

ADVERTISEMENT AND ITS EFFECT ON  
SALES IN A BUSINESS ORGANIZATION  
(A STUDY OF AIRTEL OFFICE MINNA  
NIGER STATE)

BY

NATHANIEL STEPHEN  
MUSA YAKUBU  
MUSTAPHA ISAH  
SHEDRACK ALIYU  
ABBAS MOHAMMED

VEI/16/196092  
VEI/16/196235  
VEI/16/196196  
VEI/16/196098  
VEI/16/196214

BEING A RESEARCH PROJECT SUBMITTED TO  
DEPARTMENT OF BUSINESS EDUCATION  
SCHOOL OF VOCATIONAL EDUCATION  
NIGER STATE COLLEGE OF EDUCATION, MINNA

Erus/edu

296

NOVEMBER, 2018.



**ADVERTISEMENT AND ITS EFFECT ON SALES IN A BUSINESS ORGANIZATION (A STUDY OF AIRTEL OFFICE MINNA NIGER STATE)**

**BY**

**NATHANIEL STEPHEN**

**VE/16/96092**

**MUSA YAKUBU**

**VE/16/96235**

**MUSTAPHA ISAH**

**VE/16/96196**

**SHEDRACK ALIYU**

**VE/16/96098**

**ABBAS MOHAMMED**

**VE/16/96214**

**BEING A RESEARCH PROJECT SUBMITTED TO DEPARTMENT OF BUSINESS EDUCATION SCHOOL OF VOCATIONAL EDUCATION. IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF NIGERIA CERTIFICATE IN EDUCATION**

**N OVEMBER, 2018**

APPROVAL PAGE

This project has been read and approved in partial fulfilment of the requirements for the award of Nigeria Certificate in Education (NCE).

Salih Hussaini Birige  
Project Supervisor

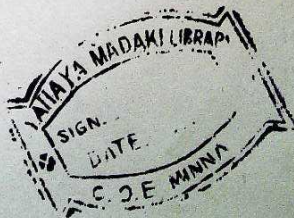
[Signature]  
Date/Sign

A. HASSAN  
Project Coordinator

25/03/19 [Signature]  
Date/Sign

Dr. Mohammed Kolo  
HOD

[Signature] 27/08/19  
Date/Sign





## TABLE OF CONTENT

Title page	i
Approval page	ii
Dedication	iii
Acknowledgement	iv
Abstract	v
Table of content	vi

### CHAPTER ONE: INTRODUCTION

1.1 Background to the Study	1
1.2 Statement of the Problem	3
1.3 Purpose of the Study	3
1.4 Significance of the Study	4
1.5 Research Hypothesis	5
1.6 Scope of the Study	5

### CHAPTER TWO: REVIEW LITERATURES

2.0 Introduction	6
2.1 Historical Background of Airtel in Minna	6
2.2 An Overview of Advertising and Sales Turnover	7
2.3 Marketing Mix and its Impact on Sales Turnover	11
2.4 Types of Advertising	12
2.5 Reasons for Advertising	14
2.6 Pre-Requisite for Advertising	17
2.7 Types of Advertising Techniques	20
2.8 Effects of Advertising	22

### CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction	24
------------------	----



3.1	Research Design	24
3.2	Population of the Study	24
3.3	Sampling Technique	25
3.4	Instrument used for Data Collection	25
3.5	Validity and Reliability of Instruments	26
3.6	Instruments used for Data Analyses	26
3.7	Administration of Instrument	26

#### **CHAPTER FOUR: DATA PRESENTATION ANALYSIS AND INTERPRETATION**

4.0	Introduction	27
-----	--------------	----

#### **CHAPTER FIVE: FINDINGS, CONCLUSIONS AND RECOMMENDATION**

5.0	Introduction	37
5.1	Findings	37
5.2	Conclusion	38
5.3	Recommendation	39
	References	40

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the study

Advertising has become a powerful communication tool in passing message about the products and services of both customers and potentials customers. When there is adequate awareness through advertising, high patronage will be achieved, which will result to an increase in sales volume, productivity and profit level of the organizations. However, the different promotional components such as advertising sales promotion, personal selling, publicity, and packaging are referred to as promotional tools. Advertising as one of the important factors of the promotional tools plays an important role to the business and at the same time to the society becomes so large. This is because individuals began to form families and families boarded into tribes society becomes so large that was difficult for most business to effectively reach their prospective customers and mistakes advertisement as not very essential.



