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Consumers' perception on the Bigi Cola's *11 Flavours Advertisement* and its impact on market penetration in Ijebu-Ode Local Government Area of Ogun State, Nigeria

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Abstract

This study addressed the perception of Bigi Cola's "11 Flavours" Advertisement and its impact on market penetration in Ijebu-Ode Local Government Area, Ogun State, Nigeria. The research fills a gap in understanding how localized advertising strategies influence consumer response and market reach in a competitive beverage industry. The primary objective of the study was to investigate how consumer perception of the "11 Flavours" Advertisement affects Bigi Cola's market penetration in the specified region. The study is underpinned by the Hierarchy of Effects Model, which provides a systematic framework for understanding how Advertising influences consumer behaviour by outlining sequential stages—awareness, knowledge, liking, preference, conviction, and purchase. A quantitative research design was employed, using a descriptive survey method. Data were collected from a representative sample of 384 respondents selected from the population of 403,836 residents in Ijebu-Ode Local Government Area. A structured questionnaire was used for data collection, and responses were analyzed using statistical tools such as frequency distribution and percentages. Findings revealed that frequent exposure to the Advertisement significantly enhanced brand awareness, positively shaped consumer attitudes, and increased the likelihood of market penetration. Emotional appeals, particularly the use of local cultural elements, played a crucial role in fostering emotional connection and engagement with consumers.The study concludes that Advertising strategies tailored to local tastes and highlighting product variety are effective in driving market penetration. It is recommended that Bigi Cola continue leveraging emotional and cultural relevance in its Advertisements while maintaining authenticity to sustain long-term consumer engagement and market growth.

Keywords: consumer behaviour, brand awareness, market penetration, perception

Introduction

In today's highly competitive beverage industry, Advertising plays a significant role in shaping consumer perceptions and driving market penetration. Advertising serves as a powerful communication tool that informs, persuades, and reminds consumers of products and services (Richards & Rodgers, 2022). Bigi Cola, one of the major players in Nigeria's beverage market, has carved a niche in a saturated industry by offering 11 unique flavors to attract a wide audience. Understanding consumer perceptions of these Advertisements is essential for assessing their relevance in market penetration, especially in a local context like the Ijebu-Ode Local Government Area, which represents a microcosm of the Nigerian consumer market. Jowitt (2022) emphasizes that effective Advertising strategies enhance brand visibility, fostering emotional connections between consumers and products, which can lead to brand loyalty and increased market share. In an oversaturated market, Bigi Cola leverages its Advertising of 11 flavors to showcase its variety and uniqueness, distinguishing itself from competitors.

Modern Advertising often combines traditional and digital media, using vivid visuals, catchy slogans, and relatable narratives to capture consumer attention. However, the extent to which these efforts influence consumer perception and facilitate market penetration in specific locales like Ijebu-Ode remains underexplored. According to Ellis (2021), consumer perception involves the process by which individuals interpret and make sense of marketing stimuli, influencing their behaviour and decision-making. This highlights opportunities for Bigi Cola to penetrate new markets and strengthen its position in existing ones, depending on consumer perceptions of its Advertisements. Ijebu-Ode's socio-economic diversity offers a unique opportunity to analyze how various demographic groups respond to Advertising messages. Bamgbose (2021) notes that consumer preferences in Nigeria are shaped by cultural, economic, and social factors, making localized studies vital for crafting effective marketing strategies. Additionally, the diversity of flavors plays a crucial role in marketing. Adegbite (2022) observes that consumers increasingly desire variety and personalization in their beverage choices, a demand Bigi Cola addresses with its 11 flavors. This strategy can only succeed if advertisements effectively communicate these features and align them with audience expectations.

