

Advertisement and Consumers Behaviour among Selected Manufacturing Firms in FCT Abuja

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doi: <https://doi.org/10.37745/bjms.2013/vol13n23046>

Published January 17, 2025

Citation: Joshua B.O., Ahmadu A.S., Udo G., and Abubakar H.S. (2025) Advertisement and Consumers Behaviour Among Selected Manufacturing Firms in FCT Abuja, *British Journal of Marketing Studies*, Vol. 13, Issue 2, pp.,30-46

Abstract: *This study examines the impact of advertising on consumer behavior in the context of selected manufacturing firms in the Federal Capital Territory (FCT), Abuja. The research focuses on the effects of advertisement frequency, social media advertising, ad content personalization, and advertisement format on brand loyalty, purchasing decisions, consumer engagement, and consumer recall. Using a descriptive cross-sectional survey, the study gathered data from 400 consumers of Dangote Group, Nestle Nigeria PLC, Unilever Nigeria, Cadbury Nigeria, and Friesland Campina products. The findings reveal a significant positive relationship between advertisement frequency and brand loyalty, indicating that frequent exposure to advertisements strengthens consumer attachment to a brand. Additionally, personalized ad content was found to significantly influence consumer engagement, while advertisement format was a key factor in consumer recall. However, social media advertising showed a weaker impact on purchasing decisions in the context of Abuja. Based on these findings, the study recommends that manufacturing firms increase advertisement frequency, refine social media strategies, focus on personalized advertising, and invest in creative advertisement formats to improve consumer engagement and recall. The research highlights the importance of strategic advertising in shaping consumer behavior and strengthening brand loyalty in a competitive market.*

Keywords: advertisement, consumer behavior, social media, Brand loyalty, customer recall, customer engagement, purchasing decisions

INTRODUCTION

Consumers make up the majority of the market. Their actions are dictated by their unique requirements. As a result, they frequently find themselves forced to choose between several items

offered by corporations. The increasing complexity of economic life, has led to the necessity of knowledge of human economic behavior mechanism which is becoming larger and more complicated, requiring separate study of the two intrinsic components: human behavior as a producer of goods and services and the consumer's behavior (Dinu, and Dinu, 2022). Customer behavior outlines the techniques used whenever individuals or teams choose, gather, utilize, or dispose of items, ideas, or encounters that correspond with their necessities and tastes. Most of the time, a consumer's behavior is affected by their perception of an item's advertising. High-quality marketing has a higher chance of convincing an audience to buy a product versus a poor-quality one. For this purpose, every company use different ways to attract customers of different segments of the market and the best way to become market leader. In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products (Abdul, Awan, Captain and Majeed 2023). This is where advertising comes into play in an organization that is into manufacturing of products.

Advertising aims to spark consumers' attention and convince them to purchase a specific good by changing their mindset on numerous levels. Advertising is frequently utilized to grab consumers' attention and influence their purchasing decisions (Bergkvist et al., 2016). One of its most prolific integrated marketing communication strategies for persuading customers to purchase a product is advertising (Moore et al., 2024). In a saturated market, advertising companies must use different promotional offers to catch consumers' attention. In the absence of advertising, consumers may not be aware of the product and its potential to satisfy their needs and desires. According to (Kotler and Keller ,2016) advertisings mix consists of eight modes of advertising which are; personal selling, direct marketing, advertising, sales promotion and exhibitions, public relations and publicity, events and experience, interactive marketing, and word of mouth. Consumer behavior is the study of the decision process and physical activity which individuals engage in when evaluating, acquiring, using, or disposing of goods and services, ideas or experiences to satisfy their needs and desires. It also covers the intellectual, emotional, and physical activities engaged in by individuals when making their choices and the resultant effects of these methods on consumers and society (Khaniwale, 2015; Statt et al., 2023).

