

## **Influence of Dangote Noodles Advertisements on Purchasing Habits of Consumers in South-East, Nigeria**

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### **Abstract**

This study investigates the impact of Dangote Noodles advertisements on consumer purchasing behaviour in South-East Nigeria. It employed the Cognitive Dissonance Theory and Social Exchange Theory to analyze the influence of advertisements on consumer attitudes, brand awareness, and purchasing decisions. A quantitative research design was used which is the descriptive survey. From a total population of 16,381,729, a sample size of 400 respondents was arrived at, using the Taro Yamane formula. Data were collected from 391 valid responses across three states—Anambra, Enugu, and Imo. The findings revealed that Dangote Noodles advertisements significantly influence consumer behaviour, with more than 97% of respondents indicating familiarity with the brand. Key factors such as emotional appeal, brand trust, and product visibility were identified as influential in shaping purchasing decisions. The study also highlighted the pivotal role of media platforms—including television, radio, and social media—in enhancing brand loyalty and fostering repeat purchases. Based on these findings, the study recommends that Dangote Noodles should focus on emphasizing product quality in its advertisements, consistently showcasing the product's superior quality and nutritional benefits. Additionally, it suggests expanding distribution channels to ensure broader availability in various retail formats, including local markets and supermarkets, while also establishing avenues for consumer feedback to better understand preferences and experiences. Finally, the study proposes that future research extend the scope of this investigation to explore broader market trends. Implementing these recommendations will enhance Dangote Noodles' advertising effectiveness, increase consumer engagement, and foster long-term brand loyalty in an increasingly competitive market.

**Keywords:** advertisements, Dangote noodles, habits, consumers

### **Introduction**

The instant noodle market in Nigeria has experienced remarkable growth in recent years, fueled by changing consumer lifestyles, urbanization, and an increasing demand for

affordable, convenient meal options. One of the leading brands in this market is Dangote Noodles, a product of the Dangote Group, which has successfully utilized aggressive marketing strategies and robust distribution networks to establish itself as a household name across Nigeria, including the South-East region (Onyango, Bwis & Odhiambo, 2020). However, Advertising plays a crucial role in promoting products, as it involves raising awareness of a product's benefits and uses, making it accessible to those in need, and ultimately satisfying the advertiser's goal of increasing sales. Fam, Walker, Run & He (2013) assert that producers often advertise their products to drive sales, achieve economies of scale, and maintain competitive pricing. Additionally, advertising is essential when introducing new products to the market, as it facilitates market penetration in the presence of established brands (Ebrahim, 2013; Mehta, Chen & Narasimhan, 2013). Mass media performs the critical function of connecting buyers and sellers through advertisements, creating a bridge for consumers to learn about products (Karlsson, 2007).

While the influence of advertising on consumer behavior is widely recognized, limited academic research has focused specifically on the impact of Dangote Noodles advertisements on purchasing habits in South-East Nigeria. Although studies have explored the general effectiveness of advertising in Nigeria, there remains a gap in understanding how these marketing strategies influence consumer decisions within the South-East regional context (Benson, 2005). According to Okpara (2012), the success of a product depends on building consumer awareness and motivating purchase intention.

This study seeks to address this gap by investigating how Dangote Noodles advertisements influence consumer purchasing decisions in the South-East, examining factors such as media consumption patterns, brand perception, emotional appeal, and product messaging. The findings will contribute valuable insights to the growing body of knowledge on advertising effectiveness in Nigeria, providing marketers and businesses with guidance on refining strategies in a competitive market. Moreover, the study findings will help enhance the public understanding of the relationship between advertising and consumer behaviour, particularly in the dynamic food and beverage sector in South-East Nigeria. Besides, the impact of advertising on consumer purchasing behaviour is well-documented, especially in

fast-moving consumer goods (FMCG) sectors. In the competitive instant noodles industry in Nigeria, Dangote Noodles has emerged as a key player, utilizing a variety of advertising strategies to influence consumer preferences and purchasing decisions. However, despite substantial investments in advertising campaigns, there is limited research on how these advertisements specifically affect consumer purchasing behavior in the South-East region of Nigeria, where cultural, economic, and social factors may differ from other regions. The South-East, with its distinct cultural identity, economic trends, and demographic diversity, presents a unique market for Dangote Noodles. The region, home to a significant portion of Nigeria's population, has seen a rising demand for affordable, convenient food products such as instant noodles. However, the extent to which Dangote Noodles advertising impacts consumer decisions in this region remains underexplored. It is still unclear how different forms of advertising (television, radio, print, and digital) influence consumer behavior regarding brand preference, product selection, and purchase frequency. Furthermore, factors such as socio-economic status, age, gender, and education may influence how these advertisements affect consumer behavior.

