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Article

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ADVERTISING AND BRAND LOYALTY OF CONSUMERS OF CONDENSED MILK PRODUCTS IN AKWA IBOM STATE

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Abstract

This work investigated the extent to which exposure to advertisement of condensed milk influenced brand loyalty among milk consumers in Akwa Ibom State. The survey design was adopted for the study. The population was 7,122,995 being the estimated population of Akwa Ibom State in 2025, according to the National Population Commission. The sample size of 384 was determined using the Philip Meyer guide, while the questionnaire was used for data collection from respondents. The multi-stage sampling technique was used. Data collected were analyzed using both descriptive and inferential statistics. The Pearson Product Moment Correlation (PPMC) was adopted to test the hypothesis and establish the relationship between key variables. Findings showed that Peak and Miksi were the condensed milk brands that the majority of respondents most frequently patronized. Forty-one per cent of respondents were frequently exposed to advertisements of condensed milk products, while the majority of respondents patronized their preferred brands because they trusted the information in the advertisement. It was concluded that there was a relationship between exposure to advertisements of condensed milk brands and loyalty among consumers in Akwa Ibom State. Hence, it was recommended that, given the influence of advertising on brand trust, advertisers should ensure that information about brands in any advertisement was true and credible.

Introduction

Quality health is a prioritized investment for many individuals and the government. This results from the fact that good health is a key determinant of a productive individual and a society. Condensed milk gives the body one of the essential nutrients needed for healthy living; hence many companies are involved in the production of condensed milk to meet up with the demand for quality health. Condensed milk is a vital food ingredient with numerous health benefits. Due to the numerous benefits of condensed milk and the consequent demand for it,

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many companies are in the business of producing condensed milk to meet up with the increasing demand as well as enjoy profits that accrue from the business. This had led to intense competition in the market place with diverse brands of condensed milk products. The diversity in the brands of condensed milk products tends to have led to the extermination of some brands in the market, especially those that do not attract high consumer brand loyalty. Importantly, communicating the brand of any given condensed milk product is considered as the primary integrative element in managing brand relationships with customers. This is because effective communication increases trust and commitment in business relationship and serves as a prerequisite for sustaining brand loyalty. However, the heightened competitiveness of many condensed milk products and the rising prices of goods in the Nigerian market are serious issues that inform the contemplation of researchers as to whether advertising can really sustain the loyalty of consumers of condensed milk in this inflationary situation.

The increasing supply of similar goods and services by diverse companies has brought with it intense competition among the companies for brand loyalty. The competition has spurred companies into diverse means of attracting customers' loyalty to their goods and services. One of such strategic means is advertising. Scholars such as Otoo and Agyemang (2020) see advertising as a group of activities aiming at and including the dissemination of information in any paid non-personal form concerning an idea, product or service to compel action in accordance with the intent of an identifiable sponsor. In the same vein, Chiang and Asu (2016) says advertising is a non-personal communication paid for by an identified sponsor and which is relayed through various media with the aim of influencing people's behaviour towards the advertiser's products or services at the lowest possible cost. Thus, advertising encourages a materialistic way of life which, according to Amin, Isa and Mahmud (2016), has a long-term impact of reinforcing a market economy and creating a consumer culture (loyalty) in which the acquisition of goods and services is the foundation of values, pleasures and goals. The sustainability of brand loyalty in a given product has a strong correlation with the availability and accessibility of timely, accurate and relevant information through advertisement. In this way, advertising is a necessary precursor to loyalty of the product. The fact that advertising is a powerful marketing tool for communicating ideas and information about goods and services underscores why it is held in high esteem for company productivity. This can best be explained in the assertion of Ghafoor and Asghar (2017): "Look around the sales volumes of any company product or patronage of services and you will find advertising strength". From the authors' point of view, it can be appreciated why companies scramble to advertise their products. This is because advertising can contribute immensely to the growth of a company by creating awareness about goods and portraying a positive image of the company's condensed milk product in the minds of potential consumers.

Scholars such as Pham and Avinash (2016) stress that advertising serves to communicate information and message to people, and thereby provides consumers with the information they need. However, in recent times, the world has become a global village and "information society" which, according to Solomon (2017), is a society in which the qualities of life, as well as prospects for social; change, economic development and sales improvement depend increasingly upon information availability, accessibility and its exploitation. Therefore, for condensed milk companies to control the patronage of their products in the global village, information is a necessity. Arising from the Straubhaar, Suki and Suki's (2017) perspective, it is believed that exposure of consumers to advertisements of condensed milk could encourage

false needs in consumers. Thus, whether this could sustain brand loyalty in condensed milk products or not is the essence of this study.

Brand loyalty is the frequency of repeated purchase or a relative volume of purchasing of the same brand. It could be considered as a prerequisite for a firm's competitiveness. Oliver (2019) views brand loyalty as a deeply held commitment to rebuy or re-patronise a preferred product consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences. It is a behaviour built on positive experience and value, which leads to buying products, even when that may not appear to be the most rational decision (Oyeleke and Ojo, 2016). In other words, brand loyalty exists when customers have high relative attitude to the brand which is then exhibited through repurchased behaviour. There are many measures that could be used to determine the level of consumers' brand loyalty. These include consumers' buying behaviour, emotional attachment, frequency of purchase, and customers' satisfaction.

