

**INFLUENCE OF PRODUCT ADVERTISING ON
CONSUMERS' BEHAVIOUR
(A STUDY OF SELECTED TOWNS IN ENUGU STATE)**

BY

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**DEPARTMENT OF MARKETING
FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITY OF NIGERIA, ENUGU CAMPUS
ENUGU STATE.**

OCTOBER, 2010.

TITLE PAGE

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**BEING A PROJECT REPORT SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE IN
MARKETING**

**DEPARTMENT OF MARKETING
FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITY OF NIGERIA, ENUGU CAMPUS
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OCTOBER, 2010.

CERTIFICATION

I, **MBANEME, UCHE N.O**, a postgraduate student in the Department of Marketing, with registration number PG/MBA/08/53023 has satisfactorily completed the requirements for the course and research work for the award of Master of Business Administration (MBA) Degree in Marketing.

To the best of my knowledge, this work is original and has not been submitted in part, or in full in this or any other University or Polytechnic for award of Degree or Diploma.

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MBANEME, UCHE N.O.
Candidate

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 Date

 Date

DEDICATION

This project work is entirely dedicated to God Almighty whom in his infinite Mercy gave me the strength and good health, throughout the duration of my Masters Programme at UNEC.

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My profound gratitude goes to my project supervisor, Prof. Ikechukwu E. Nwosu, for his meaningful contributions and vivid supervision of the manuscripts, comments and constructive criticism has been so helpful.

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ABSTRACT

In a bid to produce and market their goods and services in the most successful manner, most business organizations resort to the use of promotional tools, especially advertising to realize their goals and objective. Such businesses rely heavily on the advertising industry because of their conviction that advertising has become the leading communication platform and communication arrowhead that gives meaning and the required bite or teeth to modern marketing. This approach has proved successful for some business organizations while for others, it failed to generate the required or anticipated response from consumers or customers. This study thus, focused on the motives, the drives as well as all the other factors that combine to influence consumers in their buying decisions. It surveyed the behaviour of consumers and the effects product advertising exerts on the m, identifying both the negative and positive attributes. The research was conducted empirically involving the use of questionnaire which provided primary data. Secondary data was obtained through various authoritative books and other publications. A thorough analysis of the data was made and the result tabulated using 100 percent as the base for the measurement of frequency to analyze the figures. The hypotheses which are mere formulated assumptions were tested, using the expected and observed frequencies to draw inferences and conclusions. The study observed the great role advertising perform in shaping the decisions of consumer in their choice of products. It identified the need to strengthen the creation of enough awareness for products through advertising, especially, new products, bringing out the unique selling points of such products enough to influence consumers' loyalty toward such advertised products. Apart from recommending clarity of advert messages and objectives, the research warned against false claims and other unwanted elements in advertisements messages with the intention of swaying consumers loyalty toward the products so advertised pointing out the consequences resulting from such action. The study also stressed the need for the embracement of the new paradigm shift in advertising approach. Christened; Integrated Marketing Communication (IMC) or the new advertising, the approach by this form of advertising is based on synergistic integration of all available promotional and marketing communication tools in the design and implementation of an advert campaign, properly blending them and running the campaign with this mix for greater effectiveness. Finally, it has been observed that consumers' buying behaviour is made up of the perceived and real image they (Consumers) configure about an organization and its products and or services. Consumers' perception of a company and its offerings and a synthesis of the bundles of the messages they receive from and about the organization through all conceivable communication media. It is therefore, imperative for manufactures and advertisers to adopt this modern philosophy of advertising with a holistic and synergistic approach if at all, they intend to achieve efficiently in the discharge of the marketing function.

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CHAPTER ONE

1.1 *Introduction*

Product advertising is used to convey availability of a product (which can be a physical product, a service or an idea) and to provide information regarding the product. This can stimulate demand for the product, one of the main objectives of advertising.

There are three generic objectives of advertisements: communication of information about a particular product, service, or brand (including announcing the existence of the product, where to purchase it, and how to use it), persuading people to buy the product, and keeping the organization in the public eye (Udeagha, 1998).

Advertising frequently use persuasive appeals, both logical and emotional, (that is, it is a form of propaganda), sometimes even to the exclusion of any product information. More specific objectives include increase in short or long term sales, market share, awareness, product trial, mind share, brand name recall. Product use information, positioning or repositioning, and organizational image improvement.

Consumers' decision therefore, to particular products is usually subjected to a lot of influences which include the distinctive living pattern of cultural groups as well as ethnic, religious and racial backgrounds. Product preferences could also be propelled by status, sex, price, individual lifestyle, age, education, perception etc (Udeagha, 1998).