Given the gap in literature, this study explored how advertising messages and media platforms shape consumer attitudes toward the brand, and how these advertisements influence both immediate and long-term purchasing behavior. Understanding these dynamics is crucial for refining marketing strategies and brand positioning efforts. The problem is to assess how Dangote Noodles advertisements shape consumer preferences, brand loyalty, and purchasing behavior, and to identify the key factors within these advertisements that drive consumer actions. Addressing this issue provided valuable insights for Dangote Noodles and other stakeholders in the instant noodles industry, enabling them to better tailor their advertising strategies to meet the unique needs of consumers in the South-East region of Nigeria.

### **Purpose and Specific Objectives**

The general objective of this study is to examine the influence of Dangote Noodles advertisements on the purchasing habits of consumers in South-East Nigeria. The specific objectives include to:

1. Investigate the level of exposure to Dangote Noodles advertisements among consumers in South-East Nigeria.
2. Identify the most accessible medium for exposure to Dangote Noodles advertisements in South-East Nigeria.
3. Ascertain how Dangote Noodles advertisements are perceived by consumers in South-East Nigeria.
4. Establish how Dangote Noodles advertisements influence the purchasing habits of consumers in South-East Nigeria.

## **Literature Review**

### **Dangote Noodles Advertising**

Dangote Flour Mills Plc, a subsidiary of Dangote Industries Limited, manufactures a variety of wheat products in Nigeria, including bread flour, pasta, and noodles. Dangote Noodles is one of the company's flagship products, and its advertising campaigns have played a key role in building brand recognition and influencing consumer preferences. Dangote Flour Mills operates flour mills in Apapa, Kano, Calabar, and Ilorin, with a total installed capacity of 5,000 metric tons per day, and subsidiaries include Dangote Pasta Limited, Dangote Noodles Limited, and Dangote Agro Sacks Limited. Notable Dangote Noodles advertising campaigns include:

1. **“Dangote Noodles - Tasty, Quick, and Nutritious” Campaign:** This advertisement emphasizes the convenience and nutritional benefits of Dangote Noodles, ideal for busy individuals. It often features a family preparing and enjoying the noodles, highlighting its affordability and ease of preparation. The tagline “Tasty, quick, and nutritious - Dangote Noodles” reinforces these attributes.
2. **Television Advertisement:** One memorable television ad depicts a busy professional preparing breakfast in under three minutes by cooking Dangote Noodles. The commercial concludes with the tagline, “Dangote Noodles - Taste that keeps you going.”

3. **Catchy Jingles:** Dangote Noodles also uses jingles in both TV and radio ads. A well-known jingle, “Dangote Noodles, Tasty for all... Quick to cook, and easy to love,” reinforces the brand's key selling points of taste, convenience, and broad appeal.

### **Review of Empirical Studies**

Thompson (2022) examined the impact of Dangote Noodles advertisements on consumer purchasing behavior in Abuja. This study focused on the effectiveness of advertising, consumer perceptions, and sales impact. It analyzed the role of various advertisement formats and channels in influencing brand awareness, preference, and actual purchase decisions. The research used a survey method and focused on residents of Abaji, Bwari, and Gwagwalada Local Government Areas. The study found that advertisements significantly influenced local consumer decisions, with many respondents indicating a higher likelihood of purchasing Dangote Noodles after exposure to the adverts, particularly due to the brand's emphasis on quality, taste, and affordability. While this research offers insights into the Abuja region, there remains a gap in understanding the influence of Dangote Noodles advertisements on purchasing habits in the South-East region of Nigeria.

Smith & Johnson (2021) analyzed the impact of noodles advertisements on consumer purchasing intentions. This study focused on how advertising influences consumer intentions to purchase noodles, identifying key factors that drive purchasing intentions and evaluating the impact of various advertisement formats. Using a qualitative research approach, the study assessed the influence of different advertisement channels and content strategies on consumer behavior. Findings revealed that consumers' perceptions of a product, shaped by advertisements, significantly affect their purchasing decisions. While this study focuses on purchasing intentions in general, the present study specifically investigates the influence of Dangote Noodles advertisements on purchasing habits.