Also due to industrial reduction many industries emerged, resulting into several firms producing various and competitive environment of business, there is the need to employ certain strategies through which firms will be able to make their quality convenience, price, benefit and also to capture and dominate more Kotler (1997).

According to the America marketing association (1997), advertising is any form of paid, non personal presentation and promotion of goods and services by an identified sponsor. Advertising is non-personal in the sense that advertising message be it visual, mass audience and not an individual as in the case of personal selling.

In addition, advertising are means by which products are known to the public, what a company have to sell because it is the organization and communication of ideas about the product or services in order to motivate consumers about the products, this certainly bring about the main purpose of advertising.

The essence of advertising is to create a awareness by informing the consumers about the product and to

persuade consumers to that particular brand and also to remind consumer about the product.

## **1.2 Statement of the Problem**

The elevation of the impact of advertising on sales volume of business organization has posed some problem, over the year. Therefore this study seeks to find through empirical analysis of the effectiveness of advertising on sales turnover.

The foregoing problem poses some concern to the researchers thus this study.

## **1.3 Purpose of the Study**

The purpose of the study is to determine advertisement and its effects on sales turnover. However, the following are cardinal and specific purposes.

- i. To examine if the expenditure is actually justifiable.
- ii. To assertion whether the consumers pay high attention to product or services frequently advertised than the occasionally advertised.
- iii. To ascertain why advertisement has become popular as a sales turnover.



- iv. To identify areas of weakness in advertising a product or services

#### 1.4 Significance of the Study

The research work is very important in the sense that it will enable the researcher to look critically and analysis advertisement and its effects on sales turnover in business organizations. This study would contribute more dynamic approach to advertisement. A lot of things have been put in studying the strategies employed by advertising a product or service and how it can result to a new development and hence impresses letter implementation of the concept, others include:

This study will broaden the knowledge of the prospective buyer and existing entrepreneur.

The result of the study will help to identify effect of advertisement and sales turnover of the workers of minna regional headquarter and that of the society in general.

The outcome of the study will help research in advertisement and other related field of study.

SERIAL LIBRARY DEPT. C.O.E. MINNA.

### **1.5 Research Hypothesis**

Consequently, upon detailed description of the importance/purpose and statement of the problems, the following have been formulated to guide.

- Does advertisement increase the sales volume of an organization.
- Do the media chosen depend on the target market.

### **1.6 Scope of the Study**

This study is focused on advertisement and its effects on sales turnover in the business organization. In the course of this research the research is faced with series of constraints which limited his topic to that specific area.



## CHAPTER TWO

### REVIEW LITERATURES

#### 2.0 Introduction

The review literatures attempts to highlight on the view of various authors who have in one way or the other contributed to the topic of the research work. In this research work, the contribution of various authors will be stressed.

#### 2.1 Historical Background of Airtel in Minna

Airtel Nigeria, formally known as V-mobile Nigeria company was established in 2000 by a group of institutional and private investors as well as three state governments.

The company made history on august 5, 2001 by becoming the first telecom operator to launch commercial G.S.M services in Nigeria. In may, 2006 Airtel acquired a majority state in the company in September 2006 Airtel is now an importer part of pan-African operators spanning countries and serving more than 15 million customers.

The company is pursuing an aggressive network robot as well as quality and customers services upgraded in the

quest to realize its vision of “making life better” not just for its customers but for all Nigerians.

However, this network covers over 606 towns and 8000 communities across the six geo political zones of the country scored a series of many other first in the highly competitive Nigeria telecommunication market.

- Airtel is the first to introduce roll free 24 hours customers care line.
- The first to launch service in all the six geo political zones in the country.
- The first to introduce ₦500 recharge card.
- The first to commerce emergency services (Airtel 199).
- The first to introduce free monthly SMS.
- The first to introduce monthly airtime bonus.

## **2.2 An Overview of Advertising and Sales Turnover**

Advertising is said to be as old as trade itself and has long been used as a means of communication the need to buy or sell goods even for the slaves in the ancient times.



It has been a controversial issue that many authors and scholars have attempted to trace unwritten advertising, which is virtually non-existence.

