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RESEARCH ARTICLE

# BRAND RECALL AND CONSUMER PURCHASE BEHAVIOUR IN AUTOMOTIVE LUBRICANTS MARKETS OF LAGOS STATE NIGERIA

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**ABSTRACT**

Brand Recall is the level of awareness that relates to consumers' aptitude to retrieve the brand from memory given the product category using the needs fulfilled by the category or a purchase or usage situation as a clue. The main objective of the study is to examine the relationship between brand recall and consumer purchase behaviour in the auto-lubricants markets of Lagos State Nigeria. The study adopted the descriptive survey design to examine 2,824,047 vehicle owners registered with the Motor Vehicle Administration Agency (MVAA) between 2003- 2013. The proportionate sampling technique (a variant of stratified sampling method) was used to draw a sample of 1,890 to reflect the proportions of auto-technicians in each of the 20 local government areas of the state. Questionnaire was the main instrument for data collection. Simple Regression Analysis and Pearson Product Moment Correlation (r) statistical techniques were used to test the hypothesis. The findings revealed that there is significant relationship between Brand Recall and Consumer Purchase Behaviour in the auto-lubricants markets ($R=0.719$, $R^2= 0.516$, $p< 0.05$). The study concluded that Brand Recall significantly influence Consumer Purchase Behaviour in the auto-lubricants markets of Lagos State, Nigeria. The study recommends a need to strategically deploy regular and consistent advertising/publicity activities to enhance brand recall hence generate valuable purchases. It is therefore essential that meaningful customer relationship management programmes and activities are established in order to constantly improve brand awareness.

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## INTRODUCTION

Brand Recall is the level of awareness that relates to consumers' aptitude to retrieve the brand from memory given the product category using the needs fulfilled by the category or a purchase or usage situation as a clue. There are various studies (Shah et al, 2012; Balakrishnan et al, 2012; Chi et al, 2009) that had stated that brand recall has a great impact on buying behaviours of consumers. Recall is a physiological factor that plays a key role in consumers' day-to-day living and activities. Recall rather than recalling knowledge from mind has a lot more function as a human internal process notably the learning process. The historical knowledge and experiences have significant impact on current thinking, senses and behaviour (Kasemi, Hoseini and Moradi 2014). If it is accepted therefore that buying behaviour is a learning action, then we can say conveniently that recall has start up function for consumer behaviour and the decision making process. Where the recall is assisted through the provision of recall aids like logo, images, etc then it is called 'aided recall' but where a consumer easily recalls a brand without any such aid, we have what is called 'unaided recall'. Suffice to add at this juncture that a brand with unaided recall has a higher level of awareness than a brand with aided recall.

The importance of advertisement and other communication applications in creating recall networks cannot be over-emphasized. However, the interaction of brand collaboration senses create important buying behaviour and preferences with respect to brands. (Ratnayake, Broderick and Mitchell, 2010). To this end, positive recall of consumers on brand may be a key factor for preference as far as the consumers are concerned. After all, if a brand is remembered by consumers as a good brand, it will create a dominant 'prefer' factor for the brand (Hansen and Christensen, 2007).

It is pertinent to note that good brand recall has a number of valuable effects. It forms the basis for a clear and attractive brand image; the recall of one brand blocks off the other brands from the range of alternatives in which the consumers makes his or her decision; brand recall coupled with high consumer satisfaction levels translates into consumer loyalty and within a set of familiar brands consumers pick the ones better known to them especially if they cannot see any special differences between the competing offerings.

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### *Statement of the problem*

The challenge in the lubricants industry is that most manufacturers had downplayed the importance of publicity or brand slogans to creating and sustaining the awareness level of their brands. Slogans are short phrases that communicate descriptive or persuasive information about the brand (Keller, 2003). A slogan can also capture the essence of a brand and become an important part of the brand equity. (Aaker, 2002). More often than not, slogans often appear in advertisement but play vital role on packaging and in different other marketing activities. Slogans function as useful "hooks" or "handles" to help consumers grasp the meaning of a brand in terms of its positioning and summarize the theme of advertisements. (Kohli & Leuthesser, 2001). According to Aaker (2002), if a brand is "packaged meaning", a slogan can be the ribbon that ties the package together and provides an extra touch. In today's market place all brands need to employ slogans, enhance its brand image, aids its recognition and recall and help create brand differentiation in consumers' minds. (Kohli, Leuthesser & Suri, 2007).

