

TITLE PAGE

**EFFECT OF ADVERTISING ON BRAND PERFORMANCE OF
AIRTEL NIGERIA LIMITED, KADUNA**

BY

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
OF BUSINESS ADMINISTRATION, COLLEGE OF BUSINESS AND
MANAGEMENT STUDIES**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN BUSINESS
ADMINISTRATION AND MANAGEMENT**

KADUNA POLYTECHNIC

JUNE, 2022

DECLARATION

I hereby declare that this project was written by me under the guidance and supervision of **Mr. Benjamin Ogedengbe** of the Department of Business Administration. I have neither copied someone's work nor has someone else done it for me. All references made to published literature have been duly acknowledged.

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APPROVAL

This is to certify that this project titled “**Effect of Advertising on Brans Performance of Airtel Nigeria Limited, Kaduna**” written by **Agnes Onoja, KPT/CBMS/19/48320**, has been read and approved as having met the requirements governing the preparation and presentation of project in Kaduna Polytechnic. It is hereby approved for its contribution to knowledge and literary presentation.

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DEDICATION

This work is dedicated to Almighty God for making this project successful.

ACKNOWLEDGEMENT

My thanks and gratitude first of all goes to Almighty God for giving me the ability and strength to complete this programme successfully.

I am indeed grateful to my able supervisor Mr. Benjamin Ogedengbe for taking his time in going through the manuscripts and making appropriate corrections where necessary. May Almighty God bless you and your family abundantly (Amen).

My immense gratitude goes to H.O.D, Mr. Tunde Lawal and the entire lecturers in the Department of Business Administration, most especially Alhaji Lawal for his intellectual supports in conducting this research work.

My sincere appreciation goes to my parents, husband, children, brothers, sisters and to the entire family for their prayers, encouragement and supports.

Finally, my sincere appreciation goes to my friends, colleagues and well-wishers for their encouragements and advices.

May Almighty God bless you all (Amen).

ABSTRACT

This study was designed to examine the effects of advertising on brands' performance in Airtel Nigeria Limited, Kaduna. Specifically, the study aimed to assess the role of advertising on brand performance, ascertain if advertising of brand leads to increase of sales, determine the effect of advertising on customers' patronage and loyalty, and examine the relationship between advertising and brand performance in Airtel Nigeria Limited, Kaduna. A sample of 97 was drawn from population of 130 using Krejcie and Morgan table. Four (4) research questions were raised to guide the study while a set of questionnaire was used to obtain data from the respondents. A frequency distribution table and simple mean score method was used to analyse the data obtained. Findings from the research revealed that advertising played significant roles on brand performance in Airtel Nigeria Limited, Kaduna. More so, advertising of brand leads to increase of sales in Airtel Nigeria Limited, Kaduna. The study recommends among others that organizations should employ an appropriate medium to advertise their products based on their target market. More so, companies should ensure that they employ the services of good advertising agent that can properly handle advertisement professionally.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Performance is often used as a dependent variable in marketing literature (Tranquan, 2016). The performance of brand points out that how successful a brand is in the market and aims to evaluate the strategic successes of a brand (Ho & Merrilees, 2018). Some researchers considered the performance of brand in two parts including the brand market performance and brand profitability performance. They declare that the brand profitability performance is an index of the financial share of a brand in relation with the retailing profits and is evaluated using the profit and the margin of profit while the brand market performance considers the market demands and evaluates the indices such as sale levels and market share (Baldauf, Cravens & Binder, 2013). Today, branding is one of the major issues in marketing literature. Taking the views of high-educated consumers, it's recognized that consumers' attitude towards goods and services have become more susceptible. Young people are the main customers for the most brands (Friedman, 2015).

In recent times, the performance of any brand name in business depends largely and advertising which is mapped out of marketing strategy. Advertising has not only become an integral part of our society and

economic system but also grows over the year to assume tremendous proportions both as a business activity and a social phenomenon (Quiston, 2014). It has affected not only the business sectors but also the whole society (Quiston, 2014). According to Offiong (2014), advertising is a way of projecting value, ideas and expectation and so on to consumers. It is most effective as a rein forcer of favorable attitudes, value and disposition already held by consumers. Advertising as defined by the America Marketing association, as any paid form of non-personal preservation or promotion of ideas, goods or services by an identified sponsor. Advertising comes in various forms, it involves the use of newspapers and magazines, television, radio, display of direct mail, billboard and so on. It is carried out to build up long term preference for a particular brand. It helps in creating awareness about a new product and reminding customers of existing goods and services (Sandage & Rotzoll, 2017).

Advertising is basically a means of promoting brand name or product. Advertising is promotion tools (a marketing mix) that enhance the performance of a particular brand product in the market. According to Olaunye (2012), promotion is a process of communicating that has the intention of delivery message about a brand from the marketers to potentials and correct consumer. Advertising has a high public mode of

communication by informing customers the brand and also making them to know the new or existing brands of product in the market. Besides, it is permissive mediums that permit the seller to repeat its message as many times as possible.

Bahur (2015) stated that advertisements are the most important factor in creating brand preference and enormous sums are spent on advertising. However, many obstacles may restrain advertisements' effects on brand selection. There is a relation between consumers' exposure to advertising and their possibility to buy the advertised ones. According to Bells (2014), advertising a product is not only an aim either calling for attention or creating awareness for its product development and maintenance interest but also encourage trial or repeat purchase or better still, ensure cognitive consonance in order to achieve the set objectives of the manufacturer. It is the function of advertising to interpret or translate the need or want satisfying qualities to create a business environment with the direct aim of sale at junction.

Basically, advertising seek to establish, modify or reinforce attitudes, causing consumers to try a new product, buy more of it or switch brands. Brand advertising seeks to create an image or personality for a product out

unique position for it. Advertising therefore is a very important marketing strategy at the disposal of marketing institutions. Different entities employ different methods of advertising to reach as well convince its desired target market about the availability and unique difference in their individual products or services (Carthy, 2014).

However, inspite of the importance of advertising to the overall marketing strategy of an organization, previous studies here indicated that organization, do not hold it to a high esteem like their promotional tools. For example, Emena (2014) in her study of problem and prospect of advertising in business enterprise; observed that most companies in Nigeria do not give much priority to advertising and instead resort to sale canvassing, hence advertising is neglected. Therefore, it is against this background that this study seeks to examine the effects of advertising on brands' performance.