Moreover, in a situation of different brands of a product line competition among themselves, consumers' awareness and conviction could be achieved through any of or a combination of the various marketing tools which include advertising, personal selling, public relations, sales or product promotion, publicity, packaging etc (Olakunori, 2000). Moreover, consumers are largely influenced by the way they perceive the product after hearing or seeing their advertisement. Thus, the perception of the advertised products by the consumer will be largely affected not only by the quality of the product but also by the attributes which the marketer is able to lead to the product through advertising and other promotional strategies. Over the years, the public perception of advertising has become very narrative. It is seen as a medium that inherently promotes a lie, based on the purpose of the advertisement ñ to encourage the target audience to submit to a cause or a belief, and act on it to the advertising party's benefit and consequently the target's disadvantage. They are either perceived as directly lying (stating opinions or untruths directly as facts) lying by omission (usually terms of conditions unfavourably to the customer) or

portraying a product or service in a light that does not reflect reality. It is this increased awareness of the intention of advertising as well as advertising regulations that have increased the challenges that marketers now face (Olakunori, 2000).

Thus, manufacturers and marketers have now seen the growing need for the embarkment of intensive advertising and product promotion, bringing out the Unique Selling Proposition (USP) of the advertised products aimed at influencing consumers buying decision. Again, the need to reach the heterogeneous and diversified audience with commercial messages have appreciably elevated the advertising profession both in Nigeria and other countries of the world, specially, those that are practicing a capitalist economy (Olakunori, 2000).

According to Kotler (2001), "Advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor". Advertising is also defined as a "paid non personal communication from an identified sponsor using mass media to persuade or influence an audience (Well et-al, 1989).

Advertising as a form of mass communication is therefore aimed at influencing or changing the behaviour of the consumer, compelling their preference or choice of products or service over others. The degree of awareness created by the advertiser and his ability to persuade and convince the consumer to buy a product or accept an idea depends on the product availability, reasonably moderate price and a combination of all marketing and promotional efforts.

Most advertisement messages are based on their desirability, exclusiveness and believability. The message must always say something desirable or interesting about the product, hence, this study is interested in knowing the influences of advertising, persuading or motivating positive responses and actions advertised.

1.2 Statement of Problem

One major criticism about advertising is that it may accomplish communication goals without influencing the consumers' buying decisions. This is because advertising messages could only produce positive result when there is effective demand, which is demand that is backed up by purchasing power.

Advertising constitutes a means of creating awareness of a product in order to sell it. The essence of advertisement would be defeated if the products advertised are therefore not available. Advertising may cause unexpected rise in the demand level, which will result in increase in price especially when the product is not available. Adaptation affects perception due to its description of those situations where people tend to adapt to continued reception of the same stimuli. Advertising could be dangerous if the product so advertised lack the desired consumer patronage. Advertising includes style competition in the market and once there is this situation, sub-standard products will fill the market. Advertising requires a lot of money and this tends to increase the price of products. Variability of consumers and their level of understanding and so many other factors affect their perception and this makes them to see things differently.

1.3 Objectives of Study

Every research is conducted with specific objective in mind. The following are therefore the purpose for which this study is being undertaken:

- (i) To find out the elements in advertising messages which influence consumers
- (ii) To find out other factors which influence consumers on their choice of products

- (iii) To bring to light the positive and negative effects of advertising as they affect consumers' responses towards products
- (iv) To determine whether or not advertising is actually necessary for product and whether manufacturers of these products will find it expedient
- (v) To determine the various role advertising play to manufacturers in our contemporary and complex society.

1.4 Research Questions

The following are the research questions:

- (a) Does advertising influence consumer behaviour?
- (b) Does advertising help in creating awareness for product?
- (c) Does advertising affect the consumer's awareness for product?
- (d) Is advertising necessary for product manufactures?

1.5 Formulation of Research Hypotheses

1. **H₀:** Advertising does not influence consumers to purchase products
H₁: Advertising influences consumers to purchase products
2. **H₀:** Advertising does not help in creating awareness for products
H₁: Advertising helps in creating awareness for products
3. **H₀:** Advertising does not affect the consumers' perception of products
H₁: Advertising affects the consumers' perception of products.

1.6 Significance of Study

This study has its significance in the fact that it will enable manufacturers of consumable products and various service providers to know whether advertising of their products and or services is necessary or not and whether advertising actually creates products awareness.

A study of this nature will after completion, serve as a reference point for solving similar problems. The study is also important due to its contributions in providing more ideas and useful suggestions on the growing need for manufacturers to reshape their communication and advertisement messages to influence and persuade positive responses toward their products by consumers.

