

Review Article

Effects of Advertisement on Soft Drinks Consumer's Behaviour in Maputo Province

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Abstract: This research aims to examine the effects of advertising on soft drinks consumer's behaviour in Maputo province, Mozambique. Study objectives targeted the impact of soft drinks advertisement on consumers' behaviour, to identify types of soft drink advertisements are frequently used in the Mozambican market and to determine the impact these ads have on consumer's decision. For this purpose 254 consumers of various age were surveyed to identify types of advertisement that soft drinks consumers often have access to, the correlation between the consumption of soft drinks and advertisement and the effect of their drinking on consumers' lives. Different groups of soft drinks consumers were surveyed to identify the types of advertising they frequently have access to. This research employs qualitative and quantitative analysis and data were collected based on questionnaires on the effect of advertising on consumption of soft drinks in Maputo province. Results were presented in frequency averages, and percentages considering the significance level of 0.05. Therefore it was concluded that advertising has a direct influence on soft drinks consumer's behaviour and it's determining their grit to purchase the products advertised through advertising campaigns.

Keywords: Advertisement, Behaviour, Soft Drinks

1. Introduction

An advertisement is a place where a product comes to life, name, identity and substance. The transformation of a mere product into an object of desire is operationalized in an increasingly forceful way.

Consumption, leveraged by advertisement, no longer takes place in a subjective and impersonal way, but through an objectively and personalised approach, where human is more pleased with useful features than with the product itself. Therefore, advertisement is an area of great interest for a better understanding of contemporary capitalist society.

However, reality has shown a vulnerable and stranded consumer; hence, consumer awareness is needed so that they can fight on an equal footing with advertisers, who are far ahead. The presence of this type of advertisement is outstanding in urban centres, through different commercial media such as radio, TV, internet, newspapers and magazines, among others.

Advertisement uses media mentioned above to spread, infiltrate and penetrate its presence in all parts at same time. [11]

The average consumption of soft drinks in Mozambique from 2014 to 2017 was 6 188 726 628 units (Six billion one hundred and eighty-eight million seven hundred and twenty-six thousand six hundred and twenty-eight) and this reveals that the annual per capita consumption is 207 units for the period [4].

Companies uses advertisement to influence consumers' awareness and therefore brands are considered assets. [13]

In this context, the study seeks to explore the impact of soft drinks advertisement on consumers' behaviour. Furthermore, this research meticulously inspects and identify types of soft drink advertisements frequently used in the Mozambican market and its impact on consumer's decision. This study will contribute to a conscious society on decision making about soft drinks consumption.

2. Literature Review

Advertisement provides information to consumers about products and services such as characteristic, price, improvement, and availability of the product in the market [2]. The most detailed advertising ad with the texts “you deserve the best, don’t think twice, the money is yours, demand the best!” is a masterpiece that combines images of impact, electrifying speed and inciting language to reach consumers’ affection for the product to be sold [10]. Furthermore, it is also mentioning to the ideology that advertisement inclusive of music has particularity of instigating the minds of consumers so as not to forget the advertisement.

Advertisement can increase sales, updating consumers about price, features, functions, and quality, associating the product with positive images and for example, showing attractive people in a pleasant environment consuming the product or by repeating the name of the product through panels placed around a football field. The higher the quality attributed to the product and its reliability will base on the frequency of the advertisement of the name and brand advertised to the consumer.

2.1. Types of Advertisement Frequently Used by Vendors

Advertisement provides information to consumers about products and services, specifies their characteristics, discloses new products and services and their prices [2]. The author also points out that advertising can increase the demand for a product and service by providing information about the product’s characteristics and availability in the market.

Concerning advertising categories, the author considers three areas. Firstly the products that represent more spending for consumers, for example, (durable and expensive goods). Consumers demand additional advertising information about them. Next is new products, the significant of (advertisement is to present them to consumers) and finally products that adapt to consumer’s needs. These are products that can be adjusted according to consumer’s needs.

