

**EFFECTS OF NEURO-ASSOCIATIVE PROGRAMMING TOOLS ON
CONSUMER CHOICE OF BRAND IN SOFT DRINK INDUSTRY,
OGUN STATE**

KALU, UZOCHUKWU ABIGAIL

13AD014685

SEPTEMBER, 2021

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BY

KALU, UZOCHUKWU ABIGAIL

(13AD014685)

BSc. Marketing, Covenant University, Ota, Ogun State.

**A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE
STUDIES IN PARTIAL FUFILMENT OF THE REQUIREMENTS FOR THE AWARD
OF THE DEGREE OF MASTER OF SCIENCE (M.Sc) IN MARKETING IN THE
DEPARTMENT OF BUSINESS MANAGEMENT, COLLEGE OF MANAGEMENT
AND SOCIAL SCIENCES, COVENANT UNIVERSITY.**

SEPTEMBER, 2021

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of the degree of Master of Science (M.Sc) in Marketing in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

Mr. John A. Philip
(Secretary, School of Postgraduate Studies)

.....
Signature & Date

Professor Akan B. Williams
(Dean, School of Postgraduate Studies)

.....
Signature & Date

DECLARATION

I, **KALU UZOCHUKWU ABIGAIL (13AD014685)** declare that this dissertation was carried out by me under the supervision of Prof. Rowland E. Worlu (Supervisor) of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun state, Nigeria. I attest that this dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this dissertation are duly acknowledged.

KALU, UZOCHUKWU ABIGAIL

.....

Signature & Date

CERTIFICATION

We certify that this dissertation titled “**EFFECTS OF NEURO-ASSOCIATIVE PROGRAMMING TOOLS ON CONSUMER CHOICE OF BRAND IN SOFT DRINK INDUSTRY, OGUN STATE**” is an original research carried out by **KALU UZOCHUKWU ABIGAIL (13AD014685)** in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria under the supervision of Prof. Rowland E. Worlu. We have examined and found this work acceptable as part of the requirements for the award of Master of Science degree (M.Sc) in Marketing.

Prof. Rowland E. Worlu
Supervisor Signature and Date

Prof. Anthonia A. Adeniji
(Head, Department of Business Management) Signature and Date

Prof. Ologunde O. Adedoyin
External Examiner Signature and Date

Prof. Akan B. Williams
Dean, School of Postgraduate Studies Signature and Date

DEDICATION

This research work is dedicated to God, the giver of wisdom, the source of my strength and knowledge, who provided supernaturally all through this program; to my parents, Engr. Okechukwu & Mercy Kalu, my siblings, my niece & nephews, my brother-in-law Mr. Uka Okoronkwo, my uncle Mr. Nwafor Nnadum, my best friend Mr. Oluwatobiloba Fatunmbi, Pastor Emmanuel Stephen and my friends for their sincere love, prayers and unwavering support.

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ABSTRACT

This research examined the Effects of Neuro-Associative Programming Tools on Consumer Choice of Brand in Soft Drink Industry, Ogun State. The general objective of this study is to understand the effects of Neuro- Associative Programming Tools on Consumer Choice of Brands. The study focuses on the developing field of neuromarketing and explains the fundamental aspects of neuromarketing to ensure that its unfamiliar practical worth can contribute to the marketing field positively. Just few brands make use of neuro-associative programming tools as a means of influencing consumers on their choice of brand. Management of Fast-Moving Consumer Goods (FMCG) industries finds themselves searching for ways to make their brands the first choice of consumers. The methodology adopted was quantitative research which was used to collect primary data through the administration of 375 copies of questionnaire, 369 were collated for analysis from consumers of Coca-Cola brand amongst undergraduate students of Covenant University, Ogun State. The study used the Regression analysis to test the hypotheses through Statistical Package for Social Sciences (SPSS). The findings suggest that there is a positive significant relationship between sensory marketing and brand association, a positive significant relationship between emotional appeal and brand attraction, positive significant relationship between engagement marketing and brand advocacy but there is no significant relationship between message format and brand equity. Therefore, the findings showed that three hypotheses are significant and supported, while one hypothesis is not significant. The management of a brand need to understand what triggers the subconsciousness of consumers to purchase a brand. Also, neuromarketing should be use more often by organisations in order for the brand to project a special place in the minds of the consumers.

Keywords: Neuro-Associative Programming Tools; Neuromarketing; Branding; Sensory marketing; Engagement Marketing.