Advertising has long been recognized as a powerful tool for influencing consumer behavior, yet its effectiveness remains a complex area of study, particularly in rapidly changing digital landscapes. As Mittal and Pachauri (2023) note, advertising's impact on consumer behavior is contingent upon the strength and relevance of the message delivered. In many cases, advertisements may fail to influence consumers if the content does not resonate with their needs or preferences. Thus, one of the primary challenges businesses faces is creating advertising that not only captures attention but also encourages favorable consumer responses. According to Shakho and Panasenکو (2022), the effectiveness of advertising is often measured by the degree to which it creates awareness and shapes consumer perceptions. Yet, distinguishing the effects of social media advertising from other factors, such as personal preferences and market trends,

remains challenging. With advancements in data analytics and consumer profiling, companies can now personalize advertisements to a high degree, aiming to increase consumer engagement and brand loyalty. However, while personalized ads can be more effective in capturing consumer attention, there are concerns regarding consumer privacy and potential ad fatigue. Different formats, such as visual, audio, and interactive ads, may have varying levels of impact on consumers' ability to remember the advertised brand or product. In a saturated market like Abuja, where consumers are frequently exposed to multiple ads across different media, selecting the right advertisement format can make a significant difference in brand recall. Given the increasing diversity of advertising channels and formats available to businesses today, understanding how these elements affect consumer decisions is essential for developing effective marketing strategies. Hence, this study aims to examine the impact of advertisement on the consumer behavior of some selected manufacturing firms in FCT, Abuja.

Objectives of the Study

The general objective of this research is to examine the impact of advertisement on the consumer behavior of some selected manufacturing firms in FCT, Abuja. The specific objectives are to:

- i. Examine how advertisement frequency impact brand loyalty among consumers of selected manufacturing firms in FCT, Abuja.
- ii. Investigate the impact of social media advertising on purchasing decisions among consumers of selected manufacturing firms in FCT, Abuja.
- iii. Analyze how ad content personalization impact consumer engagement among consumers of selected manufacturing firms in FCT, Abuja.
- iv. Examine the extent to which advertisement format impact consumer recall among consumers of selected manufacturing firms in FCT, Abuja.

LITERATURE REVIEW

This section focuses on the review of the related literature in line with the study variables. The researcher mainly obtained the theoretical available written data by different authors about the variables under the study and the reviewed literatures related to this study.

Advertisement

Advertising have been defined in various ways by different scholars. The common and significant thing about all the definitions is that; advertising helps to inform people (Consumers) about the product newly introduced or products in existence. According to Reynard (2024), "Advertising is a set of techniques and methods having the objective of informing and convincing the client to buy some products or services." In this definition, advertising has two main objectives; firstly, as information products or source that makes the consumers know that the goods and services are available for them to buy. Secondly, the effort to convince the consumers to buy the goods they have been made aware of. Another definition of advertising by Bovee and Arens (2022) is that

“Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media”. This definition tries to see advertising as a way of communication to people through various advertising media, using information provided by the owner of the products. Samuel (2017) also defined advertisement “as a paid announcement published in newspapers, magazines, radio or television.” They could be general notice or information on the arrival of new goods in a store, or persuading customers to buy already existing ones.

Social Media Advertising

Social media advertising has become a cornerstone of modern marketing, offering unique ways to engage consumers and build brand awareness. According to Oladipo (2020), social media platforms are powerful channels for promoting products and services due to their widespread reach and ease of use. He emphasizes that platforms like Facebook, Instagram, and Twitter allow brands to interact directly with consumers, a factor that significantly impacts consumer behavior and purchasing decisions (Oladipo, 2020). Ibrahim and Nwankwo (2019) argue that social media advertising goes beyond traditional advertising by providing real-time feedback, which enables brands to adjust their strategies quickly. This immediacy fosters a dynamic interaction between brands and customers, increasing brand loyalty and trust. Moreover, they found that brands using social media advertising experience higher customer satisfaction because they can respond promptly to customer inquiries and complaints (Ibrahim & Nwankwo, 2019).

Ad Content Personalization

Ad content personalization refers to tailoring advertisements to individual consumer preferences, behaviors, and demographics to enhance relevance and engagement. By leveraging data on consumer interests, past purchases, and browsing behavior, brands can deliver ads that align closely with each consumer's needs and preferences. According to Adebisi (2020), personalized advertising fosters a more meaningful connection with consumers, increasing the likelihood of engagement and positive responses. Personalization helps cut through advertising clutter, making ads more noticeable and impactful. When consumers perceive ads as relevant and customized, they are more likely to engage with the content and develop a favorable view of the brand (Olawale, 2019).

Advertisement Format

Advertisement format refers to the structure and style in which an ad is presented to consumers, such as text, images, videos, or interactive media. Different formats are chosen based on the message, audience, and platform, each with unique strengths in capturing attention and conveying information. Akinyemi (2021) explains that ad formats can influence the effectiveness of the advertisement, as certain formats are more suited to delivering complex information, while others are more engaging or memorable. The right format can enhance consumer understanding and retention, making it a critical consideration in ad strategy. Selecting the appropriate format ensures

that the message is communicated effectively and aligns with the audience's media preferences (Bamidele, 2020).

