

Marketing Hype And Brand Preferences Of Fast-Moving Consumer Goods Firms In South South Zone, Nigeria

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Abstract: Ensuring effective reach and exposure of communication efforts among the targeted consumers is the first and foremost challenge to be faced by marketers and the changes in consumer behaviour has required firms to find suitable ways of reaching their customers while aiming at increasing its overall brand preferences. The use of marketing hype has been seen as one of the contemporary ways of achieving this. With this regards, this study was carried out to examine the effect of marketing hype on brand preferences of Fast Moving Consumer Goods (FMCGs) firms in South-South Zone, Nigeria. The dependent variable was brand preferences and the independent variable was marketing hype. The study adopted a descriptive research design. The population of the study consisted of 270 employees of twenty (20) selected FMCGs firms in South-South Zone, Nigeria. Since the population was small, a census sampling technique was used employed. Data for the study were collected using structured copies of questionnaire from two hundred and seventy (270) respondents. The hypothesis in the study was tested using simple regression model at a 5% level of significance. From the data analysis, findings revealed that the marketing hype significantly affect brand preference. From the findings, it was concluded that marketing hype enhances brand preferences of FMCGs firms in south-south zone, Nigeria. Thus, it was recommended that FMCGs firms in south-south zone, Nigeria, that want to improve their brand preferences should adopt modern means of internet and mobile devices in their marketing campaigns to increase consumers brand preference of their products.

Keywords: Brand Preferences, Marketing Hype, Fast Moving Consumer Goods, Online Campaign

INTRODUCTION

The concept of marketing has changed drastically due to the complexity of consumer behaviour. Postmodern society has become civilized and people are showing less interest in traditional advertising. This has led to a paradigm shift and the next step in the field of marketing is to develop alternatives to improve communication with the target consumers. The diversified behaviour naturally has forced marketing and his men to diversify their approach and therefore develop new techniques that will fit into the changes in technology and consumer behaviour. The question among brand owners now is how do we promote the benefits of our new product or great service without spending a huge amount of money in the means of flags of traditional such as TV or print advert? This is a question asked by managers and business owners with tight communication budgets on a regular basis. This search for ingenuity or genius in advertising and its proximity to customers and advertisers was more and more dependent on the technological advancement in the society.

Many administrators, scholars and marketers have become interested in the latest marketing and communication methods and trends that remain in constant renewal with the technological development and the modern business environment (Hashem, 2021). Among these modern marketing methods that have emerged and have been interested in many research and marketing agencies are electronic marketing through the internet, network marketing, digital marketing, and marketing through social media (Goyal, 2018). Today, a new term has appeared to us called Marketing Hype which despite the strangeness of the name has proven to be an effective means of marketing products on the internet like wildfire (Hashem, 2021).

Marketing Hype is an effective marketing communications strategy used in transporting products through social networks, and much of the modern technology is considered a fast promotional medium among the individual users (Alwan, 2020). Marketing Hype can also be referred to as Online Campaign. The world is online nowadays, so it has also become a necessary platform to campaign a product. The company starts by posting an advertisement online at all the social media platforms to create talks about their products. It involves sending information and messages through the Internet or mobile devices such as mobile phones. It is a strategy used by organizations to create a marketing noise about the products in the target markets and investigate opportunities in achieving a high market share for the company in question (Alwan, 2020). This process is characterized by WOM conversations which can be performed basically online.

The Fast-Moving Consumer Goods (FMCG) firm, also called the consumer packaged goods (CPG) firm, is one of the largest industries worldwide. Fast-Moving Consumer Goods are generally cheap products that have a short shelf life, and purchased by consumers on a regular basis. Profit margins on these products are usually low for retailers, who try to offset this by selling large

volumes (Etuk, Anyadighibe, James and Egemba, 2021). Some of the most well-known Fast-Moving Consumer Good companies in the world include Unilever, Dangote Groups and Nestle PLC. The Fast-Moving Consumer Goods firm comprises a large variety of products, with some of the most important categories being food, beverages, personal care products, and home care products. Within these categories, Fast-Moving Consumer Good products are often near-identical, and for this reason price competition between the industries are intense.

