

**ADVERTISING AND ITS IMPACT ON THE MARKETING OF
CUSTOMERS GOODS/SERVICES**

(A Case Study of Nestle Food Nigeria Plc, Ilupeju Lagos State)

BY

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**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF
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MARKETING, SCHOOL OF BUSINESS STUDIES, AUCHI
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CERTIFICATION

We the undersigned hereby certify that this project work titled “*Advertising and its Impact on the Marketing of Consumers Goods/Services*” Nestle Food Nigeria Plc., Ilupeju, Lagos State as a case study was carried out by **OJO VERA** with **MAT NO: SBS/2122070061** under our supervision in the Department of Marketing, Auchi Polytechnic Auchi, Edo State.

We also certify that the project is adequate both in scope and quality and submitted to the Department of Accountancy in Requirements of the Award of Higher National Diploma (HND) in Marketing.

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DEDICATION

This project work is dedicated to Almighty God for his infinite mercy and love towards my academic pursuit.

ACKNOWLEDGEMENT

My profound gratitude and appreciation goes to God Almighty from whom all blessing flow and to whom wisdom knowledge and understanding belongs.

Special thanks to my project supervisor **MR. BAGUDU .I. GAVINE** whose corrections, suggestion and close supervision made the project a great success and my special acknowledgement goes to my **HOD MR. AK OSENI** for his fatherly love and support towards my programme in school and thanks to all lecturers in Marketing Department.

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ABSTRACT

This project work examined: Advertising and its impact on the marketing of customers goods/service: A Survey of Nestle Food Nigeria Plc, Ilupeju Lagos state. The aim of the work is to determine the extent to which advertising affect the marketing of consumer goods/services. To investigate the relationship between advertising and the marketing of consumers goods/services. The population was made up of 160 staff. The sample size of the study was 145. The outcome of the study was analyzed by the use of table and chi-square. The instrument used for data collection was questionnaire and oral interview. Hypothesis was also formulated and tested. The methods of data collection where primary sources and secondary sources i.e. questionnaire, personal interview and consultation of textbooks, internet, journals etc. The following findings were made after the data collected from the field survey had been presented and was discovered that Advertising does not affect the Marketing of Consumer goods/services. It was also found out that there is relationship between Advertising and the Marketing of Consumer's goods/services. Based on the research findings, the following recommendations are made: Advertising should be done properly on the sale of modern product irrespective of its quality and standard. The company's should put their effort to selects an appropriate media that would reach out to where the market or people are located. The company should also improve on the product positioning

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CHAPTER ONE

INTRODUCTION

1.1 Background of to Study

In the world of marketing in the recent time, it is not enough to produce a product, package it attractively, price it right, effectively distribute and display it to adequately meet the need of the consumers. The company must also let the people know about the existence of the product; the company must communicate the product to its target audience. This involves giving information about the product existence, features, and benefits and how it can be obtained by its target markets.

Effective Communication is a part of a company's promotional activities, and may also be referred to as coordinated seller's initiated effort to establish channels of information and persuasion to fasten the sales of goods and services, or the acceptance of ideas or point of view (Adirika 2010).

The Marketing Communication mix consists of a Promotional tool which includes various forms of Advertising, Sales Promotion, Personal Selling, Publicity Program and Public Relations. All these are referred to as promotional mix or promo tools.

Advertising is as non-personal paid form of presentation of ideas, goods and services or message to educate the target audience by an identified sponsor. Advertising is used eventually by all manufacturers and retailers in the country to promote and communicate their products and service to their target markets, Advertising helps to inform, educate and persuade consumers to accept a given product at point of view especially in a depressed economy situation. To survive in such situation, companies must therefore promote their products more vigorously to gain competitive edge over their competitors.

Although advertising today does not broadcast original information on products, but it widens the markets by ensuring that new users are attracted. In consumer products, advertising is an ever-widening task in creating consumer interest and loyalty.

In every society, advertising play a vital role in influencing the economy and social-cultural attitudes of people. Today consumers are gradually transforming from emotional buyers to rational ones, advertising is becoming not only a necessity but also an important and significant integral part of business promotion in our society.

Advertising involves such as Media, Magazines and Newspapers Space, Radio and Television, Outdoor display (such as Posters, Signs, Skywriting), direct mail, novelties (March Boxes, Blotters, Calendars); Catalogues, Directories and References, Programmes and Menus and Circulars. It can be carried out for diverse purchases as long-term build-up of the company name (Institutional Advertising), long-term build-up of a particular brand (Brand Advertising), Information dissemination about a sale, service or client (classified Advertising, announcement of a special sale, sales Advertising), and so on.

Because of many forms and users of advertising, it is hard to advance all-embracing generalizations about its distinctive qualities as a component of the promotional mix. Yet the following qualities can be noted, especially when it comes to brand and institutional advertising. Advertising, unlike personal selling, is a highly public means of communication. Its public nature confers a kind of legitimacy to the product and also suggests a standardized offering.

Because, many people receive the message, buyers know that their motives for purchasing the product will be publicly understood. Advertising is a persuasive medium that permits the seller to repeat his messages many times. It also allows the buyers to receive and compare the message of various competitors.

Owing to the growth of competition in the manufacturing industry mostly in consumer goods, there is need for organizations like Nestle to differentiate her products from competitors and this can only be achieved through effective Advertising. Advertising capitalizes on superior performance benefit or special qualities of a product brand to persuade prospective customers.

Advertising is necessary for both Manufacturers and Dealers of New Products, and Dealers of existing products.

1.2 Statement of the Problem

There are many views and opinions about the role advertising plays in marketing of product. Some view advertisement, as an inducement to buy products while others see it as misleading in purchase of product that someone do not intend to buy. William (2006). The choice of media and irregular power supply. The choice of media use to reach the target audience has always been a problem to the company, considering the fact that our country cannot supply of 24 hours power supply (Elasticity).

1.3 Objectives of the Study

The broad objective of the study is the impact of advertising on the marketing of customer's goods/services. The specific objectives of the study are as follows:

- i. To determine the extent to which advertising affect the marketing of consumer goods/services.
- ii. To investigate the relationship between advertising and the marketing of consumers goods/services.
- iii. To determine the impact of advertising on the marketing of consumers goods/services

1.4 Research Questions

The following research questions were formulated in the course of this research work.

- i. How does Advertising affect the Marketing of consumer goods/services?
- ii. Is there relationship between Advertising and the Marketing of consumers Goods/services?
- iii. What is the impact of Advertising on the Marketing of consumer's goods/services?

1.5 Statement of Hypotheses

The following Null (Ho) and Alternative (Hi) Hypotheses in the study are as follows:

Hypotheses I

H₀: Advertising does not affect the Marketing of Consumer goods/services.

H₁: Advertising affects the Marketing of Consumer goods/services.

Hypotheses II

H₀: There is no relationship between Advertising and the Marketing of Consumer's goods/services.

H₁: There is relationship between Advertising and the Marketing of Consumer's goods/services.

Hypotheses III

H₀: There is no impact of Advertising on the Marketing of Consumer's goods/services.

H₁: There is impact of Advertising on the Marketing of Consumer's goods/services.

1.6 Significance of the Study

This research work is designed to be great benefit to both business Organization, Government and the General public (Consumers) to the business Organizations. This research work will remind them that Television Advertising helps to promote their product and services in order to win their Consumer patronage and help gain competitive edge. It will equally be of use to Organizations that do engage in Advertising, as it will enable them to know where, when and how consumers appreciate. To the Government, it will help them to understand that the role of Advertising through the Television medium is very essential in customer products.

Again, it will make them check Advert that are not to the good of the Society and hence guide and inform the public on how dangerous a particular product can be to their health e.g. (cigarette). It will also help in regulating and checking business Organization on when a low quality product is being produced and distributed in to the market. To the general public, it will help them to know that they have the right to accept or reject a particular Advertisement.

Nestle Food Nigeria PLC will gain from this study in the sense that the researcher will identify or find out the impact or effect of advertising on the sale of their products and the best media to use for Advert.

Firms within the Industry have an opportunity to gain from the research as they may be confronted with similar problem.