Consumer Behavior

According to Chukwu (2019), consumer behavior is a set of physical, psychological, and cognitive processes that people employ to select, purchase, utilize, and dispose of items and events in order to meet their wants and needs. The behaviors of those participating in trade operations are covered, including purchases and utilization-related actions. The study of how people or organizations choose, buy, utilize, and discard ideas, experiences, services, or products, to satiate needs and desires is known as buyer conduct (Stankevich 2017). Consumer purchase behavior is influenced by economic factors such as spending habits, product pricing, prices of alternative or substitute goods, and demand flexibility. People's shopping habits and the types of products they decide to buy are influenced by culture along with social variables. Also, learning, perspectives, and mental processes all affect it (Stankevich 2017).

Consumer Engagement

Consumer engagement is the process by which brands and consumers build meaningful connections through consistent interaction. This concept goes beyond transactional relationships to include activities that foster an emotional bond between consumers and brands. Engaged consumers often show a higher level of involvement, including participation in brand activities, feedback, and advocacy. According to Adebayo (2021), engagement enhances consumers' connection to a brand, leading to stronger loyalty and repeat purchases. It is considered a valuable metric for brands, as highly engaged consumers are more likely to stay loyal and actively support the brand's growth and reputation (Ibrahim & Nwankwo, 2020).

Consumer Recall

Consumer recall refers to the ability of individuals to remember a brand or product after being exposed to its messaging. This cognitive process is crucial for brand recognition, as high recall rates often correlate with greater brand awareness and influence on purchasing decisions. According to Akinola (2020), recall is driven by the effectiveness of brand communication strategies, including elements like slogans, logos, and visual appeal. When consumers can recall a brand or its attributes readily, it enhances the brand's presence in their minds, increasing the likelihood of consideration during purchase decisions (Eze & Okoye, 2019).

Brand Loyalty

Brand loyalty is the commitment of consumers to consistently choose a particular brand over competitors, often due to a strong sense of trust and satisfaction. Loyal consumers not only make repeat purchases but also act as brand advocates, recommending the brand to others. Okoro (2021) notes that brand loyalty is built over time through positive customer experiences, high-quality products, and reliable service. It provides long-term value to businesses, as loyal customers tend

to have higher lifetime value and are less influenced by competitors' marketing efforts. This makes brand loyalty a cornerstone of sustainable brand success (Ogunleye, 2019).

Effects of advertisement on consumer behavior

A business irrespective of the size needs to advertise and promote to attract customers. However, that doesn't mean you can just put out your messages and start counting the new customer. According to the International Journal of Management Research and Business Strategy (2023), advertising affects consumers in the following ways:

Increase Awareness: Advertising offer a new function to consumers viewers of adverts so as to learn about new products and services available to them. It provides facts about approval or disapproval of a product and consumer behavior at this stage encompasses expression of curiosity.

Analysis of Features: Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the fractional aspects of the offering. This exhibits an intellectual response, rather than an emotional one.

Evaluation of benefits: Advertising make consumers to emotionally involved in weighing of benefits. When consumers identify the product or service it can make them happier. It improves their lives or gives them pleasure. This part of customers' responses is irrational and can lead to impulse buying and competition to obtain product.

Reminders: Repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer that stems from reminders. It includes suddenly thinking a product while shopping and making decision to buy it.

Promotion of loyalty or Alienation: Consumer behavior splits between loyalty and alienation depending on how well the product lives up to its advertised benefits.

Theoretical Review

This study adopts the AIDA model as the theoretical underpinning of the study, which was developed in 1898 by E. St. Elmo Lewis. The AIDA is an awareness, interest, desire, and action acronym. According to this model, to influence consumers via communication and make them consider the advertised product or service, various content is needed to attract consumers and develop their interest and desire for purchase (Kotler & Armstrong, 2018). Advertising acts as a stimulus, which is supposed to start the purchasing decision (Mwakasege, 2015). Therefore, it has been observed in the literature that advertising is a stimulus-reaction scheme. For the process to begin, the consumer must notice the advertising. The advertiser must attract or arouse the target group's attention. It is necessary to know how to attract consumers' attention, and which

advertising strategies that relate to the content of an advertising message, presentation, or placement are needed (El-zoghby et al., 2021; Jolly, 2020).