In order to support the brand and make it competitive with other brands in the market, some powerful means that can visualize a firm's campaign and widen its reach by penetrating more favorable markets need to be employed. A firm can use advertisements, referral campaigns, social media campaigns, influencer marketing, as well as marketing hype in making the brand to be viral. Marketing experts recommend the use of multiple online channels for optimizing the outcomes of effective marketing hype. Using online advertising and marketing tactics will be quite useful in boosting the conversions of your brand. Marketing hype captures the attention of consumers and media to the point that people talk about the brand because the message is perceived as entertaining, fascinating, and/or newsworthy. Companies that employ marketing hype hope to increase brand awareness, and increase online traffic, sales, profits as well as their brand preferences.

With the world becoming increasingly digital, it is necessary to bridge word of mouth (WOM) with technology (e.g., the Internet, mobile phones, apps, tablets, smart TVs, etc.) and see how the adoption of marketing hype can help Fast-Moving Consumer Goods firms in the South South part of Nigeria increase their brand preferences. An understanding of whether marketing hype affect brand preferences of Fast-Moving Consumer Goods firms could be extremely useful to the development of effective marketing strategies by manufacturers and distributors. It was against this backdrop, the researcher conducted this study to determine the effect of marketing hype (Online Campaign) on brand preferences of fast-moving consumer goods such as processed food, milk, soft drinks, beverages and diapers in South South Zone, Nigeria.

Statement of the Problem

The introduction of technology has shifted the attention of firms from the traditional means of advertising (mass media marketing) to a more sophisticated means which involves the use of internets and online strategies in the creation of brand awareness and preferences among consumers. In a conscious attempt to build and increase their brand preferences, manufacturers of Fast-Moving Consumer Goods have adopted the marketing hype as one of their campaigns strategies in their marketing activities. However, the effectiveness of marketing hype on brand preferences of Fast-Moving Consumer Goods firms has not been widely discovered as firms still complain of the additional expenses incurred in carrying out these activities. Ensuring participation of all the prospective users is also a significant challenge for the marketing hype initiatives made by the marketers. Without active involvement of users, these edges would not be strong enough to generate an effective buzz, thus secure encouraging preference of the target market.

To curb this, this research was conducted to investigate the effect of Marketing Hype (Online Campaign) on brand preferences of Fast-Moving Consumer Goods firms in South South Zone, Nigeria.

Objective of the Study

The main objective of this study was to examine the effect of Marketing Hype (Online Campaign) on Brand Preferences of Fast-Moving Consumer Goods firms in South South Zone, Nigeria.

Research Questions

The research question was formulated from the objective of the study;

- i. To what extent does Marketing Hype (Online Campaign) affect Brand Preferences of Fast-Moving Consumer Goods firms in South South Zone, Nigeria?

Research Hypotheses

Based on the research objective and the research question, the null hypothesis was formulated for the study.

HO₁: Marketing Hype (Online Campaign) has no significant effect on Brand Preferences of Fast-Moving Consumer Goods firms in South South Zone, Nigeria.

LITERATURE REVIEW

The Concept of Marketing Hype

Marketing hype is an effective marketing communications strategy used in transporting products through social networks, and much of the modern technology is considered a fast promotional medium among the individual users (Alwan, 2020). Marketing Hype can also be referred to as Online Campaign. The world is online nowadays, so it has also become a necessary platform to campaign a product. The company starts by posting an advertisement online at all the social media platforms to create talks about their products. It involves sending information and messages through the internet or mobile devices such as mobile phones. This marketing strategy requires a great amount of concentration, considering the fact that the online presence of people is increasing day by day in an exponential manner. Since a vast part of the overall audience will be staying online for a long time, the marketers need to get hold of this customer segmentation and design marketing campaigns accordingly.

It involves making a marketing noise by publishing marketing advertisements among the individual users, by conveying the word about products and services that have a significant impact on the lives of the customers using social media platforms such as Facebook, Twitter, YouTube and Instagram. It is a modern technology, including social networks, which affect delivering products to users, and thus create a marketing buzz between the two parties involved in marketing and manufacturing the product (Alwan, 2020). Many marketing organizations use social media as a tool to stimulate discussions about the distinctive brand of a product preferred by user users.

