



TELEVISION ADVERTISING REACH AND CUSTOMER RETENTION OF PZ CUSSONS COMPANY LIMITED IN THE SOUTH-EAST, NIGERIA

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ABSTRACT

This study examined the relationship between television advertising reach and customer retention of PZ Cussons company in the South-East, Nigeria. The objectives of this study was to determine the extent to which television advertising jungles and slogans of PZ Company influence customers loyalty and brand recall. In this survey research, 147 copies of questionnaires were distributed to PZ staff in the South-east, Nigeria. Tables and percentages were used in data presentation, while hypothesis formulated were tested using the Spearman's Rank Correlation Coefficient. It was found that both the jingles and slogans in television advertising have significant effects on customer retentions. It was therefore recommended that PZ company should use quality jungles and slogan in TV commercials to enhance customer brand recall and loyalty. This will help to attract other customers and retain the existing ones.

Keywords: Television, Advertising, Jingles, Slogan, Loyalty, Brand-recall.

INTRODUCTION

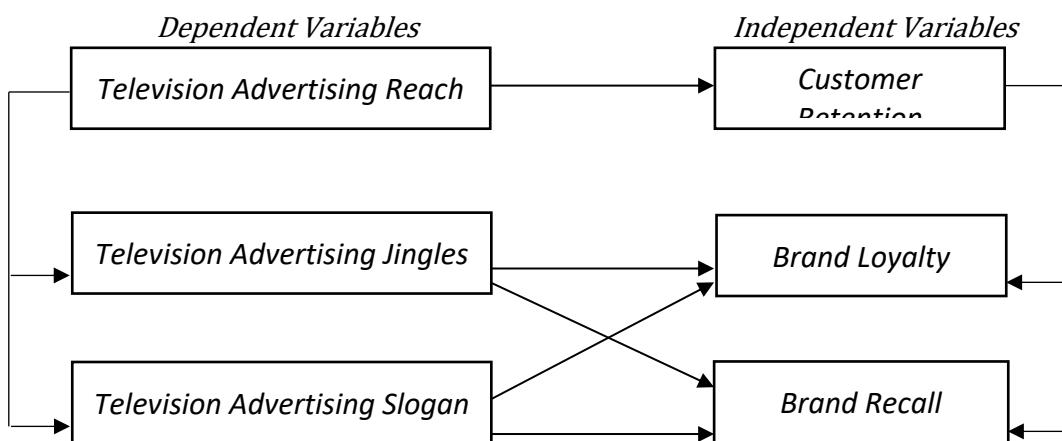
Advertising pervades our lives. Television advertising have been found to be of immense benefit to business organizations, involve them with advertising in order to create awareness about a company product and services and boost sales (Ozoh, 2002). Television advertising can create drama, suspense and emotion. It is a power behaviour, shaping and modifying force. Because it combines visual and auditory stimuli with movement and drama, it has the power to arrest attention, generate interest, inform and teach by illustration and example (Ogwo, 2006). Television advertising has a dynamic vitality and an enormous capacity to attract and hold large audience. Thus, for television advertising to be effective and achieve its objective, there should be information, stimuli value, and emphasis (Howard, 2001). According to Anyanwu (2013), the ultimate purpose of television advertising is to affect the way television advertising viewers think and act, their behavioural patterns, with the ultimate goal of selling a product or service. PZ Nigeria, makers of Morning Fresh, Nunu, Flourish, Joy soap, Elephant detergents as one of the leading organizations producing consumer products has employed television

advertising extensively to sell its range of products. Television, as an advertising medium, according to Ebert (2015), allows advertisers to combine sight, sound and motion, thus appealing to almost all the viewer's senses. The objectives of this study is to examine the effects of television advertising reach on customer retention of PZ Company in the South East, Nigeria; a product oriented organization with product features of tangibility, quality, design and ownership (Anyanwu &Nwoka, 2006). As one of the manufacturers of consumer products, PZ Company is a consumer manufacturer and television is one of the media chosen by the firm to market its products. It is on this strength that the relationship between the TV advertising reach features of jingles and slogans (taken as independent variables) are associated with this impact or effect in the customer retention of the firm's products by customers measured by customer loyalty and Brand recall taken as dependant variable.