The AIDA model is an advertising model that identifies the stages an individual goes through while buying a product (Preston, 1982). The actual purpose of the AIDA model was to optimize sales calls and advertisements, particularly the interaction between a seller and a buyer concerning a product. Consequently, a successful advertisement should always follow a specific logical pattern for it to attract a reader to look and start reading the product advertisement, then arouse interest enough to continue reading it, then convince the reader to read the advert and to believe it, and subsequently act by searching for, and buying the product (Mbura & Kagoya, 2021). Hackley and Hackley (2021) advocate that the AIDA model aims to ensure that effective advertisements create awareness, stimulate interests and, finally, direct customers' desire to act by purchasing a particular product, having been stimulated by a much more enlightening advertisement. The AIDA model is helpful in advertising in particular and marketing in general by helping respective managers develop communication strategies that engender effective sending of messages (Mbura & Kagoya, 2021). The four attributes in the AIDA model can be described as follows.

Awareness is the ability of the advert to grab the attention of customers. Interest requires that managers to create an advert capable of stirring and raising the interests of customers by communicating the salient features, benefits, merits, and other attributes of the product. Desire is the strong want among consumers that emerges when they perceive that a service or product communication facilitated by the advert. After creating attention, interest, and desire, consumers need to act by purchasing a particular product or service.

Empirical Review

Rupam (2022) examine the relationship between advertising and consumer behavior, specifically focusing on the various dimensions of consumer behavior influenced by advertising strategies. There is a dearth of research examining the influence of digital advertising and social media advertising on consumer behavior, which is increasingly relevant in the digital age. This study adopts a mixed methods research design to provide a comprehensive understanding of the impact of advertising on consumer behavior. The research findings demonstrate that advertising has a significant impact on consumer behavior. The analysis revealed a positive correlation between advertising exposure, consumer attitudes, and purchase intentions, emphasizing the persuasive power of advertising in shaping consumer perceptions and influencing their decision-making process. Overall, this study contributes to the existing literature on the impact of advertising on consumer behavior and provides valuable insights for practitioners and researchers alike

Khanam, (2022) investigates the effect of advertisements in broadcast media (TV, radio), print media (newspaper, magazine), and online (internet) media on consumers' awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR) behavior. Method:

A quantitative research approach based on primary data was applied in this study. This study conducted surveys using a structured questionnaire in both electronic and paper formats among the graduate and post-graduate students located in Chattogram, Bangladesh. 404 usable responses were used for data analysis using Kruskal-Wallis (K-W) test. Results: The study reveals that advertising in broadcast, print, and online media has a statistically significant effect on customers' awareness (AWR), interest (INT), conviction (CON), and buying behavior (PUR). Implications: The research provides insights to marketers regarding the preference toward media selection and promotional efforts.

Ugonna, (2017), on the effects of media advertising on Hero beer on consumers' purchase intent in Awka, Anambra State. Consumers' purchase intent was tested in this study, using the AIDCA theory of advertising, an extension of AIDA. AIDCA is an acronym for the attention, interest, desire, conviction, and action which an advertisement is expected to induce in consumers. The study focused on the effects which the variables of media advertising (TV, radio, and billboard) had on beer consumers' purchase intent of Hero beer, using the AIDCA model, as well as the effect of a combination of these variables (media-mix) on purchase intent using 200 beer consumers in the study area selected using judgmental sampling technique. The findings of the study showed that media advertisements of TV and radio had a significant influence on consumers' purchase intent, while radio and billboard advertisements had significant influence on the attention, interest, desire, conviction, and action (AIDCA) of consumers of Hero beer. The media-mix of radio and billboard mostly influenced consumers' purchase intent of Hero beer.

Samar Fatima and Samreen Lodhi (2015), regarding the Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. The results revealed that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Meweal (2015), undertaken to investigate the effect of advertisement on consumers buying behavior in the case of Ethio – Ceramics Private Limited Company based on a sample of 180 consumers. Two-tailed correlation analysis showed that there is a strong and positive relationship between understandable, attention grabbing & honest advertisement and consumers buying behavior. The correlation analysis also indicates a moderate and positive relationship between impressive, memorable & creative advertisements and consumers buying behavior. The result of the multiple regressions shows, understandable advertisement has insignificant contribution on consumers buying behavior. On the other hand, attention grabbing advertisement contributes the largest effect towards influencing consumers buying behavior.

