

**IMPACT OF ADVERTISING MESSAGES ON CONSUMPTION
OF
CIGARETTE AND ALCOHOL IN ENUGU STATE, NIGERIA**

BY

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FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITY OF NIGERIA, ENUGU CAMPUS**

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TITLE PAGE

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**BEING DISSERTATION PRESENTED TO THE DEPARTMENT OF
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UNIVERSITY OF NIGERIA, ENUGU CAMPUS,**

SUPERVISOR DR. (MRS) J.O. NNABUKO

APRIL, 2012

CERTIFICATION

This is to certify that this dissertation written by Anene, Jane Nwakwego with registration number PG/M.Sc/08/47305 submitted to the department of Marketing, faculty of Business Administration, University of Nigeria, Enugu Campus in partial fulfillment for the award of Master of Science (M.Sc) Degree in Marketing has not been submitted in any way for the award of any degree or diploma either in part or full in this or any other tertiary institution.

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DEDICATION

I sincerely dedicate this dissertation work to my lovely husband and above all to my Creator, the Almighty God, the giver of life.

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I am sincerely grateful to all who contributed in one way or the other in making this work successful.

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ABSTRACT

This research work was conducted to evaluate the Impact of Advertising Messages on consumption of cigarette and alcohol in Enugu state, Nigeria. The major purpose of this study is to examine the Impact of Advertising Messages (positive or negative) on consumption of cigarettes and alcohol. That is if application of advertising messages to reduce or stop consumption is really making an impact or not. In research design, descriptive survey method was adopted while primary data was collected from respondents with the use of questionnaire and oral interview. Tables, simple percentages and bar charts were used in presenting and analyzing the data. Five hypotheses that were formulated were used; to test if advertising messages significantly affects consumption of cigarette and alcohol, to investigate if income influences consumption of cigarettes and alcohol, to find out if TV commercial and use of other media affect consumption of cigarette and alcohol, to evaluate the effect of IMC on consumption of cigarette and alcohol and to determine level of influence of

environmental factors on consumption of cigarette and alcohol in Enugu state. Based on the above hypotheses, it was revealed firstly, that there was significant influence of advertising messages on consumption of cigarette and alcohol with coefficient of 0.136 which was statistically significant with $t=3.647$ and coefficient of 0.258 which was statistically significant with $t = 9.024$ respectively. Secondly, it was revealed that income influence consumption of cigarette and alcohol. This was indicated that Z-value of 7.412 for the treatment variable (income influence) is greater than Z-critical value of 1.96 and Z-value of 6.998, which is greater than Z-critical value of 1.96 respectively. Thirdly, it was revealed also that TV commercials and use of other media affect consumption of cigarette and alcohol. This is statistically significant (with $t = -7.527$) and the advertising messages coefficient of -1.173 which indicated a negative significance between TV commercial and other media on consumption of alcohol which is statistically significant (with $t = 7.814$). Fourthly, the effect of Integrated Marketing Communication (IMC) on consumption of cigarette and alcohol revealed that IMC affect consumption of cigarette alcohol and indicated that the calculated chi-square is 112.057 is greater than the critical chi-square of 9.4877 and calculated chi-square is 61.917 is greater than the critical chi-square of 9.4877 with an asymptotic significance of $0.000 < 0.05$ respectively. And finally, environmental factors influence on consumption if cigarette and alcohol showed that the Z-value of 7.830 is greater than the Z-critical value of 1.96 and Z-value of 8.159 is greater than Z-critical value of 1.96 respectively. The researcher concludes that advertising messages significantly affect consumption of cigarette and alcohol. There is also income influence on consumption of cigarette and alcohol. Again, TV commercials and use of other media affects consumption of cigarette and alcohol. There is also influence of IMC on consumption of cigarette and alcohol. And finally, environmental factors influence consumption of cigarette and alcohol.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Ethyl alcohol or ethanol, commonly known as alcohol, is the same whether the beverage is wine, beer or hard liquor. A principal effect of alcohol is to slow down brain activity and depending on what, how much and how fast a person drinks, the result is slurred speech, hazy thinking, slowed reaction time, dulled hearing, impaired vision, weakened muscles and fogged memory. Certainly, it is not a stimulating experience.

For a long period of time, the problem of cigarette and alcohol has been a very big problem on the socio-economic development of Nigeria and the world in general. Records show that thousands of deaths occur every year as a result of consumption of drugs and alcohol. Medically speaking, alcoholism impairs intellectual function, physical skills, social skills, memory and judgment. Alcohol when consumed heavily causes cardiomyopathy neuritis, cirrhosis of the liver and enteritis. (Concise Medical Dictionary 2000: 16).

There is hardly any opposition to the fact that tobacco smoking is a deadly habit. In the year 1964, the United States Health Authority drew the attention of the world to the fact that tobacco smoking is a recognizable source of premature death and protracted ill health. Peto et al (1994) were of the opinion that the death of half a billion of the world's population will be as a result of tobacco related complications. About half of this death will be people in their middle age. Reacting to this, governments in almost all parts of the world have stepped up effort at communicating the harmful social consequences of cigarette and alcohol consumption.

The Federal Ministry of Health had made good effort to discourage the consumption of these products by placing advertising messages like "*Tobacco smokers are liable to die young*", "*Drink responsibly*". This is causing a lot of financial expenditure on the side of government. And it is not just a problem to Nigerian government but the phenomenon has become a global malady. In Britain in particular, their government

had banned smoking in public places since July 2007, while many other countries are also expected to follow suit.

Meanwhile, marketing communication effort to discourage the consumption of these harmful products seems not to be yielding the desired results. Instead of discouragement, the consumption is on the increase. Many marketing companies today have adopted the integrated marketing communication concept. This concept enables the company to carefully integrate and co-ordinate its many communication channels like: sales promotion, personal selling, direct marketing, packaging, public relations, etc. Belch and Belch (1995) affirm that integrated marketing communications required to develop a total marketing communication strategy that recognizes how all of a firm's marketing activities, not just promotion, communicate with its customers. As discussed earlier, some governments are no longer interested in applying the use of persuasive means of marketing communications rather they are interested in the use of state legislation to discourage consumption of these products.

At this point, this research work is, therefore, carried out to know the impact of advertising messages (positive or negative) on the consumption of cigarettes and alcohol.

1.2 Statement of the Problem

Cigarette and alcohol are drugs that like sedatives and anesthetics, depress the central nervous system. As Cargiulo (2007) opines, alcohol in particular, is a stimulant because it a times affects those portions of the brain that control judgment. There is no question that the person who drinks alcohol seems stimulated. Speech becomes free and animated, social inhibition may be forgotten, and the drinker can begin to act and feel more emotional.

Drugs prescribed for medical conditions are frequently harmful if combined with alcohol. A medical report (Boreham et al, 2005) suggests that medication of any kind should not be mixed with alcohol. None should be taken by the recovering person, unless the physician who prescribes is fully aware of the alcohol use history. Drugstore medicines can have dangerous effects when mixed with each other, with

alcohol or when taken by the recovering alcoholic. The current available medical evidence (Connor et al, 2009) suggests that any health benefits from alcohol are debatable. Concerns have been raised that the alcohol industry has been involved in exaggerating the health benefits of alcohol. According to Connor et al (2009), alcohol should be regarded as a recreational drug with potentially serious adverse effects on health and should not be promoted for cardio-protection.

Cigarette, on the other hand, contains nicotine, the primary psychoactive chemical and it has been shown like alcohol, to be addictive. A key ingredient that makes cigarette more addictive is the inclusion of reconstituted tobacco (Wigard, 2006). Cigarette use by pregnant women has also been shown to cause birth defects, including mental and physical disabilities.

Statistically each cigarette smoked shortens the user's lifespan by 11 minutes and about half of cigarette smokers die of tobacco-related diseases and lose an average 14 years of life (Boreham et al, 2004). Secondhand smoke from cigarette has been shown to be injurious to bystanders (WHO, 2009) which has led to legislation that has banned their smoking in many workplaces and public areas.

Despite the war being waged through advertising campaigns to change people's attitude towards cigarette smoking and alcohol drinking, the consumption of these product is still on the increase.

Most advertising campaign to change people's attitude towards these substances are not properly packaged to impact knowledge on the mind of the consumers.

Inadequate media to reach the masses in creating awareness of harmful effects of cigarette and alcohol consumption on the health of man. There is also poor media timing and selection.

Advertising campaign are been frustrated as a result of some environmental factors like; income peer group influence, occupation of individuals. These factors are contributing to the increase to the level of consumption of these products.

This therefore militates against the organized advertising campaign to reduce the usage of cigarette and alcohol.

Integrated marketing communication tools have been neglected in carrying out the campaign for consumption of these products.

1.3 Objectives of the Study

The major objective of the study is to investigate of impact of advertising messages on consumption of cigarette and alcohol. Thus the following are the specific objectives:

1. To find out if advertising messages significantly affect consumption of cigarette and alcohol.
2. To investigate if income influences consumption of cigarette and alcohol.
3. To find out if tv commercials and use of other media affect consumption of cigarette and alcohol.
4. To evaluate the effect of integrated marketing communication on consumption of cigarette & alcohol.
5. To determine the level of influence of environmental factors on consumption of cigarette and alcohol.

1.3 Research Questions

The research questions considered for the study include the following:

1. Does advertising messages significantly influence consumption of cigarette and alcohol?
2. Does income influence consumption of cigarette and alcohol consumption?
3. Does tv commercial and use of other media significantly affect consumption of cigarette and alcohol?
4. Does integrated marketing communication affect consumption of cigarette and alcohol?
5. Does environmental factors influence consumption of cigarette and alcohol?

1.5 Research Hypotheses

This research work wants to find out how consumers of cigarette and alcohol in Enugu State perceive advertising messages on these products. Therefore using the null Hypothesis (H_0), the following hypotheses will be tested in the course of this study:

1. Advertising messages do not significantly affect the consumption of cigarette and alcohol.
2. Income is not a significant influence on the consumption of cigarette and alcohol.
3. Tv commercials and use of other media do not affect consumption of cigarette and alcohol.
4. Integrated marketing communication does not affect consumption of cigarette and alcohol.
5. Environmental factors do not influence consumption of cigarette and alcohol.

1.6 Scope of the Study

The scope of any study is limited by its size, organizational levels and its coverage. Based on the above information, this study was focused on both males and females adult in Enugu State.

According to National population commission projection figure of 2010, their population is **1,841,618** (One million one hundred and eight hundred and forty one thousand six hundred and eighteen). This covered those who consume both cigarette and alcohol in Enugu State.

1.7 Significance of the Study

The issue of alcohol and cigarette consumption and how they are promoted through advertisements has become a concern to the society and government. This research work is embarked upon to ascertain the impacts advertising messages have on the level of consumption of cigarette and alcohol. The relevance of this research is anchored on its potentials to address the following issues below.

- (1) This study if fully completed will benefit those individual who consume these dangerous products. They will actually understand the great toil which spending on consumption of this cigarette and alcohol has on their health and finances.
- (2) It will be of great significant to the bystanders (those who do not smoke cigarette nor drink alcohol). That means that would not be second hand smoke from the consumers of these products that affect non consumers.
- (3) Academically, it will serve as a body of reserved knowledge to be referred to by the researchers.
- (4) The research work would be of great significance to the government. Government spends huge amount of money on sensitizing the public of the inherent dangers associated with “*smoking*” and “*drinking*”. Though this research work is not advocating a reduction of government expenditure on the campaign against alcohol and cigarette consumption, but rather a sustained programme, yet it benefits government if, and when such demarketing campaign yields the predetermined objectives.
- (5) Demarketing, which this research advocates, would achieve health and financial rehabilitation of the concerned individuals. A successful advertising campaign aimed at finding ways to reduce temporally or permanently the demand for alcohol and cigarette would help in reducing these social vices and curbing psychopathic and sociopathic related behaviour.

1.8 Limitations of the Study

In a true empirical study, a lot of problems are usually encountered.

These include:

1. Paucity of documented information on the subject matter under investigation.
2. It was not easy financially for the researcher in gathering materials for this work especially downloading materials from the internet. Also financial involvement when visited the areas where pilot survey was carried out.
3. Limited time was a very big challenge in carrying out this research work.
4. Also respondents' attitude in concealing their actual feelings when they are subjected to investigations.

In order to overcome this particular limitation just mentioned, the researcher will make use of interview and questionnaire to carry out the research.

1.9 Operational Definition of Terms

Advertising: Advertising is the structured and composed non-personal communication of information usually paid for and usually persuasive in nature, about products (goods and services) ideas by identified sponsors through various media (Arens, Arens and Weigold, 2008:7)

Advertiser: Advertiser is the owner of the product being advertised (Jefkins, 1973:2)

Advertising Agency: Advertising agency is a team of specialists who plan, prepare and place advertisement (Jefkins, 1973:3)

Advertising messages: Advertising message is an element of the creative mix comprising what the company wants to say in its advertisements and how it plans to say it verbally or non verbally (Arens, Arens and Weigold, 2008:628)

Alcoholism: Alcoholism also known as alcohol dependence is a disabling addictive disorder that is characterized by compulsive and uncontrolled consumption of alcohol

despite its negative effects on the drinker's health, relationships, and social standing (Taylor, 2002)

Addiction: Addiction has been defined with regard solely to psychoactive substances (for example alcohol, tobacco and other drugs) which cross the blood-brain barrier once ingested, temporarily altering the chemical milieu of the brain (Iren and Ireneusz, 2006)

Demarketing: Demarketing requires finding ways to reduce demand temporarily or permanently (Kotler, 2001:6)

Drugs: Drugs are medication or medicine taken to cure and/or ameliorate any symptoms of an illness or medical condition (WHO, 1969). It may be used as preventive medicine that has future benefit but does not treat any existing or pre-existing disease or symptoms.

Integrated Marketing Communication: Integrated marketing communication IMC is a process in which all elements of the promotional mix are co-ordinated and systematically planned to be harmonious (Zikmund and d'Amico, 1996:490)

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Advertising just like the other marketing communication tools, is a means companies and organizations use to initiate and maintain contact with their customers, clients, and prospects. Advertising messages are believed to interfere with the target audience behavioural dispositions, thus producing behaviour (purchase intention and/or purchase action) which hitherto would have been latent.

An attempt to give the impact of advertising messages on the consumption of cigarette and alcohol the proper theoretical framework and setting the research in its correct perspective led to this literature review. Efforts are made to ensure adequate coverage of issues on interest so much so that even a casual reader will be fascinated.

2.2 An Overview of the Study Area

The first settlement in the Enugu area was the small Nike village of Ogui which was present since the era of the Atlantic slave trade (Udo, 1970). Major trading was established among people of Aro from Arochukwu in the south and the Hausa people who came from the north. The Nike people were allied to the Aro who formed the Aro confederacy between 1690 and 1901 (Nwauwa, 1995). Aro confederacy was an Igbo organization that controlled slave trading in the Enugu area. The Hausa traders provided horses to the Nike which was used for rituals by the Igbo. Both groups migrated back and forth to what is now the city of Enugu and were considered foreigners to the area (Odoemene, 2009).

An exploration of the mineral resources of the Southern Nigeria protectorate went under way in 1930 led by Albert Ernest Kitson under the supervision of the imperial institute, London. Coal was found in Udi and Okoga areas by 1909 and 1913; the coal was confirmed to be in quantities that would be viable commercially. This discovery made Enugu Ngwo as it was known then to become a major coal mining area and the

only significant one in West Africa. Udi mine became the first coal mine in the Enugu area in 1915 but was later shut down after two years and replaced with the Iva valley mine. By 1914 the colonial government had already merged the Northern and Southern Nigeria protectorate to form the colony and protectorate of Nigeria (Coleman, 1971).

In 1915, the first houses were built in a temporary settlement consisting of Igbo traditional mud housing inhabited by W.J. Leck and some other Europeans on Milliken Hill. There was also Ugwu Alfred (Alfred's camp) which was inhabited by Alfred Inoma. After the British had acquired the land Fredrick Lugard, the Governor-General of Nigeria at that time named the site at the bottom of the Udi hills Enugu coal camp. By 1916, the colonial government set up parts of Enugu which were reserved for Europeans which later became the European quarters located north of the Ogbete River, alongside this was a section developed for Africa residents located south of the river. Enugu became the administrative capital of Eastern Province in 1938 and number of employed coal miners in Enugu grew from 6,000 in 1948 to 8,000 in 1958. Enugu's population rose sharply with its industrialization. Nigeria Government divided the Western, Northern and Eastern region in 12 states in May 27, 1967.

Enugu was made the capital of the East central state when Eastern Region was broken up. This was after independence in 1960. On May 30, 1967, Enugu was declared the capital of the short-lived Republic of Biafra (Shillington, 2005). Enugu became a destination for returning ethnic Igbo when war broke out between Biafra and Nigeria. Biafra leader Chukwuemeka Odumegwu Ojukwu, broadcast speeches and propaganda to Biafrans and to the rest of Nigeria through Voice of Biafra then Eastern Nigeria Broadcasting service (Philips, 2000). On October 4, 1967, the Nigerian military just outside Enugu bombarded the city with artillery before capturing it. A week later, shortly after this, Umuahia became the new capital.

Years after the war, Enugu is still regarded as the capital of Igboland. After the war had finished and Biafra had been dissolved in 1970, Enugu again became the capital of the East Central state. East Central state was broken into two new states, Imo and Anambra on February 3, 1976. Later on August 27, 1991, the military dictatorship of

Gen. Ibrahim Babangida divided the old Anambra state into two new states Enugu and Anambra states. Enugu remained as the capital of the newly created Enugu state while Awka became the new Anambra state.

On May 29, 2007, Sullivan Chime became the Governor of Enugu state and was sworn into office after the April 2007 election. The population growth of Enugu between 1921 and 2006 is stated in the table below:

Table 2.1: Population Growth of Enugu State

<i>Year</i>	<i>Population</i>
1921	3,170
1931	12,959
1953	62,764
1963	138,457
1982	349,873
1983	367,567
1984	385, 935
1987	446,535
1991	407,756
2002	595,000
2006	722,664

Source: Federal Republic of Nigeria Official Gazette (2007)

According to the 2006 Nigerian census, the Enugu metropolitan area has an estimated population of 722,664 (Census, 2006). This is from the Federal Government Official Gazette 2007.

Among the city's television and radio stations are the Nigeria Television Authority's network affiliated (NTA Enugu) headquarters located at Independence Layout and Federal Radio Corporation of Nigeria (FRCN) network affiliated station (Radio Enugu) which broadcast in English, Igbo, Efik, Ijaw and Tiv. Enugu Broadcast Service Television (ESBS-TV) is a state owned television broadcasting company which offers 18 hours of continuous broadcasting on weekends (Cooper-chen, 2005).

Nicknamed the Coal City, the economy of Enugu in the early 20th century depended on coal mining in the Udi Plateau. This industry was the pushing force towards the city's growth. Most goods in Enugu are sold in open market or by street hawkers.

Enugu has three senatorial districts and eight federal constituencies. Each senatorial district consists of six local government areas except for Enugu west which has five local government areas. The senatorial district and their major towns include:

1. Enugu East: Agbani in Nkanu West LGA, Awkunanaw in Enugu South and Eheimufu in Isiuza LGA.
2. Enugu North: Nsukka, Orba in Udenu and Aku in Igbo Etiti LGA.
3. Enugu West: Udi / 9th Mile in Udi LGA, Achi in Oji River LGA. Awgu Town in Awgu LGA and Ndiabo in Aninri LGA.

According to the 2006 Nigeria census, population of Enugu State by L.G.A. and sex is shown in the table below:

Table 2.2: Distribution of Population by L.G.A. and Sex in Enugu State.

S/N	LGA	BOTH SEX	SEX	
			MALE	FEMALE
1	Aninri	136,221	66,225	69,996
2	Agwu	197,250	96,132	101,160
3	Enugu East	277,119	131,214	145,905
4	Enugu North	242,140	148,895	123,245
5	Enugu South	198,032	98,758	104,274
6	Ezeagu	170,603	84,466	86,137
7	Igbo Etiti	208,333	106,262	108,071
8	Igbo-Eze North	258,829	126,069	132,760
9	Igbo-Eze South	147,364	72,619	74,745
10	Isi-Uzo	148,597	72,497	76,100
11	Nkanu-East	153,591	75,008	78,583
12	Nkanu-West	147,385	72,706	74,679
13	Nsukka	309,448	149,418	160,030
14	Oji-River	128,741	61,719	67,022
15	Udenu	178,687	88,381	90,306
16	Udi	238,306	117,914	120,391
17	Uzo-Uwani	127,150	63,759	63,391
	Enugu	3,267,837	1,596,042	1,671,795

Source: National Population Commission (census 2006).

Projected mid-year Population of Enugu State by age groups and sex from the National Population Commission 2010 is shown in the table below.

Table 2. 3: Projected mid-year population by Age and sex (medium variant), Enugu State 2010.

2010						
AGE-GROUPS	Males	%	Females	%	Total	%
0 – 5	349,515	21.1	382,992	19.3	732,506	20.2
6 –11	267,486	17.7	314,577	16.2	602,063	16.9
12 –17	248,074	14.6	271,482	13.4	519,556	14.0
18 – 24	243,540	12.8	267,427	11.8	510,967	12.3
25 – 34	235,908	14.6	252,241	14.3	488,149	14.4
35 – 44	137,207	7.9	186,604	10.2	323,811	9.0
45 – 54	101,174	4.6	149,366	7.1	250,540	5.8
55 – 64	76,713	3.7	79,601	4.6	156,314	4.1
65 – 74	44,036	2.1	35,193	2.3	79,229	2.2
75	18,739	0.9	13,869	0.9	32,608	0.9
Total	1,742,391	100	1,953,352	100	3,695,743	100

Source: National Population Commission Projection 2010.

Also see appendix “C” for full details of the 2010 projection by National Population Commission.

2.3 EVOLUTION OF ADVERTISING

Advertising is ancient that it did not start today; it was dated back to many centuries. Before the advent of advertising, most people were engaged in hunting, herding, farming, or handicrafts. They used primitive hard tools to make products. They devoted mostly human effort to meeting basic survival needs: food, clothing, and shelter. They lived in small, isolated communities where artisans and farmers bartered products and services among themselves. Goods weren't produced in great quantity so there was no need for advertising to stimulate mass purchases. Also mass media were not available for possible advertisers to use. Regardless of the above, archaeologists have found evidence of advertising among the Babylonians dating back as far as 3000B.C. (Arens et al, 2008:34).

As market place grew larger and became more complex, the demand for products and services increased and the need for advertising slowly developed. Until the advent of public schooling, most people couldn't read so signs and symbols of the goods or services were used to stimulate sale. One of the most first known methods was the outdoor display, usually an eye-catching sight painted on the wall of a building. In the middle ages, word of mouth praise of products gave rise to a simple but effective form

of advertising; the use of town criers. The town criers were citizens who read public notices aloud and were also employed by merchants to shout the praises of their wares. Later they became familiar figures on the streets of colonial American settlements. The town criers were forerunners of the modern announcer who delivers radio and television commercials (Raymond, 2006:77).

During the pre-industrial age, there were several important developments which enabled the eventual birth of modern advertising. These developments were Chinese invention of paper and Europe had its first paper mill by 1275. In the 1440s, Johannes Gutenberg invented the printing press in Germany. Before the invention of printing press, most people were illiterate except monks and scholars who could read and write. Few people memorize important information which they communicate orally. There was no documentation of information this is because dialects varied from region to region, most news never traveled more than 50 miles. (Arens et al, 2008:34).

The introduction of printing established a lot of facts; moveable letters provided flexibility to print in local dialect. People no longer had to rely on their memories to communicate to the target market. Some entrepreneurs bought printing presses to facilitate slow hand transcription of the monks. These they do by mounting the printing presses in wagons, and traveled from town to town selling printing. The first format of advertising like posters, handbills and signs, and eventually, the first mass medium – the newspaper became possible because of this new development. (Arens et al, 2008:34).