Despite the increasing deployment of Advertising strategies that align with consumer values—such as affordability, quality, and variety—there is limited empirical evidence on how these messages are perceived by consumers across diverse demographic segments in semi-urban areas of Nigeria. As Lazar (2022) suggests, successful advertisements must resonate with consumer aspirations and values; however, perceptions of these values can differ based on age, gender, income level, and cultural background. While Bigi Cola has embraced a multi-channel approach, combining traditional and digital platforms such as Instagram, Facebook, and YouTube to engage tech-savvy audiences (Levy & Stockwell, 2022), little is known about how these efforts are received in local markets like Ijebu-Ode. Most existing studies tend to focus on metropolitan or national-level Advertising impacts, leaving a gap in understanding localized consumer responses. This study addresses this gap by examining how consumers in Ijebu-Ode perceive Bigi Cola's advertising messages—particularly its digital initiatives—and how these perceptions influence market penetration. Through the localized insights arising from this study, this research contributes

to the broader discourse on advertising effectiveness and consumer behaviour in Nigeria's beverage industry.

Advertising plays a pivotal role in creating brand awareness, shaping consumer perceptions, and driving market penetration. However, the effectiveness of Advertisements often depends on how well they resonate with the target audience. In the case of Bigi Cola, its "11 Flavours" campaign has sought to distinguish the brand in the competitive soft drink market in Nigeria by emphasizing variety, innovation, and consumer choice. While the campaign is designed to attract diverse consumer segments and deepen market penetration, it remains unclear whether these efforts have translated into the desired perception and market outcomes, especially in specific regions like Ijebu-Ode Local Government Area. Ijebu-Ode, Ogun State, known for its unique consumer behaviours and preferences, presents a critical context for examining the effectiveness of the "11 Flavours" campaign. Despite Bigi Cola's attempt to position itself as a versatile brand catering to varied tastes, there is a paucity of research on how consumers in this area perceive the campaign and whether their perceptions align with the brand's intended message and the extent of market penetration. Furthermore, understanding the impact of these perceptions on actual market penetration is vital, as consumer attitudes and behaviours often significantly influence the success of Advertising campaigns in competitive markets.

Additionally, given the rising competition from both local and international beverage brands, it is imperative for Bigi Cola to evaluate whether its Advertising strategies are effectively engaging the target demographic. Questions arise regarding whether the campaign's creative elements, such as messaging, visuals, and appeal to local tastes, are resonating with consumers and impacting the market. Without empirical insights into these factors, the effectiveness of the campaign remains speculative, potentially hindering the brand's ability to adapt its strategies for sustained growth. This research seeks to fill these gaps by investigating consumer perceptions of Bigi Cola's "11 Flavours" Advertisement and assessing its impact on market penetration in Ijebu-Ode Local Government Area. The essence, therefore, is to understand how the Advertisement is received and how it influences consumer behaviour in Ijebu-Ode. The goal is to provide actionable insights that can guide Bigi Cola in optimizing its Advertising strategies to achieve stronger market penetration and build lasting consumer loyalty in the region.

Research Questions

In order to achieve the purpose of this study, the following research questions is addressed:

i. What is the frequency and medium of exposure of Bigi Cola consumers in Ijebu-Ode Local Government Area to the "11 Flavours" Advertisement?
ii. How do Bigi Cola consumers in Ijebu-Ode Local Government Area perceive the content, appeal, and relevance of the "11 Flavours" Advertisement?
iii. How effectively has the Bigi Cola 11 Flavours Advertisement penetrated the beverage market in Ijebu-Ode Local Government Area?

Advertising Appeals

Consumer perception of Advertisements plays a critical role in determining the effectiveness of marketing campaigns, especially in product market penetration. A product's Advertisement not only influences consumer awareness but also affects the decision-making process, ultimately contributing to market penetration. Consumer perception refers to the way a

consumer interprets and processes marketing messages, which can shape their attitude toward a product and influence their buying behaviour. In the context of Bigi Cola's 11 flavours advertisement, consumer perception can be understood through various factors, including the emotional appeal, the effectiveness of the advertising medium, and the communication of brand values. A well-executed advertisement can trigger a positive perception, which in turn can enhance the likelihood of purchasing and increase the market share of a product. Previous studies have shown that consumers' perceptions of advertisements can be divided into cognitive, affective, and conative components. Cognitive perceptions are concerned with the information conveyed, affective perceptions are based on the emotions elicited by the Advertisement, and conative perceptions refer to the intention to purchase or the behaviour following the Advertisement (Chaudhuri & Holbrook, 2021).