The buying behaviour of a customer communicates the disposition of the customer to a brand. Favourable disposition depicts a product that is rated highly. Khan and Fatima (2019) opine that favourable customer buying behaviour towards a product is a process that determines the finality of the decision taken for the acceptability of the brand of product. In essence, the customer's choice of a brand of condensed milk follows the process of selecting what to consume; availability of money to be spent; and the prevailing price of the brand. This consideration facilitates customer-buying behaviour. However, other factors such as cultural, social and psychological determinants also greatly influence the customer buying behaviour (Lee and Lee, 2016). The importance of customer buying behaviour makes it pertinent to assess the effect of advertising in promoting brand loyalty of condensed milk products. Another important variable that could be used to measure brand loyalty is customer emotional attachment. This is a mental state or feeling connected or attached to the brand - a holistic feeling toward the brand (Ghafoor and Asghar, 2016). This implies that customer emotional attachment is measured by the degree to which a brand mediates products involvement, self-esteem and public self-consciousness. In other words, when utilization of a brand of a product distinctively promotes customer self-esteem, it consistently enhances customer patronage of the brand (Jacoby and Chestnut, 2016). The implication is that a strong emotional attachment to a product creates a willingness by the customer to forgo immediate self-interest to promote the brand as well as enhance customer attitude towards a brand. Whether this could be consistently enhanced through the advertisement of condensed milk products in the face of the current economic inflationary realities is a point for the study.

Frequency of a brand purchase is another key determinant of customer brand loyalty. This entails the number of times a brand of a product is purchased within a specified period. In other words, this loyalty variable (frequency) is measured by the inter-purchase cycle (Chinomona and Dubihlela, 2016). This implies that the higher the frequency a customer patronises a brand of a product, the stronger the commitment he/she has for the brand. The frequency of purchase not only promotes brand turnover, it enhances business profitability. The potential of brand loyalty in bridging the customer actual behaviour and intention to purchase and re-purchase a product makes it highly essential in serving as the ultimate goal of marketing. This is essentially so as it ensures enduring preference to the point of determined defence (Chiou and Droge, 2016). Various factors influence brand loyalty. Akinbo and Aluko (2017) categorize factors influencing brand loyalty into: customer-related factors, relationship-related factors, and company-related factors. They explain that customer-related factors encompass customer behaviour and intention while relationship factors include previous

experience, quality, trust, normative feelings and emotional closeness. Company-related factor encompasses company's reputation, the price-quality ratio and customer loyalty programmes (Akinbo, and Aluko, 2017). In spite the effort of most of the companies in ensuring that the above issues are properly handled, observations have shown relative reduction in the patronage of some brands of condensed milk product, especially in the case of Nigerian-made brands of condensed milk. This decline in the patronage may not be unconnected with the economic reality caused by high prices of products as evident in the decline in gross domestic product backed up with high rate of unemployment, and reduction in per capita income. This economic reality has made many condensed milk companies to resort to advertising to boost consumer 'needs', create a consumer culture and as well serve as emerging form of persuasive communication to increase consumer loyalty. Therefore, if advertising does create favourable conditions for customer loyalty to a brand, it is possible that the advertising of various brands of condensed milk can create brand loyalty among condensed milk consumers in Akwa Ibom State. The extent that advertising influences brand loyalty among condensed milk consumers in the state is the burden of this study.

In this work, advertising means the use of paid, non-personal messages in the mass media by condensed milk companies to attract patronage and loyalty to condensed milk product. Brand loyalty refers to consumer commitment to the purchase and utilization (consumption) of a particular condensed milk brand at every desirable time. 'Consumers' refers to the residents of Akwa Ibom State who willingly purchase a given brand of condensed milk product for consumption at a given time strictly based their desire. 'Condensed milk product' refers to concentrated milk which water has been removed resulting in a sweeter product rich in milky flavour.

Statement of the Problem

Given the competitive environment in the dairy market, many condensed milk companies have embarked on various promotional activities that are aimed at increasing their profit, satisfying and retaining their shareholders' profitably. As part of the promotional strategy, many producers of condensed milk have incorporated advertising as a prominent medium for product/marketing. Part of the intent of the advertisers is to create brand loyalty among condensed milk consumers in the face of fierce competition in an ailing economy, declining real income, and per capita consumption as well as skyrocketing inflation. Incidentally, a cursory observation by this researcher seems to indicate that consumers are becoming more selective in their choice of condensed milk products from different companies, thus creating an atmosphere of loyalty to some condensed milk brands. One wonders if this seeming loyalty could be as a result of advertising or other factors. This, then, has motivated the researcher to ascertain the extent to which brand loyalty of consumers of condensed milk products in Akwa Ibom State can be attributed to advertising.

Research Questions

The following were the research questions:

- i. What are the preferred brands of condensed milk among consumers of milk products in Akwa Ibom State?
- ii. To what extent are consumers of milk products in Akwa Ibom State exposed to advertisements of condensed milk brands?
- iii. To what extent does advertising influence brand trust among condensed milk consumers in Akwa Ibom State?

- iv. To what extent does advertising affect emotional attachment to brands of condensed milk products among milk consumers in Akwa Ibom State?
- v. To what extent does advertising encourage repeat purchase behaviour of condensed milk products among milk consumers in Akwa Ibom State?
- vi. What factors other than advertising affect brand loyalty among condensed milk consumers in Akwa Ibom State?

