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EVALUATING THE EFFECT OF ADVERTISEMENT AND CONSUMER SALES PROMOTION ON CONSUMER BRAND LOYALTY: A CASE STUDY OF FMCG INDUSTRIES

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ABSTRACT

This thesis is evaluating the effect of Advertisement and Consumer Sales Promotion on Consumer Brand loyalty in FMCG industries. Fast Moving Consumer Goods (FMCG) operates under the red ocean strategy which imposes the threat of competition among competitors in the industries and causes them to basically have a slim growth and minimal profit. The statement of the problem is to identify if advertisement or sales promotional tools are the best techniques to be used in making a consumer loyal to its brand in FMCG industries. This study also answered the research questions on Advertisement and Sales promotional tools (Coupons, Sweepstakes and Rebates) influencing consumer brand loyalty. The use of questionnaire was employed in the collection of data and the total of 154 data was used for the data analysis. It was found from the analysis that advertisement has a greater influence on the loyalty of consumer while Coupons, Sweepstakes and Rebates have a minimal influence on the brand loyalty of consumers. In conclusion, Advertisement, Coupons, Rebates and Sweepstakes all have a positive relationship on the brand loyalty of a consumer but advertisement has both positive relationship and influence on brand loyalty. The study may be extended to industry like the financial institutions. FMCG should adopt the blue ocean strategy to reduce competitions and increase profit.

Keywords: Advertisement, Sales promotion, Brand loyalty, FMCG.

1. INTRODUCTION

Sales promotion in FMCG industries is utilized to make a boost on the offers of a brand by making buyers an extraordinary offer (Kotler, 2011). This limited time stimulus is some piece of the showcasing offer made up of elements, for example, item peculiarities and profits, value, accessibility, customer service and quality. Customers are relied upon to follow up on this offer, which has a quick impact on the sales rate of an industry. The fast moving consumer goods (FMCGs) industries is seeing developing utilization of sales promotion exercises everywhere throughout the world, it is portrayed by items having low unit worth, obliging successive purchases, customer conduct showing less loyalty, motivation purchasing, and low inclusion from a buyer (Jobber & Lancaster, 2009). As the danger of purchase is moderately less contrasted with high inclusion purchasing circumstance, buyers wouldn't fret testing diverse brands while profiting sales promotion. Blattberg & Neslin (1997) demonstrate that greater part (more than 60 per cent) increment in sales owing to sales promotion originates from brand switching when incremental deals are decayed into brand switching, stock-heaping, and purchase speeding up.

For most part, FMCG uses sales promotion in light of the fact that these sorts of promotions have generally centred on comfort products (Zerres & Hünerberg, 2009). As indicated by Hess & Gerstner (1991), merchants and/or manufacturers habitually offer arrangements to customers; their primary purpose is to decidedly impact consumer request. FMCG industry, alternatively called CPG (Consumer packaged goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. The Fast Moving Consumer Goods (FMCG) is those consumables which are normally consumed by the consumers at a regular interval (Khor, 2005). Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc. The industry also engaged in operations, supply chain, production and general management. Some of the merits of FMCG industry, which made this industry as a potential one in Malaysia, are low operational cost, strong distribution networks, and presence of renowned FMCG companies. Population growth is another factor which is responsible behind the success of this industry (Economic Watch, 2010). FMCG industry has brought about economic freedom of 69.6% in which Malaysia is ranked 9th out of 42 countries in the Asia-Pacific region. Also, the unemployment rate has drastically reduce to 3.0%, GDP has 5.6% growth, inflation rate 1.7% as at 2014 (Index of Economic Freedom, 2014).

Today, business life constitutes a space that is very dynamic and competitive and the organizations forcefully concentrate on offering items and making their own particular target gathering of customers to be fruitful in an environment, numerous organizations look into changed sales procedures, in the same way as promotion. Promotion is the standout amongst the most key components of promoting interchanges (Kotler, 2011). It is

characterized as the specialized system that advertisers uses including such exercises as publicizing, open connection, individual offering and sales promotion (Gordon et al., 2011).

