

Marketing (Assignment)

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Question 1:

Answer:

Social media has become an indispensable tool for consumers online in this day and age. It's no surprise that all kinds of businesses have turned to social media to find and connect with their target market. The figures don't lie either: consumers are 71% more likely to make a purchase based on social media referrals.

Millennials are considered as the generation that spends most of their time online, 47% of their purchases are influenced by social media. They are also 1.6 times more likely to use digital channels to learn about new products. This puts social media platforms in a prime position for executing effective digital marketing campaigns.

The Consumer Buying Behavior:

With these facts in mind, understanding how consumer buying behavior works can help establish your best practices before investing in social media advertising and other marketing tactics.

Consumer buying behavior is the study of how individuals and organizations select and use products and services. This primarily focuses on psychology, motivations, and behaviors, such as how people choose between brands, how they research and shop, and how marketing campaigns can be improved so brands can effectively influence them.

Three factors can influence consumer buying behavior: personal, psychological, and social. Personal factors deal with an individual's interests and opinions, which are affected by their demographics. Psychological factors are based on their perceptions and attitudes, including their ability to comprehend information and how they see their needs. Finally, social factors are made up of one's peer groups, socioeconomic classes, and even social media influence.

While each person has their own considerations for making purchases, everyone goes through what is known as the buying process. This process is constant, with consumers sitting at a particular stage at any given time.

Need Recognition

This stage is where the consumers realize that they need something and that making a purchase will address the need. It can range from wearing out a shirt and needing a replacement to seeing a movie trailer, wanting to buy a ticket, and watching it out of curiosity or interest.

For businesses, this is an opportunity to use other marketing strategies to help prospects recognize a need or reevaluate an existing one.

Search for Product Information

At this stage, your prospects are looking for more information about the product they want to purchase. This is where product reviews, websites, blog posts, and search ads can come in handy. Establishing your brand's credibility in the industry, like through paid ads and SEO, can help convert your prospects into making their purchase with you.

Product Evaluation

Given that many different products could address their needs, consumers often use evaluative criteria based on their priorities. To help narrow down their choices, they also consider their needs. At this stage, your marketing strategies should be aiming to convince prospects that their criteria match your product's strengths.

Purchase Decision

The consumer has looked at multiple items and compared them based on their evaluative criteria. They are now at the cusp of the critical decision: to make the purchase or not. Businesses need to focus on creating a sense of security and give compelling reminders of their needs.

Purchase

This is the stage where the consumer has decided to make the purchase. However, it's still possible to lose a prospect due to things like complicated checkout processes, difficult-to-navigate ecommerce sites, and unresponsive or malfunctioning elements. Keeping the process convenient and streamlined can spell the difference between a closed or lost sale.

Post-purchase Use and Evaluation

The Buying Process doesn't end at the sale. Your customer's experience with the product would dictate if they were satisfied by the purchase or not. Post-purchase surveys and thank-you emails to your customers can significantly help address any issues that may arise from dissatisfaction while cultivating a relationship with those who felt satisfied.

Reviews from influencers

The term "social influencers" refers to individuals with a significant following on social media. Influencers are social media-savvy and often tag the store or brand of the products they are using, giving these institutions a broad reach over specific demographics.

Brand's social media presence

It's not enough to be selling products and services online. Your brand must stand out and be recognizable amidst the sea of information available to social media users. Having a consistent and distinct voice on your chosen social media platform plus a regularly updated feed can boost your brand image and credibility to your existing followers and prospects, making conversions more likely to happen.

Social media advertising

As social media continuously reaches a wider audience, social media advertising has made it possible for hyper focused targeting and retargeting. This allows brands to make more strategic marketing strategies that reach their market while maximizing their resources.

Question 2:

Answer:

There has been constant and intense competition by organizations through the use of advertisement as a tool. Nowadays we as consumers have been encircled or rather sieged by advertisements of different organizations. Market researchers argue that these advertisements are still important in attracting consumers to a certain brand, however critics believe it's becoming less effective. The telecom industry in Nigeria has been a field where we have witnessed lots of advertisement in the country. Therefore knowing what happens behind the scenes seems very crucial for major players'. The purpose of this research is to investigate the effects of advertisements on consumer brand preference in the Nigerian telecom industry. Accordingly we first tried to understand advertisement and how it works and how each brand uses it to achieve its objectives and afterwards past literature on how advertisement has affected brand preference in different fields are presented. The participants in the study are customers of the three major telecom brands in Nigeria and the data collection methods used were both questionnaires and interviews. The method used is questionnaire. It was evidently concluded that advertisement remains a major tool for telecom companies to gain market share.

