AUDIENCE PERCEPTION ON INFRANTED LOGO AS A TOOL FOR BELOW—THE—LINE MEDIUM OF ADVERTISEMENT OF POLYTECHNICS IN NIGERIA (A STUDY UNDERGRADUATE IN ABRAHAM ADESANY POLYTECHNIC, IJEBU IGBO OGUN STATE

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OLAVUNMI EMMANUEL	20-10-0618
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OCTOBER, 2022

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BY

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A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, SCHOOL OF MANAGEMENT AND BUSINESS STUDIES, ABRAHAM ADESANYA POLYTECHNIC, IJEBU-IGBO, OGUN STATE

IN PARTIAL FULFILLMENT OF REQUIREMENTS FOR THE AWARD OF NATIONAL DIPLOMA (ND) DEGREE IN MASS COMMUNICATION

OCTOBER, 2022

CERTIFICATION

This is to certify that, this research work was carried out by **MAJEKODUNMI, Temiloluwa Grace (20-10-0488); MOIBI, Oyindamola Eniola (20-10-0557); GEORGE, Justina Ebieritei (20-10-0564); OLAIDE, Taofeek Oluwatosin (20-10-0464); LAWAL, Ayokunle Ibrahim (20-10-0584); IWALESIN, Hassan Ayobami (20-10-0607); ABDULRAHMOM, Habeeb Olawale (20-10-0529); BANKOLE, Adepeju Fathia (20-10-0598); ORETADE, Eniola Ayomide (20-10-0624); OLAWUNMI, Emmanuel (20-10-0618); OLUSEYI, Oluwatosin (20-10-0516); AKPOROWHO, Oghenekevwe Favor (20-10-0513); IMRAN, Muiz Adeola (20-10-0528); SMART, Faith Deborah (20-10-0573); AWOJODUN, Fatai Fikayomi (20-10-0459); and AYANLEYE, Omotomiwa Ayomide (20-10-0574);** in the Department of Mass Communication, School of Management and Business Studies, Abraham Adesanya Polytechnic, Ijebu-Igbo, under my supervision.

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DEDICATION

The whole of this work is dedicated to God Almighty and the priceless gifts given to us by nature and our parents.

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ABSTRACT

The major aim of this study is to examine Audience Perception on Imprinted Logo as a Tool for Below – The – Line Medium of Advertisement of Polytechnics in Nigeria with special focus on undergraduates of Abraham Adesanya Polytechnic, Ijebu Igbo. This study is anchored on The Bottom-up Theory of Perception and Activity Theory. The researcher adopted the Simple Random Sampling Technique to distribute and collect the questionnaire items from the sample size of Three Hundred and Twenty – Five (325) respondents derived from the population of the study extracted from the total number of students who enrolled for the 2021/2022 academic session stood approximately at Two Thousand and Seventy – One (2,071). The questionnaire contained questions which are in accordance with the research problem and the research questions and are framed in a way that it would not be misunderstood by the respondents. The study found out that, imprinted logo of Abraham Adesanya polytechnic played a vital role in creating brand recognition for the polytechnic among the undergraduates of the polytechnic. The study however recommended among others that, the advertising team of Abraham Adesanya Polytechnic can imprint their logos on wrist bands, pens, and some of the most used academic materials used by the students of the institution.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

No two audience can actually see the same message from the same perspectives. This is one of the key features that make communication dynamics. The idea of perception has been subjected to intellectual evaluation over the years. Among the thoughts that have emerged in this study is the work of Hume. According to Hume, a philosopher, the human thought is unbounded. He said that although the human body is confined to one planet, the mind can roam instantly into the most .distant and far removed region of the universe (Stump & Fieser, 2013). He also said that the contents of the human mind can all be reduced to the materials that are given us by the senses and experience, and he called those materials perceptions.

Gamble and Gamble (2015) describe communication as being located in the core of our "humanness." This can be considered to be an apt description since our lives truly depend on communication. Communication forms the centre of human existence because it is the means by which human beings relate with their environment. In fact, intra-personal communication, which is the communication that takes place within self, states that one communicates with himself. This is very significant because our self-identity is as a result of our communication about ourselves to ourselves.

Advertisements of any products is always regarded as a communication process where the sender (advertiser) always have a message to deliver to the receiver (targeted audience of such

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advertisement). Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual (Eskilson, 2017). Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement (advert or ad for short) (Senn, 2017).

Advertising may be categorized in a variety of ways, including by style, target audience, geographic scope, medium, or purpose. For example, in print advertising, classification by style can include display advertising (ads with design elements sold by size) vs. classified advertising (ads without design elements sold by the word or line). Advertising may be local, national or global. An ad campaign may be directed toward consumers or to businesses. The purpose of an ad may be to raise awareness (brand advertising), or to elicit an immediate sale (direct response advertising) (Bigat, 2018). The term above the line (ATL) is used for advertising involving mass media; more targeted forms of advertising and promotion are referred to as below the line (BTL). The two terms date back to 1954 when Procter & Gamble began paying their advertising agencies differently from other promotional agencies. In the

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2010s, as advertising technology developed, a new term, through the line (TTL) began to come into use, referring to integrated advertising campaigns (Clow, 2017).

As crucial and indispensable as communication is to life, however, it is not independent in its functions. The success and effectiveness of communication heavily depends on certain other factors, chief among which is the perceptual process. It is possible for a communicator to ensure that he has a clear message, send it through an appropriate medium, and even eliminate noise as much as possible. However, it is impossible for him to determine what the receiver thinks of the message, that is, the receiver may receive the actual message but think of it differently; this is the relevance of perception. Perception represents the process of making meaning out of experiences. This study there examines audience perception on imprinted logo as a tool for below the line medium of advertisement of polytechnics in Nigeria with special attention on the undergraduates of Abraham Adesanya Polytechnic, Ijebu Igbo, Ogun State.

1.2 Statement of The Problem

It has been observed that the fact that a receiver receives the actual message does not guarantee that he interprets it in the way intended by the source. This can gives a solid backing to the fact that, an advert can be given different interpretations based on what the audience sees it to be.

A scenario of a pain relieve drug to be advertised is an area of about 80% of the population are Muslims, will give a vivid illustration to what audience perception can look like. On the page of the drug carton is a graphical representation of an unhealthy man who takes the pain relieve drug and becomes healthy. In other words, the message the advertiser of this product wants to

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pass is that, "take this drug and be healthy and strong." A typical Muslim in this area where this drug is branded will certainly have a contrary interpretation to this advert because Muslims read from the right hand side to the left hand side. In short, all what is likely for this Muslim to read is a man who is healthy / strong then takes the drug and become unhealthy. This is the reason audience perception in a communication process is mostly considered paramount.

With so much evidences, logo of Abraham Adesanya Polytechnic has been imprinted on locations where most of the undergraduates of Abraham Adesanya Polytechnic can always see. Some of these students may likely see these imprinted logos of the school as a medium of advertisement while some will consider it as just a label to identify that, object where the logo is seen is a property of Abraham Adesanya polytechnic. This then birth need for this study to find out if undergraduates of Abraham Adesanya Polytechnic see imprinted logo of the institution as a tool for below the line medium of advertisement for the polytechnic.

1.3 Objectives of The Study

1. To highlight level of exposure of the undergraduates of Abraham Adesanya Polytechnic to the imprinted logo of the polytechnic.

2. To find out the level of prominence given to imprinted logo of Abraham Adesanya Polytechnic as a medium of advertisement for the polytechnic.

3. To ascertain the roles of imprinted logo of Abraham Adesanya polytechnic in creating brand recognition for the polytechnic among the undergraduates of the polytechnic.

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4. To identify the effectiveness of imprinted logo of Abraham Adesanya Polytechnic in promoting the institution identity among the undergraduate of Abraham Adesanya Polytechnic.

1.4 Research Questions

1. What is the level of exposure of the undergraduates of Abraham Adesanya Polytechnic to the imprinted logo of the polytechnic?

2. What is the level of prominence given to imprinted logo of Abraham Adesanya Polytechnic as a medium of advertisement for the polytechnic?

3. What are roles of imprinted logo of Abraham Adesanya polytechnic in creating brand recognition for the polytechnic among the undergraduates of the polytechnic?

4. How effective is imprinted logo of Abraham Adesanya Polytechnic in promoting the institution identity among the undergraduate of Abraham Adesanya Polytechnic?

1.5 Significance of the Study

The study can be of academic and socio-economic significance in the following ways:

The management of Abraham Adesanya Polytechnic will come to see the merit of below – the – line advertisement. The researchers shall dwell on the importance of paying more attention of the below – the – line forms of advertisement as it is a form of persuasive communication that speaks directly to the targeted audience.

The Publics of Abraham Adesanya Polytechnic through this study will come to see the real meaning of AAPOLY logo.

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Corporate organisations at the private and public sections will come to see creative ways on how to use below – the – line forms of advertisement in improving the awareness and acceptance of their brands in the competitive market as we have today.

1.6 Limitation to the Study

The most constant entity every study must be faced with is limitations. Therefore, limitation of this study is time constraint. The period in which the researcher would be conducting research, getting information (data collection) may not be enough as this research work demands more time is spent to achieve desirable result. Also, the availability of materials similar to the study is one limitation.

Another limitation the researcher may be faced with is the inadequate of research materials as this study appears to be so recent and new in the academic environment.

The attitude of respondents before they respond to the questions is also another challenge the researcher may likely to face. Funds to finance movement from one place to another for the distribution of questionnaire are another challenge the researcher may likely face.

1.7 Operational Definition of Terms

Audience: This is defined as a section of the community having a particular interest or connection.

Perception: This is the way in which something is regarded, understood, or interpreted.

Imprinted Logo: This term means to print a logo of a product on a particular surface.

Below – The - Line: This is relating to advertisement by means such as direct mail, email, promotional events etc.

Advertisement: This is a notice or announcement in a public medium promoting a product, service or event.

CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

This chapter will give a broaden understanding of this study as it includes literature review of various concepts by different scholars starting from the relevant Conceptual Review to this study to the review of the relevant theories which will best explain the rationale of this study and then to the Empirical Review.