PROBLEM OF THE STUDY

Many adverts of organizations are placed on wrong pods position and timing which have failed to catch the attention of the product-target audience or viewers which bring about low advertising return. Despite the fact that marketers spend great amount of money to expose consumers to television commercials (Robert, 2013) consumers however, so often tune away during commercials (Wedel, 2010). Numerous studies have been conducted on the use of Television Advertising reach to promote customer retention of PZ Companies products.

Udochi (2013), Manoj (2014) & George (2012). However, none of these studies paid specific attention to the issue of jingles and slogans as crucial factors in advertising reach. Previous studies to the best of my knowledge used mostly quantitative methodology, qualitative instrument like IDI, FGD were not used for the purpose of validation. Many of the previous literature used Chi-square and Simple Regression in testing the hypothesis of the study, none of theseto the best of my knowledge used SPSS and spearman's correlation. Thus, this study is aimed at filling these knowledge and research gaps.



Source: The researcher's field survey, 2023

OBJECTIVES OF THE STUDY

The major objective of this study is to examine the effect of television advertising reach on customer retention of PZ Company in the South-East, Nigeria. However, the study has the following specific objectives; to

1. investigate the effect of television advertising jingles on customer loyalty.
2. evaluate the extent television advertising jingles enhances brand recall.
3. access the effect of television advertising slogans on customer loyalty.
4. examine the effect of television advertising slogans on Brand recall of PZ products.

RESEARCH QUESTIONS

Based on the objectives of this study, the following are research questions that guided the study;

1. What is the effect of television advertising jingles on brand loyalty?
2. To what extent does television advertising jingles influence brand recall.
3. What is the effect of television advertising slogan on customer loyalty
4. What is the effect of television advertising slogans on brand recall?

RESEARCH HYPOTHESES

The following null hypotheses were tested in this study.

- H₀₁:** There is no significant relationship between television advertising jingles and customer loyalty.
- H₀₂:** Television advertising jingle does not have a significant effect on brand recall.
- H₀₃:** Television advertising slogan does not significantly influence customer loyalty.
- H₀₄:** There is no significant relationship between television advertising slogan and brand recall.

SCOPE OF THE STUDY

The content scope of this study is focused on the television advertising reach and customer retention of PZ Company products. The study is delimited to television advertising reach holding other variables such as frequency and content constant. The unit scope is staff of PZ Company who are willing to supply the needed information. The geographical scope of this study is in the South-East, Nigeria. The South-East has five (5) states namely; Anambra, Enugu, Imo, Abia and Ebonyi.

CONCEPTUAL REVIEW

Concepts of Television Advertising Reach

Television advertising is one of the most common and effective ways to reach consumers. This is because it offers a wide reach, frequency and impact (Iwara, 2010). Television advertising reach uses sight, sound and motion. Television advertising rely on multiple

senses of reach viewers, this is why they often include music, visuals, and special effects. They are backed by marketing objectives. Every TV advert is created with a specific marketing objective in mind, whether it increases customer retention or generate sales. It may not be enough that a firm advertises its goods and services to the market generally as the possibility of the reach or coverage to have desired impact on the target market is a factor to consider. Reach, as Dabb (2012) sees it, as the percent of consumers in the advertising target usually exposed to a particular advertisement in a slated time period. It is also seen as the estimated number of individuals in the audience for a broadcast, or an out-door advert, that is reached at least once during a specific period of time. (Doyle, 2011). It is the number of different audience numbers exposed at least once during a given period of time, often expressed as a percentage (Allan & Semenik, 2011).

It is the same thing as a coverage which is a measure of the percentage of the specific target that sees an advertisement at least once during a defined time period of an advertising campaign (Doyle, 2011). Commenting on the advantages of television advertising reach is done on television because it reaches more people than any other medium. At the same time, O'Guim (2009) observed that television, in one form or another reaches more than 98 percent of all households in the United States, an estimated 290 million people. These households represent any demographic segment in the United State, which allow advertisers to achieve brand coverage noting that the cable television option provides reach to hundreds of millions of households throughout the world; with the new mobile television option, coverage and reach capacities are enhanced even more. In all, no other medium allows an advertiser to repeat a message frequently as television (Fine, 2000). In summary, the television advertising jingles and slogans are elements of television advertising reach that has created impact on customer retention.