The first English printed advertisement appeared in 1472 (Bovee and Arens 1982:140). This was followed closely with radio, which became the next big step forward. Television became more immediate as well reaching wider audience than the newspapers. Actually the invention of moveable types of paper mill which was mentioned earlier facilitated the introduction of this print media. Notable printed advertisement appeared between 1472 and 1650. In 1472, the advertisement in English was tacked on church doors, announced a prayer book for sale. In 1650, a newspaper advertisement in the London newspaper announced a reward for the return of 12 stolen horses. Soon newspapers carried advertisements for coffee, chocolate,

tea, real estate, medicines, and even personal advertisement (Bovee and Arens, 1982; 141)

The much-avowed industrial revolution that swept across Europe and other parts of the globe took place between mid 1700s and early 1800s. By the early 1700s, the world's population had grown about 600 million people, and some major cities were big enough to support larger volume advertising. In fact, the greater volume caused a shift in advertising strategy. Samuel Johnson, the famous English Literary figure, observed in 1758 that advertisements were now so numerous that they were “negligently perused” that it became necessary to gain attention “by magnificence of promise” (Arens et al, 2008:34).

In the mid – 1700s, machinery began to replace animal power. This they do by using machines to mass-produce goods with uniform quality; large companies increased their productivity. Mass urban markets emerged as people left the farm to work in the city.

By the mid – 1800s, the world's population had double to 1.2 billion. The level of manufacturing was so high that the producers needed mass consumption to match the manufactured goods. The breakthroughs of bulk transportation, the railroad and steamship made the sale and distribution of products beyond manufacturer's local market possible. At that time, the challenges facing these manufacturers and organization was not what to produce and how to produce them, but particularly how to sell the large-produced goods. Advertisement then became a vital tool and a channel for promoting the products.

In 1841, Volney B. Plamer, the earliest advertising agent in the United States, set up business in Philadelphia and contracted with newspapers for large volume of advertising spaces at discount rates and then resold the space to advertisers at high rates, all in the name of enabling them to attract customers and patronizes. In the year 1944, the first magazine advertising *Messengers* appeared in the southern part (Shimp, 2000: 124). However, the development of advertising increased because of the increase in population, literacy rate, large market for manufacturers including invention in communication such as telephone, telegraph, typewriter and motion pictures etc.

In Nigeria, the early advertising and the modern advertising periods or stages as was the case in the other parts of the world were preceded by the premodial and the pre-print media stages (Nwosu and Nkamnebe, 2006:27). The primordial period which is the early stage is the same case in the developed countries. Their advertising form also includes signs, symbol, spoken words or the town crier mode of advertising, slogans, dances, drums, songs and many other means which they use to attract and retain attentions (trade by barter), or carry out other desired activities such as community and civic development activities.

By 1450, printing was invented and this brought about the print media, and also the incursion of foreign business multinationals into Nigeria. By 1831, there was emergency of photography in the world media scene and this penetrated Nigeria and added a plus to the growth of advertising. At this stage advertising developed so much with the help of advertising agencies such as West African Publicity Limited (WAP), which was the very first agency incorporated on 13th August 1928, under the companies Acts, of 1908 to 1971 as an affiliate of the United African Company.

The professionalism and professionalization stage brought about the development of truly modern advertising in Nigeria. This started at the first quarter of 20th century and has continued till the present. At that stage, advertising in Nigeria moved from the print media to the electronic media, which includes cinema, radio and television.

Between 1932 and 1959, radio broadcasting started with the commencement of the Nigeria Broadcasting service (NBS), and later became the Nigeria Broadcasting Corporation (NBC) which we all know today as Federal Radio Corporation of Nigeria (FRCN). The Western Nigeria Broadcasting Service/Western Nigeria Television (WNBS/WNTV) started the real advertising in 1959 with their slogan *First in African*. A year later, the Eastern Nigeria Television (ENBS/ENTV) was introduced followed by Radio/Television Kaduna in 1963. Because of the oil boom in Nigeria in 1970, many indigenous businesses patronized many advertising agencies.

At this point, there was emergency of professional and regulatory bodies. The first regulatory body was Association of Advertising practitioners of Nigeria (AAPN)

which came in force in 1972. Other regulatory bodies were: Advertising Practitioners Council of Nigeria (APCON), Advertisers Association of Nigeria (ADVAN), Association of Advertising Agency of Nigeria (AAAN), Broadcasting Organization of Nigeria (BON) etc. Nigeria Television Authority (NTA) was established by a decree that was promulgated in April, 1977 by the then Federal Military Government. They were in charge of supervising television broadcasting in Nigeria. They were into the major areas of television advertising and were empowered to accept advertisements and also allow people to sponsor their programmes. The ICT or computer based advertising media like the desk-top-publisher and the INTERNET also added strength and colour to the contemporary media and advertising scene.

2.3.1 Advertising Defined

Without communication, organizations will find it very difficult to reach to their many and varied public consumers, governments, creditors, suppliers, shareholders, middlemen/intermediaries, the immediate community and the society at large. They involve themselves in this communication for the following reasons as: attracting reliable supply of labour and raw materials, seeking patronage for the company's products and seeking government financial support etc. These objectives cannot be achieved without the use of promotion.

The major means of promotion are listed below:

1. Advertising
2. Personal Selling
3. Publicity
4. Sales Promotions.

Among all the means mentioned above, advertising plays a noticeable role. It is highly attractive and draws the attention of the targeted market. Various authors see advertising from various perspectives:

Pride and Ferrell (1985) defined advertising as “a paid form of non-personal communication about an organization and/or its products that is transmitted to a target audience through a mass media”.

Nwosu and Nkamnebe (2006) defined advertising “as a persuasively crafted marketing communication transmitted through the media”.

According to Arens, Arens and Weigold (2008), Advertising is the structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media.

Advertising is an impersonal form of communication or presentation of goods, ideas, or service conducted through paid media under open or identified sponsorship (Adirika, E.O., Ebue, B.C. and Nnolim, D. (1996).

Examining the above definitions, we will find out that the key terms mentioned include:

- *Non personal communication*, this means that advertising does not permit face-to-face, personal, interpersonal communication. Advertising as a form of communication is one-way in nature and characteristics.
- *Paid form of communication*, every commercial communication must be paid for before it is transmitted to the target audience. The same way, advertising as a commercial communication is always paid for. This payment is to media owners and fees to professionals that create the advertisements and manage the advertising process. Unlike publicity, this is delivered without charges as part of news or entertainment for the audience.
- *Ideas, goods and services*, advertising promotes both tangible and intangible goods. It can be used virtually for all known human endeavor.
- *By an identified sponsor*, the source of every advertisement is known. Because the sponsor is identified, it can never be propaganda. And where the message is accepted, the consumer may need to seek for the sponsor to patronize.
- *Targeted to pre-determined audience*, advertisements are crafted to appeal to intended audience. This means that the audience must be predicted, a target audience must be considered.

- *Through the mass media*, advertisements are carried out through electronic and printed media

2.3.2 Classifications of Advertising

Advertising can be classified on different bases. It can commonly do on the basis of media, sponsor, geography, audience and the stage in the product life cycle etc. It may also be on the basis of what is being advertised and the kind of demand the advertisement is intended to stimulate or create. The following are the most common types:

1. *Local Advertising:*

This form of advertising is used when advertising is restricted to a given locality, like a city, Local government or town. Business firms that sponsored advertising engage in this form of advertising because of the restriction. Example, when Oceanic bank international came to Nnewi, Anambra state, they embarked on local advertising that was aimed at informing, educating, and persuading the immediate community that the products of Oceanic Bank are within the reach of inhabitants of the city.

2. *Electronic Advertising:*

This form of advertising is that which covers all those advertisements that are spreaded using electronic signals. Radio and television are the most common among this group. While the most recent development in this category is the internet advertising that is based on internet technology.

3. *National Advertising:*

This type of advertisement is carried to target the audience that is within a given geo-political entity like Nigeria. Only media with national reach can embark on such advertisements, other wise the entire audience cannot be reached. Examples are Nigerian Television Authority's Network programmes and Newspapers and Magazines of national coverage like the *Guardian Newspaper*

4. *Advertising-in-Print:*

These consist of all those advertisements that are carried in one form of printed matter or the other. Locally, newspapers and magazines are the most commonly used. Special journals, professional publications are also used. This type of print media has permanent advantage.

5. *Product Advertising:*

This form of advertisement is embarked to inform the audience about a particular product or service. Product advertising is of two sub-division, direct action advertising and indirect action advertising. The former is carried on when sellers are seeking a quick response to their advertisements while the later is when they have the intention of informing customers that the product exist and highlights its benefits. This is for the seller's brand when they are ready to buy the product.

6. *Industrial Advertising:*

Industrial products are those products bought not for immediate consumption but for further production. The buyers of these products were reached or influence with industrial advertising.

7. *Manufacturers Advertising:*

This form of advertisements is carried out when manufacturers want to sponsor the advertisement of their products. It is designed to build demand for the manufacturers products, example when Nigeria Breweries Plc sponsors their many household products.

8. *Retailers Advertising:*

Here, retailers are not interested on what products or brand the customer buys as far as the customers buys the product from the retailer's establishment. It is an appeal to patronage motives, making the customers aware of what they offer and the advantages at the customer's disposal if they buy from them.

9. *Consumers Advertising:*

Consumers advertising are being targeted to those customers who use products for ultimate consumption unlike industrial advertising. Due to final consumers' emotional

buying motives, they would require advertisements that address their emotional dispositions for such emotional appeals like sex, love, fear and the like are common.

10. *Channel Advertising:*

Channel participants like wholesalers, agents and retailers are involved. They often carry out advertisements to convince potential buyers to choose their own outlets in their buying decision process. Here, the case is not necessarily laying emphasis on their brands but the benefits of shopping in such outlet are given more emphasis.

11. *Product-Life-Cycle Advertising:*

When an organization wants to meet the requirements of their products as they move along their life cycle, they embark on this form of advertisement which they sponsor themselves. They use it to pursue some specific strategy in their effort to excellently manage the respective brands. Here they make use of the following types: *penetrating advertising*; which they use to encourage awareness and acceptance of a newly introduced or modified product, *Competitive advertising*; this is primarily used to sustain the growth of a product, by attracting new users, encourage intensive usage among existing buyers, responding to competition among other.

2.3.3. Uses of Advertising

The general role of advertising is to provide target audience with the right information to properly exercise their fundamental right to choose. Marketing organizations use advertising to achieve varied corporate objectives, in specific terms. Agbonifoh et al (1998), in Nwosu and Nkamnebe (2006:9) articulated the following uses of advertising to include:

- inform potential customers about new products being introduced into the market,
- inform customers of the price of the product,
- tell customers where the product can be obtained,
- draw attention of the customers to the benefits of the product, particularly it's hidden qualities,
- counter the advertisement of competitors,

- correct wrong or negative impression or rumours about the company or its products,
- assist middlemen to sell their products,
- support the efforts of salesmen by helping them to pre-inform prospects,
- draw attentions to the changes in product features,
- stimulate customers to buy or try the product,
- stimulate middlemen to stock or carry the product, and
- reassure purchasers of the company's product that their choice was a wise and fruitful one.

In addition to the above uses, Nwosu and Nkamnebe (2006:10) added that advertising can be used;

- to remind customers of necessary information about a product or organization,
- to provide an unrelenting support to sustain sales,
- to ignite immediate enquiries from the market,
- to announce special offer,
- to attract new investment,
- to promote international business,
- to maintain healthy relationship with stakeholders in an organization, and
- for corporate image.

2.3.4 Objectives of Advertising

Setting advertising objectives is one of the four important decisions marketing management must make when developing an advertising program. Advertising objectives helps in building customer relationships by communicating customer value.

Therefore an advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time Kotler and Armstrong (2010). Advertising objectives can be classified by primary purpose – whether the aim is to inform, persuade, or remind.

Informative Advertising does the following:

- a. Communicating customer value.
- b. Building a brand and company image.
- c. Telling the market about a new product.
- d. Explaining how the product works.
- e. Suggesting new uses for a product.
- f. Informing the market of a price change.
- g. Describing available services and support.
- h. Correcting false impressions.

Persuasive advertising does the following:

- a. Building switching to your brand.
- b. Encouraging switching to your brand.
- c. Changing customer's perception of product value.
- d. Persuading customers to purchase now.
- e. Persuading customers to receive a sales call.
- f. Convincing customer to tell others about the brand.

Reminder advertising does the following:

- a. Maintaining customer relationships.
- b. Reminding customers that the product may be needed in the near future.
- c. Reminding customers where to buy the product.
- d. Keeping the brand in customer's mind during off-seasons.

2.4 ADVERTISING AGENCY

Advertising Agency refers to “an outside firm that specializes in the creation, production, and/or placement of the communication message, and that may provide other services to facilitate the marketing and promotion process” (Belch and Blech, 2001:69). The American Association of Advertising Agencies (AAAA) defined an advertising agency as an independent organization of creative people and business people who specialize in developing and preparing marketing and advertising plans, advertisement, and other promotional tools (Arens, Arens and Weigold, 2008).

Both the first and the second definitions show that advertising agency do some work for their clients like buying of space in various media and also find customers for their goods and service. Nwosu & Nkanebe (2006:127) enumerated some essential elements that define an advertising agency, their roles and their importance to marketing management.

These elements are:

1. Independent organization
2. Creative and business people
3. Purchase of advertising space and time
4. Act on behalf of different advertisers.

2.4.1 The roles of advertising agencies:

- An Advertising agency serves its client's needs because of its daily exposure to aboard spectrum of marketing situations and problems both here and abroad.
- The Agency provides service by researching, negotiating, arranging, and contracting for commercial space and time with the various print, electronic and digital media.
- Advertising Agencies do not work for the media or the suppliers. Their moral, ethical, financial and legal obligations are to their clients. Just the way a well run business seeks professional help from attorneys, accountants, bankers or management specialists, advertiser use agencies out of self-interest because the agencies can create more effective advertising and select more effective media than the advertisers can themselves. That is why today, almost all stabilize advertisers rely on an advertising agency for expert, objective counsel and unique creative skills – to be the “guardian of their brand”.

Nwosu and Nkamnebe (2006) stated the following advantages of advertising agency.

1. The advertising agencies have more specialists with varying experiences on their staff than any client can afford. As a result, clients are in good position to gain from these expert professionals.
2. Because advertising agencies are bulk and regular buyer of media space, they are in better positions to buy media space at the lowest price.
3. The advertising agencies are better placed to coordinate advertising with other marketing communications activities of the firm. This is particularly so when the firms are into integrated marketing communication (IMC).
4. Because advertising agencies are independent of the client organizations they serve, they have every reason to be objective in terms of providing advice to their clients.
5. Due largely to the diverse jobs handled by advertising agencies, and the fact that they are staffed with specialists of diverse experience and training, advertising agencies bring enormous experience to bear on the jobs they handle on behalf of clients.

2.4.2 Types of Agencies

1. Local Agencies
2. Regional Agencies
3. National Agencies
4. International Agencies

Local Agencies: Local agencies are those advertising agency that analyze the local advertiser's businesses and the product or service being sold. They evaluate the markets for the business, including channels of distribution. They help evaluate the advertiser's competitive position and offer strategic options. They evaluate media alternatives and offer rational recommendations. They help evaluate the advertiser's competitive position and offer strategies options. They devise an integrated communications plan and implement it with consistency and creativity. Save the advertiser valuable time by checking, billing and bookkeeping, they assist in other aspects of advertising and promotion by implementing sales contest, publicity, grand openings, and other activities.

Regional Agencies: Regional agencies perform the same functions as the local agencies except that they are both bigger in size and their market size cut across localities. Examples are: the northern region, eastern region and western region in Nigeria.

National Agencies: National agencies handle the accounts of those firms to whose business operations and market covers the entire nation. They advertise in National media like Nigeria Television Authority (NTA), Federal Radio Corporation of Nigeria (FRCN) and those national Newspapers and Magazine.

International Agencies: The largest national agencies are also international agencies. They have offices or affiliates in major communication centres around the world and can be their clients market internationally or globally. While the above classifications are based on geographically scope, another classification based on the range of service they offer and the types of business they handle are: full-service agencies and specialized service agencies. The full – service advertising agency supplies both advertising and non-advertising services in all areas of communications and promotion. Advertising services include: planning, creating and producing advertisements, performing research, and selecting media. With the trend toward (IMC), many of the largest agencies today are in the forefront of the emerging interactive media.

Full-service agencies may specialize in certain kinds of clients. Most agencies can be classified as either *general consumer agencies* or *business-to-business agencies*. The former represents the widest variety of accounts, but it concentrates on consumer accounts – compromise that makes goods purchased chiefly by consumers (soaps, cereals, cars, pet food, toiletries). While the later which is also known as *high-tech agency*, represents clients that make products to other businesses? Examples are electronic components for computer manufacturers, equipment used in oil and gas refineries, and (MRI) equipment for radiology. High-tech advertising requires some technical knowledge and the ability to translate that knowledge into precise, as well as persuasive, communications. *Specialized service agencies:* many agencies assist their clients with a variety of limited services. Just like in the early 1990s the trend toward specialization blossom, giving impetus to many of the small agency – type groups

called *creative boutique* and other specialty businesses such as media – *buying service* and *interactive agencies*.

Creative boutiques are some talented artists – like graphic designers and copy writers, these people set up their own creative services, or creative boutique. They work for advertisers and occasionally subcontract to advertisers and occasionally subcontract to advertising agencies. Some agencies specialized in media buying services. They negotiate for time and space on behalf of their clients. With the stunning growth of the internet and the lightened interest in integrated marketing communications has come a new breed of specialized – the interactive agency. This agency specializes in designing web pages and creating fun, information rich, online advertising.

2.4.3 Criteria for Choosing a Good Agency

Good selection of advertising agents is the first step for the success of advertising campaign. Therefore the following criteria must be considered when choosing an agency, as advocated by Arens (2002:118).

1. General information:

- Agency size compatible with our needs
- Strength of agency's management
- Stability of agency's financial position
- Compatibility with type of clients agency handles
- Range of services agency is able to offer
- Cost of agency services billing policies.

2. Marketing Information:

- Agency's ability to offer marketing counsel
- Agencies understanding of the market we serve
- Agencies experience dealing in our market
- Agencies success record: case histories

3. Creative Abilities

- Well-thought-out creativity
- Agency's art strength
- Agency's copy strength
- Overall creative quality
- Effectiveness compared to work of competitors

4. Production

- Faithfulness to creative concept and execution
- Diligency to schedules and budgets
- Agency's ability to control outside services.

5. Media

- Existence and soundness of media research
- Effective and efficient media strategy
- Ability to achieve objectives within budgets
- Strengths at negotiating and executing schedules
- Attitudes toward periodic review of plan and budget

6. Personality

- Agency's overall personality, philosophy or position
- Compatibility with client staff and management
- Willingness to assign top people to account.

7. References

- Rating of agency's work by current client
- Rating of agency's work by past client
- Rating of agency's reputation by media
- Rating of agencies strength by financial sources
- Overall rating of agency's people or attitude by references.

2.4.4 Qualities of a Successful Agency:

(Nwosu and Nkamnebe 2006), suggested the qualities which a successful agency should possess and stated thus:

1. Creative talent
2. Talent to listen to clients and audience
3. Organized performance
4. Consistent quality service
5. Good client relationship
6. Integrity and Honesty
7. Understand clients operation
8. Quality people

They also stated the factors that may be indicator of poor and inefficient agency. They are:

1. Poor knowledge of cost estimation
2. Lack of creativity
3. Poor account executives
4. Misrepresentation
5. Personal turnover
6. Inconsistent service
7. Missing of deadline

2.5 Regulations of Advertising

Advertising as a promotional tool is aimed at informing the target market about the “right” product. But to the marketer, advertising goes beyond presenting information. Infact, the objective of presenting this information as McCarthy and Shapiro (1983) opine is to influence attitudes and behaviour.

In then efforts to woo customers to buy their products instead of their competitors, advertising, should there be no regulations, may defile ethical standards and would not stay within the neat boundaries of conventional practices. To forestall, this kind of advertising atmosphere, regulations are necessary. As Arens, Arens and Weigold

(2008:70) noted that ethical advertising means doing what the advertiser and the advertiser's peers believe is morally right in a given situation while social responsibility means doing what society views as best for the welfare of people in general or for a specific community of people. Thus, ethics and social responsibility can be seen as the moral obligation of advertisers.

Government is also a player in the regulations of advertising. There are many laws that govern what advertisers can and cannot do. There are well pronounced government regulations on Tobacco and alcohol advertising. Government also established or gave assent to established regulatory and professional bodies that have oversight functions of ensuring compliance among advertising practitioners.

2.5.1 Cigarette and Alcohol Advertising

Cigarette and alcohol advertising has generated a lot of controversies. Presently many rules, regulations and laws abound that in the nearest future, I presume, may suffocate the advertising of these products.

Reasoning and researches point out some health benefits of cigarette and alcohol. But a doctor at the World Health Organization stated that recommending moderate consumption of these products for health benefits is both ridiculous and dangerous (Abdulla, 1997). Though the health benefits from alcohol in particular are debatable, advertisers have exaggerated them to their benefits. Arens, Arens and Weigold (2008) observe that tobacco and alcohol industry had abused its freedom of commercial speech for so many years, and this development called for sweeping changes in how, when, and where tobacco and alcohol companies could advertise. These regulations and laws generally sought to protect children from tobacco and alcohol advertising.

2.5.2 NAFDAC and APCON's Position in Regulating Advertising in Nigeria

As discussed earlier there are regulatory bodies that regulate advertisements of both food and drugs in Nigeria. Advertisements are being regulated almost in every

English speaking countries, but we are going to concentrate only in Nigeria in this study.

Advertising in the area of drugs and alcohol are controlled or regulated by the food and drug Laws of Nigeria. They are also controlled by laws that regulate the manufacturing and sale of medicines; this is done in close conjunction with the Advertising Practitioners Council of Nigeria (APCON). The Nigerian Food and Drug Administration and Control (NAFDAC) and the Nigeria Drug Law Enforcement Agency (NDLEA) are the major food and drug advertising regulatory and control agencies. These agencies have laws establishing them in the area of stating specifically what may or may not be said in medicine or drug advertising. In Nigeria, the Food and Drug Decree (Act) No.35 of 1974 contains specific regulations on the manufacture, sale, advertisement, food drugs, cosmetics and other devices.

APCON was set up by the Nigeria Government through Decree No.55 of 1958; this is to further ensure control, regulation, professionalism and maintenance of high standards. Nwosu and Nkamnebe (2006) stated the responsibilities of APCON as thus:

- Maintenance of register of Practitioner
- Setting advertising education standards
- Setting up training programmes in form of advertisement workshops, certificates and diploma examination in advertising.
- Encouraging research and publications in advertising
- Vetting of advertisement before they are published
- APCON registers qualified individual practitioners as associates full members and fellows.

APCON has code of advertising ethics that guides alcoholic beverages and also tobacco products and was stated in Nwosu and Nkamnebe (2006:330 – 331).

Guidelines for Alcoholic Beverages:

1. **Radio and Television**

No advertisement for alcoholic beverages will be allowed in children's programmes. Children, sports men and women will not be used as models. There must be no religious connotations in advertisements.

2. **Print Media**

For the print media, including direct mail, children, sports men and women and pregnant women must not be used as models. No advertisement for alcoholic beverages will be accepted in children's publications.

3. **Outdoor**

No displays are allowed near place of worship, schools, motor parks etc.

4. **Cinema**

No advertisement for alcoholic beverages will be allowed during the children's shows.

5. **Sponsorships**

Sponsorship of programmes and events are allowed but the content of the advertisement inserted within the programmes must respect all other clause of the code.

6. **Gift Items**

Gift items promoting alcoholic beverages must not be directed at children and sports men and women.

7. **Content**

The content of advertisement must not be misleading and must be free of health claims. Offensive content and insinuations must be eliminated. There should be no association between drinking, during riding.