In the ancient time, slaves as become well known all the nations and has to draw potential customers, which was advertising. The baby loaming merchants were also known to have used outdoor advertising about 5,000 years age and such pictorial signature still in use.

Some author belief that advertising began 3,200 BC when Egyptians inscribed the named of their kings on the temple being build. They all carried advertising messages or stones, tables called steila and the message is then put on mary alphabets using the principles of relation which is alphabets using the modern tag advertising.

Advertising is get a subject of the whole promotion activities used include personal selling, sales promotion and publicity or public relation.

The word advertising come from a Latin word "advertiser" which according to Longman (1968) means "to turn the mind towards". Advertising can then be defined in

It has been a controversial issue that many authors and scholars have attempted to trace unwritten advertising, which is virtually non-existence.

In the ancient time, slaves as become well known all the nations and has to draw potential customers, which was advertising. The baby loaming merchants were also known to have used outdoor advertising about 5,000 years age and such pictorial signature still in use.

Some author belief that advertising began 3,200 BC when Egyptians inscribed the named of their kings on the temple being build. They all carried advertising messages or stones tables called steila and the message is then put on mary alphabets using the principles of relation which is alphabets using the modern tag advertising.

Advertising is get a subject of the whole promotion activities used include personal selling, sales promotion and publicity or public relation.

The word advertising come from a Latin word "advertiser" which according to Longman (1968) means "to turn the mind towards". Advertising can then be defined in



many ways in terms of its distinct or belonging untrue; it is a way of communication.

Some organization usually advertise their goods most often through clearance sales, how to get product and special service offered in order to allow the customer enter their stores. During the visit additional sales are likely to be made when there are two business trades dealing with similar line of trades, the need to gain customers or retain the existing ones become a very important race and such advertising plays a prominent role.

Advertising is a means where by the existence of goods and services or the invention of Airtel is brought to the notice of the public. It could be also regarded as the dissemination of information concerning ideas, sources or product, services to compel action in accordance with the interest of advertisers. It can also be defined as any written, spoken or pictorial representation of a person, product, services or movement only spurred by advertiser and at his expense for the purpose of influencing sales using votes or endorsement. Okafor (2001) defined advertising as a

personal communication through a paid media by a clear sponsor.

Kotler (2001) defined advertng as a non-personal presentation and promotion of ideas goods and promotion of ideas, goods and service by an identified sponsor.

America marketing association (1982) points that "advertising is a paid form of non-personal presentation and promotion of ideas, goods and services by identified sponsors. In this definition, four phases warrant classification and they are "paid form" when products or services are mentioned favourably in media, newspapers, magazines, radio, television e.t.c. the items opper because it is presumed to provide information or entertainment for the audience. This is publicity and no payment is made by the benefited organization. Advertising on the other hand is a published time or space to tell the story of certain products or services. Non-personal - personal selling takes place when face to face presentation is made. Although advertising complements may be substitute for personal selling. This is done in a non-personal manner through



intermediaries or media. Advertising is concerned with much more than the promotion of tangible goods. An identified sponsor-every advertisement have identified sponsor which distinguishes it from propaganda, it attempt to present opinion and ideas in order to influence unknown and sources of his or her ideas. advertising on the other discloses or identified the sources of opinion and ideas it presents.

**Sales:** it refers to the volume of items or stock made in execution of the money. Sales deals with the execution of the marketing plan and is more of short range in nature. A possible goal of sales is to obtain the possible distribution scheme of the company product and sales volume remain important.

### 2.3 Marketing Mix and its Impact on Sales Turnover

Marketing mix according to sab (2004) is defined as "the set of controllable variables that the firm uses to influence the target market". It is the combination of controllable variables such as marketing activities such as price, place, product and promotion. It is around this brand

element that the marketing manager uses to pursue its marketing objectives. When these tools are properly implemented into an organization's operation, it will generally increase sales to the organization. Here we shall discuss some of these elements.

Gin, (2005), defined a product as a combination of goods and services, ideas etc. that provides satisfaction to the consumer by business or non-profit marketing organization. A product could be tangible or intangible. Opie (2004) defined pricing as something a buyer gives up in exchange for satisfaction or benefit received, price is also known by others as names: tuition fare, rent and rate.