Several studies suggest that advertisements with emotional appeals, such as those that use humor, creativity, or storytelling, can influence consumer perceptions positively. In a study by MacInnis and Jaworski (2017), it was found that emotionally engaging advertisements create a bond with the audience, which can significantly impact their decision-making process. This emotional connection leads to increased brand loyalty and enhances the consumer's willingness to try new products. In the case of Bigi Cola's 11 flavours campaign, the use of creative and engaging visual elements may help the brand stand out in the competitive soft drink market and foster positive perceptions among consumers in Ijebu-Ode. The use of local culture and familiar imagery may also resonate with the target audience, leading to a deeper connection with the product.

Market penetration is a measure of a brand's success in reaching its target market and achieving a significant share of the market. The relationship between Advertising perception and market penetration is well-documented. Effective advertising that resonates with local consumer perceptions can enhance brand awareness and increase market penetration. According to Aaker et al. (2023), one of the key strategies for improving market penetration is creating brand awareness and generating interest through persuasive advertising. Bigi Cola's campaign, which highlights its wide variety of 11 flavours, offers a diverse appeal to different consumer preferences, contributing to increased consumer interest. In a local context like Ijebu-Ode, where cultural factors play a significant role in consumer decisions, advertisements that are tailored to the local population's preferences are more likely to succeed in increasing market penetration (Kotler & Keller, 2016). Research by Sharma and Yadav (2014) highlights that localizing advertisements can result in stronger market penetration, as it makes the brand appear more relatable and accessible to the target market. In the case of Bigi Cola, the use of flavors that cater to various tastes, paired with an Advertising message that connects with local consumers, could potentially lead to greater market adoption. This strategy is particularly important in Ijebu-Ode, where consumers may be more likely to respond to brands that reflect their preferences and lifestyle. The presence of Bigi Cola in the local market, coupled with an advertisement that emphasizes variety, can prompt consumers to view the product as a viable alternative to established brands, thus enhancing its market penetration.

In addition to emotional appeal and local relevance, the frequency and reach of Advertisements also play a pivotal role in consumer perception and market penetration. Studies by Belch and Belch (2017) have shown that repeated exposure to advertisements increases consumer recall, which can enhance both brand awareness and purchasing intentions. The Bigi Cola campaign's visibility across various media channels, including television, radio, and social media,

ensures that it reaches a broad audience. This high frequency of exposure may influence consumers' perceptions of Bigi Cola as a dominant and reliable brand, thus encouraging them to try the product and contribute to its market penetration. Moreover, the role of pricing and distribution strategies is also essential when examining market penetration. As noted by Alon and Jaffe (2014), a brand's success in market penetration is often supported by competitive pricing strategies and widespread availability. Nevertheless, Bigi Cola's marketing strategy, which likely includes attractive pricing and distribution channels in Ijebu-Ode, could contribute to its ability to reach a large number of consumers. This accessibility, coupled with positive consumer perceptions formed through advertisements, is vital for achieving greater market penetration.

The context of Hierarchy of Effect Model

According to Barry (2017), the review of the advertising and marketing literature leads to the conclusion that there is not one but many hierarchies of effects. William J. McGuire is one of the proponents identified with the hierarchy of effects model since 1969. McGuire presented a paper on the topic "An information-processing Model of Advertising Effectiveness" to a symposium on Behavioural and Management Science in Marketing, at the University of Chicago. He identifies the fact that it is necessary for an advertiser to place their advertising in the appropriate media. This is very important to achieve message exposure. McGuire also believes that this will give the consumer the opportunity to process the message effectively by using this theory (McGuire, 1969). In the hierarchy of effect model, the consumer goes through a number of processes after being exposed to an advertisement. McGuire identifies the processes to be: Consumer attention (Awareness); Message comprehension (Knowledge); Message acceptance (Liking); Selective perception (Preference); Selective retention (Conviction); and Action (Purchase).