8. **Timing**

Television commercials for alcoholic beverages should not be aired before 9.45p.m. On radio, no commercials will be allowed during children and sports programmes.

9. **Product in Use**

Where the product is shown in actual use in any advertisement, it should only be seen to be sipped and not gulped or glamourised.

10. **Age Limits**

For beer advertisement, models must not be less than 21 years and for spirits, the minimum age is 30. All models must look the specified ages.

11. **Vetting**

All advertisements for alcoholic beverages should be cleared with APCON before they are exposed through the media to the public.

Guidelines for Tobacco products:

1. **On the Packs**

a. Language

The warnings (“The Federal Ministry of Health warns that tobacco smoking is dangerous to Health” and “Smokers are liable to die young”) should be in the same language (English or Vernacular) as the other messages or wordings on cigarette packs.

b. Colour

The warnings should be printed in black over white background.

c. Type Size

- i. On cigarette packs. (20x1 and 10x1) 6-point type size is recommended.
- ii. The warnings must be positional at the base of the front of pack.

d. Type Face

Universe Bold in upper and lower case is recommended

2. **Press Advertisement**

In a full-page press advertisement, the type size must be 10 points. For sizes less than full page reduce type size pro-rate but never less than 6 points.

3. **Outdoor**

- a. The warnings in Universe Bold type face, must be boxed, and positioned to the right, at the base of the poster.
- b. The warning must comply with the following dimensions:
 - i. Bulletin board: 30cm x 213cm (12ins x 7ft)
 - ii. 40-sheet Poster: 20.30cm x 150cm (8inc x 5ft)
 - iii. 16-sheets poster: 15.3 x 100.2cm (6ins x 3¼ft)
 - iv. 4-sheets poster: 8.9cm x 45cm (3½ins x 3½ins)
 - v. Crown poster: 7.6cm x 45cm (3mins x 13½ins)

4. **Radio/TV/Cinema Commercials**

On radio, the warnings must be voiced and heard clearly. On television and cinema, the warning must be voiced and clearly visible as part of the commercial.

5. **Direct Mail**

The guidelines for press advertisements apply to direct mail.

6. **Elements/Models in advertisements.**

- a. Only adults can be used in tobacco advertisements.
- b. Pregnant women should not be used as models.
- c. Sports men and women should not be used as models.

7. **Timing on radio/TV/Cinema**

- a. Tobacco advertisements must not be broadcast or screened during religious and/or children's programmes.
- b. No tobacco commercial on radio will be broadcast before 6.00pm.
- c. No tobacco commercial will be broadcast before 9.45p.m. screened in the cinema theatre when children make up the larger part of the audience.

8. **Sitting of Billboards**

No billboard for tobacco products will be sited near stadia, schools or hospitals.

9. **Other Tobacco Products**

All recommendations herein apply to all other tobacco products e.g. cigars and pipe tobacco.

2.6 THE ADVERTISING MEDIA

The advertising media primarily refer to those channels of communication through which the advertisers sends advertising message to his target audience.

2.6.1 Types of Advertising Media

Different types of media are open to advertisers which they used to carryout these advertisements. Agbonifoh et al (1998) stated different types of media and classified them under three headings; electronic or broadcast media, print media and out-of-home advertising.

- Electronic or Broadcast Media;
 - Radio
 - Television
 - Cinema
- Print Media;
 - Newspaper
 - Magazines and Journals
 - Directories
 - Direct mail
- Out-of-Home Advertising;
 - Outdoor Advertising
 - Point of purchase
 - Window sign
 - Counter display
 - Shelf display
 - Permanent display racks.
 - Roadside sign
 - Transit advertising.

1. Radio:

Radio is the most available and accessible medium in Nigeria, this is often described in the media and advertising world as the ubiquity factor (Nwosu and Nkamnebe, 2006). These and lots more make it a very useful medium of advertising in Nigeria like the frequency modulation (FM) type of radio broadcasting that is becoming very popular now in Nigeria. Affirming to this, Agbonifoh et al (1998) asserted that radio as media of advertisement not only has it penetrated both the urban and rural areas but virtually every house has at least one radio set. Again too many advertisements are aired on radio everyday that the average radio listener is bombarded with hundreds of advertisements. This also makes it impossible to give detailed information.

2. Television:

Today, the medium of television is available to advertisers in two principal forms: Broadcast and cable TV; the former reaches it's audience by transmitting electromagnetic waves through the air across some geographic territory while the later

reaches its audience through wires, which may be strung from telephone poles or laid underground.

“Until the advent of the internet, broadcast television grew faster than any other advertising medium in history. As both a news and entertainment medium, it caught people’s fancy very quickly. From its beginning after World War II, broadcast TV rapidly emerged as the only medium that offered sight, sound, and motion (Arens et al, 2008). Television has an advantage of wider reach. The disadvantage is that it is an expensive medium when compared with other types of media. It also has the disadvantage of not having a permanently recorded message thus the prospect who is not reached the first time is lost forever as far as that message is concerned (Stanton, 1981).

3. Cinema:

This type of advertising media is rarely used in advertising products now ostensibly because of the availability of more popular media. It is still widely used, however, when advertising movies intended to be shown by the movie house at some future date. Its major advantage is its flexibility; it has low cost and has the probability of reaching an attentive audience. Its disadvantage is that it has a very limited audience.

4. Newspaper;

Boone and Kurtz (2004) asserted that newspaper advertising continues to dominate local markets, accounting for \$44 billion of annual advertising expenditures. In addition to retail advertisements, classified advertising is an important part of newspaper revenues. Newspaper’s primary advantages start with flexibility because advertising can vary from one locality to the next. Newspaper offer community prestige on their communities. According to Nwosu and Nkamnebe (2006:66) Newspaper “can be classified in terms of their frequency or time of production and as such we talk about weekly newspapers, daily newspapers, Sunday newspapers, and evening newspapers. Newspaper has the disadvantage of a very short life.

5. Magazines and Journals:

They share many of the advantages of the newspaper. But however, have the additional virtue of carrying color advertisements. They have specific audience. It is a disadvantage of not been ideal for advertisements aimed at a wider largest. Their

major limitation is their frequency since their periodicity often ranges from one week to one quarter or even a year.

6. Directives:

These made up of the yellow pages, the index of manufacturers, and the directory of management consultants usually contain numerous advertisements. It has the advantage of its specific nature of the audience, the possibility of colour advertisement and their permanence. Their major disadvantage is frequency.

7. Direct Mail:

This media has to do with posting promotional materials to selected prospects. In a situation where the prospects are few and known, direct mail is particularly used. It is widely used in the sale of industrial and professional goods and services such as insurance, consultancy, books and drugs. Its disadvantage is that, it is expensive in terms of postage costs and that of preparing catalogues and mailing lists.

8. Outdoor Advertising:

Outdoor advertising is that advertising placed by plant operators organized as an industry to place advertising in markets all over the country (Agbonifoh et al, 1998). The most popular outdoor advertising company in Nigeria is Afrimedia Nigeria limited. This company places bill boards in strategic locations in various parts of the country. It has the disadvantage of not displaying detailed information like elaborate product description and doesn't always attract the complete attention of thousands of road users who pass by billboards. But has this main advantage of relative permanence and use large, life-size colour pictures and illustrations.

9. Point of Purchase:

This type of media advertising encourages impulse purchase in the sense that they are intended to sway shoppers and make them buy products not originally intended. It consist of window signs, counter displays, shelf displays and permanent display racks. In other words, it is the term used to describe miscellaneous message display in and around retail outlets. They are relatively permanent and cheap but limited to only those who visit the shop.

10. Roadside Sign:

This type of media advertising is that which is embarked on in order to inform the public of the location of businesses and goods and services. They make use of roadside signs. Many of them are not noticed because of the passer-by.

11. Transit Advertising:

This involves the use of vehicles, e.g. buses, trucks, trains, taxis, bicycles, motorcycles. Here posters are used on them to advertise the products. It is very colourful and precise. It is not a very good means of conveying detailed product information since their mobile nature makes it difficult for such details to be read, except the passengers in the vehicle if placed inside the vehicle. Like crusade hand bills etc.

2.6.2 Factors to Consider in Selecting Advertising Media

The following are factors to consider when selecting advertising media as adduced by Stanton (1981).

1. *Objective of advertisement;* the advertising objective influences the choice of media. For example, if the goal of the campaign is to make appointments for sales people, the advertising company will probably use direct mail. If the advertising objective is to build corporate image, such prestigious medium as magazine may be desirable.
2. *Media Circulation;* media circulation must match the distribution patterns of the product. Consequently, the geographic scope of the market will influence the choice of the media considerably. Furthermore, media to be selected is the one that will reach the desired type of market with a minimum of waste circulation.
3. *Requirements of the message;* the medium should fit the message. For example, meat products, floor coverings and apparel are ordinarily best presented in a pictorial form. If the advertiser can use a brief message as in the case of salt, sugar or beer then bill boards may be the best choice.

4. *Time and location of buying decision*; the medium should reach the prospective customers at or near the time they make their buying decisions and the places where they make them.
5. *Cost of media*; this is very important factor to be considered in media selection. The cost of the communication medium can be considered in two ways.
 - a. Absolute cost – the amount of funds available
 - b. Relative cost – the circulation of the medium.

Other factors to consider may include flexibility of the media, production quality of the media, and life span of the product to be advertised and even the literacy level of the targeted audience.

2.7 DEVELOPING ADVERTISING MESSAGES

The most striking thing about every advertisement is its persuasive ability (Nwosu and Nkamnebe, 2006). The message plays a very important role in advertising creation process. The message determines the response of the target audience to the advertisement. According to Uturu (1998), an advertiser who seeks to communicate effectively to his target audience should endeavour to use words, symbols or illustration that make meaning to the target audience and should avoid ambiguous words on symbols that make double meaning to the prospective customers.

The creation and production of the actual advertising are concerned with decision regarding the copy platform, the appeals and approach to be used, the headline, text, illustration and the logo type (Agbonifoh et al 1998). These decisions should be guided by the following:

1. The advertising objectives of the firm.
2. The target market profile.
3. The type of medium for which the advertisement is being prepared.
4. Facts about the product or what is being advertised. Media to be used also determines the form, style and arrangement of the messages.

The creation and production of the advertisement are done by various specialists like creative artists, graphic artists, visualizers, psychologists, type-setters, lithographers and photographers.

Agbonifoh et al (1998) stated the following guidelines to prove helpful in creating the advertisement, since advertisement creation is perhaps the most challenging aspect of advertising:

1. As messages should be tailored to suit the cognition, frame of reference, experience, level of imagination and vocabulary span of target audience.
2. As much as possible, rely on the hierarchy of effect, principles, for example, using the A.I.D.A. (Attention, Interest, Desire, Action) formula, the advertisement should seek to move the audience through the stages in the hierarchy.
3. The message should be truthful and believable.
4. Product attributes, benefits and selling points should be related to the needs and motives of prospective buyers.
5. The language of the advertisement should be easy to understand and free from offensive connotations.
6. The headline and the text should be short.
7. Minimize the use of clichés and superlatives.
8. Show the product, if possible.
9. Dramatize the product in use, where possible
10. Avoid Vulgarity.

2.8 ADVERTISING AND COMMUNICATION

Advertising is basically a communication process. Most of what we do in advertising is communication, and there can be no business organization or marketing practice without communication. That was why the advertising practitioner's council of Nigeria (APCON) which was established Decree Number 55 of 1988, as Nigeria's number one advertising regulating body sees advertising as communication. According to APCON (1993:2), "advertising is a form of communication through

media about products, services or ideas paid for by and identifiable sponsor”. The entire marketing mix operates as a communication system. With all the above stated facts, it is now very clear that for one to really understand and practice advertising he must have a good knowledge of the theory and practice of communication in all its ramifications (Nwosu and Nkamnebe, 2006).

Nwosu and Nkamnebe (2006:55) defined advertising “as the sharing of meanings, ideas, thought or information between or among people and machines for social, business economic and political and other purpose”. Here communication involves two entities, (buyer and seller) which exist to work and relate to each other for any purpose. The buyer and the seller must share ideas on the object or subject of their communication before they can be able to work and relate to each other. Both entities must also ensure that they understand the meanings of the words, signs and signals they use.

Semantics is an area of communication where the two entities must also understand and respect the fact that words which are the major tools of communication, have denotative and connotative meanings. The type of communication discussed above is known as *non-verbal* communication which includes such human activities as eye contact, facial expression, postures, dress modes and other body movements (Nwosu, 2006:2). These forms of communication have special significance for the electronic or audio-visual media of advertising like television, film and home video.

Communication is a two-way process which involves two entities who must share or be trying to share ideas in any issue for communication to take place. When there is response in communication proceeds it is known as feedback. It is of two types – immediately feedback example; as in face-to-face communication and delayed feedback; as in responses got through monitoring or evaluating research efforts.

Advertising is a two way communication process and should be practiced as such. The idea that all feedback must be immediate is a wrong one because advertising being mass mediated usually have and gets delayed feedback through many advertising evaluative test. In fact, advertising without a feedback is not advertising. It is at the best one-way information dissemination about a product, service, idea or

person, or institution from an advertiser to a target audience (consume, customers or voters) which is largely ineffective.

This ineffectiveness is underscored by the current emphasis in modern marketing and business on the marketing concept philosophy, customer orientation, customer care and customer focus, all of which stress the fact that in all marketing and business (advertising) we must begin and end with the consumer or customer, if we want to achieve the desired results or be effective (Nwosu, 2003), in Nwosu and Nkamnebe (2006:56). To succeed in modern advertising buyers must be communicated to find out their needs, wants, feelings, and socio- graphics and ensure to factor all these into the advertising campaign efforts. With all these, one can see that communication should not be neglected in any advertising effort.

2.8.1 Other characteristics of communication.

The following are other characteristics of communication that is of utmost importance to advertising Nwosu and Nkamnebe (2006:57-59).

- Communication is interactive in nature
- Communication is persuasive in nature
- Communication is a transactional process
- Communication is usually informative
- Communication is usually entertaining.

Communication is interactive in nature; in the sense that the process involves two entities (a two-way process), the buyer and the seller or the source and the receiver. Going back to our definition of communication, this means that the advertising practitioner must make the advertisements as interactive as possible for advertising to be effective. Example, while preparing radio advertisement, the advertising practitioner should be conversational in presenting his message in order to meet the interactive nature of communication requirement. Likewise television, film or home video, even for the print media where the advertising practitioner work and prepare the advertisement headlines, sub headlines, copy or text etc as if he is having discussion with the target audience or prospective buyers of the product, or idea.

Communication is persuasive in nature; this means that advertising is basically a persuasive communication process. Persuasion can be defined as a process whereby decision options are intentionally limited or extended through the interaction of messages, sources and receivers, and through which attitudes, beliefs, opinions or behaviours are changed by a cognitive restructuring of one's image of the world or of his frame of references. Persuasion in this discussion is used mainly to change the buyer's disposition, preferences decisions and behaviours in such a manner that these will be favourable to our products, ideas, services or institutions. The advertising practitioner is expected by the communication process to produce convincing, influencing and effective message irrespective of the purpose. We should never forget that it is as a result of persuasion that advertising works or has its influence as a communication act or form.

Communication is a transactional process; this means that communication involves two entities; it is a transaction between the communication and the receiver. In advertising, the transaction is between the advertising practitioner and the prospective buyers. Before exchange which is closely related to transaction could take place, a good advertisement should be used to be able to convince the prospective buyer to part with his hand earned income in exchange for a particular product. This means that communication is also essentially an exchange of ideas or meanings between a source or communication and the receiver or audience.

Communication is usually informative; as far as advertising is concerned, communication is usually informative in the sense that it is used to assess a good advertisement. A non-informative advertising is considered generally ineffective because without communicating some information, it cannot even go to the higher level of persuading the prospective buyers. It should be therefore known that information is an essential ingredient of communication and advertising.

Communication is usually entertaining; because of the importance of entertainment in communication advertising practitioner should therefore know how and when to use it in his advertising messages. It is interesting and effective to use humorous advertisements because they easily attract or arrest the attention of the prospective buyers and move on to arouse or keep their interest. The prospective buyers tend to

remember them much easier more than other advertisements that use other communication strategies. Entertainment can be blended with information to make the advertisement to perform an into attainment function also blended with educative ideas to perform an edutainment function.

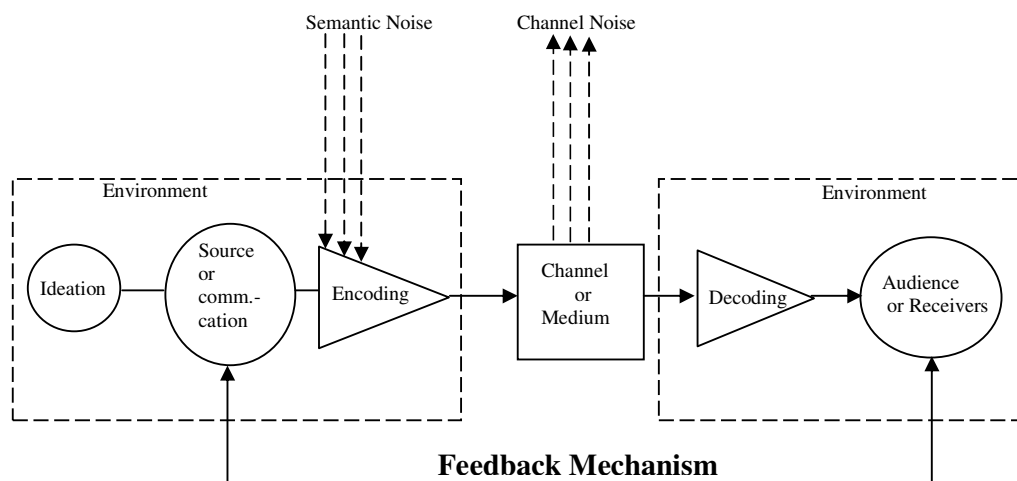


Fig 2. 1: A Standard Communication Process Model

Source: Nwosu, I.E. (2006:5), *Effective Media Writing*, Enugu: Manson Printers and Publishers.

2.9 THE IMPACTS OF ADVERTISING

Advertising has both positive and negative impacts on our economic, political, socials and cultural lives. The above impacts are discussed in details.

2.9.1 Economic Impact

Advertisers have actually come to realize that advertising has positive impact on the economy. It provides information and at the same time stimulates demand for products and services. According to Arens et al, (2008:58) advertising accounts for approximately 1 percent of the U.S.A. gross domestic product (GDP). Advertising helps stimulate demand for products and also development of new products which can lead to increase competition. Our economy encourages increased competition because it leads to low prices. Again, manufacturers and others enjoy advertising because it boosts their sales. They sell their products in larger quantities.

The negative impact of advertising is that is believed to be wasteful because of the money involved. The cost incurred in advertising add to the cost of goods and this makes items very expensive. It is also agreed that most advertising simple encourages consumers to buy a particular brand rather than patronizing the other. Therefore economic impact of advertising simply moves sales from one firm to another, rather than increasing sales overall.

2.9.2 Political Impact

Advertising is a major component of political campaigns because of its influence on the democratic process. The use of media like Television, Radio, Newspaper, Billboard, Posters, magazines, talk shows etc enables the masses both literates and illiterates to know the real candidate of their choice.

On the other hand, in many parts of the world including Nigeria politicians spend millions of naira on advertisement and campaign. This amount of spending placed political advertising in the ranks of the Nigerian's leading advertisers. Politician uses political advertising to convey their messages and their political intentions to the audience and Voters. Politicians also give food items like bags of rice, beans, cartons of tin tomatoes, even cars and motorcycles, clothing etc just to bribe their way. Voters in compensation now vote the wrong candidate thereby limiting the elected office to wealthy politicians only. This caused criticism on political advertising because of the high cost making it necessary for candidates to raise money continually, even after they have been elected to office.

2.9.3 Social Impact

Advertising sustains mass communications media. Newspaper, radio, magazine and broadcast television all receive their income from advertising. Most of these forms of mass communication might not have been in existence if not the help of advertising. Advertising encourages the development and speeds the acceptance of new products and technologies. It fosters employment. It gives consumer and business customers a wider variety of choices. Advertising also promotes a higher standard of living; it

pays for most of our news media and subsidized the arts. It supports freedom of press and provides a means to disseminate public information about important health and social issues. Critics of advertising might agree with some of these points but certainly not all of them. For examples, critics charge that rather than supporting free press, advertising actually creates an externality that interferes with it. The media, they say, ponder to national advertises to attract the big advertising dollars. In the process, they modify their editorial content to suit their corporate benefactors and consequently slirk their primary journalistic responsibility of presenting news in the public interest (BBC News, 2005). Advertising has been charged with promoting vulgarism, false taste or desires which can make people steal, as well as promoting foreign ideologies, influences and symbols. Nwosu (1997:38) opines: advertising has been accused of negative influences on children and family buying habits, as well as exploiting the illiterate and unintelligent members of the society”.

2.9.4 Cultural Impact

Advertising has been accused of creating negative cultural values. In many parts of the world including Nigeria, advertising has been accused of being false and misleading. Gordon (2003:47) described advertising as “cultural dross”. Packed (2001:16) described advertising as “technological manipulation and a hidden persuader”. Nigeria cultural valued amongst the youths and children seem to be wearing out. Uche (1987:35) opines: As a result of Television all-comers welcome attitudes, our young ones now appear to have willingly become cultural vassals of the United states of America, their dressing mode consist of winter jackets over jeans in our tropical weather with a profusion of jewelry adorning hairstyles. Their dancing style displays unbrazen attempts to surpass their television models.

2.10 INTEGRATED MARKETING COMMUNICATION (IMC)

In past decades, marketers perfected the art of mass marketing – selling highly standardized products to masses of customers. In the process, they developed effective mass-media communications techniques to support these strategies. Large companies now routinely invest millions or even billions of dollars in television,

magazines, or other mass – media advertising reaching tens of millions of customers with a single advertising. Today, however, marketing managers face some new marketing communications realities. Perhaps no other area of marketing is changing so profoundly as marketing communications, creating both exciting and scary times for marketing communicators (Kotler and Armstrong, 2010).

Integrated marketing communication which is also known as new advertising is all about paradigm shift from old advertising. This new paradigm shift is a shift away from the conventional, orthodox and traditional ways by which we practice or manage advertising in which it is used as a sole promoted or communication arrowhead or platform, to a new approach that emphasizes carefully soliciting from the many available promotional and marketing communication tools while designing and implementing and advertising campaign, properly blending them and running the campaign with this mix for greater effectiveness (Nwosu and Nkamnebe, 2006).

Research carried and experience has show that using only advertising to embark on most campaign situations, no longer yields the highly expected results. New advertising has a lot of advantages that made many countries to adopt this shift. Many large advertisers are shifting their advertising budgets away from network television to favour more targeted, cost-effective, interactive, and engaging media. The advertising industry's plotline used to be a lot simpler. Audiences are splintering off in dozens of new directions, watching TV shows on ipods, watching moves on video game players, and listening to radio on the internet. So marketers must start planning how to reach consumers in new and unexpected ways.

Belch and Belch (1997) strongly stated that to understand the role of advertising and promotion in today's business world that one must recognize how a firm can use all the promotional tools to communicate with its customers. This story statement of these authors brought about good examples of many recommendations of the IMC approach to advertising or the New Advertising. This now exists in the marketing, communication, promotion and advertising literature. This means that one must first of all understand the overall marketing process, consumer behaviour and communication theory, so as to effectively plan, implement and evaluate IMC programmes.

2.10.1 Definitions of IMC

A variety of definitions from different authors have emerged surrounding the understanding of IMC. In the words of Duncan (2002), IMC simply means a process for managing the customer relationships that drive brand value, it specifically a cross functional process for creating and nourishing profitable relationships with customers and other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data driven, purposeful dialogue with them.

That means that from the above definition, IMC should be composed of five major elements; cross functional process, creating and nourishing stakeholders' relationships, profitable customer relationships, strategically controlling or influencing all messages and encouraging purposeful dialogues.