Concepts of Customer Retention

Customer retention refers to a company's ability to turn customers into repeat buyers and prevent them from switching to another competitor. It indicates whether a company product and the quality of the firm's products please the company existing customer. It is also the lifeblood of most subscription-based companies and service providers (Iwara, 2001). Customer retention strategies are the processes and initiative put in place to build customer loyalty and improve customer lifeline value. According to Kotler (2006), customer retention is different from customer acquisition or lead generation. It focuses on customers who have already signed up for service or purchase a product from a company. But retaining customers is about more than just transactions – it's about relationships. Research shows that customer view their relationships with brands similarly to their relationships with friends. Customers like brand that are reliable, authentic and aware of what matters to them. Focus on buyer relationships with a company existing customers to boost their brand loyalty.

Ogwo (2006) sees customer retention as the process of engaging existing customers to continue buying products or services from company's business. The best customer retention tactics enable a company to form lasting relationship with consumers who will become loyal to a company brand. They might even spread the word within their own circles of influence, which can turn them into brand ambassador. The application of customer retention strategies by PZ Company increases the word-of-mouth recommendations and loyalty. Existing customers are more likely to spend 30% more on a new product than a first-time customer. A higher customer retention rate leads to greater profits and lifetime customer value (LVC) (Ebitu, 2001).

Importance of Customer Retention

- There are many excellent reasons to focus on customer retention:
- It is up to five times cheaper to retain company customers than it is to acquire new ones.
- The probability of making a sale to an existing customer is 60 – 70%
- Retaining current customers increases word-of-mouth recommendations and loyalty.
- Existing customers are more likely to spend 30% more on a new product than a first time customer.
- A higher customer retention rate leads to greater profits and lifetime customer value (LVC)
- Long-term customers can provide useful data and feedback for future brand campaigns and strategies.

Television Advertising Jingles and its Importance

According to Ebitu (2001), jingles are renewable; they make it easier for customers to remember company products. A good jingle should define clearly what a company offers. Therefore, when company's customers are ready to buy, company brand is top of mind. Ultimately, memorable jingles improve customer acquisition and enhance customer loyalty.

Reasons why Jingles Marketing is a Powerful Tool for Advertising

1. **A Jingle can become a major brand element:** Some brands have become synonymous with their jingles. As soon as the jingles begin to play, the audience thinks of the brand or when they hear of the brand they think about the jingle. Some of the famous jingles are for the Mc Donald; Band-Aid, Kit Kat. As soon as the catchy tunes start playing, listeners immediately recognize the brand. One of the main goals of branding is to improve brand recognition. Jingles do an excellent job of creating awareness and improving brand identity.
2. **They promote word-of-mouth Marketing:** Jingles are like a good song. As soon as a customer hear it, he/she will want to tell their friends and family about it. The

song may even come up in a random conversation. Similarly, a customer may find himself humming or singing the jingle around other people.

3. **They are memorable:** Jingles are light hearted and warm. They create an immediate connection with the listeners. They are fun and easy to listen with the rhymes in the lyrics and pitch pattern that enable them to be encoded in the brain easily. As a result, they become embedded in customer's submissions. It's no wonder they keep popping up in mind when least expected. This also explains why people can remember a jingle that they heard more than half a century ago.
4. **They enhance Brand Recall:** Since jingles are memorable, they make it easy for customers to remember company business. A good jingle should define clearly what company business offers. Therefore, when they are ready to buy, company brand is top of mind. Ultimately, memorable jingles improve customer's acquisition and enhance customer loyalty.

Slogans in TV Advertising

For more than 100 years, companies have used slogan in their advertisement. Major corporations and small business alike have used catchy phrases to tell the world what makes their product or service special or different. When done well, a slogan can become the centerpiece of a company's identity – and if done poorly, a slogan can send wrong message and actively drive customers away (Iwara, 2001). An advertising slogan is usually a short tagline – less than five words – that tells potential customers the benefits they can expect when choosing a company product or service, or establishes a company brand-most slogans are catchy, declarative. Phrases that use devices such as metaphor, alliteration or rhymes with simple, vibrant language. In most cases slogans don't actually mention the company name or product, but instead focus on what the company or product does and how it is different from anything else on the market. This helps customers remember a company when they are shopping for the product or service company offer.

