

**INFLUENCE OF CULTURAL ELEMENTS IN ORIJIN BEER ADVERTISEMENT ON
CONSUMERS IN PORT HARCOURT**

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ABSTRACT

This paper discusses The Influence of Cultural Elements in Orijin Beer Advertisements. It specifically examines specific cultural elements in Orijin beer advertisements that appeals to Port Harcourt consumers. The survey design was adopted using the questionnaire as research instrument. The hierarchy of effects theory and the cognitive dissonance theory guided the relationship between the cultural elements found in Orijin and the patronage by consumers in Port Harcourt. The multi stage sampling technique was used. The findings revealed that over 90% of the respondents were familiar with the cultural elements and could identify cultural elements in Orijin beer advertisements, such as herbs, roots and drums. It further revealed that Orijin beer is positioned for people over 40 years of age, as 60 % of the respondents affirmed that Orijin beer is medicinal and less alcoholic. It was therefore concluded that there has been a major influence of cultural elements in Orijin beer advertisement on Port Harcourt consumers in River State. From the findings, it was recommended that Advertising Agencies should create relationship between cultural elements in advertisements and the product being advertised.

Keywords: Advertisement, Cultural Elements, Positioning, Orijin Beer.

INTRODUCTION

Culture combines different elements to create a unique way of living for different people. Culture according to Taylor (2009) "is that complex whole which includes knowledge, beliefs, arts, morals, law, custom and any other capabilities and habits acquired by man as a member of society" (p.9).

Culture and society are intricately related. The first consists of a society, whereas the second consists of the people who share a common culture. The word culture is derived from the Latin word "Cultura" meaning "Cultivation" (Burke, 2008). Hofstede (2005) sees Culture as "the collective programming of the mind which distinguishes the members of one group or category of people from another" (p. 4).

Culture is a very important element that is often considered by an organisation or a business outfit while it carries out its activities in human society. People identify with an organisation or a business outfit according to how the outfit respects and reflects the people's cultural values, needs and norms. For an organisation to succeed in marketing its products or services, it ought to recognize and show respect for customer's culture and values. An organisation can be rejected if seen as not respecting or reflecting the people's culture. For instance, a recent study of the "Mama na boy" advertisement by MTN revealed that many customers withdrew their patronage from the organisation because the advertisement was perceived as "sexist", promoting the male Gender over the female (Ayomide, 2017).

Cultural knowledge influences consumer behaviour. The more one is familiar with one's culture, the more one interrogates every product and advertisement that promotes such products and services. Aware of this, advertisers have introduced cultural elements or symbols of culture in products differentiation and branding. Goldman & Papson (1996) admits that "today's competition to sell commodities is centred on the brand image, the look and the sign" (p.22). In other words,

even when products are complementary, the sign and symbols or the cultural elements introduced in the advertisement or packaging can make the difference. It can be observed that the involvement of cultural elements in advertising is out to achieve two goals – to position the product to a certain class of people and to improve product recognition. Ries & Trout (2001), positioning involves changes made in the name or package of products/services for the purpose of securing a worthwhile position in the mind of the customer's (p.2 & 3).

In line with the foregoing, De Mooji (2010) avers that to some, it has been understood that different value orientations cause variations in preferences for product and brand...and values are defined by culture" (p.27). It has as well being argued by many scholars and advertisers that advertising if not checked, had the power of changing people's own culture. Culture no doubt, influences buying behaviour. For instance, (Anyanwu 1993; John 2016) reveals that Muslims do not eat pork meat on religious ground. Any company attempting to change this will fail. Furthermore, Nigerian culture of sharing successful moments and drinks with friends and family was revealed and reinforced in the Guinness advert "For Real Men". The advert was a show of comradeship amongst bar patrons (Akolisa, 2017). Also, in the southern part of Nigeria, advertisements with fat voluptuous women dancing suggestively will be preferred. However, this is highly prohibited in the north.

Diego Nigerian Plc, the producers of Orijin drink has established policies that place premium value on the target audience, leading to the infusion of local cultural elements in the creation of advertising materials. Local cultural elements used in some of its product advertisement includes; Animal skin clothes, local beads, red chieftaincy Caps, masquerades and Nigerian local languages. For instance, in Dubic advert, we can clearly see Pet Edochie a popular Nollywood actor fully dressed in an Igbo, kingship attire (An animal skin dress, White neck bead, red cap, a hand fan, and a thrown designed with an elephant), with a glass of the beer in his right hand as a sign of endorsement. An example of non-material cultural element is in Guinness famous Stout advert, where the "Eyo", a special kind of masquerade symbolic of a particular festival celebrated in Lagos state was used. It was used during Lagos state celebration of its 50th anniversary. The "Eyo" are dressed in white apparels with a hat and hold a traditional iconic staff known as "Opambata".