In the words of Pickton and Broderick (2001:67), IMC represents a process which involves the management and organizations of all agents (all individuals and organizations involved in the marketing communication process) in the analysis, planning, implementation and control of all marketing communications contacts (any personal and non-personal communication between selected audience members and the organizations), media, messages and promotional tools focused at selected target audiences in such a way as to derive the greatest economy, efficiency effectiveness, enhancement and product. Coherence of marketing communications effort in achieving predetermined product (refers to brands, goods, services and any specific object of promotion and can specific object of promotion, and can include, events and personalities) and corporate marketing communication objectives.

Fawcett (1993) defines IMC as “the co-ordination of the various promotional elements along with other marketing activities that communicate with a firm’s customers”. Also in the words of Kolter and Armstrong (2010), IMC is carefully integrity and coordinating the company’s many communications channels to deliver clear, consistent, and compelling messages about the organization and its products.

American Association of Advertising Agencies (AAAA) asserts that “IMC is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines (general advertising, direct response advertising, sales promotion and public relations) and combines these disciplines to provide clarity, consistency and maximum communications impact”. The above definition focuses on the process of using all forms of promotions to achieve maximum communication impact.

Nwosu and Nkamnebe (2006:192) define IMC as the harmonization of all marketing elements in communication with target audience with a view to achieving efficiency and synergy in the entire marketing communications process. With this line of understanding, Belch and Belch (1995) affirms that IMC requires developing a total marketing communications strategy that recognizes how all of a firm’s marketing activities, not just promotion, communicating with its customers; the total concept requires that agents, contacts, and products be integrated in a holistic manner.

Today’s customers are bombarded by company messages form all directions, IMC means that companies must carefully coordinate all of these customers touch points to clear braid messages. See carefully blended mix of promotion tools in figure 2: below.

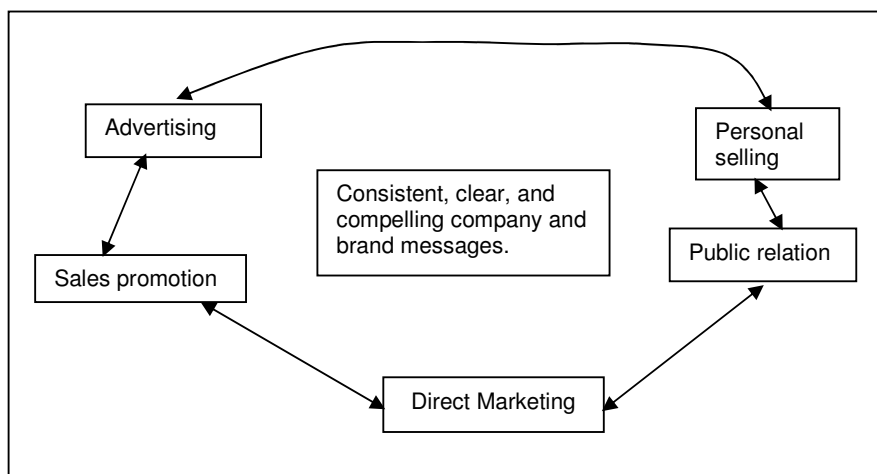


Fig 2. 2: Carefully blended mix of promotion tools
Source: Kotler and Armstrong (2010).

2.10.2 Types of IMC Tools

To elaborate on the above figure, IMC tools are simply divided into personal and the non-personal tools.

Personal tools include:

1. Word-of-mouth.
2. Face-to-face.
3. House-to-house merchandizing.
4. Missionary selling.
5. Sample merchandizing.
6. Telemarketing – ICT.
7. Telephone marketing.
8. Dogaman agencies.

Non-personal tools include:

1. Advertising.
2. Public Relations.
3. Sales promotions (building customer traffic).
4. Trade fair.
5. Exhibitions (minor trade fair).
6. Publicity.
7. Public enlightenment.
8. Direct marketing.
9. Events marketing.
10. Product packaging.

Non-Personal Tools:

Advertising is defined as any paid form of non-personal communication about an organization, product, services or idea by an identified sponsor (Kotler and Armstrong, 2010). The paid aspect of this definition means that the space must be bought. Atimes there could be an exception that is the public service announcements whose advertising space or time is donated by the media.

The non-personal component here means that advertising makes use of mass media like Television, Magazine, Radio and newspapers. These helps to transmit a message

to large groups of individuals just at the same time. This non-personal nature of advertising also means there is generally no opportunity for immediate feedback from the message receipt except in the case of direct response advertising. That means before the message is sent, the advertiser must consider how the audience will interpret and respond to it.

Advertising is the most widely form of promotion and the best known. Company's whose products and services are targeted at mass consumer markets consider advertising as a very important promotional tool. That is why in cigarette and alcohol advertising, advertising is widely used because of its strength of coverage in reaching the target audience.

According to Belch and Belch (2001), there are several reasons why advertising is such an important part of many markets' promotional mix. These include:

- It's ability to strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult to achieve.
- It can be a very cost – effective method of communicating with the symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes.
- Popular advertising campaigns attract consumers' attention and can help generate sales. These popular campaigns can also sometimes be leveraged into successful integrated marketing communication programmes. But in the case of cigarette and alcohol consumption, popular advertising campaign is targeted to help reduce and stop consumption (demarketing).

Public Relations: Public relations involve a variety of programmes designed to promote and protect a company's image or its individual product (Kotler, 1980:671). Public relations are very believable news stories, features, sponsorships, and events seem more real and believable to readers than advertisement do.

Public relations can also reach many prospects who avoid salespeople and advertisements; the message gets to the buyers as “news” rather than as a sales-directed communication. Public relations generally have a broader objective as its purpose is to establish and maintain a positive image of the company among its

various publics. Public relation as a management function which evaluates public attitude, identifies the policies and procedures of an individual or organization with the public interest, and executes a programme of actions to earn public understanding and acceptance (Belch and Belch, 2001).

Sales promotion: Sales promotion includes a wide assortment of tools – coupons, contest cent - off deals, premiums and others – all of which have many unique qualities. They attract consumer attention, offer strong incentives to purchase and can be used to dramatize product offers and to boost sagging sales – sales promotion invites and reward quick response.

Sales promotion is of two major categories: consumer oriented and trade oriented activities. The former is targeted to the ultimate user of a product or services and this include sampling, couponing, rebates, contest, sweepstakes, premiums and various points of purchase materials. These promotional tools encourage consumers to make an immediate purchase and can stimulate short-term sales. While the later is targeted towards marketing intermediaries, such as wholesalers, distributors and retailers, promotional and merchandizing allowances, price deals, sales contests and trade shows are some of the promotional tools used to encourage the trade to stock and promote a company's products.

Direct Marketing: According to Kotler (2003), direct marketing is the use of consumer – Direct (CD) channels to reach and deliver goods and services to customers without using marketing middlemen. It is a promotional tool which organization use to communicate directly with target customers to generate a response and a transaction. There are many forms of direct marketing: direct mail and catalogs, telephone marketing, online marketing and others. They all share four distinctive characteristics. These characteristics according to Kolter and Amstrong (2010) are: direct marketing is less public; this means that the message is normally directed to a specific person. Direct marketing is immediate and customized: messages can be prepared very quickly and can be tailored to appeal to specific consumers.

Direct marketing is interactive: It allows a dialogue between the marketing team and the consumer, and messages can be altered depending on the consumer's response.

Direct marketing is well situated to a highly targeted marketing effort and to building one-to-one customer relationships.

Product Packaging: Packaging is container or wrapper for a product. Packaging is that part of product planning and development, which is the design of a products contention or wrapper. Purpose of product packaging is:

1. to protect the product
2. to enhance the products value to the customer
3. to stimulate sales.

Nkem (1999:8) affirms that the basic purpose of any packaging is protection of the contents from damage due to poor handling against exposure and against contamination.

Personal Selling: Is the final elements of an organization's promotional mix, it is a form of person-to-person communication in which a seller attempts to assist or persuade prospective buyers to purchase the company's product or service or to act on an idea. It involves direct contact between the buyer and seller, either face-to-face or through some forms of telecommunicates such as telephone sales.

With personal selling the buyer usually feels a greater need to listen and respond, even if the response is a polite "No" than you". Personal selling also involves more immediate and precise feedback because the impact of the sales presentation can generally be assessed from the customer's reactions. Personal selling efforts can also be targeted to specific markets and customer types that are the best prospects for the company's product or service.

IMC has a lot of advantages/benefits which made many companies adopt the shift. Because it carefully co-ordinates the promotional activities and timing when major campaigns take place. It helps implement its integrated marketing strategy, the company appoints a marketing communications director who has overall responsibility for the company's communication efforts. It helps to create and sustain a message in all elements of a marketing campaign. It keeps track of its promotional

tools, product life cycle stage and observed effect in order to improve the future use of the promotion mix tools.

Nwosu and Nkamnebe (2006) enumerated the following as the justification and benefits of integrated approach to marketing communications:

1. Unnecessary duplication of marketing communication effort; this occurs when a firm blindly targets its numerous efforts at the same audience without regard to the effect of these efforts. As a result avoidable costs are duplicated thus leading to inefficiency.
2. Total neglect of other marketing element; traditional marketing management recognizes promotion to be the only functions that can communicate. But by our various arguments so far, we have demonstrated that everything about marketing is communications and vice-versa. Therefore any mistake to neglect any potential communication media, no matter how trivial such media are perceived, can lead to sub-optimization of organizational objectives.
3. Confused target market; because traditional marketing promotion directs different, often competing signals to the audience, confusion usually arises as to which one to follow thus leading to minimal effect and even negative effect in some cases on the target, audience of the organization. But with the new paradigm, consistent, economical and holistic communications are achieved.
4. Emergency of database marketing; effective and efficient marketing communications, hinges on the accumulation of up to date such as data on demography, psychographics, geo-demography, among others. With the advent of information and communication technology (ICT), firms find it relatively easier these days to build massive and current reliable bank of data. This support communications narrow casting and use of hitherto impossible and inconceivable media to communicate with the target audience.
5. Increase emphasis on non-orthodox media; the recent emphasis on non-orthodox media can be said to have risen out of the increased cost of the traditional mass media and unceasing rise in the sophistication and information need of organizational stakeholders. Firms tend therefore to choose media that will permeate its diverse stakeholders at the same time maintain consistency and economy.

2.11 THEORIES OF MARKETING COMMUNICATIONS

Theory could be defined as a formal set of ideas that is intended to explain why something happens or exist. It is a systematic description of natural phenomenon presented in such a way that the interactions are specified.

The following are the theories of marketing communication:

Agenda setting theory

Expectancy violations theory

Social exchange theory

Cognitive dissonance theory

Uses and gratification theory

Symbolic interaction theory

Standpoint theory

Agenda setting theory: Maxwell McCombs and Donald Shaw introduced agenda setting theory in 1972 in their ground breaking study of the role of the media in 1968 presidential campaign in Chapel Hill, North Carolina, USA. Agenda setting theory basically is of the view that the media to a large extent have influence on audience, by their choice of what stories to consider newsworthy and how much prominence and space to give them. The media agenda is a set of issues addressed by media sources and public agenda which are issues the public consider important (Miller, 2005).

Expectancy violations theory: Burgoon (1978) sees expectancy violations theory as the exchange of information, which is high in relational content and can be used to violate the expectations of another which will be perceived as either positively or negatively depending on the liking between the two people. This theory examines how non-verbal messages are structured. The violation may be perceived with favourably or unfavourably depending on the perception the receiver has of the violation. Violating another's expectations may be a strategy used over that of conforming to another's expectations.

Social exchange theory: Theorists in social exchange posit that self interest is not necessarily a bad thing and that it can actually enhance relationships. According to Thibault and Kelly (1952), "Social exchange theory is a theory based on the exchange of rewards and costs quantify the values of outcomes from different situations for an

individual". People strive to minimize costs and maximize rewards and then base the likeliness of developing a relationship with someone on the perceived likely outcomes. When these outcomes are perceived to be greater, we disclose more and develop a closer relationship with that person.

Cognitive Dissonance theory: Cognitive dissonance theory argues that experience of dissonance (or incompatible beliefs and actions) is aversive and people are highly motivated to avoid it. In their efforts to avoid feelings of dissonance, people will avoid hearing views that oppose their own, change their beliefs to match their actions and seek reassurance after making a difficult decision.

Uses and Gratification Theory: This theory explains why people choose and use certain media forms. The theory emphasizes a limited effect of the media on their audiences, because audience is able to exercise control over the media. Users take an active part in the communication process and are goal oriented in their media. The theorists said that a media user seeks out a media source that best fulfils the needs of the user. Uses and gratifications assume that the user has alternative choices to satisfy their need.

Symbolic Interaction Theory: Symbolic interaction holds the principle of meaning as central in human behaviour. This theory suggest that people are motivated to act based on the meanings they assign to people, things and events. Humans act towards people and things based upon meanings that they have given to those people or things.

Standpoint Theory: This theory posits that people are situated in specific social hierarchy. Griffen (2000) posited that individual experiences knowledge and communication behaviours are shaped in large part by the social groups to which they belong. Example when two persons are members of the same social group, they will share a perspective or standpoint.

2.12 EFFECTS OF CIGARETTE AND ALCOHOL CONSUMPTION

Every food or drug consumed has effects to the human body system, and sometimes such effects are adverse. In Nigeria, the emergence of National Agency for Food and

Drug Administration Commission, NAFDAC, has ensured that the manufacturing and/or importation, transportation, storage and sales of foods, drugs, cosmetics and other related products are monitored towards safeguarding the health of the nation. To this end, NAFDAC requires that manufacturers disclose all ingredients on product labels, and that manufacturers give consumers complete information by ensuring that product are labeled truthfully with the information consumers need to use the products properly.

2.12.1 Health Implication of Cigarette and Alcohol Consumption

The current available medical evidence (Sellman et al, 2009) suggests that any health benefits from alcohol and cigarette are debatable. Concerns have been raised that the alcohol industry has been involved in exaggerating the health benefits of alcohol. As noted by Sinkiewicz and Weglarz (2009), many health authorities recommend use of alcohol in low doses, although other health authorities do not recommend the limit on the amount of alcohol that should be consumed. But whether alcohol consumption should actually be recommended is still controversial. Some experts argue that the benefits of moderate alcohol consumption may be outweighed by other increased risks, including those of injuries, violence, fetal damage, and certain forms of cancer, liver disease and hypertension. Anderson and Allebeck (2005) oppose recommending moderate alcohol consumption in spite of the apparent health benefit of moderate consumption. To him, such recommendation may lead to an increased risk of alcohol abuse, particularly among the young.

In the same vein, the United States Centre for Disease Control and Prevention on September 2007, documented that nicotine the primary psychoactive chemical in cigarette, is addictive. According to the body, cigarette use by pregnant women has been shown to cause birth defects (which include mental and physical disability). In summary, on average, each cigarette smoked shortens lifespan by 11 minutes and half of smokers die early of tobacco-related disease (Boreham et al, 2004).

2.12.2 Psychological Implication of Cigarette and Alcohol Consumption

A concluded research by Dunlap (2007) shows that the brain is the organ that is most affected by alcohol, and proves that it is being damaged through the drinker's behaviour changes and emotional distress. He identified three noticeable effects of alcohol injury to the brain to include memory loss, confusion, and augmentation. (Augmentation is a physiological response to alcohol which results in hyper-alertness to normal situations, perceiving light as brighter or sounds as louder than usual, or the drinker's becoming extremely sad or angry for no apparent reason). The drinker's rapid mood swings and emotional and behavioural instability can be brought under control by stopping drinking.

Other psychological effects of cigarette and alcohol consumption as identified by Dunlap (2007) include:

- Blackouts: This is loss of memory for a period during drinking.
- Learning behaviour syndrome: When behaviour is learned under the influence of alcohol, the drinker sometimes must re-learn that behaviour after stopping drinking.
- Difficult to think clearly or flexibly.
- Irritability, anxiety, and restlessness: all caused by the irritant effects of alcohol.

2.12.3 The Socio-economic Implication of Cigarette and Alcohol Consumption.

While tobacco and alcohol are legal products, the harm created by their consumption ends up killing or disabling more than half a million people annually and costing much money on health care (Arens, Arens and Weigold, 2008).

The following cardiovascular diseases with their adverse social and economic effects were identified by Camargo, Stampfer and Glynn (1997).

- Peripheral arterial disease (PAD),
- Heart attack and stroke,
- Cardiomyopathy, etc.

Peripheral Arterial Diseases: Moderate alcohol consumptions appear to decrease the risk of PAD in apparently health men. (Paassilta et al, 1998). In the words of Camargo et al, (1997), moderate alcohol consumption was inversely associated with peripheral diseases in women but not in men. Residual confounding by smoking may have influenced the results. That an inverse association among nonsmokers was found between alcohol consumption and peripheral arterial diseases in both men and women.

Heart attack and stroke: Drinking in moderation has been found to help those who have suffered a heart attack survive it. However, excessive alcohol consumption leads to an increased risk of heart failure. A review of the literature found that half a drink of alcohol offered the best level of protection. It was however, noted that at present there have been no randomised trails to confirm the evidence which suggests a protective role of low doses of alcohol against heart attack. There is an increase risk of hypertriglyceridemia, cardiomyopathy, hypertension, and stroke if 3 or more standard drinks of alcohol are taken per day (Djousse and Gaziano, 2008).

Compared to abstaining, drinking in moderating is associated with an increased risk of stroke. Light drinking offered no benefits in prevention of stroke (Kloter and Rezkalla, 2007).

Cardiomyopathy: Large amount of alcohol can lead to alcoholic cardiomyopathy, commonly known as *holiday heart syndrome*. Alcohol cardiomyopathy presents in a manner clinically identical to idiopathic dilated cardiomyopathy, involving hypertrophy of the musculature of the heart that can lead to a form Cardiac arrhythmia. The Pathophysiology of alcohol cardiomyopathy has not been firmly indentified, but certain hypotheses cite an increased secretion of epinephrine and norepinephrine, increased symphathetic output or a risk in the level of plasma free fatty acids as possible mechanisms (Saremi and Arora, 2008).

2.13 SOCIAL MARKETING

Social marketing is defined as the systematic application of marketing, along with other concepts and techniques to achieve specific behavioural goals for a social good, National Social Marketing Centre (2006). Social marketing can be applied to promote merit goods, or to make a society avoid demerit goods and thus to promote society's well being as a whole. Example, people may be asked not to smoke in public areas, asking them to use seat belts, or prompting to make them follow speed limits. The primary aim of social marketing is "social good". Just like in the case of cigarette and alcohol consumption the primary aim of this social marketing is to protect the interest of the society at large both consumers and non-consumers of these dangerous product.

2.13.1 Application of Social Marketing in Health Promotion

In the late 1980's, health promotion campaigns began applying social marketing in practice. Notable early developments took place in Australia, and these campaign included the Victoria Cancer Council developing its anti-tobacco campaign "Quit" (1988), and "Sunsmart" (1988), it's campaign against skin cancer which had the slogan slip! slop! slap! (VicHealthHistory, 2006).

Worksafe Victoria, a state-run occupational Health and safety organization in Australia has used social marketing as a driver in it's attempts to reduce the social and human impact of workplace safety failings. In 2006, it also ran "Homecomings", a popular campaign that was later adopted in New South Wales, Queensland and Western Australia, and named the 2007 Australia Marketing Institute Marketing Program of the year (VicHealthHistory, 2007). On a wider front, by 2007, government in the United Kingdom announced the development of its first social marketing strategy for all aspects of health.

Two other public health applications include the CDC's CDCynergy training and software application, and SMART (Social Marketing and Assessment Response Tool). Social marketing theory and practice has been progressed in several countries such as the US, Canada, Australia, New Zealand and the UK, and in the latter a number of key Government policy papers have adopted a strategic social marketing

approach. There were a lot of publications made that represents steps to achieve both a strategic and operational use of social marketing. Such publications are “Choosing Health” in 2004, “It’s our health in 2006; and “Health Challenge England” in 2006, all represents steps to achieve both a strategic and operational use of social marketing. (UK Department of Health, 2004).

2.13.2 Types of Social Marketing

The following are the types of social marketing:

1. Social marketing that uses the benefits of doing social good to secure and maintain customer engagement. The distinguishing feature here is therefore it’s primary focus on social good, and not a secondary outcome.
2. Social marketing where the focus is on achieving specific behavioural goals with specific audiences in relation to different topics relevant to social good eg. Health, sustainability, recycling etc. good example of this type of social marketing is a social marketing campaign that promotes and reminds people to get regular check-ups and all of their vaccinations when they are supposed to encourage a long-term behaviour change that benefits society.
3. Another is social marketers, dealing with goals such as reducing cigarette smoking or encouraging condom use, have more difficult goals to make potentially difficult and long-term behavioural change in target populations.
4. Social marketing that applies a “customer oriented” approach and uses the concepts and tools used by commercial marketers in pursuit of fund raising for (NGOs) Non-governmental organizations.

2.13.3 Essential Components of Social Marketing

Craig lefebvre and June Flora introduced social marketing to the public health commentary in 1988 and it has been most widely used and explored (Lefebvre and Flora 1988). They noted that there was a need for “large scale, broad-based, behaviour change focused programs” to improve public health (the community wide prevention of cardiovascular diseases in their respective projects. They outlined eight essential component of social marketing that still hold today.

1. A consumer orientation to realize organizational (social) goals
2. An emphasis on the voluntary exchange of goods and services between providers and consumers
3. Research in audience analysis and segmentation strategies
4. The use of formative research in product and message design and the pretesting of these materials.
5. An analysis of distribution (or communication) channels.
6. Use of marketing mix-utilizing and blending product, price, place and promotion characteristics in intervention planning and implementation.
7. A process tracking system with both integrative and control functions.
8. A management process that involves problem analysis, planning, implementation and feedback function.

2.14 ADVERTISING CAMPAIGN

According to Nwosu & Nkamnebe (2006) Advertising Campaign are the series of sequential, persuasive campaign and other activities that are carefully planned, coordinated, implemented, monitored and evaluated over a period of time with the aim of facilitating the marketing/sales of product, service, idea, persons or institution.

2.14.1 Advertising Campaign Process

Advertising campaign process is the step to step activity that the advertising agency must embark on if he must carry out a good campaign. Nwosu (2001), enumerator the following “loaded” 10 steps of advertising campaign planning and execution.

1. Research (e.g consumer x media analysis)
2. Setting the advertising objectives
3. Coming up with a plan of Action and a budget
4. Developing media plan and strategies
5. Developing the advertising message and producing them
6. Advertising campaign implementation
7. Coordination
8. Monitoring

9. Evaluation
10. Planning for future campaign

Research: The Advertising agency first and for most start with the research, this he does by gathering information or situation analysis. He does this after studying and receiving brief from the client. Research here, has to do with organized gathering of all kinds of information and data that will help him in one way or the other to the planning and execution of advertising campaign. This information could be primary or secondary data, which ranges from simple informal data collection from various sources to very sophisticated and systematic data. It may also range from consumer or market data, media data etc.

The client's brief is stated thus: 5Ws + IH which are:

- What – product, service, idea
- Who – buys the product?
- When – do they need the product?
- Why – do they need the product?
- Where – do they buy the product?
- How – do they use the product?

2.14.2 Setting the Advertising Objectives

The advertising agency move to step two which is the advertising objectives. He spells out the objectives which he will be guided within achieving the advertising campaign. The advertising practitioner designs and set his objective to be related very closely with the marketing objectives of client.

Russell Colley (1961) enumerated models which Advertising practitioner may apply in stating the objectives; this is DAGMAR which means. Defining Advertising Goals for measuring advertising Result. Also AIDA model, which means

- A – Attention
- I – Interest
- D – Desire
- A – Action

He may also apply the SMARTER model by Nwosu (2003) to ensure good and required standards in objective setting.

S – Simplicity

M – Measurability

A – Attainability or Achievability

R – Reasonableness and Reliability

T – Time bound

A – Adjustability or Flexibility.