Companies marketing their product or services often develop a marketing plan that includes a variety of tactics, including print and electronic advertisement. A strong advertisement slogan ties all the element of the company together, creating brand recognition in customer's mind. The same slogan can appear not only in advertising, but also on promotional items such as hats and T-shirts, in public relations materials and on the actual product packaging. All this serves to create brand recognition in the minds of customers. When a company develop an effective advertising slogan – one that is memorable and gives an accurate picture of what a company is all about – the slogan becomes an important part of the company brand. An advertising slogan reveals a lot about a company, especially when the slogan reveals something about company prices, services or what customers can expect. These slogans build a brand identity that sets the company apart, drawing customers who want to experience the benefits of that brand.

Concepts of Customer Loyalty

According to Anyanwu (2013), customer loyalty describes an ongoing emotional relationship between a company and their customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from company versus company competitors. Loyalty is the by-product of a customer's positive experience with a company and works to create trust. Every supplier wants to create and retain a loyal customer who engages in continued profitable business with him. Customer loyalty is the measure of success of the supplier in retaining a long term relationship with the customer (Agu, 2012). Thus, customer loyalty is when a supplier receives the ultimate reward of his efforts in interacting with its customer. Customer loyalty tends the customer to voluntarily choose a particular product against another for his need. The loyalty may be product specific or it may be company specific. When a loyal customer has repetitive requirement of the same product, such customers may be described as being "brand Loyal".

On the other hand, he may also require different products of the same manufacturer. That is to say he makes significant purchases direct from the same supplier and that counts as the company specific loyalty. Loyalty also means that customer is sticking to the supplier on certain grounds through maybe having other options also. True, the customers who are targeted by a retention programme demonstrate higher loyalty to a business. Therefore, such customer retention programmes should include regular communication with customer, and provide them opportunities to remain active and choosing to do business with the supplier. Loyalty is demonstrated by the action of the customer (Ogwo, 2006).

THEORETICAL REVIEW

Two-Factor Theory

The two-factor theory is a concept that states the factors that affect an individual's satisfaction and motivation level. In this theory, more company advertisement increase the effort of customer brand awareness. As many as customers views the TV adverts the more brand recognition and brand recall takes effect for sales increase for profitability. When Seven-up introduced Commando soft drink and gave heavy adverts about the products, this leads to brand recall and brand recognition of the product – Commando soft drinks. In fact, this theory is a concept that states the factors that affect individual's satisfaction and motivation level. Here we can say more company advert more customer brand recognition and brand recall.

Media Dependency Theory

The theory propounded by Ball, Roacheal & Deleur (1976) as cited in Anaeto, Onabanjo & Osifeso (2008) that the more an individual depend on media, (ie television) for having him or her needs fulfilled, the more this will become more to the person. In other words, the more an individual depends on media to get information and message, the more the

media will be part of the person's eye. To apply this theory on this study, the more customers of 7up Bottling company view adverts on television, the more they purchase the company product for profitability.

Hierarchy of Promotion Effect Theory

This hierarchy represents how the customer progresses in learning about a brand and in making decisions with regard to the brand. With the help of a series of well-directed guides the consumer through the following six stages; awareness, knowledge, liking, preference, conviction, and purchase. This shows that customers when they are aware of a company product, automatically, they knowledge of the product is known, they will like such product and get the product preferred once it is preferred the last stage is to buy the product. The behaviour associated with the hierarchy-of-effects theory can be understood to be in this sequence: "think", "feel", and "do" (Robert & Steiner, 1961). An important aspect here is consistency. Like most things, people won't remember company brand with a single exposure. It is crucial that company messaging is consistent and also coherent with its surrounding context (Iwara, 2001).