1.7 *Scope of Study*

The research is primarily aimed at determining the influence of product advertising on consumers' behaviour. Advertising is said to exert a lot of influence on the marketing and sale of products and services. Thus specific focus will be made on consumers in selected urban towns in Enugu State.

1.8 *Area of Study*

The area of study covered three selected urban towns in Enugu State, namely: Enugu Urban; Nsukka and Oji River. These are the major towns in Senatorial Zones of Enugu State, with Enugu Urban, in Enugu East Senatorial Zone; Nsukka in Enugu North Senatorial Zone, and Oji River in Enugu West Senatorial Zone.

1.9 *Limitations of Study*

This research study has some limitations, which hindered the full realization of the research objectives. Most of the consumers could not be reached and most of those that were reached were uncooperative, therefore, necessary information which could have been useful in the

full realization of research objectives, were not provided. Again, the logistic, time and cost of covering a wider area was seriously hindered.

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Kotler, P. (2003): *Marketing Management (11th edition)*; New Jersey: Pearson Educational Inc.

Olakunori, O. (2000): *Fundamentals of Marketing*; Enugu: Computer Edge Publishers.

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Well, et al. (1989): *Basic in Advertising*; London: Euro Press Inc.

CHAPTER TWO

2.1 *Review of Related Literature*

2.2 *Introduction*

Advertising has become an integral part of our society. In a way, it has become embedded in our daily lives; we cannot go through a newspaper, listen to radio, or watch television without reading, hearing or seeing some form of advertisement or commercial. We see them on billboards or buses, in trains, in magazines, on matchboxes, on many novelty items, some messages aimed at influencing us or making us aware of the advertiser's product. Advertising is a forceful tool in moulding our attitudes and our behaviour towards products ideas and services. The word of mouth from friends and associates, and our own direct experience with these goods and services further strengthen the effect of advertising on our minds (Ayozie, 1998).

Advertising is a vital marketing tool as well as powerful communication force. It is in action of calling something to attention of the people, especially by paid announcements. It is a message designed to make known what we have to sell or what we have to buy. By using various channels of information and persuasion, it can help to sell goods, services, images and ideas. In respect of public utility services, social adverts can make posters, etc. If you ask the question, 'what is advertising?' the commercial you saw or heard last readily comes to mind. But there is much more to advertising than it exists and is experienced by everyone (Doghudje, 1980).

It could mean different things to different people. To some, advertising is a profession, a business tool to many and a form of communication to almost everyone. And like communication, advertising is either good or bad. It is amusing, entertaining, useful, helpful, boring, wasteful, and deceptive, an intrusion, or silly or a

necessity. There are as many perspectives to advertising as there are individuals, for it is the gains or losses from it that shades individuals' perception. Those who gain from advertising would always extol its virtues in any definition to be given while critics or those who have nothing to gain from it would surely hold negative views about it (Okigbo, 1990).

Advertising is much like electricity. We know a great deal about it and its uses but we are not very successful in defining it or delimiting it.

In a study of the consumers' view of advertising carried out in 1974 by the American Association of Advertising Agencies, four AAs, more than half of the respondents described advertising as a channel of information from manufacturers to consumers. More than a third of this representative, Frank Jefkins, in his book: *Advertising* defines the subject as the means by which we make known what we have to sell or what we want to buy (Jefkins, 1992).

Albert Lasker, described world wide, as the father of modern advertising said that advertising is *'salesmanship in print'*. He gave that definition long before the advent of Radio and Television at a time when the nature and scope of advertising were considerably different from what they are today.

The Advertising Practitioners Council of Nigeria (APCON) established by Decree 55 of 1988 which determines who the advertising practitioners in Nigeria are and what standards of knowledge and skills are to be attained by persons, seeking to become registered as members of the advertising profession in Nigeria among its numerous objectives defines advertising to be, *'Advertising is a form of communication through media about products, service or ideas paid for by an identified sponsor'*.

A more comprehensive definition was provided by the American Marketing Association (AMA) which says "Advertising is any paid form of non-personal presentation and promotion of goods and services or ideas by an identified sponsor (s)". This definition though, widely acceptable has been amended by mass communicators.

Benson and Hedges, assert that the objective of most advertising is to help sell goods or services to prospective customers. An increasingly important use of advertising is related not to marketing processes, but to such public interest goals.

(d) *The identified sponsor:* When the source of an idea is unknown, it is difficult for the receiver to evaluate the merit of the idea. So, the phrase "identified sponsors" is useful in distinguishing between advertising and the concept of propaganda attempts to present options and ideas with the objective of influencing attitudes and actions.