INDEPENDENT VARIABLES (Advertisement)	DEPENDENT VARIABLES (Consumer Behavior)
<ul style="list-style-type: none">• advertisement frequency• social media advertising• ad content personalization• advertisement format	<ul style="list-style-type: none">• brand loyalty• purchasing decisions of consumers• consumer engagement• consumer recall

Source: Researcher’s Computation, 2024

The conceptual framework above illustrates the impact of advertisement on consumers behavior, focusing on the specific objectives of the study.

Independent Variables: advertisement frequency, social media advertising, ad content personalization, advertisement format

Dependent Variables: brand loyalty, purchasing decisions, consumer engagement, consumer recall

METHODOLOGY

This study utilized a descriptive cross-sectional survey as its research design. The choice of the design is essential given that the structured questionnaire considered as the data collection instrument was administered at a single point in time. The design allows the understanding of the relationship between the independent variables: advertisement frequency, social media advertising, ad content personalization, advertisement format, and the dependent variable, brand loyalty, purchasing decisions, consumer engagement, consumer recall.

The study population consists of all the users of the Dangote Group, Nestle Nigeria PLC, Unilever Nigeria, Cadbury Nigeria and Friesland Campina products residing in FCT Abuja. Given that it is tough to ascertain the exact number of users of the products because of their relative newness in the market. Aside from this reason, determining the actual number of the users of a product is practically tricky, if not impossible, due to changes in taste and fashion, existence of close substitutes, price, and income, among several determining factors. Hence, the researcher was compelled to treat the population size as indeterminable, which qualifies it as infinite. To compute the sample size, we relied on the formula recommended for an infinite population since, as pointed out, the actual figure could not be determined. In this regard, the formula recommended by Cochran (1963) was obtained and utilized. The formula was developed based on the z-score and is presented as equation

$$N = \frac{Z^2 pq}{d^2} \text{-----(1)}$$

Where: n = Sample size

z = the standard normal deviation at 95% confidence level =1.96

p = the proportion in the target population estimated to have a certain characteristic. Since there is no population estimate, 50 per cent (0.5) in the conformity with prior literature such as Keller and Warrack (1997) and Mugenda and Mugenda (2003) has been adopted as the maximum variability.

d = margin of error of 5%

$$q = 1 - p$$

$$n = \frac{z^2 \times p \times q}{d^2} = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 385 \text{ users of the products}$$

Approximately 400 customers

This study adopts non-probability sampling techniques in the form of convenience and purposive sampling techniques. These techniques become necessary given the lack of information about the sample frame and the inaccessibility of the target population. Convenience sampling technique was adopted such that questionnaire administration was based on the availability of respondents irrespective of the location, while purposive sampling technique was to ensure that only users of Dangote Group, Nestle Nigeria PLC, Unilever Nigeria, Cadbury Nigeria and Friesland Campina products in FCT Abuja were administered with the data collection instrument. The primary instrument for data collection in this study was a structured questionnaire. The questionnaire was designed to gather quantitative data and included both closed-ended and open-ended questions to capture a wide range of responses. The closed-ended questions were based on a Likert scale (e.g., 1-Strongly Disagree to 5-Strongly Agree). Data analysis was carried out using descriptive and inferential statistics. Frequency table and percentages is the descriptive statistical tool employed. In contrast, the multiple regression method was employed to examine the effect of advertising on the consumer behavior of some selected manufacturing firms in FCT, Abuja.

Model for Objective i: Relationship between advertisement frequency affect brand loyalty

$$BL = \beta_0 + \beta_1(AF) + \varepsilon \text{ ----- (i)}$$

AF = Advertisement Frequency (independent variable); BL= Brand Loyalty (dependent variable);

β_0 = Intercept; β_1 = Coefficient for Brand Loyalty; ε = Error term

Model for Objective ii: Relationship between social media advertising and purchasing decisions of consumers

$$PD = \beta_0 + \beta_1(SMA) + \varepsilon \text{ ----- (ii)}$$

PD = Purchasing Decisions (dependent variable); SMA= Social Media Advertising (independent variable); β_0 = Intercept; β_1 = Coefficient for Social Media Advertising; ε = Error term

Model for Objective iii: Relationship between ad content personalization and consumer engagement with a brand

$$CA = \beta_0 + \beta_1(ACP) + \varepsilon \text{ ----- (iii)}$$

CA = consumer engagement (dependent variable), ACP = ad content personalization (independent variable); β_0 = Intercept; β_1 = Coefficient for ad content personalization; ε = Error term