STATEMENT OF THE PROBLEM

Advertising helps in marketing products, services and ideas. To produce a good advertisement that can market a product within a society requires presenting the advertisement in a manner that the audience can easily understand and identify with. If a product is advertised in a language people do not understand and can't relate with, the people will not patronize such product. Also, if a product is advertised in a language that negates the people's culture. It may not spring out patronage, as people interpret things from the purview of their cultural values.

Orijin have been advertised with some cultural touch. However, it appears uncertain if the people can identify these cultural elements and if the elements have influence on patronage of the product on Port Harcourt consumers. In other words, does the cultural elements in Orijin beer advertisement influence Port Harcourt consumers to purchase the Product?

Aim and Objectives of the Study: The aim of this study is to ascertain the influence cultural elements in Orijin beer advertisement have on Port Harcourt consumers. Specific objectives are to;

1. Find out if Port Harcourt consumers can identify the cultural elements in Orijin beer advertisement;
2. Identify specific cultural elements in Orijin beer advertisement that appeal most to Port Harcourt consumers of Orijin
3. Ascertain the influence of the cultural elements in Orijin beer advertisements on the patronage of the product by Port Harcourt residents, and

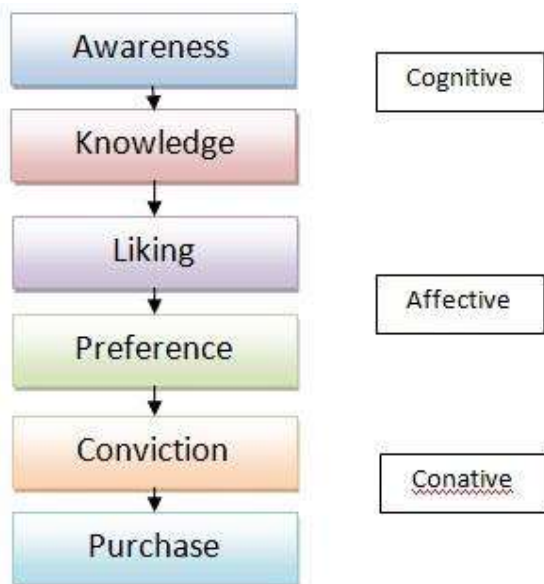
4. Find out if the cultural elements in Orijin beer advertisements affects the positioning of the product among consumers in Port Harcourt.

Research Questions: The study was guided by the following research questions;

1. To what extent can Port Harcourt consumers identify the cultural elements in Orijin beer advertisements?
2. What are the specific cultural elements in Orijin beer advertisement that appeal to Port Harcourt consumers?
3. Do the cultural elements in Orijin beer advertisements influence patronage by Port Harcourt consumers?
4. Do the cultural elements in Orijin beer advertisement affect the positioning of the product in Port Harcourt?

Theoretical Framework

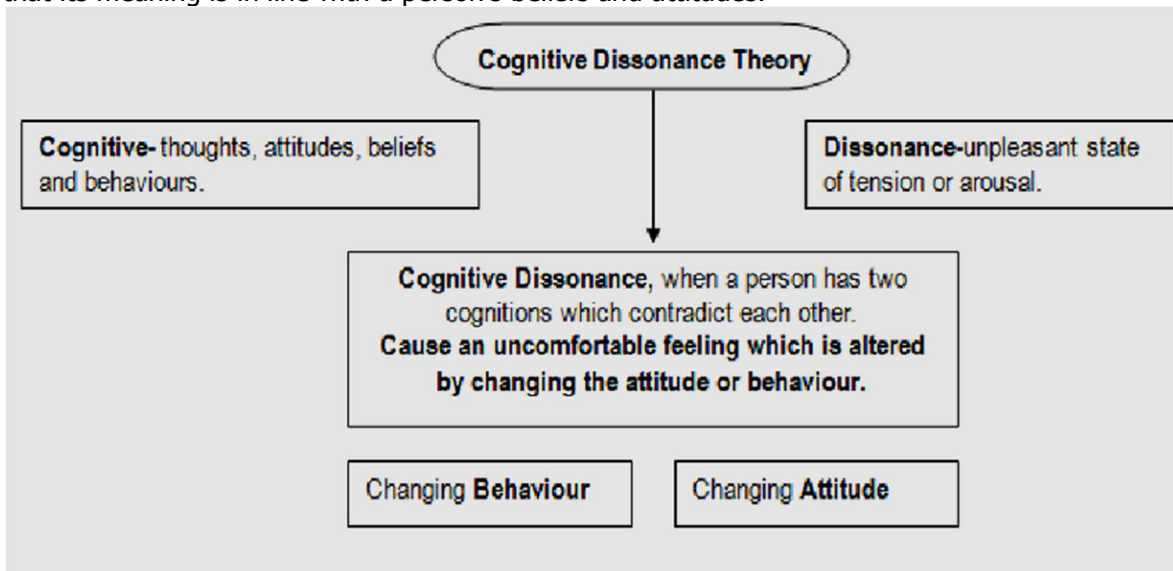
The Hierarchy of Effects Theory: Is a model of how advertising influences a consumer's decision to purchase or not purchase a product or service. This theory was propounded by Robert J. Lavidge & Gary. A. Steiner in 1961. The hierarchy represents the progression of learning and decision-making a consumer experience as a result of advertising. It tells advertisers to make an advertisement in such a way that the customer goes through all these six stages namely; awareness, knowledge, liking, preference, conviction and purchase.