Thus, the marketing hype is nothing but an online campaign strategy adopted by the marketing organizations in selling the product and circulating it in the hands of many customers as soon as possible. It is considered an appropriate and fast accredited promotional tool.

Marketing Hype as a Tool of Marketing Communication

Marketing communication is the "Promotion", part of the "Marketing Mix" or the "four Ps": Price, Place, Promotion, and Product, a strategy used by a company or individual to reach their target market through diverse communications and promotion is what marketing communications is all about. Marketing communication is the voice of the company and its products and is the means by which firms establish dialogue and build relationships with and among consumers. It creates experiences, create communities and contribute to brand equity by creating the brand in memory and building a brand image. Communication links people and create relationships. All brand activities have a communication dimension. Thus, marketing communication is perceived as a crucial strategic tool for building brands (Eno and Udonde, 2022)

The business can use numerous channels for spreading the message to actual and potential clients and through them the communication is seen as a process in which persuasive information are transferred. These channels could be of different natures: offline media (e.g. newspapers, brochures, billboard, events and sponsorship, guerrilla marketing, public relation radio/TV advertisement) and online ones (e.g. website, social media, pay-per-click marketing, email marketing) (Eno and Udonde, 2022).

In recent times there is a paradigm shift to emails, SMS, blogs, television and company websites which have become the trendy way of transmitting the organization's message to the consumers. To reap proper benefits of advertising, organizations have evolved effective communication process which identifies where the investments are being done and what is bringing more return on investment. The integrated marketing communications is a data-driven approach which spots the consumer insights and develops a strategy with the right amalgamation of offline and online channels which should result in a stronger brand-consumer relationship and grown manifolds in recent years due to numerous changes in the advertising and media industry. Choosing the most imperative communication elements is vital for the triumph of company's business and the advertising drive must be proficient crossways all platforms. Once the integrated marketing process is set, the company can harvest prosperous dividends where an effective marketing communication process is the order of the day.

Marketing Hype presuppose that an online marketing message is so powerful that it could potentially reach more people than a broadcast message, if only it is campaigned about in great quantity by people who have very long contact lists and no misgivings about promoting products to anyone who will listen in. Internet has helped firms speed up the creation process for their products where instead of people talking in person about the product, word can spread swiftly through social media sites like Facebook, Twitter and popular Blogs. Thus, marketing hype is highly effective for spreading the word about a new product or service.

Businesses that hire the services of these online marketing agencies and online marketers include companies that sell: Cars, Technology, Consumer products, Movies, Beverages, Fashion, Cosmetics, Children's gear. Companies are predicted to spend more of their marketing dollars on encouraging people to talk about their services particularly through marketing hype. In each case, companies looked for ways to gain high visibility and personal recommendations through online campaigns. Marketing hype has become one of the many elements that a company uses when trying to get a new product out to market. What people have to realize is that it's not a strategy; it's a tactic. Its objective is to transmit verified and sometimes unverifiable information to create a viral effect with the target (O'Leary, and Sheehan 2018).

Brand Preference

Brand preference is the degree to which a consumer favors the designed service provided by his or her present firm, in comparison to the designated service provided by other firms in his or her consideration set. In highly competitive businesses, brand preference is seen to be indispensable. For a business to stand out its brands must be preferred among others else customers might not repeat a purchase. The indispensable nature of brand preference has made practitioners and researchers to have a spotlight on the concept. Brands are distinguishing features of products, and they are important to individuals buying the product. A product's functional value might satisfy the customers but if the brand is not their favorite, they may not consider buying the product again (Goodie-Okio, 2022).

According to Kalyanasundaram and Sangeetha (2019), brand preference means the brand is accepted and preferred over other in the same product category. This begins with a customer agreeing to try out a product, and afterwards experiences satisfaction after a trial purchase, since a product can actually be accepted at the beginning, and not preferred in the long run when expectations are not met. For this, marketers develop strategies to raise the likelihood that a brand will be activated from the memories of consumers and be added to the consumer's consideration set also, since he is likely to have a competitive edge in a market when a number of customers have developed preference for its brand.