The primary purpose of an advertisement is not just informing, but also seeks to reach consumers’ sympathy. To achieve this desire, the advertiser uses various instruments such as television images, billboards, music and language that stimulates consumers’ minds. These instruments are powerful stimulants to make consumers believe that what they have is not enough. They need more and more and, subtly, they can influence consumers to make unlimited purchases, by activating the greed for consumption, often poorly controlled.

Advertisement can influence consumers about product quality linking brand products with positive images showing attractive people in a pleasant scenery [12]. Thus, if consumers see regularly product name and brand advertised it could lead to increases demand given the product quality.

2.2. Key Concepts on Types of Consumption

Consumption as an aspect of economic activity that results from the expenses incurred by families in the acquisition of goods and services such as food, clothing, books, education,

and health. [8]

On the other hand, consumption is a household expenditure on goods and services, which range from durable products such as cars and household appliances to non-durable goods such as food and clothing, with services including unnecessary items such as haircuts and health services, and education [6]. Consumers do not buy goods and services to satisfy their basic needs, but are driven by disturbing emotion or socio-economic reasons, and are compelled to incur in unnecessary expenses [9].

2.3. Types of Consumption and Their Purpose

The authors mentioned above suggest the possibility that there are a set of behaviours and attitudes that may induce indiscriminate consumption. This type of waste is called consumerism and is characterised by consuming by aspiration, usually a desire activated by advertising, because the consumer buys goods and services that, in most cases, are not necessary. Instead, they acquire them only because others buy them or because they are being advertised.

Consumption is an expense of families in goods and services that vary between durable goods such as cars and appliances and non-durable products such as food and clothing, with services including immaterial items such as haircuts and health services and education [6]. Regarding the second form of consumption, consumerism denotes that consumers does not buys goods and services to satisfy their needs for existence [9]. The latter, driven by disturbing emotion or for socio-economic reasons, is compelled to incur unnecessary expenses.

Consumerism is a culture oriented towards promoting and inciting possession and the use of a wide range of goods and services [14]. A part of these goods and services purchased is not necessary, but it is a brand based on the culture of consumption induced by aspiration. It is then concluded that consumerism represents, relatively, a path to happiness, boasting a high social status and a prosperous nation.

2.4. Human Behaviour Under Stimulus

The effect of learning and experience do not go unnoticed in the human mind; it leaves signs of transformation of the brain [4]. Furthermore, the author advocates that every impression on the human consciousness affects the things we nurture.

On this subject, the transformation of the mind can be understood as a form of anthropomorphism. That is, it seeks to understand reality using the attribution of human qualities and behaviours to inanimate or irrational beings [11]. This is because human beings humans have feelings, are emotional, have intentions and have cognition.

The study of the development of marketing to be effective, the consumer behaviour and psychology that can be manifested by physical, mental and emotional activities carried out in the selection, purchase and use of products are studied [4]. Also, the services for the satisfaction of desire.

Highlighting colours constitute psychological stimuli for human sensitivity, which influence the individual to like or

dislike to deny or affirm to abstain or act, but still affirms that preferences about colours are based on pleasant associations or experiences in the past; and therefore it is challenging to change preferences about them [3].

2.5. Critical Evaluation of Literature Review

According to the discussion presented by the authors above, it is highlighted that there are two main types of consumption: consumption and consumerism. In consumerism the consumer is rational in his act of consuming, that is, this consumer does not allow himself to be induced by advertising, but still considers the information received about the product and the producing companies. Despite having his tastes and preferences, he does not allow them to induce him to do unnecessary, unconscious and inconsequential consumption.

Consumerism is based on aspiration, which can be understood as a desire to consume activated by the images, representations and models presented in the media, disseminated with many repetitions. This integrated communication can place consumers of soft drinks, for example, to consume on impulse and in a wrong way (compared to a drug addict).

On the other hand, we find a premise according to which human behaviour can be influenced by signs or representations caused by what we nurture. In this case, when we nurture images or information that are disseminated in repeated moments by advertising. Furthermore, the change in the human mind can happen when there are attributes of the qualities and behaviours of inanimate beings.

The discussion of the consulted authors sees colours as psychological stimuli with a lot of influence on individuals to the point of being decisive for the choice of a particular good. These can be associated with previous experience and make changes difficult.