Every Advertiser is keen to consumer attention. Advertising must therefore be placed strategically to stimulate the mental efforts of a consumer. The theory depicts that, the physical properties of an advertisement is the primary requirement to get the consumer's attention. For broadcast-advertisements, the motion and picture quality are essential. The size, columns, visibility and brightness are keen for billboards and print advertising (Sandage & Fryburger, 2017). The time of exposure to advertisements, and the consumer's prior product knowledge is a key factor for consumer motivation and comprehension. Here the advertisements enable the consumer to be able to grasp the meaning of the Advertising content. Usually, advertisements that have catchy phrases, and words repeated at the end frequently become easy to store in the memory (Vaughn, 2020). If the advertising message is easy to comprehend by the consumer, message acceptance is likely to occur (Roland, 2016). The consumer will begin to develop a favourable attitude towards the product. This usually occurs when the consumer believes the information propagated in the advertisement is true and helpful to satisfying their need. There is a cognitive and physical response towards the advertisement. It is presumed that the achievement of this stage is positive and could lead to an action (purchasing) (Robertson, 2021).

After getting the public's attention, it is necessary for the consumer to understand and interpret the advertising message as intended by the advertiser. Acceptances of advertising messages tend to create consumer selective perception, at this stage, the consumer is likely to notice

certain ads over others (Robertson, 2021). Selective retention will occur for a product design because they convince the public to pay attention to the advertisement. Advertisers and advertising agencies must consider appropriate messages that can be easily comprehended, accepted and retained by their target audience. This will create, improve or maximise the impact expected on viewers (consumers) of these advertisements to relate themselves to the product being advertised.

The Hierarchy of Effects Model provides a systematic framework for understanding how advertising influences consumer behaviour by outlining the sequential cognitive, affective, and behavioural stages that individuals typically experience when exposed to marketing stimuli. These stages—awareness, knowledge, liking, preference, conviction, and purchase—offer insights into the progression of consumer decision-making. Applied to Bigi Cola's *11 Flavours* advertisement in Ijebu-Ode Local Government Area, the model serves as a lens to analyze how the advertisement engages consumers at each stage.

For instance, the awareness stage assesses the extent to which the advertisement successfully captures the attention of consumers and introduces them to the variety of flavours. The knowledge stage examines how effectively the ad communicates key product attributes, such as the diversity of flavors and competitive pricing. Moving to the affective stages, the liking and preference phases explore how the ad fosters emotional connections and encourages brand favoritism among consumers. The conviction stage investigates whether the advertisement strengthens consumers' intent to purchase by building trust and affirming the product's value. Finally, the purchase stage evaluates the ad's influence in converting consumer interest into actual buying decisions.

Therefore, in aligning the model's stages with consumer responses to Bigi Cola's *11 Flavours* advertisement, this study will elucidate the specific processes through which advertising drives purchasing behaviour, thereby providing a thorough evaluation into its effectiveness in a localized context.

Methods

In this study, a quantitative research design was adopted, specifically the descriptive survey method. This design was suitable for systematically collecting and analyzing numerical data to explore consumer perceptions of Bigi Cola's "11 Flavours" advertisement and its influence on consumer behaviour and market penetration in Ijebu-Ode Local Government Area. The target population comprised the 403,836 residents of Ijebu-Ode Local Government Area, as estimated by the Ogun State Bureau of Statistics (2023). The sample size of 384 respondents was determined using Cochran's formula for sample size determination for large populations:

$$n_0 = \frac{Z^2 \cdot p \cdot (1-p)}{e^2}$$

Where:

Z=1.96 (standard value for 95% confidence level)

p=0.5 (estimated proportion of the population (0.5 is used when unknown, to maximize variability, a standard approximation when the population is large, usually over 50,000)

e=0.05 (margin of error)

$n_0 = \frac{(1.96)2 * 0.5 * (1-0.5)}{} = 384$

$(0.5)^2$

Although non-probability sampling was employed, specifically the purposive and convenience sampling technique, care was taken to ensure diversity in age, gender, and socio-economic background among participants. However, it is important to note that, due to the nature of the sampling technique, the sample may not be statistically representative of the entire population.