Cognitive Dissonance: This is a communication theory adopted from social psychology. It was propounded by Festinger Leon in 1957. Cognitive is thinking or the mind; and dissonance is inconsistency or conflict. Cognitive dissonance is the psychological discomfort created in people when they are exposed to information that is not consistent with their belief, attitude or behaviour. The theory suggests that people do not want radical shift in their belief and attitude. For this reason, they try to make sense of the world by looking for information and people with consistent views with them. Bryan & Miron (2004) observed that cognitive dissonance sets in as soon as people perceive any inconsistency among various aspects of knowledge (beliefs, opinions) and

attitudes they exposed to and this they always want to diminish. Cognitive dissonance theory is the feeling of discomfort, confusion and disquiet caused by conflicting ideas or beliefs.

People always like their thoughts and beliefs to be in agreement and avoid any situation that may question some. To eliminate or eradicate this dissonance, people engage in selectivity process. The processes include selective exposure: people have the tendency to expose themselves to or attend to media messages that they feel are in accord with their already held attitudes and interests while avoiding one that may create dissonance (Baran & Davis, 2003). Another selective process is selective retention: people deliberately tend to remember best and longest, information that is consistent with their preexisting attitudes and interests. If an individual gets exposed to a message that creates dissonance, the person always makes efforts not to remember it. The last is selective perception: this deals with the mental recasting of a message so that its meaning is in line with a person's beliefs and attitudes.



Source: <https://www.researchgate.net>

Conceptual Review

The Concept of Culture: The term culture originated from a Latin word "Cultura" meaning "Cultivation". It was first used by the Romans. The earliest definition of culture is that it is a "Complex whole which includes knowledge, beliefs, arts, morals, law customs" and any other capabilities and habits acquired by man as member of a society (Taylor & samovar, 2009, p.9). This definition even though it is broad, is still applicable today. It includes "any other capabilities and habits". There are several bases in which culture differs. What may be considered important in one group (culture) may not be important in another. This is the reason why business organizations are urged to promote their products and services in accordance with specific cultures (Jain, 1993). Culture encompasses the totality of a people's way of life at a given point in time (Igwe & Adeyemi .2011, p.18). It involves the way people eat, worship, interact, and perform socio-economic, political, educational and diverse activities within such a country or society. This indicates that what people communicate, to whom they communicate as well as how they communicate is influenced by culture. From the moment we were born, our culture imposes its rules of behaviour on us, we learn and understand the meanings of non-verbal cues, we learn about respect to elders – what tune of voice to use, the posture, eye contact and how to interact socially (Novinger, 2008).

Culture is a fuzzy set of basic assumptions and values, orientations to life, beliefs, policies, procedures and behavioural conventions that are shared by a group of people, and that influence (but do not determine) each member's behaviour and his/her interpretations of the 'meaning' of

other people's behaviour.'(Oatey 2008, p.3) .According to (Nwagbara & Umor, 2012), "the Nigerian culture is a complex subject that involves more than music and dancing or arts in general". The relevance of culture to any human society cannot be neglected, it involves the way of life and shared heritage of a given human society, including their arts, artefacts, symbols, languages, mores, customs, laws, religion, and the patterned behaviour of their social and political organizations (Obafemi, 2013, p. 36).

Culture can be material and non-material. The material (tangible) culture refers to the physical things created by a culture or society. They include things that we can touch, see, feel, like buildings, cultural monuments, artworks, food, dressing, musical instruments, etc. However, the non-material (intangible) culture which can be subdivided into normative and cognitive culture is the part of culture that cannot be touched, felt, tasted, seen or even held (Iheriohanma ,2002). It also refers to "symbolic human creation" (Macionis, 2006, p.36). It encompasses parts of culture without physical existence, which include language, customs and traditions, norms and values, festivities, rites and rituals, social roles, beliefs etc. For instance, in Nigerian culture, (Antia 2005, p.17) states that "Nigerians always behave differently from the French, or Chinese, or Americans or Hottentots, because Nigerian beliefs, values and total thinking are different from those of the French, Chinese, Americans or the Hottentots". Also, it is believed in Nigeria that the man is the head (superior) of the home, which is different from the American culture that beliefs in the equality of a man and woman. However, equality is not something that can be held, it is simply an idea that a culture produces about treatment of people. Furthermore, the clothes worn by members of a tribe constitute their "cultural attire" for instance, the *Agbada* (a flowing gown) and *Asooke* (a hand-woven material) are typical Yoruba attires. While the *Isi agu* (lion head wrapper) and red cap constitute the unique attire of the Igbo man.