Finally, this Study will help future researchers on this topic which would serve as a guide to ride on with other related courses.

1.7 Scope of the Study

The study centers on advertising and its impact on the Marketing of consumers goods/services, with particular focus on Nestle Food Nigeria Plc., Ilupeju, Lagos State.

1.8 Limitation of the Study

During the course of carrying out this research work, the researcher encountered some limitations it includes:

- a. **Financial Problems:** The success of my research work depends on the finance availability and this affected the researcher because the finance at his disposal was not sufficient to carry out the research effectively.
- b. **Time:** This has to do with the time-frame given for the completion of the study and also other challenges like conflict between school work and project.
- c. **Inadequate Power Supply:** This was also a limitation during the typing and printing of the document.

1.9 Operational Definition of Terms

Advertising: This is a promotional tool used by the advertiser to reach the target.

Target Market: Is a well-defined set of customers whose need the company plans to satisfy

Marketing Segment: Is the systematic design; collection of analysis and reporting of data to finding relevant influence to a specific marketing situation facing the company.

Product: This is anything that can be offered to a market for attention, acquisition and consumption that might satisfy a need.

Services: An intangible benefit that one party can offer to another without result in the ownership of anything

Slogan: Striking and easily remembered phrase in Advertisement.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Advertising is the non-personal communication of information, usually paid for and persuasive in nature about products (goods, services and ideas). According to Kotler (2003), advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Chelmsford (2011) defined advertising as any written, electronic or printed telephone messages or transmitted medium, including film strips, motion pictures and ideas, published, disseminated, or placed before the public, directly or indirectly, for the purpose of creating an interest or inducing a person to sell a life insurance pursuant to a settlement contract.

Watson (2000) defined advertising as paid, non-personal communication through various mass media by business firms, non-profit organization and individuals who are in some way identified in the message, and who are to inform or persuade members of a particular audience. Gillian (2003) also defined advertising in its simplest way, as a means of drawing attention to something or non-formal method of informing somebody of something. Arens (2004) viewed advertising as a non-personal communication of information usually paid for and identified with sponsor through various media. Dyer (1998) stated that advertising is the structured and composed non-personal communication of information usually paid for and usually persuasive in nature about products (goods, services and ideas) by identified sponsor through various media. The advertising practitioner's council of Nigeria (APCON) (1998) defined advertising as a form of communication through mass media about product, services or idea paid for by an identified sponsor.

Furthermore, Stanton (1983), defined advertising as consisting of all the activities

involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea. This message called advertising is disseminated through one or more media. Some important consideration should be noted in connection with this definition. First there is a significant difference between advertising and advertisement. The advertisement is the message itself, while advertising is a process. It is a programme or a series of activities necessary to prepare the message and get it to the intended consumers.

Advertisement on the other hand is directed to groups of people not individuals. This is the more reason why it is not personal. Advertisement could be segmented as it could be for youths, adult, married, unmarried, male, female, retailers, wholesalers, rural and urban, educated and uneducated etc., members of a given society. Most advertisement are persuasive so as to win or lure consumers to patronize goods, services or ideas. Often times, it could be to convince people about a particular product that will benefit them, while some aim at providing information about the existence of a particular product, services or ideas and where they can be purchased (Wikipedia, 2008).

Another point about advertising is that the public knows who is behind the advertising because the sponsor is openly identified. Also payment is made by the sponsor to the media that carry the message. The last two considerations differentiate advertising from public relations. No payment is made even though the purpose may be to improve image and increase sales (Kalu, 2007).

Conceptual Framework

Kotler (2011) explained that advertising objectives can be classified according to whether their aim is to inform, persuade, remind or reinforce. Informative advertising aim to create brand awareness and knowledge of new products. Persuasive advertising aim to create liking, preference, conviction, and purchase of a product or service. Reminder advertising aim to stimulate repeat purchase of product and services. For example, difference colours of men's packet shirts advertised on magazine(s) is intended to remind people to purchase the shirts. Reinforcement advertising aims to convince current purchasers that they made the right choice. Kotler (2011), emphasized that in

developing an advertising program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions, known as “five Ms”. Mission: what are the advertising objectives? Money; How much can be spent? Message; what message should be sent? Media; what media should be used? Measurement; How should the result be evaluated?

Television commercials tend to have a greater impact on the senses than radio or print commercials because they combine sound, sight, movement and colour (Ray, 1982). George et al (2011) observed that the vast majority of television advertising ranges in length from few seconds to several minutes. Advertisements of this sort have been used to sell every product imaginable over the years, from household product to goods (shopping goods) and services. Wikipedia (2008) stated that Television advertising has certain characteristics, viz: use of songs/jingles and humor. Many Television advertisements feature catchy jingles (songs or melodies) or catch-phrases that generate sustained appeal, which may be retained in the minds of television viewers long after the span of advertising campaign. Wikipedia explained that some of these advertising jingles or catch phrases may take on lives of their own, spawning gaps or riffs; that may appear in other form of media, such as comedy movies or television variety shows etc. These long lasting advertising elements may therefore be said to have taken place in the pop culture history or the demography to which they have appeared.

2.1 Objectives of Advertising

Advertising plays a vital role in marketing consumers’ purchasing decision and promotion to particular. Most consumers have the erroneous impression that promotion is synonymous with advertising and vice-versa.

The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives. There are;

To Introduce New Product: One of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness.

Persuade Customers to Buy: Advertising helps in arousing the customer’s interest and by so doing persuades them to buy the product.

Creation of Demand: Advertising stimulates demand by constantly reminding potential consumers about the availability of the product in the market.

To change Consumer Belief: Advertisement is a very good instrument that can be used to change consumer mindset about a product or service. Hence, help to tap into their buying power and influence their thoughts.

To Create Brand Loyalty: The demand of the consumers can be maintained by constantly arousing their interest on a particular product and this will ultimately create brand loyalty.

Develop Large Market: Advertising create large market segment which leads to the development of larger market.

To Promote the Image of the Firm: Advertising builds a corporate image for a company.

- It helps to familiarize consumers with the new style of product in the market.
- Alert and sensitizes member of marketing channel.
- Helps to reduce consumer dissonance.

Future of Advertising

Advertising has gone through five major steps of development: domestic, export, international, multinational and global. For global advertisers, there are four potentially competing business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximizing local effectiveness of ads and increasing the company's speed of implementation.

Born from the evolutionary stage of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions, and importing ideas that travels.

2.2 Types of Advertising

The type of advertising that you and your company choose to engage in should align with your ideal customer profile and work to engage with them often. On top of this, the method you choose should be cost-effective and make sense with the product or service you're advertising.

What are the Different Types of Advertising?

1. Paid search advertising
2. Social media advertising
3. Native advertising
4. Display advertising
5. Print advertising
6. Broadcast advertising
7. Outdoor advertising

Before we begin, it's important that we understand the two larger categories of advertising: digital and traditional. Digital advertising can reach a wide audience in a variety of different ways by harnessing the all-powerful internet and can also be customized to narrow down an audience by their demographics.

Traditional advertising focuses largely on what you'd think of when you think of "typical" advertising: television, radio, newspaper, magazine, direct mail, and billboard designs. This type of advertising reaches an enormous audience. This is great because it means that more people are seeing your advertisement, but it's hard to know whether or not the right people are seeing them.

➤ Paid Search Advertising

Paid search advertising involves bidding on keywords so that advertisements related to specific keywords are placed at the top of the search engine results page (SERP). With paid search, advertisers only pay when their advertisement is clicked, providing the alter-ego pay-per-click (PPC).

To differentiate between paid and organic search, look for a small label next to the link, which signifies that the result is an advertisement.

➤ Social Media Advertising

Social media advertising serves promotions via social media platforms. Advertising on social media gives you a quick ROI because everything on social is done in real-time. With UTM codes, you can track exactly where your sales are coming from when you tag your social media advertisements as such.

Social media advertising allows for a little more freedom to release a brand's personality, as social media tends to be a more relaxed platform than a paid search advertisement or a television commercial.

➤ ***Native Advertising***

Banners and pop-up advertisements make it obvious that they're trying to sell you something. Native advertising camouflages itself.