The Conceptual Review will analyse some relevant concepts to this study in other to establish some basics understandings and knowledge on the topic under review. The Theoretical Review will review some relevant theories to interpret and analyse and explain the rationale of this study while the Empirical Review is a part on its own that the researcher analyses and makes references to another person's work.

2.1 Conceptual Review

2.1.1 The Concept of Corporate Communication

Corporate communication is the process by which stakeholders perceive the organization's identity and by that form their image and the upcoming reputation. Balmer & Gray (2018) states that due to environmental changes in the past decades the need has increased for strategically managing corporate identity. Corporate communication is the channel by which a corporate identity is made known to internal as well as external stakeholders. Over time this

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can result into the acquisition of a corporate reputation (Balmer, 2018). Van Riels (2015) corporate communication mix includes management, organizational and marketing communications. Aberg (2018) broadened Van Riel's corporate communication mix and added elements such as organizations´ products and behaviour.

Organizations can communicate their activities through their logo (e.g. golfing by a golf ball) and destination or locale by name. (Chech-Teck& Lowe, 2019) Corporate communication is based on the premise that everything an organization does, make and say will be communicated in some way (Baker and Balmer, 2017). Bernstein (2018) points out that an organization has to embrace a holistic view of communication since you are communicating to your stakeholders all the time. The communication could be planned or unplanned, it is still creating impressions and as a result an image is being formed. This view is shared by Haynes (2018) who states that corporate communication is every form, manner and medium by which an organization communicates with its stakeholders. Balmer & Soenen (2018) state that corporate communication includes what they call uncontrolled communication, controllable communication, behaviour of employees, indirect communications and visual identity.

Balmer & Gray (2018) argues for that corporate communication must be expanded in a bigger perspective since they categorize corporate communication as primary, secondary and tertiary. Primary communication is expressed through different kinds of behaviour, both towards the organization, but also towards the market. Secondary is the visual expression an organization sends out to people in form of advertising, graphic design, brand, logo etc. The tertiary

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communication is an abstract expression that comes to in form of Word-OF-Mouth and reputation spinoffs (Balmer & Gray, 2018).

2.1.2 The Concept of Corporate Identity

A corporate identity or corporate image is the manner in which a corporation, firm or business enterprise presents itself to the public (such as customers and investors as well as employees). The corporate identity is typically visualized by branding and with the use of trademarks, but it can also include things like product design, advertising, public relations etc. Corporate identity is a primary goal of the corporate communications, in order to maintain and build the identity to accord with and facilitate the corporate business objectives (Cleveland and Laroche, 2017).

In general, this amounts to a corporate title, logo (logotype and/or logogram) and supporting devices commonly assembled within a set of corporate guidelines. These guidelines govern how the identity is applied and usually include approved colour palettes, typefaces, page layouts, fonts, and others.

Corporate Identity as Integrated Marketing Communications (IMC)

Corporate identity is the set of multi-sensory elements that marketers employ to communicate a visual statement about the brand to consumers. These multi-sensory elements include but are not limited to company name, logo, slogan, buildings, décor, uniforms, company colours and in some cases, even the physical appearance of customer-facing employees. Corporate Identity

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is either weak or strong; to understand this concept, it is beneficial to consider exactly what constitutes a strong corporate identity.

Consonance, in the context of marketing, is a unified message offered to consumers from all fronts of the organisation (Laurie & Mortimer, 2019) in the context of corporate identity, consonance is the alignment of all touch points. For example, Apple has strong brand consonance because at every point at which the consumer interacts with the brand, a consistent message is conveyed. This is seen in Apple TV advertisements, the Apple Store design, the physical presentation of customer facing Apple employees and the actual products, such as the iPhone, iPad and MacBook laptops. Every Apple touch point is communicating a unified message: From the advertising of the brand to the product packaging, the message sent to consumers is 'we are simple, sophisticated, fun and user friendly'. Brand consonance solidifies corporate identity and encourages brand acceptance, on the grounds that when a consumer is exposed to a consistent message multiple times across the entirety of a brand, the message is easier to trust and the existence of the brand is easier to accept. Strong brand consonance is imperative to achieving strong corporate identity.

Strong consonance, and in turn, strong corporate identity can be achieved through the implementation and integration of integrated marketing communications (IMC). IMC is a collective of concepts and communications processes that seek to establish clarity and consistency in the positioning of a brand in the mind of consumers. As espoused by Holm (cited in Laurie & Mortimer, 2011), at its ultimate stage, IMC is implemented at a corporate level and

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consolidates all aspects of the organisation; this initiates brand consonance which in turn inspires strong corporate identity. To appreciate this idea with heavier mental weight it is important to regard the different levels of IMC integration.

The communication-based model, advanced by Duncan and Moriarty (as cited in Laurie & Mortimer, 2018) contends that there are three levels of IMC integration; Duncan and Moriarty affirm that the lowest level of IMC integration is level one where IMC decisions are made by marketing communication level message sources. These sources include personal sales, advertising, sales promotion, direct marketing, public relations, packaging and events departments. The stake holders concerned at this stage are consumers, local communities, media and interest groups (Duncan and Moriarty, 1998 as cited in Laurie & Mortimer, 2018). At the second stage of IMC integration Duncan and Moriarty (as cited in Laurie & Mortimer, 2018) establish that level one integration departments still have decision making power but are now guided by marketing level message sources. At stage two integration the message sources are those departments in which product mix, price mix, marketing communication and distribution mix are settled; appropriately, stakeholders at this stage of integration are distributors, suppliers and competition (Duncan and Moriarty, 1998 as cited in Laurie & Mortimer, 2018). It is at this stage of integration that consumers interact with the organisation (Duncan and Moriarty, 1998 as cited in Laurie & Mortimer, 2018). Moving forward, the last stage Duncan and Moriarty's Communication Based Model (as cited in Laurie and Mortimer, 2018) is stage three where message sources are at the corporate level of the organisation; these message sources include administration, manufacturing operations, marketing, finance, human

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resources and legal departments. The stake holders at this level of IMC integration are employees, investors, financial community, government and regulators (Duncan and Moriarty, 1998 as cited in Laurie & Mortimer, 2018). At the final stages of IMC integration, IMC decisions are made not only by corporate level departments but also by departments classed in stages one and two. It is the inclusion of all organisational departments by which a horizontal, nonlinear method of communication with consumers is achieved. By unifying all fronts of the marketing firm, communications are synchronised to achieve consistency, consonance and ultimately strong corporate identity.

2.1.3 The Concept of Logo Creation

A logo is a symbol or design used to identify a company or organization, as well as its products, services, employees, etc. In its simplest definition, a logo identifies. It is how a company is recognized and remembered among others. It also functions as the face of a business.

A logo in itself is not a brand. The term logo is short for logotype, graphic designer speak for a custom-lettered word. One can see why the term 'logo' caught on - it's dead catchy. But what people are usually referring to when they say 'logo' is a symbol, emblem, monogram, initials or any form of graphic device that represents a company or its products and services. A logo (or brand mark) is the flag behind which pretty much every organisation stands. And, just like people, they come in all sorts of shapes, sizes and varieties.

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In the early part of a project it pays not to limit one's thinking to one particular approach. Be adventurous and try them all. What fits? What works? What does not? Would this idea work better this way, or that way? Have a goal at coming up with ideas for all of the following categories, even if you have a hunch about what the client will go for. Remember that there are no hard-and-fast rules, so explore combinations of categories and crossover between them: sometimes that is where one finds the best ideas, and clients can make unexpected decisions, so test the water.

Logos come in all shapes and sizes. From Wordmarks to image-based marks, there are no hard and fast rules about which approach works best. Experiment, but be sure the ideas fit the brief. The following explains the type of logo design available for the graphics illustrators:

1. **Letter mark**: A letter mark logo is typography based and exclusively made up of a company or brand's initials, and for that reason, it's also known as a monogram. Examples include NASA, IBM, CNN etc. The main drawback of using a letter mark is that if on is creating an original brand, it can be difficult to create something distinctive, and people can often be left guessing what the company actually does or what they stand for (literally and metaphorically).

2. **Word mark**: As one may have guessed, word marks are typography based and usually focus on the name of the business or brand. This is often the simplest approach, which is why a lot of well-known companies have opted for word marks – Google, Facebook, Coca-Cola, Disney to name a few. Word marks can be a really effective way of making a logo

clear and legible, especially using distinctive or original business name. Typographical choices are very important in the absence of any pictorial elements.

3. **Brand mark:** In contrast to the first two types of logo, a brand mark (also known as a pictorial mark) abandons text completely. Apple's apple, Nike's swoosh and Twitter's bird, are all examples of iconic brand marks. The best ones are simple, and thrive as app icons and profile images in a digital age. They are also often better (than typographical logos) at conveying the more abstract or emotional qualities of your company – images speak a thousand words.

4. **Combination Mark:** Our final basic kind of logo uses a brand mark alongside a word mark or letter mark. This is probably the most commonly used, and well-known examples include Adidas, Mastercard, and British Steel. Arguably the best of both worlds, the combination mark offers the clarity of typography and the visual appeal of an icon. A good pictorial mark can reinforce or add value to an average word mark, and a good brand name can add clarification to what might have been a confusing or meaningless brand mark. This makes combination marks ideal for new and established brands alike.

2.1.4 Background of Advertising

According to Nwanwene (1999) cited by Ogbu, Tarnongo and Alakali (2020) market message is an old component of man's interaction and draws the foremost concept about market message in reverse to the farm of man when snake showcased evil apple to the woman, the woman also introduced man to the apple. In his account, Sambe (2017), draws market message in reverse to olden Egyptians by the time the Pappyrus pictures seen giving reinforcement to

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servants who came back from escaped. Meanwhile, during the first Greece and Roman eras, symbol board had been positioned on the entrance of marketing house and informers who claimed the businessmen had some goods to sell.

Ehikwe (2018) on his part posits that, advertising is one of the most powerful and oldest forms of business communication which has its origin from the time of the first exchange of products in business arena. In the ancient times, trade by barter was the foremost form of exchange of products while advertising was manifested by the display of goods which sought to inform customers of what was available for exchange.