Advertising pyramid is another model to be used in setting advertising objectives. Advertising pyramid provides further insight on how realistic objectives can be developed; a demonstration of the pyramid will suffice Nwosu and Nkamnebe, (2006).

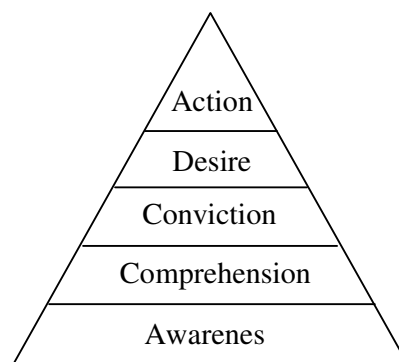


Fig 2.3: The Advertising Pyramid
Source: Nwosu and Nkamnebe, (2006).

Arens, Arens and Weigold (2008) opine that the advertising pyramid depicts the progression of advertising effects on mass audiences – especially few new products.

The initial messages promote awareness of the product to a large audience (the base of the pyramid). But only a percentage of this large group will comprehend the products benefits of that group, even fewer will go on to feel conviction about then desire for the product. In the end, the number of the people aware of the product compares to the number of people who take action is usually quite small.

Plan of Action and Budgeting: When the Advertising practitioner sets the objectives, he now come up with concrete plans of actions usually related to

communication actions involved in advertising campaign. These actions could be internal or external (outside) the organization.

Budgeting is all about market survey. The advertising practitioner is also expected to do initial market survey to be able to come up with good knowledge of all costs that must be incurred during the campaign. Advertising proportion comes to play; this means the agreement between the advertiser or the client and advertising agency on the total amount to be spent in the advertising campaign. It is very necessary because when agree upon and broken down, it covers the various activities in the campaign in the process of budgeting.

Development Media Plan Advertising Strategies: This stage is where you develop media plan, and also the specific media strategies to be used or employed. All these things will be defined in this stage. In application, you need to involve careful advertising media decision making and media selection, media mixing and media scheduling.

You also make good use of data that is collected at the research stage that is handy. Also, a good knowledge by the media landscape in the country or market concerned will be extremely useful including a good multimedia approach all for the success in advertising campaign.

Developing and Producing the Advertising Messages: Advertising messages is the same as advertisements. When the advertising agency finished selecting the media plan in stage four above, he will be required to conceptualize, prepare and produce the advertisement for each of the media selected. This has to do with the developing and producing advertisements for the above-the-line media and that of the below-the-line media which were selected.

Here, creativity thinking is very much required. This is done by the creative director. He and his team are usually the leaders in advertising messages, advertising copies, or advertisement conceptualization and development. He later goes for pretest with a sample of the target audience or market.

Advertising Campaign Implementation and Execution: At this stage. The work is fully developed. You ensure that you hit the right target market. You make use of the advertisement and the entire “war machine” like sales promotions, public relations, advertising into the dynamic market. This “war” moves according to plan.

Coordination: Coordination is an important process in advertising campaign planning and execution. This has to do with coordinating every various participants in the campaign plan, the media activities and other campaign activities. This is to ensure that none deviates from the major theme of the campaign. This coordination also involves the messages.

Monitoring: After the sixth stage which is advertising campaign implementation or execution is still on the process, you talk about monitoring. These they do to monitor if the media paid for is actually what is used even at the right time and on the right target market or audience. Monitoring helps the advertising agency to discover any possible lapses in the campaign so to make necessary adjustments before it becomes late.

Evaluation: This is the step nine which is also known as evaluation research stage. Here you gather information on the various aspect of advertising in order to assess how effective or ineffective the part or the entire campaign is. It is a method of getting feed back from the target audience. Evaluation is very necessary because it helps the advertising agency to learn from his past mistakes etc.

Planning for Future Campaign: Haven coordinated monitored and evaluated, the advertising practitioner test the campaign if good or bad. If there are experience and lessons learnt these will help him plan for future and even better campaign. At this stage, he makes very good use of ICT to store data for future.

2.15 ENVIRONMENTAL FACTORS AFFECTING CONSUMPTION OF CIGARETTE AND ALCOHOL.

Environmental factor consist of the actors and forces outside marketing that affect marketing management ability to build and maintain successful relationship with target customers. This includes micro and macro.

The microenvironment includes all the actors close to the company that affects its ability to serve its customers – the company, suppliers, marketing intermediating customer markets, competitors and publics. Macro environment on the other hand consist of the larger societal forces that affect the microenvironment demographic, economic, natural, technological, political and cultural forces.

Some of these factors like the macro environment factors could lieur one into consumption of cigarette and alcohol thereby ignoring the advertising messages transmitted through the media. For example demography, this is the study of human populations in terms of size, density location, age, gender, race, occupation and other statistics. Some people today consume cigarette or alcohol or both because of the nature of their job, peer group influence, environment (location) where they resides etc. Eg the riverine areas like the Ijaws who live very close to rivers consume a lot of alcoholic drinks to keep their system warm.

Economic environment; Are the factors that affect consumer buying power and spending patterns. Changes in one's income could also lieur one into consumption of cigarette and alcohol. That means he can spend and buy as many drinks as possible because his income is speaking for him. (See major forces in the company's macro environment).

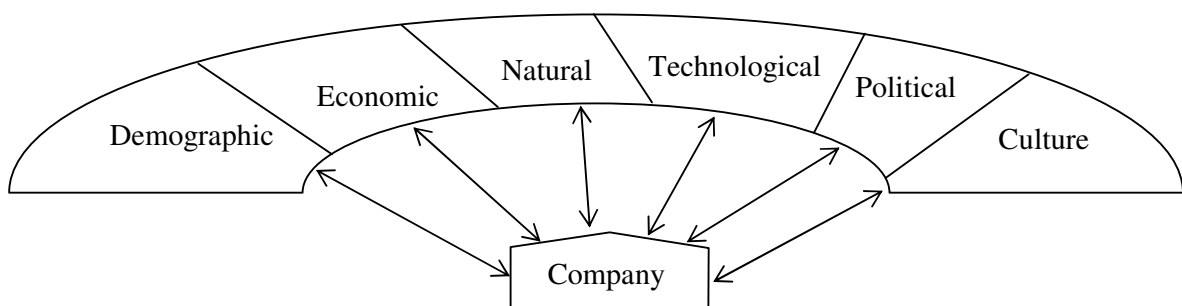


Fig 2.4: major forces in the company's macro environment
Source: Kotler and Amstrong (2010)

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CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

Research methodology can be best described as a map. The researcher draws the map; the map drives the researcher. Thus, research methodology provides the needed technical framework for carrying out the research work. As Agbonifoh and Yomere (1999) noted, research methodology is those methods, procedures or modalities by which the researcher intends to accomplish the objectives of his/her research projects.

Specifically, this chapter presents the methods and principles to be employed to effectively collect data so as not to undermine the reliability of the findings.

3.2 Research Design

A research design generally is a plan that guides the researcher in the various stages of the research process. It is the embodiment of what, where, how, when and by what mean of the research. Nwana (1981) defines a design as a plan or structure of any aspect of the research procedure.

The researcher used the descriptive survey method, which uses structured questionnaire and interview in gathering of primary data from respondents. The respondents of this research work are male and female dwellers in Enugu East, Enugu North and Enugu West senatorial districts. The researcher considered both males and female as the interest group of this study. Therefore, the population of all adult between the ages of 18 and above 75 was used.

3.3 Method of Data Collection

Basically, there are two sources of data (primary and secondary sources) and this research work adopted both.

Secondary data represent those documented or/are published literature (paper and electronic), journals, directories, research reports, government documents, institutions publications, and other forms of documentation that exist prior to, and are used in the course of this project work. The use of secondary data helped to establish theoretical framework for the research as well as giving the research a proper perspective.

Primary data, on the hand, are fresh and first-hand information gotten from the population of the study and for the purpose of this research. In collecting data, structured questionnaire and interview were used. The structured questionnaire was used to elicit the needed information from the population of study. And interview was used to minimize the level of bias and ambiguity that arised from the structured questionnaire.

3.4 Pilot Survey

Pilot survey is a small-scale research. The researcher carried out a pilot survey in other to determine the accuracy of the problem of study. The questionnaire was administered to 30 respondents, ten (10) each to consumers in Enugu east, Enugu north and Enugu west senatorial districts. The questionnaire was administered and collected, it was observed that 25 respondents understood the content of the questions filled it and returned, while only 5 respondents returned the questionnaire unfilled due to time factor. That is to say that 83.3% of the respondents understood the questions and answered correctly, while 16.7% did not answer the questions because of time factor.

The researcher re-administered the questionnaire the second time then 28 understood the questions and responded very correctly, while 2 respondents did not understand the questions and did not fill appropriately. Therefore, 93.3% of the respondents answered the question correctly while 6.7% did not answer the questions correctly. The researcher conducted the pilot survey in order to establish the reliability of the research instrument.

3.5 Area of the Study

This work considered consumers of cigarette and alcohol in major towns of Enugu State in order to give adequate study. These include: Agbani, Awkunanaw, Ehamufu, Nsukka, Orba, Aku, Udi/9th Mile, Achi, Agwu, Ndiabo all in Enugu East, Enugu

North and Enugu West Senatorial Districts. The researcher targeted these towns because of highly concentration of motor parks, schools (secondary and tertiary institutions) and big markets where they sell, buy and consume cigarette and alcohol.

3.6 Population of the Study

The population of any study represents the entire set of individuals or objects of interest or the measurement obtained from all individuals or objects of interest (Lind, Marchal and Wathen, 2005). In the case of this study, the population of interest includes all the adults male and female in Enugu State. From the National Population Commission Projection 2010 and the population figure of all adults in Enugu State between the ages of 18 and above 75 is 1,841,618 (one million eight hundred and forty one thousand six hundred and eighteen). This cut across all gamut of occupation.

Table 3.1: Projected Mid-Year Population by Age and Sex (all adult) in Enugu State 2010.

Age-Groups	Males	Female	Both
18 – 24	243,540	267,427	510,967
25 – 34	235,908	252,241	488,149
35 – 44	137,207	186,604	323,811
45 – 54	101,174	149,366	250,540
55 – 64	76,713	79,601	156,314
65 – 74	44,036	35,193	79,229
75 +	18,739	13,869	32,608
Total	859,317	984,301	1,841,618

Source: National Population Commission Projection 2010

3.7 Sample Size Determination

The researcher determined the sample size using the following statistical formular: (Yamane, 1967).

$$n = \frac{N}{1+N(e^2)}$$

Where

- n = sample size
- N = population
- 1 = constant
- e = error margin = 0.05

$$\begin{aligned}
\text{Therefore, sample size } n &= \frac{1,841,618}{1+1,841,618 (0.05)^2} \\
&= \frac{1,841,618}{1+1,841,618 (0.0025)} \\
&= \frac{1,841,618}{1+4604.05} \\
&= \frac{1,841,618}{4605.05} \\
&= 399.9127045 \\
&= 399.91 \\
&\approx 400
\end{aligned}$$

3.8 Sampling Techniques

The researcher adopted judgmental sampling method in determining the number of respondents from each town. The judgment was based on the population disparity of the towns. Afterwards, each population was selected using purposive sampling techniques. (See table 3.2 below)

Table 3.2 Customer Selected and Questionnaire Distributed

S/N	Senetorial Districts	Towns	No. of Questionnaire to be Distributed	Percentage of Questionnaire to be Distributed
	Enugu East			
1		Agbani	45	11.25
2		Awkunanaw	40	10
3		Ehamufu	45	11.25
	Enugu North			
4		Nsukka	45	11.25
5		Orba	40	10
6		Aku	35	8.25
	Enugu West			
7		Udi/9 th Mile	45	11.25
8		Achi	35	8.75
9		Agwu	35	8.75
10		Ndiabo	35	8.75
		TOTAL	400	100

3.9 Validity Test

Validity refers to the degree to which an instrument measures that which it was meant to measure. The researcher's supervisor vetted the questionnaire over and over again and confirmed that it covered the objective of the study, the content area and also appropriateness of language usage. Some irrelevant questions were removed while the relevant ones were accepted by the researcher's supervisor. Again the supervisor suggested some questions that were omitted by the researcher and they were added.

The instrument was retested the second time, and then the researcher was convinced of the validity of the instrument. After the pretest the researcher also interviewed some of the respondents on other issues related to the study that were not contained in the questionnaire. The researcher was convinced that the instrument was very good.

3.10 Reliability Test

Reliability is concerned with whether a particular technique applied repeatedly to the same object, would yield the same result each time. A test is said to be reliable to the degree that it measures accurately and consistently, yielding comparable results when administered a number of times. The test-retest method of questionnaire administration was used by the researcher for pilot survey twice to 30 respondents to ensure the consistency of the instrument. The instrument is said to be very strong if the correlation coefficient is greater than or equal to 0.7. Spearman's Rank correlation coefficient was used to obtain the result.

$$P = 1 - \frac{(6\sum dI^2)}{n(n^2-1)}$$

Where P = Spearman's rank correlation coefficient

d = difference in rank x_i and rank y_i

n = sample size.

$$P = 1 - \left(\frac{6(374)}{30(30^2 - 1)} \right)$$

$$P = 1 - \left(\frac{(2,244)}{30(900 - 1)} \right)$$

$$P = 1 - \left(\frac{2,244}{27,000 - 1} \right)$$

$$P = 1 - \left(\frac{2,244}{26,999} \right)$$

$$P = 1 - 0.0831142$$

$$P = 0.9168858$$

Therefore, the researcher arrived at 0.9168858, which means that the instrument is very strong. See appendix “D” for computed values.

3.11 Data Presentation and Analysis

Collected data were presented using tables, bar charts and simple percentages as descriptive statistical tools. While inferential statistical tools like Friedman Chi-square test, Z-test and linear regression, were used in analyzing the data. However, the analysis was done with the aid of computer software-SPSS.

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CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter provides descriptive and inferential statistics; table, graphs, the regression, correlation analysis, Friedman Chi-square, Z-test and the results of the hypothesis.

According to Olakunori (2002), presentation of data is the formal display of the data collected and collated in the research, coupled with the brief explanation or interpretation on the pattern of response to each variable. Keller and Werrack (2003) opined that it involves arranging, summarizing and presenting a set of data in such a manner that the meaningful essentials of the data can be produced and interpreted.

Data analysis involves making sense out of the numerical values obtained through the collection process (Eboh 2007). It is the creative process, which employs exploratory, descriptive and inductive techniques to examine the nature, pattern and relationship of data. Data analysis is carried out by the use of statistics, which involves manipulation of numbers.

4.2 Presentation and Interpretation of Data

The responses of consumers of cigarette and alcohol were gathered through the use of questionnaire and interview.

Table 4.1 Questionnaire Distribution/Return

Senatorial Districts	Towns	No.of questionnaire distributed	Returned questionnaire	Unreturned questionnaire
Enugu East.	Agbani	45	36	9
	Awkunanaw	40	35	5
	Eha-amufu	45	39	6
Enugu North	Nsukka	45	41	4
	Orba	40	38	2
	Aku	35	31	4
Enugu West	Udi/9 th mile	45	37	8
	Achi	35	32	3
	Awgwu	35	30	5
	Ndiabo	35	33	2
Total		400	352	48

Source: Researcher's fieldwork 2011

From the table above, out of 400 questionnaire distributed 352(88%) were returned while 48(12%) were not returned.

Table 4.2 Response of Customers to whether they smoke cigarette or drink alcohol

Options	Frequency	Percentage
Smoking cigarette	72	20.4
Drink alcohol only	90	25.5
Consume both	138	39.2
None of the above	52	14.7
Total	352	100

Source: Researcher's fieldwork 2011

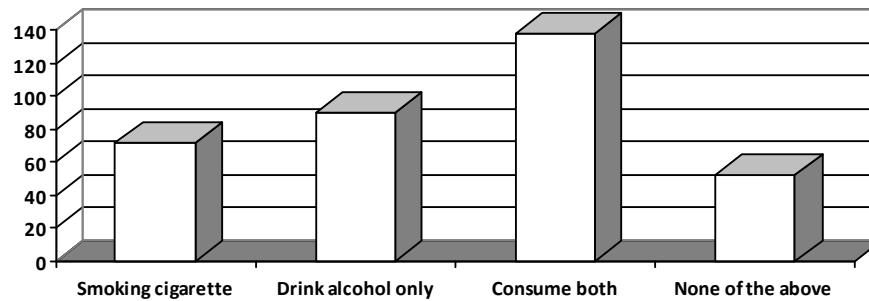


Fig. 4.1. Response of customers to whether they smoke cigarette or drink alcohol

Source: Data Analysis (Microsoft Excel)

From the table above, 72(20.4%) respondents, indicated that they smoke cigarette only, 90(25.5%) said they drink alcohol only 138(39.2%) said they consume both while 52(14.7%) said they neither smoke cigarette nor drink alcohol. Therefore 300 respondents accepted consumption of these products while 52 respondents said none. That is to say that the consumption rate of these dangerous products is really on the increase.

Based on the information stated, 52 respondents who said that they neither smoke cigarette nor drink alcohol were automatically withdrawn from this sample. This means that the researcher is working with sample size of those that accepted the consumption of these products and the sample is 300. This was used as dependent variable in testing hypothesis two.

Table 4.3 Respondent's residence

Residence	Frequency	Percentage
Enugu-East Senatorial Zone	93	31
Enugu-North Senatorial Zone	93	31
Enugu_West Senatorial Zone	114	38
Total	300	100

Source: Researcher's fieldwork 2011

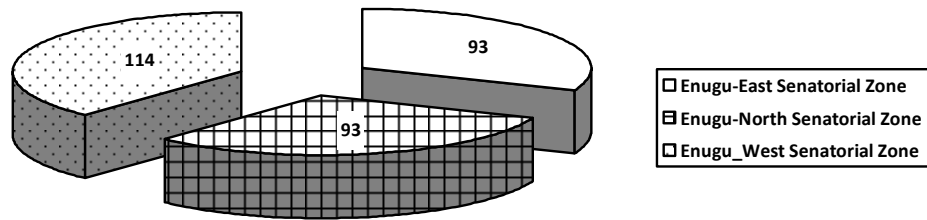


Fig. 4.2. Respondent’s residence
 Source: Data Analysis (Microsoft Excel)

The table above revealed that 93 (31%) respondents (consumers) are living in Enugu-East, 93 (31%) are living in Enugu North while 114(38%) are living in Enugu West.

4.3 QUESTIONNAIRE ANALYSIS AND DISCUSSION OF FINDINGS

Table 4.4. Sex of the Respondents

Sex	Frequency	Percentage
Male	268	90
Female	32	10
Total	300	100

Source: Researcher’s fieldwork 2011

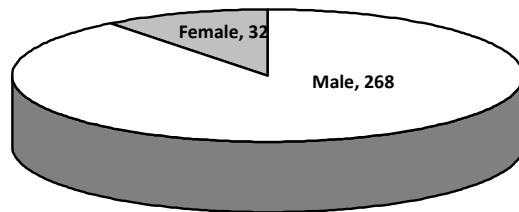


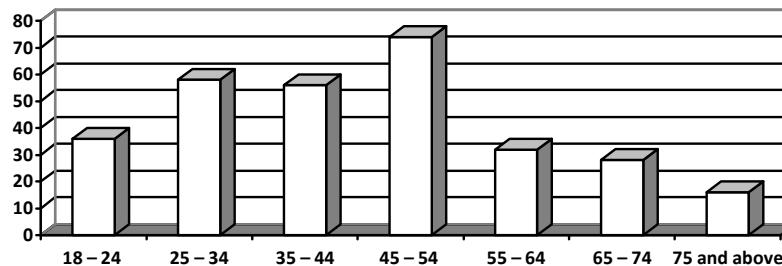
Fig. 4.3. Sex of the respondents
 Source: Data Analysis (Microsoft Excel)

The table 4.4, above shows the gender of the respondents. Out of the 300 respondents, 268(90%) are male while 32 (10%) are female. It signifies that there are more of male consumers of cigarette and alcohol than the female ones. The advice in this result is that the advertising messages and other IMC campaigns should be directed more to the male folks in the society to enable them reduce this consumption.

Table 4.5. Respondent's age range

Age	Frequency	Percentage
18 – 24	36	12
25 – 34	58	19.3
35 – 44	56	18.6
45 – 54	74	24.6
55 – 64	32	10.6
65 – 74	28	9.3
75 and above	16	5.3
Total	300	100

Source: Researcher's fieldwork 2011

**Fig. 4.4. The Respondent's Age Range**

Source: Data Analysis (Microsoft Excel)

Table 4.5 above shows the age group of the respondents. Out of the 300 respondents, 36 (12%) are between 18-24, 58 are between 25-34 (19.3%), 56 are between 35-44 (18.6%), 74 are between 45-54 (24.6%), 32 are between 55-64 (10.6%), 28 are between 65-74 (9.3%) while 16 are 75 and above (5.3%). From the Table and the graph, it shows that respondents between the age of 45-54 consume more of these products than other age groups. This may be due to the fact that they are mainly working class and independent with enough income to indulge in the consumption of these products at will. The age range of 18-24 and 25-34 are teenagers and young adults mainly consume these products due to peer influence. The age range of 55-64 and 65-74 have high health risk. Most of them are advised in hospitals to avoid high intake of alcohol and cigarette smoking due to high risk of the substances to their health.

Table 4.6. Marital Status of the Respondents

Marital	Frequency	Percentage
Single	96	32.0
Married	169	56.3
Widow	7	2.3
Widower	16	5.3
Divorced	12	4.0
Total	300	100

Source: Researcher's fieldwork 2011

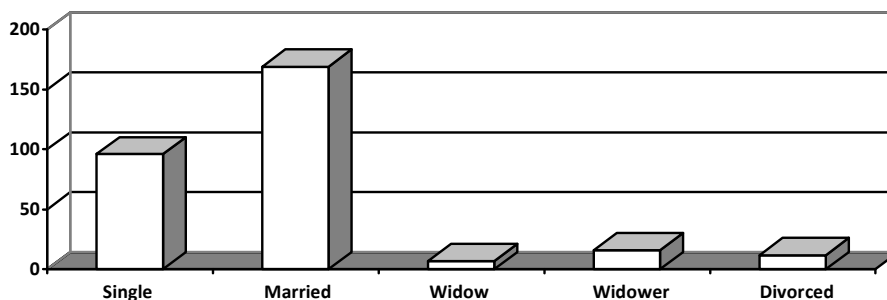


Fig. 4.5. Marital Status of the Respondents
Source: Data Analysis (Microsoft Excel)

Table 4.6 above shows the marital status of the respondents. Out of the 300 respondents, 96(32%) are single, 169(56.3%) are married, 7(2.3%) are widow, 16 (5.3%) are widower while 12 (4.0%) are divorced. This shows that married people consume these products more than the rest of the respondents. This result would help in channeling IMC campaign to the families, to target couples concerning the high risk involved the consumption of these products. The entire family members should be educated because the single, married, widow, widower, and divorced belong to one family or the other. Therefore, serious efforts should be made regarding the health risk involved in consumption of these products to avoid losing their loved ones and becoming a menace to the society.

Table 4.7. Income Status of the Respondents

Income	Frequency	Percentage
Less than 20,000	52	17.3
20,000-50,000	95	31.6
51,000-70,000	64	21.3
71,000-100,000	56	18.6
101,000-150,000	20	6.6
151,000 and above	13	4.3
Total	300	100

Source: Researcher's: fieldwork 2011

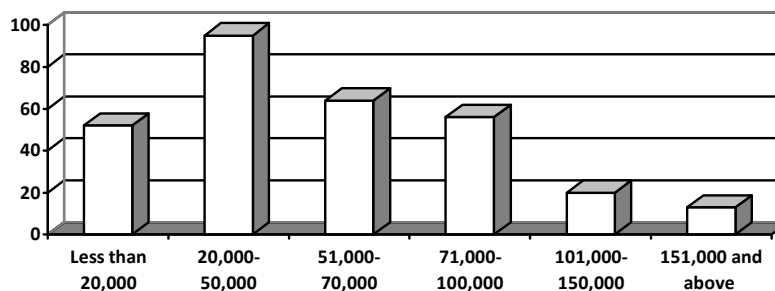


Fig.4.6. Income Status of Respondents
Source: Data Analysis (Microsoft Excel)

Table above shows the income status of the respondents. Out of the 300 respondents, 52 (17.3%) earn less than N20,000, 95 (31.61%) earn N20,000 – N50,000, 64 (21.3%) earn N51,000 – N100,000, 56 (18.6%) respondents earn N71,000 – N100,000, 20(6.6%) earn N101,000 – N150,000, while 13(4.3%) earn N151,000 and above. Income of a consumer plays a very vital role in determining his purchasing power. But despite different ranges of income, the respondents still consume these products because most of the common products are not expensive to buy.