Review of Related Literature

Brand Loyalty: Brand loyalty has become an essential concept in modern marketing, and it is defined as the degree to which consumers consistently prefer and repurchase a brand over time, often due to positive attitudes, emotional connections, and trust (Amin *et al.*, 2016). Loyal consumers are not only willing to repeat purchases but are also more likely to recommend the brand to others, create a positive word-of-mouth advertising and contribute to the brand's long-term success (Chiang *et al.*, 2016). This phenomenon can be seen as both a psychological and behavioural response, with consumers showing both favourable attitudes toward a brand and habitual purchasing patterns (Chaudhuri and Holbrook, 2015). Brand loyalty involves multiple dimensions, including cognitive, affective and conative loyalty (Dick and Basu, 2014). Cognitive loyalty is driven by rational judgments regarding the brand, while affective loyalty is the emotional attachment consumers develop. Conative loyalty, on the other hand, reflects the consumer's intention to repurchase and engage with the brand in the future. This comprehensive view illustrates that brand loyalty is a complex process influenced by various factors beyond simple product satisfaction.

Trust in the brand plays a critical role in fostering loyalty. Delgado-Ballester and Munuera-Alemán (2016) state that brand trust is one of the most significant drivers of loyalty, as consumers are more likely to stay loyal to a brand they trust, which are perceived to deliver consistent quality and performance. Trust creates confidence and minimizes perceived risks associated with the purchase decision, and fosters a long-term connection between the consumer and the brand (Keller, 2016). Furthermore, in the digital age, social media and online interactions have significantly impacted the development of brand loyalty. Digital platforms allow brands to build emotional connections by engaging with consumers directly through personalized messages, social content, and responsive communication (Casaló *et al.*, 2018). Social media offer a space where consumers can develop a sense of community with brands, which further deepens their emotional attachment and loyalty (Ranaweera and Prabhu, 2016). Factors that influence brand loyalty include but not limited to customer satisfaction, commitment, perceived value, repeat purchasing behavior, brand trust.

Advertising and Consumer Brand Trust

Consumer brand trust refers to the confidence that a consumer has in a brand's reliability, integrity, and ability to meet their expectations consistently. It plays a pivotal role in shaping consumer behaviour, particularly in purchasing decisions and long-term loyalty. Delgado-Ballester *et al.* (2003) define brand trust as "the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer." This definition highlights trust as a critical factor in reducing consumer uncertainty in transactions, especially in competitive markets. According to Morgan and Hunt (2016), trust is a fundamental element in the marketing paradigm that fosters strong and enduring relationships between consumers and brands. They argue that brand trust is built over time through consistent delivery of quality, transparent communication, and positive consumer experiences. This perspective underscores the relational aspect of trust, emphasizing its role in fostering customer retention

and brand advocacy. Chaudhuri and Holbrook (2001) link brand trust to two primary outcomes: purchase loyalty and attitudinal loyalty. They suggest that when consumers trust a brand, they are more likely to repurchase its products and recommend it to others.

From a psychological standpoint, Aaker (2016) views brand trust as part of a brand's equity, and describes it as the consumers' belief that the brand will act in their best interest. This trust is shaped by factors such as the brand's history, performance and perceived values. The stronger the trust, the more resilient the brand-consumer relationship becomes, even when the brand faces external pressures or negative publicity. Recent studies have emphasized the role of digital interactions in building brand trust. Tuten and Solomon (2021) note that in the era of social media and online marketing, consumers often base their trust on reviews, testimonials and the brand's ability to engage authentically on digital platforms. They assert that a lack of transparency or responsiveness in the digital space can quickly erode brand trust, and make it essential for companies to prioritize genuine and ethical communication.

Theoretical Framework

Means-End Theory: The Means-End Theory was introduced by Jonathan Gutman (1982) as a framework to explain how consumers make purchasing decisions based on the connection between product attributes and their personal values. This theory assumes that every consumer decision follows a cognitive structure that connects the product attributes (means) to the desired personal outcomes (ends). By applying the Means-End Theory, this study examines how manufacturers of condensed milk brands in Akwa Ibom State position their products to appeal to consumer values and how these connections influence brand preference, repeat purchases and long-term loyalty.

Cultivation Analysis Theory

Cultivation Analysis Theory was developed by George Gerbner in the 1960s. The core assumptions of Cultivation Analysis are:

- i. Media Exposure Shapes Perceptions of Reality
- ii. Heavy Media Consumption Leads to Greater Cultivation of Beliefs
- iii. Mainstreaming of Cultural Norms

By considering the assumption that heavy media consumption reinforces certain cultural norms, the theory highlights how advertising, particularly on television, plays a role in mainstreaming consumer preferences in Akwa Ibom State, where television may serve as a major source of information and socialization. Understanding these dynamics allows marketers to design advertising strategies that leverage the cultivation effect to strengthen brand loyalty and positively influence consumer behaviour in the condensed milk product market.

Methodology

This study adopted the survey design and the population was 7,122,995 million people, being the estimated population of Akwa Ibom State in 2025, according to the National Population Commission. The sample size was 384 arrived at using the Philip Meyer Guide while the questionnaire was the instrument for data collection. Data collected were presented and analysed using descriptive and inferential statistics. The multi-stage sampling technique was adopted to access the sample.