3. Methodology

This survey was carried out in five districts of Maputo province involving 260 soft drink consumers. It is a qualitative and quantitative survey and data were collected based on questionnaires with closed questions. Quantitative methodology enabled the collection of data on the effect of advertising on the consumption of soft drinks in Maputo province [1].

Intentionally, a group that was portrayed in advertising was sought, as they present characteristics of ostentatious soft drink consumers, receptive to market offers and with vicious tendencies to buy. The premise on which the questionnaire is to be validated consist of priori, analysing and then validating the respondent answers. Given this reason, six respondents who had missing data were eliminated, leaving 254 participants who made up the profile of the predefined respondents for the survey, being mostly young.

Data were analysed using SPSS and validated with 0.8 of Crombach's Alpha. Results were presented in average frequencies and percentages considering the significance level of 0.05 [5].

4. Results Discussion

The condensation and logical application of the data collected and presented in tables and other forms that were deemed appropriate, in order to highlight the power relationships between the phenomena found and the casual factors between advertising and consumer behaviour.

To capture and highlight the power relationships between the phenomena found and the casual factors between advertising and consumer behaviour in the research, several tables and other formats were used. Also, the data collected was presented in condensation and logical approach.

4.1. Gender of Respondents

In effect, the table below illustrates the gender of the respondents who took part in the survey, namely 128 male and 126 female respondents. It is not intended to highlight the relevance of sex for this research, only to present the respondent subjects who were involved in the study as both soft drink consumers.

Table 1. Gender of respondents.

Gender of respondents	Frequency	%	Valid %	Cumulative %
Male	128	50.4	50.4	50.4
Female	126	49.6	49.6	100.0
Total	254	100.0	100.0	

Source: Author, 2020.

4.2. Respondents Literacy

Regarding the respondent's educational qualifications, table 2 shows that 35.8% had the medium level, 44.1% with high school, 11.8% with bachelor, 6.3% are Masters and 2% have unspecified academic levels. Based on the table, it is understood that the training of respondents is sufficiently robust to answer the questions asked.

Knowledge implies acting according to its acquisition and this author states that it can be understood as behaving precise and deliberate way to carry out an action [2]. In this way, it is perceived the relevance of the educational qualifications in this study for the understanding of the questionnaire contents.

Table 2. Literacy of respondents.

Literacy of respondents	Frequency	%	Valid %	Cumulative %
Medium school	91	35.8	35.8	35.8
High school	112	44.1	44.1	79.9
Bachelor	30	11.8	11.8	91.7
Master	16	6.3	6.3	98.0
Unspecified	5	2.0	2.0	100.0
Total	254	100.0	100.0	

Source: Author, 2020.

4.3. Frequently Seen Advertising Media

Regarding the means of advertising frequently seen by consumers, table 3 shows that 69.7% have seen advertising

on television, 14.6% regularly see advertising on billboards, 1.6% see advertising in newspapers and 3.1% see in the vehicles.

Advertising is associated with positive images as a display of attractive people in a pleasant environment consuming a product or by doing repetitions of the product name [9]. Doing this several times higher will be the quality attributed to the product. We can consider that the most viewed advertising form is television.

Table 3. Most viewed advertising media.

Most viewed advertising media	Frequency	%	Valid %	Cumulative %
TV	177	69.7	69.7	69.7
Outdoor	37	14.6	14.6	84.3
Newspaper	4	1.6	1.6	85.8
Vehicles	8	3.1	3.1	89.0
Others	28	11.0	11.0	100.0
Total	254	100.0	100.0	

Source: Author, 2020.

4.4. The possible impact of Advertisement on Soft Drinks Consumption

Concerning the potential impact of advertising on consumption, the results described in table 4 indicate that 76.8% respondents agree that advertising can influence soft drink consumption, and 12.6% do not agree. The remaining 10.6% of respondents are indifferent regarding the influence of advertising on soft drink consumption. According to the table, it is clear that most respondents admit that advertisement can influence consumption.

Advertising combines images of impact, inciting language to reach consumers' affection for the product sold. Additionally, the magazine shows that advertising is a powerful tool since it can stimulate consumers' minds [11].