2.3 *Evolution of Advertising*

Advertising as we know is a modern evolutionary process. However, historical fact dates its concept back to the activities of the first human being (Adam and Eve) in the Garden of Eden when the serpent successfully lured Eve by marketing the potentials of the forbidden fruit and persuaded her to pluck and eat the said fruit. Eve in turn advertised the fruit to Adam which influenced his decision to also eat of it. This is actually what advertising does – trying to influence potential consumers to patronize a product. It is described as a process of communicating information about a product, service or idea with the intention of obtaining favourable reaction.

Advertising as a communication function was born thousand of years ago. At the time ancient civilization had only hand tools to produce goods, therefore, some goods were not produced in great quantities and the use of advertising to stimulate mass purchase of merchandize was not necessary. Also, no mass media was available for advertisers to promote their wares. It is even said that the primitive men and women of the Stone Age had ways of promoting, communicating, informing or convincing others to accept their ideas or materials in a manner similar to what is done today in the name of advertising. This school of thought would go further to state that every human civilization in the past had a number of activities, which had every close similarity or resemblance to what we call advertising in present day societies or civilization.

2.2.1 The Development of Advertising at the Global Level

The development of modern advertising, globally and nationally was however, born thousands of years ago. At the global perspective, though, historians have disagreed amongst themselves in some specific facts and areas such as dates, perspectives, standpoints, analytical framework or methods and actual description of events, nonetheless, we have been presented with a good picture of what happened in the past or what the past looked like, so much so that most of the time we do not mind much about the discrepancies in dates or such details.

For example, while the pioneer advertising research and author, Daniel Starch (1923) states that the first known advertisement was written or published in 3300BC, John Wright and his three Associates (1977) wrote in their book, simply entitled: *óADVERTISINGô*, that the first known printed or modern advertisement appeared in 1473. Thus, the difference in their account and dates on when the first advertisement in the world appeared lies in the fact that while Starch accepts or

recognizes the advertisement on the papyrus as an advertisement, Wright and his associates only accept a printed advertisement as the authentic or real advertisement. So, their different perspective or standpoints affect their dates on when the first advertisement appeared in the world, so much so that it will not be wrong to conclude that they are both right, from their different perspectives.

In the words of Daniel Starch (1923:17) as represented by Nwosu and Nkamnebe in their book, *óTRIPLE-P ADVERTISING: PRINCIPLES, PROCESSES, PRACTICES* (2006), perhaps the oldest known advertisements of this type is in the British Museum and was written on a sheet of papyrus found in the ruins of ancient Thebes, in Egypt. This announcement offered a reward for a runaway slave. Wright et al (1977) who states that óthe first known printed advertisement in the English language appeared in 1473. At that time, William Caxton, an English adapter of Gutenberg's idea of movable type, printed and distributed a handbill, which called the attention of potential buyers to a book of ecclesiastical rules he had just published.

Judging from the presentation above, it is viewed that whether an advertisement is written on a papyrus (the first paper form) or printed on a paper handbill, it is still an advertisement.

The history and development of advertising in the world generally can be divided into four distinct stages (Starch, 1923).

- (i) The pre-printing period to 1450
- (ii) The early printing period from 1450 to about 1850
- (iii) The modern period of expansion from 1850 to 1911
- (iv) The period of development of standards of practice and the introduction of research methods from 1911 to present day.

This fourth stage, according to Nwosu and Nkamnebe (2006), may be described as the age of professionalism and professionalisation

in advertising practice, which gave birth to the present sophistication in all dimensions of modern advertising practice.

Advertising development can also simply be divided into five distinct periods for even greater ease of understanding and description of the fourth advertising period. Wright et al (1977) adopted this approach and traced the early advertising period to the Roman and some of the earlier civilizations that believed that it pays to advertise. According to them, three forms of advertising were used prior to the time the printing press began to open the door to the development of modern mass communication media. These early ad forms were trade marks, signs and town criers. In Greece for instance, during its golden age, public criers were a civil institutions, men were paid, to circulate through the streets of the city, analyzing the citizens and important news and announcing public events (Wright et al, 1977). Later, during the middle ages, the only available means of advertising was the spoken word. The town crier and word of mouth or spoken word scenario is no doubt similar to what the history of the early advertising was in Nigeria; so also were the signs and trademarks, which of course, were in different shapes, forms and colours and communicated different messages naturally from those communicated by the signs and trademarks in Greece, and other ancient European Civilization and Societies.

The emergence of modern competitive advertising as opposed to mere announcements or information communicated by the pioneering or early advertising, can be traced to the emergence of newspapers and magazines which came up in England, the U.S.A. and most of Europe as a result of the invention of the printing press by J. Gutenberg and its further development by others like William Caxton. As a result, it is on that by the mid 18th century, print media advertisements were already in general use.