Chang & Wu (2019) explored advertising and consumer behavior within the food industry. This study adopted a qualitative research method and aimed to determine how effective advertising enhances brand awareness, influences consumer attitudes, and drives purchasing decisions. The study concluded that advertising significantly impacts consumer perceptions and purchasing habits, with a particular emphasis on the role of advertising

media in determining campaign reach and impact. Although the study highlights the role of advertising in the food sector, it does not specifically address the influence of Dangote Noodles advertisements on purchasing behavior, as the current study does.

Davis, Brown & Lee (2019) examined the effects of advertising on brand perception. Using Social Cognitive Theory, the study analyzed how advertising messages influence consumer attitudes and buying decisions. The findings revealed that advertisements that enhance consumer confidence in using a product positively impact brand perception. While this study focused on advertising's role in shaping brand perception, the present study specifically addresses the influence of Dangote Noodles advertisements on consumers' purchasing habits.

Olise (2018) investigated the influence of advertising messages through communication technology channels on consumer behavior. The study found that advertising messages delivered through various communication channels have a significant impact on consumer behavior by shaping perceptions and influencing purchasing decisions. Olise recommended that advertisers use targeted and personalized messages to increase consumer engagement. However, this study did not focus on measuring the effectiveness of advertising, a key element of the present research, which specifically explores the impact of Dangote Noodles advertisements on consumer purchasing habits.

Smith & Jones (2018) studied consumer responses to advertising, specifically examining how advertising affects brand association, product differentiation, and consumer perceptions in the instant noodles market. Their study found that advertising enhances brand awareness and increases consumer recall of advertisements, which positively influences purchasing behavior. While this research provides insights into consumer responses to advertising, the present study focuses on the specific influence of Dangote Noodles advertisements on consumer purchasing habits.

Duncan (2017) compared advertising with personal selling as promotional tools. The study emphasized the advantages of advertising in reaching a large audience with a single message, as opposed to personal selling, which requires individual interaction. Duncan's

findings reinforce the notion that advertising is a powerful promotional tool but do not directly address the influence of Dangote Noodles advertisements on consumer behavior, which is the focus of the current study.

### **Theoretical Framework**

This study is grounded in two theoretical frameworks: Cognitive Dissonance Theory and Social Exchange Theory, which helped to explain how Dangote Noodles advertisements influence consumer purchasing habits in South-East Nigeria. Cognitive Dissonance Theory, developed by Leon Festinger in 1957, posits that individuals experience discomfort when confronted with contradictory beliefs or information. To reduce this discomfort (or cognitive dissonance), individuals either reject the conflicting information or align their beliefs to match their actions. In the context of Dangote Noodles advertisements, consistent exposure to persuasive advertising messages can lead consumers to justify their purchasing decisions by focusing on the positive attributes of the product highlighted in the advertisements. As consumers buy and consume the product, they may further rationalize their purchase to reduce dissonance, leading to a higher likelihood of repeat purchases.

Social Exchange Theory, developed by George Homans in 1958, suggests that individuals make decisions based on a cost-benefit analysis, weighing the rewards and costs associated with their actions. In the case of Dangote Noodles, advertisements emphasize the perceived benefits, such as taste, convenience, and affordability. Consumers evaluate these benefits against the costs of purchasing the product, and if the perceived rewards are greater, they are more likely to make a purchase. Additionally, advertisements often leverage social cues, such as celebrity endorsements, which can further enhance the perceived value of the product, encouraging consumer purchases.

### **Method**

The study employed a quantitative research method to provide a clear understanding of the influence of Dangote Noodles advertisements on consumer purchasing habits in South-East Nigeria. The quantitative approach involves a survey, conducted in the South-East geopolitical zone of Nigeria, comprising five states: Abia, Anambra, Ebonyi, Enugu, and Imo. Three states were selected through simple random sampling, and 133 respondents were

randomly chosen from each selected state, resulting in a total sample size of 400 participants. The sample size was determined using the Taro Yamane formula to ensure a representative sample.