By appearing as an almost-perfect match to the content that surrounds it, native advertisements come in the form of articles or videos on websites that are already hosting similar materials.

The placement of native ads should be strategic and should also follow the patterns and interests of a business's target audience. Native advertising is labeled to alert readers that the content is sponsored, but the label is so discreet that it's brought up conflict among advertisers and readers.

➤ ***Display Advertising***

In style and format, display advertisements are unmistakably selling you something. The obvious nature of display ads is a unique factor within the field of digital advertising since ads are typically implemented subtly.

Display advertisements can be designed to be animated or stagnant and are typically found along the top or sides of web pages. Display ads aim for quick conversions and their potential reach is enormous because search engines can match an ad with millions of websites based on keyword and targeting preferences. They typically look something like this:

➤ ***Print***

While the field of advertising has evolved, the goals have remained the same: to influence the opinions and buying decisions of consumers. Advertising through print media was once the dominant form of advertising. Today, it exists among the millions of digital advertisements and it's just as important.

Print advertising includes advertisements in

- Newspapers and magazines

- Brochures
- Directories
- Flyers and posters
- Direct mail (postcards and letters)
- **Broadcast**

Broadcast advertising is sharing promotional messages about your product or service via television or radio. This type of advertisement is a risky investment, considering how easy it's been made for us to skip or change the channel completely.

Infomercials, network spots, national spot advertising, local spot advertising, and public service announcements are all forms of broadcast advertising. While broadcast is not the marketing tool that it once was, it has not reached a point of complete extinction, either.

- **Outdoor Advertising**

Outdoor advertising, otherwise known as out-of-home advertising (OOH), is simply any advertisement made visible to a consumer outside of their home. Just like broadcast advertising, outdoor advertising is considered a mass-market medium and is intended to support broad messaging and branding efforts.

Implementing graphic design into outdoor advertising is critical. Think about how quickly people pass by a billboard design. In the few seconds that a driver has to see it, the message has to be read and understood.

2.3 The Influence of Advertising on Consumers

According to Kotler (2011) products are perceived by the buyer to be a combination of physical product, services and ideas that is expected to provide satisfaction in term of benefits expected, minus costs incurred. These costs are conceptualized on two independent dimensions: effort and risk (Murphy and Euris, 1986).

Hottons (2005) definition of convenience, shopping and specialty goods showed that a consumers' buying behaviour is determined not only by the strength of his or desire to secure some goods but also by shopping to obtain it. In other words the consumer continues to shop for different types of colour television so long as he feels that the

additional satisfaction from further comparisons are at least equal to the cost of making of the additional efforts (Block and Ridrins, 1990). Murphy (1986) stated that effort is the amount of money, time and energy the buyer is willing to expend to acquire a given product while risk is the consequences of making a purchasing mistake.

Antil (1998) stated that involvement is another issue which influences consumer purchasing television. Involvement is the level of perceived personal important or interest evoked by a stimulus, within a specific situation (Antil, 1998). The stimulus includes the characteristics of television, situation and advertisement. He stated that consumers' willingness to buy is a function of the interaction among the different brand of television. For example, when a consumer is actively searching for information to make a planned purchase of a new television set, the consumer's involvement with television brands is likely to be much higher. The reason that consumers perceive this higher level of involvement is often through the efforts of the marketers, participating through branding and advertising (Murphy and Enis, 2002).

Lastoricka (2009) stated that though the differences in individual values, perceptions, interest and behaviours towards the product are not similar across individuals. These individual differences are attributed to the characteristics of the product, the different level of product involvement, income and innovation (Antil, 2008). According to him, for the consumer, individual personality, stage in purchase cycle, previous experience and financial situation also influence the level of product involvement. Inventions and product improvements also cause consumers to shift their purchase from goods which have been on the market for a long time to newer items: from radio to television, from black and white television to coloured television, from table television to wall coloured television. (Lastroicka, 2009).

Zaickowsky (2000) indicated that high involvement consumers would be more interested in acquiring information about the product than low involvement consumers. He stated that high involvement consumers are interested about products attributes and conscious about innovation especially as far as television is concern, they strongly adhere to new products of coloured television and therefore can be attracted by

advertisement of new design, sizes, shapes, colours of television, while low involvement individuals are not interested about products attributes and innovation on television sets. These consumers show lesser interest in the advertisement of different sizes, types, designs, colours of television (Zacklowsky, 2000) He explained that these set of consumers prefer buying television in shops along the street, by the way side or second hand television.

Wright (2003) stated that consumers are more likely to be involved in the purchase of a product when the product is:

- i. Important to the consumer because of its functional significance.
- ii. Entails significant risks
- iii. Has emotional appeals

Identified with norms of a group.

Assel (2007) opined that with new invention of different sizes, shapes, colours of television sets advertised mostly on televisions and magazines, consumers updates their electronic gadget by replacing old ones with new models. Though Enis (1986) stated that advertised products such as television can be more expensive than those not advertise, but buyers view the products to be of high quality.

Gilso (2010) observed that advertising objectives are the result that the advertising process and techniques are expected to achieve within the overall marketing objectives. Since advertising is primarily “persuasive communication,” it must take into consideration the type of consumers that are being communicated with and what the communication is supposed to achieve. For example the same purpose but the brand image about a “sony television” created in the mind of the consumer as far as the quality and company credibility goes, help in selling more sony television set (Enis, 1986). Enis stated that it should be noted, however that the brand image is only supplementary to the product characteristic which must solve consumer needs and problems.

According to Kotler (2007) a brand tells the buyer something about the products’ quality. He stated that supposing a consumer goes for a shopping on television set and

sees different types, none of them carrying very little about the quality and reliability of the different sets. However if they carry name such as LG, sony, sears, sanyo, akira, they could conjure up different images of the probable quality and reliability of the various sets (Kotler, 2011). Sellers of shopping goods in Bayelsa State should communicate the product image and brands properly for easy access by consumers.

2.4 Importance of Advertising

The public/consumers benefits greatly from advertising expenditures. First, advertisements are informative. The newspaper ads are full of information about products, prices, features and more. Businesses spend more on direct mail than radio or magazine advertising. Direct mail (e.g. catalogs and letters sent by mail to people's homes and offices) is an informative shopping aid for consumers. Most times consumers receive mini catalogs in their newspaper, that tells them what's on sales, where at what price, for how long and more.

Advertising not only informs us about products, it also provides us with free television and radio programmes because money advertisers spend for commercial time pays for production costs. Advertising also covers the major costs of producing newspapers and magazines.

Newspapers, magazines and radio are especially attractive to local advertisers. However, television offers many advantages to a national advertiser but it's expensive. But few media besides television allow advertisers to reach so many people with such impact. Marketers must choose which media and which programs can be used to reach the audience and what they desire. Different kinds of advertising are used by various organizations to reach different market targets.(Philip Kotler,2005,776).

Young (2012) stated that in an effort to improve managing and gain audience attention, advertisers create branding moment that will resonate with target markets, and motivate audiences to purchase the advertised product or service, advertisers copy test their advertisement before releasing them to the public.

Major categories of advertisement used by various organizations include the following:

i. **Retail Advertising:** Advertising to consumers by various retail stores such as

supermarkets and small stores.

- ii. **Trade Advertising:** Advertising to wholesalers and retailers by manufacturers to encourage them to carry their products.
- iii. **Industrial Advertising:** Advertising from manufacturer to other manufacturers known as “business-to-business” advertising.
- iv. **Institutional Advertising:** Advertising designed to create an attractive image for an organization, rather than for a product.
- v. **Product Advertising:** Advertising for a good or service to create interest among consumers, commercial and industrial buyers.
- vi. **Advocacy Advertising:** Advertising that supports a particular view on an issue (e.g. an ad in support of fake food and drug control). Such advertising is also known as cause advertising.
- vii. **Comparison Advertising:** Advertising that compares competitive products
- viii. **Interactive Advertising:** Customer-oriented communication that enables customers to choose the information they receive, such as interactive video catalogs that allow customers to select items to view.
- ix. **Online Advertising:** Advertising messages that are available by computer when customers want to receive them.

