



## **Globacom Telecommunication's "Unlimited" Slogan as Determinant of Brand Recall and Perception among Undergraduates of Lead City University, Ibadan, Nigeria**

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### **ABSTRACT**

**Background:** The Nigerian telecommunications industry encounters challenges on a daily basis. This makes it necessary for brands to create and implement different strategies to help them keep up with market trends. Globacom Limited utilises the slogan "Unlimited" to differentiate its products and services. Despite the importance of effective branding in achieving business success, there is a significant gap in research on the specific relationship between a telecom company's slogan and customers' behaviour.

**Objectives:** This study examined the relationship between Glo's slogan "Unlimited", brand recall and perception among undergraduates of Lead City University, Ibadan.

**Methods:** Adopting correlational survey research design, 392 undergraduates of Lead City University, Ibadan were sampled using a combination of simple random and purposive sampling techniques. Data was collected using a closed-ended questionnaire. Descriptive statistics and Multiple Linear Regression Analysis were used to analyse the data.

**Results:** There was a high level of awareness of Glo's slogan "Unlimited" among the participants, suggesting that Glo's marketing efforts have been effective in establishing brand recognition for its slogan.

**Conclusions:** The study concludes that there is positive and significant relationship between Glo's slogan "Unlimited" and customers' brand recall and perception. With an average correlation of  $R=.490$  and the statistical significance of  $p<.001$ , for brand recall, and with a moderate correlation of  $R=.482$  and a significant  $p<.001$ , for brand perception, indicating that customers who are aware of the slogan tend to have a more positive perception of the brand.

**Unique Contribution:** This research provides valuable insights into how slogans influence brand recall and perception among young telecommunications users. Hopefully, brand managers, telecom companies and advertising agencies will find this fresh insight useful when creating policies that can lead to better marketing performance, greater brand perception, customer loyalty and brand advocacy.

**Key Recommendation:** In order to create more awareness, Glo should maintain consistent slogan exposure across different media channels. They should specifically utilise digital media because it appeals more to the younger demographic.

**Keywords:** Advertising, Brand Recall, Brand Perception, Slogan, Glo's Slogan "Unlimited".



## INTRODUCTION

Businesses often face challenges like market agility and intense competition, hence the need to create a unique and compelling brand presence for their survival. Branding goes beyond tangible elements like slogans, logos, packaging, products or services. It is the outcome of the choices and behaviours a company makes. It is the most powerful asset in a business because it can influence customers' purchasing decisions and loyalty. Brand recall is an important aspect of branding, as it allows customers to associate a brand with particular services, products, or even experiences. Brands that are easily recalled have a distinct advantage over other options thereby increasing the likelihood of attracting customers and driving higher sales volumes (Kumaresan & Chandramohan, 2024).

Branding is like a two-sided coin. On one side, businesses communicate and share their value and vision, to build the image they desire for their brand. On the other, customers take in the information, process it in their own way and give it their own meaning. Essentially, a brand goes beyond what the company wants; it becomes a mix of what the company intends and how the customer views it (Yuan, 2024). Today's customers do not only care about products or prices, but also about the interactive and emotional aspects of the brand (Hejazi & Larsson, 2022).

Effective branding strategies, particularly slogans, play an important role in a competitive marketplace. A well-crafted slogan can serve as a key differentiator by emphasising the brand's unique attributes. An effective slogan has the following characteristics: a statement on specific product or service feature; memorable and repeatable; it helps customers to recall the product; it is crucial for customers to recall the product (Bhavsar, 2023).

The telecommunications industry encounters different challenges such as intense competition, rapid technological advancement and struggles to maintain customers' loyalty. This makes it necessary for brands to create and implement different strategies to help them keep up with market trends. Like other industries, they use slogans to communicate their brand's identity and Unique Selling Proposition (USP). Globacom Limited, popularly known as Glo, also utilises slogans to differentiate its products and services in the market. From "Glo with Pride" to "Rule Your World" and now "Unlimited". The brand has consistently demonstrated the significance of slogans by updating them to align with the market trends.

However, even with its investment in slogans, there has not been much research on the relationship between the slogan and customers' recall and perception. Previous studies focused on consumers' perception of slogan change and customers' exposure to slogans, and customer patronage (Hosea, 2016; Peter, 2014). Few have examined the impact of slogans in customer behaviour, brand recognition, in the telecommunications industry where competition is intense. Majority of such studies were conducted outside Nigeria, leaving a significant gap that this study aims to fill. Based on limited research, this study examines the relationship between Glo's slogan "Unlimited" and brand recall and perception among undergraduates of Lead City University, Ibadan.