1.2 Statement of the Problem

It is an established fact that advertising plays a very significant effect on brands performance and creates brands awareness in the market place. David and James (2016) argued that advertising is one easy way to educate existing and prospective consumers about a product or service hence improves the organisation performance in general. Mobile companies in Nigeria,

particularly Airtel Nigeria Limited considers advertisement as an inevitable tool for survival in highly competitive market and improved performance of the organisation. Empirical evidence has proven that just like any other mobile companies, Airtel Nigeria Limited has competitors. This implies that Airtel Nigeria Limited would have to rely heavily on advertising to create a brand and distinguish it from other products in the minds of consumers and eventually improve its performance. Thus, advertising in Nigeria has become the gateway to survival and the performance of the organisation.

However, the need for high performance, survival, the desire to control larger market share and the dream of creating brand loyalty in the minds of consumers have made successful Mobile Companies in Nigeria like the Airtel Nigeria Limited, to pay much attention to advertising programmes without recourse to the extent to which advertising has been able to commensurately improve their performance.

Therefore, advertising as a marketing tool whose sole aim is to build preference for advertised brands or services, has affected a brand performance. It informs subscribers about existing brands in the market. Hence, the relevance statement of the research work is to critically examine the effects of advertising on brands performance using Airtel Nigeria Limited, Kaduna as a case study.

1.3 Objectives of the Study

The major objective of this study is to examine the effects of advertising on brands' performance. However, the specific objectives are:

- i. To assess the role of advertising on brand performance in Airtel Nigeria Limited, Kaduna.
- ii. To ascertain if advertising of brand leads to increase of sales in Airtel Nigeria Limited, Kaduna.
- iii. To determine the effect of advertising on customers' patronage and loyalty in Airtel Nigeria Limited, Kaduna.
- iv. To examine the relationship between advertising and brand performance in Airtel Nigeria Limited, Kaduna.

1.4 Research Questions

To effectively and efficiently carry out this study, the following research questions were raised:

- i. What is the role of advertising on brand performance in Airtel Nigeria Limited, Kaduna?
- ii. Does advertising of brand leads to increase of sales in Airtel Nigeria Limited, Kaduna?
- iii. What are the effects of advertising on customers' patronage and loyalty in Airtel Nigeria Limited, Kaduna?

- iv. What is the relationship between advertising and brand performance in Airtel Nigeria Limited, Kaduna?

1.5 Significance of the Study

This study seeks to identify the role advertising plays in the achievement of Airtel Nigeria objectives. This study will basically serve as a guide to the company and individual by giving them (both the company (Airtel Nigeria) and the customers) insight into how well planned and effectively advertising program can help to yield a positive impact, it would have on their brand performance and what to do next in case of low impact. Furthermore, the study practically helps Airtel Nigeria to review its laws and regulations on advertising in order to cope with the contemporary society.

The study shall open up a way for other researchers to conduct further studies on the issues related to advertising and brands performance in Nigeria and elsewhere.

The study serve as a partial requirement for the award of Higher National Diploma (HND) in Business Administration and Management.

1.6 Scope of the Study

This study focused on the effects of advertising on brand performance of Airtel Nigeria Limited, Yakubu Gowon Way, Kaduna. The study covered the period 2019 to 2022.

1.7 Limitations of the Study

In the course of carrying out this research work, numerous problems were encountered, one of the problems was finance, being a student, and it was not easy for me financially.

Secondly, most of the company's management and staff were not opportune to respond to me due to their engagement with the company's activities.

Time constraint: while carrying out this research work, the researcher was subjected to a stipulated time limit within which the findings must be reported. A study of this magnitude requires more time than that which was given to the researcher and this was a serious limitations on the research work.

These limitations however did not have too much effect on the outcome of the study as the researcher was able to mitigate them and other unforeseen ones, which was done by soliciting for few relevant but not too sensitive materials from the respondents. Hence, the researcher was able to come up with an all-inclusive research work that is intended to stand the test of time, worthy of recognition and acceptance.

1.8 Definition of Terms

Advertising: This is defined by the America Marketing Association as any paid form of non-personal presentation or promotion of ideas, good and services by an identified sponsor.

Brand: Is a name, symbol, sign or logo or a combination of items intended to identify the goods or services of the seller or group of sellers and to differentiate them from that of their competitors.

Performance: It is the study of phenomenal.

Production: This is an act of producing, making or creating something.

Management: This is the act and science of using available resources like man power, money, material and machines to achieve organizational goals.

Promotion: It is an activity done in order to increase the sales of production or services.

Organization: An organization is a combination of people or individual effort working together in pursuit of certain common purposes known as organizational goals.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter, literature material and the works of various academicians, professionals are to be reviewed on the subject matter. Therefore, for this project, various literatures, books, journals and research publications will be reviewed in order to gain an in-depth knowledge on the effects of advertising on brand performance.

2.2 Conceptual Framework

2.2.1 Concept of Advertisement

Advertising, according to Bran (2012) is an industry that supports our economic system. Without it, new products and business could not be introduced and development in others not announced. Competitive advertising of new products and business powers the “engine of our economy, fostering economic growth and creating jobs in many industries.

Arens and Michael (2012) defined advertising as the activity or profession of producing advertisements for commercial products or services, or advertising on the other hand can simply mean the act of calling public attention to one’s product, service, need, etc especially by paid announcements in newspapers and magazines, over radio or television, on

billboards, etc to get more customers by advertising. Advertising can be seen as a mass communication of information intended to persuade buyers to buy products with a view to maximizing a company's profit (Belch & Michael, 2014).

Biocca (2013) defined advertising as the non-personal promotion of company's products, services or ideas, usually paid for through a media by an identified sponsor, with the view to induce sales and is perhaps the most conspicuous of all marketing activities. While Molokwu (2014) stated that advertising agency has four functions namely: planning the strategy for the advert and buying the media in which to run them. The media expected to work with the team to identify the most effective and cost effective way to reach the target audience and negotiate with the media to buy specific spots or space to the best job. For the brand with a growing range of media research available, they have to be literates or able to extract value from media owners, media planners and buyers are usually different people though they have to work closely together.

Bells (2014) states that advertising agencies started in the early nineteenth century as brokers selling and advertising space for newspapers and news sheets. It was only later that they realized that they could make more money

and give better service by providing the advertisers with copies to fill space they had sold.

2.2.2 Types of Advertising

Sandage and Rotzoll (2017) classified advertising into the following types:

- i. **The Hard Sell Advertising:** This has a sort of emotional appeals and it encourage immediate action on the part of the prospect. This type of advertising is common in the drug trade.
- ii. **The Soft-Sell Advertising:** This has more factual appeal, and it encourages immediate action on the part of the prospect.
- iii. **The Reputation Advertising:** This is common with big organizations that are proud of their image. They therefore advertise the whole company instead of individuals products e.g. the United African Company of Nigeria (UAC), Unilever Nigeria Plc, among others.
- iv. **The Humorous Advertising:** These are usually funny advertisement that employs the use of humors such as jokes, funny gesture to attract attention which consequently creates demand for products advertised. The impact of such of advertisement us great sequel to it effect on prospect.