Brand preference is a measure of brand loyalty in which a consumer will choose a particular brand in the presence of competing brands, but will accept substitutes if that brand is not available (Goodie-Okio, 2022). This is a selective demand for a company's brand instead of those of competitors. It is the degree to which consumers prefer one brand over another, and the percentage of people who profess a certain brand is their choice. It denotes which brands are preferred under the notion of equality of price and availability.

Marketing Hype and Brand Preference

Marketing hype has been identified to help in generating large number of contacts even at the initial stage of implementation. This easy flow is possible because contacts are quickly given by influencers who decide to disseminate messages to recipients with same interest. The efficiency of marketing hype offers direct stimuli, sensory renewal, a direct response to a need and the production of meaning leading to a positive interaction between the consumer and the brand. A target individual makes choices on the brands base on the online actions they are exposed to. Online actions designed to engage consumers or prospects and directly or indirectly raise consciousness, improve image, or stimulate sales of products (Etuk and Udonde, 2023b). They are said to also make use of means that help in spreading messages. In other words, individuals can seek to accept or reject a message. This will be decisive for the future of the brand (Goodie-Okio, 2022). For this, organizations are required to come up with good marketing hype if the preference of their brand must be promoted because this is one of the best strategies that can be used to approach customers directly, engage them, and establish an association with them.

The Fast-Moving Consumer Goods (FMCGs) Sector in Nigeria

The term Fast Moving Consumer Goods (FMCGs) refers to those retail goods that are generally replaced or fully used up over a short period of time i.e., days, weeks, or months, and one year. The FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some Fast Moving Consumer Goods includes meat, fruits and vegetables, dairy products and baked goods are highly perishable (Reddy, Reddy and Kumar, 2018). Goods such as alcohol, toiletries, prepackaged foods, soft drinks and cleaning products have high turnover rates.

A major portion of the monthly budget of each household is reserved for Fast Moving Consumer Goods products. In Nigeria, FMCGs account for more than half of all consumers spending, but they tend to be low-involvement purchases. The market size for FMCGs spans around to the population size of 120 million people, based on the FMCG industry analysis in Nigeria of 2019 (Sampson, Udonde and Udoh, 2023). Competition in Fast Moving Consumer Goods sector is very high resulting in high pressure on margins. The introduction of sachets products has made rural people who are traditionally not accustomed for bulk purchase to buy branded Fast Moving Consumer Goods products like Shampoo, nut powders, oils, detergents, cleaning powders and liquids, toothpaste etc., in rural shops. This changed the shape of buying from traditional products to branded products. Fast-moving

consumer goods or consumer packaged goods (CPG) firm are products that are sold quickly and at reasonably low cost. Examples of some of the Non-durable goods are: soft drinks, over-the-counter drugs, toiletries, processed foods and abundant other consumables.

According to Reddy, Reddy and Kumar (2018), Fast Moving Consumer Goods have a short shelf life either due to high consumer demand or because the product deteriorates (perishes) quickly. Some Fast Moving Consumer Goods such as vegetables, meat, fruits, dairy products and baked goods are extremely perishable. Other goods such as alcohol, toiletries, prepackaged foods, soft drinks, and cleaning products comparatively have long time utility. Though the profit margin per unit made on Fast Moving Consumer Goods product is relatively small (more so for retailers than the producers/suppliers), they are usually sold in huge quantities. Thus the combined profit on such goods can be significant.

Fast Moving Consumer Goods is probably a typical case of small margin and high volume business. FMCGs visited for the course of this study; Dansa Foods Limited, Yale Foods Ltd, Deli Foods, DuFil Prima Foods, Friesland Campina Wamco Nigeria Plc, OK Foods, La Casera Company Plc, PZ Cussons, Nigerian Breweries, UAC Group, Rites Foods Ltd, Flour Mill, Cadbury, PZ Group, Promasidor Nigeria Limited, CWAY Food and Beverages Nigeria Company Limited, Chi Limited, Nestle Nigeria Plc, Unilever Plc and Dangote Group. These companies were chosen because during the pivot test, the researcher discovered that they are well known brands and they have been in operations for more than 15 years. Also, these firms have been practicing the strategies of buzz marketing in their organization.