Data Presentation

A total of 384 copies of the questionnaire were administered on the respondents, but 379 were found useful for analysis. The analysis which follows, therefore, is based on the responses of 379 respondents. Also, 235 (62%) of the respondents were male, while 144 (38%) were female. Furthermore, the majority of the respondents (59%) were within the age range of 26-35.

Table 4.1: Respondents’ Frequency of Patronage of Condensed Milk Products

	No. of Respondents	Percentage
Regularly	95	25
Occasionally	212	56
Rarely	72	19
Uncertain	-	-
Total	379	100

Source: Researcher’s field data (2025)

According to data in Table 4.1, the majority of the respondents occasionally patronized condensed milk brands.

Table 4.2: Major Reasons for Respondents’ Patronage of Condensed Milk Products

	No. of Respondents	Percentage
Personal Reasons	212	56
Family Reasons	95	25
Commercial Reasons	72	19
Total	379	100

Source: Researcher’s field data (2025)

The majority of the respondents often patronized condensed milk brands for personal reasons, according to the data in Table 4.2.

Table 4.3: Respondents’ Most Preferred Brands of Condensed Milk Products

	No. of Respondents	Percentage
Peak	121	32
Cowbell	23	6
Miksi	99	26
Dano	23	6
Lactorich	34	9
Three Crowns	42	11
Blueboat	0	0
Yago	8	2
Others	29	8
Total	379	100

Source: Researcher’s field data (2025)

Data in Table 4.3 show that Peak condensed milk is the most preferred condensed milk brand among the majority of the respondents, followed by Miksi.

Table 4.4: Respondent’s frequency of exposure to advertisements of condensed milk brands

	No. of Respondents	Percentage
Regularly	133	38
Occasionally	155	41
Rarely	91	21
Uncertain	-	-
Total	379	100

Source: Researcher’s field data (2025)

The majority of the respondents were occasionally exposed to advertisements of condensed milk brands according to data in Table 4.4.

Table 4.5: Medium Through which Respondents Often Come Across Advertisements of Condensed Milk Brands

	No. of Respondents	Percentage
Newspapers/Magazines	30	8
Billboards	45	12
Sales Promotions	49	13
Radio/Television	91	24
Internet/Social Media	164	43
Total	379	100

Source: Researcher’s field data (2025)

Data in Table 4.5 show that the majority of the respondents indicated that the internet/social media is the medium through which they often came across advertisements of condensed milk brands.

Table 4.6: Responses on the Extent to which Advertising Influences Brand Trust Among Respondents

Option	SA 4	A 3	D 2	SD 1	Total	\bar{X}	Decision
My decision to patronize my preferred condensed milk brand is largely based on advertising messages or promotions	148	201	11	19	379	3.26	Accepted
I have not been disappointed by my preferred condensed milk brand after purchasing it based on advertising claims	134	214	12	19	379	3.22	Accepted
I continue to patronize my preferred condensed milk brand because I trust the information presented in the advertisements of it	173	178	16	12	379	3.35	Accepted
It is unlikely that I will switch to a different condensed milk brand because of an advertisement or promotion	154	195	19	11	379	3.29	Accepted
						3.28	Accepted

Source: Researcher’s field data (2025)

According to the data in Table 4.6, the majority of the respondents, represented by a weighted mean score of 3.35, agreed that they trust the information presented in the advertisements of their preferred condensed milk brand and as a result continue to patronize it. Also, many of the respondents, represented by a weighted mean score of 3.29, think that they are unlikely to switch to a different condensed milk brand due to the influence of an advertisement or promotion.

Table 4.7: Responses on the Extent to which Advertising Influences Emotional Attachment to Particular Condensed Milk Brands Among Respondents

Option	SA 4	A 3	D 2	SD 1	Total	\bar{X}	Decision
I feel warm or happy whenever I see advertisements of my preferred condensed milk brand compared to other brands	121	205	32	21	379	3.12	Accepted
I am always eager to recommend my preferred condensed milk brand, which I often see advertisements of, as well as advertisements of it to my friends and relatives	132	194	43	10	379	3.18	Accepted
I feel happy when someone also patronizes my preferred condensed milk brand, which I often see advertisements of, or shows interest in it due to my recommendation	133	196	0	10	379	3.19	Accepted
I feel sad when I am forced to buy another brand of condensed milk because my preferred brand, which I often see advertisements of, is not available	133	182	53	11	379	3.15	Accepted
						3.16	Accepted

Source: Researcher’s field data (2025)

According to data in Table 4.7, the majority of the respondents, represented by a weighted mean score of 3.19, agreed that felt happy when someone also patronized their preferred condensed milk brand, which they frequently saw its see advertisements, or showed interest in it due to recommendation. Also, many of the respondents, represented by a weighted mean score of 3.18, agreed that they were always eager to recommend their preferred condensed milk brand to their friends and relatives.

Table 4.8: Responses on the Extent to Which Advertising Influences Repeat Purchase Behaviour Among Respondents

Option	SA 4	A 3	D 2	SD 1	Total	\bar{X}	Decision
I am often prompted to patronize my preferred brand of condensed milk due to frequently seeing its advertising messages	137	177	54	11	379	3.16	Accepted

Source: Researcher’s field data (2025)

The majority of the respondents, represented by a weighted mean score of 3.16, agreed that they were often prompted to patronize their preferred brand of condensed milk due to frequently seeing its advertisements as shown in Table 4.8.