Transmission of Culture: The way members of a society learn and transfers information refers to cultural transmission or cultural learning (Asadu & Usua, 2011). Cultural transmission may otherwise be called socialization. However, (Feldman & Kaeuffer, 2010) claims that cultural learning is based on the ability to imitate the behaviour of others. The process by which children acquire their own culture is referred to as enculturation. Cultural transmission allows people acquire skills that they would not be able to independently over the course of their lifetimes. Epitacio (2007) posits that cultural transmission is basically an intellectual process that may include any or all of the following modes: examples are imitations, indoctrination or formal training and conditioning through a system of rewards and punishments. Imitation is the process of copying someone or something. Children copy the things around them like; language, behaviour and values of the people around them who serve as examples and constitute their social environment.

Cultural transmission methods differ from one culture to another, and some scholars believe that these variations may be responses to the physical environment in the areas in which a culture was initially founded. Regardless of these differences, humans become cultural beings by participating in the cultural activities and practices going on around them. Imitation phenomena, such as gestures, speech, and rituals, constitute the major mode of culture transmission. Cultural elements specifically, symbols, language, values and norms are different across cultures and many change with time as a society evolves.

Concept of Perception

The term "perception" corresponds to the attributes that consumers value the most in a set of choice alternatives (Anana & Nique (2010, p. 9). Perception can also be described as the process of selecting, organizing, and interpreting sensation into meaningful whole. It is often subjective and easily distorted. An individual frame of reference is a key influence on how sensations are interpreted. For instance, two friends may go to see the same movie but leave with different interpretation of the film. This further reveal that two people can perceive the same stimulus differently. According to (Jacoby, 2012), brands are what consumers say they are, same

goes for advertising. This implies that the effectiveness of any advertisement is determined by the consumer's perception. There are three concepts intimately connected to perception (Hanna & Wozniak, 2013). They are; exposure, attention and sensation.

The process of perception begins with exposure to a stimulus. Exposure takes place when people come in contact with environmental stimuli (advertisement messages). This stimulus can either be accidental or through individual deliberate, goal-directed behaviour. It is also important to note that it is not all stimuli to which an individual is exposed to that is noticed.

However, attention deals with the allocation of mental capacity to a stimulus or task. It refers to the degree to which consumers pay attention to stimuli within their range of exposure. (Solomon, et al. 2010). What captures this attention is determined by the relevance of the message and the consumer's motivation (Jansson-Boyd, 2010). After deciding whether or not to expose themselves to a message, consumers will probably pay momentary attention to a specific aspect of the stimulus that is within their frame of reference. Generally, attention occurs when the stimulus activates the sensory nerves which results in the brain processing these sensations (Hawkins & Mothersbaugh, 2010). Attention can either be planned, involuntary or spontaneous. Planned attention is goal directed, for instance, when individuals watch television or read newspaper advertisements to enable them perform specific activity like shopping. Meanwhile, when external stimuli force their way into our attention, it is called involuntary.

Furthermore, sensation refers to the responses of our sensory receptors (eyes, ears, mouth, nose and touch) to environmental stimuli as well as the transmission of the information to the brain via the nervous system. The process whereby this stimulus is perceived and transferred into meaningful information and stored is known as information processing. (Solomon, Bamossy, Askegaard & Hogg, 2010)

However, there are other variables that influence the overall perception of consumers towards advertising. These factors can be examined under three main pillars, which are;

1. Perceived type of advertising medium.
2. Personal, economic and socio-cultural factors.
3. Perceived product information and attributes.

The Nature of Perception

The nature of Perception has both internal and external influences. The Internal influences that have effect on consumer behaviour consist of an individual's perception, learning, memory, motives, personality, emotions and attitudes. (Hawkins & Mothersbaugh, 2010, pp.274-275). Perception plays a major role in the processing of information and consumer decision making. It begins with consumer exposure and attention to marketing stimuli and ends with interpretation. Perception does not only involve passive receipt of signals, but it's also shaped by the recipients learning, memory, expectation and attention.

According to (Saks & Johns, 2009) there are two components of perception.

1. The Perceiver, the person who becomes aware about something and comes to a final understanding. There are 3 factors that can influence his or her perceptions: experience, motivational state and finally emotional state. In different motivational or emotional states, the perceiver will react to or perceive something in different ways. Also, in different situations he or she might employ a "perceptual defence" where they tend to "see what they want to see".
2. The Target. This is the person who is being perceived or judged. "Ambiguity or lack of information about a target leads to a greater need for interpretation and addition."