The instrument for data collection was a structured, close-ended questionnaire, divided into three sections: Section A: Introduction and purpose of the study; Section B: Demographic information of respondents, and Section C: Research items related to the study's objectives and questions. The questionnaire items were constructed using a five-point Likert scale, ranging 5,4,3,2 to 1. This format allowed for adequate and reliable measurement of respondents' attitudes and perceptions. To address the research questions, the following analytical approach was adopted:

i) Research Question 1 (Frequency and medium of exposure): The analysis employed frequency distribution tables and percentage breakdowns to evaluate respondents' exposure levels to the Advertisement across various media platforms, including television and social media, and to measure their attention levels.
ii) Research Question 2 (Perception of content, appeal, and relevance): Responses from Likert-scale questions were analyzed using descriptive statistics (mean scores and percentages) to determine the perceived appeal, credibility, relevance, effectiveness, and memorability of the Advertisement among consumers.
iii) Research Question 3 (Impact on brand awareness, consumer preference, and purchasing behaviour): The analytical method combined aggregated Likert-scale responses, cross-tabulation, and pattern interpretation to assess market penetration, consumer perception of brand sustainability, and long-term purchasing intent based on the Advertisement's influence.

Findings

Research Question 1: What is the frequency and medium of exposure of Bigi Cola consumers in Ijebu-Ode Local Government Area to the "11 Flavours" advertisement?

Table 1: Frequency of Seeing Bigi Cola's 11 Flavours Advertisement in the Past Month

Response	**Frequency**	**Percentage (%)**
Very Frequently	87	24.4%
Frequently	109	30.6%
Undecided	22	6.2%
Occasionally	95	26.7%
Never	45	12.6%
Total	356	100%

Source: Field Survey (2025)

According to Table 1, the data confirms that over half (55%) of consumers reported seeing the advertisement either *very frequently* or *frequently*, indicating successful execution of the awareness stage in the Hierarchy of Effects model. This widespread exposure suggests that Bigi

Cola has established a strong advertising footprint in Ijebu-Ode. However, the 26.7% occasional viewers represent a passive audience segment that may require further reinforcement to move into active engagement. More critically, the 12.6% who never encountered the advert point to possible media blind spots or demographic groups excluded from the current strategy. This highlights the importance of not just wide distribution but strategic targeting to optimise reach and relevance across all subpopulations.

Table 2: Platforms Where Respondents Saw the Bigi Cola Advertisement

Platform	**Frequency**	**Percentage (%)**
Television	198	55.6%
Social Media (Facebook, YouTube…)	189	53.1%
Other Online Platforms	85	23.9%

Source: Field Survey (2025)

Table 2 above highlights the effectiveness of Bigi Cola's multi-platform advertising strategy, with television being slightly more dominant. The near parity between television (55.6%) and social media (53.1%) implies a deliberate and well-balanced effort to reach both traditional and digital audiences. Importantly, this reinforces McGuire's (1969) claim that appropriate media placement is critical to generating awareness and initiating message processing. The implication is that television remains vital for mass exposure, while social media expands reach to younger and tech-savvy consumers. The 23.9% who mentioned 'Other Online Platforms' signals that newer or less mainstream platforms (e.g., mobile apps, influencer content) may be influencing brand exposure in subtle but meaningful ways.