Table 4.9: Responses on the Extent to Which Advertising Influences Brand Loyalty Among Respondents

Option	SA 4	A 3	D 2	SD 1	Total	\bar{X}	Decision
I agree that advertising creates a sense of brand loyalty which influences your decision to patronize your preferred condensed milk brand	144	205	19	11	379	3.25	Accepted

Source: Researcher’s field data (2025)

According to the data in Table 4.9, the majority of the respondents, represented by a weighted mean score of 3.25, agreed that advertising created a sense of brand loyalty which influenced their decision to patronize preferred condensed milk brand.

Table 4.10: Other Factors Besides Advertising Which Influence Brand Loyalty to Particular Condensed Milk Brands Among Respondents

	No. of Respondents	Percentage
Price/Affordability	45	12
Net Content	11	3
Popular Demand	30	8
Family Influences	19	5
Health Concerns	15	4
Product Quality	87	23
Nutritional Value	61	16
Taste	111	29
Total		100

Source: Researcher’s field data (2025)

Taste, followed by product quality, was the major factor besides advertising which influenced brand loyalty to particular condensed milk brands among the majority of the respondents, as shown by data in Table 4.10.

Discussion of Findings

Research Question One: What are the Preferred Brands of Condensed Milk Among Consumers of Condensed Milk Products in Akwa Ibom State?

This research question is addressed by data in Tables 4.1, 4.2 and 4.3. The data in Tables 4.1 and 4.2 show that the majority of the respondents often purchase condensed milk products and do so mostly for their personal consumption or for some other personal reasons. Furthermore, as shown in Table 4.3, Peak (32%) and Miksi (26%) are the condensed milk brands which the majority of the respondents most frequently patronize, while Blueboat, Yago and Dano are the least patronized condensed milk brands among the respondents. Therefore, it may be inferred from the data in Tables 4.1, 4.2 and 4.3 that Akwa Ibom State residents often consume condensed milk products and prefer Peak and Miksi to other brands.

This finding is in line with those of Olukoya (2017), Owoeye (2018), and Banjoko (2021). According to Olukoya (2017), Peak condensed milk was ranked as the top-quality

condensed milk brand in the country given that most condensed milk consumers in Nigeria consider Peak as a premium condensed milk brand which offers them the highest level of quality. Similarly, Owoeye (2018) states that Peak, a product from the stable of FrieslandCampina WAMCO, is still the market leader in the dairy segment of the market in Nigeria. It has been in the Nigerian market for a long time, and despite the introduction of various other brands, it remains the brand of choice. Introduced to the Nigerian market more than 65 years ago, Peak condensed milk has dominated the market ever since, and remains the brand to beat despite the introduction of various other brands. The finding that Peak is the preferred condensed milk brand among consumers in Akwa Ibom State is significant in the sense that by the positive disposition towards Peak (a product from the stable of FrieslandCampina WAMCO, a subsidiary of Royal FrieslandCampina NV - a Dutch multinational dairy cooperative based in Amersfoort, Netherlands), condensed milk consumers in Akwa Ibom State are essentially sending their money abroad rather than supporting local dairy farmers and businesses, and this can lead to economic dependence on foreign countries for dairy products.

Research Question Two: To What Extent are Consumers of Condensed Milk Products in Akwa Ibom State Exposed to Advertisements of Condensed Milk Brands?

This research question is addressed by data in Tables 4.4 and 4.5. According to the data in Table 4.4, the majority of the respondents (41%) are frequently exposed to advertisements of condensed milk brands. Also, many of them (38%) regularly come across advertisements of condensed milk brands, while only few (21%) are rarely exposed and none is uncertain about the extent to which they are exposed to advertisements of condensed milk brands. Furthermore, the internet and social media (41%) are the media through which the majority of the respondents are exposed to advertisements of condensed milk brands, followed by radio and television (26%), as shown in Table 4.5. Also, other means through which the respondents are exposed to advertisements of condensed milk brands include sales promotions and billboard/outdoor advertisements. Therefore, it may be inferred that Akwa Ibom State residents are often exposed to advertisements of condensed milk brands through the internet and social media.

This finding is in line with those of Ikpegbu, Ndinojuo, Gbeneka, Diegbeha and Onyekasor (2017), Isiani, Asogwa and Chinelo (2025), Onyechi and Nwabuzor (2021) and Horwood, Mapumulo, Haskins, Doherty, Kingston and Rollins (2024). According to Ikpegbu et. al. (2017), majority (45%) of the residents of Port Harcourt Local Government Area often come across advertisements of condensed milk brands, including Dano Condensed milk, while 33% of them rarely see such advertisements. Also, only 22% of them were uncertain as to the extent to which they are exposed to condensed milk advertisements. Therefore, there is a moderate level of exposure to condensed milk advertisements among residents of Akwa Ibom State. Similarly, Onyechi and Nwabuzor (2021) state that the majority (83%) of breastfeeding mothers in Lagos State usually see or hear of some form of condensed milk-based infant formula advertisement more than once on either social media, television, billboards, posters or magazines. Also, only 17% of them rarely come across condensed milk-based infant formula advertisements through any of the above listed media forms. This implies that breastfeeding mothers in Lagos State often come across advertisements of condensed milk-based infant formulas through various media. Horwood et. al. (2024) also state that the proportion of mothers in different African countries (Morocco, South Africa and Nigeria) who had been exposed to commercial condensed milk formula (CMF) promotions and marketing stood at 41% and varied widely between participants in different