Opie (2004), defined placing as a process of ensuring that goods and services are available when and where needed. It provides time and place utilities. It appears to be the least viable element of the marketing mix.

## **2.4 Types of Advertising**

Kotler (1997). Has identified the types of advertisement as follows:



**Information Advertising:** this is it is designed to inform people about the product availability. This form advertisement becomes necessary when a firm has decided to trade under a new or when new items of product are to be introduced into the market. It may also inform people about certain event as trade fair exhibition e.t.c. this kind of advertisement is done by stating the facts rather than only trading to make persuasive statement.

**Persuasive Advertising:** This is aimed at creating likings preference, conviction and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes an explicit comparison of the attributes of tow or more brands. Persuasive advertising work best when it elicits cognitive and effective motivations simultaneously. In this situation, there is assurance of maximum utility derived from the products and some slogans are used which are attractive, when convincing statement is being used care is taken to avoid law suits involving slander, and libel. In this situation it is essential for a firm to maintain it share in the market.

**Generic Advertising:** This is only when competition in an industry are in agreement to do such a thing in this situation, all firms in an industry combine to advertise the product in general advertising are normally financed by the firms they firm belongs. Manufactures association of Nigeria a does this kind of advertising in Nigeria dailies that they shed or the purchase of made in Nigeria goods rather than imported goods.

## 2.5 Reasons for Advertising

Jefkins (1980), suggested some of the reasons why anyone spends money on advertising. Advertising is not just the matter of making known, in order to sell. We may have to give something we want to buy, alternatively we may want to give something away to effect an exchange, invite donor or gifts or even change people opinion. There are many specific reasons why advertising may be used and here are some of the reasons

### i. To Announce a New Product or Service

Prospective customers are presented with detains of a new product and dramatic landing. The advertiser literarily



has to buy his way into the market in which others have established a long period of time. This is done through announcement.

ii. **To expand the Market to New Customers**

In recent years, we have seen market expansion among financial services as a result of the regulation of the stock exchange and the building societies act bank, building societies, insurance comprise, investment brokers and other have extended both their service and market and they have contributed greatly to the rapid development of direct response to marketing whether through direct mail or mail off the page "press advertisement".

iii. **To Announce a Price Change**

Price can go up or come down as the rates of interest offered, building societies, bank finance houses and other business organization, changes such may need to be announced quickly since advertisement is a means of making announcements quickly through the media.

iv. **To Remind**

Johnson (2000) said, people often need to be reminded then to be informed this is aimed at getting people to ask for the same brand and not break their buying habit, this may also ensure continuity on sales and frequent patronizing by the customers. Catchy slogans and jingles may be used. Some slogans are deliberately perpetuated as a form of reminder.

v. **To Educate Customers**

The educational advertisement is necessary when a commodity or service offers need careful explanation. This technique can also be used to show new use for a well established product.

vi. **To Retrieve Lost Sales**

Here there is a much more urgent need to use advertisement. It has a reverse negative sales trend and not just competes. It is an uphill task sales that may have been caused by default or the product has suffered from fashion craze or has been temporarily obtaining due a strike or restricted import advertisement is a best tool in assisting this situation.



## 2.6 Pre-Requisite for Advertising

Before an advert main objectives or yield a positive result the following conditions must be satisfied.

1. **Good Distribution and Display:** Though it might seem to naïve but is worth stating that companies do advertised a product before they said product is available in the stores and market when such product is adverted that is the product that is yet to be distributed, then the condition of goods distribution is not adverted to: before a product can advertised, the company must to ensure that the product are already in the market so that people can purchase them in any store, but if a product is advertiser prior its distribution is part of wasting money used to advertise, the company may loss many of its potential customers, because when they have heard about the product, they would have gone for the product and ask of it, and when they don't find it in the market, the customers will lost in the market, the customers will en the definitely in terest in a such product and even the company. Although people may continue to look for the product provided it is a unique product.

In the light of this, informing the public about a new product, yet to be introduced, measures must be taken to make product or service available, so that people don't go about looking for non-existing products in the market.

It is pertinent for the organization to maintain regular and continuous production, facilitating the provisions of after sales services and embarking on timely modification of products and services.