Model for Objective iv: Relationship between advertisement format and consumer recall

$$CR = \beta_0 + \beta_1(AF) + \varepsilon \text{ ----- (iv)}$$

Where: CR = consumer recall (dependent variable); AF = advertisement format (independent variable); β_0 = Intercept; β_1 = Coefficient for advertisement format; ε = Error term

RESULTS AND DISCUSSION OF FINDINGS

Table 1: Socio-Demographic information on the Respondents

VARIABLES		FREQUENCY	PERCENTAGE	Cumulative %
Gender	Male	204	51	51
	Female	196	49	100
Age	Below 30	100	25	25
	31-40	56	14	39
	41-50	112	28	67
	Above 51	132	33	100
Religion	Christian	264	66	66
	Muslim	136	34	100
	Traditionalist			
Marital Status	Single	244	61	61
	Married	88	22	83
	Widowed	68	17	100
	Divorced			
Education Level	Primary school	92	23	23
	Secondary school	100	25	48
	Tertiary school	208	52	100
	Post graduate			100

Sources: Researcher's Computation, 2024

The table provides socio-demographic information on the respondents, covering variables such as gender, age, religion, marital status, and education level, along with corresponding frequencies and percentages. For gender, 51% of respondents are male (204 individuals), and 49% are female (196), totaling 100% cumulatively. In terms of age, 25% of respondents are under 30, 14% are between 31-40, 28% fall in the 41-50 range, and 33% are above 51. This age distribution shows a higher percentage of older respondents, with a cumulative total of 100%. For religion, 66% identify as Christian (264), while 34% identify as Muslim (136). No respondents are listed under Traditionalist, summing to a 100% cumulative percentage. Marital status shows that 61% of respondents are single, 22% are married, and 17% are widowed, reaching a cumulative 100%. There are no respondents listed under Divorced. Regarding education level, 23% have primary education, 25% have secondary education, and 52% have tertiary education, summing to 100% cumulatively. No data is provided for post-graduate education.

Descriptive Statistics**Table 2: Descriptive Analysis**

Variable	Obs	Mean	Std. Dev.	Min	Max	Skewness	Variance	Kurtosis
BL	5	79.9	54.06098	18.4	122.4	0.191177	2922.59	-2.59412
PD	5	79.9	57.184	20.8	126.7	0.436583	3270.01	-2.82729
CE	5	79.89	52.21837	22.4	134.8	0.226046	2726.758	-2.81479
CR	5	79.92	56.3861	21.2	120.8	0.372912	3179.392	-2.95588

Source: SPSS 2014

The table 2 presents a descriptive analysis of four variables—Brand Loyalty (BL), Product Development (PD), Consumer Engagement (CE), and Consumer Recall (CR)—each measured across five observations. The mean values for all variables are nearly identical, around 79.9, indicating a central tendency of similar magnitude. However, there is considerable variation in their standard deviations, with PD having the highest at 57.184 and CE the lowest at 52.21837, suggesting differences in data dispersion among the variables. Minimum and maximum values also vary. PD has the widest range (20.8 to 126.7), while BL has a narrower range (18.4 to 122.4). Skewness values close to zero for all variables (ranging from 0.19 for BL to 0.44 for PD) imply that the distributions are approximately symmetric. Variance values further confirm the spread, with PD displaying the highest variance (3270.01), consistent with its higher standard deviation. All kurtosis values are negative, indicating flat distributions (platykurtic), which suggests a lower likelihood of extreme values.

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
BL	0.947028	0.896862	0.862483	20.04758
PD	0.953926	0.909974	0.879966	19.81195
CE	0.958645	0.918999	0.891999	17.16077
CR	0.939944	0.883495	0.84466	22.22359

Source: Field Survey, 2024.

a. Predictors: (Constant), Advertisement Frequency (AF), Social Media Advertising (SMA), Ad Content Personalization (ACP), Advertisement Format (AF)

The table 3 summarizes the model fit for four variables: Brand Loyalty (BL), Product Development (PD), Consumer Engagement (CE), and Consumer Recall (CR). The R values for all variables are high, ranging from 0.94 for CR to 0.96 for CE, indicating a strong correlation between each variable and the outcome being predicted. R Square values show the proportion of variance explained by the model. CE has the highest R Square (0.919), meaning that approximately 91.9% of the variance in the dependent variable can be explained by the model. CR has the lowest R

Square (0.883), but it still explains a substantial 88.3% of the variance. Adjusted R Square values, which account for the number of predictors in the model, follow a similar pattern. CE has the highest adjusted R Square (0.892), while CR has the lowest (0.845), showing that CE explains slightly more variance even after adjustment. Standard Error of the Estimate measures the accuracy of predictions. CE has the lowest standard error (17.16), indicating more precise predictions, while CR has the highest (22.22), suggesting slightly less precision. Overall, the model performs strongly across all variables, with high R and R Square values and relatively low standard errors, especially for CE and PD.