settings ranging from 3% in Morocco, 84% in South Africa and 92% in Nigeria. This implies that there is higher prevalence of exposure to advertisements of commercial condensed milk formula (CMF) in Nigeria than there is in countries such as Morocco and South Africa. Thus, women, as well as other condensed milk consumers in Nigeria, are frequently exposed to advertisements of condensed milk brands. Furthermore, Isiani et. al. state that there is a high penetration of television advertisements of condensed milk brands within residents of Enugu East Local Government Area of Enugu State given that the majority of the respondents (44% and 31%) reported high and moderate levels of exposure to television advertisements of condensed milk brands. It therefore means residents of Enugu State are frequently exposed to television advertisements of condensed milk brands.

Frequent exposure to advertisements of condensed milk brands has far reaching implications for condensed milk consumers in Akwa Ibom State. Since condensed milk advertisements often highlight the health benefits of consuming condensed milk, frequent exposure to condensed milk advertisements may lead individuals to believe that condensed milk is essential for their wellbeing. As a result, they may increase the rate at which they consume condensed milk and dairy products or may include condensed milk in most of their diets with a view to leading healthier lifestyles.

Research Question Three: To What Extent Does Advertising Influence Brand Trust Among Condensed Milk Consumers in Akwa Ibom State?

This research question is addressed by data in Table 4.6, which show that the majority of the respondents (represented by weighted mean averages of 3.35, 3.29, 3.26 and 3.22) agree that they continue to patronize their preferred condensed milk brands because they trust the information which they see in the advertisements of such brands; that they are very unlikely to switch to a different condensed milk brand because of an advertisement or promotion campaign; that their decision to patronize their preferred condensed milk brands is largely due to their being persuaded by advertisements and promotional campaigns associated with such brands, and that they have not been disappointed by their preferred condensed milk brand after purchasing it based on advertising claims. Furthermore, the average mean score of responses on the extent to which advertising influences brand trust among respondents is 3.28, which is significantly higher than the mid-point of 2.00 – 2.50. Therefore, it may be inferred that exposure to advertisements of condensed milk brands significantly influences brand trust among condensed milk consumers in Akwa Ibom State, given that the majority of the respondents continue to patronize their preferred condensed milk brands because they trust the information presented in the advertisements of them.

This finding is in line with those of Bakator, Boric and Paunovc (2017), Pongpaew and Tiangsoongnern (2016), Idris and Dogo (2024), and Sudarshana and Monika (2025). According to Bakator *et al.* (2017), there is a positive relationship between advertising and brand trust because going by the results of the t-test, regression analysis and correlation analysis, the hypothesis that advertising positively influences brand loyalty is accepted. Therefore, it is concluded that advertising, as a marketing environment influencing factor, influences brand trust and brand loyalty which ultimately affects consumer behaviour. Similarly, Pongpaew and Tiangsoongnern (2016) state that the use of integrated advertising often has a positive influence on consumers' brand trust. This implies that the more a company uses integrated advertising (e.g. traditional broadcast media such as television commercials and social media such as Facebook) to promote a particular brand (including condensed milk brands), the level of consumer trust and confidence in the brand is bound to increase. Therefore, advertising content which demonstrates brand competency and

emphasizes brand reputation is essential for enriching brand trust among consumers. Idris and Dogo (2024), as well as Sudarshana and Monika (2025), also state that numerous brands have successfully leveraged advertising strategies such as targeted marketing, influencer collaborations, informative campaigns and digital marketing to build consumer trust in their brands and also influence consumer behaviour with a view to boosting sales and increasing their presence in the market. Given this, it is obvious that advertising has facilitated the development of trusted relationships between consumers and certain specific brands, making it an increasingly critical medium for brands seeking to optimize brand loyalty.

The finding that exposure to advertisements of condensed milk brands significantly influences brand trust among condensed milk consumers in Akwa Ibom State has several implications. One of such is that condensed milk brands that are able to build trust through advertising are more likely to have a competitive advantage over other brands in the market. This is because consumers are more likely to choose a brand which they trust over competing brands. Also, there is every tendency that customers are more likely to develop stronger brand loyalty towards trusted condensed milk brands, and this can lead to repeat purchases and long-term relationships with the brand. Also, increased brand trust due to advertising can result in a positive brand image for preferred condensed milk brands in Akwa Ibom State. This is because the more customers have trust for a particular brand, the more likely they are to perceive the brand as reliable, trustworthy and of high-quality. As a result, they are more likely to purchase the brand, thereby leading to higher sales and increased revenue for the company.

Research Question Four: To What Extent Does Advertising Affect Emotional Attachment to Brands of Condensed Milk Products Among Milk Consumers in Akwa Ibom State?

