition utility and transaction utility. According to Jha-Dang (2009) [13], "Acquisition utility was the expected utility gained from acquiring the product (i.e. benefits of the product) compared to the cost of paying for it (i.e. the price of the product). On the other hand, transaction utility was the difference between the internal reference price and purchase price of the product." It relates to the psychological pleasure one has when they feel they have just engaged in a very good bargain or deal (Jha-Dang, 2009) [13].

### 2.4.2. Oliver's four stage brand loyalty theory (1980)

Oliver (1980) [24] defined loyalty as "a deeply held commitment to re buy or re-patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts that have the potential to cause switching behavior. He believed that loyalty is developed in three stage which are cognition, affect, and conation and these stages may sometimes be referred to as 'behavioural intention' and other scholars see them as the different classes of attitude. The stages of the model are highlighted below:

**Cognition:** This means peoples attitude towards a product based on the various attributes of such product such as quality, price, and service delivery. At this stage, it is very likely for the customer to switch to another brand one he/she perceives that such brand is superior in terms of attributes.

**Affect:** This is the stage where the customer starts to exhibit various behavioural and emotional responses that can be measured from psychological actions and verbal accounts.

**Conation:** This stage deals with the outcome of affective loyalty, meaning that the level of satisfaction that a product provides should lead to him or her taking action about it, which in most cases would mean a repurchase. This is obviously more powerful than affective loyalty, buy can also eventually decline if something eventually makes the customer dissatisfied, like poor service delivery or complaints that are not rectified on time.

**Behaviour/ Action:** At this stage, the customer is ready to act and this readiness makes him or her search for a favourite offering among competing brands. At this point, competing brands are not seen as alternatives by the

customer because it is believed that such person has already set their mind towards that particular product or brand and is no longer willing to switch. Such repurchase of a given brand is facilitated by action inertia, and only when a customer has completed this last phase is he said to be loyal (Oliver, 1997) [25]. This study is anchored on Oliver’s (1980) [24] brand loyalty theory, Adaptation level theory of promotion, and transaction on utility theory of promotion. This is because most Nigerian University student’s brand choices and judgments are induced either through price expectations in terms of the satisfaction they believed they can acquire at a cost lower than the actual cost, or as a result of marketing efforts that have caused their switching behaviours.

**3. Methodology**

The design of the study is a cross sectional survey research. Surveys help in obtaining important information from a large representative portion of a population. The cross sectional survey design is appropriate for this study because it seeks to examine the effect of promotional activities on brand loyalty at one point in time from a representative sample selected to describe the population of the study. The broad nature of the research problem prompted the use of cross sectional survey design and its ability to act as an efficient technique in producing data from the population sample.

**Population of the study**

The population of this study includes all the students of Veritas University, Bwari, Abuja which is a total number of 1599 students. This information was collected from the registry department of the University and is believed to be very reliable.

**Sample size, technique and determination**

The sample size for the study is 320. It was determined using Taro Yamani’s formula. Simple random sampling technique was adopted in selecting those respondents that participated in the study.

**Sample size determination:**

Using Taro Yamani’s formula

Where: N= population size

n = sample size

e = error margin

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{1599}{1 + 1599(0.05)^2}$$

$$n = \frac{1599}{1 + 1599(0.0025)}$$

$$n = \frac{1599}{4.9975}$$

$$n = 319.9599$$

$$n = 320$$

**Data collection**

Data was obtained from primary source using survey questionnaires adapted by the study. The study adapted the questionnaire of Buil, Chernatony, & Martinez, (2013) [5] whose study was also on promotional strategy and brand loyalty. The instrument was suitable given the study’s reported reliability index of.79, which is high. Close ended questions were used for the questionnaire to enable faster data compilation and to easily classify the responses of respondents. The questionnaire was designed using the 5-point likert scale format (Vagias, 2006) [31].

**Data analysis**

Data obtained from the questionnaires administered to the respondents were analyzed using both descriptive and inferential statistics. The descriptive statistics was the use of simple percentage and mean and inferential statistics using linear regression technique. The choice of regression is because it explains the effect and relationship between two variables of interest. It shows the predictive strength of the influence of the independent variable on the dependent variable as opined by Orji (2017) [26]. Analysis was carried out using SPSSv21 (Statistical Package for Social Sciences).