But modern advertising development however, could be said to have been much more greatly catalyzed by the industrial revolution than any other technological or economic trend because the industrial revolution changed drastically the relationship between the producer and the consumer and expanded the domestic market in most countries. Industrialization also brought about mechanized production of products, which led to increased production and the need to inform and persuade customers to purchase their product. Print media advertisements provided the answer to the need of the producers. The print media were later to be joined by the radio and television media in the early 20th century to provide more outlets for the advertisers and their advertisements. But even before then, advertising agencies had emerged to serve as middlemen between the advertisers and the media and to offer more professional services to the advertisers to producers of products and services. According to Wright et al (1977) Volney Palmer, the first American advertising agent began business in the early 1840s. And by 1917, the United States of America was reported to have up to 1,400 registered advertising agencies.

On its part, Britain was reported to have its first advertising agency, known as Reyney and Sons, as early as 1812. And since then, advertising agencies and the advertising industry in Britain has continued to grow very astronomically (Bovee and Aren, 1982). But comparatively, the advertising industry's and agencies growth is more vibrant in the USA than in Britain for obvious economic and market growth reasons. According to Nwosu and Nkamnebe (2006) this comparatively higher development of the advertising industry in the USA, as opposed to the trend in Britain, is felt even more sharply in the advertising education and research domain. For example, the USA has given greater impetus to advertising education and research by recognizing advertising as an academic discipline as opposed to mere

craft with many universities in the U.S.A. awarding BSC, MSC or MBA and Ph.D degrees in advertising, much more than the case in Britain (Nwosu, 1994).

In sum, however advertising has grown very sharply in the U.S.A and most European countries in the late 20th century and the early 21st century, especially with the new global economy that is market driven and highly competitive. Every business and every government agency in these countries that is worth its name, knows it cannot do without advertising. The emergency of the Information and Communication Technology (ICT) media has given even greater flip and wider scope to advertising in these countries of the developed world. Even the so-called 'Asian Tigers' like Japan, China, Taiwan and others now have small, medium scale and large scale companies or business organizations that engage in and fully exploit the opportunities offered by modern advertising in this age of information and globalization with their fast expanding domestic and international markets which, have made them big time export marketers. Even the conservative countries of Russia and the Middle East have discovered and are gradually becoming heavy transmitter and consumers of advertising, domestically and internationally. Again, the rapid growth of the advertising industries in these perceived conservative countries has been greatly enhanced by the rapid growth of above the line and below the line media in the world today. This is because advertising and the communication media are twin bedfellows that cannot be separated.

2.2.2 The Development of Advertising: The Nigerian Perspective

The early advertising and the modern advertising periods of ages, in Nigeria, as was the case in the other parts of the world as highlighted earlier, were preceded by the primordial and the pre-print media ages. These can be grouped into three stages:

- (i) The primordial, rudimentary, print media or early stage
- (ii) The print media advertising and business growth stage
- (iii) The professionalism and professionalization stage (Nwosu, 1996).

It is on record that a key leader in the Nigeria advertising industry, Abiodun Olusina Shobanjo (1994) also recognizes three distinct periods or stages in the development of advertising as the infancy phase, growth phase and the maturity phase. With these three phases, he was able to accommodate the events and trends of the Nigerian advertising history.

The primordial or early stage of the development of advertising is in a lot of ways similar in form to what the case was in the developed countries, Europe and the United States, even though in their own accounts, Starch, and Wright et al did not mention Nigeria or indeed African, probably due to ignorance, bias, neglect or other such negatives that led to their perception and presentation of African and Africans as primitive, uncivilized, the white man's burden and so forth. However, while lies or negative presentations can run the Marathon, the truth will always finish and win the race. Nigeria, no doubt, like their counterparts, in the other parts of the world, had her rudimentary advertising forms that included signs, symbols, spoken words or the town crier models of advertising, slogans, dances, drums, gongs, songs and many other means which they used to attract and retain attention of prospects to buy or exchange goods and services (trade by barter), or carry out community and development activities.

According to Nwosu and Nkamnebe (2006), perhaps the greatest joy of the above true facts is that they are still veritable. They posit that this is because where most, if not all, of the primordial advertising forms may have disappeared in the USA and Europe, or are found mainly in their museums, all of the primordial forms listed above still exist and are

still in use in the rural areas of Nigeria where at least 75% of Nigerian still live. Infact, they are so important and useful to the rural dwellers who see them as highly more credible, available and accessible than the modern advertising forms on television, radio, billboards and others. Indeed, in most cases, products, services, political and development ad campaign that does not include these, still existing in primordial forms in trying to inform, educate, motivate and convince the rural Nigerians to buy, vote, support or accept whatever is meant to be ósoldô to them will fail woefully. Therefore, they must be recognized as relevant and so carefully integrated into the modern and campaign plan in order to achieve the expected results (sales, votes etc.)