Advertising using Infomercials

One fast growing form of advertising is the infomercial. An infomercial is a television program devoted exclusively to promoting goods and services. Infomercials have been successful because they show the product in great detail. A great product can sell itself if there's some means to show the public how it works. Infomercial provides that opportunity.

Using Technology in Advertising

The technology revolution is having a major impact on advertising. For example, promoters are using interactive television to carry on a dialogue with consumers instead of merely sending them messages and they are using CD-ROM technology to provide more product information than ever before.

Advertising on the World Wide Web is a recent phenomenon. Price of web-based advertising space is dependent on the relevance of the surrounding web content and the traffic that the website receives. Others are adverts through E-mail (unsolicited bulk e-mail advertising is known as “spam”), unpaid advertising i.e. word of mouth, SMS text messages, etc. (Philip Kotler, 2005)

2.5 The Differences between Advertising and other Forms of Promotional Methods

Advertising is a type of promotional activity with the aim to sell a product or service to a target audience. In fact, advertising is one of the oldest types of marketing or promotion, which tries to influence the target audience to either buy or do something specific. Furthermore, it’s a way sellers communicate with their potential buyers about a product or service. Advertising can target a small (niche) audience or a large audience. Steve Milano (2019).

We can divide modern advertising into two categories as traditional advertising and digital advertising. Traditional advertising involves print advertising (magazines, newspapers, periodicals, flyers, etc.), television advertising, radio advertising and billboards. Digital advertising, on the other hand, involves advertising by using digital media. In addition, social media advertising, search and display advertising, mobile advertising are the main categories under digital advertising.

Promotions refer to a variety of communication activities to share knowledge or increase awareness about a brand, product, or service with as many people as possible. These activities have a variety of objects like raising awareness, inducing people to buy a particular product, increasing demand, differentiating products (from competitors), building brand loyalty, etc. In brief, it’s a form of communication between the seller and potential buyers. Moreover, through promotions, the seller attempts to persuade people to purchase their goods and services.

Furthermore, promotion is one of the fundamental elements of the marketing mix or the 4Ps of marketing, which include Price, Product, Promotion, and Place. There are different ways to promote products and services. Some of these include strategies such as

advertisements, personal selling, direct marketing, and public relations. Personal selling involves individuals personally interacting with clients or customers. For example, salespeople, moreover, direct marketing is directly selling to the customer without any retailer in between. Public relation, on the other hand, is maintaining a specific image in the minds of customers and other stakeholders through various methods like sponsored events and newspaper articles.

Advertising is a type of promotional activity with the aim to sell a product or service to a target audience, while promotions refer to a variety of communication activities to share knowledge or increase awareness about a brand, product, or service with as many people as possible.

Advertising drives the customers' attention towards a product or service, while promotion involves a set of activities that create interest, awareness and interests in a brand, product, or service.

Methods of Promotion

Promotion, more commonly referred to as promotions, is a method of announcing your product or service using more dynamic means that you can easily modify or change. Examples include coupons; sales; celebrity endorsements; event, team or league sponsorships; contests; rebates; free samples; catalogs; social media; donations; and direct mail. Unlike public relations, which are an attempt to get the media to promote your message at no cost, promotion is often an expense. A social media campaign is an example of a promotion that has no cost, other than staff time.

Targeting Specific Customers

Advertising gives you a better chance to target specific customers, based on the fact that media outlets usually have specific reader, visitor, viewer or listener demographics you can review. Business that sell advertising usually provide potential advertisers with a media kit that contains the medium's overall circulation or audience number and a breakdown by such factors as gender, ethnicity, age, marital and parental status, education and income level.

With promotions, you can't predict who will see your message as well as when you buy advertising. For example, if you want to target women age 25 to 45, you can improve your chances of reaching them if you sponsor a women's 5K race, but you won't know for sure until you see the signups. You also won't know the makeup of the spectators.

If you offer a coupon, trade laws might not let you offer a special price for women age 25 to 45, so your coupons might be used by a wide variety of men and women. When you ask customers to "like you" on Facebook, for example, you don't know who will see your message.

2.6 Factors that Determine the Choice of Media

The selection of advertisement media is a primary concern to an advertising agency. This is due to its paramount importance towards successful, effective and meaningful response from its advertisement messages. It is not enough to say the right thing about the right thing but to the right people using the right choice of media.

The factors that must be considered before arriving at the logical and possible decision in the choice of media are;

Cost of Medium: The cost of medium varies, while some are very costly, some are relatively cheap. This must be weighted with the financial resources made available for the advertisement to ensure compatibility.

Product Features: The nature of the product is very significant. Some products are very complex, while others are simple. The unique features of a complex product must be explained while simple products are more or less of a mass market.

Audience Characteristics: This greatly influences the choice of not only the message but also equally the mean of advertisement.

Objectives of Advertisement: The reason of advertising a product or service must be uppermost when choosing a medium. This is because each of the media has its own objective, therefore, for a round peg to be in a round hole, there must be coincidence of objectives.

Message Characteristics: The message that each medium can contain equally varies.

Therefore, for a better communication, the advertisement message must be in line with what the advertisement medium or media can obtain.

Location, Demography, Religion, etc.: All these will determine the kind of advertisement message can be distributed. However, advertising research is a key to determine the success of an ad in any country or region. The ability to identify which demerits and/or moments of an ad that contributes to its success is how economies of scale are maximized.

Once one knows what works in an ad, that idea or ideas can be imported by any other market. Market research measures, such as flow of attention, flow of emotion and branding moments provide insight into what is working in an advert in any country or region because the measures are based on the visuals not verbal elements of an advertisement. (Young Charles, 2013).

2.1.7 Impact of Advertising on Consumer Buying Behavior

It is obvious that advertising borrows methods of impact to improve its own efficiency. Not only because psychologists say so, if we analyze our buying behavior by ourselves, we will realize that we are making a purchase, obeying some impulse: we can think and hesitate for some time but finally we buy. A good advertising helps such impulse to come out. Thus, advertising contributes to a trance with the buyer's manifestation of consumer pulse (Scott, 2010).

"All sciences are important. But for advertisement the most important is a psychology. It gives the basic parameters for the development of advertising concepts. And professional skills of an adman should convert these psychological concepts into all possible advertising forms. The adman should translate complex psychological calculations to attractive language that everyone can understand" (Feofanov, 2004).

Psychology of Advertising

The majority of buyers have many of well-known stereotypes:
Deficit - always good and valuable. Good things cannot be too much. It is better if the product exists in a strictly limited quantities. One has only to organize an advertising campaign: "There are only 10 "Porsche" cars left in the country!". And there are already

several thousands of people signed up to buy it! These cars will be bought up in two days (Scott, 2010).

Expensive Product - Means a Good Product

- i. All traditional is good and worthy of purchase. Some vendors write on the bottles of wine that it has been made since 18 ... year. Some Russian sellers are even making an antique style to prove that their wine or vodka is really "classical", even the label is written in the old Russian style to emphasize the continuity of winemaking traditions. Some advertisers simply place in the center of the label a portrait of the queen believing that the buyer will understand that Catherine the Great has been drinking this wine by herself, and in this way it definitely cannot be bad. (Source: author)
- ii. Experts should always be trusted. For example, the medicine can be bought on the market, and much cheaper. However, we used to buy it in pharmacy, considering it to be real, effective (forgetting the large number of fake medicines sold by pharmacies). Thus, the image of a man in a white robe works perfectly in any advertising - not only drugs, but also chewing gum and toothpaste. For a long time advertising has been using "geographical" and "nominal" principles. For example, when choosing a good watch one probably prefers the goods of Swiss firm (no matter if it says "made in China"). It is the same thing with names; the suit from «Hugo Boss» will be bought much faster than the same suit with an unknown mark, while there might be no actual difference in quality. (Source: author).
- iii. If everyone is doing it - so it is right. If everybody is going to Greece for coats, so it is really a good product. For example, everyone keep their savings in Nordea Bank. Everyone cannot be wrong, and then it is the most reliable bank.