**Model Specification**

The regression model used for the data analysis is;

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3... + e$$

Y = brand loyalty

a = intercept (value of Y when Xj is zero)

Bj = regression weight attached to the variable j (j = 1,2,3)

X1 = advertising

X2 = public relations

X3 = sales promotion

**4. Analysis and Findings**

**Descriptive Analysis of Responses on promotional activities and brand loyalty**

The combined variable distribution responses to items in the research instrument are presented below:

**Table 1:** Distribution of responses on Advertising

	ITEMS	SA	A	UD	D	SD	MEAN	Standard DEV.
1	I remember advertisements of Sunlight detergent very well.	62 20.7%	181 60.3%	33 11%	19 6.3%	5 1.7%	3.92	0.846
2	Claims made in advertisements of Sunlight detergent are believable.	53 17.7%	167 55.7%	45 15%	27 9%	8 2.7%	3.77	0.935
3	Advertisements of Sunlight detergent boost my interest in the product.	85 28.3%	168 56%	32 10.7%	12 4%	3 1%	4.07	0.799
4	Advertisements of Sunlight detergent make me more likely to buy the product.	63 21%	101 33.7%	47 15.7%	67 22.3%	22 7.3%	3.39	1.245

Source: Field survey, 2018

The table above shows that 181(60.3%) agree, 62(20.7%) strongly agree, 33(11%) were indecisive, 19(6.3%)

disagreed they remember the advertisement of sunlight detergent while 5(1.7%) strongly disagreed. On whether,

claims made in advertisements of Sunlight detergent are believable 167(55.7%) agreed, 45(15%) were indecisive, 53(17.7%) strongly agreed while 27(9%) and 8(2.7%) disagreed and strongly disagreed respectively. Further, responses on whether advertisement boost interest 168(56%) agreed, 85(28.3%) strongly agreed, 32(10.7%) were indecisive while 12(4%) and 3(1%) disagreed and strongly disagreed respectively. Finally, responses on

whether the advertisement makes them more likely to buy the product 22(7.3%) strongly disagreed, 67(22.3%) disagreed while 101(33.7%) agreed and 63(21%) strongly agreed. The mean results showed all items exceeded the threshold (3.0) and standard deviation not above (2), therefore, indicating the items had a significant spread in response.

**Table 2:** Distribution of responses on Sales Promotion

	ITEMS	SA	A	UD	D	SD	MEAN	Standard DEV.
1	Sunlight detergent frequently offers price discounts.	96 32%	146 48.7%	35 11.7%	21 7%	2 0.7%	4.04	0.882
2	Sunlight detergent frequently offers free gifts.	77 25.7%	168 56%	35 11.7%	18 6%	2 0.7%	4.00	0.822
3	Sunlight detergent uses price discounts more than competing brands.	64 21.3%	77 25.7%	80 26.7%	64 21.3%	15 5%	3.37	0.179
4	Sunlight detergent offers free trials.	118 39.3%	107 35.7%	47 15.7%	20 6.7%	8 2.7%	4.02	1.029

Source: Field survey, 2018

The result above shows the responses on sales promotion as responses on whether sunlight frequently offer price discounts indicate that 146(48.7%) agreed, 35(11.7%) were indecisive, 96(32%) strongly agreed while 21(7%) and 2(0.7%) disagreed and strongly disagreed respectively. On whether free gifts are offered 77(25.7%) strongly agreed, 168(56%) agreed while 18(6%) and 2(0.7%) disagreed and strongly disagreed respectively. Responses on whether are preferable to competitors 64(21.3%) strongly agreed,

80(26.7%) were indecisive while 64(21.3%) and 15(5%) disagreed and strongly disagreed respectively. In addition, on free trials 118(39.3%) strongly agreed, 107(35.7%) agreed, 47(15.7%) were indecisive while 20(6.7%) and 8(2.7%) disagreed and strongly disagreed respectively. The mean results showed all items exceeded the threshold (3.0) and standard deviation not above (2), therefore, indicating the items had a significant spread in response.