- 2. The Right Product:** As a necessary pre-requisite for advertising, the advertised product must be satisfactory. Before a product can be advertised and introduced to the people, probably new set of people, it must ensure that the product will really perform exactly or even better than claims made for it when being advertised it must only compete favourably with other but must completely live up to the expectation of the users. If a product advertised can live and last for only a year or less than, it should be clearly spelt out, if the reverse in the case then this situation will tarnish the image of the company but will lead to a drastic fall in the demand for such product



In order not to fall into this pit, it is necessary for a company after conducting an intensive research works on the product and its advantage, its peculiarities and potentials have been carefully measured. It should be subjected to different processes in the factory and tested before going to advertise the product and making an unrealistic claim over the product.

3. **The Right People:** the pre-requisite for advertising is to advertise to the right people. As it is usually asserted by the economists that production of goods or services are not completed until that which is produced get to the right people (consumer) at the right time.

Bosso (1997) said that the aim and objective of any advertisement is getting the right goods and services to the right people, at the right time, at the right place and price, which will lead to increase in sales and the rate of turnover. Therefore when planning advertising it is very necessary to ensure that it is directed to the right people, that is to say if a producer is intending to produce a product, it is mandatory put into cogincant the market segmentation, so

that the goods produce will be directed to the segmented market, that is the right people.

4. **Seasonability:** Another condition that though maybe seen to be extraordinary is seasonability. When advertising, it is of utmost importance to take into consideration the season of which the product would be advertised. A product must be advertised at the same time for which it is necessary and seem that the producer is wasting his resources. For instance, a company producing cardigan must satiety this condition of seasonability. If it is dry season, the company must be aware that nobody will ever buy the product like that of rainy season. So therefore, advertised a mere wasting of resources and materials.

## 2.7 Types of Advertising Techniques

There are various types of advertising techinques, which can be used in order to reach the potential or target customers. The medium or techniques, the following are the most familiar techniques or media.

- i. **Television:** According to anyaele (1993). Said that it is one of the most effective ways of advertising commodities because,



consumers listen to the advertisement and at the same time see the goods and how they are used.

The medium has the following advantages.

- It has advantage of sight and sound.
  - Motion appeals to service and high reach.
  - It has audience selectivity.
- ii. **Radio:** In the words of kotler (2008) define it as one of the most powerful medium used in covering large market segment for good or services including the vital areas and it is less expensive, he further said radio can communicate with people in the language which they can understand such as the use of slogans and gathering words and on their constant repetition.

It has the following advantages.

- It has advantages of man age
  - It has high geographical and demographical use.
  - Selectivity and low cost.
- iii. **Newspaper:** it is also one of the effective ways of advertising goods and it belongs to print media.

We have the national daily newspaper and regional daily newspaper.

- National daily newspaper: these dailies are published and circulated between breakfast period in the country. Examples are daily times, guardian, newspaper and leadership newspaper of its advertising is nationwide; it is more appropriate in form of economy and coverage to advertise in national dailies though at a higher cost.
- There is also weekly newspaper that is normally produced within the country.
- Regional daily newspaper: this is published and circulated within the country.

## **2.8 Effect of Advertising**

According to Russell (1961), asserted that the effect of advertising usually depends on appropriate selection of the advertising on how well it communicates the desired information and attitudes to the right people, at the right time and the target market (consumers).

Ahkannah et al (1989) equally highlighted some effect of advertisement on sales.



- It increase the rates of sales turnover advertising levels to and induces purchases and greater sales volume and turnover, this in turn, induce greater output a cheaper cost per unit.
- It also gives information on the existence of a certain products or services it afford the producers the opportunities of explaining the use and the features of their products.
- It reduces the cost salespersons: advertising does the major part of work of salespersons, by giving vital information about the products.
- This cuts down the number of salespersons who will have to be employed.

In the words of ADU and MUSTAPHA (2008), advertisement has effect on sales by increasing the demand of the product or services in the market and confidence to the employees of the firms.

LIBRARY DEPT.  
C.O.E. MINNA.

## CHAPTER THREE

### RESEARCH DESIGN AND METHODOLOGY

#### 3.0 Introduction

This chapter deals with the techniques employed for collection of data in this research exercise. It also examines the method raised in analyzing and testing the data used

#### 3.1 Research Design

In this study, the researchers used a case study because according to Olagbewo (2009). It is an in-depth investigation of phenomenon, one event, one place over an extended period of time, which the researchers uses as a sample to generalize the finding by way of interview and questionnaire.