Impacts of advertisement and sales promotion on brand wellbeing have been investigated widely in literatures (Begoña Alvarez et al 2005; Ehrenberg et al., 1994; Pauwels 2002; Dawes 2004, Peter et al., 2004) .Yet the relative adequacy of sales promotion and advertising to overcome brand dedication has neglected to pull in due consideration of researchers. Whatever research is accessible, it distinguishes gatherings of contending items built exclusively in light of brand switching. (Fraser & Bradford, 1983; Johnson & Hauser, 1984).The effect of other promotional techniques, for example, coupons, rebates and sweepstakes on brand loyalty is not considered and has not been researched indepthly. The aim of the research study may be summarized with the following four research aims and objectives;

- [1] To determine how advertising influences consumer brand loyalty.
- [2] To investigate the impact of coupons on brand loyalty.
- [3] To understand the influence of Rebates on brand loyalty.
- [4] To determine the influence of sweepstakes on brand loyalty.

RESEARCH QUESTIONS

- [1] How Advertisement influences consumer brand loyalty?
- [2] Does Coupons influence the brand loyalty of a consumer?
- [3] Does Rebates influence the brand loyalty of a consumer?
- [4] Does Sweepstakes influence the brand loyalty of a consumer?

RESEARCH HYPOTHESIS

The accompanying hypothesis intended to give answers to the research questions would be tried over the span of the investigation. Essentially, hypothesis incorporates invalid (H0) and option (H1). In any case, just the option theory for each of the inquiry would be introduced.

- H1: There is a positive relationship between advertising and brand loyalty
- H2: Coupons has a positive significance on brand loyalty
- H3: Rebates has a significant impact on brand loyalty
- H4: Sweepstakes has a positive relation to brand loyalty.

This paper is arranged as follows: the first part is discussed above; the second part is the theoretical framework. Third part discusses the research design and methodology, data collection procedures and process. Fourth part presents the results and discussion. Final part is conclusion and recommendation, and implication for further research.

2. LITERATURE REVIEW

DEFINITION OF KEY CONCEPT

Sales promotions have turned into an indispensable instrument for advertisers and its essentiality has been expanding fundamentally through the years (Manalel, et al., 2007). Sales promotion as defined by Kotler (2011), as an action or material that demonstrate an immediate incitement by offering added value or impetus to the product for consumers. He also defined it as a scope of advertising procedures outlined with strategic framework to increase the value of a product. Kitchen (1999) sees sales promotion as a piece of promotional mix or communication. Kitchen also defined sales promotion as an incentive for short term to empower the purchase of goods and services.

According to Kotler (2003), sales promotions can be described as stimulations and rewards which lead customers to buy now rather than later. They are short-term to which trigger buyer actions; their effect on sales revenues can be measured quickly and easily. Sales promotions maybe a company's initial strategy, but the company may revise its decision to rely on this strategy, especially if it is falling behind in achieving its target sales (Kotler, 2003).

3. REVIEW CURRENT LITERATURE ON ADVERTISEMENT AND SALES PROMOTION

Marketing literature supports this fact that the regular customers, who purchase the product frequently, are profitable and are the primary concern of the companies (Nagar, 2009). Peattie & Peattie (1994) defined the sales promotion as marketing activity specific to a group of customers, a particular place and or time bound, which encourages an immediate or direct response from customer by offering additional valuable benefits. It highlights the concept of the commitment that every supplier expects from its customers. In order to cater the need of making the repeat purchase possible, the companies develop extensive marketing programs to retain and motivate the buying behaviour of the customers. The concept of sales promotion has been discussed in different ways in literature. It has been described as a pressure that is time bound and applied to customers to stimulate the process of trial, choice and ultimately the purchase of the product/brand (Marketing, 2011).