**Table 3:** Distribution of responses on Public relations

	ITEMS	SA	A	UD	D	SD	MEAN	Standard DEV.
1	I hold the Sunlight brand in very high esteem.	82 27.3%	152 50.7%	26 8.7%	20 6.7%	20 6.7%	3.85	1.100
2	The Sunlight brand has a good reputation.	129 43%	122 40.7%	30 10%	12 4%	7 2.3%	4.18	0.933
3	The Sunlight detergent brand is socially responsible.	69 23%	145 48.3%	40 13.3%	24 8%	22 7.3%	3.33	0.742
4	The Sunlight brand has a very good relationship with customers.	78 26%	164 54.7%	44 14.7%	14 4.7%	0 0%	3.52	0.855

Source: Field survey, 2018

The responses result above indicates that 152(50.7%) agreed, 82(27.3%) strongly agreed, 26(8.7%) were indecisive while 20(6.7%) disagreed and strongly disagreed. On whether the product reputation is a factor 129(43%) strongly agreed, 122(40.7%) agreed, 30(10%) were indecisive while 12(4%) and 7(2.3%) disagreed and strongly disagreed. The next item shows that 69(23%) strongly agreed, 145(48.3%) agreed while 24(8%) and 22(7.3%)

disagreed and strongly disagreed the company is socially responsible. On relationship with customers, the result indicate none of the respondents strongly disagreed, 145 (48.3%) agreed while 40 were indecisive. The mean results showed all items exceeded the threshold (3.0) and standard deviation not above (2), therefore, indicating the items had a significant spread in response.

**Table 4:** Distribution of responses on Brand loyalty

	ITEMS	SA	A	UD	D	SD	Mean	Standard DEV.
1	I trust the Sunlight detergent brand to always perform effectively.	61 20%	87 29%	27 9%	57 19%	68 22.7%	3.05	1.485
2	I am very likely to recommend Sunlight detergent to others.	65 21.4%	79 26.3%	39 13%	79 26.3%	38 12.7%	4.82	0.369
3	The Sunlight detergent brand is of high quality.	56 18.7%	111 37%	50 16.7%	49 16.3%	34 11.3%	3.35	1.270
4	Sunlight detergent brand has no negative publicity.	47 15.7%	115 38.3%	26 8.7%	66 22%	46 15.3%	3.17	1.349

Source: Field survey, 2018

From the above table, it can be deduced that brand loyalty on the product is not strong as 79(26.3%) disagreed,

38(12.7%) strongly disagreed to whether they can recommend the product while 65(21.4%) strongly agreed

and 79(26.3%) agreed. In addition, 61(20%) strongly agreed, 87(29%) agreed, 27(9%) were indecisive while 57(19%) disagreed and 68(22.7%) strongly disagreed on their trust for the brand. On the quality of the brand, 111(37%) agreed, 50(16.7%) were indecisive and 34(11.3%) strongly disagreed on the quality of the product. 115(38.3%) agreed, 47(15.7%) strongly agreed, 26(8.7%) were indecisive while 66(22%) and 46(15.3%) disagreed and strongly disagreed respectively. The mean results showed all items exceeded the threshold (3.0) and standard

deviation not above (2), therefore, indicating the items had a significant spread in response.

**4.2 Test of Hypothesis**

**Hypothesis One**

**H<sub>0</sub>:** Advertising has no significant effect on brand loyalty of Sunlight detergent.

**H<sub>1</sub>:** Advertising has significant effect on brand loyalty of Sunlight detergent.

**Table 5:** Model Summary on whether Advertising has no significant effect on consumers brand loyalty of Sunlight detergent

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 <sup>a</sup>	.639	.638	.893
a. Predictors: (Constant), Advertising				
b. Dependent Variable: Brand loyalty				

**Table 6:** ANOVA on whether Advertising has no significant effect on consumers brand loyalty of Sunlight detergent

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	421.360	1	421.360	528.057	.000 <sup>b</sup>
	Residual	237.787	298	.798		
	Total	659.147	299			
a. Dependent Variable: Brand loyalty						
b. Predictors: (Constant), Advertising						

**Table 7:** Coefficients on whether Advertising has no significant effect on consumers brand loyalty of Sunlight detergent

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.608	.118	5.140	.000		
	Advertising	.867	.038	22.979	.000	1.000	1.000
a. Dependent Variable: Brand loyalty							