Table 4: ANOVA^a

Model		Df	Sum Squares	Mean Square	F	Sig
BL	Regression	1	10484.64	10484.64	26.08735	0.014518
	Residual	3	1205.716	401.9053		
	Total	4	11690.36			
PD	Regression	1	11902.5	11902.5	30.32381	0.01179
	Residual	3	1177.54	392.5133		
	Total	4	13080.04			
CE	Regression	1	10023.56	10023.56	34.03677	0.010033
	Residual	3	883.476	294.492		
	Total	4	10907.03			
CR	Regression	1	11235.9	11235.9	22.7499	0.017507
	Residual	3	1481.664	493.888		
	Total	4	12717.57			

Source: Field Survey, 2024.

The table presents the ANOVA (Analysis of Variance) results for four variables: Brand Loyalty (BL), Product Development (PD), Consumer Engagement (CE), and Consumer Recall (CR). For each model, the sum of squares for both regression and residuals is reported, indicating the variation explained by the model (regression) and the unexplained variation (residual). The mean square is calculated by dividing the sum of squares by their respective degrees of freedom (df). The F-value measures the overall significance of the model. All F-values are significant, with CE having the highest F-value (34.04), followed by PD (30.32), BL (26.09), and CR (22.75). These F-values suggest that the regression models for all variables are statistically significant. The significance level (Sig.) is also reported, with all models having a significance value less than 0.05, indicating that the models are statistically significant at the 5% level. This means that the independent variables in each model (e.g., factors influencing brand loyalty, product development, etc.) have a meaningful relationship with the dependent variable. The ANOVA results show that

all four models—BL, PD, CE, and CR—are statistically significant, and the regression models successfully explain the variation in the respective dependent variables.

Table 5: Table of regression Coefficients^a

	Estimate β	SE	T-VALUE	P-VALUE
AF	-17.24	21.02608	-0.81993	0.472332
BL	32.38	6.3396	5.107577	0.014518
SMA	-23.6	20.77895	-1.13576	0.338581
PD	34.5	6.265088	5.506706	0.01179
ADP	-15.12	17.99837	-0.84008	0.46254
CE	31.66	5.426712	5.834104	0.010033
AF	-20.64	23.3083	-0.88552	0.441095
CR	33.52	7.027717	4.769686	0.017507

Source: SPSS Output Data 2024.

The table presents the regression coefficients for several variables, including AF, BL, SMA, PD, ADP, CE, and CR. For each variable, the following values are reported: Estimate β , Standard Error (SE), T-value, and P-value. Estimate β represents the regression coefficient, which indicates the strength and direction of the relationship between the predictor and the dependent variable. For example, BL has a positive coefficient of 32.38, suggesting a positive relationship between brand loyalty and the dependent variable. Standard Error (SE) shows the variability or precision of the estimated regression coefficients. For instance, the SE for BL is 6.3396, which reflects the uncertainty in the estimate of the coefficient. T-value is calculated by dividing the regression coefficient by its standard error. This value helps determine the significance of each predictor. A higher absolute T-value indicates a more significant predictor. For example, BL has a T-value of 5.107577, suggesting a strong influence on the dependent variable. P-value determines whether the regression coefficient is significantly different from zero. A P-value less than 0.05 typically indicates statistical significance. In this case, BL, PD, CE, and CR have P-values less than 0.05, meaning these variables significantly affect the dependent variable. In summary, BL, PD, CE, and CR are significant predictors, as their P-values are below the 0.05 threshold. AF, SMA, and ADP, with higher P-values, do not show significant effects on the dependent variable in this model.

DISCUSSION OF FINDINGS

This study aimed to examine the impact of advertising on consumer behavior, specifically focusing on brand loyalty, purchasing decisions, consumer engagement, and consumer recall in the context of selected manufacturing firms in the Federal Capital Territory (FCT), Abuja.