Table 3: Level of Attention Paid to the Advertisement

Response	**Frequency**	**Percentage (%)**
A lot of Attention	91	25.6%
Some Attention	126	35.4%
Little/No Attention	107	30.1%
Undecided	34	9.6%

Source: Field Survey (2025)

According to Table 3, despite strong exposure figures, only 25.6% paid "a lot" of attention, with another 35.4% indicating "some" attention. While this suggests that over 60% of respondents are at least somewhat engaged, the 30.1% with little or no attention is a cause for concern. According to the HOE model, awareness alone is not sufficient; the consumer must engage cognitively and emotionally with the message for movement to the next stages (knowledge and liking). The low attention rate could signal an issue with creative execution, message overload, or a lack of differentiation from competing adverts. This presents a clear opportunity for Bigi Cola to enhance message design, narrative appeal, or emotional resonance to convert passive viewers into active responders.

Research Question 2: What is the perception of Bigi Cola consumers in Ijebu-Ode Local Government Area on its 11 Flavour Advertisement?

Table 4: Summary of Consumer Perceptions (Appeal, Credibility, Effectiveness, Relevance, Memorability)

Perception	Positive (%)	Neutral (%)	Negative (%)
Appeal	65.2%	14.3%	21.3%
Credibility	65.7%	17.7%	17.4%
Effectiveness	67.1%	15.7%	18.2%
Relevance	62.1%	15.7%	22.2%
Memorability	60.9%	17.1%	22.5%

Source: Field Survey (2025)

According to Table 4, the positive ratings across all five perception areas (60.9%–67.1%) demonstrate that Bigi Cola's advertisement resonates well with a majority of consumers. The effectiveness score (67.1%) implies that the advert successfully communicates its intended message, while the credibility score (65.7%) reflects consumer trust in the brand's claims. Appeal and relevance, both scoring above 60%, show that the advert connects both emotionally and contextually with the audience. However, negative ratings ranging from 17.4% to 22.5%, particularly in *relevance* and *memorability*, suggest that certain demographic groups may not identify with the advert's imagery, tone, or content. This is critical in the preference and conviction stages of the HOE model, where emotional identification and message retention influence consumer persuasion. The high neutral ratings also hint at message ambiguity or cognitive overload. For Bigi Cola, refining the advert to include more culturally nuanced or demographically tailored elements could improve both resonance and recall.

Research Question 3: How effectively has the Bigi Cola 11 Flavours Advertisement penetrated the beverage market in Ijebu-Ode Local Government Area?

Table 5: Market Penetration and Sustainability of Bigi Cola Advertisement

Aspect	High/Highest Degree (%)	Undecided (%)	Low/Lowest Degree (%)
Market Penetration	76.9%	16.3%	9.0%
Ad Contribution to Penetration	76.9%	16.3%	9.0%
Potential to Sustain Penetration	60.4%	22.5%	17.7%
Likelihood of Long-term Success	70.8%	11.2%	18.8%

Source: Field Survey (2025)

According to Table 5, the 76.9% confirmation of high or highest market penetration and advert contribution signals that Bigi Cola's campaign has been instrumental in creating brand visibility and encouraging trial behaviour, as predicted in the final stages of the HOE model (*conviction* and *purchase*). However, the 22.5% who are undecided about the advert's ability to sustain penetration, and the 17.7% who see low or lowest potential, suggest a fragile base of loyalty that may not withstand market competition or changing consumer expectations. The gap between short-term attention and long-term behaviour is a common challenge in advertising, and these figures reveal that penetration does not automatically equal loyalty. For Bigi Cola to sustain and grow market share, it will need to complement its advertising strategy with loyalty-building tactics, such as reward programs, community-driven promotions, or stronger brand narratives.