However, Okoh (2012) classified advertising into the following types:

- i. **Persuasive Advertising:** This type of advertising is design to appeal to prospects to buy and use a particular product whether they need it or not by making them to understand that the product is inevitable.
- ii. **Information Advertising:** The form of advertising is designed to create awareness about a product, information about how to use the product and how to get the product. This best method of advertising used introducing a new product.
- iii. **Competitive Advertising:** This is the form of advertising for goods with close substitutes. It is aimed at creating large market for a particular commodity at the expense of close substitutes.
- iv. **Direct Advertising:** This type of advertising is directed at a section of people that makes use of the product advertised. This prevent waste of money, energy and time by direct the advert straight to the target audience.
- v. **Indirect Advertising:** This form of advertising is not directed to any section of people or class. This kind of advert is use to advertised products used by all and sundry.
- vi. **Mass and Specific or Generic Advertising:** In this type of advertising, producers of the same type of product come together in

order to advertise their product. This producer does this in order to eliminate waste in terms of resources. E.g. producers of OMO, elephant, drum, Apollo, etc. may come together washes brighter.

2.2.3 Advertising Media

According to Obodoechi (2012), advertising media are outlet where messages are heard or seen. The following are the media available; television, radio, cinema, point of sales display, exhibition, bill boards, roof top advert, direct mail advert and outdoor advertising.

- i. **Television:** This is one of the best form of advertising because it appeal to sight and hearing because of it audio visual potential.
- ii. **Radio Advertising:** This medium appeal to high numbers of persons in both urban and rural area because of it access as compared to television which mostly used in urban area of Nigeria.
- iii. **Print Media Advertising:** The print is the largest class media in Nigeria, about 50% of advertising expenditure is spend annually on print medium. This includes; newspaper, adverts, magazines and journals.
- iv. **Direct Mail Advertising:** This are printed materials to the target market. It is mostly used to advertise industrial product. This consists

of advertising set through mail to specific prospects. It includes cards, letter, circular, folders, booklets and other forms.

- v. **Transit Advertising:** This includes the posters that are posted inside and outside buses and in trains. This medium essentially depends upon the existence of public transportation, systems, especially urban commuter system.
- vi. **Outdoor Advertising:** May be in the form of posters, painted bulletin or spectacles that use bright and flashing light. These are mounted on special structures called boarding located at suitable site along the road. The company that erects the structures, leases the space to advertisers for varying period of times (Obodoechi, 2012).

2.2.4 Concept of Brand

Brand can take many forms, including a name/words, symbols, letters, design, sign, figures/numbers, logo or combination of these intended to identify the goods and services of one seller or group of sellers and differentiate them from those colour and slogan (Modern, 2014). A brand is the identities of a specific product services, or business, is the personality that identifies a product, service or company (name, term, sign symbols, design, or combination of them) and how it relates to key constituencies: customers, staff partner investors, etc.

According to Stanton (2013) the word “brand” is a comprehensive term and includes other narrower terms. A brand is a name, symbol or special design or some combination of these elements or services from one seller or group of seller. A brand different on seller’s product or services from other competitors, Kotler (2013) defined brand as a name, a term, a symbol or a design or a combination of them which is intended to identify the goods or services of one seller or group of seller and to differentiate them from those of competitors.

Brand Name

These are words, letters, figures/numbers that can be vocalized. A loyalty protected brand name is called a trademark. Our use of trademark also covers services mark (Quiston, 2014).

Brand Mark

A number of definitions have been advanced by many scholars. Brand mark is the part of the brand that appears in the form of a symbol, design, logo distinctive colour or lottery that is recognize by sight but cannot be express or pronounces (Quiston, 2014).

The American Marketing Association defined brand as a name, a term, a sign, a symbol, or design or a combination of them, intended to identify the

goods or services of one seller or group of seller and differentiate them from those of the competition.

According to Alex (2017) defined a brand as comprehensive term which include all the methods of identifying a product minus the package and the shape of the product.

Stanton (2013) the word “brand” is a unique and identifiable symbol, association, name or trademark which serves to differentiate competing product or services, both a physical and emotional trigger to create a relationship between consumers and the product.

2.2.5 The Influence of Psychographics on Brand Choice

According to Alex (2017), the influence of psychographic on brand choice sometime referred to as brand image, is a symbolic construct created within the minds of people and consists of all the information and expectation associated with a product its include, thoughts, feelings, perception, images, experiences, beliefs, attitude and so on that become linked to the brand of a brand from the experiential.

- i. **Brand Orientation:** It is a brand which is widely known in the marketplace.
- ii. **Brand Management:** Is the art of creating and maintaining a brand.

- iii. **Brand Franchise:** When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace.
- iv. **Brand Awareness:** Is refers to customers' ability to recall and recognize the brand name, logo, jingles and so on certain association in memory.
- v. **Brand Promise:** The marketer and owner of the brand have a vision of what the brand must be and do for the customers.

2.2.6 Advertising as a Promotional Tool

Promotion is defined as an element of marketing mix variable (Carthy, 2014). Obodoechi (2012) opined that advert is use as promotional tool because it aims at attracting new buyer and increase the repurchase rate of occasional users. Advertising just like sales promotion is used to attract brand switchers. This is so because brand switchers are always looking for low price, good value, or premium. Advertising just like sales promotions are likely to turn them into loyal customers.

Advertising just like sales promotion often extol the good qualities of products or service for consumers to continue to buy these products or services, business firms are compelled to adhere to the advertized qualities, if they allow the qualities to drop, consumer will buy less of their products or services. As such advertising and sales promotion are interwoven. This is

because advertising is aimed at promoting product just like sales promotion (Okoh, 2012).

Similarly, Obodoechi (2012) opined that sales promotion seems most effective when used together with advertising. Lawal (2013) observe that a sale promotion alone produced a 15% increase sales volume. But when combined with features advertising, sales volume increased by 19 percent: When combined with point of purchase displays sales volume increased by 24 percent. Many business firms combined sales promotion with advert.

2.2.7 The Role of Advertising in an Organization

Lawal (2013) opined that the role of advertising is the creation of demand for product attract potential customer, increases sales volume, inform customers about the existence of a product thus increases patronage and profitability.