Furthermore, a cursory look at the industry reveals a consistent decline or outright lack of use of jungles to either promote the brands or reinforce differentiating features of the brand. Jingles are musical messages written around the brand. These are composed by professional songwriters with enough catchy choruses and hooks to turn them permanently registered in the minds of listeners – willingly or unwillingly (Keller, 2003). By employing scent, sound and material textures in consumers' experiences, today's marketers are finding new ways to build stronger connection to their consumers and drive preference for their brands. It is critical for manufacturers of lubricants to know and appreciate the impact of engaging all the senses. Like other brand elements, jingles are not transferable but they communicate brand benefits in clever and amusing ways and enhance brand awareness (Keller, 2003). Jingles often have a way of connecting with the emotional receptors of consumers than advertisements without them.

### *Objective of the study*

To examine the relationship between brand recall and consumer purchase behaviour in the auto-lubricants markets of Lagos State Nigeria.

### *Hypothesis of the study*

**$H_0$:** Brand Recall does not significantly influence consumer purchase behaviour.

### *Scope/Significance of the study*

The scope of this study covered vehicle owners that patronize registered Nigerian Automative Technicians Association – NATA – mechanic villages as well as such registered members of NATA in Lagos State. Brand awareness is an important indicator of a consumer's knowledge about a brand, the strength of a brand's presence in the consumer's mind and how easily that knowledge can be retrieved from memory. It is pertinent to state that in the lubricant family, automotive accounts for over 84% of the aggregate market share as at December, 2013 (NNPC, 2013). Consequent upon this, the study did not involve consumers of industrial lubes and greases. This exclusion of lubes and greases is justified due to the widely prevalent and common use of automotive lubricants compared with the limited, restricted and more specialized use of lubes (Marine, Power, Transformer) and greases.

It is therefore expected that study such as the one being proposed in a developing economy like Nigeria will contribute to the body of knowledge in providing empirical evidence on the importance of brand awareness to choice. It is expected also that the findings of this study will have important policy implication thrusts for Nigerian marketers, marketing firms, brand builders as well as other policy makers. Findings from a study like this should of necessity, trigger further research efforts through the provision of valid and reliable data on consumer behaviour for future use by researchers.

## LITERATURE REVIEW

There are various studies that had stated that brand recall has a great impact on the buying behaviour of consumers. This level of awareness relates to consumers' aptitude to retrieve the brand from memory given the product category using the needs fulfilled by the category or a purchase or usage situation as a clue (Trivedi, 2013). This also found support in other studies (Shah et al, 2012; Balakrishnam, et al, 2012) that stated that brand recall has an impact on buying behaviour of consumers, typifying recall as a physiological factor that plays a key role in consumers' day to day living and activities. Its requirements are that consumers should correctly generate the brand from memory when given a relevant cue.

Aydim (2014) in his study, The Relation Between Positive Brand Emotion and Recall examined the relationship between advertising likeability, advertising memory and emotions to brands. He found out and concluded that brand memory and advertising memory are mental storage that consumers apply to while making decisions about brands and buying. In other words, a positive 'Ad' memory for a given brand plays an effective role for consumers to develop a positive emotion towards that brand. Ratnayake, Broderick and Mitchell (2010) also used their work to buttress the position of Keller (1993) that one of the important models on mechanism of recall process is semantic network that explain knowledge stored in mind as collaborated nodes. The activation time of recall happens based upon the node code.

Brands image and brand identification occurs when consumers read for brand components using advertisement and other communication application to create recall networks. On this note, the positive recall of consumers on brand may be one of the factors for brand preferences for consumers especially as being remembered by consumers as good brand will create a dominant prefer factor for the brand (Hansen and Christensen, 2007).

Azaze-Azizi and Kim (2013) investigated the impact of brand recall and brand attitude on purchase intention in Advergames among Malaysian gamers. In addition, the antecedents

towards brand recall and brand attitude were also examined to measure their influences on purchase intention. The study found out that self-brand congruity, entertainment and brand placement acceptance were found to have significant relationship with brand attitude and purchase intention. Also, both entertainment and brand placement acceptance were found to have significant relationship with brand recall, just as brand recall and brand attitude have positive relationship with consumer purchase intention.

The impact of brand recall towards consumers' attitude can be different according to the factors involved in the relationship. Gross (2010) further confirmed that the degree of congruity between the product category of brand and game content influences brand memory. He discovered that highly incongruent brands are better recalled than either moderately incongruent or highly congruent brands. Where the recall is assisted through the provision of aids like logo, images, etc, then it is called 'aided recall' but where a consumer easily recalls a brand without any such aid, we have what is called 'unaided recall. It is apt to add at this juncture that a brand with unaided recall has a higher level of awareness than a brand with aided recall.

This assertion further supports the result of Trivedi's (2013) work done on customers' buying intention with aided and unaided recall. To drive home the point, different variables that were considered significant like interest-value, comprehensibility, believability, memorability, etc. were tested and the study concluded that brand recall through TV commercial has a significant impact on the consumer buying behavior. Furthermore, it was also revealed that advertisements with humour were easier to recall and had lasting impact (Trivedi, 2013).