But other scholars opine that perception is something more than that. A few of their definitions and assumptions about perception are identified below. (Berelson & Steiner 1964, p. 88).) state that perception is the 'complex processes by which people select, organize, and interpret sensory stimulation into a meaningful and coherent picture of the world' (Bennett, et' al 1989) also affirms that 'perception is notably active: It involves learning, updating perspective, and interacting with

the observed' (p.3). Perception involves making inferences. In the typical act of perception, a stimulus is assigned to a certain category on the basis of information that is incomplete.

The definitions above imply that our perceptions about objects, persons, products, services, ideas or anything else are not the same but are conditioned by different factors within and around us. The same kinds of forces are at work when people respond to mass communication messages. Mass communicators want audiences to pay attention to their messages, learn the contents of the messages and make appropriate changes in attitudes or beliefs or make desired behavioural responses. Perceptual theory tells us that the process of interpreting messages is complex and that these communicator goals may be difficult to achieve. The process of receiving and interpreting a message is referred to in many communication models as decoding. The process involves perception, or the taking in of stimuli through the senses and the subsequent processing of that information. Consumer research has shown evidence to the fact that consumers act and react on the basis of their perception. Individual perception may be a function of a number of factors like needs, wants, values and experiences. Perception is not independent of cultural environment; therefore, our brains are shaped by the external world. Also, sensation is the neurological process of becoming aware of our environment and being affected by culture. [Or the advertiser, creating a positive perception is the greatest challenge.

The advertiser must understand the notion of perception in order to determine the factors that influence a consumer to buy. Marketers work at creating positive perception among the target audience. Marketing programmes revolve around creating and consolidating positive perceptions about products and services; viewing perception as the process of selecting, organizing and processing information inputs to product meaning.

Thus, advertising messages that seem not to be perceived in good light by the audience or seen as not in conformity with their culture may be rejected. Therefore, advertisers should always be wary of the cultural implications of their advertisements and the way their target audience would interpret such message content of their advertisements.

Perception in advertising relates to a consumer's impression of a particular product or service that may not be rooted in truth (Vogts, 2014). She went further to add that without perception in advertising, business may find it harder to make their products appeal to consumers. Vogt's pointed out that one major element of consumer perception is related to adverts exposure consists of how often consumers are exposed to a product. Therefore, perception is often based on how 'exposed' people are to the adverts around them.

RESEARCH METHODOLOGY

Research Design

In conformity with the objectives of this study, the survey design was adopted. This method helps to gather data from large population through questionnaire. According to (Ihejirika & Omego, 2013), survey involves the study of a sample taken from a population in order to know their major characteristics which can be generalized to the whole population (p.75). Survey design was chosen for its usefulness in describing the characteristics of a large population and for its capacity to ensure a more accurate sample to gather targeted results in which conclusions and important decisions can be made. Also, its anonymity allows respondents to give more candid and valid answers and as such dependable.

Population of the Study

The population of this study comprised all the adults of 18 years and above. Alcohol consumption is allowed as from 18 years. The people in this category according to INEC (2015) voter registration record was 904,295 for Port Harcourt and Obio Akpor Local government areas.

Sample size: A sample of 398 was drawn from the population using the Taro Yamane's formula. Which states thus;

$$N = \frac{n}{1 + N(e)^2}$$

Where;

N= Sample size

N= Population size

E= error margin (Level precision, usually put at 0.005)

□ = raised to power of

$$\frac{904,295}{1 + 904,295 (0.05)^2} = 398 (400)$$

Sampling Technique

The sampling procedure employed in this work was the Multi-stage sampling technique. According to the Rivers State Ministry of Culture and Tourism, there are 14,400 registered bars in Port Harcourt. This population was divided into 20 clusters of 720 bars. Four bars were further chosen from each cluster, which are; Beer Barn, Sky Bar, Wood House and Lisborn Bar.

Research instrument

The questionnaire served as the instrument of data collection. The questionnaire was made up of two sections A and B. Section A deals with the demography features (sex and age) of the respondents, while section B deals with questions aimed at finding answers to the research questions respectively. Section "B" comprised of 9 questions structured with the aim of answering the research questions. All the questions in Section "A" are closed ended while some questions in section B are open ended.

Method of Data collection

As noted earlier, the instrument used for the collection of data was the questionnaire. The researcher administered copies of the questionnaire to the respondents for a period of three weeks. The research instrument was administered to the respondents in Four Bars within Port Harcourt. A Total of 398 copies of the questionnaire were administered and out of this, 264 copies were retrieved from the respondents.

Method of Data Analysis

Data gathered in the study were presented and analyzed using Frequency table and Percentage average. This has a minimum complication and also helps the reader to understand the data easily. The percentage is worked out using a simple formula.

Discussion of Findings

Four research questions were formulated for this study. These research questions were therefore used for the discussion of the findings.