In the contemporary business world, advertising is a component of promotion in the marketing mix which has product, price, and place as other elements. The focus of advertising is to inform customers of available products and thereby induce or create demand, facilitate exchange process and these are translated into increase production. Advertising has been playing major roles in the society by contributing to speedy and mass flow of information, thereby increasing the knowledge bank of the people for their social, economic, technological and political development (Ehikwe, 2018).

According to Nwosu and Nkemnebe (2016), as a human activity, advertising is as old as man. As a communication, marketing or selling, promotional or marketing communication activity, advertising is still as old as man. This is why it has been argued in some quarters that the advertising act or activity actually started in the Garden of Eden, when the snake promoted and convinced Eve to eat or consume the forbidden apple, and Eve in turn also successfully

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promoted and convinced Adam to eat or consume the forbidden fruit. It is even said that the primitive men and women of the Stone Age had ways of promoting, communicating informing or convincing others to accept their ideas or materials in a manner similar to what is done today in the name of advertising. This school of thought would go further to state that every human civilization in the past had a number of activities, which had very close similarity or resemblance to what we call advertising in present–day societies or civilizations.

Ebitu (2018) is of the opinion that advertising is as old as humanity. People were introduced to some events, foods, goods, ideas and even personalities by other persons. Any person who wanted to exchange his goat for a sheep has to inform the sheep owner about his intention. As the technique of writing developed there was the need to write letters advertise or inform others about their goods or intentions. This in effect was a form of advertising.

Wells, Burnett and Moriarty (2017) assert that, the history of advertising has been dynamic and unpredictable. They divide the account about market message into quarter segments. Number one segment was the era of Paper message. Advertisings were firstly grouped in style, and paper medium that circulated messages. The results of such age were introduction of the paper message. The second stage is the industrial revolution and emergence of consumers' societies. This was the era, advertising enlarged in significance and weight, due to numerous social as well as scientific advancements. The essence of advertisings system were to drive a functional, and strong message unit capable of selling goods to largely scattered markets. Number three segment was resent advertisings: agencies, sciences and creativities. The

advertising industry grew to a remarkable point as a consequence, compelled advancement of sellers grounding in advertisings (agencies, established research techniques) and move toward a period of plenty creativities.

Fourth stage is that accountability era which started in 1970s. Clients wanted advertisements which birth revenue as well as scientific implementation as merchants rented experts who can establish some answer. During the early 1990s, advertising firms recognized that its fate was linked to the global business environment.

Ehikwe (2017), Nwosu and Nkemnebe (2016) opined that, in Nigeria, the early advertising and the modern advertising periods or ages, as was the case in the other parts of the world, were preceded by the primordial and the pre-print media ages. So for convenience, the history of the development of advertising in Nigeria was divided into three stages:

i. The primordial, rudimentary, pre – print media or early stage.

ii. The print advertising and business growth stage

iii. The professionalism and professionalization stage

The primordial or early stage of the development of advertising is in a lot of ways similar in form to what the case was in the developed countries of Europe and the United States, even though in their own accounts, they did not mention Nigeria or indeed Africa, probably due to ignorance, bias, neglect or other such negativities that led to their perception and presentation of Africa and Africans as primitive, uncivilized, the white man's burden and so on. Nigerians had their rudimentary advertising forms that included signs, symbols, spoken words or the

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town crier models of advertising, slogans dances, drums, gongs, songs and many other means of prospects to buy or exchange goods and services (trade by barter) or carry other desired activities such as community and civil development activities.

And perhaps, the greatest joy of the above true facts is that they are still verifiable. This is because where most, if not all, of the primordial advertising forms may have disappeared in the United States and Europe, or are found mainly in their museums, all of the primordial forms we listed above still exist and are in use in the rural areas of Nigeria where at least seventy five percent of Nigerians reside. In fact, they are so important and useful to the rural dwellers that see them as more credible, available and accessible than the modern advertising forms of television, radio, billboards and others. In most cases, product, services, political and development advertising campaigns that do not include these existing primordial forms in trying to inform, educate, motivate and convince the rural Nigerians to buy, vote, support or accept whatever is meant to be sold to them, will fail woefully. Therefore, they should be recognized as relevant and be carefully integrated into the modern advertising campaign plan in order to achieve the expected result (sales, vote etc.) (Nwosu and Nkemnebe 2016).

Nwosu and Nkemnebe, (2016) assert that, the second stage of development of advertising in Nigeria was the print media advertising and business growth stage, was advanced by two major global forces- the invention of printing in 1450 brought about the print media, and the inclusion of foreign multinational into Nigeria which led to growth in business development, which of course required advertising. The emergence of photography in 1831 in the world

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media scene and penetrated Nigeria at this stage, also added impetus to the growth of advertising in Nigeria. The first Nigerian newspaper, the Iwe Irohin was first published in 1839 by Reverend Townsend, the first modern advertisement. That was a classified advertising and was an announcement on shipping to demonstrate the intimate relationship between the mass media, business and marketing, even in those early periods.

The third stage or phase of advertising's development in Nigeria described as the stage of the development of truly modern advertising in Nigeria (Nwosu & Nkemnebe 2016). Technically, it could be said to have actually started in the first quarter of the 20th century and has continued till the present. It is indeed a period that marked the rapid growth of the advertising industry or advertising practice in all its forms and ramifications. At this stage, advertising in Nigeria moved from the print media or printed forms to the electronic media, which include radio, television and cinema. According to Ehikwe, (2017) advertising media are categorized into four broad divisions based on their characteristics such as media of publication and transmission; methods of message dissemination, how consumers and the public receive the message, the message contents and other aspects that distinguish them like location and site of medium, management of the medium, style and manner of message delivery and the professionalism in execution of the advertising. Ehikwe (2017) groups advertising media into electronic or broadcast advertising (radio and television) and print advertising (newspapers, magazines and handbills or fliers). The next is outdoor advertising (billboard, sticker and so on).

2.1.5 Meaning of Advertising

Today, meaning of advertising abound. According to Arens (1996) cited by Ayanwale, Alimi and Aynabimipe (2019), advertising is defined as communication process, marketing process, an economic and social process, a public relation process or information and persuasion process. Dunn and Barban (1987) cited by Ayanwale et al, (2019) viewed advertising from its functional perspectives, hence, they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way hope to inform or persuade members of a particular audience. Morden (1991) cited by Nwosu and Nkemnebe (2016) apt that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and build up knowledge about it. Kotler (2019) sees advertising as one of the four major tools companies use to direct persuasive communication to target buyers and publics. It consists of non-personal forms of communication conducted through paid media under clear sponsorship. According to Kolter (2019), the purpose of advertising is to enhance potential buyers response to the organization and its offering, emphasizing that "it seeks to do this providing information, by channelling desire, and by supplying reasons for preferring a particular organization's offering".

Meanwhile, Etzel, Walker and Stanton (1997, p.45) cited by Ebitu (2018, p.112) clearly expressed entire advertising as having four structures:

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i.   A verbal and / or visual message

ii.   A sponsor who is identified

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iii.   Delivery through one or more media

iv.   Payment by the sponsor to media carrying the message.

Concluding the premise, these authors apt that advertising then consists of every exercise involves in giving to audiences a non – private, identified sponsor, and paid for idea about products and organizations. Davies (1998) cited by Yinka (2018) argued that "advertising is any paid form of non – personal media presentation promoting ideas or concepts, goods or services by an identified sponsor". Arens (1996) cited by Ayanwale, et al (2019) expressing almost the same view describes advertising as "the personal communication of information usually paid for a usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media".

It means that the fact of advertising is to create knowledge of the advertised products and provides message that would help consumers to execute purchases or choice. The impact of advertising as a promo strategy, therefore, stands on its abilities to influence consumers not only but eventually create brand loyalty. As an output, many marketers spend a large sum of cash on advertising and product management.

2.1.6 Classification of Advertising

Since advertising is a sophisticated product for a variety of consumer groups, and is used to implement a wide range of functions, it is not so simple to classify it. It is possible to divide advertising into 8 main categories:

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i.   **By target market segmentation:** In this case, it should be clarified that the segmentation is a division of the consumer audience on segments by typical social, professional and other features. The more specific product or service is the narrower is the segment of the audience, among which they can be advertised (Sandage, 2017).

ii. **By target impact:** Commercial (goods and services) and non – commercial (political and social). Commercial advertising is used to create, maintain and increase the demand of certain products, creating the best conditions for sale. Non – commercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise (Sandage, 2017).

iii. **By distribution area** - Global, national, regional, and local. Global advertising is a rapid development of economic globalization in general: interactive videos, world radio and satellite TV, the Internet and other latest communication tools. Three other types of advertising aimed at the population within the boundaries of a particular state, region, city, town or district (Sandage, 2017).

iv. **By the way of transmission:** printed, electronic, outdoor advertising. (Sandage, 2017).

v.   **By the method implementation - textual, visual:** Textual advertising is divided into simple and complex, and visual into statistical and dynamic. Simple text advertising is a regular wall advertisement. Complex text advertising includes a set of basic components - title, subtitle, main text module, slogan, etc. As an example of statistical advertising can be an appropriate photographic image or picture, and dynamic advertising such as video, computer animation (Sandage, 2017).

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vi.   **By the method of impact – direct and indirect:** Direct advertising is an advertising that places us in front of the fact: this is the product, please buy it. Here is the price, phone number, etc. Indirect advertising is a phenomenon of a different kind. It operates almost on a subconscious level. So we do not even notice that we absorb the advertising information gradually (Sandage, 2017).

vii.   **By the method of addressing – an impersonal and personalized:** Personalized advertising is represented by well-known personalities or experts of the advertised product, or consumers themselves (Sandage, 2017).

viii.   **By the method of payment – paid or free:** Free advertising is rare. In the most cases it is a public or social advertising, not for commercial purposes (Sandage, 2017).