Several other marketing literatures also suggest that advertising can affect brand choice through favourable association, perceived quality and use of experience (Keller, 1998). Using a firm-based measure of brand equity derived from financial data, Simon and Sullivan (1993) found a positive relationship between advertising and brand awareness. Also, using household purchase data in their study, Jedidi, Mela and Gypta (1999) also found a positive relationship between advertising and brand awareness. Therefore, the importance of advertisement and other communication applications in creating recall networks cannot be over-emphasized.

## METHODOLOGY

The study adopted a descriptive survey design while the target population comprised 2,824,047 registered vehicle owners between January, 2003 and December, 2013 and the 975,000 Auto Technicians found in NATA register in Lagos State. The sample frame were the owners of serviceable vehicles with service history of between 4-12 weeks as well as auto-technicians in registered mechanic villages in Lagos State. The formular for sample size determination for a finite population as expressed by Krejcie and Morgan (1970) and used by Research Advisors (2006) was used to draw a sample of 1,890 (vehicle owners auto- technicians) using the stratified sampling method, while its variant, proportionate sampling technique was used to reflect the proportions of the people in each local government area of Lagos State. Questionnaire was the main instrument for data collection measured on a 6-point Likert scale from Strongly Agree to Strongly Disagree. The data were analysed and hypothesis tested using descriptive statistical techniques of Karl Pearson's Product Moment Correlation (r) and Simple Regression Analysis with the aid of the Statistical Package for Social Sciences (SPSS).

## RESULTS AND ANALYSIS

**Table 1** Model summary of the relationship between brand recall and purchase behaviour.

| Model | R | R Square | Adjusted R Square | Std Error of the Estimate |
|---|---|---|---|---|
| 1 | .719[a] | .516 | .515 | .848 |

Source: Statistical Analysis, 2015.

Table 1 indicates that there is a positive strong relationship between brand recall and purchase behaviour with correlation coefficient of 0.719 and R. Square of 0.516; that is, 51.6% variation/change in choice of a lubricant is accounted for by brand recall. The adjusted R. square is 0.515, with standard error of the estimate at 0.848.

**Table 2** Summary showing the Analysis of Variance (ANOVA) on the relationship between brand recall and purchase behaviour.

| Model | Sum of Squares | df | Mean square | F | Sig. |
|---|---|---|---|---|---|
| Regression | 1441-700 | 7 | 205.957 | 286.564 | .000[b] |
| Residual | 1350.463 | 1879 | .719 | | |
| Total | 2792.163 | 1886 | | | |

Source: Statistical Analysis, 2015.

The ANOVA table has F-value of 286.564 with sig. value of 0.000. This shows that the model is significant which implies that we accept the alternative hypothesis and conclude that; brand recall has significant influence on purchase behaviour.

The model for the hypothesis is:

$$Y=\beta_o+\beta_1 x_1+\beta_2\chi_2+\beta_3\chi_3+\beta_4\chi_4+\beta_5\chi_5+\beta_6\chi_6+\beta_7\chi_7+e_i$$

Where:

Y =There are no close substitutes to this brand that is why I keep patronizing it:

$\chi_1$ =I can remember some lubricants without seeing them.

$\chi_2$ =I can tell the difference between some lubricants.

$\chi_3$ =I remember the sales promo on some lubricants.

$\chi_4$ =Only time I can recollect the brand is when I remember the price and function of the brand.

$\chi_5$ =I know just some of the features of the lubricant.

$\chi_6$ =I know quite a number of people that use the lubricant.

$\chi_7$ =The brand of lubricant improves the performance of the engine very well.

**Table 3** Coefficients of Brand Recall and Purchase Behaviour

| Model | Unstandardized Coefficients | | Standardized Coefficient | t | Sig. |
|---|---|---|---|---|---|
| | B | STD. Error | Beta | | |
| (Constant) | .1.692 | .182 | | 9.282 | .000 |
| I can remember some lubricant without seeing them | .090 | .040 | .045 | 2.228 | .026 |
| I can tell the difference between some lubricants | .062 | .034 | .053 | 1.802 | .072 |
| I remember the sale promo on some lubricants | -.059 | .019 | -.071 | -3.145 | .002 |
| Only time I can recollect the brand in when I remember the price and function of the brand | -.073 | .025 | -.061 | -2.985 | .003 |
| I know just some of the features of the lubricant | .944 | .047 | .784 | 20.268 | .000 |
| I know quite a number of people that uses this lubricant | -.014 | .036 | -.014 | -.381 | .703 |
| The brand of lubricant improves the performance of the engine very well | -.346 | 0.32 | -.218 | -10.894 | .000 |

Source: Statistical Analysis, 2015.