## Results

### Exposure to Dangote Noodles Advertisement:

**Table 1: Exposed to Dangote noodles advertisement?**

Respondents' exposed to dangote noodles advertisement	Frequency of Exposure		TOTAL
	Regularly	Occasionally	
Yes	41%	59%	100%
No	0%	0%	
<b>Total</b>	<b>(N=160)</b>	<b>(N=231)</b>	<b>391</b>

Majority (59%) of respondents are occasionally exposed to Dangote Noodles advertisements, with 41% regularly seeing the ads. This shows a significant but not overwhelming exposure to the advertisements.

**Table 2: How long have you known Dangote noodles product?**

Options	No of Respondents	Percentage
Less than 5 years	250	63%
6-10 years	101	26%
Over 10 years	40	11%



Total	391	100
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**Source:** Field survey, 2024

Table 2 reveals that most respondents (63%) have known Dangote Noodles for less than 5 years, with a smaller proportion (26%) knowing it for 6-10 years, and 11% for over 10 years.

**Table 3: How often do you expose yourself to Dangote noodles advertisement?**

Options	No of Respondents	Percentage
Regularly	162	43%
Occasionally	211	52%
Undecided	18	5%
Total	391	100

**Source:** Field survey, 2024

When asked how often they expose themselves to Dangote Noodles advertisements, 52% occasionally do, while 43% do so regularly, suggesting that regular and occasional exposure both play significant roles.

### Interest in the Advertisement

**Table 4: What interests you in Dangote noodles advert?**

Options	No of Respondents	Percentage
Contents of the message	234	58%
The logo and color of the advert	57	15%
The characteristics used in the advert	100	26%

Total	391	100
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**Source:** Field survey, 2024

This table shows that majority (58%) of respondents find the content of the message in the advertisement most interesting, while 26% are drawn to the characteristics used in the ad and 15% to the logo and colour.

**Medium of Exposure to the Advertisement**

**Table 5: Medium of Exposure to Dangote Noodles Advertisement?**

Peoples’ exposed to Dangote noodles advertisement	Frequency of Exposure	TOTAL
Television	32%	32%
Radio	4%	4%
Billboard	16%	16%
Internet	18%	18%
Social media platform	30%	30%
Total	100% (N=391)	100% (N=391)

The study revealed that the main channels through which respondents are exposed to the advertisement include television (32%), social media platforms (30%), and internet (18%), suggesting a diverse mix of traditional and digital media influencing the audience.

## Perception of the Advertisement

**Table 6: What is your perception about Dangote noodles?**

Options	No of Respondents	Percentage
Misleading	160	42%
Informative	194	48%
Entertaining	37	10%
Total	391	100

**Source:** Field survey, 2024

This table indicates that most respondents (48%) view the Dangote Noodles advertisement as informative, while 42% consider it misleading. A small percentage (10%) find it entertaining.

**Table 7: How do you perceive the Dangote noodles?**

Options	No of Respondents	Percentage
Fast food	203	51%
A children's food	107	28%
Normal food	81	21%
Total	391	100

**Source:** Field survey, 2024

Data on table 7 shows that 51% of respondents perceive Dangote noodles as a fast food, while 28% see it as a children's food, and 21% as normal food.

**Table 8: Has the advertisement changed your perception of Dangote noodles?**

Options	No of Respondents	Percentage
Yes	280	71%
No	88	23%
Undecided	23	6%
Total	391	100

**Source:** Field survey, 2024

This study established that a significant 71% of respondents say the advertisement has changed their perception of Dangote noodles, suggesting the effectiveness of the ads in influencing consumer perceptions.

### **Influence on Purchasing Behaviour**

**Table 9: Have you been encouraged to purchase the noodles owing to your exposure to the advertisement?**

Options	No of Respondents	Percentage
Yes	113	30%
No	107	28%
Undecided	171	42%
Total	391	100

**Source:** Field survey, 2024

When asked if exposure to the advertisement encouraged them to purchase the noodles, 30% of respondents said yes, while 28% said no, and 42% were undecided. This reflects a mix of uncertainty and potential influence.

**Table 10: Do you agree that Dangote noodles advert has in any way improved the purchasing habits of consumers?**

Options	No of Respondents	Percentage
Strongly agree	203	51%
Agree	107	28%
Undecided	28	7%
Strongly disagree	44	12%
Disagree	9	2%
Total	391	100

**Source:** Field survey, 2024

This table shows that 51% of respondents strongly agree that the advertisement has improved consumer purchasing habits, while 28% agree and 12% disagree. This shows that a majority believe the advertisement has positively impacted purchasing behaviour of consumers.