Various sales promotion as described in the literature is used to persuade the new customers to make the decision of the purchase of the particular brand, lowers the switching barrier/price of the brand for the brand switchers to attract them, encourages the loyal consumers to change their buying decision and provide the incentives to own loyal customers (Peattie & Peattie, 1994). Sales promotion has multiple effects on the purchase decisions of the consumers. Where it may influence the quantity purchased and responsible for the switching in brands (Nijs, 2011). The phenomenon of sales promotion can be divided into two different groups; the activities that are used to target the consumer such as free gifts, bonuses, free samples etc. are called consumer sales promotion methods (Kotler & Armstrong, 2001). The other category is called the trade sales promotion that is directed towards the members of distribution channels (wholesalers, distributors, retailers or sales persons) in the form of free merchandise, trade contest, trade allowances, dealer loader, point-of-purchase display, training programme and coupons (Kotler, Armstrong, Agnihotri, & Haque, 2001). There are three significant forms of sales promotions, consumer promotions, merchant promotions, and trade promotions. Consumer promotions are offers made available from producers straight to consumers, merchant promotions are offers provided by merchants to consumers and trade promotions are offers made available from manufacturers to retailers and other business entities (Blattberg & Neslin., 1990).

Brand loyalty is the centre of brand equity in light of the fact that loyal utilization could be required to bring about an anticipated sales and benefit stream (Aaker, 1996). Brand loyalty might be viewed as an idea of demeanours or conduct in light of the fact that purchasers still hold a profound responsibility to patronize a favoured administration or item reliably, regardless of the potential causes that could produce exchanging practices (Oliver, 1999). The favourable circumstances of securing purchaser brand loyalty incorporate the requirement for the corporate to diminish data provision, and a lessening of inalienable hazard in customer buy (Teas & Grapentine, 1996). According Aaker (1996), the estimations of brand dependability contain diminishment of advertising expenses, parity of exchange influence, fascination of new clients, and procurement of time reacting to aggressive dangers. Three major points of having loyal brand consumers are additionally distinguished by (Chaudhuri, 1999), which are the prerequisites of less publicizing, procurement of the best level of rehash buys, and the era of buyers' acknowledgement to pay a premium for the administration or product.

Loyalty might be deciphered in the reaches from emotional loyalty to behavioural dedication (Morgan, 2000). So also, a few researchers (Chaudhuri & Holbrook, 2001; Havitz, 2000; Pritchard, Havitz, & Howard, 1999) proposed that the estimation of brand loyalty contains customer brand mentality and purchaser purchasing propensities. Two parts of brand loyalty connected with the behavioural and attitudinal ideas are underlined by a few researchers. (Dick & Basu, 1994) concurred that attitudinal and behavioural relationship is a coherent introduction for brand loyalty research and they also highlighted that the relationship can be causal and concurrent.

Furthermore, based on Baldinger & Rubinson's (1996) discoveries stated that when customers held their behavioural brand dedication, it was the level of their attitudinal brand reliability which chose whether they would reliably repurchase the items later on. Datta (2003) additionally noted that if measures of faithfulness were just centred on the repurchase viewpoint, they would be invalid to assess general devotion. Still, a few researches, then again, e.g. (Reynolds & Arnold, 2000; Chaudhuri, 1999) saw both attitudinal brand loyalty and behavioural brand loyalty as a solitary develop to measure brand loyalty.