EMPERICAL REVIEWS

Manoj (2014) conducted a research on the effectiveness of television advertising on youth, in relation to their lifestyle and culture in Trivandrum district. Primary and secondary source of data were used, while percentage analysis as well as Chi-Square was used to examine the hypothesis. Findings shows that majority of the respondents got more attention from television advertising than other media.

Glory (2019) carried a research on the influence of television advertising reach on consumers' patronage of GOTV and StarTimes networks in Calabar metropolis. Questionnaire was used in data collection. It was discovered that television advertising has significant influence on brand awareness of GOTV and StarTimes network in Calabar.

Udochi (2013) conducted aresearch on the influence of television advertising on consumer buying Habits of Guinness Stout in Ikeja, Lagos. Self-administered questionnaire was used to obtain data. Hypotheses were tested using the Chi-Square method. They result showed that television advertising reach was viewed as the most preferred medium advertisement of Guinness Stout.

Ugbo (2013) looked at the impact of Television Advertising in promoting the sales of MTN products in Enugu. Questionnaire was used for data collection while simple percentage and tables were used for data analysis. Chi-Square was used to list the hypothesis of the study. Findings showed that MTN adverts on television have greatly impacted in promoting sales of MTN products.

Anu & Aswathy (2014) conducted a study on the influence of television advertising on purchase decision making of FMca in India. Questionnaire was used as a data collection instrument. Findings show that television advertising has a significant influence in consumer buying decision.

GAP IN LITERATURE

After extensive review of literature, some gaps were noted which include

Most of the studies accessed by the researcher focuses on the effects of television advertising on companies' sales using economics tools with little or no operational conceptual review.

In the study, most literature were from outside Nigeria and a few were done in the Western zone of the country, not much has been done regarding to the television advertising and customer patronage in South-east, Nigeria.

Previous studies applied most quantitative methodology, qualitative instrument such as IDI, FGD were not used for purpose of triangulation. Thus, in this study both IDI, FGD is used alongside the questionnaire to the findings of this research.

Many of the previous literature used Chi-square and simple regression in testing of hypotheses of the study, none used spearman's Rank Correlation Coefficient. This study is positioned to fill the gap.

RESEARCH METHODOLOGY

- **Research design:** In this study, survey research design was used. In view of Anyanwu (2016), the research design is both a plan and a structure. As a plan it maps out the stage-by-stage pattern of investigation to be able to obtain answers to the research questions. As a structure, it lays down the framework and organization of the relationship among variables of the study (Keling, 1986)
- **Population of the study:** The population of this study is made up of the members of staff of PZ Cussons Nigeria PLC in the South-east, Nigeria. The combined staff strength of PZ Cussons Nigeria PLC in the South-east is 232 personnels from various department of the company (**Source:** PZ Cussons company Annual Report 2023).
- **Sample size determination:** Sample is the total number of elements actually studied from the entire population. Since the population was finite, the researchers adopted Taro Yamene formula for sample size determination.

The formula is as follows:

$$n = \frac{N}{1+N(e)^2} \text{ where: } n = \text{the sample size}$$

N = population of the study

e = the margin error at 5% level of significant

$$n = \frac{232}{1 + 232(0.05)^2}$$

$$n = \frac{232}{1 + 232(0.0025)}$$

$$n = \frac{232}{1 + 0.58}$$

$$n = \frac{232}{1.58}$$

$$n = 146.8$$

$$n \cong 147$$

- **Research instrument:** In this study, the researcher used both primary and secondary sources of data. The use of questionnaire was employed to gather necessary and relevant primary data from the respondents. Moreso, secondary data were collected through literature review.
- **Statistical technique/sampling/method of analysis:** Percentages and frequencies were used to analyze the bio-data of respondents while Spearman's Rank Order Correlation Coefficient is adopted in the test of the hypotheses formulated. Proportional sampling techniques was used in selecting the respondents while snowballing was adopted in reaching the respondents.
- **Validity and reliability of instrument:** Content and face validity were used to validate the instrument. Moreso, the research used test re-test reliability method.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Out of 147 Questionnaire distributed. Only 120 copies were returned and used.

Data Presentation and Analysis

a. Demographics of Distribution

Table 1: Sample Profile.