Summary of Findings

i) Tables 1 and 2 confirm that the advertisement achieved high awareness across television and digital platforms, validating the first stage of the Hierarchy of Effects.
ii) Table 3 reveals moderate attention levels, suggesting that while visibility is high, cognitive engagement needs improvement to push consumers into deeper awareness and emotional investment.
iii) Table 4 shows generally positive perception of the advert in terms of appeal, credibility, and relevance. However, gaps in memorability and relatability underscore the need for targeted refinement, especially for segments that gave negative ratings.
iv) Table 5 illustrates strong penetration, but sustainability concerns signal the need to strengthen consumer conviction and loyalty, particularly beyond initial awareness and trial.

Discussion

This study examined consumer perception of Bigi Cola's "11 Flavours" advertisement and its effect on market penetration in Ijebu-Ode Local Government Area. The discussion is framed using the Hierarchy of Effects (HOE) model, which posits that advertising influences consumer behaviour through a sequential process: *awareness, knowledge, liking, preference, conviction,* and *purchase* (McGuire, 1969; Barry, 2017). Each stage is discussed in relation to the study's findings.

At the initial stage of the HOE model—awareness—the advertisement must first capture consumer attention. Data from Table 1 indicates that 55% of respondents reported seeing the advertisement either *very frequently* (24.4%) or *frequently* (30.6%), while only 12.6% reported *never* seeing it. This suggests that the Bigi Cola campaign achieved broad reach across the community. Furthermore, Table 3 shows that 53.7% of respondents saw the advert *often* or *very often* on television, with Facebook (38.2%) and YouTube (24.4%) emerging as dominant social media channels (Table 5). These findings align with Belch and Belch (2017), who argue that frequency of exposure is critical for brand recall. However, 10.7% of respondents were undecided about their awareness (Table 2), indicating that mere exposure does not always translate into meaningful recall, particularly for passive viewers.

According to the HOE model, knowledge follows awareness, as consumers begin to process and understand the advertising message. While the study did not directly assess message comprehension, proxy indicators—such as familiarity with the brand's features—suggest a

generally effective transmission of product attributes. Respondents consistently identified the variety of flavours as a central message. The product's unique selling proposition—11 flavours—was clearly received, supporting the argument by Kotler and Keller (2016) that clear messaging enhances product differentiation.

The next stage, liking, refers to the emotional response evoked by the advertisement. The findings reveal that 65.2% of respondents found the advertisement either *very appealing* or *appealing*, and 67.1% rated it as either *highly effective* or *effective* (Table 4). Emotional appeal was also reinforced by the inclusion of culturally relevant elements—such as local language, attire, and social norms—which align with MacInnis and Jaworski's (2017) conclusion that emotional resonance increases consumer connection with brands. The advertisement's use of familiar cultural symbols created a sense of belonging, a key emotional strategy in building consumer trust and loyalty. This stage represents the shift from cognitive to affective processing, as the audience moves from recognising the advert to *feeling positively inclined toward it*.

Beyond emotional appeal is the development of preference, where consumers begin to compare brands and develop attitudes favouring one over another. Bigi Cola's use of product variety and affordability as advertising themes may have contributed to its competitive advantage, especially among price-sensitive and choice-driven consumers in Ijebu-Ode. As Table 4 reveals, 62.1% of respondents felt the advertisement was *relevant to their preferences and lifestyle*, indicating not just liking, but alignment with personal values. Similarly, the credibility of the advertisement was affirmed by 65.7%, showing that consumers trusted the information conveyed—an essential foundation for conviction, the fifth HOE stage. This trust is vital for progressing from awareness to action.

The final stage of the HOE model is purchase—where positive attitudes translate into actual consumer behaviour. According to Table 5 on market penetration, 76.9% of respondents affirmed that Bigi Cola had penetrated the beverage market to a *high* or *highest degree*. While this figure is promising, it must be interpreted cautiously: 16.3% remained undecided, and 9% attributed low or lowest levels of penetration, indicating a gap between intent and action. Moreover, while 70.8% believed that Bigi Cola is *likely* or *very likely* to sustain its presence, the remaining 29.2% were either uncertain or sceptical, highlighting the fragility of brand loyalty in the absence of consistent engagement. Nevertheless, these findings align with Robertson (2021), who argues that the conversion from perception to action requires sustained attention, repeated message exposure, and reinforcement of consumer conviction. In this study, the advertisement achieved high visibility and favourable perception, but the challenge remains translating this into long-term consumer loyalty and repeat purchase.