4. CONCEPTUAL FRAMEWORK

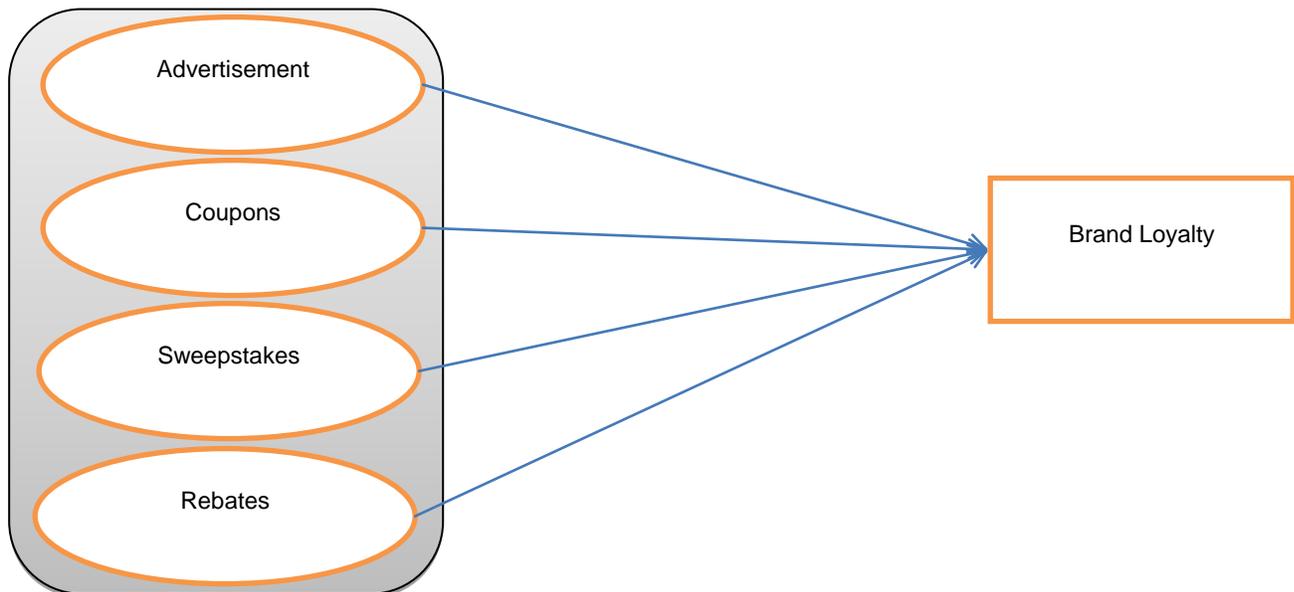


Fig. 1. Conceptual Framework for Advertisement, sales promotion and Brand loyalty

Advertisement

Advertisement has dependably been seen as a pivotal outward prompt portraying item quality (Milgrom & Roberts, 1986). (Kirmani & Wright, 1989) have portrayed substantial using in publicizing demonstrates the firm in putting resources into the brand, which by implication suggests predominant quality. Advertising using limit are great markers for predominant quality as well as great purchases (Archibald, Haulman & Moody, 1983). Aaker & Jacobson (1994) additionally discovered positive relationship in the middle of publicizing and perceived quality by buyers.

Coupons

Most consumers are very acquainted with this type of sales promotion, which offers buyers value investment funds or different impetuses when the coupon is reclaimed at the time of procurement. Coupons are short term in nature since most (yet not all) convey a termination date after which the worth may not be gotten. Additionally, coupons oblige buyer inclusion with the goal quality should be figured it out. By and large contribution comprises of the purchaser attempting to acquire the coupon (e.g., cut from daily paper) and afterward introducing it at the time of procurement.

Sweepstakes

Sweepstakes include just an unadulterated chance drawing for the winners. Pretty much as in the block and-mortar world, these sales promotion exercises make energy about brand and lure to visit a retailer. Normal change of sweepstakes brings purchaser again to visit the site to check-out the most recent opportunity to win (Strauss, et al., 1999). Sweepstakes or drawings are not aptitude built but instead based with respect to luckiness. Champions are dictated by irregular determination. At times the shots of winning may be higher for the individuals who make a buy if section into the sweepstake happens consequently when a purchase is made. Most of the time, anybody is allowed to enter without the necessity to purchase an item.

Rebates

According to (KnowThis.com) rebates is the same way as coupons, offer worth to buyers normally by bringing down the client's last cost for securing the item. While rebates impart a few similitudes to coupons, they

contrast in a few keys perspectives. In the first place, rebates are for the most part given or offered (e.g., available on the Internet) to clients after a purchase made and can't be utilized to acquire quick investment funds in the way coupons are utilized. (Alleged "moment refunds", where clients get value decreases at the time of procurement, have components of both coupons and discounts, yet for our reasons we will arrange these as coupons because of the timing of the prize to the client.) Secondly, it frequently asks for the buyer to submit individual information to get the discount. For example, client recognizable proof, including name, address and contact data, is for the most part needed to get a refund. Additionally, the advertiser may ask those looking for a discount to give extra information, for example, demonstrating the purpose behind making the purchase. Finally, refunds have a tendency to be utilized as a quality improvement as a part of higher valued items contrasted with coupons. For example, rebates are prevalent promotions for autos and machine programming where a lot of cash may be come back to the customers. Rebates are the populous and common promotional techniques utilized by retailers which can be used to attain points and obtain demand while reducing the number of consumer's purchases at a discounted price (Lanctot, 2002).