The above results show the multiple regression result on hypothesis one. The overall model (Advertising) was evaluated in terms of its ability to predict brand loyalty. The model is fit given the significant F-statistics shows that (528.057,  $p < 0.05$ ) the p-value is less than 0.05. Hence, the alternate hypothesis is accepted. The  $R = .800$ ,  $R^2 = .639$ , adjusted  $R^2 = .638$ ,  $SD = .893$ . The relationship coefficient between the predictors and the criterion variable was .800. This means advertising has 80% shared significant relationship with brand loyalty. The predictor (advertising) accounted for 63.9% of the variance in brand loyalty. This means that 63.9% of the variance in brand loyalty is as a result of the independent variables (advertising). The

significant F-test shows that the relationship (528.057,  $p < 0.05$ ) indicates the overall prediction of independent variable to the dependent variable is statistically significant, therefore, there is sufficient evidence to conclude that advertising has significant effect on consumers brand loyalty of Sunlight detergent. Hence,  $H_1$  is accepted.

**4.2.2 Hypothesis Two**

**H<sub>0</sub>:** Public relation activities have no significant effect on brand loyalty of Sunlight detergent.

**H<sub>1</sub>:** Public relation activities have significant effect on brand loyalty of Sunlight detergent.

**Table 8:** Model Summary on whether public relation activities have significant effect on brand loyalty of Sunlight detergent

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 <sup>a</sup>	.474	.472	1.078
a. Predictors: (Constant), Public relation				
b. Dependent Variable: Brand loyalty				

**Table 9:** ANOVA on whether public relation activities have significant effect on brand loyalty of Sunlight detergent

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	312.536	1	312.536	268.704	.000 <sup>b</sup>
	Residual	346.611	298	1.163		
	Total	659.147	299			
a. Dependent Variable: Brand loyalty						
b. Predictors: (Constant), Public relation						

**Table 10:** Coefficients on whether public relation activities have significant effect on brand loyalty of Sunlight detergent

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.355	.176		2.015	.045	
	Public relation	.805	.049	.689	16.392	.000	1.000

a. Dependent Variable: Brand loyalty

The result above is the multiple regression analysis for hypothesis two. The overall model (public relation) was evaluated in terms of its ability to predict brand loyalty. The model is fit given the significant F-statistics shows that (268.704,  $p < 0.05$ ) the p-value is less than 0.05. Hence, the alternate hypothesis is accepted. The  $R = .689$ ,  $R^2 = .474$ , adjusted  $R^2 = .472$ ,  $SD = 1.078$ . The relationship coefficient between the predictors and the criterion variable was .689. This means public relation shared 68.9% significant relationship with brand loyalty. The predictor (public relation) accounted for 47.4% of the variance in brand loyalty. This means that 47.4% of the variance in brand loyalty is as a result of the independent variables (public

relation). The significant F-test shows that the relationship (268.704,  $p < 0.05$ ) indicates the overall prediction of independent variable to the dependent variable is statistically significant, therefore, there is sufficient evidence to conclude that public relation activities have significant effect on consumers brand loyalty of Sunlight detergent. Hence,  $H_1$  is accepted.

**4.2.3 Hypothesis Three**

**H<sub>0</sub>:** Sales promotion has no significant effect on brand loyalty of Sunlight detergent.

**H<sub>1</sub>:** Sales promotion has significant effect on brand loyalty of Sunlight detergent.

**Table 11:** Model Summary on whether sales promotion has significant effect on brand loyalty of Sunlight detergent

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 <sup>a</sup>	.386	.384	1.166

a. Predictors: (Constant), Sales promotion

b. Dependent Variable: Brand loyalty

**Table 12:** ANOVA on whether sales promotion has significant effect on brand loyalty of Sunlight detergent

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	254.298	1	254.298	187.183	.000 <sup>b</sup>
	Residual	404.849	298	1.359		
	Total	659.147	299			

a. Dependent Variable: Brand loyalty

b. Predictors: (Constant), Sales promotion

**Table 13:** Coefficients on whether sales promotion has significant effect on brand loyalty of Sunlight detergent

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.563	.195		28.472	.000	
	Sales promotion	.741	.054	.621	13.681	.000	1.000