Conceptual Model

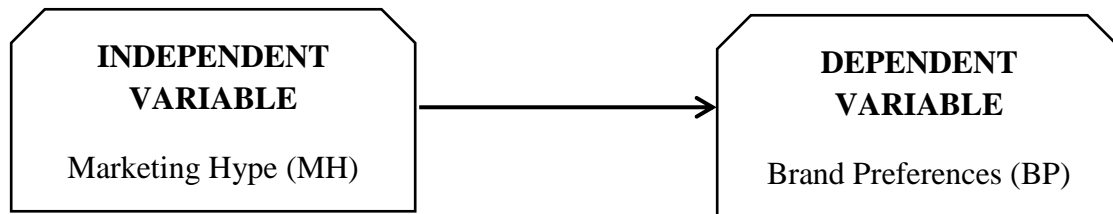


Figure 2.1: The Link between Marketing Hype and Brand Preferences of Fast Moving Consumer Goods

Source: Researcher's Conceptualization, (2023)

Theoretical Framework

The Uses and Gratifications Theory (Blumler and Katz, 1974)

This theory was propounded by Jay Blumler and Elihu Katz in 1974. It focuses on interactive communication as emphasis is laid on the sender and the message. This theory is used to understand different media ranging from newspaper to internet, and motivations for using a media. It focuses on individual's use and choice of media (Blumler and Katz, 1974), it sees individuals as purposive and active, and that they select media basis of their needs. It seeks to know the reason behind people's attention to media contents and what they derive from it. The theory shows that motivations influence individual behavioral intention through attitude and consumer needs and motivations induces message virility. When individuals are faced with different media choices, they tend to choose the ones that gratify their needs the best, especially for core needs like getting information, entertainment, and social interactions. Today, the significance of uses and gratifications theory is made bare by the appearance of computer-mediated communication.

When there is a good match between media aid content to motivation, consumer needs and interest can be met better since the traits of individuals have an influence on their habits of media use as well as attitudes and expectations about d benefits presented by the media. Blumler and Katz (1974) emphasized that this is a determinant of media choice and consumption. The understanding of the motivations that drives consumer behaviors will help marketers seek effective messages that can please targeted or desired motivations and thereby influence forwarding behaviors that will birth positive brand performance on the long run, given that the content of the buzz marketing campaigns may likely encourage transmission and consumers may vary in their motivations to pass on buzz marketing campaigns.

Empirical Review

Dhanaraj (2020) studied consumer brand awareness of Fast-Moving Consumer Goods (FMCG) in India. The main objective of the study was to apprehend the buying perception of the rural and urban consumer towards FMCG Products. The study mainly utilized primary data collected through a structured interview schedule; the secondary data are collected from journals, magazines, publications, periodicals, articles, research papers, websites, reports, books, dailies, company publications, manuals and booklets.

Proportionate random sampling methods was used to collect various perceptions of consumers of FMCG in Erode district. The sample size of 600 respondents, representing 10 from 60 villages was proportionately chosen from sampling. The primary data collected from the consumers was analyzed using SPSS V-15 (Statistical Package for Social Sciences) to get the results concerning the objectives of the study. Factor analysis, Cluster analysis, t-test, One Way Analysis of Variance, Multiple Regression and Correspondence and Association Analysis were applied in analyzing the responses of FMCG consumers of Erode District. In conclusion, the researchers established the relationship between the different factors affecting consumers and their awareness preferences in buying FMCG brands using rural buyers as sample. The researchers identify the factors influencing consumer preferences in making decision to buy FMCG brands. Studying differences among consumers of various socio-economic categories on factors influencing their awareness and preferences for FMCG brands is a significant influence to examine the differences among users with various levels of exposure and preferences.