## OBJECTIVES OF THE STUDY

- i. To ascertain the level of awareness of Glo's slogan "Unlimited" among undergraduates of Lead City University, Ibadan.
- ii. To determine the relationship between Glo's slogan "Unlimited" and brand recall among undergraduates of Lead City University, Ibadan.
- iii. To determine the relationship between Glo's slogan "Unlimited" and brand perception among undergraduates of Lead City University, Ibadan.

## LITERATURE REVIEW

### Brand Recall

Brand recall is the ability of the customer to recognise or remember a brand with or without assistance/stimuli (Nimavat, 2022). In business terms, it is all about how people remember a brand, like its name, logo or symbols that distinguish it (Olufayo et al., 2023). Remembering a brand is the most important aspect, and the purpose of brand recall is to highlight the value of the brand (Rahmati et al., 2022).

Brand recall is an important element found to impact the information a customer holds towards a brand, and this information can lead to loyalty among customers (Ogonu & Nwokah, 2023). Customers tend to form strong allegiance with a brand thereby exhibiting loyalty. That happens by continually choosing to engage with and purchase from a particular brand while intentionally avoiding its competitors. This loyalty is often the result of the brand's ability to deliver a positive experience, meet their expectations, and build a sense of trust and satisfaction (Zulfikar, 2022).

Brand recall is a significant element in marketing that helps build strong brand identity and a strong bond with customers. It lays the foundation for making people aware of and recognise a brand, allowing customers to easily remember details about it when they need to. The significance of brand recall is a crucial element in a brand's success, as it helps distinguish a brand, gain trust, loyalty, increase patronage, and capture market share.

### Brand Perception

Perception is an aspect of customer behaviour, which also means the manner in which a customer relates and assimilates stimuli before their buying decision (Okoeguale & Onobhayedo, 2022). In the marketplace today, customer perceptions are becoming very significant for gaining a competitive advantage and as a tool for evaluating marketing strategies (Jemaiyo, 2024). Customers' perception of a brand affects their purchasing decision. Perception is the gathering of information through our senses and it is through these senses that customers can perceive things, events and relations (Jemaiyo, 2024).

Brand perception has to do with what customers believe a product or service represents, not what the brand says about it (Kabouh & Omokorede, 2023). It comes from customers' use, experience, functionality, reputation and word-of-mouth recommendation (Kabouh & Omokorede, 2023).



When customers view a brand, they are not just taking in information; they are connecting it to other ideas, making sense of it, and developing relationships. Positive brand perception is essential for promoting brand loyalty, as loyalty is very important if a company wants to survive in a competitive marketplace. Brands usually focus on enhancing their image, product quality, customer service, and overall reputation with their target market. A bad reputation can lead to low sales and no customer trust and loyalty.

### **Concept of Slogans (Taglines)**

In advertising, “tagline” and “slogan” are sometimes used interchangeably. With the emergence of numerous brands and increasing competition, standing out as a brand is crucial. Customers see a lot of advertising, which makes it hard for them to remember all the information they see. So, brands now create catchy slogans that will clearly express their brand identity in a short and meaningful way (Kwak, 2021).

A slogan is an important element in advertising. Slogans are important marketing tools because they capture the aim of a brand, help people recall it, and influence customers’ behaviour (Gaikwad & Kumar, 2023). A slogan is basically a thoughtfully crafted expression, a collection of words arranged in a memorable and engaging way, created to convey information, convince, or leave a lasting impression (Azizah, 2021).

Effective slogans can stimulate and motivate people to take action, encourage engagement and transform by appealing to their emotions and wants. They also help protect a product’s identity by creating a unique and unforgettable brand image, thereby, separating it from competitors in the market and building brand recognition and loyalty. A slogan needs to attract customers to buy the product, while helping them remember the brand. It must be easy to remember in order to be effective (Ewanlen & Obeki, 2022). One focus of research on slogans is to address the controversy of whether it is an important part of communication or a mere ornament (Hosea, 2016).

### **Concept of Telecommunications**

Telecommunications involves the electronic and electrical transmission of information over long distances (Rouse, 2023). A comprehensive telecommunications system consists of multiple stations, each equipped with both transmitter and receiver devices, enabling the exchange of information (Tan et al., 2023). The word "telecommunication" has evolved to include many different technologies beyond just regular phone calls and cellular networks. Initially, telecommunication meant only talking to someone over phone lines and mobile devices. However, with the rise of internet communication, the meaning has grown to cover all types of wired and wireless networks, such as the internet. The increase in mobile devices has allowed different types of media, such as text, images, and videos, to be shared online. This has expanded telecommunications to cover a wide range of technologies.