Using existing stereotypes is an advertising technology which always helps out the adman. (Scott, 2010).

2.7 Theoretical Framework

There are several theories or models that have been formulated with regard to advertising. They include traditional responses hierarchy theories, alternative response

theory and elaboration likelihood theory. Traditional responses hierarchy theories state that a number of stages have been developed to show or indicate the stage a consumer may not be aware of a company product or brand to actual purchase behaviour (William, 2006). Traditional hierarchy theories consist of AIDA, the innovation model and information processing model.

AIDA represents attention, interest, desire and action. This model was developed to represent the stages sales people must take a customer through in the advertising process. The model depicts the buyer as passing through attention, interest, desire and action. Advertising must first get the customers' attention, interest, desire and action. Advertising must first get the customers' attention and then arouse interest in the company product or service (George and Michael, 2003). Strong levels of interest should create desire to own or use the product. The action stage in AIDA models involves getting the consumer to make purchase commitment. The best known of hierarchy's response model is the one developed by Robert and Garray in George and Michael (2003) as a paradigm for setting and measuring advertising objectives. Their hierarchy of effects model shows the process by which advertising works. It assumes a consumer passes through a series of steps in segmental order from initial awareness of product or service to actual purchase. The basic assumption or premise of this model is that advertising effects occur over a period of time. According to this model, advertising communication may not lead to immediate behavioral response or purchase, rather, a series of effects must occur, and each step must be fulfilled before the consumer can move to the next stage in the hierarchy.

The innovation adoption model evolved from the diffusion on innovations. It represents the stages a consumer passes through in adopting a new product or service like the other models in the traditional hierarchies. It says potential adopters must be moved through a series of steps before taking any action (William 1992). The steps preceding adoption are awareness, interest, evaluation and trial. The challenge facing companies introducing new products is to create awareness and interest among consumers and then get to evaluate the product favourably. The best way to evaluate a product according to

hierarchy model is through actual use so that performance can be judged. Marketers of shopping goods, for instance, often encourage final consumers to use a product with minimal financial commitment.

The information processing model is another model for determining advertising effects. It is developed by William McGuire in William (2006). This model assumes that the receiver is in a persuasive communication situation like advertising is an information processor or problem solver. McGuire suggested that the series of steps a receiver goes through in being persuaded constitutes response hierarchy. The stages of this model are similar to the hierarchy of effects sequence, attention and comprehension are similar to awareness and knowledge and yielding is synonymous with liking. McGuire's model includes a stage not found in the other models: retention or the receiver's ability to retain the portion of the comprehended information that he or she accepts as valid or relevant. This state is important since promotion campaigns are designed not to take immediate action but rather provide information they will use later when making a purchase decision. This is the more reason why advertisers of shopping goods emphasizes brand recall through frequent advertising.

The hierarchy models of communication response are useful to promotional planners from several perspectives. First and foremost, it stated that series of steps potential purchasers must be taken through to move them from unawareness of a product or service to readiness to purchase it. Second, potential buyers may be at different stages in the hierarchy, so that the advertiser will face different sets of communication problems. The hierarchy model can also be useful as intermediate measures of communication effectiveness.

The marketers need to know when audience members are on the hierarchy. For example, a research may reveal that one target segment has low awareness of the advertiser's brand, whereas another is aware of the brand and its various attributes but has low level of liking or brand preference.

For the first segment of the market, the communication task involves increasing awareness for the brand. The number of advertisement may be increased, or a

product sampling programme may be used (Oguinn, et al 2009). For the second segment, where awareness is already there and high but liking and preference are low, the advertiser must determine the reason for the negative feelings and then attempt to address this problem in future advertising.

Ray in Williams (2006) developed a model of information processing which he called Alternative response Hierarchies. He identified three alternative orderings of three-based stages on perceived product, differentiation and product involvement. These alternative response hierarchies are the standard learning, dissonance/attribution and low-involvement models.

In the standard learning hierarchy the consumer will go through the response process in the sequence depicted by the traditional communication models. Ray in Williams (2006) termed this a standard learning model, which consists of learn, feel and do sequence. Information and knowledge acquired or learned about the various brands are the basis for developing effects or feelings that guide whether the consumer is viewed as an active participant in the communication process, who gathers information through active learning. Ray suggested that standard learning hierarchy is likely when the consumer is highly involved in the purchase process and there is much differentiation among competing brands.

The dissonance/attribution model is the second response hierarchy proposed by Ray in Williams (2006). It involves situations where consumers first, behave, then develop attitude, or feelings as a result of that behaviour, and then learn or process information that supports the behaviour. According to Ray, dissonance attribution model or learn, feel or do occurs in situations where consumers must choose between two alternatives that are similar in quality but are complex and have hidden or unknown attributes. The consumer may purchase the products on the basis of a recommendation by some non-media source and then attempts to support the decision by developing a positive attitude towards the brand and perhaps even develop negative feelings towards the neglected alternatives. This reduces any post purchase dissonance.

According to this model, marketers need to recognize that in some situations,

attitudes develop after purchase, as does learning from the mass media. Ray in Williams (2006) suggests that in these situations the main effect of the mass media is not the promotion of dissonance by reinforcing the wisdom of the purchase or providing supportive information. This model theory relates to this study as advertisers of shopping goods often try to create a situation where the consumer may be asked to try or wear the clothes or shoes, then make their judgment.

William (2006) described the low-involvement hierarchy as the most intriguing of the three response hierarchies proposed by Ray. Here, the receiver is viewed as passing from cognition to behaviour, to attitude change. This learn, do and feel sequence is thought to characterize situation of low consumer involvement in the purchase process. Ray suggests that this hierarchy tend to occur when involvement in the purchase and decision is low, there are minimal differences among alternatives, and mass media (especially broadcast) advertising is important.

According to Ray, in the low-involvement hierarchy, the consumer engages in passive learning and random information catching rather than active information seeking. The advertiser must recognize that a passive, uninterested consumer may focus more on non-message elements such as music, characteristics symbols and slogans or jingles than actual message content. The advertiser might capitalize on this situation by developing catching jingles that is stored in the mind of consumers without any active cognitive processing and becomes salient when he or she enters the actual purchase situation. Low involvement advertising appears prevailing in much of the advertising we see for frequently advertised consumer products.

Another popular creative strategy needed by advertiser in low- involvement product is what advertising analyst McMahan in Michael and George (2003) called VIP or visual image personality. Advertisers often use symbols to develop visual images that will lead consumers to identify and retain advertisements. Advertising and consumers researchers recognize that not all response sequences and behaviors are explained adequately by either the traditional or the alternative response hierarchies (William, 2003). Advertising is just one source of information consumers use in learning about

products, forming attitudes and/or making a purchase decisions. Consumers are likely to integrate information from advertising and other forms of marketing communication as well as direct experience informing judgements about a brand. Robert in Oguinn, et al (2006) stated that advertising could lessen the negative effect of an unfavourable trial experience on brand evaluations when the advertisement is processed before the trial. More recent research has also shown that advertising can affect consumers' objective sensory interpretation of the experiences with a brand and what they remember about it.

This various response models offer an interesting perspective on the ways consumers respond to advertising and other forms of marketing communications. They also provide insight into promotional strategies marketers might pursue in different situations. A review of these alternative models of the response process shows that the traditional learning model does not always apply. The notion of a highly involved consumer who engages in active information processing and learning and act on the basis of higher order beliefs that a well information attitude may be inappropriate for some types of purchases sometimes. Consumers make a purchase decisions on the basis of general awareness resulting from repetitive exposure to advertising, and attitude development occurs after the purchase. The role of advertising and other forms of promotion may be to induce trial, so that consumers can develop brand preferences primarily on the basis of their direct experiences with the product. From promotional planning prospective, it is pertinent that marketers examine the compunctions situation for their products or services and determine which type of response process is most likely to occur.