Furthermore, Obodoechi (2012) opined that advertising is an important tool in marketing because it reaches wider audience faster than other type of promotion hence, it increase sales volume as well as the market of the product thus, increases profitability in no small ways.

The main role of advertising is to make known the availability of a product or service for sell. In addition, however, advertising performs some other useful and important roles in every society. Sandage and Rotzoll (2017) stated that advertising plays the following roles:

1. **Provision of employment opportunity:** The advertising business is such an uncreative one that very many people are employed in the sector as specialists and non-specialists.
2. **Creation of standards through competition:** Advertising message often extol the goods qualities of products or services, manufacturers or organization are compelled to adhere to the advertised qualities. This thus ensures that manufactures and organization do not allow the quality of their products or service to fall below a standard that is acceptable to consumers.
3. **Improvement of living standard:** Many things that make life easier and more pleasant like radio, television, fan video, computer and motor cars and so on are not necessities but comforts. The comparative in expensiveness of these products are made feasible through mass demand, a “by-product” of mass awareness created by advertising. This evidently shows the link between advertising and standard of living in a society.

4. **Provision of entertainment and relaxation:** Many advertising companies especially broadcast media advertisement present their messages with humor and this provides entertainment and relaxation for the audience. The presence of some characters in advertorial prints is geared towards providing entertainment and relaxation for the audience without the message being lost or submerged (Sandage & Rotzoll, 2017).
5. **Aesthetic role:** The billboards on our roads and neon sign advertising displays on high rise building play an aesthetic role and without them in our stadia and such other public areas, they will look bare and unattractive. This is why it could be rightly said that advertising plays an aesthetic role in the society.

2.2.8 Relationship between Advertising and Organisational Growth

Coming to the other aspect like whether a high or low quality firm engages in high advertising, there is huge signaling literature on advertising spending. Osogbo, (2014) found that the high quality firm will reduce advertising spending and increase price from their respective complete information levels. The intuition behind this is that when information is incomplete, the high quality firm cannot exploit its advantages.

Whenever there are advantages in quality, a firm will want to spend less on advertising. Nelson (2014) explained the way in which advertising as information operates. Manufacturers of experienced goods can increase the demand by advertising heavily, lowering the prices, and increasing the quality; however, consumers have greater marginal revenue for search goods as compared to the experienced goods.

In the pharmaceutical industry, researchers have found small primary demand effects of detailing and direct-to-consumer advertising (Fischer & Albers, 2013). For consumer package goods, Slade (2015) estimates a dynamic model in which firms choose prices and advertising intensity for the saltine crackers category and advertising expands the demand for the category.

In cigarette and auto industries, researchers have documented mixed associations between advertising and primary demand. The main reason for this mismatch is the inelastic demand for these products (Kwoka, 2013). Erdem and Sun (2012) use individual scanner panel data and showed an increase in advertising can reduce uncertainty across categories for the advertised brand. Balachander and Ghose (2013) also show advertising spillovers to extended brands in the consumer product category.

2.2.9 Relationship between Advertising and other Promotional Mix

The promotional mix consists of advertising, personal selling, product promotion, public relations and publicity. The two most widely used methods of promotion are personal selling and advertising. Basically, promotion is an exercise in information, persuasion and communication. These three are related because is to inform, persuade and conversely a person who is persuaded is also being informed, persuasion and information become effective through some form of communication (Lawal, 2013).

Many years ago, Professor Neil Borden, of Harvard University; pointed out the persuasive nature of persuasion (influence) in our socio-economic system. He said that the use of influence in commercial relations is one of the attributes of free society, just as persuasion and counter persuasion are exercised freely in many walks of life in our free society in the home in the press, in the class room, in the political forum and in government agencies for information.

In the line with the systems approach, a company should treat all its promotional efforts as a complete sub-system with the total marketing system. This means coordinating sales forces activities, advertising programmes and other promotional efforts. Unfortunately, today in many

firm these activities still are fragmented, and advertising management and sales force management often are in conflict. Of course for an effective marketing program, the total promotional effort must also be coordinated with the service planning, pricing and distribution subsystems in a firm.

According to Lawal (2013), the relationship between advertising and other promotional mix is that advertising is being done to create information and to inform non user to the product while product promotion is general towards stimulating sales and increase dealers effectiveness. Personal selling which is a face to face communication is undertaken in order to sell the product to the prospects. When advertising is being done then other promotional programs can be followed to increase awareness and sales. Advertising is also a part of the promotional mix which is marketing communications tool used to reach the target market. Advertising and other promotional mix is being coordinated with the elements in the marketing mix to achieve the communications objectives.

2.3 Empirical Studies

A large variety of approaches and models are used to get insights into the nature of the impact of advertising on firm performance. Early studies typically examine advertising influence on sales of firms or industry (e.g.,

Palda, 2015; Abdel-Khalik, 2015; Magna and Mueller, 2017). Palda (2015), for instance, provides a unique analysis of effects of advertising on sales. Results in Palda (2015) indicate that advertising is an intangible asset that is subject to amortization and that, on the average, 95 percent of the advertising expenditures were amortized during a period of almost seven years. Picconi (2017), however, finds no significant correlation between advertising expenditures and increased future benefits as measured by subsequent sales.

Similarly, Abbott et al. (2017) analyse the significance of long-run advertising investment in the UK brewing industry and report that both main media and below the line advertising have no significant impact on the total barrelage sales in the UK. Using unbalanced panel data of 34 meat-processing firms in Greece, Yiannaka et al. (2012) report total advertising by the firms of the sector as a very important determinant of their sales. Using Chinese data, Zhou et al. (2013) show that advertising has a long-term effect on sales of consumer durables, but find no long-term effects on sales of consumer nondurables. More recently, Osinga et al. (2015) report that in general, direct to consumer advertising has only a modest sales impact. Studies relating advertising influence on profitability of the firm or industry (e.g., Abraham and Lodish, 2015; Lev and Sougiannis, 2016; Graham and

Frankenberger, 2015) also report mixed evidence. Paton and Williams (2019), for instance, report a positive link between advertising and profitability for those firms operating mainly in consumer goods industries. Similarly, Notta and Oustapassidis (2017), examining the influence of various media advertising on profitability, find that only TV advertising has an influence on profitability in the Greek food manufacturing sector. Eng and Keh (2017) indicate that advertising expense leads to higher return on assets and the effects last up to four years.