This research question is addressed by data in Table 4.6, which show that the majority of the respondents (represented by weighted mean averages of 3.19, 3.18, 3.15 and 3.12) agree that they often feel happy when someone also patronizes their preferred condensed milk brand, which advertisements they often view, or are always eager to recommend their preferred condensed milk brand. Furthermore, the average mean score of responses on the extent to which advertising influences emotional attachment to particular condensed milk brands among respondents is 3.16, which is significantly higher than the mid-point of 2.00 – 2.50. Therefore, it may be inferred that exposure to advertisements of condensed milk brands significantly influences emotional attachment to particular condensed milk brands among milk consumers in Akwa Ibom State.

This finding is in line with those of Smith and Jones (2021), Phat and Uyen (2021), Niazi, Siddiqui, Shah and Hunjra (2022), Vrtana and Krizanova (2023), and Sunil (2025). According to Smith and Jones (2021), consistent and emotionally appealing advertising significantly influences consumer brand loyalty in the dairy sector. This is because consumers who are frequently exposed to condensed milk brand advertisements are more likely to develop a strong emotional attachment to the brand, resulting in repeat purchases and higher loyalty levels. Phat and Uyen (2021) also note that advertising messages and campaigns which resonate with audience members' predisposition or attitudes towards certain specific products of brands often create very strong emotional attachments to these products or brands. This means, if consumers are positively predisposed to a particular brand and the positive features and values of the brand are constantly highlighted or emphasized in its advertisements or the audience members find the advertisement interesting or exciting, then it is likely that consumers will not only purchase the product at every opportunity but will always perceive the brand in a positive light: a clear indication of

the strong emotional connection which has been formed between the customers and the brand. According to Niazi et. al. (2022), consumers often purchase products to which they have some form of emotional attachment, and these attachments are created mainly through advertisements of various forms which they find emotionally appealing. Similarly, Vrtana and Krizanova (2023) found that advertising with an emotional appeal can create a certain form of positive mood depending on the customer's age. In this case, a strong emotional connection between the customer and the brand can be created. Therefore, the use of emotional appeals in the advertising space often creates an emotional connection with certain brands, including condensed milk brands. Sunil (2025) notes that there is a positive relationship between advertising and emotional attachment to certain specific brands given that more than 72% of the respondents agree that feelings of happiness and excitement are aroused in them upon seeing advertisements of either Nike or Adidas products. Furthermore, more than 54% of them indicated that the emotional appeal of these advertisements significantly influenced their purchasing decisions. Therefore, advertisers and marketers can leverage the emotional appeals of advertising strategically to foster stronger connections with their consumers, build brand loyalty and also create memorable campaigns which stand out in a competitive marketplace.

The finding that exposure to advertisements of condensed milk brands significantly influences emotional attachment to particular condensed milk brands among milk consumers in Akwa Ibom State has several implications, one being that it can result in higher brand advocacy for preferred condensed milk brands in the State. This is because customers who are emotionally attached to particular condensed milk brands are more likely to recommend their preferred condensed milk brands to others either through word-of-mouth or through their engagements on social media platforms. These advocacy efforts expand the potential for the brand to attract new customers. Also, emotional attachment to particular condensed milk brands among milk consumers in Akwa Ibom State due to advertising can result in deeper and more meaningful long-term relationships between condensed milk brands and customers in the sense that customers who develop strong emotional attachments to particular condensed milk brands are more likely to remain loyal to such brands and purchase them consistently over time. In addition, they may even be willing to pay a premium for their preferred condensed milk brands and may be less swayed by competing brands or promotional offers no matter how compelling they may seem. This is supported by Joshua et. al. (2025) who state that frequent exposure to advertisements strengthens emotional attachment to a brand in the sense that consumers tend to develop stronger emotional connections with brands which they repeatedly see advertisements of, and this in turn strengthens their loyalty to such brands. As a result, they find themselves engaging with these brands mainly by making repeated purchases of it or trying to get people around them to also purchase these brands.

Research Question Five: To What Extent Does Advertising Encourage Repeat Purchase Behaviour of Condensed Milk Products Among Milk Consumers in Akwa Ibom State?

This research question is addressed by data in Table 4.6, which show that the majority of the respondents (represented by a weighted mean score of 3.16) agree that frequently being exposed to advertisements of their preferred condensed milk brands often prompts them to keep patronizing such condensed milk brands. Given that the weighted mean score of responses on the extent to which advertising influences repeat purchase behaviour among respondents is significantly above the mid-point of 2.00 – 2.50, it may, therefore, be inferred that that exposure to advertisements of condensed milk brands significantly encourages

repeat purchase of preferred condensed milk brands among milk consumers in Akwa Ibom State.