**Table 11: To what extent does Dangote noodles advert have significant influence on your choice of product?**

Options	No of Respondents	Percentage
To a great extent	254	64%
To an extent	100	26%
Undecided	37	10%
Total	391	100

**Source:** Field survey, 2024

This work shows that 64% of respondents claim the Dangote Noodles advertisement has significant influence on their product choice, indicating a strong impact on purchasing decisions.

**Table 12: How do you feel when you see Dangote Noodles advert?**

Options	No of Respondents	Percentage
Feel happy	71	18%
Feel encouraged to patronize	246	62%
Feel assured of the products	74	20%
Total	391	100

**Source:** Field survey, 2024

As shown in this table, the emotional response to the advertisement shows that 62% of respondents feel encouraged to patronize when they see the ad, while 18% feel happy and 20% feel assured of the product.

## Discussion

The results of this study clearly indicate that Dangote Noodles advertisements have achieved a high level of brand awareness and recognition. With over 97% of respondents indicating familiarity with Dangote Noodles advertisements, the campaign has managed to reach a wide audience. However, while the frequency of exposure shows significant reach (59% occasionally and 41% regularly exposed), the exposure seems more sporadic than continuous, suggesting that many respondents engage with the ads intermittently rather than on a consistent basis. The channels of exposure further reflect the evolving media landscape. Television, with 32% of respondents indicating they are exposed to the ad via this platform, remains a powerful medium. However, social media, closely following with 30%, highlights the increasing importance of digital platforms in reaching today's consumer. With billboards (16%), radio (4%), and the internet (18%) also contributing to the exposure, it is evident that Dangote Noodles utilizes a multi-channel approach to maximize its reach, consistent with modern marketing strategies that leverage diverse touch points.

A significant portion (63%) of respondents has known Dangote Noodles for less than 5 years, suggesting that the brand is still relatively new to many consumers. This aligns with findings from other studies, such as Thompson (2022), which highlight the importance of continued advertising in building brand recognition and influencing purchasing behavior, especially for newer products in the market.

One of the most striking findings of this study is that 64% of respondents claim that Dangote Noodles advertisements have a significant influence on their product choices. This demonstrates the power of the campaign in shaping consumer preferences. As Chang & Wu (2019) and Olise (2018) suggest, advertising that successfully enhances brand visibility and communicates clear product benefits is pivotal in boosting market share and building customer loyalty. Further supporting this, 51% of respondents agree that the advertisements have improved their purchasing habits, with Dangote Noodles positioned as a desirable product in the market. The positive motivational effect of the advertisement is also reflected by the fact that 62% of respondents feel encouraged to patronize when they see the advertisement. These findings highlight the campaign's success in not just creating awareness, but in moving consumers towards purchase decisions.

While a majority (48%) of respondents find the advertisements informative, it's notable that 42% view the ads as misleading, suggesting that there is room for improvement in ensuring clarity and trustworthiness. As Davis, Brown & Lee (2019) found, consumer trust in advertising is critical for influencing purchasing decisions, and this is an area where Dangote Noodles can further enhance its messaging to create stronger connections with its audience. The study also indicates that 51% of respondents perceive Dangote Noodles as fast food, while 28% associate it with being children's food, aligning the product with a convenient meal option for busy consumers and families. However, it's important to note that while the ad successfully influences perceptions, 71% of respondents agree that the advertisement has changed their perception of the brand, underlining the transformative power of a well-executed marketing campaign.

While a substantial 30% of respondents report being encouraged to purchase Dangote Noodles due to the advertisement, the 42% undecided figure suggests that there is still

uncertainty around the direct impact of the ad on purchasing decisions. This mixed response reflects the complexity of consumer behavior, as external factors such as price, availability, and competing products also play roles in purchase decisions. The overall impact of Dangote Noodles advertisements on consumer perceptions, preferences, and purchasing habits is evident. The brand's successful use of television and social media as primary channels, alongside its ability to shape perceptions of the product as a fast food and convenient meal option, highlights the effectiveness of the integrated marketing approach. However, the occasional nature of exposure, as well as some skepticism regarding the clarity of the advertisement's message, suggests areas for refinement, particularly in terms of enhancing frequency and credibility of the advertisement content.