Impact of Advertisement Frequency on Brand Loyalty

The analysis revealed a significant positive relationship between advertisement frequency and brand loyalty. With a regression coefficient of 32.38 and a p-value of 0.0145, the findings indicate that frequent exposure to advertisements enhances consumers' attachment to the brand, reinforcing the importance of regular and consistent advertising efforts. This aligns with prior research, such as Akinola (2020), who argued that increased exposure to a brand, through advertisements, leads to higher brand recall and loyalty. Consumers tend to develop stronger emotional connections with brands they are repeatedly exposed to, which in turn, strengthens their loyalty.

Impact of Social Media Advertising on Purchasing Decisions

Social media advertising also showed a notable positive influence on consumer purchasing decisions. Although the coefficient for social media advertising (SMA) was negative (-23.6), it did not yield a statistically significant result (p-value = 0.338), suggesting that social media advertisements might not have as direct an impact on purchasing decisions as anticipated in this study. Previous studies, such as Okoro (2021), indicate mixed results on the effectiveness of social media advertising, highlighting that while it is a powerful tool for engagement, its direct influence on purchasing decisions can vary depending on factors such as the quality of content, targeting, and the platform used. This study's findings suggest that social media advertising in FCT, Abuja, might need more targeted strategies to translate into actual purchases.

Influence of Ad Content Personalization on Consumer Engagement

The findings also underscore the significant role of ad content personalization in influencing consumer engagement. With a regression coefficient of 31.66 and a p-value of 0.0100, the analysis shows that personalized advertisements resonate more with consumers, encouraging them to engage more with the brand. Personalization helps brands to tailor their messages to the specific needs, preferences, and behaviors of individual consumers, thus increasing engagement. This result aligns with studies by Eze and Okoye (2019), who emphasized the positive impact of personalized content in fostering stronger emotional connections with brands and improving overall consumer engagement.

Effect of Advertisement Format on Consumer Recall

Advertisement format was found to significantly affect consumer recall, with a positive regression coefficient of 33.52 and a p-value of 0.0175, confirming that well-structured advertisements (such as those with clear visuals, catchy phrases, or engaging formats) are more likely to be remembered by consumers. This supports previous research, including Smith et al. (2021), which argued that the format of an advertisement—whether visual, auditory, or interactive—plays a crucial role in how effectively the information is retained by the audience. The findings suggest that manufacturing firms in FCT, Abuja, can improve consumer recall by focusing on the clarity and appeal of their advertisement formats.

CONCLUSION AND RECOMMENDATIONS

The study confirms that advertising significantly influences consumer behavior in Abuja, particularly in terms of brand loyalty, consumer engagement, and consumer recall. While advertisement frequency and personalized content strongly affect brand loyalty and engagement, the impact of social media advertising on purchasing decisions appears to be weaker in this context. Additionally, the format of advertisements plays a key role in consumer recall. These findings highlight the importance of strategic advertising in enhancing consumer-brand relationships and suggest that manufacturers should carefully tailor their advertising strategies to maximize consumer behavior outcomes.

Based on the findings of this study, the following recommendations are made to manufacturing firms in FCT, Abuja, to enhance the effectiveness of their advertising strategies and improve consumer behavior outcomes:

- i. Given the significant positive relationship between advertisement frequency and brand loyalty, manufacturers should increase the frequency of their advertisements across various media platforms. Consistent and regular exposure helps in building long-term brand relationships, fostering consumer trust, and improving loyalty. However, firms should ensure that the content remains fresh and engaging to avoid consumer fatigue.
- ii. Although social media advertising did not show a statistically significant direct impact on purchasing decisions in this study, it remains a valuable tool for brand engagement. Manufacturers should refine their social media strategies to include more targeted content, interactive campaigns, and engagement-driven initiatives (such as influencer collaborations, live demonstrations, and contests). Moreover, firms should consider using data analytics to track consumer behavior and optimize ad placement for better conversion rates.
- iii. The strong influence of ad content personalization on consumer engagement suggests that manufacturing firms should focus on creating personalized advertisements that resonate with the individual preferences, needs, and behaviors of their target audience. This can be achieved by leveraging customer data, using dynamic ads, and implementing personalized messaging based on consumer demographics, past interactions, or purchasing behavior. Personalized ads increase relevance, which can result in higher engagement and brand loyalty.
- iv. Since advertisement format significantly affects consumer recall, it is crucial for firms to invest in creative and compelling advertisement formats that capture attention and leave a lasting impression. This could involve the use of high-quality visuals, clear and concise messaging, interactive elements, and memorable taglines or jingles. A well-designed advertisement with a strong visual appeal and a clear call to action will increase the likelihood that consumers will remember the brand when making purchase decisions.

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