2.1.7 Main Types of Advertising

Sandage, (2017) identified the following as the main types of advertising:

i.   **Brand Advertising:** It is usually visual and textual advertising. Such advertising is intended primarily to achieve a higher level of consumer recognition of specific brands (Sandage, 2017).

ii.   **Commerce and Retail Advertising:** Advertising of this type focuses on the specific production organization or product sales. It can be a service company or a shop. The main task of the commerce and retail advertising is to encourage the inflow of potential buyers by informing them about the place and the main terms of the provision of certain goods or services (Sandage, 2017).

iii.   **Political Advertising:** One of the most prominent and the most influential types of advertising. A positive image of the politician is formed (Sandage, 2017).

iv.   **Advertising with a Feedback:** This type involves an exchange of information with potential customers. Most common way is a direct mail to specific recipients that has the greatest interest for advertisers as a possible buyers (e.g. in the form of catalogs) (Sandage, 2017).

v.   **Corporate Advertising:** Such advertising almost never contains advertising information (in the conventional sense of the word), and serves for the preparation of the public opinion (a certain segment of buyers) to support the point of view of the advertiser (Sandage, 2017).

vi.   **Business Advertising:** Professionally-oriented advertising, intended for distribution among groups formed by their belonging to a particular occupation. Such advertising is spreading mainly through specialized publications (Sandage, 2017).

vii.   **Public or Social Advertising:** Unlike business advertising, it is oriented to the audience, united mainly by people social status - for example, single mothers, childless couples, teenagers, etc. (Sandage, 2017).

2.1.8 Functions of Advertising

There are four main functions of advertising according to Kotler (2019):

Economical Function: The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a

certain unit of time. Advertising informs, creates the need for a product or service, and encourages people to purchase. The more people have responded to the ad, the better it is for the economy and the economic wellbeing of society (Kotler, 2019).

Social Function: Advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, besides the promotion of a product, it also helps to form ideological values of the society and at the end has an effect on the character of social relations; causes consumer instincts, encouraging people to improve their financial state; and improves the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best (Kotler, 2019).

Marketing Function: Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services (Kotler, 2019).

Communicating Function: Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer audience by the means of information channels (Kotler, 2019).

However, Stanton, (2018) opined that, advertising is an element of promotion. It not only assists in promoting the product, but also affects the other variables of marketing mix which can be explained below according to Stanton, (2018):

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Advertising and Product: A product is normally a set of physical elements, such as quality, shape, size, colour and other features. The product may be of very high quality .At times, the product is so designed that it requires careful handling and operations. Buyers must be informed and educated on the various aspects of the product. This can be effectively done through advertising. Thus, advertising plays the role of information and education (Stanton, 2018).

Advertising and Price: The price is the exchange value of the product. A marketer may bring out a very high quality product with additional features as compared to competitors. In such a case, price would be definitely high. But buyers may not be willing to pay a high price would be definitely high. Here comes advertising. Advertising can convince buyers regarding the superiority of the brand and thus its value for money. This can be done by associating the product with prestigious people, situations, or events. Alternatively, when a firm offers a low price product the job of advertising needs to stress the price advantage by using hard hitting copy; it is not just enough to convince, but it is desirable to persuade the buyer. Thus advertising plays the role of conviction and persuasion (Stanton, 2018).

Advertising and Place: Place refers to physical distribution and the stores where the goods are available Marketer should see to it that the goods are available at the convenient place and that too at the right time when the buyers need it. To facilitate effective distribution and expansion of market, advertising is of great significance. Thus advertising do help in effective distribution and market expansion (Stanton, 2018).

Advertising and Promotion: Promotion consists of advertising, publicity, personal selling and sales promotion technique. Businessmen today have to face a lot of competition. Every seller needs effective promotion to survive and succeed in this competitive business world. Advertising can play a significant role to put forward the claim of seller, and to counter the claims of competitor. Through effective advertising, sellers can face competition and also help to develop brand image and brand loyalty (Stanton, 2018).

Advertising and Pace: Pace refers to the speed in marketing decisions and actions. It involves among other things the launch of new products or brand variations at greater speed than before. As and when new brands are launched, advertising plays an important role of informing, educating and persuading the customers to buy the product (Stanton, 2018).

Advertising and Packaging: The main purpose of packaging is protection of the product during transit, and preservation of quality and quantity. Nowadays, marketers take lot of efforts to develop and design attractive packages as they carry advertising value. A creatively design package attract the attention of the customers. It also carries an assurance of quality and creates confidence in the minds of customers to buy the product (Stanton, 2018).

Advertising and Positioning: Product positioning aims at creating and maintaining a distinct image of the brands in the minds of the customers. Through advertising the marketer can convey the positioning of the brand and accordingly can influence the buying decision of the target audience (Stanton, 2018).

2.1.9 Determinants of Advertising Media

Stanton, (2018) opined that, selection of a right type of advertising media is a difficult task. Any media that is selected must be capable of accomplishing at least the three main objectives: It must reach the largest number of people possible; it must attract their attention; and it must be economical. Stanton, (2018) however identified the following as the determinants of advertising media:

The Nature of the Product: The nature of the product determines the choice of the advertising media. For instance, cinema, television, colour periodicals would be the obvious choice for products like fabrics and toilets requiring visual presentation. In this connection, management should develop a product-media match (Stanton, 2018).

Market Requirements: While selecting advertising media, the company's market requirements should be considered. When they meet these requirements, they lend themselves to good use. For example, specialised high fashion colour magazines would be the proper media for consumers with high income groups and sophisticated tastes. Similarly, outdoor media would be appropriate when consumer action is to be induced at the point of purchase (Stanton, 2018).

Advertising Objectives: The advertising objectives also determine the type of media to be selected. For example, the press is preferred to project corporate image while radio and television is relevant for product advertising (Stanton, 2018).

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Distribution Strategy: The advertising media should be compatible with the distribution strategy adopted by the company. For example, if the company is selling through middlemen wholesalers and retailers etc., then outdoor advertising media duly supported by television, radio and cinema etc. may help to pull the product out of channel (Stanton, 2018).

Nature of the Message and Appeals: The nature of advertising message appeal also determines the advertising media for a company. The media should be able to carry the message and appeal to the right persons in the perspective. For example, if time is the essence of communication, daily newspaper and radio may be the best choice. Mass consumption items like soaps, toothpastes, hair oil etc. may determine television, newspapers as the best selection (Stanton, 2018).

Budget: The budget available for advertising purpose will decide the choice of media of advertising. For example, a manufacturer having comparatively large funds for advertising may choose television or radio or both as a media of advertising. On the other hand a medium or small sized businessman may prefer newspaper and magazine as an advertising media (Stanton, 2018).

Competitors Choices: A company should also take into account the wisdom of competitors media choices despite differences in advertising objectives and appropriations. It is not desirable to outright dismiss their choices. Generally, the advertising media used by competitors are preferred so as to make an impressive appeal for the product (Stanton, 2018).

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Media Circulation: The company should take into account the circulation of the advertising media. Media circulation must match the distribution pattern of the product. This applies to the press media. Circulation should not be confused with readership. Circulation means the number of copies sold after deduction of free copies, returns and other differences between the total number of printed copies and total number sold at full price. The advertising media selected should have maximum circulation, such as Hindustan Times etc. (Stanton, 2018).

Media Availability: The question of media availability is quite relevant while considering advertising media alternatives because not all media are available to a company at all times whenever required. For instance, in 1973, and 1974, owing to acute newsprint shortage, space availability in national dailies was a real problem (Stanton, 2018).

Penetration: How can we penetrate the market most thoroughly or how can we reach the greatest number of potential customers is also an important factor influencing the choice of a particular advertising media. Shall we reach housewives at the kitchen-sink by means of television or radio and which is likely to have the greater impact? This fact should be considered.

Size and Nature of the Business Enterprise: The size and nature of the business enterprise also play an important part in making a choice for the advertising media. Different media will suit to departmental stores, chain stores, small shops, manufacturers and producers etc. A big business enterprise may make use of television, radio and newspapers having national network, whereas a small unit may prefer local newspapers and cinema-slides etc.

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2.1.10   Concept of Below-the-Line Advertising

In today's marketing world, more and more companies are leaning towards below the line marketing activities for communication and promotions, (Charles, 2018). Although below the line advertising or promotion can be seen as vital aspect that reaches the customers efficiently. It is an advertising strategy in which a product is promoted in media other than radio, television, billboards, print and film. They commonly include direct mail campaigns, trade shows and catalogues and targeted search engine marketing. This advertising type tends to be less experience and more focused (Watrons, 2018). Below-the-line advertising seeks to reach a consumer, instead of a mass audience directly rather than through an intermediary such as with a commercial during a television show. This type of advertising is often centred on specific localities and is used to promote products that a consumer wants to see in person. It can be coupled with in store sales to help explain the features of the product, (Asemah, 2018). Similarly below the line advertising reaches far people but is more selective about the people it reaches. In most cases, extensive market research is done first to identify a target niche of hungry buyers. Once these potential customers are pinpointed, below the line advertising reaches them directly in a more personal manner, such as direct mail sent to their lenses, face to face contact at a trade show or a pain search engine result when they enter a specific query (Pamoni, 2019).

Below-the-line advertising activities can be classified as those promotional activities that offer a direct communication to the target audience. Such activities like e-mail campaigns,

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exhibitions, brand activation which includes mail activation corporate activation and society activation, all form the basis of below-the-line marketing. It is seen as an essential element of creating a reliable thread between the brand and consumers, (Chavan, 2019). Below the line marketing effectively boosts sales and gets the brand closer to the target audience. The various marketing and promotional activities have gained impetus from various sectors and industries but below the line marketing activities have become a stand-alone and unswerving approach for marketing and sales. If a company or film wants to attain substantial brand average and drive branding activities then below-the-line marketing and promotion is the strong and perfect option for excellence, (Baran, 2019).

In essence, below the line advertising offers an intelligent approach to a company's marketing plan, serves a direct line of communication and engages company's consumers directly, provides a quick and reliable solution to marketing and promotional activities, provides a flexible resolution for all consumers worries, provides an efficient tracking system to know where companies are fetching better results and is there a scope of improvement and a cost-effective option catering for all specific marketing and promotional needs of companies, (Cadena, 2017).

