

An Empirical Determination of Customers' in Lagos Mainland Perception of the Advertising Slogan-“New or New improved” As Used by Low Risk Brand Marketers

Revised Abstract

The copy claim- “new” or “new improved” has enjoyed generous usage by low risk product marketers in advertising this range of products. The prevalence of this slogan has made it necessary to understand what it stands for, the purpose it is intended to achieve and buyers' perception and use of the slogan. Consequently, this study sought to ascertain whether consumers identify with the advertiser's objective and perceive the slogan as really communicating product revision/improvement based on their collective experience. A descriptive and cross-sectional research design was used in carrying out the study. The respondents for this study were drawn from consumers in Lagos mainland, who are very much active in the low risk market dominated by such products like dental creams, toilet soaps, detergents, etc. A research questionnaire was physically administered to randomly selected respondents in their offices, schools and residents during the month of April, 2013. A convenient sampling technique was used in selecting the sample respondents of 400. The data generated were analyzed using inferential statistics (SPSS version 19). The research hypotheses were tested using one-sample t-test for all null the hypotheses. The results obtained were statistically significant with all the null hypotheses having ($P < 0.0000$), hence were all rejected. The study therefore concluded that consumers in Lagos mainland are aware of these advertising slogans and interpret products with these slogans to be either reformulated or redesigned. Consumers find these slogans believable, arousing, convincing and influential as they are able to recall and put these slogans to use when making product/brand choice.