Responses	Percentage
Age	
Less than 30 years	22
31 – 40 years	28
41 – 50 years	26
51 years and above	25
Marital Status	
Married	63
Single	37
Gender	
Male	61
Female	39
Educational Attainment	
SSCE	33

Higher Education	48
Post-graduate studies	19
Years of Service	
Less than 1 year	13
1 – 3 years	19
4 – 6 years	28
7 and above	40

Source: Researcher’s field survey, 2024

Table 1 summarizes demographic data of respondents, age has respondents of less than 30 years (22%), 31 – 40 years (28%), 41 – 50 years (26%) and 51 years and above (25%); Marital status has respondents of married (63%) and single (37%); Gender has respondents of male (61%), female (39%); Educational attainment has respondents of SSCE (33%), Higer Education (48%) and Post-graduate studies (19%); while years of services has respondents of less than 1 year (13%), 1 – 3 years (19%), 4 – 6 years (28%) and 7 and above (40%).

Table 2: Television Advertising Jingles and customer Loyalty.

S/N	Questionnaire items	SA (4)	A (3)	D (2)	SD (1)	N	ex x	Decision
1.	PZ Cussons jingles explicitly promotes customer patronage	59 (49.2)	43 (35.8)	10 (8.3)	8 (6.7)	120 (100)	3.3	Agree
2.	Some memorable jingles about PZ products attracts customers for repeat purchase	55 (45.8)	45 (37.5)	9 (7.5)	11 (9.2)	120 (100)	3.2	Agree
3.	A catchy jingle is one that customers will remember for a long time that influences them.	54 (45.0)	46 (38.3)	13 (10.8)	7 (5.8)	120 (100)	3.2	Agree
4.	The usage of jingles in marketing has helped to create brand image	59 (49.2)	44 (36.7)	7 (5.8)	10 (8.3)	120 (100)	3.3	Agree
5.	Lyrics in the jingles of the adverts has a significant impact on customer loyalty	61 (50.8)	40 (33.3)	12 (10.0)	7 (5.8)	120 (100)	3.3	Agree

Source: Researcher’s field survey, 2024

Table 2 shows that all the items were accepted. This is because item 1 has a mean score of 3.3, item 2 has a mean of 3.2, item 3 has a mean of 3.2, item 4 has a mean of 3.3 and item 5 has a mean of 3.3, hence all the items have a mean score of more than 2.5 and

above. It is therefore concluded that there is a significant relationship between television advertising jingles and customer’s loyalty.

Table 3: Television Advertising Jingles and Brand Recall.

S/N	Questionnaire items	SA (4)	A (3)	D (2)	SD (1)	N	εx	x	Decision
1.	Television advertising jingles made by PZ company persuades customers to buy the product regularly.	53 (44.2)	46 (38.3)	14 (11.7)	7 (5.8)	120 (100)	3.3		Agree
2.	Retention of products through jingles impose the long-lasting effects in the mind of the customers	48 (40.0)	51 (42.3)	13 (10.8)	8 (6.7)	120 (100)	3.2		Agree
3.	Jingles that can be memorized easily helps consumers retain the product or brand more	58 (48.3)	49 (40.8)	8 (6.7)	5 (4.2)	120 (100)	3.3		Agree
4.	Consumers are likely to retain the product more if the lyrics used in the jingles are meaningful	54 (45.0)	46 (38.3)	12 (10.0)	8 (6.7)	120 (100)	3.2		Agree
5.	Customers are likely to retain the product more if the music used in the jingle is pleasant.	58 (48.3)	49 (40.8)	9 (7.5)	4 (3.3)	120 (100)	3.3		Agree

Source: Researcher’s field survey, 2024

Note: figures in brackets are in percentages.

Table 3 shows the univariant analysis of questionnaire items on TV advertising jingles and brand recall. The results revealed that greater percentages of the respondents agreed and strongly agreed to each of the questionnaire item on PZ Cussons product brand recall. Each of the questionnaire item on TV advertising jingles has mean score value (3.3, 3.2, 3.3, 3.2, and 3.3 respectively) that is above the weighted (group) mean value (2.5). Based on these results, it could be statistically concluded that the respondents accepted and are in agreement will all the questionnaire item on PZ Cussons company products brand recall by customers.