2.1.10.1 Benefits of Below-the-Line Advertising

Below-the-line advertising has plethora benefits far beyond the conventional or mainstream media to advertising. Donohue (2019) captures tacitly that, below the line advertising provides easy and comprehensive information to prospective consumers and customers about products

thereby facilitating their choice, convenience and competition. It has been conversely been argued that a lot of advertisements in radio, television and newspapers do not really tell consumers about the uniqueness of the products but they tend just irrelevant stories. Donohue (2019) further observes that this concern with newness reflects a sense of boredom and tedium exposed by many consumers owing to repeated exposure to the same advertisements via the radio, television and newspapers and magazines. Below-the-line advertising seeks to simplify the messages or information sent by the advertisers which may not be done in the mainstream media.

Also, it helps to attract the viewer's customers to the products which remains visible, permanent and indelible in the minds of the consumers and the public and causes them to respond swiftly to purchase decisions, (Chinedu, 2016). Similarly, below-the-line advertising go a long way to reduce the cost of advertisement to the firms and areas both the literate and the illiterate with their usual illustration and powers.

Also, it is apparently clear that, below-the-line advertising is cost effective. While television and radio advertisement tends to hit the pocket book hard, direct mail and search engine marketing are not only more reasonable but can be scaled up or down in cost much more easily. It is also easier to track conversion with below-the-line methods. When relying on television or radio advertisements, the only way to gauge effectiveness is to ask costumers how they hear about the business. Responses are often unreliable. With e-mail and search engine marketing, a business can track link clicks and e-mail opens with precision, (Arens, 2018). It is quite important to note that below-the-line advertising allows for letter engagement with customers.

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This is critical in a 21st century business landscape where reputation matters more than ever. Above-the-line methods are great for setting a name out there and developing brand awareness, but below-the-line advertising is preferable for fostering actual relationship with potential customers. On the other hand, Brown (2013) asserted that, below-the-line advertising are extremely targeted, results are better in terms of conversions. Conversions are better when the communication is done according to the customer wants. Below-the-line promotional efforts are focused on specific target group here a better reach can be easily executed, tracked and controlled. Finally, below-the-line advertising has easy controls. The return from these activities can be easily tracked ad monitored and steps can be taken to improve profitability and sales.

1.10.2 Examples of Below-the-Line Advertising

It is unarguable that below-the-line advertising has several examples. Jaales (2016) captures clearly four categories of below-the-line advertising ad follows:

i. **Direct Mail Marketing:** While direct mail can have mixed results, when used properly, it can be an effective means of advertising. Direct mail campaigns are professionally designed and copy writers are hired to create compelling messages that tend to draw the attention of the customers. The costs for direct mailings are directly dependent on the size of the campaign, but generally are lower than most above-the-line advertising techniques.

ii. **Door-to-Door Marketing:** Door-to-door marketing takes selling to a personal level, and this is one of the most common forms of below-the-line advertising. This technique requires highly trained sales staff that knows how to build customer relationships and can talk politely to customers. Most door-to-door marketing campaigns are set up to pay on commission, so

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up from cost can be kept low and sales people have more incentive to make sales. An example of door-to-door marketing is insurance sales, an agent gives through their territory, knocks on doors and them tries to sell a policy if the person is interested in learning more about what they have to offer.

iii. **Exterior Location Marketing:** The exterior location marketing involves driving interest to an event or sale through the strategic use of employees placed outside the location. Typically, these methods include sandwich-board style promotions or even dressing up the employees in a costume to draw more attention to the location. These employees may stand alongside the road, getting the attention of passing drivers and passengers. While this technique is not often employed, it can be beneficial for small companies, restaurants and auto dealers.

iv. **Email Marketing:** The email marketing can also be a form of below-the-line advertising if a company conducts the campaign on its own. The company communicates directly with the consumer through this form of marketing and can direct them to a landing page where they can learn more about what the company is offering. This in turn gives the company the ability to measure campaign effectiveness. Email marketing is generally inexpensive, and results can be good if the mail list is targeted and fresh and follows double opt-in guidelines. Double optin refers to the process where consumers have to confirm their subscription to an email list before emails can be sent to them.

2.1.11 General Overview of Perception

Like most concepts within the social science disciplines, perception (or what other scholars refer to as social perception) has been defined in a variety of ways since its first usage. From the lay man's perspective, perception is defined as an act of being aware of "one's environment through physical sensation, which denotes an individual's ability to understand" (Chambers Dictionary).

However, many social psychologists have tended to develop the concept around one of its most essential characteristics that the world around us is not psychologically uniform to all individuals. This is the fact, in all probability, that accounts for the difference in the opinions and actions of individuals/groups that are exposed to the same social phenomenon.

According to Nelson and Quick (2015), 'social perception is the process of interpreting information about another person." What this definition has clearly highlighted is that the opinions one forms about another person depends on the amount of information available to one and the extent to which one are able to correctly interpret the information you have acquired. In other words, one may be in possession of the same set of information that other people have on a particular situation, person or group but still arrive at different conclusions due to individual differences in the capacity to interpret the information that one all have.

Rao and Narayan (2014) obviously share the main characteristics of the above definition. However, they emphasise that perception ranks among the "important cognitive factors of

human behaviour" or psychological mechanism that enable people to understand their environment. In their own words, "perception is the process whereby people select, organise, and interpret sensory stimulations into meaningful information about their work environment." They argue that perception is the single most important determinant of human behaviour, stating further that "there can be no behaviour without perception." Though focussing on managers in work settings, Rao and Narayan draw attention to the fact that since there are no specific strategies for understanding the perception of others, everyone appears to be "left with his own inventiveness, innovative ability, sensitiveness and introspective skills to deal with perception."

From a third perspective "social perception refers to constructing an understanding of the social world from the data we get through our senses" (Michener, DeLamater and Myers, 2014). Thus, perception "refers to the process by which we form impressions of other people's traits and personalities." One may have noticed that by referring to "our senses" as the means of data collection the authors may have placed too much emphasis on its perception component, which the first two definitions clearly avoided. In other to shed more light on this concept it is important for one to pay attention to the following elements of the above definitions of perception listed by Rao and Narayan (2014):

1. Our attention, feelings and the way we act are influenced by our environment.

2. Perception helps you to gather data from your surroundings process the data and make sense out of it.

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-3. In perception it is sometimes difficult to separate the information from the action.

4. It is basically a process of gaining mental understanding.

5. Perception guides the perceiver in harnessing, processing and channelling relevant information towards fulfilling the perceiver's requirements.

2.1.12 Features of Perception

This section is drawn from Nelson and Quick's (2015) concise description of the three major characteristics that influence our perception of other people:

1. Perceivers-Specific Characteristics:

One of the perceivers-specific factors that influence perception is familiarity with the object of perception. Familiarity implies that, compared to others, we are better positioned to make observations leading to better relative ability to arrive at superior decisions about a particular situation. However, you must note that for you to perceive someone accurately you must have generated accurate data on that person during the stage of observation. This is because the relationship between familiarity and accuracy is not always direct. "Sometimes when we know a person well, we tend to screen out information that is inconsistent with what we believe the person is like" (Nelson and Quick, 2015), which constitutes a major danger in performance appraisals. Another factor that influences social perception is the perceiver's attitude. For instance, since no woman has ruled Nigeria since its independence in 1960, you are likely to develop the attitude that women are incapable of handling the challenges of leading this country, which has no empirical foundation. Our mood is another important factor that affects

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the way we perceive others. Generally, the difference in our reaction to situations is a function of the state of happiness or sadness in which we find ourselves, (i.e. our moods). Thus, we tend to more easily remember information that identify with our moods than those that do not. Accordingly, whenever we are in negative moods we generally tend to form negative impressions of others. The self-concept of the perceiver is also a critical determinant of perception. Basically, people that possess positive self-concepts tend to perceive positive attributes in other people, while, those with negative self-concepts tend to perceive negative attributes in others. Therefore, greater understanding of self allows us to have more accurate perception of others.

The cognitive structure, that is, a person's thought pattern of thinking equally determines his/her perception in significant ways. While some individuals are inclined to perceiving physical characteristics such as height, weight, and appearance others pay more attention to central traits or personality dispositions. However, there are people that are capable of perceiving all these traits at the same time instead of focussing on only one aspect.

2. Target-Specific Characteristics:

Social perception is also influenced by certain characteristics that are specific to the person being perceived (i.e. the target). One of the most important target-specific characteristics is the physical appearance of the perceived. Some of these characteristics include height, weight, estimated age, race and gender. In addition, the way you dress speaks volume about the way you are perceived. More importantly, perceivers find it easier to pick out those appearance

traits that are unusual or new. Common examples of unusual personality traits include a very tall person, an energetic child as well as newcomers within a community. Verbal communications out of which perceivers assess a target's voice tone, accent and related factors also affect his/her perception.

Furthermore, the nonverbal Communication contains a lot of information through which an individual is perceived. Eye contact, facial expressions, body movements and posture are features that guide the perceiver's impression of the target. But, while facial impressions tend to convey general meanings, nonverbal communication poses a challenge of having different meanings in different cultures.

3. Situation-Specific Characteristics:

This is a very significant factor that affects the impression that is formed about someone by an individual. In other words, the Social context of the interaction is a major influence. For instance, anybody that interacts with the Chief executive of a bank in a political rally would certainly go away with a different impression of him/her compared to meeting him in his/her bank office. "In Japan, social context is very important. Business discussions after working hours are or at lunch are taboos. If you try to talk business during these times, you may be perceived as rude." The strength of situational cues often provides clear indications of behaviour that are acceptable within certain environmental contexts. Thus, there are particular situations that influence the behaviour of an individual, which do not necessarily affect the disposition of that individual. This is what is referred to as the discounting principle in social

perception. An illustration of this principle is when you come in contact with a sociable bank marketing officer that goes ahead to find out about your pastime, and knowledge of service delivery in the Nigerian banking industry. Would then be correct to attribute this behaviour to the marketing officer's personality? You may not attribute this to his/her personality "because of the influence of the situation." Basically, in this context, this person is prospecting for customers to whom he intends to introduce the services of his/her bank.

2.2. Theoretical Review

The theoretical perspective in a research depicts the researcher's understanding on the course under study. In other words, theoretical perspectives play a role as the filter for focusing and bounding the data to be collected. This study is anchored on The Bottom-up Theory of Perception and Activity Theory.