Another model called the elaboration likelihood model (ELM) states that the difference that exist among consumers in the ways they process and respond to persuasive messages are addressed in the elaboration likelihood of persuasion. The ELM was devised by Richard Petty and John Calioppoto in William (2006), explained the process by which persuasive communication (such as advertisements) lead to persuasion by influencing attitude. According to this model, the attitude formation or response to persuasive message high elaboration means the receiver engages in careful

consideration, thinking and evaluation of the information or arguments contained in the message. Low elaboration occurs when the receiver does not engage in active inferences about the position being advocated in the message on the basis of simple positive or negative cues. The ELM shows that elaboration is a function of two elements: Motivation and ability to process the message. Motivation to process the message depends on such factors as involvement, perusal, relevance and individual needs and arousal levels. Ability depends on the individual knowledge, intellectual capacity and opportunity to process the message. For example, an individual viewing a humorous commercial or one contain an attractive mode may be distracted from processing the information about the product.

2.8 Empirical Framework

Not much empirical studies have been conducted in the area of the present study, as a result of its obvious specialization. However a few studies were located in its various aspects.

Joseph (1982) conducted a study on the effectiveness of advertising of frequency on magazines in the markets of Missouri and the city of Milwaukee (both in the USA). The major purpose of the study was to examine the relationship between opportunities to see advertising in print and advertising effectiveness at predetermined levels of frequency in a controlled real environment. The population of the study consisted of proprietors of magazine shops in Missouri and Milwaukee market (USA). The study used a survey research design. It was found that greater advertised frequency produced greater advertising effect. However the postulation that at least three exposures are required to make a significant impact on consumers was disproved. Contrary to this assumption, the result showed that while reported levels of awareness of advertising built slowly, reported levels of measures of attitude as brand awareness, favourable brand rating and willingness to buy jumped sharply following the first “opportunity to see” advertising. Joseph’s study is related to the present study because the study was designed to determine influence of advertising on the sale of shopping goods.

Ibrahim (2008) conducted a study on the influence of television advertising on the

consumers of alcoholic products in Traraba-State. The major purpose of the study was to determine the influence of television advertising on consumers of alcoholic products. The population of the study consisted of 100, 000 adult men and women consumers of alcoholic drinks which are advertised on television in Taraba-State. A survey research design was use for the study. It was found that television advertising largely influence the way and manner consumers decide on the consumption of the products. Ibrahimis suggested that advertisers should always create awareness concerning their products for more patronage. Ibrahimis study is related to the present study because the study was designed to find out the influence of television advertising just as the present study is design to determine the influence of advertising on the sale of shopping goods.

Oluba (2005) conducted a study on the influence of advertising in the management of selected super-markets in Enugu metropolis. The major purpose of the study was to find out the influence of advertising in the management of selected super-market in Enugu metropolis. The population of the study consisted of 200 managers and 100 workers of selected supermarkets Enugu metropolis, the used a in survey research design. The major finding revealed that though advertising can increase consumer interest and desire, but it cannot force a consumer to purchase against their will. Oluba study relates to the present study in that it used a survey research design and the present also used a survey research design. Moreover, Oluba's study focused on influence of advertising on the management of selected supermarkets and in the same way, the present study is focused on the influence of advertising on the sale of shopping goods.

Adeolu, Taiwo and Mattew (2005) conducted study on influence of advertising on consumer brand preference. The major purpose of the study was to determine brand preference for Bournvita. The population of the study consisted of 315 randomly selected consumers of food drinks in Lagos, Ibadan, and Ile-Ife, cities in south western Nigeria. The study employed the survey research design. Adeolu et al study revealed that consumers were influence by advertising in their preference for the brand. The study also revealed that consumers showed preference for Bournvita out of the various brands of the food drink studies, and that the major reason advanced for the preference are the

captivating television advertising. Adeolu et al study is related to the present study because it was designed to determine the influence of advertising on consumer brand preference just as the present study was designed to determine the influence of advertising on the sale of shopping goods.

Stephen (2000) conducted a study on values in Beer Advertising. A look at beer commercials from the UK, the Netherlands and Germany. The major purpose of the study was to determine whether or not the same advertising themes (messages) and appeals are used in all the three countries to persuade consumers to buy beer. The population of the study comprises of 150 proprietors of alcoholic drink stores, made up of 50 from each country. The study use survey research design. The findings of the study showed that anecdotal difference in advertising strategies was not merely a myth, and clearly demonstrated that different values were used to promote the same product in three geographically close countries Stephen's study is related to the present study because the study was designed to determine values in Beer advertising just as the present study was designed to determine influence of advertising on the sale of shopping goods.

2.9 Summary of Related Literature

The related literature on concepts of advertising showed that most of the authors agreed that advertising is a non-personal communication aimed at persuading, reminding and informing target audience in order to buy a product, service or idea. Some of the authors stated that advertising has only one purpose i.e. to sell something. The authors also agreed that colours, sizes, qualities, price, styles, designs attract consumers very quickly to products advertised.

The review revealed that advertising is popular and influential. However some of the authors stated that it sometimes annoys viewers especially during advertising. The authors agreed that advertising influences the sale of shopping goods.

Three schools of thought were revealed. The first school was the traditional type which looked at the sequence or stage through which advertisers could lead people to pay attention, develop interest, desire and action. Three sub-schools were examined in the traditional hierarchy model. Similarly another set of models called alternative response

hierarchy was examined. Three models were included in this hierarchy. The authors referred to them as standard learning hierarchy, dissonance attribution model and low involvement model. The theory of elaboration likelihood model was examined. This model revealed two basic routes to persuasion: the central route to persuasion and peripheral route to persuasion.

With respect to the influence of advertising on the sale of men's wears, most of the authors agreed that frequent advertising of men's wears increase patronage. The authors also agreed that factors such as social factors, reference groups, family, social roles and status affect consumption of men's wears. The authors also agreed that advertisers should schedule their promotional efforts properly and timely so that target audience can be reached. On the influence of advertising on the sale of men's shoes, the authors emphasize on brand loyalty. They also listed some devices with which to attract consumers' attention. Some authors contended that messages that show young attractive adult enjoying the life style to which teenagers aspired is a great influence. With regards to influence of advertising on the sale men's suits, the authors agreed that models used in the advertisement of men's suits will influence consumer's interest very quickly than product brands. The authors stated that advertisers should apply advertising strategy that include long term advantage, co-operate advertising and different media to influence consumers to buy men's suits. Some of the authors criticized advertisement of men's wear while others encouraged the use of magazines so as to reduce cost.

On the influence of advertising on the sale of women's wears, all the authors agreed that advertising should be intensive in order to register brand name in the mind of consumers. They also agreed that advertisement portrays individual culture, self-image and identity. Some authors emphasize that advertising may have a negative effect on the viewers while some agreed that advertisers have the right to pass whatever message they want to. On the influence of advertising on the sale of ladies' handbags, all the authors agreed that advertising of different colours, sizes, qualities, styles and brands has a great influence on the sales of ladies hand bags. Some authors emphasize that television and magazine advertising will make more impact than radio and newspapers. The authors

stated that most advertising use celebrities and these greatly influence consumption behaviour. They stated that advertisers always provide appropriate attractive entertainment that stimulate consumer to buy.

As regards the influence of advertising on the sale of jewelry, the authors stated that consumers or individuals, mostly women, always want to look attractive and be noticed by what they wear. The authors also agreed that advertisers use feelings oftentimes to influence consumers about some products, even though the consumer's reaction might be unpredictable. The authors also emphasizes the use of celebrities, models to attract consumers attention to buy jewelry. They agreed that other Medias which are cheaper than television advertising can be used for the advertisement.

The empirical studies buttressed the fact that advertising, whether on magazines, radio or television influences behaviour. Only a few of the authors disagreed that advertising influences consumers' behaviour. None of the previous studies was on the influence of advertising on the sale of shopping goods. This study therefore aims at filling the gap.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The research design that was adopted in this study is the descriptive method. The two forms of descriptive method that were used are survey method and personal interview.

3.2 Population of the Study

The population for this study comprised of buyers and consumers of Nestle Food Nigeria Plc, Ilupeju Area of Lagos State.

3.3 Sampling Technique

This research did not adopt two sample and sampling method because the population is managed to give the need in the information. Therefore, sample and sampling techniques is a process that allowed each members of the population and opportunity of been selected. The population this study is 160.