An increasingly popular approach recently used is to relate advertising to the market value of firms (e.g., Graham and Frankenberger, 2015; Shah et al., 2019; Shah and Akbar, 2018; Joshi and Hanssens, 2015). Shah and Akbar (2018), for instance, argued that the use of market value is a superior proxy in examining the nature of advertising as it captures both current and future profitability effects of advertising. Results from advertising value relevance studies are also not conclusive. While some studies report of a positive influence of advertising on market value (e.g., Shah et al., 2019; Joshi and Hanssens, 2015), other have found no relationship (e.g., Core et al., 2013) and in some cases a negative influence of advertising on firm value (Han and Manry, 2014) is reported. Using a pooled sample of UK firms, Shah et al. (2019), for instance, report a positive and significant influence of advertising

on market value of sample firms in the non-manufacturing sector and only for large size firms. Han and Manry (2014), however, report a negative relation between advertising and firm value for a sample of Korean firms.

2.4 Theoretical Framework

2.4.1 Aaker's Model on Brand

Aaker's model has outlined some dimensions which may lead to achievement of brand equity and hence performance of the organization.

Brand Loyalty

According to Graham (2014), loyalty is an important concept in marketing strategy and as Aaker said the brand loyalty is the center core of brand equity. Loyalty causes customers to spend less time in seeking information. Loyalty-based buying decisions might turn into a habit and this may be resulted from current brand equity. The loyal customers would have benefit for an organization in the reducing costs and implementing its works (Rundle, 2017). Moreover, loyalty can give a company a chance to react against threats such as competition because as consumers become loyal to a brand they become less sensitive to a price increase because of the product's ability to satisfy their needs "Loyalty development is often associated with the actual service encounter but advances in technology, particularly social

media, have allowed the customer brand connection to be enhanced (King, 2015).

Brand Awareness

According to Bumm (2015) said that Brand awareness is recalled brand memorization power in customer's mind. There are four types of brand awareness:

- i. High mental awareness,
- ii. Brand reminding,
- iii. Brand recognition,
- iv. Unawareness

The role of brand awareness depends on the level of awareness achieved. In the higher awareness level buying, the possibility of considering brand and the effect of awareness on buying decision are increased said by (Rundle & Bennet, 2017). It is one of the fundamental dimensions of brand equity and is often considered a pre-requisite of consumers' buying decision as it represents the main factor for including a brand in the consideration set.

2.4.2 Advertising Theory

The Response Hierarchy Theory

The Hierarchy of effects theory was advanced by Lavidge and Steiner (1961), this marketing communication theory proposes six steps from

broadcasting a product advertisement to product acquisition. The advertiser persuades the consumer to go throughout the six steps and procure the product. The six steps are Awareness, Knowledge, Liking, Preference, Conviction and final Purchase. As stated by Lavidge and Steiner (1961), it is a hierarchy of effects because the quantity of customers decrease from one phase to another which implies that business corporations should struggle to attain a lot of customers to the final phase of buying through innovative marketing communication messages that transmit distinctive value or service intentions to the target audience. The response hierarchy model presumes that the customer goes through three stages; Cognitive, affective and behavioural stages.

Firstly, the *learn-feel-do progression* is appropriate when audience has high involvement– high differentiation product category example a house or furniture. Secondly, *do-feel-learn sequence* is appropriate when an audience has high involvement and there is no differentiation product category example airline tickets. Finally, the third is *learn-do-feel sequence*, once an audience has low involvement, there is little differentiation example sugar. Hence, by deciding on the right sequence, the marketer can do a superior job of planning marketing communication (Kotler, 2013).

2.5 Summary of the Chapter

This chapter reviewed the opinion of various scholars and authors on the concept of advertisement and brand, roles and importance of advertising as a promotional tool, advertising media, relationship between advertising and other promotional mix as well as the effects of advertising on organizational performance.

Having discussed the aforementioned, the chapter revealed that advertising therefore is a very important marketing strategy at the disposal of marketing institutions. Different entities employ different methods of advertising to reach as well convince its desired target market about the availability and unique difference in their individual brands. Furthermore, advertisements are conventionally directed to the target market to inform, persuade or remind. Advertising is a form of promotional effort as employed by both business and non-business organizations in their effort to reach their target and largest population at a lower cost per contact.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter gives a detailed description of the various research procedures adopted in the collection of data and the techniques used in presentation and analysis of data in the following order: research design, area of the study, population of the study, sample size and sampling techniques, instrument for data collection, validity and reliability of the instrument, method of data collection, method of data presentation and analysis.

3.2 Research Design

Survey research method was used for the purpose of this study. This was considered more appropriate because survey design generally can be used to investigate problem in realistic setting, the survey research provides the researcher with a more accurate description of respondents' opinion. The survey research comprises of several variables and uses multi variant statistics to analyze data.

3.3 Area of Study

This study was carried out in Airtel Nigeria Limited, located at No. 4 Yakubu Gowon Way, Kaduna.

3.4 Population of the Study

The population for this study was made up of one hundred and thirty (130) which includes management and staff of Airtel within the study area.

3.5 Sample Size and Sampling Technique

The researcher used simple random sampling technique to get the required responses from the respondents. The total respondents selected through random sampling were 97 staff using Krejcie and Morgan (1970) validated sample size table.

3.6 Instrument for Data Collection

Primary and secondary methods of data collection were both used in this study. The secondary data were generated from published and unpublished text materials while primary data consists of a number of items in well-structured questionnaire that were administered to the respondents. The decision to structure the questionnaire is predicated on the need to reduce variability in the meanings possessed by the questions as a way of ensuring compatibility of responses. The questionnaire was developed by the researcher based on five points Likert's scale of Strongly Agree, Agree, Undecided, Disagree, and Strongly Disagree. The 5 points Likert scale is shown thus:

	SA	A	UD	D	SD
Grade Point	5	4	3	2	1
Range	4.5-5.0	3.5-4.4	2.5-3.4	1.5-2.4	0.5-1.4

Key:

SA - Strongly Agree = 5

A - Agree = 4

UD – Undecided = 3

D - Disagree = 2

SD - Strongly Disagree = 1

3.7 Validity and Reliability of the Instruments

One important way of ensuring that the right instrument has been used and correct measurement taken is that the outcome must be in consonance with two major criteria for measuring quality known as validity and reliability (Osuala, 2009). Validation by experts as opined by Nwana (2013) is an effective method for content validation of research instrument.

To obtain the validity of an instrument, three experts were required to vet and cross-check the items generated in the questionnaire in order to ensure accuracy and clarity of the instrument. The facial validation was done by the supervisor of this project, Mr. Benjamin Ogedengbe, as well as Mr.

Tunde Lawal and Mr. Kayode Adejumo. Their modifications and corrections resulting from their observation and constructive criticisms were used in improving the final draft.