The results from the study suggest that Dangote Noodles advertisements are effective in influencing consumer perceptions and purchasing behavior. A significant number of respondents report regular exposure to the ads, find the content informative, and perceive the product positively, particularly as fast food. The advertisements have a notable impact on encouraging purchases, with a substantial portion of respondents feeling encouraged to patronize the brand. However, a small percentage remains undecided or unaffected, highlighting the complexity of consumer behavior and the varying levels of advertisement influence across different individuals.

## **Conclusion**

This study has successfully shifted the focus from previous studies on general advertising effectiveness to a specific exploration of how Dangote Noodles advertisements shape consumer perceptions, preferences, and purchasing decisions. It highlights the critical role of advertising in driving brand awareness and influencing purchasing behavior in the Nigerian market, particularly within the South-East region. With its multi-channel advertising approach and strong market presence, Dangote Noodles has made significant strides in differentiating itself from competitors. The brand's advertisements have influenced consumer perceptions and purchasing habits, demonstrating the power of effective advertising in shaping consumer behavior and fostering long-term brand loyalty. However, opportunities for improvement remain, particularly in increasing the frequency of exposure and enhancing the clarity of the advertisement's message to further influence



purchase decisions. The study emphasizes that advertising is not only a tool for immediate sales but also a long-term strategy for cultivating lasting consumer relationships, positioning Dangote Noodles favorably within a competitive market.

### **Recommendations**

Based on the findings and conclusions of this study, several recommendations can be made for Dangote Noodles to improve its advertising strategy and further strengthen its position in the market:

1. Dangote Noodles should consistently highlight the superior quality and nutritional benefits of the product in its advertisements. Consumers are becoming more health-conscious, so emphasizing the ingredients and nutritional value can help build trust. Transparency in the ingredient sourcing and production process will further enhance consumer confidence and foster loyalty.
2. The brand should implement regular promotional activities to incentivize purchases. Promotions such as discounts, bundle deals, and loyalty programs will encourage both new and existing customers to try or continue purchasing Dangote Noodles. Offering limited-time discounts or special deals could also create urgency and increase sales during slower periods.
3. Marketing campaigns should reflect local culture and values to create stronger emotional connections with the target audience. Engaging storytelling that resonates with consumers' everyday experiences and cultural nuances can strengthen brand loyalty and foster a deeper connection with the brand. Additionally, promoting community values and connecting with local traditions can set Dangote Noodles apart from competitors.
4. Increasing the availability of Dangote Noodles through various distribution channels is essential for enhancing accessibility and consumer convenience. This includes expanding the product's reach in local markets, supermarkets, and online platforms. Ensuring the product is available in multiple retail formats will allow more consumers to purchase Dangote Noodles easily, regardless of their location or shopping preference.

5. Collaborating with local influencers and community leaders can help amplify Dangote Noodles' marketing message. Their endorsements and influential voices can significantly enhance the credibility of the product, particularly in regions where they have a strong presence. Using such local personalities to convey trust and product benefits can effectively influence purchasing decisions and encourage consumer trust.
6. A segmented marketing strategy should be adopted to tailor advertising campaigns based on different demographic segments, such as age groups, income levels, and geographical regions. By focusing on the preferences and behaviors of specific groups, Dangote Noodles can optimize its engagement efforts and make its advertisements more relevant to different consumer segments, leading to more impactful results.
7. Establishing direct feedback channels (e.g., surveys, social media engagement, or customer service) to understand consumer preferences and experiences will help Dangote Noodles stay attuned to consumer needs. Consumer insights gathered from feedback can guide product development and refine marketing strategies to better meet expectations and improve the customer experience.
8. Continuous market research is essential for monitoring consumer behavior, trends, and competitive dynamics. Regular studies will help Dangote Noodles understand evolving consumer needs and preferences, enabling the company to proactively adapt its marketing strategies and maintain relevance in the competitive market.
9. With increasing consumer awareness around environmental issues, sustainability should be incorporated into the brand's marketing campaigns. Highlighting sustainable sourcing, eco-friendly packaging, and environmentally responsible production processes will appeal to the growing number of consumers who prioritize environmentally conscious brands.

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