Research Question One

To find out if Port Harcourt Consumers can identify the cultural elements in Orijin beer advertisement?

It was found that 100% of consumers could identify the cultural elements in the Orijin bottle and ad. A good number of the respondents have taken Orijin as their brand. This finding is in line with what Sandage (2001) has written about brand advertising. He notes that brand advertising is usually visual and textual. Such advertising is intended primarily to achieve a higher level of consumer recognition of specific brands.

Similarly, Todor (2014) observes that in branding, certain elements are used to distinguish one product from another. These distinguishing set of tangible and intangible attributes,

symbolized by a trademark (name, logo, etc.) which operated properly, creates value and influence. As people who have taken Orijin for some time, the consumers have become so familiar with those tangible attributes of the drink. Some consumers said Orijin tastes like herbs.

Research Question Two

What are the specific Cultural elements in Orijin ad that appeal most to Port Harcourt Consumers of Orijin beer?

It was found that (31%) respondents were attracted to Orijin drink by the appearance of fruits and herbs in the ad. Following this is the appearance of roots which 21% of the respondents were attracted to. It is believed by the consumers that herbs and fruits actually make Orijin a native or local drink. This finding is in consonance with Ghodeswar (2008) submission on branding. He notes that brand identity is based on a thorough understanding of the firm's customers, competitors, and business environment. The brand acts as a credible guarantee for that product or service, allowing the consumer clearly to identify and specify products which genuinely offer added value. Every branding element adds value to the product. The consumer believes that buying the product would solve one or more problems for the person. Ghodeswar (2008) adds that brand identity should reflect product attributes, service, user profile, store ambience and product performance.

In a similar way, Aaker & Joachimsthaler (2000) state that a brand identity needs to resonate with customers, differentiate the brand from competitors, and represent what the organization can and will do over time. In summary, a true consumer or user of a product should identify certain distinguishing elements between the product and competitors.

Research Question Three

Do the cultural elements in Orijin beer ad influence patronage from Port Harcourt Consumers?

It was found that 41% consume 3 bottles weekly, indicating that the brand has been positioned as healthy. This is supported by many researches on branding. Branding leads to brand loyalty and brand loyalty brings about repeated purchases. Al-Msallam (2015) notes that the customer who is satisfied with a product or service is more likely to repeat the purchase and to recommend the consumption experience to other persons.

However, Gerald (2011) observes that cultural backgrounds are important factors that determine consumption values, preferences and loyalties. Brand loyalty tends to create trust in the mind of the consumer and makes him/her blind to the existence of other alternative products. Bloemer and Kasper (1995) submit that brand loyalty involves (1) the biased (i.e. non-random), (2) behavioral response (i.e. purchase), (3) expressed over time, (4) by some decision-making unit, (5) with respect to one or more alternative brands out of a set of such brands, which (6) is a function of psychological (decision making, evaluative) processes resulting in brand commitment. A loyal consumer can pay extra money on a product because of the special value the person derives from the product