Below comprise the makeup of the population:

Staff	40
Customers	<u>120</u>
Total	<u>160</u>

An essential requirement of a good sampling method is that it must promote adequate representation of the population under study.

3.4 Data Collection Procedure

The researcher used both primary and secondary sources for collection of data. The primary data were collected through questionnaires while secondary data were collected from available textbooks and internet. These methods were employed to enable the researcher gather much information as possible in order to make valid and reliable decision.

3.5 Validation of Research Instrument

The major instrument for data collection is the questionnaire. It was carefully drawn with questions directed at answers that could realize the research objectives. A pilot test of the instrument on sample respondents was very successful.

3.6 Method of Data Analyses

In analyzing the data for this study chi-square and simple percentages methods were used. Chi-square was used because it enabled the researcher to know the relationship between the variables tested, while simple percentages enabled the researcher to know the relative importance of various items used for analysis. The data was tabulated and itemized. The responses were analyzed using the formula below:

Simple percentage formula

Where:

X = Number of Responses

N = Total Number of Respondents

$$\text{i.e. } \frac{\text{Number of Responses}}{\text{Total Number of Respondents}} \times \frac{100}{1}$$

Chi-square formula

$$X^2 = \sum^n \frac{(F_o - F_e)^2}{F_e}$$

Where:

X^2 = Chi-square

\sum = Summation

F_e = Expected frequency

F_o = Observation frequency

CHAPTER FOUR

DATA PRESENTATION, ANALYSES AND HYPOTHESES

4.1 Presentation of Data

This chapter deals with the analysis and presentation of data got from the study. A total of 160 questionnaires were distributed to the respondents. A total number of 145 questionnaire were properly filled representing 91% while is not well filled representing 9% totally 100%.

4.2 Data Analysis

Question 1: What is your sex?

The response of the respondent to the question that sought to know their sex are represented in the table bellow

<i>Sex</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Male	80	55.17%
Female	65	44.83%
Total	145	100%

Source: Field Work 2022

The table above shows that 55.17% of the respondents were male while 44.83% of the respondents were female.

Question 2: What is your Age?

The response of the respondent to the question that sought to know their age are represented in the table bellow

<i>Age</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Below years	0.	0%
21-30	23	15.8%
31-40	90	62.1%

Above 40	32	22.1%
Total	145	100%

Source: Field Work 2022

From table 4.2 it can be seen that 0 respondents representing 0% of the population are within the age bracket of 21-30 years, also 23 respondents representing 15.8% of the population are between 21-30 years, 90 respondents representing 62.1% of the population are of the age of 31-4 years while 32 respondents representing 22.1% of the population within the age bracket of 40 and above.

Table 4.3: Marital status

Marital	No. Respondents	Percentage
Single	70	48.3%
Married	35	24.14
Divorced	25	17.24%
Widowed	15	10.34%
Total	145	100

Source: Field Work 2022

According to table 4.3, 75 respondents representing 48.3% of the population are single, 35 respondents representing 24.14% of the population are married, and 25 respondents representing 17.24% of the population are divorced while 15 respondents representing 10.34% of the population are widowed.

Table 4.4: Educational Qualification Respondents

Qualification	No. Respondents	Percentage
SSCE and below	30	20.7%
ND/NCE	50	34.48%
HND/BSC	60	41.38%
Post Graduate	5	3.45%
Total	145	100

Source: Field Work 2022

Table 4.4 shows that 30 respondents representing 20.7% of the population are SSCE and below, 50 respondents representing 34.48% of the population are ND/NCE holders, and 60 respondents representing 41.38% are HND/BSC holders while the remaining 5 respondents representing 3.45% of the population are Post Graduate holders.

Table 4.5: Occupation Respondents

<i>Qualification</i>	<i>No. Respondents</i>	<i>Percentage</i>
Civil servant	40	27.60%
Company worker	30	20.68%
Business	55	37.93%
Other specify	20	13.79%
Total	145	100

Source: Field Work 2022

Table 4.5 shows that 40 respondents representing 27.60% of the population are civil servant, 30 respondents representing 20.68% of the population are company workers, and 55 respondents representing 37.93% are business people while the remaining 20 respondents representing 13.79% of the population are not specify.

SECTION B: QUESTION RELATING TO THE RESEARCH TOPIC FOR STAFF

Question 1: Do you buy Nestle Food?

<i>Option</i>	<i>No of Respondents</i>	<i>Percentage %</i>
Always	100	68.97%
Sometimes	40	27.58%
No	5	3.45%
Total	145	100

Sources: Field Survey, 2022

From the table above, 68.97% representing 100 respondents always buy Nestle food while 27.58% representing 40 respondents say sometimes, while 3.45% representing 5% do not buy Nestle food.

Question 2: What influence your choice of a Particular Brand?

Option	No of Respondents	Percentage %
Low price	120	68.97%
Promotion	15	27.58%
Trail	10	3.45%
Total	145	100

Sources: Field Survey, 2022

From the above table 120 respondent representing 82.76% says because of low price, 15 respondents representing 10.34% says because of promotion, while 10 respondent representing 6.9% says because of trail.

Question 3: How often do you use it?

Option	No of Respondents	Percentage %
Every day	80	55%
Monthly	45	31%
Sometimes	20	12.25%
Total	145	100%

Sources: Field Survey, 2022

From the above analysis 80 respondents representing 55% used Nestle food every day, while 45 respondents representing 31% used it monthly, while 20 respondent representing 12.25% used to sometimes.

Question 4: Advertising is important to the sales of Nestle food?

Option	No of Respondents	Percentage %
Strongly agree	35	24.14
Agree	100	68.97
Disagree	10	6.9
Total	145	100

Sources: Field Survey, 2022

From the above analysis 35 respondents representing 24.14% strongly agree that advertising is important to the sales of Nestle food, 100 respondents representing 68.97% says agree while 10 respondent representing 6.9% says disagree.

Question 5: Which of these is the Best Method to advertise Nestle Food?

Option	No of Respondents	Percentage %
Television	70	48.28%
Radio	50	34.48%
Billboard	25	17.24%
Total	145	100

Sources: Field Survey, 2022

From the above analysis 70 respondents representing 48.28% agreed on television advertising and 50 respondents representing 34.48% agreed on radio advertising and 25 respondents representing 17.24% agreed on billboard advertising.

Question 6: Can the increase in advertising expenditure affect the demand for advertised Product?

Option	No of Respondents	Percentage %
Strongly agreed	120	81.25
Agreed	25	18.75
Disagree	0	0
Total	145	100

Sources: Field Survey, 2022

From the above analysis, it can be seen that 81.25% of the respondent representing 120 says very correct that the increase in advertising expenditure affect the demand for the advertised product, while 18.75% of the respondents representing 25 answered fairly correct, that the increase in advertng expenditure affect the demand for the advertised product.

Question 7: Are you satisfied with the Advertising effort of the Company?

Option	No of Respondents	Percentage %
Highly satisfied	80	55.17%
Satisfied	50	34.48%
Dissatisfied	15	10.35%
Total	145	100

Sources: Field Survey, 2022

From the above analysis 55.17% of the respondents are highly satisfied with the selling effort of the company, 34.48% are satisfied with, while 10.35% are dissatisfied.

Question 8: To what extent would you consider failure of Nestle Food Product?

Option	No of Respondents	Percentage %
To a very high extent	40	27.59%
To a high extent	25	17.24%
To a low extent	65	44.83%
To a very low extent	15	10.34%
Total	145	100

Sources: Field Survey, 2022

From the above table 27.59% of respondents says that failure of Nestle food product is to a very high extent 17.24% says to a high extent, 44.83% says to a low extent 10.34% says very low extent.

Question 9: Do you think Nestle Food gain more Market than other competitive Brand?

Option	No of Respondents	Percentage %
Strongly agree	87	60%
Agreed	40	27.58%
Disagreed	18	12.42%
Total	145	100

Sources: Field Survey, 2022

From the above analysis it can be seen that 60% strongly agree that Nestle food gain more market share than other competitive brand 27.58% says agree while 12.42% respondents says disagree.

Question 10: There is need for advertising even if the Product is of Good Quality?