Table 4.8. Responses of the Consumers on how long they have been consuming cigarette and alcohol.

Options	Smoking	Drinking	Both	Total	Percentage
Less than 1year	16	14	30	60	20.0
1year – 5years	36	40	40	116	38.6
6years – 10years	16	20	40	76	25.3
11 – above	4	16	28	48	16.0
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

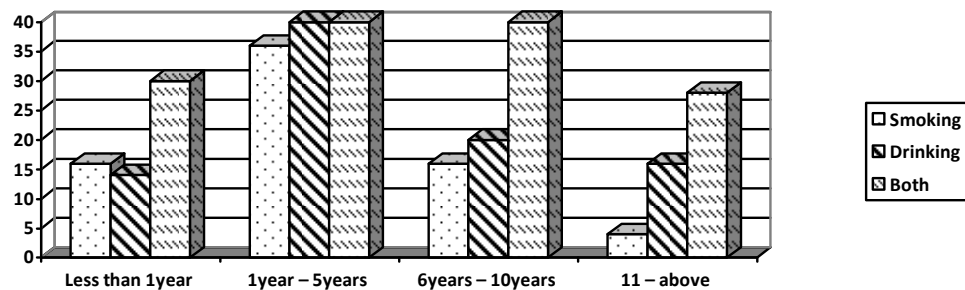


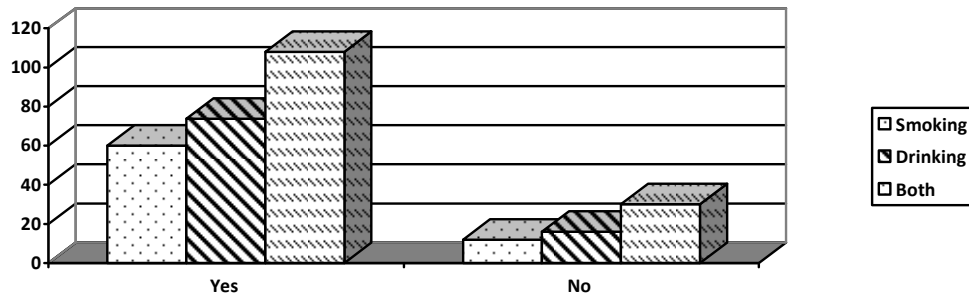
Fig. 4.7. Responses of the Consumers on how long they have been consuming cigarette and alcohol
Source: Data Analysis (Microsoft Excel)

The table above shows the responses of the respondents on how long they have been smoking cigarette and drinking alcohol. Out of the 300 respondents, 60(20%) have consumed these products for less than a year, 116(38.6%) between 1 year – 5years, 76 (25.3%) between 6 years-10 years while 48 (16%) have consumed these products between 11 years and above. Alcohol and cigarette are products that consumers easily get addicted to. The early starters especially the youths and the middle aged tend to be heavy drinkers and smokers and tend to stay long on them. With reference to the table and the graph, from the first year to the 10th year shows that the consumers are still enjoying it without any health problems but above 10 years tends to be lower may be due to health related issues and risk. This equally shows that campaigns against the use of these products are not effective.

Table 4.9. Influence of Customers' income on consumption of cigarette and alcohol.

Options	Smoking	Drinking	Both	Total	Percentage
Yes	60	74	108	242	80.6
No	12	16	30	58	19.3
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

**Fig. 4.8. Bar chart on Influence of Customers' income on consumption of cigarette and alcohol.**

Source: Data Analysis (Microsoft Excel)

The above table shows the responses of the respondents on whether their income level influences smoking of cigarette and alcohol intake. Out of the 300 respondents, 242 (80.6%) affirmed that income influences cigarette smoking and alcohol intake, while 58 (19.3%) did not agree. This indicated that the level of income has a significant effect on the consumption of these products, judging by the responses. Meanwhile, those that answered "No" are likely to be those that believe in the availability of the products in different varieties and that cigarette are cheap to buy including some other alcoholic drinks.

Table 4.10. Influence of price increase on customers consumption rate of cigarette and alcohol.

Options	Smoking	Drinking	Both	Total	Percentage
Yes	11	23	30	64	21.3
No	61	67	108	236	78.6
Total	72	90	138	280	100

Source: Researcher's Fieldwork 2011

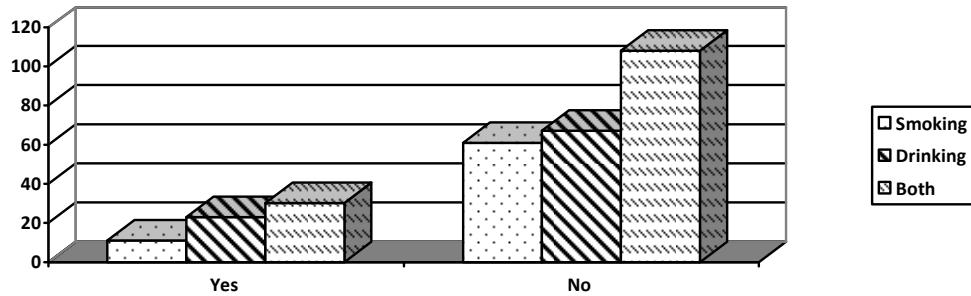


Fig. 4.9. Bar Chart on Influence of price increase on Customers consumption rate of cigarette and alcohol.

Source: Data Analysis (Microsoft Excel)

From the above table it indicates that out of 300 respondents, 64(21.3%) said that increase in the price of these products affects their consumption while 236(78.6%) said that price does not have any effect on their consumption.

Table 4.11. Influence of environmental factors on cigarette and alcohol consumption.

Options	Smoking	Drinking	Both	Total	Percentage
Yes	68	80	114	262	87.3
No	4	10	24	38	12.6
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

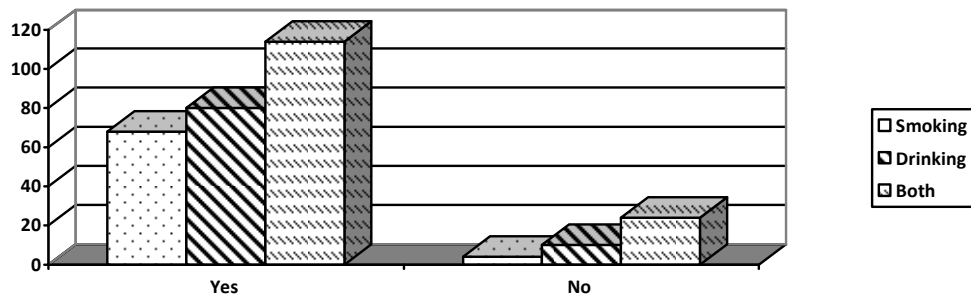


Fig.4.10. Bar chart on Influence of environmental factors on cigarette and alcohol consumption.

Source: Data Analysis (Microsoft Excel)

The table above shows the responses on whether environmental factors influence their level of cigarette smoking and alcohol drinking. Out of the 300 respondents, 262 (87.3%) affirmed that environmental factors influence them into smoking of cigarette and drinking of alcohol while 38 (12.6%) believed that environmental factors have no influence on them. This shows that environmental factors like weather; a peer group, pressure group, culture equally contributes to this high level of smoking and drinking.

These factors are to be considered while preparing advertising campaigns towards fighting this problem. This was used as dependent variable to test hypothesis five.

Table 4.12. Customer's awareness on advertisement warning on cigarette and alcohol consumption.

Options	Smoking	Drinking	Both	Total	Percentage
Yes	64	86	132	282	94.0
No	8	4	6	18	6.0
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

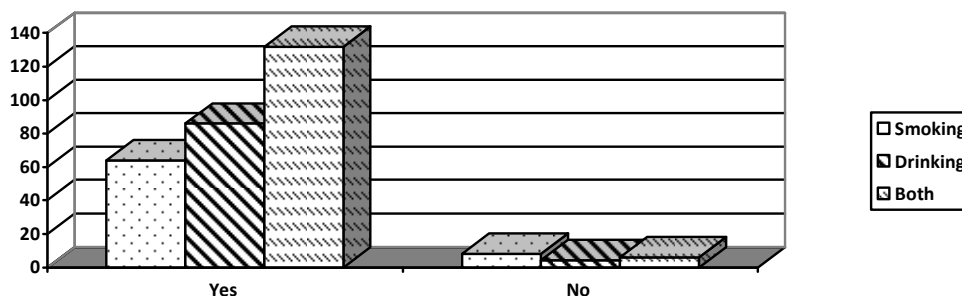


Fig.4.11. Bar chart on Customer's awareness on advertisement warning on cigarette and alcohol consumption.

Source: Data Analysis (Microsoft Excel)

The table shows the responses on whether they have heard advertisement warning on alcohol and cigarette consumption. Out of the 300 respondents, 282 (94.0%) affirmed that they have heard the advertisement warning on alcohol and cigarette consumption, while 18 (6.6%) claimed that they have not heard the message. This shows that despite the warnings on these products through various advertising media, the consumption is still on the increase. The implication is that the messages are not always strong in terms of dangerous effects of the products and that other means of communication should be introduced with the assistant of the Non Governmental Organizations (NGOs) like churches, hospitals and other agencies to educate the masses on the hazardous effects of these products to human health.

Table 4.13. Customer's Responses as to know how often they hear this advertisement warning on these products.

Options	Smoking	Drinking	Both	Total	Percentage
Once per week	12	12	22	46	15.3
2-3 times per week	12	20	36	68	22.6
4-5 times per week	8	16	40	64	21.3
Virtually everyday	40	40	122	122	40.6
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

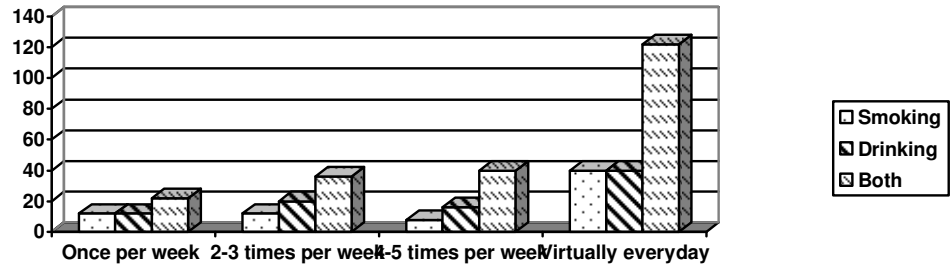


Fig.4.12. Bar chart on Customer’s responses to know how often they hear this advancement warning on these products

Source: Data Analysis (Microsoft Excel)

The table above shows the responses of the consumers on how often they hear advertisement warning on cigarette smoking and alcohol drinking. Out of the 300 respondents, 46(15.3%) said they hear this warning once per week, 68(22.6%) hear it 2-3 times per week, 64(21.3) said that they hear it 4-5 times per week, while 122(40.6%) said they hear it virtually everyday. This shows that the majority of the consumers get the warning daily and they are not ignorant of it. This is as a result of the fact that advertising campaign does not always have direct impact on consumers of these products. Besides, most promotional campaign of these products are very interesting and attractive to overwhelm the consumers attention to that last warning and the end of the promotion. The warning is almost silent in advertisement while the written ones are not bold enough to catch the consumer’s attention.

Table 4.14. Influence of Media like Tv, Radio, Newspaper, Billboards on Customers consumption of these products.

Options	Smoking	Drinking	Both	Total	Percentage
Yes	56	62	106	224	74.6
No	16	28	32	76	25.3
Total	72	90	138	300	100

Source: Researcher’s Fieldwork 2011

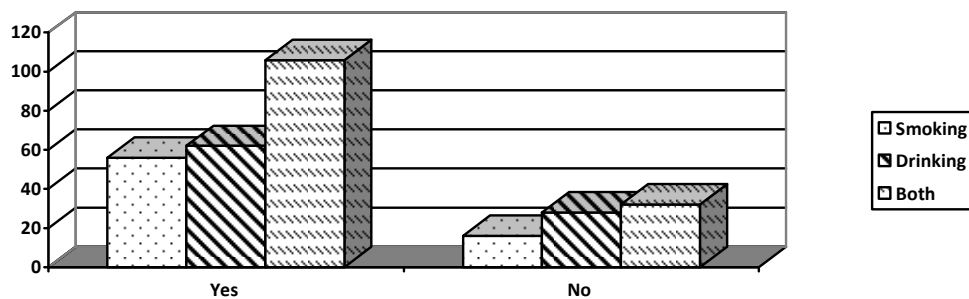


Fig.4.13. Bar chart on Influence of Media like Tv, Radio, Newspaper, Billboards on Customers consumption of these products.

Source: Data Analysis (Microsoft Excel)

The table above shows that responses of the respondents on whether the use of media like TV, Radio, Newspaper, Billboards and other media of advertising influence smoking of cigarette and drinking of alcohol. Out of the 300 respondents, 224 (74.6%) affirmed that the media influence smoking and drinking of alcohol. The other 76 (25.3%) believed that it does not influence their indulgence in the consumption of these products. The high number on the affirmative side shows that the media used in promoting these products influence drinking and smoking. For instance, *Drink and Win* promotions, free shows being organized by Tobacco Companies and other quality advertising campaigns are aired on TV, Radio and Beautiful images displayed on Billboards. The above question was used as dependent variable in testing hypothesis three.

Table 4.15. Customers most influence media.

Options	Smoking	Drinking	Both	Total	Percentage
TV commercials	38	48	55	141	47.0
Newspaper Advert.	12	12	37	61	20.3
Radio broadcast	9	10	18	37	12.3
Signpost/billboard	10	14	8	32	10.6
Others	3	6	20	29	9.6
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

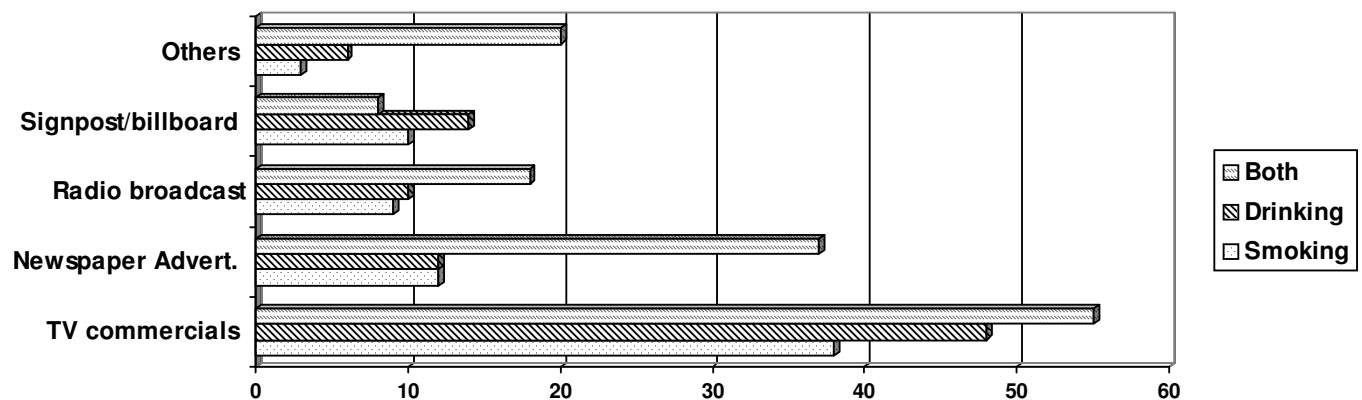


Fig.4.14. Bar chart on Customers most influence media.

Source: Data Analysis (Microsoft Excel)

The table above shows the responses of the consumers on which of the media that influence them most. Out of the 300 respondents, 141 (47%) said that TV commercials influence them most, 61 (20.3%) said that newspaper advertisement influences them, 37 (12.3%) went for Radio, 32 (10.6%) billboard/sign post while 29 (9.6%) said that other media influence them most towards the consumption of cigarette and alcohol. This indicates that every media has its particular level of influence on the consumers. Most companies combine the use of different media to

reach out to the masses especially the use of TV, Billboards, Radio and other outdoor media and using sales promotion to supplement it to make sure that every class of the consumers are reached. The implication of the result is that the government and its agencies should look out for more media or combination of different media to reach to the consumers on the danger associated with the consumption of these products. Besides, there is need to regulate the media used in advertising these products to avoid exposing the messages to the youths.

Table 4.16. Influence of cigarette and alcohol advertisement on high rate of consumption.

Options	Smoking	Drinking	Both	Total	Percentage
Strongly agreed	24	22	50	96	32.0
Agreed	12	32	53	97	32.3
Indifferent	8	8	18	34	11.3
Disagreed	20	16	10	46	15.3
Strongly disagreed	8	12	7	27	9.0
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

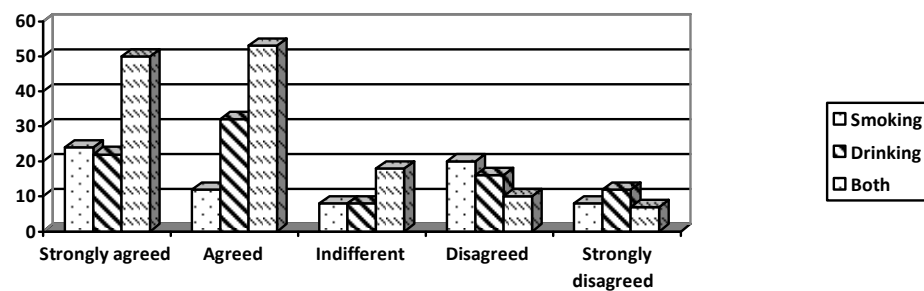


Fig.4.15. Bar chart on Influence of cigarette and alcohol advertisement on high rate of consumption.

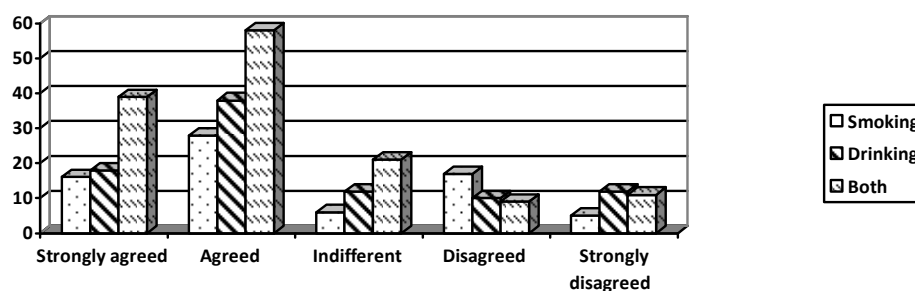
Source: Data Analysis (Microsoft Excel)

The table above shows the responses of the consumers on whether the advertisement of alcohol and cigarette causes them to consume more of the products. From the table, out of 300 respondents, 96 (32.0%) strongly agreed, 97 (32.3%) agreed, 46 (15.3%) disagreed while 34 (11.3%) were indifferent about the statement. This indicates that advertisement campaign influences the consumption of cigarette and alcohol. Those that disagreed may be due to other factors like culture and natural likeness of cigarette and alcohol drinks.

Table 4.17. Influence of cigarette and alcohol advertisement on low rate of consumption.

Options	Smoking	Drinking	Both	Total	Percentage
Strongly agreed	16	18	39	53	24.3
Agreed	17	10	9	34	12.0
Indifferent	6	12	21	39	13.0
Disagreed	18	38	58	124	41.3
Strongly disagreed	5	12	11	28	9.3
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

**Fig.4.16. Bar chart on Influence of cigarette and alcohol advertisement on low rate of consumption.**

Source: Data Analysis (Microsoft Excel)

The table indicates that out of 300 respondents, 53(24.3%) strongly agreed that cigarette and alcohol advertisement causes them to consume less of the product 34(12.0%), said they agreed, 39(13.0%) are indifferent about the statement, 124(41.3%) said they disagreed while 28(9.0%) said they strongly disagreed. This question above was also used as dependent variable in testing hypothesis three.

Table 4.18. Extent of agreement agreed with the advertisement warning “smokers are liable to die young” and “drink responsibly” that is transmitted through the media.

Options	Smoking	Drinking	Both	Total	Percentage
Strongly agreed	52	53	77	182	60.6
Agreed	12	18	35	65	21.6
Indifferent	-	12	18	30	10.0
Disagreed	8	7	8	23	7.6
Strongly disagreed	-	-	-	-	-
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

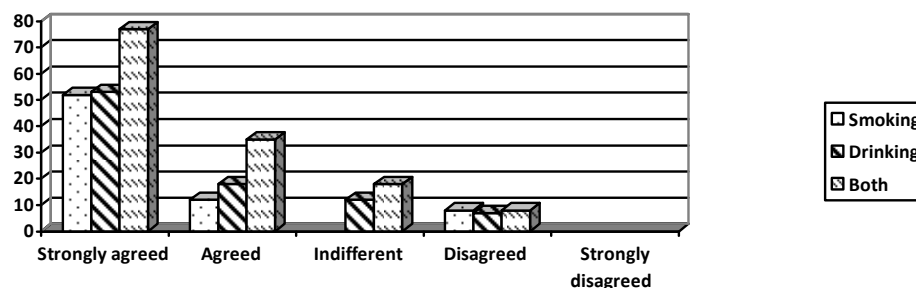


Fig.4.17. Extent of agreement agreed with the advertisement warning “smokers are liable to die young” and “drink responsibly” that is transmitted through the media.

Source: Data Analysis (Microsoft Excel)

The table above shows the responses of the consumers on the extent they agree with the warnings “smokers are liable to die young” and “drink responsibly”. Out of the 300 respondents, 182 (60.6%) strongly agreed, 65 (21.6%) agreed, 30 (10%) were indifferent while none of the respondents strongly disagreed. This shows that the warnings after the advertisement messages are being agreed with by the consumers but still the consumption rate is high. The warnings are not really in strong terms to emphasize the hazardous effects of the products. For instance, a man of 60 years would not listen to the warnings against smoking because he is not young and that of “Drink responsibly is not for persons under eighteen years (18). This is because the persons under eighteen years of age will believe that their body system is still very strong to fight diseases.

Table 4.19. Customers responses on attempted given-up consumption of these products.

Options	Smoking	Drinking	Both	Total	Percentage
Yes	42	66	104	212	70.6
No	30	24	34	88	29.3
Total	72	90	138	300	100

Source: Researcher’s Fieldwork 2011

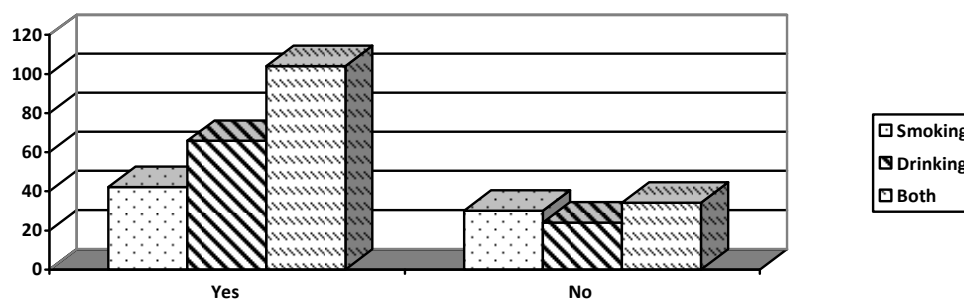


Fig.4.18. Bar chart on Customers responses on attempted given-up consumption of these products.