2.2.1 The Bottom-Up Theory of Perception

Bottom-up processing is an explanation for perceptions that start with an incoming stimulus and working upwards until a representation of the object is formed in our minds. This process suggests that our perceptual experience is based entirely on the sensory stimuli that we piece together using only data that is available from our senses.

Bottom-up processing can be defined as sensory analysis that begins at the entry-level—with what our senses can detect. This form of processing begins with sensory data and goes up to

the_brain's integration of this sensory information. Information is carried in one direction starting with the retina and proceeding to the visual cortex.

This process suggests that processing begins with a perception of the stimuli and is fuelled by basic mechanisms developed through evolution. Unlike top-down processing, bottom-up processing is purely data-driven and requires no previous knowledge or learning. Bottom-up processing takes place as it happens.

The theory of bottom-up processing was introduced by psychologist E. J. Gibson, who took a direct approach to the understanding of perception. Rather than being dependent upon learning and context, Gibson felt that perception was a "what you see is what you get" process. He argued that sensation and perception are the same things. Because Gibson's theory suggests that processing can be understood solely in terms of environmental stimuli, it is something referred to as the ecological theory of perception.

Bottom-up processing works like this:

1. We experience sensory information about the world around us, such as light levels from our environment.

2. These signals are brought to the retina. Transduction transforms these signals into electrical impulses that can then be transmitted.

3. Electrical impulses travel along visual pathways to the brain, where they enter the visual cortex and are processed to form our visual experience.

This approach to understanding perception is an example of reductionism. Rather than looking at perception more holistically, including how sensory information, visual processes, and expectations contribute to how we see the world, bottom-up processing breaks the process down into its most basic elements.

Relevance of the Theory to Study

This theory is used to describe how individual's perception on an entity is formed. The Bottom-up theory of perception describes the way individual will perceive an object as a data–driven processing perception. This means that, every individual perception of object is built as a gradual process of the sensors collecting the basic data such as points, horizontal or vertical lines, as the main individual characteristics of the object which are later connected to build a more complex, assembled surfaces and shapes in order to create complex perception of the object he identifies.

2.2.2 Activity Theory

Activity Theory is a theoretical framework for the analysis and understanding of human interaction through their use of tools and artefacts. Activity Theory offers a holistic and contextual method of discovery that can be used to support qualitative and interpretative research. Activity theory has been traced to the socio-cultural tradition in Russian psychology in the 1920's and 1930's. Nardi (1996) posits that "activity theory is concerned with the historical development of activity and the mediating role of artefacts. As the name 'activity' implies, it involves a deliberate and determined interaction between two variables which comes

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in the form of "subjects" and the "objects". An activity is composed of a subject, and an object, mediated by a tool. The "objects" most times can either be tangible or intangible; while the "subjects" most times are the human beings engaging in the activity. After the interaction, both the "objects"and the "subjects" are eventually transformed. Thus, according to Rubinshtein, (1986), "subjects do not only express themselves in their activities. In a very real sense, they are produced by the "activities". "Objects" can also be said to shape the way human beings interact with reality.

Activity theory sees human beings (subjects) residing in an environment, as surrounded by series of images (objects). Therefore, in order to understand the perception of human beings with regards the objects they are surrounded with, it is important to carry out an analysis of the objects. All human perception is shaped by the "objects" they are exposed to; thus perceptions are created by the "objects". The relationship the "subject" has with the "object" gives it a specific direction and brings out the desired perception. Consequently, activity theory highlights that the activities human beings engage in are mediated by tools in a broad sense. Tools are created and transformed during the development of the activity itself and carry with them a particular culture-i.e. the historical remains from their development.

Therefore, the use of the tools is an accumulation and transmission of social knowledge. Tools influence the perception of human beings. The activity theory also describes the way individuals participate in an environment using objects either consciously or by been controlled which is most often geared towards creating a desired perception. Activity theory can also be

said to be based on the fact that the intentions of individuals and their perceptions grow out of the meaning they derive from the objects. To put it definitively, activities are series of operations, and processes of actions consisting of chains of events and actions which have an immediate and defined goal.

Activity theory has been of high importance in various fields like education, management and information systems, most especially in fields that deal with human interaction, relationship and perceptions. Researchers (e.g. Kuutti, 1996; Liaw, Huang & Chen, 2007), have come to realise that the activity theory is relevant and needed in understanding human beings within an intricate and dynamic environment.

2.3   Empirical Review

Coker, Iyamabo and Otubanjo, (2013) conceptualized the **relationship between corporate logo as an element of the corporate identity mix and customer perception in a wholly service context.** The researchers carry out a review of the existing literature in the areas of corporate identity and service quality with the aim of identifying a strong conceptual background for an emerging model defining this relationship. While the service quality literature revealed that "service responsiveness" is a critical variable for quality in service contexts, the corporate identity literature revealed five key models which formed the basis for choosing the constituting elements of the corporate logo construct. The emerging model was further scrutinized for theoretical soundness located on the principles of activity theory as its

theoretical foundation. The model proposes that service responsiveness mediates the relationship between corporate logo and customer perception of the brand itself.

The paper tried to focus on identifying how best the relationship between corporate logo and customer perception can be conceptualized. From the corporate identity literature, five models were reviewed: "the operational model for managing corporate reputation and image (Gray&Balmer, 1998); "corporate identity management process model" (Stuart, 1999); "model of corporate identity" (Melewar& Wooldridge, 2001); "corporate identity model" (Melewar& Jenkins, 2002), and "a new model of corporate identity – corporate communication process (Balmer&Gray, 2000). These models clearly illustrate the concept of corporate identity and the corporate visual identity construct. They also illustrate the determinants of corporate visual identity and the phases leading to building, maintaining and managing an organisation's corporate visual identity. Finally, the gap in the models was identified as a basis for conceptualizing the proposed model.

Corporate visual identity, most especially the corporate logo remains an important strategic element in an organisation's identity. Using activity theory as a theoretical framework, the model borders on the relationship that exists between the concept of corporate visual identity on the one hand, and the notion of customer perception on the other through service responsiveness. In the context of a financial services firm, for instance, other factors could be responsible for the firm's quality of service. This model further highlights the above stated relationship. The customers are the "subjects" who are exposed to "objects" such as the

corporate logo (through its component elements). This exposure is mediated by another factor (responsiveness), which thus leads to an "outcome"-conceptualized in this case, as the perception customers have of the brand.

The weaknesses in the five key models highlights the need for the creation of an emerging model which will serve as a new conceptual framework used to clearly examine the relationship between the concept of corporate visual identity on the one hand, and customer perception on the other while also examining the role responsiveness plays in this relationship. Notwithstanding the identification of "service responsiveness" as a mediating variable in this relationship, the possibility of other factors mediating this relationship is hereby acknowledged. Furthermore, by taking a cue from the service quality literature, contextual variations may also occur. Nonetheless, service responsiveness appears to be a relevant contribution to the literature as a mediating variable in this relationship. As such, there is the need for further research in terms of empirical validation of the theoretical finding within specified business contexts.

However, Adiele and Opara, (2014) examined **the impact of corporate identity on customer patronage of quoted Banks in south-south zone of Nigeria**. The study concluded that bank's corporate identity affects customer patronage. The study population was 14 quoted Banks, which are functionally registered and listed with the Nigerian Stock Exchange (NSE). The study unit for data generation was the top level managers of the 14 quoted banks and customers. Therefore, forty two (42) managers on the ratio of 3 managers per bank constituted our

respondents for the study. The generated data were presented and analysed while the Spearman's Rank Correlation Coefficient (SPRCC) statistical tool was used in testing the stated hypothesis. The result of the analysis showed that there is a positive and significant correlation between corporate identity and customer patronage. The study specifically revealed that signs and symbols significantly impact on sales volume, profit margin, and customer retention.

The finding supports the views of (Levy &Weitz, 2001). They opined that any organization with beautifully designed and easy to understand signage and artefacts will have a clearer way of communicating their products and services to their customers better than their competitors. When customers are at home with organizations corporate identity/brand, they will ultimately increase patronage thereby impacting significantly on the company's profit level.

The findings are consistent to that of (Kim and Moon, 2009), which states that signs are visual communication tools which contain information to be followed and indicators of the right direction. Signs are vital communication tools that communicate a company corporate image, values and serves as implicit and explicit communication and directional indicators. Signs help a firm in reducing customer crowding, organizing customers in an orderly manner and helps to communicate organization's rules and employee expected behaviour.

Similarly, in service environment like banks, the physical environment has an impact on Sales Volume, Loyalty and ultimately on the business owners or organization (Baker et al 2007). Well managed customer retention programs that are communication and tactics driven, which strive

to improve customer service are generally used to encourage customer's loyalty in a competitive market place (Malan, 2003).

Notably, this findings support the views of (Wener&Kaminoff 2005). They opined that Signs are particularly important in forming first impression for communicating new service concepts, for repositioning a service and in highly competitive industries where customers are looking for cues to differentiate organizations. Signs displayed on the exterior or interior of a structure are examples of explicit communications. They can be used as labels, for directional purposes, and to communicate rules of behaviour.Signs have also been found to reduce perceived crowding and stress in a banking setting (Wener&Kaminoff 2005).

Remarkably, when banks efficiently use their signs to reduce customer crowding in the hall, communicate their values and operational patterns, and for implicit and explicit communication, the result is that they will end up increasing their customer level of satisfaction, retention which will eventually impact on their volume of transactions and profit margin. Every firm should, in principle, seek profitable growth over maximum sales. For example, profitability index and market share studies (PIMS) found that strong positive link exists between sales volume and return on investment (Hooley et al, 2005). Similarly, they argued that superior (customer patronage) likely results in superior financial performance (profitability). From the forgone discussion, it is therefore evident that a firm's level of patronage cans proxy with its level of sales volume/volume of transactions, profit margin and customer retention rate. Signs on the other hands, are particularly important in forming first

impression, for communicating new service concepts, for repositioning a service, differentiating a company's product from competing industries, and in reducing perceived crowding and stress in a banking setting (Wener&Kaminoff 2005). From this discussion, the researchers have ample empirical evidence to conclude that signs positively and significantly affect customer patronage.