Thus, we understand that the reason why many consumers agree on advertising as a seducer for the consumption of soft drinks is pertinent because everyday consumers are exposed and dominated by the assertive language of the advertising media.

Table 4. Effect of Advertising on consumption.

Effects of advertising on consumption	Frequency	%	Valid %	Cumulative %
Agree	195	76.8	76.8	76.8
Do not agree	32	12.6	12.6	89.4
Unresponsive	27	10.6	10.6	100.0

Source: Author, 2020.

4.5. Effect of Soft Drinks

Table 5 represents the effects of advertising on consumption and the data is analysed based on the result. Of all the respondent, 37.8% indicated that soft drinks consumption could be harmful to their health. When it comes to the reason, the respondents drink soft drinks, 28% said that

it quench their thirst and another 28% stated that soft drinks could increase fat in the body. Approximately 4% said that the consumption of soft drinks refreshes the body and 4.7% reported that the consumption of soft drinks is nutritious. At the same time, just over 1.2% of the participants answered that the consumption of soft drinks could become addictive to consumers.

These data reveal some degree of information and awareness about the advantages and disadvantages of a product. By the way, of consumption, which is part of the daily lives of these consumers, which is an aspect to be highlighted, above all by the existence of a range of consumers little informed about the products they consume.

Table 5. Effects of soft drinks.

Effects of soft drinks	Frequency	%	Valid %	Cumulative %
Unhealthy	96	37.8	37.8	37.8
Quenches thirsty	71	28.0	28.0	65.7
Refreshing organism	1	.4	.4	66.1
Its nutritious	12	4.7	4.7	70.9
Addicted to soft drinks	3	1.2	1.2	72.0
Increases fat	71	28.0	28.0	100.0
Total	254	100.0	100.0	

Source: Author, 2020.

Regarding preferred consumer's soft drinks brand, 213 people (83.9%) of respondents choose Coca-Cola drinks. Another 24 (9.4%) consume Fizzy brand soft drinks. Finally, 17 people, corresponding to 6.7% of those surveyed, consume other brands. Looking at the figures presented above and illustrated in table 6 it is determined that the most consumed soft drinks are Coca-Cola in Maputo province.

Table 6. Brand of soft drinks consumed.

Brand of soft drinks consumed	Frequency	%	Valid %	Cumulative %
Coca-Cola	213	83.9	83.9	83.9
Fizzy	24	9.4	9.4	93.3
Others	17	6.7	6.7	100.00
Total	254	100.0	100.0	

Source: Author, 2020.

4.6. Relationship between Variables

We started from the assumption that the quantities that can be measured have the relevant meanings when compared to a certain statistical standard. For this reason, table 7 shows the correlations between variables. It is highlighted the correlation between the most viewed advertising, the most consumed brands and the effect of soft drinks when consumed.

It is an indicator of strength between two interval variables, but it constitutes a measure of association that does not depend on the units of measurement of the variables; the author argues that this association between variables acquires more quality when the value is close to +1 [7].

Table 7. Person's correlation.

Variables	Literacy	Consumed Brands	Watching advertising	Viewed advertising	Effects of soft drinks
Literacy	1	0.703**	^a	0.819**	0.764**
Watching advertising	^a	0.625**	1	0.448**	0.269**
Viewed advertising	0.819**	0.868**	0.448**	1	0.792**
Effects of soft drinks	0.764**	0.564**	0.269**	0.792**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

^a - Means that there's a correlation between the parameters 0.381 level.

5. Conclusions and Recommendations

Results obtained in this study reveal that there is reliability regarding the consistency of the research. The Alpha Crombach index found supports the consistency that the research shows, in the four dimensions that constituted the study variables. Also, the consistency and validity of the variables discussed indicate the types of advertising most used, the influence that exists between advertising and the consumption of soft drinks and the effects that occur when consuming these goods.

The primary focus of this research was to investigate the effects advertising has on consumer consumption behaviour and therefore it is proposed that future studies should explore the impact of specific brands products consumption on productivity, and in the quality of life, on the family budget and also the possible explanation of soft drinks consumption beliefs.

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