Source: Data Analysis (Microsoft Excel)

The table above shows the consumers response on whether the advertisement warnings have caused them to attempt given-up smoking and drinking. Out of the 300 respondents, 212(70.6%) affirmed to the question that because of the warnings, that they have attempted given up smoking and drinking while 88 (29.3%) said that they have not attempted given-up the consumption of these products. This indicated that the warnings have affect on controlling the consumption of these products but some have not attempted to give up because of the mild nature of the warnings and always see it as a slogan without any effect to their health. The above question was used in testing hypothesis one

Table 4.20. Customers order of influence of these variables on consumption of cigarette and alcohol.

Options	Smoking	Drinking	Both	Total	Percentage
TV commercials	25	24	45	94	31.3
Environmental factors	20	22	30	72	24.0
Income	8	18	32	58	19.3
Other media influence	15	20	21	56	18.6
Health benefits	4	6	10	20	6.6
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

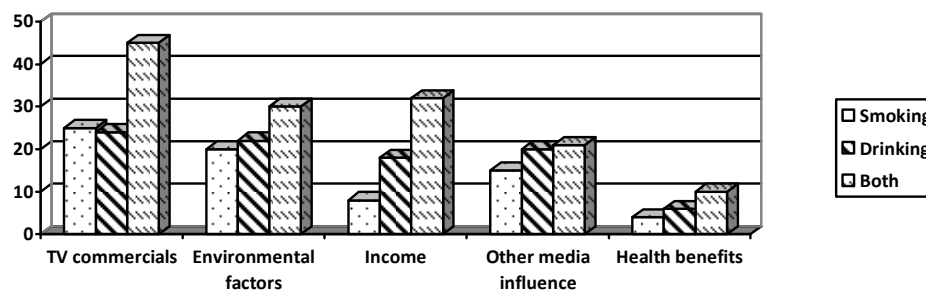


Fig.4.19. Bar chart on Customers order of influence of these variables on consumption of cigarette and alcohol.

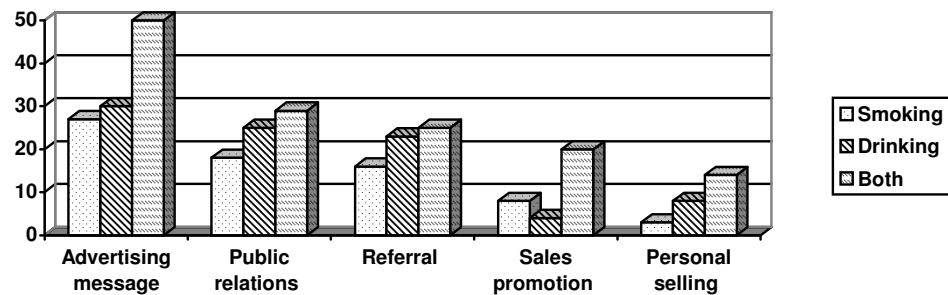
Source: Data Analysis (Microsoft Excel)

The table above shows the responses of the consumers of what influence their consumptions of cigarette and alcohol. It shows that 94(31.3%) are influenced by Tv commercials, 72(24.0%) environmental factors, 58(19.3%) income, 56(18.6%) other media while 20(6.6%) said health benefits. This indicates that Tv commercials, environmental factors and income carries the highest influence on consumption of these products. Most of these products are cheap enough to accommodate every class of the society, therefore, income plays a major role here because no matter the level of the consumers income, the products can be afforded by the consumer.

Table 4.21. The most affected communication Strategy on consumption of cigarette and alcohol.

Options	Smoking	Drinking	Both	Total	Percentage
Advertising message	27	30	50	107	35.6
Public relations	18	25	29	72	24.0
Referral	16	23	25	64	21.3
Sales promotion	8	4	20	32	10.6
Personal selling	3	8	14	25	8.3
Total	72	90	138	300	100

Source: Researcher's Fieldwork 2011

**Fig.4.20. The Most affected communication Strategy on consumption of cigarette and alcohol.**

Source: Data Analysis (Microsoft Excel)

The table above shows the responses and ratings of the listed communication strategy or tools that mostly affect on their level of cigarette smoking and drinking of alcohol. Out of 300 respondents, 107 (35.6%) opted for advertising, 72 (24.0%) public relations, 64 (21.3%) referral, 32 (10.6%) sales promotion while 25 (8.3%) said personal selling. According to these results, advertising still has the highest level of influence on consumption of these products. The implication is that advertising messages should be monitored and regulated by the Government and its agencies before passing it through the media. This equally goes to other promotional activities of the firms to regulate the kind of messages the masses are exposed to. The above question was used as dependent variables in testing hypothesis four.

4.4 TEST OF HYPOTHESES AND THE IMPLICATION OF THE RESULTS

The null hypothesis formulated for this study are as follows:

- (1) Advertising messages do not significantly affect the consumption of cigarette and alcohol.
- (2) Income is not a significant influence on the consumption of cigarette and alcohol.

- (3) Tv commercials and use of other media do not affect consumption of cigarette and alcohol.
- (4) Integrated marketing communication does not affect consumption of cigarette and alcohol.
- (5) Environmental factors do not influence consumption of cigarette and alcohol.

TEST OF HYPOTHESIS ONE:

In testing hypothesis one, the regression analysis was used to analyse the data collected from Table 4.18 and 4.19 respectively. Results of the regression analysis using SPSS software are as follows:

a. Test of Advertising Messages effect on Consumption of Cigarette

Table 4.22: Correlations (cigarette)

Correlations

	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?	“Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?
Pearson Correlation	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking? “Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking? “Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?
	1.000	.245
	.245	1.000
Sig. (1-tailed)	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking? “Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking? “Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?
	.	.000
	.000	.
N	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?
	210	210

Correlations

	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?		“Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?
Pearson Correlation	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?	1.000	.245
	“Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?	.245	1.000
Sig. (1-tailed)	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?	.	.000
	“Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?	.000	.
N	Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?	210	210
	“Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?	210	210

The sign of the correlation coefficient indicates the direction of the relationship (positive or negative). The absolute value of the correlation coefficient indicates the strength, with smaller values indicating weak relationships (.245). The correlation coefficients on the main diagonal are always 1.0, because each variable has a perfect positive linear relationship with itself.

If the significance level is very small (less than 0.05) then the correlation is significant and the two variables are linear related. From table 4.17 above, the significance value is 0.00 showing that the variables are significant. The small significance level indicates that the two variables are positively correlated.

Table 4.23: Model Summary^(b)**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.245 ^a	.060	.056	.47069	1.746

a. Predictors: (Constant), "smokers are liable to die young" to what extent do you agree with this advertisement warning that is transmitted through the media?

b. Dependent Variable: has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?

The table 4.23 above displays , R squared, adjusted R squared, and the standard error. The value of R for models produced by the regression procedure ranges, from 0 to 1, large value of R indicates stronger relationships. The value of R (.245) from the above indicates weak relationships.

Table 4.24: Anova^(b)**ANOVA^b**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.947	1	2.947	13.300	.000 ^a
	Residual	46.082	208	.222		
	Total	49.029	209			

a. Predictors: (Constant), "smokers are liable to die young" to what extent do you agree with this advertisement warning that is transmitted through the media?

b. Dependent Variable: has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?

Table 4.24 above summarizes the results of an analysis of variance. A model with a large sum of squares in comparison so the residual sum of squares indicates that the model accounts for most of variation in the dependent variable. From the table above, the model's sum of square (2.947) compared to the Residual's sum of square (46.082) indicates advertising warnings affected the consumers to attempts given up smoking, but it is not the only reason for the change.

If the significant value of the F statistics is small, (smaller than say 0.05) then the independent variables do a good job explaining the variation in the dependent variables and vice versa. From the table above, the significant value of F statistics

(.000) is smaller than 0.05, indicating that the independent variables explained the variation in the dependent variable.

Table 4.25: Coefficients^(a)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.174	.063		18.625	.000
	“Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?	.136	.037	.245	3.647	.000

a. Dependent Variable: has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?

a. Dependent Variable: has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?

R = 0.245

R² = 0.060

F = 13.300

DW = 1.746

The above table displays the unstandardized coefficients, standardized coefficients, t-statistics and its statistical significance at the 5% level. The unstandardized coefficients are the coefficients of the estimated regression model.

b. Test of Advertising Messages effect on Consumption of Alcohol

Table 4.26: Correlation (Alcohol)
Correlations

		Has this alcohol advertisement warning cause you to attempt given-up drinking?	"Drink responsibly" to what extent do you agree with this advertisement warning that is transmitted through the media?
Pearson Correlation	Has this alcohol advertisement warning cause you to attempt given-up drinking?	1.000	.518
	"Drink responsibly" to what extent do you agree with this advertisement warning that is transmitted through the media?	.518	1.000
Sig. (1-tailed)	Has this alcohol advertisement warning cause you to attempt given-up drinking?	.	.000
	"Drink responsibly" to what extent do you agree with this advertisement warning that is transmitted through the media?	.000	.
N	Has this alcohol advertisement warning cause you to attempt given-up drinking?	224	224
	"Drink responsibly" to what extent do you agree with this advertisement warning that is transmitted through the media?	224	224

The sign of the correlation coefficient indicates the direction of the relationship (positive or negative). The absolute value of the correlation coefficient indicates the strength, with large values indicating strong relationships (.518).

If the significance level is very small (less than 0.05) then, the correlation is significant and the two variables are linearly related. From table 4.21, the significance value is 0.00 showing that the variables are significant and positively correlated.

Table 4.27: Model Summary^(b) (Alcohol)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.518 ^a	.268	.265	.40808	1.964

a. Predictors: (Constant), "drink responsibly" to what extent do you agree with this advertisement warning that is transmitted through the media?

b. Dependent Variable: has this alcohol advertisement warning cause you to attempt given-up drinking?

The table 4.27 above displays R, R squared, adjusted R Squared and the standard error. The value of R for models produced by the regression procedures ranges from 0 to 1, large value of R indicates stronger relationships. The value of R (.518) from the above indicates strong relationships.

Table 4.28: Anova^(b) (Alcohol)
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.561	1	13.561	81.433	.000 ^a
	Residual	36.970	222	.167		
	Total	50.531	223			

a. Predictors: (Constant), "drink responsibly" to what extent do you agree with this advertisement warning that is transmitted through the media?

b. Dependent Variable: has this alcohol advertisement warning cause you to attempt given-up drinking?

Table 4.28 above, summarizes the results of an analysis of variance. A model with a large sum of squares in comparison to the residual sum of squares indicates that the model accounts for most variation in the dependent variables. From the table, the model's sum of square (13.561) compared to the Residual's sum of square (36.970) indicates that the warnings on alcohol intakes is not the only thing that makes consumers to attempt given up on the habit of excessive drinking.

If the significant value of the F statistics is small, (smaller than say 0.05) then the Independent variables do a good job explaining the variation in the dependent variables and vice versa. From the table, the significant value of F statistics (0.00) is smaller than 0.05, indicating that the independent variables explained the variation in the dependent variable.

Table 4.29: Coefficient^(a) (Alcohol)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.934	.053		17.645	.000
	"drink responsibly" to what extent do you agree with this advertisement warning that is transmitted through the media?	.258	.029	.518	9.024	.000

a. Dependent Variable: has this alcohol advertisement warning cause you to attempt given-up drinking?

$$R = 0.518$$

$$R^2 = 0.268$$

$$F = 81.433$$

$$DW = 1.964$$

The table above, displays the unstandardized coefficient, standardized coefficients, t – statistics and its statistical significance at the 5% level. The unstandardized coefficients are the coefficient of the estimated regression model.

In testing hypothesis one, the t-statistics and its significance value are (used to test the null hypothesis that the regression coefficient is zero (or that there is no linear relationship between the dependent and independent variables. If the significance value is small (less than or equal to 0.05) then the coefficient is considered significant.

The coefficients of “smokers are liable to die young” and “Drink responsibly” advertising warnings are positive and significant [(t-value of 3.647 and Sig. Value 0.00)] respectively. The implication is that the advertising warnings on the risk of cigarette smoking and alcohol drinking affect the consumption of the products. Therefore, the null hypothesis is not accepted.

TEST OF HYPOTHESIS TWO:

In testing hypothesis two, the data were collected from Table 4.2, analyzed with SPSS and tested with one sample Kolmogorov – Smirnov Z-test. The results of the analysis are as follows:

a. Test of Income’s effect on Consumption of Cigarette

NPar Tests

Table 4.30: Descriptive Statistics (Cigarette)
Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Does your income influence smoking of cigarette?	210	1.1524	.36025	1.00	2.00

The above table shows the N, mean, standard deviation, minimum and maximum values of the variables.

Table 4.31: One-Sample Kolmogorov – Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Does your income influence smoking of cigarette?
	N	210
Normal Parameters ^{a,b}	Mean	1.1524
	Std. Deviation	.36025
	Most Extreme Differences	
	Absolute	.511
	Positive	.511
	Negative	-.336
	Kolmogorov-Smirnov Z	7.412
	Asymp. Sig. (2-tailed)	.000

a. Test distribution is Normal.

b. Calculated from data.

If the Z-value is greater than Z-critical value of 95% level of significance, it means that the variables are normally distributed. From the table above, the Kolmogorov-Smirnov Z-value of 7.412 (which is greater than Z-critical value (95% level of significance) of 1.96, indicates that the respondents response to the question is normally distributed. This shows that income has a significant influence on the consumption of cigarette.

b. Test of Income's effect on Consumption of Alcohol

NPar Tests

Table 4.32: Descriptive statistics (Alcohol)
Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Does your income influence drinking alcohol?	228	1.2588	.43892	1.00	2.00

The above table shows the N, mean, standard deviation, minimum and maximum values of the variables.

Table 4.33: One-Sample Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Does your income influence drinking alcohol?
	N	228
Normal Parameters ^{a,b}	Mean	1.2588
	Std. Deviation	.43892
	Most Extreme Differences	
	Absolute	.463
	Positive	.463
	Negative	-.278
	Kolmogorov-Smirnov Z	6.998
	Asymp. Sig. (2-tailed)	.000

a. Test distribution is Normal.

b. Calculated from data.

The Kolmogorov-Smirnov Z-value of 6.998 (which is greater than Z-critical value (95% level of significance) of 1.96 indicates that the response of the consumer is distributed normally. This shows that income has a significant influence on the consumption of alcohol.

With both results from table 4.31 and 4.33, having cigarette $7.412 > 1.96$ and $6.998 > 1.96$ for alcohol shows that income significantly affects the consumption of the products. Therefore, the null hypothesis is not accepted.

In testing hypothesis three responses from question is on whether the use of media like Tv, Radio, Newspaper, billboards and others influence smoking of cigarette and drinking of alcohol. Reason correlation was used to analyse and test the hypothesis.

TEST OF HYPOTHESIS THREE:

a. Test of TV commercial and other media's effect on Consumption of Cigarette

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Cigarette advertisement causes me to consume less of the product?	3.2429	1.24627	210
Do you think that use of media like tv, radio, newspaper, bill boards and others influence smoking of cigarette?	1.2857	.45283	210

Table 4.34: Correlations (cigarette)

Correlations

		Cigarette advertisement causes me to consume less of the product?	Do you think that use of media like tv, radio, newspaper, bill boards and others influence smoking of cigarette?
Pearson Correlation	Cigarette advertisement causes me to consume less of the product?	1.000	-.463
	Do you think that use of media like tv, radio, newspaper, bill boards and others influence smoking of cigarette?	-.463	1.000
Sig. (1-tailed)	Cigarette advertisement causes me to consume less of the product?	.	.000
	Do you think that use of media like tv, radio, newspaper, bill boards and others influence smoking of cigarette?	.000	.
N	Cigarette advertisement causes me to consume less of the product?	210	210

b. Test of TV commercial and other media's effect on Consumption of Alcohol

Regression

Table 4.35: Correlations (Alcohol)

Correlations		Alcohol advertisement causes me to consume less of the product?	Do you think that use of media like tv, radio, newspaper and others influence drinking of alcohol?
Pearson Correlation	Alcohol advertisement causes me to consume less of the product?	1.000	-.467
	Do you think that use of media like tv, radio, newspaper and others influence drinking of alcohol?	-.467	1.000
Sig. (1-tailed)	alcohol advertisement causes me to consume less of the product?	.	.000
	Do you think that use of media like tv, radio, newspaper and others influence drinking of alcohol?	.000	.
N	Alcohol advertisement causes me to consume less of the product?	221	221
	Do you think that use of media like tv, radio, newspaper and others influence drinking of alcohol?	221	221

The significance of the correlation coefficient indicates the direction of the relationship (positive or negative). The absolute value of the correlation coefficient indicates the strength and vice versa. The small and negative value of $-.467$ indicates weak relationships between the variables.

If the significance level is very small (less than 0.05) then, the correlation is significance and the two variables are linearly related. From table 4.27 and 4.28, the significance value are 0.00 and 0.00 respectively. The implication is that media like Tv, Radio, Billboards and other media influence the consumption of cigarette and alcohol. Therefore, the null hypothesis is not accepted.

TEST OF HYPOTHESIS FOUR:

In testing this hypothesis, the responses of the respondents that smoke cigarettes and does that drink alcohol were tested. Table 4.21 was used as dependent variable to test this hypothesis.

a. Test of IMC Effect on Consumption of Cigarette

NPar Tests

Table 4.36 Descriptive Statistics(Cigarette)

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Advertising	197	3.8122	1.11128	1.00	5.00
Public relations	197	2.7919	1.29060	1.00	5.00
Referral	197	3.7513	1.21809	1.00	5.00
Sales promotion	197	3.4619	1.28763	1.00	5.00
Personal selling	197	2.8173	1.56071	1.00	5.00

Friedman Test

Ranks

	Mean Rank
Advertising	3.56
Public relations	2.42
Referral	3.45
Sales promotion	3.21
Personal selling	2.36

Test Statistics^a

N	197
Chi-Square	112.057
Df	4
Asymp. Sig.	.000

a. Friedman Test

From the above Friedman's Test, the calculated Chi-Square is 112.057. This is greater than the critical chi-square result of 9.4877. This result is significant with an asymptotic significance of $0.000 < 0.05$. Therefore, IMC affect consumption of cigarette.

b. Test of IMC's effect on Consumption of Alcohol

NPar Tests

Table 4.37 Descriptive Statistics(Alcohol)

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Advertising	214	3.6916	1.19003	1.00	5.00
Public relations	214	3.3364	1.09582	1.00	5.00
Referral	214	3.8037	1.13782	1.00	5.00
Sales promotion	214	3.5607	1.10209	1.00	5.00
Personal selling	214	2.9860	1.37202	1.00	5.00

Friedman Test (Alcohol)

Ranks

	Mean Rank
Advertising	3.32
Public relations	2.78
Referral	3.47
Sales promotion	2.95
Personal selling	2.48

Test Statistics^a

N	214
Chi-Square	61.917
df	4
Asymp. Sig.	.000

a. Friedman Test

From the above Friedman's Test, the calculated Chi-Square is 61.917. This is greater than the critical chi-square result of 9.4877. This result is significant with an asymptotic significance of $0.000 < 0.05$. Therefore, Integrated Marketing Communication affect consumption of cigarette and alcohol. Then null hypothesis is not accepted

TEST OF HYPOTHESIS FIVE:

In testing this hypothesis, the responses of the respondents that smoke cigarettes and does that drink alcohol were tested.

a. Test of Environmental factors' effect on Consumption of Cigarette

NPar Tests

Table 4.38 Descriptive Statistics (Cigarette)

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Does your environment influence smoking of cigarette?	210	1.0524	.22333	1.00	2.00

The table above shows the N, Mean, Standard deviation, Minimum and Maximum values of the variables

Table 4.39 One-Sample Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Does your environment influence smoking of cigarette?
	N	210
Normal Parameters ^{a,b}	Mean	1.0524
	Std. Deviation	.22333
Most Extreme Differences	Absolute	.540
	Positive	.540
	Negative	-.407
	Kolmogorov-Smirnov Z	7.830
	Asymp. Sig. (2-tailed)	.000

a. Test distribution is Normal.

b. Calculated from data.

The Kolmogorov-Smirnov Z-value of 7.830 (which is greater than Z-critical value (95% level of significance) of 1.96) indicates that the respondents' response to the question is normally distributed. This shows that environmental factors have a significant influence on the consumption of cigarette.

b. Test of Environmental Factors' effect on Consumption of Alcohol

NPar Tests

Table 4.40 Descriptive Statistics (Alcohol)

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Does your environment influence drinking of alcohol?	228	1.0526	.22379	1.00	2.00

The table above shows the N, Mean, Standard deviation, Minimum and Maximum values of the variables

One-Sample Kolmogorov-Smirnov Test

		Does your environment influence drinking of alcohol?
	N	228
Normal Parameters ^{a,b}	Mean	1.0526
	Std. Deviation	.22379
Most Extreme Differences	Absolute	.540
	Positive	.540
	Negative	-.407
	Kolmogorov-Smirnov Z	8.159
	Asymp. Sig. (2-tailed)	.000

a. Test distribution is Normal.

b. Calculated from data.

The Kolmogorov-Smirnov Z-value of 8.159 (which is greater than Z-critical value (95% level of significance) of 1.96) indicates that the respondents' response to the question is normally distributed. This shows that environmental factors have a significant influence on the consumption of alcohol. Therefore, null hypothesis is not accepted.

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CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, RECOMMENDATIONS AND CONTRIBUTIONS

5.1 Introduction

This last chapter highlights the summary of the findings, conclusion, recommendations, contribution of the study and suggestions for further research. The researcher examined the Impact of Advertising Messages on consumption of cigarette and alcohol in Enugu State, Nigeria. The researcher tested some objectives in the course of this study for justification of the above problem. The objectives tested are stated thus; firstly, to find out if advertising messages significantly affect consumption of cigarette and alcohol. Secondly, to investigate if income influences consumption of cigarette and alcohol. Thirdly, to find out if TV commercial and use of other media affect consumption of cigarette and alcohol. Fourthly, to evaluate the effect of Integrated Marketing Communication on consumption of cigarette and alcohol. Lastly, to determine the level of influence of environmental factors on consumption of cigarette and alcohol.

5.2 Summary of Research Findings

This study has reviewed Impact of Advertising Messages on consumption of cigarette and alcohol in Enugu State, Nigeria. The findings from this study are as follow:

- (1) The consumption of cigarette and alcohol has been significantly affected by advertising messages. The table showing the responses of the respondents on the extent of agreement on advertisement warning revealed that 282(94.0%) strongly agreed with the advertisement warnings that “Smokers are liable to die young” and “Drink responsibly”. This was equally affirmed by the correlation and regression analyses done to test the stated hypothesis. The analyses show that advertising messages impacted on the consumption of the products. The coefficients are positive and significant for alcohol and cigarette with (t-value of 3.647 and sig. Value 0.00) for cigarette and (t-value of 9.024 and sig. value 0.00) for alcohol. The implication is that the advertising

messages on the risk of cigarette smoking and alcohol drinking affect the consumption of the products.