5. RESEARCH DESIGN AND METHODOLOGY

This study adopted an explanatory research in order to find out the link between dependent and independent variable. It also adopted the primary data through the utilization of questionnaires. Simple random sampling method was utilized since the research is adopting a quantitative method. It is not possible to know the respondents to answer the questions because the respondents are chosen randomly and the target population is not yet recognised to aid the plan of probability method. According to Lim et al. (2011) a specimen size of 200 is a sensible size to gather in a short time. The size for this study will be 200 participants in confirmation with the scholar's idea.

SUBJECTS

A total number of 200 questionnaires were distributed and a total number of 161 were returned. However some of the returned questionnaires were not completely ticked and could not, make use of it for the the data analysis. The study made use of 154 completed questionnaires where 55% were male and 45% female. Among the respondents 42% are within the age of 18-25, 41% are within ages 26-35, 14% within ages 36-55 and 3% within the age of 55 and above. Nigerians, Malaysians and Indians are the largest respondents with 31%, 26% and 21% respectively. Finally the occupation of the respondents are 39% of students, 23% government workers, 14% self-employed, 13% private organisation workers, 8% skilled workers and 4% unskilled workers

MEASURES

The questionnaire will consist of two sections A&B. Section A will seek the respondents to answer questions about their personal and demographic data which are; Gender, Age, occupation, income range and country, while the Section B will consist of 25 questions. 5 questions each will be allocated to each of the component in the conceptual framework (Advertising, Coupons, Sweepstakes and Rebates) in regards to FMCG and brand loyalty. A multiple choice question was employed for Section A, Section B questions will use a Likert Scale, it makes the data easy to code and report back by simply assigning codes to the responses (for example strongly agree - 5, agree - 4, neutral - 3, disagree - 2, and strongly disagree - 1) so that a higher score reflects a higher level of agreement of each item. The questionnaire was distributed to the respondent randomly.

6. RESULT AND DISCUSSION

According to (Merriam, 1998), it refers to the degree to which research findings can be imitated with comparable subjects in a comparative context. It underlines the importance of the researcher representing or portraying the changing context and circumstances that are essential to consistency of the research result. It is measured using Cronbach Alpha with figure of 0.6 or more considered a decent measure (Sekeran & Bougie, 2010). According to George & Mallery (2003) the rules of cronbach Alpha are:

"> .9 - Excellent, > .8 - Good, > .7 - Acceptable, > .6 - Questionable, > .5 - Poor, and < .4 - Unacceptable" (p. 231).

In the table 1 below, the highest reliability statistics in the Cronbach alpha for each variable was from brand loyalty with .815, accompanied by Advertising having .857, Coupons having .854, Sweepstakes with a figure of .854 and finally rebates having a Cronbach alpha of .867.

Table 1. Reliability Scale and Cronbach Alpha for all data sets

Variables	Number of items	Cronbach Alpha (α)
All Variables	21	.872
FMCG Brand Trust and Commitment	5	.815
Advertisement	5	.857
Coupons	3	.854
Sweepstakes	5	.854
Rebates	3	.867

Table 2. Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Brand Loyalty	.159	140	.000	.914	140	.000
Advertisement	.086	140	.012	.949	140	.000
Coupons	.122	140	.000	.952	140	.000
Sweepstakes	.122	140	.000	.948	140	.000
Rebates	.149	140	.000	.925	140	.000

a. Lilliefors Significance Correction

CORRELATION ANALYSIS

Pearson product moment correlation will be utilized for this analysis. It is was used to explore the relationship between two continuous variables and the correlation can either be positive or negative. A positive correlation shows that as one variable increases the other increases, the negative correlation depicts as one variable decreases the other decreases as well. Pearson correlation coefficient value of +1 indicates a positive correlation, the hypothesis here should be accepted and -1 indicates a negative correlation which indicates rejection of hypothesis. To determine the strength of the correlation between variables, (Cohen, 2011) highlighted that if the Pearson correlation coefficient (r) is;