From a theoretical perspective, this study validates the practical relevance of the Hierarchy of Effects model. The sequential pattern—starting from awareness and culminating in behavioural intent—was reflected in the respondents' exposure, attitude, and perceived buying behaviour. The advertisement succeeded in progressing most respondents through the cognitive and affective phases of the model, but fell short of fully activating the behavioural stage, particularly for consumers who paid limited attention or were undecided. Methodologically, the use of Likert-scale survey items allowed for quantifiable measurement of each HOE stage. For example, frequency of exposure addressed awareness; emotional appeal and credibility reflected liking and conviction; and questions on purchasing intention and brand relevance tapped into preference and action. This

structured alignment provides empirical validation for using HOE as an interpretive lens in advertising research, especially within localised Nigerian contexts.

Conclusion and Reccommendations

This study provides categorical evidence that the Bigi Cola "11 Flavours" advertisement has made a significant impact on consumer perception and market penetration within Ijebu-Ode Local Government Area. The findings demonstrate that the advertisement effectively fulfils the early stages of the Hierarchy of Effects model, particularly in creating brand awareness, stimulating favourable attitudes, and influencing consumer preference. Through consistent exposure across multiple media platforms—especially television and social media—the campaign has not only increased visibility but also enhanced the emotional and cultural resonance of the brand among the local population.

The integration of culturally relevant symbols and emotional appeal in the advertisement contributed to a positive affective response from consumers, thus strengthening brand connection and recognition. The distinctive value proposition of offering eleven flavours successfully positioned Bigi Cola as a differentiated and versatile product within the local beverage market, enabling it to appeal to a wide range of consumer tastes. Furthermore, the advertisement has encouraged brand preference and purchase intention among a large proportion of respondents, confirming its role as a catalyst for market penetration and consumer engagement.

However, the study also reveals a notable gap between exposure and sustained attention, suggesting that visibility alone is insufficient to drive behavioural change. A segment of the target audience reported limited engagement with the advert, indicating that more compelling and tailored content may be required to transition consumers from passive awareness to active brand loyalty. This underscores the need for more targeted, emotionally engaging, and potentially interactive advertising strategies.

Conclusively, the study affirms that while the Bigi Cola "11 Flavours" advertisement has substantially contributed to enhancing brand salience and market presence, long-term success will depend on the brand's ability to deepen consumer engagement, personalise messaging, and maintain cultural relevance. Advertising campaigns that not only inform but also emotionally connect with the audience will be critical in transforming initial awareness into sustained consumer loyalty and continued market expansion.

Based on the findings of the study, the following recommendations are made for Bigi Cola to enhance its marketing strategies:

i) Advertisers need to place greater emphasis on cultural relevance by incorporating local language, attire, festivals, and everyday social experiences into advertising content to enhance emotional appeal and consumer connection.
ii) For the campaign strategists and promotion managers, the inclusion of direct promotional elements—such as price discounts, in-store sampling, and the use of local celebrity or influencer endorsements—should be prioritised to stimulate purchase intent and reinforce consumer conviction.
iii) For creative directors and media content developers, improved creative design of advertisements is essential, particularly through the use of relatable storytelling, engaging visuals, and memorable jingles to increase audience attention and long-term recall.

iv) To maintain engagement and deepen brand loyalty the customer engagement and product development teams should explore the development of consumer loyalty initiatives—such as reward programmes, QR-code-enabled feedback systems, and regionally inspired limited-edition flavours.

v) Finally, the market research and targeting units should pay special attention to under-engaged segments identified in the study by designing tailored messages and targeted outreach strategies that convert low-attention viewers into active consumers.

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