- (2) Consumer's income plays a significant role and has a great influence on the consumption of cigarette and alcohol. Despite the ranges of consumers income, the respondents still consume these products because most of the common products are not too expensive to buy. This was equally affirmed by Z-test. The Z-values of 6.998 for alcohol and 7.412 for cigarette are greater than the Z-critical value of 1.96 at 95% level of significance. The implication is that income significantly affects the consumption of the products.
- (3) TV commercials and other media affects the consumption of cigarette and alcohol. Media like Tv, Radio, Newspapers, Billboards and others influence the consumption of these products. Total of 224 (74.6%) indicated "yes" that the use of these media influences cigarette smoking and drinking of alcohol. This was equally affirmed by the result of the correlation analysis to test hypothesis three. The significance levels of the variables are 0.00 and 0.00 for alcohol and cigarette respectively less 0.05. The implication is that media like Tv, Radio, Billboard and others influence the consumption of cigarette and alcohol.
- (4) Integrated Marketing Communication (IMC) impact on the consumption of these products. Advertising, public relations, referrals, sales promotion, personnel selling all have impacts on the consumption of the products. This was equally revealed by the result of chi-square test that the calculated chi-square of 112.057 is greater than the critical chi-square result of 9.4877 with the significance value of $0.00 < 0.05$ and calculated chi-square of 61.917 greater than the critical chi-square of 9.4877 with significance value of $0.00 < 0.05$ for cigarette and alcohol respectively. The implication is that integrated marketing communication (IMC) affects the consumption of cigarette and alcohol.
- (5) Environmental factors were revealed to having great influence on the consumption of cigarette and alcohol. From the table that shows the responses of the consumers on whether environmental factors influence their level of

consumption of these products, 262 (87.3%) affirmed to the question. This was equally revealed from the z-test analysis to test hypothesis five. The z-value of 7.830 and 8.159 for alcohol and cigarette respectively are greater than the z-critical value (95% level of significance) of 1.96. The implication is that environmental factors like culture, family, peer groups, weather etc contribute to this high level of smoking and drinking. These factors are to be considered while preparing advertising campaigns toward curbing this problem in the society.

5.3 Conclusions

The topic “Impact of Advertising Messages on Consumption of Cigarette and Alcohol in Enugu State, Nigeria gives an insight on the effects of these advertising messages on the consumers. Advertising is a form of non-personnel communication directing information to the general public. Most firms that produce consumer goods generally use it to reach their target markets.

Recently, competition has led so many firms into aggressively advertising their products in order to get the consumers’ attention and patronage thereby increasing their sales. Such firms are those in Tobacco industries that produce cigarette and Brewery industry that produce alcoholic drinks.

These products are considered to be addictive, harmful, risky and injurious to human health. Consequently, Government and its agencies have been regulating the nature of these advertising messages used in promoting these harmful products to warn the consumers on the effects of the products after consumption.

Despite Government’s efforts to use advertisement messages to control the consumption of these harmful products, the consumption is still on the increase, causing serious threat to the health of the citizenry. This is as a result of the fact that the firm’s advertising messages always overwhelm the last minutes warning against the consumption of the products.

In order to control the high increase in the consumption of these products, there is need to formulate strict laws to guide the production, distribution, marketing of these products and for the Government agencies, Non-Governmental Organizations and Medical Practitioners to increase their effort in fighting the use of these products in the society. Especially smoking in the public places as the case of other countries like U.S.A, citizens need to know their rights to enable them take legal actions against these firms when adversely affected by the consumption of these products. Besides, other media and channel of communications should be used also to complement the effort of advertising messages, like publicity, public relations, direct mail etc emphasizing mainly on the risk of these products to human life.

5.4 Recommendations

Regulation of Advertisement Messages in Media: There should be strict measures by the Government and other regulatory agencies on the nature and type of media to be used for promoting cigarette and alcohol to avoid exposing the advertising messages to the young ones in the society. Youths are exposed to different captivating advertising campaigns that influence them a lot into indulging in the act of excessive smoking and drinking

Adequate Consumer Education and Orientation: This is the area we mostly need urgent attention because education and orientation of the consumers will help to educating the consumers on the health risks of these products, their fundamental rights to sue these firms in case of any injury sustained during the use of these products as obtained in many country like USA, educate the consumers on the implication of consumption of these products to their income, families and the society at large. At this level, all hands must be on deck to tackle this problem. The Government, Government agencies, families, civil societies, churches, schools and Non Governmental Agencies should brace the challenges and rid the society of this ugly menace.

Integrated Marketing Communication (IMC): The use of Integrated marketing communication to promote these products should be stopped or reduced to barest minimum. The strength of IMC should be channeled towards promoting the harmful

effects of these products to the consumers. Publicity and public relation efforts should be intensified while the use of sales promotions to promote these products should be stopped. Promotion of these products should be limited to adult magazines, journals etc with a stronger warnings concerning the effects of the products to human life.

Ban of these Products in Public Institutions: There should be total ban on the sale of cigarette and alcohol in Public Institutions like schools, etc. This will help the youths to find it difficult getting to these products at their convenience. The harmful effect of smoking cigarette is not only to the consumer but it affects others that inhale the smoke around the actual consumer. There should equally be a law banning the smoking of cigarette in public places like school, parks, hospitals etc and must be enforced to achieve the objectives of saving the masses from the harmful effects of consuming these products.

5.5 Contributions

The figure below is the framework proposed by the researcher for a better interaction between the stakeholders in Brewery and Cigarette industries.

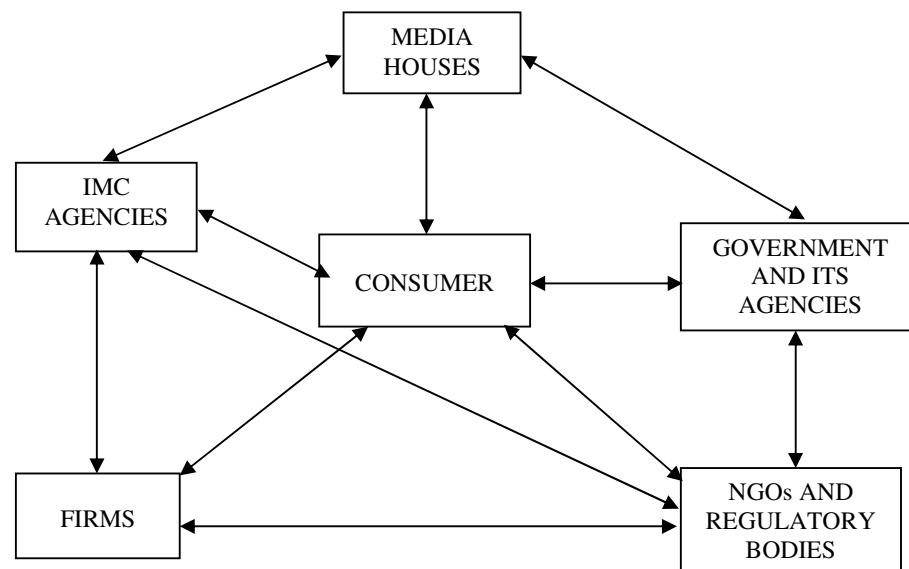


Figure 5.1 Hub and Spoke Interactive Model
Source: Researcher's Framework, 2011

With the above interactive and regulatory model in place, with the consumer at the center of events, would be able to access information from the government and its

agencies, interact with the Non Governmental Organized (NGOs) and other professional and regulatory bodies on the risk of these substances to health.

The advertising campaign needs to be supplemented by other Integrated Marketing Communication tools (IMC) to reach the target public effectively as to be regulated by the professional bodies like APCON before execution.

Therefore, with effective and efficient use of the model, the consumers would be better informed on the harmful effects of cigarette and alcohol, through adequate message dissemination, with the right media and right time in order to achieve the overall objectives of the stakeholders.

5.6 Future Research

Future research is mainly on the current scope of the study, therefore, future research will seek to extend the scope to include other states in the South East of Nigeria.

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APPENDIX A

Department of Marketing,
University of Nigeria
Enugu Campus
5th November, 2010

Dear Respondents,

LETTER TO RESPONDENTS FOR QUESTIONNAIRE COMPLETION

I am a postgraduate student offering M.Sc Marketing in University of Nigeria, Enugu Campus. I am presently conducting a research work on the topic: The Impact of Advertising Messages on consumption of cigarette and alcohol in Enugu State, Nigeria.

Please, I request that the questionnaire be completed by adult dwellers both male and female and is purely for academic purpose.

I assure you that the information that you will supply to this work will be treated with utmost confidentiality.

Thank you.

Yours faithfully,

Anene Jane Nwakaego

APPENDIX B: RESEARCH QUESTIONNAIRE

SECTION A:

Do you smoke cigarette or drink alcohol?

- (a) Smoking cigarette only []
- (b) Drink alcohol only []
- (c) Consume both []
- (d) None of the above []

Instruction:

- i. If your answer to section A is “smoking cigarette only” then go to sections **B** and **C**
- ii. If your answer to section A is “drinking alcohol only” go to sections **B** and **D**
- ii. If your answer to question no 6 is smoking cigarette and drinking alcohol go through sections **B, C and D.**

Please tick (√) for the appropriate answer and consider the following before answering questions 9 – 11 and 25 – 26.

5 - Very High

4 - High

3 - Average

2 - Low

1 - Very Low

SECTION: B BIO-DATA

- 1. SEX,
 - (a) Male []
 - (b) FEMALE []
- 2. AGE RANGE
 - (a) 18–24 []
 - (b) 25–34 []
 - (c) 35 – 44 []
 - (d) 45–54 []
 - (e) 55 – 64 []
 - (f) 65 – 74 []
 - (g) 75 and above []

3. MARITAL STATUS
(a) Single [] (b) Married []
(c) Widow [] (d) Widower []
(e) Divorced []
4. MONTHLY INCOME
(a) Less than 20,000 []
(b) 20,000 – 50,000 []
(c) 51,000 – 70,000 []
(d) 71,000 – 100,000 []
(e) 120,000 – 150,000 []
(f) 151,000 and above []
5. RESIDENCE
(a) Enugu-East Sentaorial Zone []
(b) Enugu-North Senatorial Zone []
(c) Enugu-West Senatorial Zone []

SECTION “C” QUESTIONNAIRE FOR SMOKERS OF CIGARETTE.

1. How long have you been smoking Cigarette?
Less than 1 year []
1yr-5years []
6yrs-10years []
11years and above []
2. Does your income influence smoking of cigarette?
Yes []
No []
3. Do you still buy cigarette when there is increase in the price?
Yes []
No []
4. Does your environment influence smoking of cigarette?
Yes []
No []
5. Does advancement in technology affect your consumption of cigarette?
Yes []
No []

6. Have you ever heard any advertisement on cigarette?
Yes []
No []
7. If your answer to question no “6” is yes, then how often?
Once in a weak []
2–3 times in a weak []
4–5 times in a weak []
Virtually everyday []
8. Do you think that use of media like TV, Radio, Newspaper, Bill boards and others influence smoking of Cigarette?
Yes []
No []
9. If your answer to question no “8” is yes which of the media influence you most?
TV commercials []
Radio broadcast []
Newspaper Advertisements []
Sign post/billboards []
Others []
10. Cigarette advertisement causes me to consume more of the product?
Strongly agreed []
Agreed []
Indifferent []
Disagreed []
Strongly disagreed []
11. Cigarette advertisement causes me to consume less of the product?
Strongly agreed []
Agreed []
Indifferent []
Disagreed []
Strongly disagreed []
12. “Smokers are liable to die young” to what extent do you agree with this advertisement warning that is transmitted through the media?
Strongly agreed []

- Agreed []
- Indifferent []
- Disagreed []
- Strongly disagreed []
13. Has this cigarette advertisement warning mentioned above cause you to attempt given-up smoking?
- Yes []
- No []
14. If your answer to question no "13" is yes, what have you done?
- Given-up completely []
- Given-up gradually []
- Determining given-up []
- Finding it difficult to give-up []
15. If your answer to question no "13" is "no" when do you intend given-up?
- When I get married []
- When I grow older []
- When my income increases []
- When I change environment []
- When I die []
16. Rate the following in their order of effect on your smoking cigarette.
- | | Ratings | | | | |
|-----------------------|---------|-----|-----|-----|-----|
| | 5 | 4 | 3 | 2 | 1 |
| Income | [] | [] | [] | [] | [] |
| TV commercials | [] | [] | [] | [] | [] |
| Other media influence | [] | [] | [] | [] | [] |
| Environmental factors | [] | [] | [] | [] | [] |
| Health benefits | [] | [] | [] | [] | [] |
17. Rate the following communication strategies according to their effect on your smoking of cigarette.
- | | Ratings | | | | |
|------------------|---------|-----|-----|-----|-----|
| | 5 | 4 | 3 | 2 | 1 |
| Advertising | [] | [] | [] | [] | [] |
| Public relations | [] | [] | [] | [] | [] |

Referral	[]	[]	[]	[]	[]
Sales promotion	[]	[]	[]	[]	[]
Personal selling	[]	[]	[]	[]	[]

SECTION “D” QUESTIONNAIRE FOR CONSUMERS OF ALCOHOL

18. How long have you been drinking alcohol?
- Less than 1 year []
- 1 year – 5 years []
- 6 years – 10 years []
- 11 years and above []
19. Does your income consumption of alcohol?
- Yes []
- No []
20. Do you still buy alcohol when there is increase in the price?
- Yes []
- No []
21. Does your environment influence consumption of alcohol?
- Yes []
- No []
22. Does advancement in technology affect your consumption of alcohol?
- Yes []
- No []
23. Have you ever heard any advertisement on alcohol?
- Yes []
- No []
24. If your answer to question no “23” is yes, then how often?
- Once per week []
- 2 –3 times per week []
- 4 – 5 times per week []
- Virtually everyday []
25. Do you think that use of media like TV, radio, Newspaper and others influence consumption of alcohol?
- Yes []
- No []

26. If your answer to question no “25” is yes then which of the media influence you most?
- TV commercial []
- Radio broadcast []
- Newspaper advertisement []
- Signpost/Billboards []
- Others []
27. Alcohol advertisement causes me to consume more of alcohol?
- Strongly agreed []
- Agreed []
- Indifferent []
- Disagreed []
- Strongly disagreed []
28. Alcohol advertisement causes me to consume less of the product.
- Strongly agreed []
- Agreed []
- Indifferent []
- Disagreed []
- Strongly disagreed []
29. “Drink responsibly” to what extent do you agree with this advertisement warning that is transmitted though the media?
- Strongly agreed []
- Agreed []
- Indifferent []
- Disagreed []
- Strongly disagreed []
30. Has this alcohol advertisement warning cause you to attempt given-up drinking?
- Yes []
- No []
31. If your answer to question no “30” is yes, what have you done?
- Given-up completely []
- Given-up gradually []
- Determining given-up []
- Finding it difficult to give-up []

32. If your answer to question no “30” is no then when do you intend given-up?

When I get married []

When I grow older []

When my income increases []

When I change environment []

When I die []

33. Rate the following in the order of effect on your drinking alcohol.

Ratings

	5	4	3	2	1
Income	[]	[]	[]	[]	[]
TV commercials	[]	[]	[]	[]	[]
Other media influence	[]	[]	[]	[]	[]
Environmental factors	[]	[]	[]	[]	[]
Health benefits	[]	[]	[]	[]	[]

34. Rate the following communication strategies according to their effect on your drinking of alcohol.

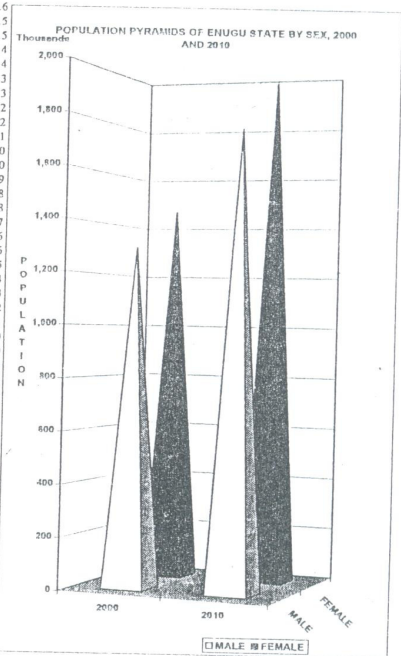
Ratings

	5	4	3	2	1
Advertising	[]	[]	[]	[]	[]
Public relations	[]	[]	[]	[]	[]
Referral	[]	[]	[]	[]	[]
Sales promotion	[]	[]	[]	[]	[]
Personal selling	[]	[]	[]	[]	[]

APPENDIX C: Projected mid-year Population by Age and Sex (Medium Variant), Enugu State

Projected Mid-year Population by Age and Sex (Medium Variant), Enugu State (continued)

AGE	2010		2010		TOTAL	
	MALES	%	FEMALES	%	MALES	%
0-5	349,515	21.1	382,992	19.3	732,506	20.2
6-11	287,486	17.7	314,577	16.2	602,063	16.9
12-17	248,074	14.6	271,482	13.4	519,556	14.0
18-24	243,540	12.8	267,427	11.8	510,967	13.3
25-34	235,908	14.6	252,241	14.3	488,149	14.4
35-44	137,207	7.9	186,604	10.2	323,811	9.0
45-54	101,174	4.6	149,366	7.1	250,540	5.8
55-64	76,713	3.7	79,601	4.6	156,314	4.1
65-74	44,036	2.1	35,193	2.3	79,229	2.2
75+	18,739	0.9	13,869	0.9	32,608	0.9
TOTAL	1,742,391	100	1,953,352	100	3,695,743	100
0	63,699	3.7	69,867	3.6	133,566	3.6
1	61,336	3.5	67,244	3.4	128,580	3.5
2	59,113	3.4	64,781	3.3	123,894	3.4
3	57,031	3.3	62,476	3.2	119,508	3.2
4	55,079	3.2	60,319	3.1	115,399	3.1
5	53,256	3.1	58,305	3.0	111,561	3.0
6	51,552	3.0	56,428	2.9	107,980	2.9
7	49,965	2.9	54,577	2.8	104,542	2.8
8	48,485	2.8	53,051	2.7	101,536	2.7
9	47,108	2.7	51,541	2.6	98,649	2.7
10	45,809	2.6	50,119	2.6	95,928	2.6
11	44,567	2.6	48,761	2.5	93,328	2.5
12	43,463	2.5	47,557	2.4	91,020	2.5
13	42,333	2.4	46,540	2.4	88,873	2.4
14	41,213	2.4	45,643	2.3	86,856	2.4
15	40,155	2.3	44,772	2.3	84,927	2.3
16	39,297	2.3	43,946	2.2	83,243	2.3
17	38,271	2.2	43,023	2.2	81,294	2.2
18	37,125	2.1	42,198	2.1	79,323	2.1
19	35,991	2.1	41,372	2.1	77,363	2.1
20	34,838	2.0	40,547	2.0	75,385	2.0
21	33,658	1.9	39,721	1.9	73,379	1.9
22	32,449	1.9	38,895	1.8	71,344	1.8
23	31,210	1.8	38,069	1.8	69,279	1.8
24	29,964	1.7	37,243	1.7	67,207	1.7
25	28,740	1.6	36,417	1.6	65,157	1.6
26	27,390	1.6	35,591	1.6	63,181	1.6
27	25,853	1.5	34,765	1.5	61,168	1.5
28	24,221	1.4	33,939	1.4	59,160	1.4
29	22,629	1.3	33,113	1.3	57,142	1.3
30	21,025	1.2	32,287	1.2	55,122	1.2
31	19,647	1.1	31,461	1.1	53,108	1.1
32	18,166	1.1	30,635	1.0	51,101	1.0
33	17,823	1.0	29,809	1.0	49,132	1.0
34	17,043	1.0	29,039	0.9	47,182	0.9
35	16,337	0.9	28,269	0.9	45,246	0.9
36	15,599	0.9	27,549	0.9	43,328	0.9
37	14,766	0.8	26,829	0.8	41,425	0.8
38	13,896	0.8	26,109	0.8	39,535	0.8
39	13,110	0.8	25,389	0.8	37,659	0.8
40	12,388	0.7	24,669	0.7	35,807	0.7
41	11,776	0.7	23,949	0.7	34,007	0.7
42	11,210	0.6	23,229	0.6	32,269	0.6
43	10,914	0.6	22,509	0.6	30,593	0.6
44	10,658	0.6	21,789	0.6	28,977	0.6
45	10,353	0.6	21,069	0.6	27,422	0.6
46	10,166	0.6	20,349	0.6	25,935	0.6
47	10,091	0.6	19,629	0.6	24,500	0.6
48	10,095	0.6	18,909	0.6	23,124	0.6
49	10,110	0.6	18,189	0.6	21,799	0.6
50	10,157	0.6	17,469	0.6	20,524	0.6
51	10,102	0.6	16,749	0.6	19,301	0.6
52	9,881	0.6	16,029	0.6	18,130	0.6
53	9,546	0.5	15,309	0.5	17,015	0.5
54	9,229	0.5	14,589	0.5	15,958	0.5
55	8,908	0.5	13,869	0.5	14,967	0.5
56	8,571	0.5	13,149	0.5	14,040	0.5
57	8,224	0.5	12,429	0.5	13,163	0.5
58	7,867	0.5	11,709	0.5	12,346	0.5
59	7,500	0.4	11,029	0.5	11,589	0.4
60	7,117	0.4	10,349	0.5	10,896	0.4
61	6,753	0.4	9,669	0.5	10,262	0.4
62	6,425	0.4	9,029	0.5	9,684	0.4
63	6,119	0.4	8,389	0.5	9,158	0.4
64	5,809	0.3	7,749	0.5	8,688	0.3
65	5,500	0.3	7,109	0.5	8,269	0.3
66	5,190	0.3	6,469	0.5	7,899	0.3
67	4,870	0.3	5,829	0.5	7,529	0.3
68	4,548	0.3	5,189	0.5	7,159	0.3
69	4,234	0.2	4,549	0.5	6,789	0.2
70	3,923	0.2	3,909	0.5	6,419	0.2
71	3,617	0.2	3,269	0.5	6,049	0.2
72	3,320	0.2	2,629	0.5	5,679	0.2
73	3,026	0.2	1,989	0.5	5,319	0.2
74	2,742	0.2	1,349	0.5	4,959	0.2
75	2,464	0.1	7,09	0.5	4,609	0.1
76	2,198	0.1	1,309	0.5	4,269	0.1
77	1,940	0.1	6,449	0.5	3,939	0.1
78	1,693	0.1	5,809	0.5	3,629	0.1
79	1,452	0.1	5,169	0.5	3,339	0.1
80+	7,702	0.4	5,942	0.3	13,644	0.4
ALL AGES	1,742,391	100	1,953,352	100	3,695,743	100
TOT 18-21	146,224	8.4	160,252	8.2	306,477	8.3
18+	857,316	49.2	984,301	50.4	1,841,617	49.8
10-49	1,096,483	57.8	1,162,365	59.5	2,168,848	58.7
15-49	788,397	45.2	923,745	47.3	1,712,142	46.3
URB 18-21	60,756	3.5	66,585	3.4	127,341	3.4
18+	356,215	20.4	408,977	20.9	765,192	20.7
10-49	418,194	24.0	482,962	24.7	901,156	24.4
15-49	327,579	18.8	383,816	19.6	711,395	19.2
RUR 18-21	85,468	4.9	93,668	4.8	179,136	4.8
18+	501,101	28.8	575,324	29.5	1,076,425	29.1
10-49	588,289	33.8	679,402	34.8	1,267,691	34.3
15-49	460,818	26.4	539,929	27.6	1,000,747	27.1



	MALE	FEMALE
2000	1,294,517	1,456,675
2010	1,742,391	1,953,352

APPENDIX D: Spearman's Rank Order Correlation

S/N	1 st Test result	2 nd Test result	1 st Rank	2 nd Rank	Difference (d)	Square Difference (d ²)
1	31	44	15	8	6	49
2	6	10	25	25	0	0
3	27	42	17	11	6	36
4	6	11	25	24	1	1
5	41	44	12	8	4	16
6	45	44	1	8	-7	49
7	45	50	1	1	0	0
8	27	30	17	16	1	1
9	23	26	21	21	0	0
10	22	25	22	22	0	0
11	36	35	13	14	-1	1
12	23	28	21	20	1	1
13	11	10	24	25	-1	1
14	6	10	25	25	0	0
15	25	30	20	16	4	16
16	43	42	8	11	-3	9
17	27	30	17	16	1	1
18	44	40	2	13	-11	121
19	44	50	2	1	1	1
20	44	48	2	4	-2	4
21	12	15	23	23	0	0
22	42	46	11	6	5	25
23	6	10	25	25	0	0
24	6	8	25	29	-4	16
25	44	50	2	1	1	1
26	43	45	8	7	1	1
27	43	40	8	12	4	16
28	28	30	16	16	0	0
29	44	48	2	4	-2	4
30	36	35	13	15	-2	4
Total						374