Fred Omu, in his book, óPress and Politics in Nigeriaô (1978) was so disturbed about the seemingly neglect or wrong presentation of the primordial history of advertising in Nigeria, that he took time and space to debunk the wrong notion earlier mentioned. In the book, he cited or quoted verbatim, the abject wrong statements of one European writer who misrepresented the primordial history of advertising in Nigeria and went ahead to debunk that author's wrong ideas. That European author, G. T. Basden (not dated) had erroneously written in his very useful book, óNiger Ibosö which was published in London, that:

ë the goods are left to advertise themselves; there is no attempt on the part of the vendors (sellers) to advocate their qualities. On the whole, the women sit mutely as if they had no interest whatever in the business and waited for a prospective customer, to make the first advance usually; it is possible to wander throughout a market without a suggestion of being pressed to buy.

Omu described the above claims as fallacious and responded thus:-

the view that traders were satisfied with spreading their wares on the ground and waiting for customers to make the first advance is entirely misleading. The phenomenon of advertising has always been present in the African market. Traders called the attention of prospective customers to the excellent quality and quantity of their goods and sometimes coined slogans to give added effect to their usually exaggerated claims.

The second stage of the development of advertising in Nigeria, presented earlier as the print media advertising and business growth stage was necessitated by two major global forces: the invention of printing in 1450 which brought about the print media, and the incursion of foreign business multinationals into Nigeria which led to growth in business development, which of course required advertising. The emergence of photography in 1831 on the world media scene and which penetrated Nigeria at this stage, also added impetus to the growth of advertising in Nigeria. The first Nigerian newspaper, published in Abeokuta, Ogun state, IWE IROHIN, in 1839, by Reverend Henry Townsend, published the first modern advertisement. That advertisement, a classified one, was an announcement about shipping to demonstrate the intimate relationship between the mass media, business and marketing, even in those early periods.

Almost all newspapers and magazines that were published at that time also published different types of advertising which helped to sustain them financially and helped to promote the products of the business enterprises that existed at the time and the services or ideas of the ruling colonial government of the time. For example, Robert Campbell, a Jamaican printer and editor who was based in Lagos, published in 1863 one of Nigeria's earliest newspapers, the Anglo African, a weekly newspaper that came out every Sunday and was sustained by the advertisements. Other forms of advertising, which

emerged at this second period in Nigeria, included black and white poster advertisements, streets signs, sandwich boards and promotional media. Advertisements at this period were mainly commercial information, social activities, trade information and obituary announcements.

Another significant development of this second state of advertising development in Nigeria was the emergence of the first advertising agencies which were affiliates of the growing business enterprises in Nigeria at that time. The first of such advertising agencies was the West African Publicity limited (WAP) which was incorporated on 13th August, 1928 under the companies Acts; of 1908 to 1971 as an affiliate of the United African Company (UAC). It metamorphosed to what we know today as Lintas limited, Lagos, which celebrated its golden jubilee (50 years) in 1978 and is still waxing stronger and stronger today as stated by Lintas itself (1978) 'Lintas arrived on the West African Coast as a result of trade, because this is precisely what advertising agencies are all about.

The third stage or phase of advertising development in Nigeria which we described earlier as the professionalism and professionalization stage, can also be described as the stage of the development of truly modern advertising in Nigeria. Technically, it could be said to have actually started in the first quarter of the 20th century and has contributed to date. It is indeed a period that marked the rapid growth of the advertising industry or advertising practice in all its forms and ramifications. At this stage, advertising in Nigeria moved from the print media or printed forms to the electronic media, which includes radio, television and cinema.

Radio broadcasting started in 1932 with the commencement of the Nigeria Broadcasting Service (NBS) which later metamorphosed into the Nigeria Broadcasting Corporation (NBC), and now the Federal

Radio Corporation of Nigeria (FRCN). But it was not until 1955 when the Western Nigerian Broadcasting Service (WNBS) started that real radio advertising or advertisements became a reality in Nigeria. WNBS was later joined by the Eastern Broadcasting Service (ENBS) in 1959 and the Northern Nigeria Broadcasting Service in 1960 to further contribute significantly to the development of advertising in the country. This was because they were all established as commercial broadcasting services. The NBC (now FRCN) also joined them much later as a commercial broadcasting station and so contributed to the development of advertising. And when WNBS, ENBS and Radio Kaduna added television services to the media fare in the 1960, they introduced television advertising in Nigeria.