Table 4: Television Advertising Slogans and Customer Loyalty.

S/N	Questionnaire items	SA (4)	A (3)	D (2)	SD (1)	N	εx	x	Decision
1.	TV advertising slogans help customers to patronize company products	51 (42.5)	48 (40.0)	13 (10.8)	8 (6.7)	120 (100)	382	3.2	

2.	TV advertising slogans captures customers attention	54 (45.0)	43 (35.8)	14 (11.7)	9 (7.5)	120 (100)	382	3.2
3.	Many customers intends buying PZ products due to advertising slogans	50 (41.7)	49 (40.8)	15 (12.5)	6 (5.0)	120 (100)	382	3.2
4.	Slogans urge the customer to buy the PZ product and increases referrals	53 (44.2)	48 (40.0)	10 (8.3)	9 (7.5)	120 (100)	385	3.2
5.	There is repeat purchase by customers due to TV advertising slogans	51 (42.5)	47 (39.2)	12 (10.0)	10 (8.3)	120 (100)	379	3.2

Source: Researcher’s field survey, 2024

Table 4 shows, greater percentage of the respondents agreed and strongly agree that PZ Cussons company PLC adverts high coverage using slogans in many localities where the customers reside that increase their loyalty of the company products. All the mean values in the questionnaire items (3.2, 3.2, 3.2, 3.2, and 3.2 respectively) are greater than the weighted means of 2.5. On the strength of the observation, it could be concluded that the high coverage of PZ Company using slogans induces customer loyalty.

Table 5: Television Advertising Slogans and Brand Recall.

S/N	Questionnaire items	SA (4)	A (3)	D (2)	SD (1)	N	εx	x	Decision
1.	TV advertising slogans makes customers recall the last time they used PZ company products	49 (40.8)	51 (42.3)	12 (10.0)	8 (6.7)	120 (100)	381	3.2	
2.	Slogans helps company brand get noticed and remembered	53 (44.2)	48 (40.0)	11 (9.2)	8 (6.7)	120 (100)	374	3.1	
3.	Slogans are a key element of a brand’s identity, and contribute to a brand’s equity	47 (39.2)	50 (41.7)	13 (10.8)	10 (8.3)	120 (100)	374	3.1	
4.	Slogans enhance a brand’s image, aid in its recognition and recall	51 (42.5)	47 (39.2)	15 (12.5)	7 (5.8)	120 (100)	382	3.2	
5.	Television advertising slogans help create differentiation in consumer’s mind for	48 (40.0)	52 (43.3)	15 (12.5)	5 (4.2)	120 (100)	383	3.2	

company	product
patronage	

Source: Researcher’s field survey, 2024

Note: Figures in brackets are in percentages.

From table 5, it could be seen that greater percentages of the respondents agreed and strongly agreed that each of the questionnaire item on PZ Company products enhances brand recalls by customers. In addition, it was observed that the mean score values in each item (3.2, 3.2, 3.1, 3.2 and 3.2 respectively) is greater than the weighted (group) mean of 2.5. The conclusion therefore is that the respondents with accepted and are in agreement with all the questionnaire items on PZ products brand recalls through the firm’s TV messages.

TESTING OF RESEARCH HYPOTHESIS

Ho₁: There is no significant relationship between television advertising jingles and customer loyalty.

H₁	There is significant relationship between television advertising jingles and customer retention.	Spearman’s Rank Correlation Coefficient = 0.603	VALID
		Sig. (2 tailed) = 0.01	
		N = 120	

From the table above, the Spearman’s Rank Correlation Coefficient is 0.603. It means there is significant and positive relationship. The significant result which is 0.01 is lower than Spearman’s Rank correlation Coefficient result meaning that the variables (television advertising jingles and customer loyalty) are significantly related. Therefore, there is significance influence of television advertising jingles and customer loyalty.

Ho₂: There is no significant influence of Television advertising jingles and brand recall.