Ludju (2021) studied Viral Advertising on Social Media Twitter through Hype and Fandom, a case of Mcdnuggets X BTS Collaboration in Indonesia. Data collection was carried out using digital ethnography using document studies and Twitter social media observations. Specifically, the study only observed the BTSM meal search results on twitter within the period of June 9, 2021, using Indonesian-language tweets. Based on the results, fandom towards BTS gives power to the creation of a greater movement, which gives profits to McDonald's in marketing its nugget menu, as well as McDonald's by brand. Thus, a viral advertising strategy that uses hype and fandom against a group has prospective, but also consequences that can be detrimental. The study concluded that the ease of dissemination of information facilitated by the internet, specifically social media, supports the occurrence of viral advertising en masse. The data handling in this study had some limitations. Observations were limited to using the filter menu found on twitter, without specifically knowing the number of tweets on the hashtag #BTSM meal on June 9, 2021. In addition, researchers could not find data on the age of twitter users caught in the #BTSM meal. Observations were limited to using the filter menu found on twitter, without specifically knowing the number of tweets on the hashtag.

Reddy, Reddy and Kumar (2018) conducted a qualitative study on Fast Moving Consumer Goods sector- A comparative study on dairy and soft drink products in India. From the related literature and discussions, it was discovered that a well-established distribution network, supply chain, intense competition between the organized and unorganized segments, National level brands and private label brands characterize this sector. It has been estimated that the fulfillment of wants can motivate consumers to make purchase or to find different goods and services for the better fulfillment of those needs. Needs could be both positive, negative, utilitarian decadent, conscious or unconscious, and accordingly goals are formulated.

METHODOLOGY

Research Design

This study was conducted using the descriptive research design. The descriptive research design enables the researcher to collect data from all aspect of the variables through a structured questionnaire.

Population of the Study

The population of the study consisted of employees of 20 selected Fast-Moving Consumer Goods firms in South South Zone, Nigeria. The 20 FMCGs firms considered were Dansa Foods Limited, Yale Foods Ltd, Deli Foods, DuFil Prima Foods, Friesland Campina Wamco Nigeria Plc, OK Foods, La Casera Company Plc, PZ Cussons, Nigerian Breweries, UAC Group, Rites Foods Ltd, Flour Mill, Cadbury, PZ Group, Promasidor Nigeria Limited, CWAY Food and Beverages Nigeria Company Limited, Chi Limited, Nestle Nigeria Plc, Unilever Plc and Dangote Group. This study adopted a study window of five years' period (2018-2022) to assess the effect of buzz marketing on brand performance of these firms. These firms were chosen because during the pilot test, the researcher discovered that they are well known brands and they have been in operations for more than 15 years. Also, these firms have been practicing the strategies of buzz marketing in their operations.

Regarding the unit of analysis, which is also the survey scope, this study was limited to only six states in the South South zone of Nigeria was considered and these were- Akwa Ibom State, Bayelsa State, Cross River State, Delta State, Edo State and Rivers State. Branch Managers, Production Managers, Marketing Heads and various Departmental Heads from the 20 FMCGs firms under investigation were only considered as the researcher believes they will have a better answer to the questions that will be asked. A total target of two hundred and eighty (280) employees were employed. This staff strength was obtained from the records of the FMCGs firms visited in the course of the study.

Sampling and Sample Size Determination

The sample size of the study was drawn from the total population of two hundred and eighty (280) employees of selected FMCGs firms in South South Zone, Nigeria. Because of the smallness of the population size, the entire population was adopted as the sample

size for the study. All the staff available at the time of the data collection was employed for the study. The sample size of two hundred and eighty (280) respondents were selected for the study. Each FMCG were allocated with 14 copies of questionnaire to be filled by the top administrative staff of the company (14*20= 280). In the absence of the staff, the researcher dropped the research instruments with the company’s receptionist who helped administered it to the appropriate staff.

Table 3.1 List of Selected 20 FMCGS Firms Selected in South South Zone, Nigeria for the Study

S/N	Names of Selected 20 FMCGs Firms Selected in South South Zone, Nigeria
1.	Dansa Foods Limited
2.	Yale Foods Ltd
3.	Deli Foods
4.	DuFil Prima Foods
5.	Friesland Campina Wamco Nigeria Plc
6.	OK Foods
7.	La Casera Company Plc
8.	PZ Cussons
9.	Nigerian Breweries
10.	UAC Group
11.	Rites Foods Ltd
12.	Flour Mill
13.	Cadbury
14.	PZ Group
15.	Promasidor Nigeria Limited
16.	CWAY Food and Beverages Nigeria Company Limited
17.	Chi Limited
18.	Nestle Nigeria Plc
19.	Unilever Plc
20.	Dangote Group.