### **Globacom Limited Nigeria (Glo)**

Globacom Limited, commonly known as Glo, is a privately owned Nigerian multinational telecommunications company that has revolutionised the industry since its inception in 2003. Glo has rapidly expanded to become one of the fastest-growing international carriers in the world. With its headquarters in Lagos, Nigeria, Glo has continually worked to improve customer satisfaction, innovation, and the growth of its brand.

### **Review of Empirical Studies**

Peter (2014) examined the relationship between customers' exposure to advertising slogans, slogan recall, and customer patronage of MTN GSM network in Nigeria. Also, slogan recall and consumer patronage of the advertised products, findings from the study revealed that there is a direct correlation between how much customers see MTN advertising slogans and how well they remember those slogans. Findings suggested that seeing MTN advertising slogans often helps people remember them and encourages them to use the service. The study recommended that MTN should review its advertising messages when needed to make them more appealing to prospective customers, as it will help people remember the slogans better and increase the number of customers for the network.

Hosea (2006) focused on how often students see the MTN slogan, how they react to the regular changes, which slogans they liked better, how well they recall the slogans, and their thoughts on MTN's advertising slogans. The data analysis revealed that the frequent changes in MTN's slogans made it difficult for students to remember them, but this did not significantly influence their buying decisions.

Mamo & Aynnadis (2020), investigated how brand image affects brand perception by focusing on Steely Rolling and Melting Industry Private Limited Company. The analysis revealed that brand identity, personality, associations, behaviour, attitude, competence, and benefits are all positively linked to brand perception. These factors also significantly affect how people perceive the brand. This indicates that the company should focus on these aspects to maintain its positive and strong influence over time.

## **THEORETICAL REVIEW**

### **Elaboration Likelihood Model**

The Elaboration Likelihood Model of persuasion (ELM) was developed by Richard E. Petty and John T. Cacioppo in 1979/1986 (Asemah et al., 2022). The model evolved from studies in social psychology, particularly in persuasion and attitude change. The theory questions the old models that simplified the persuasion process by only looking at how messages directly affect attitudes and behaviours. It presents a more detailed and changing approach. The theory states there are two ways to convince someone:



- **Central Route:** the central route comprises of extensive consideration of message substance and argumentation, which requires the recipient to be highly motivated and cognitively adept.
- **Peripheral Route:** the peripheral route of persuasion is a cognitive process in which people make decisions based on surface signs, like spokesperson attractiveness, catchy phrases, emotional appeals, instead of an in-depth, critical evaluation of the message's content. It happens when people are not very interested in or able to understand a message (Sanusi et al., 2025).

ELM has been used in areas like advertising, marketing, political talks, and health messages. The theory suggests that when customers come across Glo's slogan "Unlimited" they will either be deeply influenced by its meaning, effect and relevance, which is the central route or by simple cues like simplicity, emotional appeal or catchiness, through the peripheral route.

### **Information Processing Theory**

The Information Processing Theory (IPT) was propounded in 1968 by James W. McGuire. The theory is based on these assumptions:

- A convincing advertisement should be transmitted.
- The recipient should attend to the message transmitted.
- The recipient should comprehend the message.
- The encoder yields to and is influenced by the promises presented.
- The newly acquired position is retained.
- The required behaviour takes place (Bello, 2019).

The theory explains ways that persuasive communications can influence information processing and lead to change in attitude and behaviour (Ko et al., 2011). According to the theory, there are at least five stages of persuasion: attention, comprehension, acceptance, retention and behaviour. The receiver must experience all these stages for the communication to be effective. In attention, as soon as the message is presented, the receiver must pay attention in order to produce attitude change. In comprehension, the viewpoint recommended by the communicator must be understood. In acceptance, the receiver must yield to the message content for any attitude change to occur. In retention, if change is to last, the new attitude must be maintained over time. In Behaviour, recipient must act on the basis of the changed attitude (McGuire, 1968). This model helps to understand how customers receive and interpret Glo's slogan "Unlimited", accept it, and retain it in memory. These stages eventually determine customers' ability to recall the slogan and form a perception about the brand.