a. Dependent Variable: Brand loyalty

The above tables are multiple regression analysis result for hypothesis three. The overall model (sales promotion) was evaluated in terms of its ability to predict brand loyalty. The model is fit given the significant F-statistics (187.183,  $p < 0.05$ ) shows that p-value is less than 0.05. Hence, the alternate hypothesis is accepted. The  $R = .621$ ,  $R^2 = .386$ , adjusted  $R^2 = .384$ ,  $SD = 1.166$ . The relationship coefficient between the predictors and the criterion variable was .621. This means sales promotion shared 62.1% significant relationship with brand loyalty. The predictor (sales promotion) accounted for 38.6% of the variance in brand loyalty. This means that 38.6% of the variance in brand loyalty is as a result of the independent variables (sales promotion). The significant F-test shows that the relationship (187.183,  $p < 0.05$ ) indicates the overall prediction of independent variable to the dependent variable is statistically significant, therefore, there is sufficient evidence to conclude that sales promotion has significant effect on consumers brand loyalty of Sunlight detergent. Hence,  $H_1$  is accepted.

**4.3 Discussion of Findings**

The findings from hypothesis one proved that advertising has significant effect on brand loyalty of Sunlight detergent. The study also indicated the model fit and was supported with a significant F-statistics that shows (528.057,  $p < 0.05$ ) and the p-value is less than 0.05. The findings also showed a positive significant relationship between the predictors and the criterion as the  $R = .800$ . This means advertising has 80% shared significant relationship with brand loyalty. Further findings proved that advertising accounted for 63.9% of the variance in brand loyalty. This means that 63.9% of the variance in brand loyalty is as a result of the advertising. This result is similar to result in the study of Mendez (2012) [20].

In hypothesis two, the results indicated that public relation activities have significant effect on consumers brand loyalty of Sunlight detergent. In addition, the model was proved fit for the study as indicated with the F-statistics (268.704,  $p < 0.05$ ) and a p-value less than 0.05. Additional, result proved that there is a significant positive relationship between public relation and consumers brand loyalty as



indicated with the  $R=0.689$ . Public relation accounted for 47.4% of the variance in brand loyalty. This means that 47.4% of the variance in brand loyalty is as a result of public relation. This result is similar to the result in the study of Hanzae and Farsani (2011) <sup>[9]</sup>.

Result from hypothesis three indicates that sales promotion has significant effect on consumers brand loyalty of Sunlight detergent. The finding showed the overall model fit given the significant F-statistics (187.183,  $p<0.05$ ) and p-value less than 0.05. The result showed significant positive between sales promotion and brand loyalty as indicated in the  $R=0.689$ , this means public relation shared 62.1% significant relationship with brand loyalty. In addition, public relation accounted for 38.6% of the variance in brand loyalty. This means that 38.6% of the variance in brand loyalty is as a result of sales promotion. This result is similar to the result in the study of Mendez (2012) <sup>[20]</sup>.

## 5. Conclusion

The overall objective of the study was to determine the effect of promotional activities on brand loyalty of detergents among Nigerian University Students. The research analyzed the various promotional activities on which the study was focused (advertising, public relations, and sales promotion) and their effectiveness on brand loyalty. This study draws its conclusion from the proven fact that brand loyalty may be directly influenced by satisfaction or dissatisfaction with the brand, such accumulation being likely to occur over time. Such loyalty may also be affected by product quality.

## 6. Recommendations

Based on the findings, the study recommends the following:

1. Marketers of detergents on Nigerian campuses should place more emphasis on the effective deployment of promotional tools for their brand to build students' interest and desire to purchase their goods and services.
2. Brand managers of the studied brand should engage in proactive promotions, i.e., they should endeavor not to copy the promotions of other brands but should develop unique methods of attracting consumers. Since the intrinsic value of staple products in the same product line are similar, promotions can then be used as the tool to differentiate the product in the mind of customers and induce loyalty towards the given brand.
3. To develop greater brand loyalty for their products in Nigerian University Campuses, Marketing Managers should focus on first creating awareness for the product, increase their perceived value, and make student customers develop positive associations with a brand, and all of these can be accomplished using promotional activities.

## 7. Suggestions for further study

As with other studies, this research work has limitations. Further study can be carried out to investigate how monetary and non-monetary sales promotion tools can have an effect on brand loyalty of University Student customers. Also, further studies can investigate if the effect of promotional activities on brand loyalty differs among various geographical boundaries in Nigerian campuses. Other important brand concepts such as brand equity and brand awareness can be studied and understood in the light of how they can be influenced by certain product

characteristics such as product quality, price, design, and so on.

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