Source: Researcher’ Compilation

Sampling Procedures

The assembled sample size (280) had the same proportion of individuals as the entire population (280); thus, complete enumeration was used to obtain the data for the study, where all the population represents the sample. Since the researcher attempted to ensure that all the observable characteristics of the population were taken into consideration in the sample.

That means $n=N$

Where;

n = sample size and N = population

Methods of Data Collection

The data collecting method used was the questionnaire. A close-ended questionnaire where the researcher gives the respondents options from where they choose the one or ones that most represent their views, opinions, attitudes or behaviors. The questionnaire was structured using the five-point Likert scale rated as follows:

5 = Very High Extent

4 = High Extent

3 = Moderate Extent

2 = Low Extent

1 = Very Low Extent

Source of Data

Data for this research were collected from primary source. The primary data were obtained with the use of questionnaire, designed to enable respondents express their independent opinions.

Instrumentation

The study adopted the use of self-report structured questionnaire where all the constructs were measured with a consistent multi-item instrument of indicators for each, all scaled on a 5 – point Likert type scale (ranking from 5 = very high extent, 4 = high extent, 3 = moderate extent, 2 = low extent, and 1 = very low extent) for analytical consistency. However, 280 copies of the research instrument were administered to 280 staff of the 20 Fast-Moving Consumer Goods (FMCGs) firms under investigation. Each FMCG were allocated with 14 copies of questionnaire to be filled by the top administrative staff of the company (14*20= 280). In the absence of the staff, the researcher dropped the research instruments with the company’s receptionist who helped administered it to the appropriate staff.

Reliability of the Instrument

Using the internal consistency reliability, the research instrument was assessed to ascertain the effect between multiple items in the test that are intended to measure the same construct. The Cronbach Alpha Coefficient with the Statistical Package for Social Sciences (SPSS) was adopted with an alpha coefficient benchmark of 0.76 to calculate in terms of average, the inter-correlations among the items measuring the concept. This is shown in table 3.1;

Table 3.1: Result of Reliability Analysis

Variable	Cronbach’s Alpha
Marketing Hype	0.856
Brand Preferences	0.911

Source: SPSS Version 22.0 Output, 2023

Instrument Administration

The questionnaire copies titled Marketing Hype and Brand Preference of Fast Moving Consumer Goods (FMCGs) Firms in South South Zone, Nigeria (MHBPFMCG) were distributed to two hundred and eighty (280) employees of selected 20 FMCGs in South South Zone, Nigeria out of which two hundred and seventy (270) copies of questionnaire were successfully retrieved and used for the study. Each FMCG firms has 14 copies of questionnaire to be filled. The survey instrument was divided into two major sections; the first section contains questions about the respondents’ demographic data including gender, age, educational level, employee’s position in the firm and the employee’s duration in the firm while the second section consists of questions on the variables of Marketing Hype.

The data collecting questionnaire was a close-ended questionnaire where the researcher gave the respondents options from where they choose the one or ones that most represent their views, opinions, attitudes or behaviors. The researcher adopted a five-point Likert scale for the questionnaire which was rated as follows:

- 5 = Very High Extent
- 4 = High Extent
- 3 = Moderate Extent
- 2 = Low Extent
- 1 = Very Low Extent

Variables and their Measures

The statistical tool used in this study was the simple linear regression model. In this case, the measurement of the variable and the *a priori* expectation for the independent variable on the dependent variable were presented on Table 3.2

Table 3.2: Variable Description

S/N	Variable	Abbr.	Measurement	<i>Apriori</i> Expectation
1.	Brand Performance	BP	Five-Point Likert Scale	
2.	Marketing Hype	MH	Five-Point Likert Scale	Positive

Source: *Researcher’s Compilation, (2023)*

Model Specification

Brand Preference was estimated as a direct function Marketing Hype. This was expressed in functional equation form as;
 $Y = F (X_1)$ ----- eqn (1)

Recoded to represent the variables, it is presented as;

$BP= F (MH)$ ----- eqn (2)

The model representing the effect of the independent variable (X_1) on the dependent variable (Y) will be expressed in this form;

$H_{01}: Y = a_0 + b_1X_1 + e$

To represent the variables in use, the equations will be presented as:

$$H_{01}: BP = a_0 + b_1 MH + e$$

Where: BP (Y) = Brand preferences

MH(X₁) = Marketing Hype

e = error term

The above estimated equations are linear function which was used in testing the model separately.