Statement of the problem

The research has been undertaken with the major aim to understand the effect of advertisement on consumer brand preference in the telecommunication industry. Due to large competition amongst organizations, There is a rising need to spend on factors that benefit the profitability of the organization. However without saying much we can see that organizations especially in the telecom industry are pumping billions of naira into advertising. Critics and a lot of marketers are therefore having doubts if this spending on advertisement has an effect on consumer brand preference in the telecommunication industry especially where all the major service providers are well known and have established market share. Therefore answering this problem also further helps us identify the impact of some advertising methods like the use of celebrities in advertising on consumer brand preference in the telecom industry. Like we have seen continuous use of this method by Glo, has it worked or not. Lastly the research determines if advertisement can alter already perceived quality of the product which hence affect consumer brand loyalty.

Research Objectives

The major objective of study is to identify the effect of advertisement on consumer brand preference. The objectives in numerical listing are.

1. To seek out the effects of advertisement on consumer brand preference.
2. To identify the impact of celebrities in adverts on consumer brand preference

3. To identify the influence of advertisement on established or perceived quality this can change brand Preference.

Research Questions

The following questions were developed to guide the study.

1. Does advertisement have an effect on consumer brand preference?
2. Does the use of celebrities have an impact on consumer brand preference and buying decisions?
3. Can advertisements alter perceived / established quality of product among consumers?

Methodology

Research Design: The philosophical worldview adopted in this research was empiricism and interpretivism. Empiricism worldview was adopted because in this research we plan to observe and experience the effect of advertisement on individuals and groups of people, we gathered a group of 100 students on campus and interviewed them as well as gave them questionnaires to answer. The questions in the questionnaire were why they chose to adopt a specific mobile network? Which method of advertisement had a profound effect on them and What feature in the advertisement attracted them to that brand? We also adopted interpretivism because information on the research be best acquired through social interaction rather than objective data .This is strongly because of the dependent variable which is Consumer brand preference. The best way to understand Consumer brand preference is to study consumer behavior which can only be acquired from interaction with different consumers of mobile services. This method was also adopted also because every consumer has a genuine reason why he adopted a specific mobile operator. Therefore this view helps us be able to categorize and classify. Mixed methodological Approach is the preferred approach for this research. We try to analyze information based on Interpretative understanding when interacting with the target population as well as the use of quantified data to obtain relationships and effects eg regression analysis. Using the two methods best explain the effects of advertising on consumer brand preference. A descriptive research study was used because our topic of research is a social one. We fully describe how advertisement (Independent variable) affects consumer behavior (dependent variable). This design is therefore going to be rigid which means it is protected from all types of biasness. Structured and well thought out instruments for data collection be used e.g survey, interview, and well-structured questionnaires. Random Sampling method be employed after getting target population reason being is explained in the next section.

Population and Sampling The Telecom companies which were included in this research are MTN, AIRTEL, GLO. & 9mobile. Using simple random sampling 200 students were chosen at Random at university of Abuja, gwagwalada and also in Wuse market 80 people were chosen at random and given questionnaires and also interviewed. Simple random sampling has been chosen because the people are easily accessible and the majority of Nigerians and students irrespective of state, ethnicity and income level use one out of 3 of these mobile networks. Therefore short interviews be conducted with students around campus and pedestrians at wuse market as well as structured questionnaires be handed out for answering

Data Collection For more detailed information and explanation both primary and secondary data sources were used.

1. Primary Data: The primary data are collected through observation, direct communication with respondents or through personal interviews.
2. Secondary data: There has been a lot of research and written literature about the effects of advertisement on brand preference. So we source data and information from Books, newspapers, journals, magazines and research papers

Data Analysis and Techniques After data was collected from our wide range of participants in Wuse Market and University of Abuja, Gwagwalada. We first categorized them according to demographics. Categories included gender, marital status, age, educational status and monthly income. In our interviews respondents were asked about all these information before answering the major question, so that we could connect the dots on how their demographic affected their answers. Thereafter we form a table so as to make our data in a numerical form ready for statistical analysis.

After finding our population, categorizing according to demographics and preparing a table. Since we engaged in an interpretive philosophical research our questionnaires and interviews explicitly gave us an idea about the answers to our research objectives. We saw that advertisement although still had a large impact on consumer brand preference. From answers derived from our questionnaires and interviews MTN still maintains the highest market share because of its perceived quality of service. MTN customers according to our analysis firmly believe that MTN is still the best service provider in the country therefore they are unaffected by the advertisement of other telecom providers. According to our demographics both male and female of the age groups 15 to 25 and 25 to 35 said the use of celebrities attracted them to choose Glo. Both the male and female of age group 35 and above said that perceived value and recommendation from family attracted them to choose MTN. From this we can see that advertisement has a profound effect on consumer brand preference, however the strategy determines how significant the effect can be.

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