H₂	There is significant influence of television advertising jingles and brand recall	Spearman’s Rank Correlation Coefficient = 0.617	VALID
		Sig. (2 tailed) = 0.01	
		N = 120	

From the above table, the Spearman’s Rank Correlation Coefficient is 0.617. it means there is significance and positive relationship. The Significance result which is 0.01 is lower than the Spearman’s Rank Correlation Coefficient result meaning the variable (television advertising jingles and brand recall) significantly related. Therefore, there is significant of influence of television advertising jingles and brand recall.

Ho₃: Television advertising does not significantly influence customer loyalty.

H₃	Television advertising slogans has significant influence on customer loyalty.	Spearman’s Rank Correlation Coefficient = 0.628	VALID
		Sig. (2 tailed) = 0.01	
		N = 120	

From the above table, the Spearman’s Rank Correlation Coefficient is 0.628. It means there is significant and positive relationship. The significance result which is 0.01 is lower than the Spearman’s Rank Correlation Coefficient result meaning the variables (television advertising slogans and customer loyalty) significantly related. Therefore, there is significant of influence of television advertising slogans and customer loyalty.

Ho4: There is no significant relationship between television advertising slogans and brand recall

H₄	There is significant relationship between advertising slogans and brand recall.	Spearman’s Rank Coefficient = 0.616 Sig. (2 tailed) = 0.01 N = 120	VALID
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From the above table, the Spearman’s Rank Correlation Coefficient is 0.616. It means there is significance and positive relationship. The significance result which is 0.01 is less than the Spearman’s Rank Correlation result meaning the variables (television advertising slogans and brand recall) significantly related. Therefore, there is significance of influence of television advertising slogan and brand recall.

Table 6: Concise Table for Hypotheses Testing.

S/N	Hypotheses	Statistical Tool Applied	Result
H₁	There is significant relationship between television jingles and customer loyalty.	Spearman’s Rank Coefficient = 0.603 Sig. (2 tailed) = 0.01 N = 120	VALID
H₂	There is significant influence of television advertising jingles and brand recall	Spearman’s Rank Coefficient = 0.617 Sig. (2 tailed) = 0.01 N = 120	VALID
H₃	Television advertising slogans has significant influence on customer loyalty.	Spearman’s Rank Coefficient = 0.628 Sig. (2 tailed) = 0.01 N = 120	VALID
H₄	There is significant relationship between advertising slogans and brand recall.	Spearman’s Rank Coefficient = 0.616 Sig. (2 tailed) = 0.01 N = 120	VALID

DISCUSSION OF FINDINGS

In line with the hypothesis one, this study discovered that there is significant influence of television advertising jingles on customer loyalty. Manoj (2014) said that effectiveness of television advertising enhances retention of customers.

Based on the hypothesis two, this study discovered that television advertising jingles significantly enhances brand recall. Udochi (2013) ascertained that television advertising reach has positive influence on customers for profitability.

From the hypothesis three, this study discovered that television advertising slogans significantly influences customer loyalty. Ugbo (2013) said that a good television advertising strategies help to promote company products and services.

The test of hypothesis four discovered that there is significant influence of television advertising slogans and brand recall. Udochi (2013) asserted that television advertising reach is one of the basic strategies used in influencing customer for product patronage.

Conclusion

From the observation made it could be concluded that PZ Cussons company as a manufacturer and distributor of Consumer products such as detergents, toiletries, soaps and home appliances to its customer in the South-East has made great effort in reaching its target markets through its TV programmes which come in the form of high jingles and slogans. The customers of the company have been responding highly to the company's TV advertising programmes and the products offered as they are always on the know of what the company has done, its currently doing and intends doing in the future.

Recommendations

To assist the firm meet its corporate, marketing, communications and television advertising goals and objectives, the following recommendations are made;

1. PZ Cussons PLC needs to ensure that slogans for consumer products are understandable, unique and persuasive to the consumers. Information oriented slogans are less appealing to the consumers.
2. The TV advertising jingles should emphasize much information that could attract more customers and change their patronage of other manufacturing firms to PZ Cussons in the South-East.
3. The TV advertising slogans and jingles should increase in every 24 hours of the daily and both in the morning, afternoon and evening/nights.
4. PZ Company PLC should increase its advertising programmes to reach other customers in most rural communities of the South-East.

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