Reliability has to do with consistency obtained from the results of the application of the instruments. An instrument is reliable if it consistently gives the same or similar result. To obtain reliability for factual questions, Ogbu (2014) suggest that internal checks in the form of logical test to the questionnaire should be conducted. In line with this, a number of questions will be built into the questionnaire to give a clue on the respondents' consistency of response.

Besides, pilot study was also conducted on 15 staff of the organization to pre-test the efficacy of the questionnaire. This was meant to test the appropriateness of the items in the questionnaire to elicit the needed responses. The choice of a small sample for pilot study is in agreement with the view held by Nworgu (2010) who opined that pilot testing is usually done on a smaller scale than the main study but under similar conditions. And the 15 staff used in the pilot study did not participate in the actual study.

3.8 Method of Data Collection

The researcher personally collected all the data for the study from the staff and customers of Airtel Nigeria Limited. After distributing the questionnaire, respondents were given 5 days to fill the questionnaire. This timeframe was given in order to give ample opportunity to the respondents to reflect on the items generated on the questionnaire to facilitate valid response.

3.9 Method of Data Presentation and Analysis

Data collected from the respondents were presented in tables and analyzed accordingly with the aid of arithmetic mean and simple percentage. The choice of these tools is because they are very convenient and more appropriate to enable the readers to comprehend the findings of the study.

- i. Simple Percentage: This was used in the analysis of each of the questions relating to respondents' demographic variables.
- ii. Mean Score: This was adopted in analyzing each variable in the questionnaire.

The mean score has the formula given by the equation below:

$$\text{Mean (X)} = \frac{\sum fx}{\sum f}$$

Where:

Σ = Summation

f = Frequency

x = Variables

Each value of the acronyms on the 5 point likert's scale was multiplied by the corresponding frequency of the variable. The frequency (f) columns was multiplied by (x) to get function of x (fx). The mean score of each of the variable was obtained by dividing the sum total of (fx) by the sum of (f).

$$\frac{5 + 4 + 3 + 2 + 1}{5} = \frac{15}{5} = 3.0$$

Therefore, the mean scores of 3.0 and above were regarded as agreed responses, while points below the mean average of 3.0 were treated as disagreed responses.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents the analysis of the data collected in the course of the study. The data collected was presented with the aid of a frequency distribution table. A total number of 97 questionnaires were produced and administered, out of which 94 were filled and returned. The 94 questionnaires formed the basis for the data analysis and interpretation.

4.2 Characteristics and Classification of Respondents

Table 4.2.1: Sex of the Respondents

Variable	Respondents	Percentage (%)
Male	65	69
Female	29	31
Total	94	100

Source: Field Survey, 2022

The data in table 4.2.1 above shows that 65 respondents representing 69% are male. This means that majority of the respondents are male.

Table 4.2.2: Age Distribution of Respondents

Variable	Respondents	Percentage (%)
20-29	12	13
30-39	40	42
40-49	25	27
50 and above	17	18
Total	94	100

Source: Field Survey, 2022

The data in table 4.2.2 above shows the age distribution of the respondents. It revealed that the majority of the respondents are within the age of 30 to 39 years which representing 42%.

Table 4.2.3: Educational Qualification

Variable	Respondents	Percentage (%)
SSCE/WASSCE	20	21
ND/NCE	36	38
B.Sc./HND	28	30
Postgraduate	10	11
Total	94	100%

Source: Field Survey, 2022

The data in table 4.2.3 shows the educational qualification of staff with the results as follow: 20 respondents representing 21% are SSCE/WASSCE

holders, 36 respondents representing 38% are ND/NCE holders, 28 respondents representing 30% are B.Sc./HND holders while 10 respondents representing 11% are postgraduate holders.

4.3 Data Presentation and Analysis

This section presents the data and discusses the findings of the study, which set out to examine the effects of advertising on brand performance of Airtel Nigeria Limited, Yakubu Gowon Way, Kaduna. The findings were based on analysis of the 94 valid responses from the respondents.

Table 4.3.1: The role of advertising on brand performance in Airtel Nigeria Limited, Kaduna.

S/N	Variables	SA	A	UD	D	SD	Total	Mean	Remarks
1.	Advertising is basically a means of promoting brand name or product.	58 X 5 290	19 X 4 76	7 X 3 21	10 X 2 20	0 X 1 0	94 $\frac{407}{94}$	4.3	Agreed
2.	Advertising is promotion tools (a marketing mix) that enhance the performance of a particular brand product in the market.	60 X 5 300	19 X 4 76	7 X 3 21	8 X 2 16	0 X 1 0	94 $\frac{413}{94}$	4.4	Agreed
3.	It helps in creating awareness about a new product and reminding customers of existing goods and services.	42 X 5 210	50 X 4 200	1 X 3 3	1 X 2 2	0 X 1 0	94 $\frac{415}{94}$	4.4	Agreed
4.	Advertising sends across persuasive messages to the customers about a brand product.	42 X 5 210	50 X 4 200	1 X 3 3	1 X 2 2	0 X 1 0	94 $\frac{415}{94}$	4.4	Agreed
5.	Advertising leads to a good image of the brand.	54 X 5 270	40 X 4 160	0 X 3 0	0 X 2 0	0 X 1 0	94 $\frac{430}{94}$	4.6	Agreed

Source: Field Survey, 2022.

$$\text{Grand Mean} = \frac{22.1}{5} = 4.4 \text{ (Agreed)}$$

From the table illustrated above, it shows that variable 1, 2, 3, 4 and 5 were accepted with the mean scores of 4.3, 4.4, 4.4, 4.4 and 4.6 respectively which are all higher than the cut-off point of 3.0. This implies that advertising is basically a means of promoting brand name or product, advertising is promotion tools (a marketing mix) that enhance the performance of a particular brand product in the market, it helps in creating awareness about a new product and reminding customers of existing goods and services, advertising sends across persuasive messages to the customers about a brand product, and advertising leads to a good image of the brand.

Table 4.3.2: Advertising of brand leads to increase of sales in Airtel Nigeria Limited, Kaduna.