In order to ascertain recall factors that are significant, the coefficient table gave details of these factors. For instance, two factors "I can tell the difference between some lubricants"; "I know quite a number of people that use this lubricant" are not significant. But, "I can remember some lubricants without seeing them" and "I know just some of the features of the lubricant" contributed positively and are significant with their sig. values < 0.05. However, the knowledge of the consumer about the features of the lubricant contributed highly to purchase behaviour. This indicates that even if there are substitutes consumers will continue to purchase the same lubricant.

Furthermore, "I remember the sales promo on some lubricants"; "Only time I can recollect the brand is when I remember the price and function of the brand"; and "The brand of lubricant improves the performance of the engine very well" contributed negatively and are significant. The implication of this is that consumers will tend to stop the purchase of a product/particular brand once these factors are lacking. It is sales promo that contributed largely more amongst these factors that contributed more negatively. Therefore, the model is:

$Y = 1.692 + 0.090_{x1} + 0.062_{x2} - 0.059_{x3} - 0.073_{x4} + 0.944_{x5} - 0.014_{x6} - 0.346_{x7}$

## DISCUSSION

The result above is in agreement with the empirical works of Khuong and Bichtram (2015), Abideen and Saleem, (2014), Aydin, (2014); Azaze and Kim (2013), Trivedi, (2012); Shah et al (2012), Balakrishan (2012), Kim and Chung (2011), Chang and Liu (2009), Morrison, (1999) and Brosekhan and Velayntham (2013), all of which confirmed and concluded that brand recall has a great impact on the buying behaviour of consumers. They isolated the work of Trivedi (2013) that this level of awareness (Recall) relates to consumers' aptitude to retrieve the brand from memory given the product category. The finding of Shah et al (2012) also underscored this finding that brand recall has an impact on buying behaviour of consumers typifying recall as a physiological factor that plays a key role in consumers' day to day activities. In the study of Azaze-Azizi and Kim (2013) which investigated the impact of brand recall and brand attitude on purchase intention in Advergames among Malaysian gamers, it was found out that self brand congruity, entertainment and brand placement acceptance were found to have significant relationship with brand attitude and purchase intention.

In yet another study which confirmed the finding of this current study, Morrison (1979) analyzed purchase behaviour along with other attitude measures used for predicting actual buying behaviour. The study presented a valuable work on the use of purchase intentions in evaluating the effectiveness of automobile advertising. In some other close studies, Alreck and Settle (2011) had purchase behaviour as one key input for a new product model while Bass, Pessemier and Thangam (2013) used purchase intention in their well known soft drink study.

Chang and Liu (2009) found a relationship between brand equity and purchase behaviour. According to Keller (2003) brand awareness (recognition, recall) plays an important role in consumer decision making and through it bring about three advantages viz: Learning advantages, consideration advantages and choice advantages. Brand association represent basis for purchase decisions and also create value to the firm as well as to its customers. To this end Aaker (1991) highlighted the benefits of brand association as follows: helping to retrieve/process information, differentiating the brand, generating a reason to buy, creating positive attitudes/ feelings and providing a basis for extension.

Goutam's (2013) work which focused on soft drinks with research areas on brand ambassadors, recognition and price is also in agreement with the current study through the confirmation that there are many brands in the market that celebrity endorsement can be effectively used to establish a good brand recall. For its far reaching implications, the work of Bakshi (2012) investigated the impact of gender on consumer purchase behavioras well as the differences at various levels of purchase decision. As it is in today's contemporary market place, gender is not only a market segmentation variable but a variable that has tremendous impact on purchase decision of consumers.

Brand recall can therefore be classified into two broad categories: aided and unaided. Where the recall is assisted through the provision of aids like logo, images, etc then it is called 'aided recall' but where a consumer easily recalls a brand without any such aid then we have what is called 'unaided recall', clearly, a brand with unaided recall has a higher level of awareness than a brand with aided recall. Trivedi's work (2013) supported this assertion in his study done on customers' buying intention with aided and unaided

recall. The study also revealed that advertisements with humour were easier to recall and had lasting impact.

## CONCLUSION

Clearly advertisements as well as other communication applications are important in creating recall networks that will further boost the positive relationship identified between advertising and brand awareness. In the same vein, Simon and Sullivan (1993), Keller (1998) both found a positive relationship between advertising and brand awareness. In the final analysis, marketers and brand builders should concentrate their effort more or less on brand equity components, which if increased will contribute positively to their firm's brand equity and as a result increase intention to purchase a specific brand.

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