Film or Cinema Advertising in Nigeria started in 1950, even earlier than television advertising and it was a popular medium of advertising. Mobile film vans and cinema houses or theatre like RIO Cinema and Crystal Cinema which had branches in different part of the country but is now virtually extinct or shadows of themselves due to poor patronage, helped to promote the development of advertising in Nigeria in no small way. However, today, home videos and home video advertisements seem to have effectively taken over from the cinema houses. The billboards also debuted in this period to further strengthen the poster in the outdoor advertising media family. Initially, the billboard was classified as below the line media of advertising. But today, because of the increasing popularity and billings of billboards, it is now accepted as an above the line medium. With the bulk or majority of the billboards concentrating in the cities or urban centres like Lagos, Abuja, Ibadan and Enugu, billboards also cover some rural areas in Nigeria's important modern advertising media. 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.

The Nigerian Enterprises Decree of 1972, which is also known as the indigenization Decree, according to Nwosu and Nkamnebe (2006), was a major stimulant that helped to catalyze the development of advertising in Nigeria. Among other things, the decree indigenized advertising practice in Nigeria, thereby, challenging more Nigerians to get involved in the advertising business by setting up and owning truly indigenous Nigerian advertising agencies. Foreign affiliation is however not forbidden, especially in this era of globalization. The positive effects of this decree (now an act) combined with the media and other positive trends in the Nigerian modern advertising scene contributed immensely to the professionalization of advertising in Nigerian and significant improvements in message design, campaign and production quality standards. The oil boom in Nigeria in this period (1970s) also helped the emergence of many indigenous business advertising agencies that emerged.

These positive professionalism and professionalization trends in Nigeria's modern advertising industry or business received a great flip from the establishment of Association of Advertising Practitioners of Nigeria (AAPN) in 1977. AAPN was supposed to help regulate and maintain standards among the many advertising agencies that had sprung up before and especially after the indigenization Decree or act, and has been doing that creditably so far. The Nigeria government through decree number 55 of 1988 set up the Advertising Practitioners Council of Nigeria (APCON), to further ensure control, regulation, professionalism and maintenance of high standards. And in spite of teething problems, APCON has done generally well in meeting its responsibilities which include maintenance of register of practitioners, setting advertising education standards, setting up training programmes

in form of advertising workshops, certificate and diploma examinations in advertising etc, encouraging research and publications in advertising and vetting of advertisements before they are published or broadcast. While AAPN registers advertising agencies, APCON registers qualified individual practitioners as associates, full members and fellows.

2.3 *Roles of Advertising*

- i. **Marketing Role:** Marketing is described as the business activity that directs the exchange of goods and services between producers and consumers. This function is facilitated by the interplay of what is known as the marketing communication. This communication effort is done by advertising, sales, promotion, public relations and personal selling. The role of advertising in marketing is that it helps to communicate the tools that are used for marketing to the target consumers.
- ii. **Economic Role:** In the view of Charles Sandbags, óadvertising carriers out its economic role by helping the society to achieve abundance by informing and persuading members of the society with respect to products, services and ideasô. He also asserts that advertising resists in óthe development of judgement on the part of customers in their purchase practices.
- iii. **Societal Role:** Advertising performs its societal roles by informing the public about new and improved products and teaches them how to make use of these new products. It helps customers to compare products and features and make informed decisions
- iv. **Communication Role:** Advertising has been described as a form of mass communication; therefore, it is able to communicate different types of market information to customers. Advertising informs consumers about the product and its unique selling points

which guides the consumers in their decision making process. Advertising provides information that helps buyers and sellers in the market place.

2.4 *Functions of Advertising*

Advertising is the total marketing mix, used to communicate to a defined audience and to put the audience in a frame of mind that stimulates them into action. In a general sense, advertising functions can be considered to include:

- i. **Provision of Information:** The primary objective of any advertising is to provide information about the availability of a product or service. For example, when a farmer puts up a sign in front of his house “buy fresh eggs here”, he is only informing the buyer on the availability of fresh eggs. This is informative advertising but not persuasive enough to stimulate action immediately. Although in a scarce economy or during periods of shortage one can see that such an informative advertising might generate a lot of response from potential buyers, this is not so when supply exceeds demand.
- ii. **Demand Stimulation:** As pointed out above, informative advertising may not be strong enough to persuade the buyer to take action. He might still need to be stimulated to take action. If the advertisement “buy fresh eggs here” were persuasive enough, the consumer might buy more quantities than with mere information.
- iii. **Product Differentiation:** The main aim of any advertiser is to show that his product or service is different from that of his competitor. Through advertising a firm can show the want-satisfying qualities of his products or services.