<i>Option</i>	<i>No of Respondents</i>	<i>Percentage %</i>
Strongly agree	120	68.96
Agreed	20	27.6
Disagreed	5	3.45
Total	145	100

Sources: Field Survey, 2022

From the above analysis it can be seen that 68.96% strongly agree that there is need for advertising even if the product is of good quality 27.6% say agree while 3.45% says disagree.

4.3 Test of Hypotheses

Hypothesis I

H₀: The increase in advertising expenditure did not affects the demand for advertising product

H₁: The increase in advertising expenditure affects the demand for advertising product

Question No: 6

<i>Option</i>	<i>No of Respondents</i>	<i>Percentage %</i>
Very correct	120	82.78%
Fairly correct	25	17.24%
Not correct	0	0
Total	145	100

Source: Field Survey 2022

In analysis the hypothesis formulated, the chi-square. Formula was used to testing

the formula
$$X^2 = n \sum \frac{(F_o - F_e)^2}{F_e}$$

Where:

X^2 = Chi-square

Σ = Summation

Fe = Expected frequency

Fo = Observation frequency

<i>Option</i>	<i>Observed (o)</i>	<i>Expected (E)</i>	<i>O - E</i>	<i>(O - E)²</i>	<i>$\frac{(O - E)^2}{E}$</i>
Very correct	120	100	20	400	4
Fairly correct	25	30	-5	25	0.83
Not correct	0	15	-15	225	15
Total	145	145			19.83

Degree of freedom (Df)

$$Df = (R-1)(C-1)$$

$$= (3-1)(2-1)$$

$$= 2 \times 1$$

$$= 2$$

Level of significant = $X^2 = 5\% = 0.05$. X^2 table value with Df (2) at 0.05 = 5.99. X^2 calculate value = 19.83.

Decision Rule

The null hypothesis should reject while the alternative hypothesis should be accepted because the calculated value 19.83 is greater than the table value 5.99.

Hypothesis II

H₀: Nestle food does not gain more market than competitive brand.

H₁: Nestle food gain more market than competitive brand.

In testing this hypothesis Question No: 9

<i>Option</i>	<i>No of Respondents</i>	<i>Percentage %</i>
Strongly agree	87	60%
Agreed	40	27.58%
Disagreed	18	12.42%
Total	145	100

Source: Field Survey 2022

<i>Option</i>	<i>Observed (o)</i>	<i>Expected (E)</i>	<i>O - E</i>	<i>(O - E)²</i>	<i>$\frac{(O - E)^2}{E}$</i>
Very correct	87	100	13	169	1.69
Fairly correct	40	30	10	100	3.33
Not correct	18	15	3	9	0.6
Total	145	145			5.62

Chi-square table

Degree of freedom (Df)

$$Df = (R-1)(C-1)$$

$$= (3-1)(2-1)$$

$$= 2 \times 1$$

$$= 2$$

Level of significant = $X^2 = 5\% = 0.05$. X^2 table value with Df (2) at 0.05 = 5.99. X^2 calculate value = 5.62.

Decision Rule

The null hypothesis should reject while the alternative hypothesis should be accepted because the calculated value 19.83 is greater than the table value 5.99.

Hypothesis III

H₀: There is no impact of Advertising on the Marketing of Consumer's goods/services.

H₁: There is impact of Advertising on the Marketing of Consumer's goods/services

<i>Option</i>	<i>No of Respondents</i>	<i>Percentage %</i>
Highly satisfied	80	55.17%
Satisfied	50	34.48%
Dissatisfied	15	10.35%
Total	145	100

Sources: Field Survey, 2022

<i>Option</i>	<i>Observed (o)</i>	<i>Expected (E)</i>	<i>O – E</i>	<i>(O - E)²</i>	<i>$\frac{(O - E)^2}{E}$</i>
High satisfied	80	120	-40	1600	13.33
Satisfied	50	15	35	1225	24.5
dissatisfied	15	10	5	25	2.5
Total	145	145			40.33

By nature of the data above, the goodness of fit will be adopted. The expected value is the average of all items. $E = \frac{\sum x}{N}$

Degree of freedom (Df)

$$Df = (R-1)(C-1)$$

$$= (3-1)(2-1)$$

$$= 2 \times 1$$

$$= 2$$

Level of significant = $X^2 = 5\% = 0.05$. X^2 table value with Df (2) at 0.05 = 5.99. X^2 calculate value = 40.33.

Decision Rule

The null hypothesis should reject while the alternative hypothesis should be accepted because the calculated value 40.33 is greater than the table value 5.99.

4.4 Discussion of Findings

Based on the analyses and test of hypotheses:

- 1) Shows that advertising is important to Nestle Food it is the advertising that makes the customer to buy Nestle food.
- 2) It also finds that there is a significant challenge of advertising in the marketing of Nestle food.

- 3) Advertising impact positively on the sales of Nestle food as a product in an organization.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

From the analyses data and hypotheses the following were discovered that:

- a. It was discovered that Advertising does not affect the Marketing of Consumer goods/services.
- b. It was also found out that there is relationship between Advertising and the Marketing of Consumer's goods/services.
- c. From the research work, it was also discovered that there is significant impact of Advertising on the Marketing of Consumer's goods/services.
- d. It was also found that, Advertising has a positive impact on the sales of Nestle food.

5.2 Conclusion

Advertisements alone cannot boost sales. The quality of product however, should meet the popular standard and consumer expectations. Advertisements should stress product benefits to users instead of mere entertainments.

5.3 Recommendations

Based on the research findings, the researcher puts the following forward as recommendations:

- 1) Advertising should be done properly on the sale of modern product irrespective of its quality and standard.
- 2) The company's should put their effort to selects an appropriate media that would reach out to where the market or people are located.
- 3) The company should also improve on the product positioning
- 4) In finally, when there is a poor network in television advert, the company should use bill board or other sales promotional tools.

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APPENDIX I

Department of Marketing
School of Business Studies
Auchi Polytechnic,
P.M.B 13
Edo State
19th September, 2022.

Dear Consumers,

INTRODUCTION TO QUESTIONNAIRE

I am a final year student of the above name Department, I am undertaking a field research on the “*Advertising and its Impact on the Marketing of Consumers Goods/Services*” Nestle Food Nigeria Food Nigeria Plc, Ilupeju, Lagos State as a case study. Please assist in the administration of questionnaire.

I hereby assure you that all information collected will be used purely for academic purpose and will be treated with utmost confidentiality.

Your co-operation to this regard will be highly appreciated.

Yours faithfully,

OJO VERA

APPENDIX II
QUESTIONNAIRES

Instruction: Please tick [x] in the appropriate box to indicate your choice

Section A: Bio data

1. Gender: Male [] Female []
2. Age Bracket: below 20years [] 21 – 30 years [] 31-40years [] Above 40 years []
3. Marital status of respondent: Single [] Married [] Divorced []
Widow [] Widower []
4. Educational qualification of respondents: PHD [] MSC/MBA [] BSC/HND []
ND/NCE [] SSCE/WAEC []
5. Occupation: Civil servant [] Company worker [] Business [] Other specify []

Section B:

6. Do you buy Nestle food? Yes [] No []
7. How often do you buy Nestle Food? Regularly [] Not Regularly []
8. What influences your choice of a particular brand? Low price [] Promotion []
Trial []
9. How often do you use it? Every day [] Monthly [] Sometime []
10. Is advertising important to the sales of Nestle food? Strongly agree [] Agree []
Disagree []
11. Which of these is the best method of Advertising Nestle food? Television [] Radio
[] Bill board []
12. Can the increase in Advertising expenditure affect the demand for the product? Very
correct [] Fairly correct [] Not correct []
13. Are you satisfied with Advertising of the company products? Highly satisfied []
Satisfied [] Dissatisfied []
14. To what extent would you consider failure of Nestle food product? To a very high
extent [] To a high extent [] To a low extent [] To a very low extent []

15. Do you think Nestle food gain more market share than other competitive brand?

Strongly agree [] Agree [] Disagree []

16. Is there need for advertising even if the product is of good quality?

Yes [] No []