#### 3.2 Population of the Study

The population for this study comprises of staff of Airtel Minna regional headquarters. The total number of the staff were seventy three (73), while a total number of study staff were target for the study consisting of both junior and senior staff respectively.



### **3.3 Sampling Technique**

To ensure that the sample is a representative of the total population, a simple random sampling technique was employed by the researchers, using a total number of sixty (60) staff as our sample which comprise of both the junior and senior staffs.

### **3.4 Instrument used for Data Collection**

The researchers relied on the following instruments for the purpose of data collection.

Questionnaires: this is a form of collecting information administered to a category of people whom the needed information can be obtained. This instrument was used in collecting first hand information from the respondents.

Personal interview: this is another source of data collection, which was used as a tool for obtaining facts, for this study instructed interview was conducted with employees in order to obtain their opinion about the subject matter of the research work.

### **3.5 Validity and Reliability of Instruments**

The research questionnaire is designed to meet research purposes and problem to ensure adequate coverage of the objective of the study, construct validity check of the items on the questionnaire was conducted. Also to ensure that the items were capable of obtaining the desired data from the field construct validity check was carried out. In addition, the scrutiny of the lecturer so as to ensure face validity before using the study.

### **3.6 Instruments used for Data Analyses**

The data collected by the researchers were presented in tables and percentages, so these were used in analyzing the information's obtained.

### **3.7 Administration of Instrument**

The questionnaire was administered by the researcher in person, in Minna Airtel sub-regional headquarters to administer the questionnaires to the respondents.



## CHAPTER FOUR

### DATA PRESENTATION ANALYSIS AND INTERPRETATION

#### 4.0 Introduction

This chapter aims at presenting the data collection analyzed and to make appropriate interpretation with a view of ensuring that the research objectives are successfully carried out, analyzed using the data obtained from questionnaires, administered to management and staff of airtel sub-regional headquarters.

**Table1: Sex of Staff**

DESCRIPTION	FREQUENCY	PERCENTAGE
MALE	35	58.3%
FEMALE	25	41.7%
TOTAL	60	100%

The table above shows that 35 respondents representing 58.3% are male and 25 respondents representing.

**Table 2: Age Classification of Staff**

AGE OF STAFF	FREQUENCY	PERCENTAGE
18-30	19	31.7%
31-40	13	21.7%
41-50	28	46.7%
51 above	-	-
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

The table shows that 19 respondents representing 31.7% fall between the ages of 18-30, also 13 respondent representing 27.7% fall between the ages of 31-40 while 28 respondents representing 46.7% fall between the ages of 41-50 and none of the respondent is 51 years and above in the company.

**Table 3: What are the Educational Qualification of Staff**

DESCRIPTION	FREQUENCY	PERCENTAGE
GCE/WAEC	20	33.3%
ND/NCE	23	38.3%
HND/BSE	3	5%
MASTERS	4	6.7%
PGD	10	16.7%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>



The table above shows that 20 respondents representing 33.3% were GCE/WAEC certificate holders, 23 respondents representing 38.3% are ND/NCE holders also 3 respondents representing 5% are HND/BSE holders, 4 respondent representing 6.7% are masters holders while 10 respondent representing 16.7% are PGD holders.

**Table 4: Staff Working Experiences**

DESCRIPTION	FREQUENCY	PERCENTAGE
1-3Years	14	23.3%
4-6years	18	30%
7years and above	28	46.7%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

The table above shows that 14 respondent representing 23.3% have an intimate working experience for about 1-3 years, 18 respondents representing 30% have the working experimenting for about 4-6 years while 28 respondents representing 46.7% have the working experience for about of years and about.

**Table 5: Is the volume of Sales the Basis for determining expenditure?**

STAFF RESPONSE	FREQUENCY	PERCENTAGE
YES	25	41.7%
NO	35	58.3%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

From the table above it is clear that 25 respondents representing 41.7% agreed that the volume of sales is the basis for deterring expenditure while 35 respondents representing 58.3% disagreed that the volume of sales is not the basis for deterring expenditure.

**Table 6: Does advertising serves as a device for inducing sales?**

STAFF RESPONSE	FREQUENCY	PERCENTAGE
YES	51	85%
NO	9	15%
Total	60	100%

From the table above 51 respondents representing 85% agree that advertising serves as a device for inducing



sales while 9 respondents respondent representing 15% disagreed.