S/N	Variables	SA	A	UD	D	SD	Total	Mean	Remarks
6.	Managing conflict between groups	48 X 5 240	38 X 4 152	8 X 3 24	0 X 2 0	0 X 1 0	94 $\frac{416}{94}$	4.4	Agreed
7.	Negotiate agreements with employers on pay and conditions	48 X 5 240	38 X 4 152	8 X 3 8	0 X 2 0	0 X 1 0	94 $\frac{416}{94}$	4.4	Agreed
8.	Discuss members' concerns with employers	58 X 5 290	36 X 4 144	0 X 3 0	0 X 2 0	0 X 1 0	94 $\frac{434}{94}$	4.6	Agreed
9.	Accompany members in disciplinary and grievance meetings	48 X 5 240	36 X 4 144	4 X 3 12	6 X 2 12	0 X 1 0	94 $\frac{408}{94}$	4.3	Agreed
10.	Provide members with legal and financial advice	48 X 5 240	38 X 4 152	8 X 3 24	0 X 2 0	0 X 1 0	94 $\frac{416}{94}$	4.3	Agreed

Source: Field Survey, 2022.

$$\text{Grand Mean} = \frac{22}{5} = 4.4 \text{ (Agreed)}$$

From the table illustrated above, it shows that variable 6, 7, 8, 9 and 10 were accepted with the mean score of 4.4, 4.4, 4.6, 4.3 and 4.3 respectively which

are all higher than the cut-off point 3.0. This implies that advertising build sales income, advertising improves sales execution, effective advertising increases sales of advertiser's products, advertising increases sales revenue hence improves sales performance, and it also increases the organizational sales performance.

Table 4.3.3: The effects of advertising on customers' patronage and loyalty in Airtel Nigeria Limited, Kaduna.

S/N	Variables	SA	A	UD	D	SD	Total	Mean	Remarks
11.	Advertising make consumers have intention repurchase the product brand.	42 X 5 210	52 X 4 208	0 X 3 0	0 X 2 0	0 X 1 0	94 <u>418</u> 94	4.4	Agreed
12.	Advertising make consumers to recommend the product brand to others.	38 X 5 190	42 X 4 168	5 X 3 15	5 X 2 10	4 X 1 4	94 <u>387</u> 94	4.1	Agreed
13.	Advertising determines the image impression to the product brand.	36 X 5 180	54 X 4 216	0 X 3 0	4 X 2 8	0 X 1 0	94 <u>404</u> 94	4.3	Agreed
14.	Advertising influences consumer behavior in order to achieve patronage and loyalty.	47 X 5 235	47 X 4 188	0 X 3 0	0 X 2 0	0 X 1 0	94 <u>423</u> 94	4.5	Agreed
15.	Advertising leads to increase in customer's patronage as well as market share.	36 X 5 180	44 X 4 176	8 X 3 24	6 X 2 12	0 X 1 0	94 <u>392</u> 94	4.2	Agreed

Source: Field Survey, 2022.

$$\text{Grand Mean} = \frac{21.5}{5} = 4.3 \text{ (Agreed)}$$

From the table illustrated above, it shows that variable 11, 12, 13, 14 and 15 were accepted with the mean score of 4.4, 4.1, 4.3, 4.5 and 4.2 respectively which are all higher than the cut-off point 3.0. This implies that advertising make consumers have intention repurchase the product brand, advertising make consumers to recommend the product brand to others, advertising determines the image impression to the product brand, advertising influences consumer behavior in order to achieve patronage and loyalty, and advertising leads to increase in customer's patronage as well as market share.

Table 4.3.4: The relationship between advertising and brand performance in Airtel Nigeria Limited, Kaduna.

S/N	Variables	SA	A	UD	D	SD	Total	Mean	Remarks
16.	Survey customers	48 X 5 240	38 X 4 152	8 X 3 8	0 X 2 0	0 X 1 0	94 $\frac{416}{94}$	4.4	Agreed
17.	Track promotions	58 X 5 290	36 X 4 144	0 X 3 0	0 X 2 0	0 X 1 0	94 $\frac{434}{94}$	4.6	Agreed
18.	Build brand awareness	36 X 5 180	54 X 4 216	0 X 3 0	4 X 2 8	0 X 1 0	94 $\frac{404}{94}$	4.3	Agreed
19.	Study conversion rate	48 X 5 240	36 X 4 144	4 X 3 12	6 X 2 12	0 X 1 0	94 $\frac{408}{94}$	4.3	Agreed
20.	Better brand sales and brand profitability.	36 X 5 180	44 X 4 176	8 X 3 24	6 X 2 12	0 X 1 0	94 $\frac{392}{94}$	4.2	Agreed

Source: Field Survey, 2022.

$$\text{Grand Mean} = \frac{21.8}{5} = 4.4 \text{ (Agreed)}$$

From the table illustrated above, it shows that variable 16, 17, 18, 19 and 20 were accepted with the mean score of 4.4, 4.6, 4.3, 4.3 and 4.2 respectively which are all higher than the cut-off point 3.0. This implies that survey

customers, track promotions, build brand awareness, study conversion rate, better brand sales and brand profitability were the relationship between advertising and brand performance in Airtel Nigeria Limited, Kaduna.

4.4 Summary of Findings

Having carefully analyzed and interpreted the data collected, the following findings were obtained.

1. Advertising is basically a means of promoting brand name or product, advertising is promotion tools (a marketing mix) that enhance the performance of a particular brand product in the market, it helps in creating awareness about a new product and reminding customers of existing goods and services, advertising sends across persuasive messages to the customers about a brand product, and advertising leads to a good image of the brand.
2. Advertising build sales income, advertising improves sales execution, effective advertising increases sales of advertiser's products, advertising increases sales revenue hence improves sales performance, and it also increases the organizational sales performance.
3. Advertising make consumers have intention repurchase the product brand, advertising make consumers to recommend the product brand to others, advertising determines the image impression to the product brand,

advertising influences consumer behavior in order to achieve patronage and loyalty, and advertising leads to increase in customer's patronage as well as market share.

4. Survey customers, track promotions, build brand awareness, study conversion rate, better *brand* sales and *brand* profitability were the relationship between advertising and brand performance in Airtel Nigeria Limited, Kaduna.

4.5 Discussion of Findings

The data presented and analyzed were not just revealing but deserve further discussion thus:

Research Question 1: What is the role of advertising on brand performance in Airtel Nigeria Limited, Kaduna?

In providing answer to the above research question, variables 1, 2, 3, 4 and 5 of the data analyzed in table 4.3.1 with grand mean score of 4.4 which is greater than the cutoff point 3.0 was utilized. This shows that advertising played significant roles on brand performance in Airtel Nigeria Limited, Kaduna.

Research Question 2: Does advertising of brand leads to increase of sales in Airtel Nigeria Limited, Kaduna?

To provide answer to the above raised research question, variables 6, 7, 8, 9 and 10 of the data analyzed in table 4.3.2 were established with the grand mean of 4.4 which is also greater than the cutoff point 3.0. This implies that advertising of brand leads to increase of sales in Airtel Nigeria Limited, Kaduna.