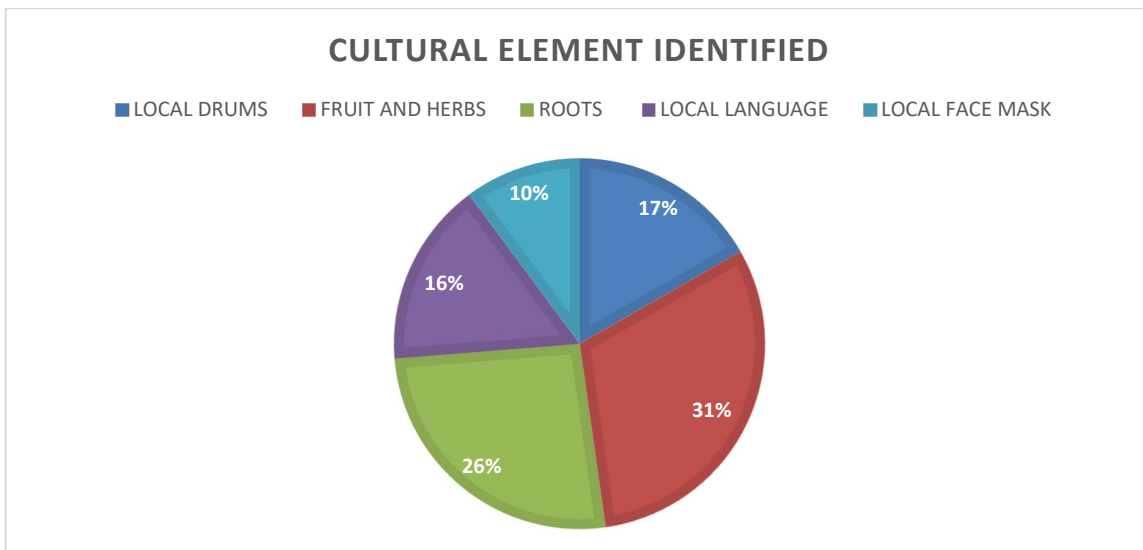
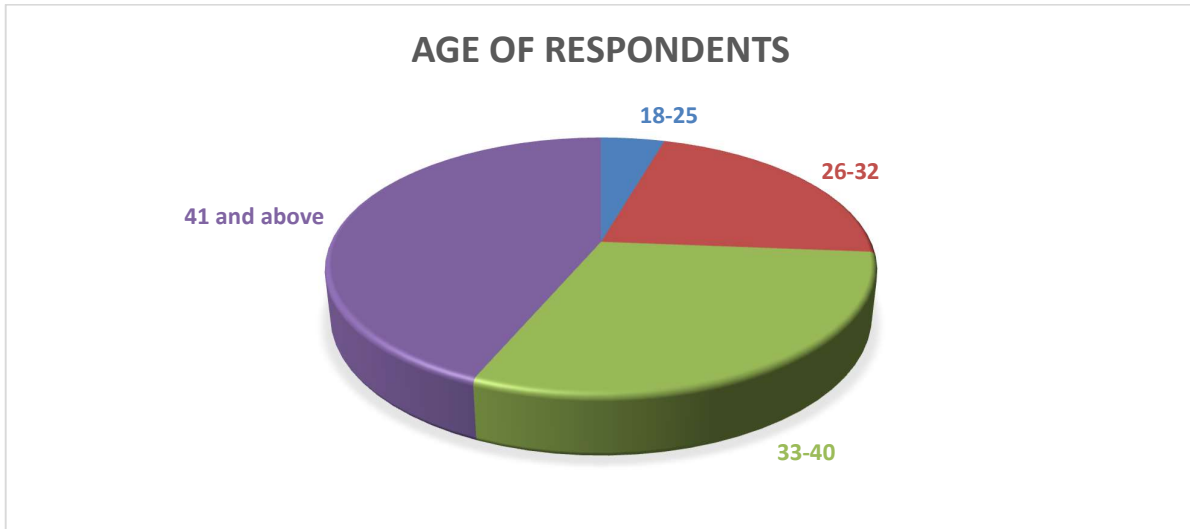
Research Question Four

Do the cultural elements in Orijin beer ad affect the positioning of the products among consumers in Port Harcourt?

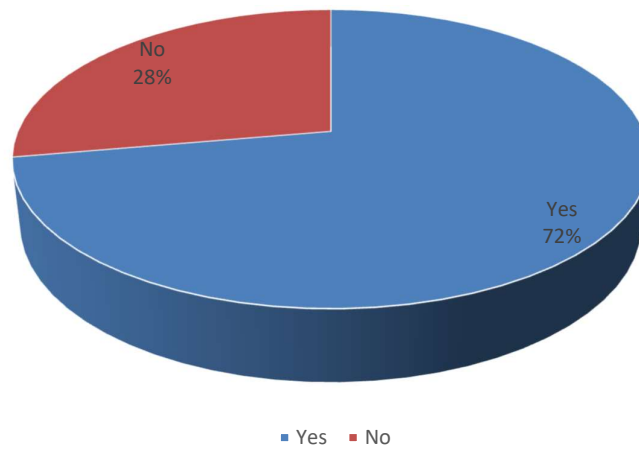
It was found from the tables that 53% respondents drink with the belief that it is medicinal and has low alcohol. This finding has its root from the positioning concept which according to Ries & Trout (2001) is a "super-communication effect that tells the consumer what the brand is, who it is for and what it offers" (p.15). To believe that Orijin is medicinal is what the marketer and the advertiser had put in the minds of the consumers by emphasizing certain features of the drink. Ries & Trout note that positioning is not to produce something new but manipulate what is already up there in the mind, to retie the connections that already exist.

Orijin is a type of beer patterned after so many bitters in the market. To fit into such a market as a late entrant requires “a company to be selective, to concentrate on narrow targets and to practice segmentation” in the market (p.6). Majority of the people (44%) that consume Orijin beer are those above 40 years who appear to be interested in reducing sugar intake in the system.

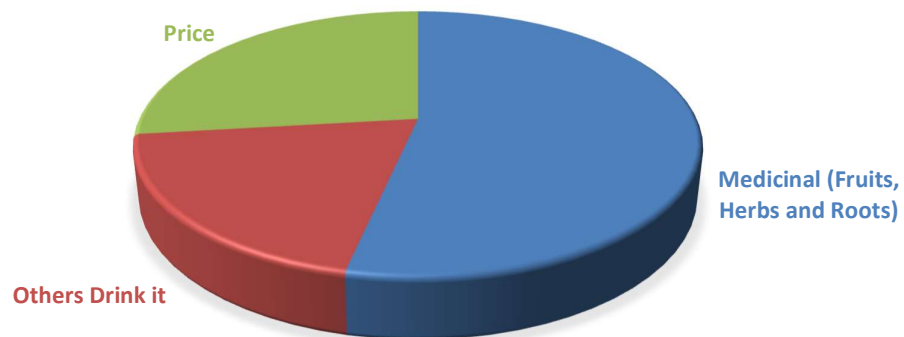
When a product is positioned for a particular class of people, advertisement or the package always helps the user to recall the usefulness of the product. The appearance of herbs and fruits on the body of Orijin drink always makes the drinker feel he is taking medicine.