**Table 7: Is amount paid for advertising too high?**

DESCRIPTION	FREQUENCY	PERCENTAGE
YES	41	68.3%
NO	19	31.7%
<b>TOTAL</b>	<b>60</b>	<b>100</b>

From the table above 41 respondents representing 68.3% agree that advertising serves as a device for inducing sales while 19 respondents representing 31.7% disagreed.

**Table 8: Which advertising media is cheaper in terms of reaching customers?**

DESCRIPTION	FREQUENCY	PERCENTAGE
TELEVISION	32	53.3%
NEWS PAPER	16	26.7%
MAGAZINE	12	20%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

The table above shows that 32 respondents representing 53.3% says that television is the cheaper

advertising media in terms of reaching customers, 12 respondents representing 26.7% says that news paper is the cheaper means, while 12 respondents representing 20% says magazine.

**Table 9: Is it possible to embark on advertisement when there is no substantial benefit?**

DESCRIPTION	FREQUENCY	PERCENTAGE
POSSIBLE	35	59.3%
IMPOSSIBLE	25	41.7%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

From the table above it is clear that 35 respondents representing 58.3% says it is possible to embark on advertisement when there is no substantial benefits while 25 respondents representing 41.7% says it is impossible.

**Table 10: Do consumers have high influence on their buying behaviour?**

DESCRIPTION	FREQUENCY	PERCENTAGE
YES	34	56.7%
NO	26	43.3%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

SERIAL UNIT  
 LIBRARY DEPT.  
 COE MINNA.



From the table above, 34 respondents agreed that consumers have influence on their buying behavior while 26 respondent representing 43.3% disagreed.

**Table 11. What are the problems of advertising?**

DESCRIPTION	FREQUENCY	PERCENTAGE
COST PROBLEM	13	21.7%
TECHNICAL PROBLEM	10	16.7%
ADMIN PROBLEM	17	28.3%
LOGISTIC PROBLEM	20	33.3%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

The table above shows that 13 respondents representing 21.7% says advertising problems is based on cost , 10 respondent representing 16.7% says advertising challenges is based on technical issues, 17 respondents representing 28.3% says that challenges facing advertising are administration problems while 20 represents 33.3% says logistics problems are the problem facing advertising.

**Table 12: Are the difficulties in advertising challenges?**

DESCRIPTION	FREQUENCY	PERCENTAGE
YES	32	53.3%
NO	28	46.7%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

From the table above, 32 respondent representing 53.3% says that the difficulties in advertising are very challenging while 28 respondents representing 46.7% they are not.

**Table13: Does advert has effect on sales turnover?**

DESCRIPTION	FREQUENCY	PERCENTAGE
YES	42	70%
NO	18	30%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>

From the table above, 42 respondents representing 70% says. Advert has effect on sales turnover while 18 respondent representing 30% says that advert has no effect on sales turnover.



**Table 14: Does advertisement has effect on consumers knowledge?**

DESCRIPTION	FREQUENCY	PERCENTAGE
YES	48	80%
NO	12	20%
TOTAL	60	100%

From the table above, it is clear that 48 respondents representing 80% says that advertisement has effect on consumers knowledge while 12 respondents representing 20% said advertisement has no effect on consumers knowledge.

### **Testing Hypothesis**

The testing of hypothesis formulated in the research work was carried out by analyzing the number of percentage of the 60 respondents. The questionnaires distributed were returned.

This questions were used to test each of the hypothesis.

### **Hypothesis One**

Advertising increase the sales volumes. This was tested using the table above, with the use of table 5, 25 employees representing 41.7% agree that the volume of sales is not the

basis for determining expenditure. Therefore the hypothesis is accepted.

### **Hypothesis Two**

The media chosen depends on the target market. This was tested with the use of Table 8. 32 respondents representing 53.3% were of the opinion that adverts carried on television is more cheaper than any other media while 16 respondent representing 26.7% says that news-paper is cheaper and 12 respondents representing since 32 respondent representing 53.3% says that television is accepted.



## CHAPTER FIVE

### FINDINGS CONCLUSIONS AND RECOMMENDATION

#### 5.0 Introduction

This chapter is a reflection of the result obtained in chapter four, the researcher also summarizes the findings and draw conclusions and made recommendations based on the findings.