Research Question 3: What are the effects of advertising on customers' patronage and loyalty in Airtel Nigeria Limited, Kaduna?

In order to answer the above raised research question, variables 11, 12, 13, 14 and 15 of the data analyzed in table 4.3.3 were utilized with the grand mean of 4.3 which is greater than the cutoff point 3.0. This revealed that advertising has significant effects on customers' patronage and loyalty in Airtel Nigeria Limited, Kaduna.

Research Question 4: What is the relationship between advertising and brand performance in Airtel Nigeria Limited, Kaduna?

In order to answer the above raised research question, variables 16, 17, 18, 19 and 20 of the data analyzed in table 4.3.3 were utilized with the grand mean of 4.4 which is greater than the cutoff point 3.0. This revealed that there is relationship between advertising and brand performance in Airtel Nigeria Limited, Kaduna.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The study examined the effects of advertising on brand performance of Airtel Nigeria Limited, Yakubu Gowon Way, Kaduna. Four (4) research questions guided the study. A survey method was used for this study. The population consists of all the management and staff of Airtel Nigeria Limited, Kaduna. Out of 130 staff, a sample size of 97 was drawn using Krejcie and Morgan table. A questionnaire developed by the researcher based on 5 points Likert scale was used for the collection of primary data for the study.

97 questionnaires were finally administered to the staff of the organisation out of which 3 were damaged and 94 were validly filled and returned. Data collected for the four research questions were presented in tables, analyzed using mean statistics, so as to confirm its degree of conformity with the objectives of the study earlier put forward, and on the basis of which the major findings of the study were revealed and discussed for valid research conclusion and appropriate recommendations.

5.2 Conclusion

Based on the findings, the study concluded that advertising is basically a means of promoting brand name or product, advertising is promotion tools (a marketing mix) that enhance the performance of a particular brand product in the market, it helps in creating awareness about a new product and reminding customers of existing goods and services, advertising sends across persuasive messages to the customers about a brand product, and advertising leads to a good image of the brand.

More so, the study concluded that advertising build sales income, advertising improves sales execution, effective advertising increases sales of advertiser's products, advertising increases sales revenue hence improves sales performance, and it also increases the organizational sales performance.

Furthermore, the study also concluded that advertising make consumers have intention repurchase the product brand, advertising make consumers to recommend the product brand to others, advertising determines the image impression to the product brand, advertising influences consumer behavior in order to achieve patronage and loyalty, and advertising leads to increase in customer's patronage as well as market share.

Finally, the study concluded that survey customers, track promotions, build brand awareness, study conversion rate, better *brand* sales and *brand* profitability were the relationship between advertising and brand performance in Airtel Nigeria Limited, Kaduna.

5.3 Recommendations

Based on the findings of this study, the researcher recommends the following measures to remedy the problems.

- i. Organizations should employ an appropriate medium to advertise their products based on their target market.
- ii. Government should carefully select the kind of advertising they want to embark upon in line with their budget as well as their target audience.
- iii. Companies should ensure that they employ the services of good advertising agent that can properly handle advertisement professionally.
- iv. Management should be involved in the continuous evaluation and monitoring of advertising to ensure that the goals and objectives set are achieved and appropriate corrective actions are taken in the event of deficiencies.

- v. Finally, companies should continue to research into future customers' needs for its product. This will go a long way in developing these products to suit customer's requirements.

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APPENDIX I

INTRODUCTION LETTER

Department of Business Administration,
College of Business & Management Studies,
Kaduna Polytechnic,
Kaduna.
25th April, 2022.

Dear Respondents,

EFFECT OF ADVERTISING ON BRAND PERFORMANCE OF AIRTEL NIGERIA LIMITED, KADUNA

I am a final year student of the above named institution, currently conducting a research on the above topic. In this regard, you have been duly selected as a respondent. This research is in partial fulfillment of the requirements for the award of Higher National Diploma (HND) in Business Administration and Management. Your response to the attached questionnaires can make the research a tremendous success.

Be rest assured that your responses will be treated in strict confidence and used for the stated academic purpose only.

Thanks.

Yours faithfully,

Agnes Onoja
KPT/CBMS/19/48320
The Researcher

APPENDIX II

QUESTIONNAIRE

INSTRUCTION: Please tick [☐] the appropriate choice.

SECTION A: Personal Data

1. Sex: (a) Male [☐] (b) Female [☐]
2. Age: (a) 20-29 [☐] (b) 30-39 [☐] (c) 40-49 [☐]
(d) 50 and above [☐]
3. Educational Qualification: (a) SSCE & Below [☐] (b) NCE/ND [☐]
(c) HND/B.Sc. [☐] (d) Postgraduate [☐]

SECTION B: Research Questionnaire

The acronyms given in the boxes are

- SA** = Strongly Agreed
A = Agreed
UD = Undecided
D = Disagreed
SD = Strongly Disagreed

Table 1: The role of advertising on brand performance in Airtel Nigeria Limited, Kaduna

S/N	Variable	SA	A	UD	D	SD
1.	Advertising is basically a means of promoting brand name or product.					
2.	Advertising is promotion tools (a marketing mix) that enhance the performance of a particular brand product in the market.					
3.	It helps in creating awareness about a new product and reminding customers of existing goods and services.					
4.	Advertising sends across persuasive messages to the customers about a brand product.					
5.	Advertising leads to a good image of the brand.					

Table 2: Advertising of brand leads to increase of sales in Airtel Nigeria Limited, Kaduna

S/N	Variable	SA	A	UD	D	SD
6.	Advertising build sales income					
7.	Advertising improves sales execution.					
8.	Effective advertising increases sales of advertiser's products.					
9.	Advertising increases sales revenue hence improves sales performance.					
10.	It also increases the organizational sales performance.					

Table 3: The effects of advertising on customers' patronage and loyalty in Airtel Nigeria Limited, Kaduna

S/N	Variable	SA	A	UD	D	SD
11.	Advertising make consumers have intention repurchase the product brand.					
12.	Advertising make consumers to recommend the product brand to others.					
13.	Advertising determines the image impression to the product brand.					
14.	Advertising influences <i>consumer</i> behavior in order to achieve <i>patronage and loyalty</i> .					
15.	Advertising leads to increase in customer's patronage as well as market share.					

Table 4: The relationship between advertising and brand performance in Airtel Nigeria Limited,
Kaduna

S/N	Variable	SA	A	UD	D	SD
16.	Survey customers					
17.	Track promotions					
18.	Build brand awareness					
19.	Study conversion rate					
20.	Better <i>brand</i> sales and <i>brand</i> profitability.					