CHAPTER THREE
RESEARCH METHODOLOGY

3.0 Introduction

This chapter describes the methods applied by the researcher to achieve the objectives of this study as stated in the chapter one of this work. This chapter is built around the following sub headings: Research Design; Population of the Study; Sample Size; Sample Technique; Research Instrument; Validity and Reliability of the instrument; Method of Data Collection; and Method of Data Analysis.

3.1 Research Design

The focus of this study is to find out audience perception on imprinted logo as a tool for below the line medium of advertisement of polytechnics in Nigeria with special attention on the undergraduates of Abraham Adesanya Polytechnic, Ijebu Igbo, Ogun State.

In a bid to provide answers to the research questions of this study, we employed the Descriptive Survey Research Design. A descriptive survey attempts to establish the range and distribution of some social characteristics, such as education or training, occupation, and location, and to discover how these characteristics may be related to certain behaviour patterns or attitudes. Descriptive Survey Research Design enables the researcher describes event in question and use the resulting data to explain and predict the situations that revolve around this study. Also

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Descriptive Survey research provides room for the researcher to use small groups of people to represent larger groups.

The major source of data to draw conclusion for this study is the primary source which will make use of the distribution of questionnaire items to elicit response from the population of this study in accordance to the research questions.

3.2 Population of the Study

The population of this study refers to all students who are enrolled for the 2020/2021 academic session of all faculties of the school. From total number of the students who are in for the 2020/2021 academic session, the population was drawn or even examined to address the research problem or meet the research objectives.

According to the report from the admission unit of the institution, the total number of students who enrolled for the 2020/2021 academic session stood approximately at Two Thousand and Seventy – One (2,071). Therefore, the population of this study stood approximately at Two Thousand and Seventy – One (2,071).

3.3 Sample Technique

In an attempt to collect data from 325 students of Abraham Adesanya Polyechnic (AAPOLY), may be somehow cumbersome and pointless if a plan is not properly made. Therefore, we consider using the Convenience sampling technique to distribute and collect the questionnaire items from the respondents of this study.

Convenience sampling is a type of nonprobability sampling in which people are sampled simply because they are 'convenient' sources of data for researchers. In probability sampling, each element in the population has a known nonzero chance of being selected through the use of a random selection procedure. This means only those who are available will be given the questionnaire items to fill and return immediately.

3.4 Sample Size

A total number of Three Hundred and Twenty – Five (325) respondents constitute the sample of this research. This sample size was gotten using Survey Monkey Sample Size Calculator (Online) with the population of 2,071 and Confidence Level at 95% as well as having the Margin of Error to be 5 %.

3.5 Research Instrument

Since we consider using Descriptive-survey method, it becomes important for the researchers to consider the questionnaire as the instrument to be used for the purpose of this study.

The questionnaire items will be made up of two sections. The first section is set to collect the demographic data of the respondents while the second segments will be set to elicit response for each of the four research questions as highlighted in the chapter one of this work.

Each of the questions in the questionnaire items will be descriptively constructed where the respondents will only have to either agree with or disagree to the statement in a logical manner.

Upon the approval by the supervisor, 325 copies of the questionnaire will be distributed to and collected from the respondents who are readily available to fill it on a spot.

3.6 Validity and Reliability of the Instrument

To ensure the content validity and reliability of the questionnaire items of this study, it is not enough to depend on the supervisor's correction and comments on the questionnaires copy submitted to her. Therefore, the researchers also considered employing pilot testing of the questionnaire items among the students at the level two in the Department of Mass Communication of Abraham Adesanya Polytechnic, Ijebu Igbo, to validate the reliability of the questionnaire copy before embarking on the findings among the entire students. However, the results gotten from the pilot testing of the questionnaire items will not be used in the chapter four of this study but only to validate the reliability of the measuring instrument (questionnaire).

3.7 Method of Data Collection

In accordance with the sampling technique adopted for this study which is Convenience Sampling, the researchers will ensure data shall only be gotten from respondents who are readily available to fill the questionnaire copy on the spot.

3.8 Method of Data Analysis

All data generated from the distribution and collection of questionnaire copies from the respondents will be analysed in the Chapter Four of this study. The researchers will employ quantitative and interpretative analysis. A simple percentage mode of calculating would be adopted to communicate the frequency of occurrence of variables. All data will be analyzed in tables, the tables will be used to present relevant information.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATIONS

4.0 Introduction

The primary focus of this study is to examine audience perception on imprinted logo as a tool for below – the – line medium of advertisement of polytechnics in Nigeria. This chapter is concerned with the presentation and analysis of data gathered through the use of questionnaire distributed and providing answers to the four (4) research questions of this study.

In this chapter, the data collected were presented in tabular form, analysed and interpreted using frequencies and percentages. At the end of each table, comments were made to relate the responses of the respondents.

The copies of questionnaires were distributed directly by the researcher and with the aid of hired research assistant to the respondents. A total number of Three Hundred and Twenty – Five (325) copies were distributed but a total number of Three Hundred and Twenty (320) copies of questionnaires were retrieved and analyzed. All data presented and analyzed stem from the Three Hundred and Twenty (320) copies retrieved while five (5) questionnaire copies were void and null.

4.1 Data Analysis

Data collected in the course of the research finding were analyzed using simple percentage method with a systematic tabular representation of respondents' responses on percentage of response rate.

Section A: Demographics Data

Table 1: Gender Distribution of the Respondents

Response	Frequency	Percentages
Male	150	47%
Female	170	53 %
Total	320	100%

Source: Researcher's field survey (2022).

Table 1 above shows that, 47% of the respondents are male while 53% of the respondents are female. This deduced that there are more female in the population of the study.

Table 2: Age Distribution of the Respondents

Response	Frequency	Percentage
16 – 20	80	25%
21-25	200	63%
26-30	30	9%
31 and above	10	3%
Total	320	100%

Source: Researchers field survey (2022).

Table 2 above shows that, 25% of the population are between the ages of 16-20, 63% are between 21 – 25 years, 9% are between 26-30 years, while only 3% are between the age of 31 and above. This shows that, there are more youth in the population of the study.

Table 3: Respondents Distribution by their class / level

Response	Frequency	Percentage
ND 1	150	47%
ND 2	50	17%
HND 1	70	23%
HND 2	50	17%
Total	320	100%

Source: Researchers field survey (2022).

Table 3 above shows that, 47% of the respondents are currently in ND 1, 17% of the respondents are in ND 2, 23% of the respondents are in ND 3 while another 17% of the respondents are in ND 4. The inference drawn from this is that, majority of the respondents are in ND 2.

Research Question 1: *What is the level of exposure of the undergraduates of Abraham Adesanya Polytechnic to the imprinted logo of the polytechnic?*

Item questions in table 4 – 8 of the research instrument were used to answer Research Question 1.

Table 4: Are you a student of Abraham Adesanya Polytechnic?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	320	100%
No	-	-
Not sure	-	-
TOTAL	320	100%

Source: Researcher's field survey (2022)

Table 4 above shows that, 100% of the respondents are students of Abraham Adesanya Polytechnic. The inference drawn from this result is that, all of the population proportion are students of Abraham Adesanya Polytechnic.

Table 5: Do you know if AAPOLY has a corporate logo?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	300	94%
No	20	6%
Not sure	-	-
TOTAL	320	100%

Source: Researcher's field survey (2022)

Table 5 above shows that, 94% of the respondents are aware that AAPOLY has a corporate logo and only 6% are not aware that, AAPOLY has a corporate logo. The inference drawn from this result is that, majority of the population are aware of the existence of AAPOLY corporate logo.

Table 6: If yes, have you seen this logo recently?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	300	100%
No	-	-
Not sure	-	-
TOTAL	300	100%

Source: Researcher's field survey (2022)

Table 6 above shows that, 100% of the respondents have seen AAPOLY logo recently. The inference drawn from this result is that, majority of the population have seen AAPOLY logo recently.

Table 7: Can you recognise it if seen?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	280	88%
No	40	12%
Not sure	-	-
TOTAL	320	100%

Source: Researcher's field survey (2022)

Table 7 above shows that, 88% of the respondents said they can recognize the AAPOLY logo if seen, 12% said they cannot recognize AAPOLY logo if seen. The inference drawn from this result is that, majority of the population can recognize AAPOLY logo when seen.

Table 8: Is this the right presentation of the logo?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	40	12%
No	280	88%
Not sure	-	-
TOTAL	**320**	**100%**

Source: Researcher's field survey (2022)

Table 8 above shows that, 12% of the respondents agreed that, the image they saw is the right presentation of AAPOLY logo, 88% said the image shown is not the right presentation. From the responses derived from item 8, it can be deduced that, majority of the population who opined that, the image is not the right presentation of AAPOLY logo actually can recognize the logo very well.

Research Question 2: *What is the level of exposure of the undergraduates of Abraham Adesanya Polytechnic to the imprinted logo of the polytechnic?*

Item questions in table 9 – 12 of the research instrument were used to answer Research Question 2.

Table 9: AAPOLY logo is imprinted on almost all objects in the school premises.

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Agree	180	56%
Agree	100	31%
Strongly Disagree	15	5%
Disagree	20	6%
Neutral	5	2%
TOTAL	**320**	**100%**

Source: Researcher's field survey (2022)

Table 9 above shows that, 56% of the respondents agreed that, AAPOLY logo is imprinted on almost all objects in the school premises, 31% agreed while 5% strongly disagreed to this assertion and 6% disagreed that, APOLY logo is imprinted on almost all objects in the school premises of Abraham Adesanya Polytechnic. The inference drawn from this result is that, majority of the population of the study agreed that, APOLY logo is imprinted on almost all objects in the school premises.

Table 10: I can mention up to 5 objects in the school premises where I have seen AAPOLY logo.

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Agree	180	56%
Agree	100	31%
Strongly Disagree	15	5%
Disagree	20	6%
Neutral	5	2%
TOTAL	320	100%

Source: Researcher's field survey (2022)

Table 10 above shows that, 56% of the respondents agreed that, they can mention up to 5 objects in the school premises where they have seen AAPOLY logo, 31% agreed while 5% strongly disagreed to this assertion and 6% disagreed. The inference drawn from this result is that, it is more established that, APOLY logo is imprinted on almost all objects in the school premises.