According to Ofosu-Boateng and Agyei (2020), advertising and brand awareness is a major influencing factor on customer's decision to repeatedly patronize the services of the State Transportation Company in Accra, Ghana, and the relationship between the variables is statistically significant. Gani (2024) also notes that advertising plays a pivotal role in steering brand preferences and choices, and ultimately influences consumer buying behaviour. This is because majority of respondents agreed that they were frequently exposed to advertisements of 'Dove' and 'Head and Shoulders', and as a result were compelled to purchase these brands whenever they went shopping for cosmetics. Advertising has a statistically significant influence on consumers' buying behaviour as well as on customers' awareness, interest and conviction. As customers become more aware of a product, they tend to develop interest in it and are compelled to give it a try. After trying the product for a number of times, they develop a certain level of trust and conviction in the product and, coupled with the influence of subsequent advertising messages, continue to buy and use the product mainly because the quality of the product matches the expectations which they had formed about the product by virtue of the advertisements which they saw or heard about. Therefore, advertising first creates awareness, cultivates interest, builds conviction and encourages repeat purchase behaviour among brand customers. Also, Joshua *et al.* (2025) point out that there is a significant positive relationship between advertisement frequency and brand loyalty, indicating that frequent exposure to advertisements not only strengthens attachment to a brand but also brings about consumer engagement with the brand. This implies that consumers tend to develop stronger emotional connections with brands which they repeatedly see advertisements of, and in turn find themselves engaging with these brands mainly by making repeated purchases of it or trying to get people around them to also purchase these brands. Furthermore, Barbu effective advertising campaigns have a significant positive impact on the buying behaviour of dairy customers in the sense that they increase the awareness and the attractiveness of dairy products. This way, the minds of consumers are conditioned to believe that they need these products, and they are more likely to often purchase these intensively promoted dairy products. This implies that advertising is a powerful tool in influencing repeat purchase behaviour among consumers of both dairy and agric-food products.

The influence of condensed milk brand advertisements on repeat purchase behaviour has far-reaching implications for the brands. For instance, the correlation between advertising exposure and repeat purchase behaviour can compel condensed milk brands to invest more in marketing strategies, including digital marketing and traditional media with a view to maximizing their reach and enlarging their market share. Also, brands which successfully influence repeat purchase behaviour through advertising may have more flexibility in pricing. Because consumers consistently patronize them, the brands can raise their prices above the market value and, by so doing, increase their profit margins. But in doing this, they must be careful to ensure that their prices remain within the reach of the consumers. Otherwise, they risk overpricing their products and losing their customers to other brands whose products are less expensive.

Research Question Six: What Factors Other Than Advertising Affect Brand Loyalty Among Condensed Milk Consumers in Akwa Ibom State?

This research question is addressed in Table 4.10, which shows that some of the major factors, besides advertising, which tend to influence brand loyalty among the majority of the

respondents include the taste of the product and the quality of the product. Of these two factors, the taste of the product had the highest percentage (29%); followed by the quality of the product (23%). Therefore, it may be concluded that the major factors, besides advertising, which often influence brand loyalty among condensed milk consumers in Akwa Ibom State are the taste of the product and the quality of the product.

This finding is in line with those of Aaker (2016). According to Aaker (2016), factors such as quality and consistency are crucial determinants of customer satisfaction, which in turn leads to brand loyalty. If a condensed milk brand consistently meets or exceeds consumer expectations in terms of taste, freshness and quality, consumers are more likely to patronize and remain loyal to that brand. In countries such as Nigeria, brands such as *Peak Condensed milk* and *Frisco* are preferred by consumers who prioritize rich, creamy taste and reliable quality. Therefore, brands that offer consistently fresh condensed milk with no off-flavors or adulteration build trust among consumers, creating long-term preferences. When taste and quality are the major factors, besides advertising, which influence brand loyalty among condensed milk consumers in Akwa Ibom State, a number of implications may arise. One of such implications is that brand loyalty may become more difficult to establish or maintain. This is because consumers tend to prioritize taste and quality over brand recognition and association. In other words, consumers may become more prone to switching between different brands based on their own personal preferences rather than sticking with one brand due to advertising exposure. Also, word-of-mouth recommendations may become more important than advertising campaigns in influencing brand loyalty in the sense that customers rely more on personal experiences and opinions to make purchasing decisions. This places greater responsibility on dairy companies to focus more on product development and quality control so as to ensure that their condensed milk products meet consumer expectations in terms of taste and quality, rather than relying solely on marketing and advertising efforts.

Conclusion

From the findings of this study, it is hereby concluded that there is a relationship between exposure to advertisements of condensed milk brands and brand loyalty among condensed milk consumers in Akwa Ibom State, given that exposure to advertisements of condensed milk brands influences brand trust as well as emotional attachment to particular brands, and also encourages repeat purchase behaviour among milk consumers. However, this exposure plays only a secondary role in influencing brand loyalty, given that taste and product quality are the major factors which primarily influence and affect loyalty to particular condensed milk brands among condensed milk consumers in Akwa Ibom State.

Recommendations

From the findings of this study, the following recommendations are proposed:

- i. Advertisers of condensed milk brands should always highlight the health benefits of consuming condensed milk in their advertisements. This is necessary in order to make consumers see the need for condensed milk intake and also increase the rate at which they consume condensed milk so as to improve public health outcomes.
- ii. Given the influence of advertising on brand trust, condensed milk brand advertisers should ensure that information about their brands is true and credible. This is needful because any misleading or false information about the product may result in distrust for the brand and this can harm brand reputation in the long run.

- iii. Condensed milk brand advertisers should focus on creating emotionally engaging and relatable advertisements which resonate with their target audience. By invoking positive emotions such as happiness, joy, comfort or nostalgia through advertisements, brands can forge deeper emotional connection with customers.
- iv. Condensed milk brand advertisers should monitor the performance of their advertising campaigns and track how they impact repeat purchase behaviour among customers.
- v. Dairy companies should pay more attention to product development and quality control to ensure that their products meet consumer expectations in terms of taste and quality, rather than relying solely on advertising efforts.

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