## METHODOLOGY

The study adopted the correlational survey research design. The population of the study consisted of 9,717 undergraduates of Lead City University, Ibadan. The data was sourced from the office of the Central Registration Unit of the university. A sample size of 392 was selected, using a combination of simple random and purposive sampling techniques. A self-administered online questionnaire was used to collect data. Descriptive statistics and Multiple Linear Regression Analysis were used to analyse the data.

## RESULTS

**Table 1: Demographic Characteristics of Respondents (N=392)**

Variable	Category	Frequency	Percentage
Age Range	15-20	291	74.2
	21-26	88	22.4
	27 -32	13	3.3
Level of Study	100	111	28.3
	200	133	33.9
	300	48	12.2
	400	63	16.1
	500	37	9.4

Table 1 reveals that 74.2% were within the age range of 15-20 years, revealing that most respondents were young adults, which is typically the age bracket of university undergraduates. 3.3% of the respondents were 27 years or more, suggesting that they were just a few mature students in this research. The level of study showed that 33.9% were 200 level students making them the most participants. This indicates that most respondents had already adjusted in the university life but were still active in the undergraduate activities. The least participants were the 400 and 500 level respectively. With 16.1% and 9.4%, this may be because as they advance in class, they become less accessible for data collection or busier with their studies.

**Table 2: Level of Awareness of Glo's Slogan “Unlimited” among Undergraduates of Lead City University, Ibadan**

Responses	Frequency	Percentage
Highly Aware	196	50%
Aware	107	27.3%
Minimally Aware	35	8.9%
Not Aware	54	13.8%
<b>Total</b>	<b>392</b>	<b>100</b>

**Source: Survey, 2025**



Table 2 reveals customers' levels of awareness of Glo's slogan among undergraduates of Lead City University, Ibadan. 50% of the respondents were highly aware, 27.3% were aware of Glo's "Unlimited", while 8.9% reported being minimally aware, and 54 13.8% said they were not at all aware of Glo's slogan "Unlimited". Given that the study was carried out among undergraduates, it is fitting that most respondents were aware of Glo's slogan "Unlimited".

**Table 3: Model Summary for influence of "Unlimited" on Brand Recall among undergraduates of Lead City University, Ibadan.**

**Model Summary**

Model	R	Square	Adjusted R Square	Std. Error of the Estimate		F	df1	df2	Sig.
1	.490 <sup>a</sup>	.240	.238	3.16461	123.155		1	391	.000 <sup>b</sup>

a. Predictor: (Constant), Glo's Slogan "Unlimited" (Slogan Awareness)

**Source: SPSS Computation 25.0 F-value is significant at P<.001**

From the multiple regression analysis results in Table 3, there is a significant relationship between Glo's slogan "Unlimited" and customers' brand recall. The model summary indicated that Slogan Awareness ("Unlimited") significantly influences Customers' Brand Recall ( $R = .490$ ,  $R^2 = .240$ , Adjusted  $R^2 = .238$ ,  $F(1, 391) = 123.155$ ,  $p < .001$ ). The  $R$ -squared value of .240 suggested that 24% of the variance in Customers' Brand Recall can be explained by Glo's Slogan "Unlimited" (Slogan Awareness).

**Table 4: Model Summary for influence of "Unlimited" on Brand Perception of undergraduates of Lead City University, Ibadan.**

**Model Summary**

Model	R	Square	Adjusted R Square	Std. Error of the Estimate		F	df1	df2	Sig.
1	.482 <sup>a</sup>	.232	.230	5.41405	117.748		1	391	.000 <sup>b</sup>

a. Predictor: (Constant), Glo's Slogan "Unlimited" (Slogan Awareness)

**Source: SPSS Computation 25.0 F-value is significant at P<.001**

In Table 4, the model summary indicated that Awareness of Glo's Slogan "Unlimited" significantly influences Customers' Brand Perception ( $R = .482$ ,  $R^2 = .232$ , Adjusted  $R^2 = .230$ ,  $F(1, 391) = 117.748$ ,  $p < .001$ ). The  $R$ -squared value of .232 suggested that 23.2% of the variance in Customers' Brand Perception can be explained by Slogan Awareness.



## DISCUSSION

Findings from Research Objectives One revealed that there is a high level of awareness of Glo's slogan among the respondents. The majority were highly aware (50.0%) and aware (27.3%) of the slogan. This indicates that Glo's marketing efforts have been effective in establishing brand recognition for its slogan. The findings corroborate the literature which reveals a positive relationship between recall and brand awareness among telecom customers in Portugal (Silveira et al., 2017). Both studies agree that slogan awareness plays an important role in brand awareness.