Table 11: AAPOLY has given a high prominence to their logo as form of advertisement for the polytechnic.

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Agree	200	63%
Agree	100	31%
Strongly Disagree	5	2%
Disagree	10	3%
Neutral	5	2%
TOTAL	320	100%

Source: Researcher's field survey (2022)

Table 11 above shows that, 63% of the respondents agreed that, AAPOLY has given a high prominence to their logo as form of advertisement for the polytechnic, 31% agreed while 2% strongly disagreed to this assertion and 3% disagreed to the assertion that, AAPOLY has given a high prominence to their logo as form of advertisement for the polytechnic. The inference drawn from this result is that, AAPOLY has given a high prominence to their logo as form of advertisement for the polytechnic.

Table 12: On the scale of 100 %, to what percentage do you think AAPOLY has advertised the school through their logo?

OPTIONS	FREQUENCY	PERCENTAGE
0 – 25%	75	23%
26 – 50%	90	28%
51 – 75%	115	36%
76 – 100%	40	16%
TOTAL	320	100%

Source: Researcher's field survey (2022)

Table 12 above shows that, 23% of the respondents said AAPOLY has advertised the school through their logo between 0 and 25 percentage, 28% said AAPOLY has advertised the school through their logo between 26 and 50 percentage, 36% said AAPOLY has advertised the school through their logo between 51 and 75 percentage while 16% of the respondents said AAPOLY

has advertised the school through their logo between 76 and 100 percentage. This means that, majority of the respondents opined that, AAPOLY has advertised the school through their logo.

Research Question 3: *What are roles of imprinted logo of Abraham Adesanya polytechnic in creating brand recognition for the polytechnic among the undergraduates of the polytechnic?*

Item questions in table 13 – 15 of the research instrument were used to answer Research Question 3.

Table 13: AAPOLY Logo is very unique in creating brand recognition for the institution.

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Agree	180	56%
Agree	100	31%
Strongly Disagree	15	5%
Disagree	20	6%
Neutral	5	2%
TOTAL	**320**	**100%**

Source: Researcher's field survey (2022)

Table 13 above shows that, 56% of the respondents agreed that, AAPOLY Logo is very unique in creating brand recognition for the institution, 31% agreed while 5% strongly disagreed to this assertion and 6% disagreed that, AAPOLY Logo is very unique in creating brand recognition for the institution. The inference drawn from this result is that, majority of the population of the study agreed that, AAPOLY Logo is very unique in creating brand recognition for the institution.

Table 14: Hardly, will a day pass by that, a student will not come across AAPOLY logo.

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Agree	180	56%
Agree	100	31%
Strongly Disagree	15	5%
Disagree	20	6%
Neutral	5	2%
TOTAL	320	100%

Source: Researcher's field survey (2022)

Table 14 above shows that, 56% of the respondents agreed that, hardly, will a day pass by that, a student will not come across AAPOLY logo. 31% agreed while 5% strongly disagreed to this assertion and 6% disagreed that, hardly, will a day pass by that, a student will not come across AAPOLY logo. The inference drawn from this result is that, majority of the population of the study agreed that, hardly, will a day pass by that, a student will not come across AAPOLY logo.

Table 15: The role AAPOLY logo is playing in creating brand recognition for the institution cannot be underestimated.

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Agree	180	56%
Agree	100	31%
Strongly Disagree	15	5%
Disagree	20	6%
Neutral	5	2%
TOTAL	320	100%

Source: Researcher's field survey (2022)

Table 15 above shows that, 56% of the respondents agreed that, the role AAPOLY logo is playing in creating brand recognition for the institution cannot be underestimated, 31% agreed while 5% strongly disagreed to this assertion and 6% disagreed that, the role AAPOLY logo is playing in creating brand recognition for the institution cannot be underestimated. The

inference drawn from this result is that, majority of the population of the study agreed that, the role AAPOLY logo is playing in creating brand recognition for the institution cannot be underestimated.

Research Question 4: *How effective is imprinted logo of Abraham Adesanya Polytechnic in promoting the institution identity among the undergraduate of Abraham Adesanya Polytechnic?*

Item questions in table 16 – 17 of the research instrument were used to answer Research Question 4.

Table 16: Is AAPOLY logo effective in promoting the institution's identity among the undergraduate of Abraham Adesanya Polytechnic?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	280	88%
No	40	12%
Not sure	-	-
TOTAL	**320**	**100%**

Source: Researcher's field survey (2022)

Table 16 above shows that, 88% of the respondents agreed that, AAPOLY logo is effective in promoting the institution identity among the undergraduate of Abraham Adesanya Polytechnic, 12% said AAPOLY logo is not effective in promoting the institution identity among the undergraduate of Abraham Adesanya Polytechnic. From the responses derived to item 16, it can be deduced that, AAPOLY logo effective in promoting the institution identity among the undergraduate of Abraham Adesanya Polytechnic.

Table 17: If it is effective, to what percentage is it?

OPTIONS	FREQUENCY	PERCENTAGE
0 – 25%	75	23%
26 – 50%	90	28%
51 – 75%	115	36%
76 – 100%	40	16%
TOTAL	320	100%

Source: Researcher's field survey (2022)

Table 17 above shows that, 23% of the respondents said AAPOLY logo is effective in promoting the institution identity among the undergraduate of Abraham Adesanya Polytechnic between 0 and 25 percentage, 28% said it is effective between 26 and 50 percentage, 36% said it is effective between 51 and 75 percentage while 16% of the respondents said AAPOLY logo is effective in promoting the institution identity among the undergraduate of Abraham Adesanya Polytechnic between 76 and 100 percentage. This means that, AAPOLY logo is effective in promoting the institution identity among the undergraduate of Abraham Adesanya Polytechnic.

4.2 Discussion of Findings

RESEARCH QUESTION 1: What is the level of exposure of the undergraduates of Abraham Adesanya Polytechnic to the imprinted logo of the polytechnic?

The primary aim of this Research Question was to highlight level of exposure of the undergraduates of Abraham Adesanya Polytechnic to the imprinted logo of the polytechnic. From the findings presented using Table 4 – 8, it can be said that, majority of the undergraduates of Abraham Adesanya Polytechnic are very much exposed to the imprinted logo of the polytechnic. The study found out that, 100% of the respondents are students of

Abraham Adesanya Polytechnic. The inference drawn from this result is that, all of the population proportion are students of Abraham Adesanya Polytechnic. The study discovered that, 94% of the respondents are aware that AAPOLY has a corporate logo The inference drawn from this result is that, majority of the population are aware of the existence of AAPOLY corporate logo. The study realized that, 100% of the respondents have seen AAPOLY logo recently. The inference drawn from this result is that, majority of the population have seen AAPOLY logo recently. The study found out that, 88% of the respondents said they can recognize the AAPOLY logo if seen. The inference drawn from this result is that, majority of the population can recognize AAPOLY logo when seen. The study found out that, 12% of the respondents agreed that, the image they saw is the right presentation of AAPOLY logo and 88% said the image shown is not the right presentation. From the responses derived to item 8, it can be deduced that, majority of the population who opined that, the image is not the right presentation of AAPOLY logo actually can recognize the logo very well.

RESEARCH QUESTION 2: What is the level of prominence given to imprinted logo of Abraham Adesanya Polytechnic as a medium of advertisement for the polytechnic?

The primary aim of this Research Question was to find out the level of prominence given to imprinted logo of Abraham Adesanya Polytechnic as a medium of advertisement for the polytechnic. From the findings presented using Table 9 – 12, it can be said that, AAPOLY has given a high prominence to their logo as form of advertisement for the polytechnic. The study found out that, 56% of the respondents agreed that, AAPOLY logo is imprinted on almost all

objects in the school premises and 31% agreed. The inference drawn from this result is that, majority of the population of the study agreed that, APOLY logo is imprinted on almost all objects in the school premises. The study found out that, 56% of the respondents agreed that, they can mention up to 5 objects in the school premises where they have seen AAPOLY logo and 31% agreed. The inference drawn from this result is that, it is more established that, APOLY logo is imprinted on almost all objects in the school premises. The study found out that, 63% of the respondents agreed that, AAPOLY has given a high prominence to their logo as form of advertisement for the polytechnic and 31% agreed. The inference drawn from this result is that, AAPOLY has given a high prominence to their logo as form of advertisement for the polytechnic. The study found out that, 23% of the respondents said AAPOLY has advertised the school through their logo between 0 and 25 percentage, 28% said AAPOLY has advertised the school through their logo between 26 and 50 percentage, 36% said AAPOLY has advertised the school through their logo between 51 and 75 percentage while 16% of the respondents said AAPOLY has advertised the school through their logo between 76 and 100 percentage. This means that, majority of the respondents opined that, AAPOLY has advertised the school through their logo.

RESEARCH QUESTION 3: What are roles of imprinted logo of Abraham Adesanya polytechnic in creating brand recognition for the polytechnic among the undergraduates of the polytechnic?

The primary aim of this Research Question was to ascertain the roles of imprinted logo of Abraham Adesanya polytechnic in creating brand recognition for the polytechnic among the undergraduates of the polytechnic. From the findings presented using Table 13 – 15, it can be said that, imprinted logo of Abraham Adesanya polytechnic played a vital role in creating brand recognition for the polytechnic among the undergraduates of the polytechnic. The study found out that, 56% of the respondents agreed that, AAPOLY Logo is very unique in creating brand recognition for the institution and 31% agreed. The inference drawn from this result is that, majority of the population of the study agreed that, AAPOLY Logo is very unique in creating brand recognition for the institution. The study found out that, 56% of the respondents agreed that, hardly, will a day pass by that, a student will not come across AAPOLY logo and 31% agreed. The inference drawn from this result is that, majority of the population of the study agreed that, hardly, will a day pass by that, a student will not come across AAPOLY logo. The study found out that, 56% of the respondents agreed that, the role AAPOLY logo is playing in creating brand recognition for the institution cannot be underestimated and 31% agreed. The inference drawn from this result is that, majority of the population of the study agreed that, the role AAPOLY logo is playing in creating brand recognition for the institution cannot be underestimated.