Method of Data Analysis

The questionnaire was edited for consistency and completeness, data were analyzed and explained to suit the objectives. The simple percentage, descriptive statistic and simple linear regression model were used to analyze the data collected and test the hypotheses stated as well and with the help of Statistical Package for Social Science (SPSS-version 25). The level of significance was 5%.

Decision Rule

The decision of accepting or rejecting the null hypotheses (H₀) of the statistical test was based on 95% confidence interval.

- i. The null hypothesis will be accepted if P value is more than 5% (0.05) level of significance
- ii. The null hypothesis will be rejected if P value is at or less than the 5% (0.05) level of significance and the alternative will be accepted.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

Test of Hypothesis

Hypothesis One

H₀₁: Marketing Hype has no significant effect on Brand Preference of FMCGs firms in South South, Nigeria.

Model Summary Showing the Effect of Marketing Hype on Brand Preferences of FMCGs Firms in South South Zone, Nigeria.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Marketing Hype Dimensions ^b	.	Enter

a. Dependent Variable: Brand Preferences Dimensions

b. All requested variables entered.

Model Summary Showing the Effect of Marketing Hype on Brand Preferences of FMCGs Firms in South South Zone, Nigeria.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.728	.727	.34972

a. Predictors: (Constant), Marketing Hype Dimensions

Analysis of Variance (ANOVA^a) showing the Effect of Marketing Hype on Brand Preferences of FMCGs Firms in South South Zone, Nigeria.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	87.702	1	87.702	717.090	.000 ^b
	Residual	32.777	268	.122		
	Total	120.479	269			

a. Dependent Variable: Brand Preferences Dimensions

b. Predictors: (Constant), Marketing Hype Dimensions

Coefficients^a showing the Effect of Marketing Hype on Brand Preferences of FMCGs Firms in South South Zone, Nigeria

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta		
1 (Constant)	.101	.109		.923	.000
Marketing Hype Dimensions	.951	.035	.853	26.779	.000

a. Dependent Variable: Brand Preferences Dimensions

Source: Researcher's Computation, (2023)

The table with R value of 0.853 indicated that there is a significant influence between the dependent and the independent variables. The R-Square value of 0.728 implies that about 72.8% of the variation in Brand Preferences was explained by marketing hype dimensions. The F-calculated value of 717.090 and P-value of 0.000 implies that the model was adequate. That is, the independent variable was able to explain the dependent variable very well. The constant value of 0.101 indicates that keeping independent variable (marketing hype dimensions) constant, Brand Preferences will remain at 0.101. The coefficient of marketing hype dimensions was 0.951 which means that a unit change in marketing hype dimensions will lead to 0.951 unit change in Brand Preferences. The P-value of 0.000 means that the effect of marketing hype dimensions on Brand Preferences was statistically significant.

Discussion of the Findings

The main aim of this study was to examine the effect of Marketing Hype on Brand Preferences of FMCGs firms in South South, Nigeria using a study window of five years' period (2018-2022). To achieve the study objective, a simple linear regression model was used to test the independent variable against the dependent variable. The major finding showed that Marketing Hype significantly affects Brand Preference of FMCGs in South South Nigeria. This implies that using internet or mobile devices to send advertising messages to the consumers can significantly increase the brand preference for the products.

Conclusion

Based on the findings of this study, it was concluded that Marketing Hype significantly affects Brand Preference of Fast Moving Consumer Goods (FMCGs) in South South Zone, Nigeria.

Recommendation

Based on the positive effect of Marketing Hype on Brand Preferences of Fast Moving Consumer Goods (FMCGs) in South South Zone, Nigeria, FMCGs, it was recommended that firms should adopt modern means of internet and mobile devices in their marketing campaigns to increase consumers brand preference of their products.

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