#### 5.1 Findings

1. It is obvious that establishment / organizations advertised mostly their goods and services. It was also revealed that the organizations view advertising as a very important tool and as such tread advertising their products with all seriousness.
2. It was revealed that advertising tends to increase sales profit as well as market share for companies.
3. It was discovered that the amount of advertising dose not so long as it justifies the cost.
4. Also it is found that advertising influences knowledge of consumer and demand for product and services.

5. It was also revealed that firms face some difficulties in the process of advertising such as ads cost problem, administrative and logical problems which hinder the advertising process.
6. It also reveals that advertisement has an effect on sales turnover in any business organization.
7. This study also revealed that there is a cheaper media in terms of reaching the customers in the target market.

## 5.2 Conclusion

The researchers sincerely conclude that the role of advertisement in any business organization cannot be overruled as a result of the role it plays in the business. However, advertising should be encouraged in order to make products, services known to the public.

Also, business organizations should develop advertising campaigns as part of the firm's total promotion and programmes in order to make the business successful and its survival, because of all the elements required in making the business successful there is no one that is more critical than advertising so that the greatest product and service ideas would be of little value unless they are made known to the entire populace.



## 3.7 Recommendation

The following are the recommendations made by researcher:

1. Since advertising is a very important venture, all the firms that want to remain in the market should embark on constant advertisement.
2. Advertising is better done, if it gets to the target market, efforts should be made towards choosing the best techniques to suit the target market.
3. Organization should source for a well experienced media qualities staff with technical know-how to handle the advertising process and procedures of the organization.
4. The management of various organization should also try as much as possible to eliminate or bring to minimum the stress that may hinder the organization from embarking on proper or adequate advertising.
5. If the seriousness of advertising must continue, the company that has not embarked on such venture their sale volume and render better services to their customer of their products or services.

## REFERENCES

- *ASTE. "Career and Technical Education - ASTE - aste.usu.edu". aste.usu.edu. Retrieved 2016-02-27.*
- Columbia's encyclopedia , Charles S. 1997. "New Vocationalism in the United States: Potential Problems and Outlook." *Economics of Education Review* 16 (3):201-212
- **Palma M, et al. (2007)** A phylogenetic analysis of the sugar porters in hemiascomycetous yeasts. *J Mol Microbiol Biotechnol* 12(3-4):241-8
- "Learning for Jobs OECD review of Australian vocational education" (PDF). *Oecd.org*. Retrieved 2016-02-06.
- Urban board Minna Niger State. map survey 2015
- UNESCO (n.d)
- *TAFE gears up to offer degrees* By Rebecca Scott, The Age July 24, 2002. Accessed August 3, 2008
- "OECD review of vocational education and training in Hungary" (PDF). *Oecd.org*. Retrieved 2016-02-06.
- "OECD Policy Reviews of Vocational Education and Training (VET) - Learning for Jobs". *Oecd.org*. Retrieved 5 February 2016.
- "Dutch vocational education in a nutshell | Education | Expatica the Netherlands". *Expatica.com*. Retrieved 2016-02-06.
- "Industry Training and Apprenticeships | ITF New Zealand". *Itf.org.nz*. Retrieved 2016-02-06.
- "Welcome to". *Education Counts*. Retrieved 2016-02-06.
- "OECD review of vocational education and training in Norway" (PDF). *Oecd.org*. Retrieved 2016-02-06.
- "humanitarian-srilanka.org". *Humanitarian-srilanka.org*. Retrieved 5 February 2016.
- "Learning for Jobs OECD review of Switzerland, 2009" (PDF). *Oecd.org*. Retrieved 2016-02-06.
- "Turkey 2012 results" (PDF). *Oecd.org*. Retrieved 2016-02-06.
- <https://web.archive.org/web/20120614110134/http://ismek.ibb.gov.tr:80/ism/index.asp>. Archived from the original on June 14, 2012. Retrieved June 15, 2012. Missing or empty |title= (help)
- *Owen, W.B. (1912). Sir Sidney Lee, ed. Dictionary of National Biography – William Ford Robinson Stanley. Second Supplement. III (NEIL-YOUNG). London: Smith, Elder & Co. pp. 393–394.*