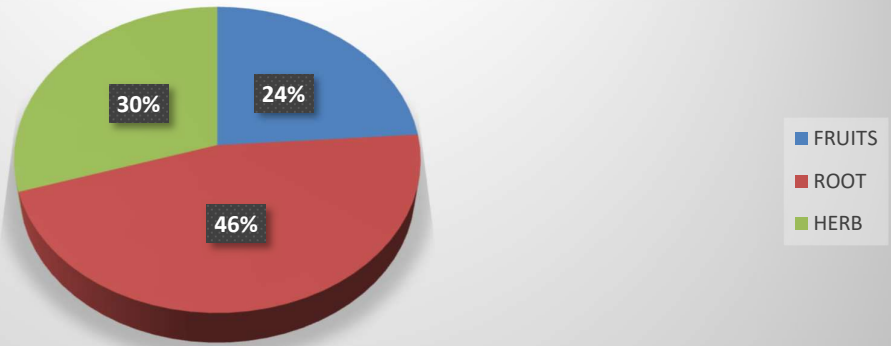
Cultural Element influencing Patronage on the Product



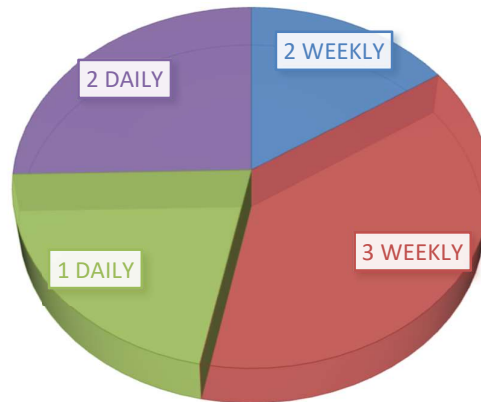
REASONS FOR BUYING BEER



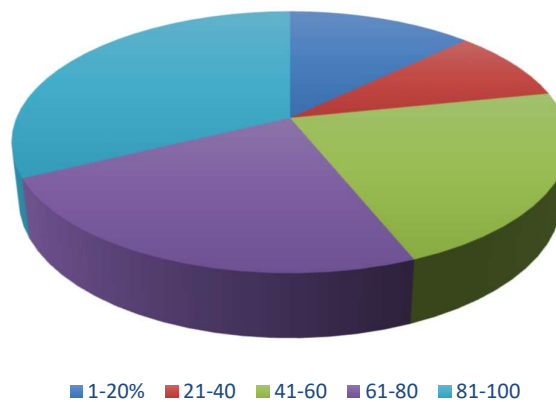
CULTURAL ELEMENT THAT HELP POSITION ORIJIN BEER



FREQUENCY OF CONSUMPTION OF ORIJIN BEER



PREFERENCE LEVEL



CONCLUSION

The findings of this research are;

- 100% of Port Harcourt consumers can identify the cultural elements in Orijin beer ad; and Orijin beer is positioned for people over 40years of age, as 43.6% of Port Harcourt consumers of Orijin are 41years and above.
- Most Port Harcourt consumers drink Orijin beer because of the appearance of Fruits, Herbs and Roots. 31% of the respondents indicated this.
- Cultural elements in Orijin beer ad influences patronage among Port Harcourt consumers as 41% drink 3 bottles of it weekly.
- The cultural elements in Orijin beer ad positions it as healthy, given that 53% of Port Harcourt consumer's belief Orijin is medicinal.

Based on the findings, it is obvious that involving cultural elements in branding and positioning of a product is the new marketing strategy in vogue. Culture brings people together and associating a people's culture in a product makes the people own the product. Many consumers bought Orijin Beer simply because of the fruits and herbs in the bottle. Africans having firm belief in traditional medicine see Orijin beer not as beverage, but medicine. For this, people see it as performing the functions of satisfying taste for alcohol and curing certain ailments. It can be concluded that from this study, Orijin beer from its colour, label and even taste, most consumers see it as herbal. The advertisement of the drink has gone to confirm this feeling from consumers through its pay offline which says "A bittersweet blend with flavours of African herbs and fruits"

RECOMMENDATIONS

1. For advertisers and beer companies to ensure they include enough cultural elements that the target audience are familiar with. Thereby making for easy understanding.
2. For advertising agencies to create relationships between the cultural elements and the product that is advertised.

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