- r = .10 to .29 - it signifies a small correlation between variables
- r = .30 to .49 - it signifies a medium correlation between variables
- r = .50 to 1.0 - it signifies a large correlation between variables

Table 3. Correlation co-efficient for Advertisement and Brand loyalty

Variable	Correlation	P-Value
Advertisement	.343**	.000
Coupons	.818**	.000
Sweepstakes	.459**	.000
Rebates	.387**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

REGRESSION ANALYSIS

Multiple regressions has been used to give a more comprehensive knowledge on the effects of one or more independent variables (Rebates, Advertising, Coupons and Sweepstakes) combine to determine the response a dependent variable (Brand Loyalty) (Fidell, 2013) Tthe equation used for the analysis is below:

$$\text{Brand Loyalty} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4.$$

The table 4 shows the R value of .821, the R Square value of .674 and Adjusted R Square value of .664. The Adjusted R Square will be multiplied by 100 to gives the % of the variance in the dependent variable (Brand Loyalty) explained by the independent variable (Rebates, Advertising, Coupons and Sweepstakes). 66.4% of the variance in Independent variable can be explained by a consumer's brand loyalty.

Table 4. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.821 ^a	.674	.664	3.32869	.674	69.648	4	135	.000	.986

a. Predictors: (Constant), Rebates, Coupons, Advertisement, Sweepstakes

b. Dependent Variable: Brand Loyalty

Table 5. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.389	.996		4.406	.000
	Advertisement	-2017	.077	-.217	-.224	.000
	Coupons	.863	.062	.864	13.823	.000
	Sweepstakes	.040	.081	.040	.489	.081
	Rebates	-.390	.101	-.394	-.895	.000

Based on the above description, advertisement, coupons and rebates has a P value of 0.00 which is less than the alpha 0.5 and regarded as significant. It indicates that using these components on FMCG products make a unique contribution to the prediction of Brand loyalty of customers. Sweepstakes has a P value greater than 0.05, these variables is not making a unique contribution to the prediction of brand loyalty.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4.$$

$\text{Brand Loyalty} = 4.389 + -2017 (\text{Advertisement}) + .863 (\text{Coupons}) + .040 (\text{Sweepstakes}) + -.390 (\text{Rebates}).$

This implies that;

For a unit increased in Advertisement, Brand loyalty increases by (-.217) units, holding coupons, sweepstakes and rebates steady.

For a unit increased in coupons, Brand loyalty increases by (.864) units, holding Advertisement, sweepstakes and rebates steady.

For a unit increased in sweepstakes, Brand loyalty increases by (.040) units, holding coupons, advertisement and rebates steady.

For a unit increased in rebates, Brand loyalty increases by (-.390) units, holding coupons, sweepstakes and Advertisement steady.

7. CONCLUSION AND RECOMMENDATION

The main purpose of this research is to evaluate the effect of advertisement and consumer sales promotion on consumer brand loyalty. The following conclusions were made.

There is positive and significant influence of advertisement on consumer brand loyalty. This means if FMCG industries will engage more in advertising, it will increase the brand loyalty of consumers.

There is a positive correlation between coupons and consumer brand loyalty. Also coupons positively and significantly influence consumer brand loyalty. This signifies if FMCG industries concentrate more giving out or increasing the points of consumers, it will have direct impact on the brand loyalty of consumers.

There is a positive correlation between sweepstakes and employee job satisfaction. This study found that increasing the sweepstakes/contest of consumers has a positive and significant influence on consumer brand loyalty. This means that if the industries conduct contest regularly, it will directly increase the brand loyalty of consumer.

There is a positive correlation between Rebates and consumer brand loyalty. Also Rebates positively and significantly influences consumer brand loyalty. This signifies that if FMCG industries concentrate more on price reduction of its goods to consumers, it will directly have an impact on the brand loyalty of consumers.

Future Research

To further investigate what makes customers loyal to a particular financial institution in the banking industry. Also concentrate on the various types of advertisement and most common sales promotional tools should be looked at because this study generalised the advertisement. Types of advertisement should be used to evaluate how they influence brand loyalty.

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