However, while the Silveira et al., (2017), study found variations across different brands, with some slogans achieving weaker recall, this research showed a high level of awareness of Glo's slogan. The difference may be because of contextual factors like the influence of Glo in the Nigeria telecom market, localised advertising appeal and simplicity of the word "Unlimited", which may have made the slogan more memorable to its target audience.

Findings from Research Objectives Two corroborate literature which found a positive and significant relationship between slogan recall and brand awareness among respondents (Silveira et al., 2017). The studies emphasised that slogans prompt customers to recall brand information.

In contrast, Silveira and Bogas, (2019) stated that the "brand effect" did not significantly improve slogan memorability, suggesting that brand recall may depend on other factors other than brand reputation alone. This present study disagrees as it shows that Glo's slogan "Unlimited" alone contributes to recall even without isolating brand strength as a moderating factor. The findings are in line with the assertions of Information Processing Theory, which posits that successful progression through the five stages of message processing (McGuire, 1968). The "Unlimited" slogan appears to have captured the attention of the undergraduates and it has been meaningfully retained in their memory. This shows how persuasive communication turns into cognitive recall.

Findings from Research Objectives Three revealed that there is a significant and positive relationship between Glo's slogan "Unlimited" and brand perception. The model summary showed an R value of .482, revealing a moderate positive correlation between Glo's slogan "Unlimited" and brand perception. The R Square value is .232, indicates that 23.2% of the variance in brand perception can be interpreted by awareness of Glo's slogan "Unlimited." After adjustment for possible errors, the Adjusted R Square stands at .230, indicating that 23.0% of the variability in brand perception is accounted for by slogan awareness among the respondents. These findings indicate that as Glo's slogan awareness increases, so does customers' perception of the brand. The findings corroborate literature which state that customers find slogans to be believable, attention-grabbing, and influential in their decision-making (Ladipo & Nwagwu, 2014). Just like those slogans affected how consumers product innovation and quality, "Unlimited" appears to shape the perception of Glo as contemporary, efficient and customer-oriented.



However, finding contradicts literature on corporate slogans and customer buying behaviour, which revealed that slogans do not influence customers' buying behaviour (Ludvik, 2024). While that study suggested that slogans play little role in persuading customers to take action, this study proves that "Unlimited" strongly influences customers' perception of Glo. These differences may be because of cultural and linguistic factors, such as Glo's slogan being more relatable to Nigerians. Due to economic situations, Nigerians tend to value generosity and freedom offered by telecom companies. This implies that simplicity and culture have an effect on brand perception. This study adds to existing literature on advertising effectiveness. It reveals that the influence of slogan is not only on repetition and exposure, but also on how the message aligns with its audience's expectations and social values.

## **CONCLUSION**

Based on the findings, it can be concluded that there is a high level of awareness of Glo's slogan "Unlimited" among undergraduate students of Lead City University, Ibadan. The study found positive and significant relationship between Glo's slogan "Unlimited" and customers' brand recall and perception. With an average correlation of  $R=.490$  and the statistical significance of  $p<.001$ , for brand recall, and with a moderate correlation of  $R=.482$  and a significant  $p$  value of  $<.001$ , for brand perception, the findings indicate that customers who are aware of the slogan tend to have a more positive perception of the brand.

## **RECOMMENDATIONS**

The following recommendations were made based on the findings of the study:

1. In order to create more awareness, Glo should maintain consistent slogan exposure across different media channels. They should specifically utilise digital media because it appeals more to the younger demographic.
2. Since "Unlimited" is a simple word that can be easily recalled, Glo should focus on campaigns that highlight the brand's slogan and the "Unlimited" services offered by the brand. This will increase recall and may boost customers patronage.
3. Glo should focus on creating positive brand perception by increasing campaigns that highlight the slogan's appeal and competence, as it can help increase customer loyalty, brand advocacy and increased preference among this demographic. Furthermore, they should use the slogan effectively, by ensuring consistent branding across all marketing channels. This will help people to recall and thereby create a positive perception.



### **Ethical Clearance**

Ethical consent was sought and obtained from the participants used in this study. They were made to understand that the exercise was purely for academic purposes, and their participation was voluntary.

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### **Conflict of Interest**

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

### **Authors' Contributions**

Bello conceived the study, including the design, Danladi collated the data, and handled the analysis and interpretation, while Bidemi the initial manuscript. All authors have critically reviewed and approved the final draft, and are responsible for the content and similarity index of the manuscript.

### **Availability of data and materials**

The datasets on which conclusions were made for this study are available on reasonable request.

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