- iv. Value-added: A lot of advertising critiques do not see any value-added to a product by advertising. But providing more ownership utilities to its buyers, advertising can accentuate the value of a product. A product or service might command higher prices in the market place if it is advertised. For example, lace cloth, or Mercedes-Benz cars because of their status ñ oriented image, command higher prices. The Mercedes Benz advertising slogan in Nigeria says ñ óMake me a second carô. It is a sign of wealth or affluence.
- v. Price Stabilization: Prices fluctuates from seasons to seasons. One of the aims of advertising is to reduce such fluctuations.

In a study published in *Journalism Quarterly*, titled, óresponse of advertising variety of likes and dislikesô by Schlinger (1973), the objective of the study was to determine why consumers say that they like some adverts and dislike others, and how consumers perceived ólike and dislikeô being general terms used to refer to several distinctive modes or responses to advertising. The study was based on the hypothesis that óthere would be different kinds of liking and disliking each characterized by distinctive pattern of response.ô The data provided by this study suggested that the advert could produce pleasure and gratification through entertainment and by stimulation of self enhancing fantasy and identification.

Therefore, bearing in mind that the most basic task assigned to advertising is that of transmission of information. It implies thus, that a potential buyer who is aware of the existence of the product would remain a potential consumer until he/she is convinced to buy and use the product. The identification of the needs which the product meets is therefore, valueless unless the potential buyer is informed and/or convinced on how the product meets these needs. In this case, the ability of an advertisement to reach diversified and heterogeneous

buyers quickly and simultaneously through the various media of communication becomes invaluable.

Another contribution was from Pierre Martineau in 'Motivation in advertising', where he notes that the consumer is interested in the quality and value of the product through advertising. According to Martineau, the consumer is always more interested in knowing what he called 'the logical basis of purchasing a particular product'. In other words, 'the consumer simply wants to believe that the objects of his choice would have some functional, economic and even psychological utility to him.

Martineau went to explain that even when the consumer cites logic as the reason for his choice, the real buying force may have come from the psychological overtones attached to the product. To this effect, Martineau advises that the ideal advertisement should effectively constitute both approaches.

On the issue of advertising and information; Martineau went a step further, saying that any advertisement which merely supplies information is simply a first step in the process of persuasion. He believes that the advertiser must equally ensure that the consumers' feelings are also carried along in the process.

Writing on the economic effect of advertising especially on consumers' welfare and the functioning of the economic system, Mavedra Mohan said that 'advertising is closely linked with economic development since it is a vital marketing input for the introduction of a new product'. He said that advertising brings a wider acceptance of a product, and influences the shape of the demand curve.

On the case of withdrawal of advertising from the consumer's scene, Moham has this to say: 'Result proves that if advert were not provided free, consumers would be quite willing to pay for the supply of information.

However, some criticisms have been leveled against advertising. In his book, *Dimensions of Marketing*, Anyanwu A, says that one of the criticism heaped against advertising is that it leads to higher prices of goods since the cost would always be added to the price of the goods leading to non price competition by promoting individual brands, exaggerating the qualities, and potentials of products, services or ideas to the detriment of the public.

Mavendra Mohan, in his *Advertising Management: Concept and Cases*, shares Anyanwu's view. He says that the opposite views about advertising are often based on the contention that consumers are duped by misleading adverts and as a result, advertising should either be eliminated or strictly regulated. To him, the exact role and or relevance of advertising in the society have often remained a controversial issue, and therefore, a subject of much debate.

Moreover, Frank Jefkins has a different view about these criticisms in his book, titled, *Advertising*. Jefkins recognizes the various critics leveled against advertising especially by intellectuals. According to him, these intellectuals see advertising as *à* parasite force that exerts false values and induces people to buy things which they either do not need or cannot really afford. It is said to create expectations that cannot be satisfied. Such critics, Jefkins believes are making the greatest mistake of their lives. He accused them to have been erroneously blaming the tool and not the user. Jefkins posits to his critics that *ó*there is nothing wrong with advertising but there are advertisers who abuse or misuse advertising deliberately or unintentionally.

Nwosu and Nkamnebe (2006) sums it up thus; *ó*no organization can afford to carry non-persuasive inert marketing communications without risking market catastrophe*ó*. According to the duo, as the flagship of all marketing efforts, advertising should be made as

persuasive as it ought to be in order for it to play its roles efficiently, and the quality of persuasion must correspond or even exceed the existing transformations in the market place.

Some events in the market place have challenged the ways advertising is being done. The result is that consumers of today are exposed to advertisements many folds than their contemporaries ten years ago in Nigeria. Consumers never knew anything about telecommunications advertising apart from the irregular and dull paid announcements from the then monopolist in the industry. But today, telecommunication advertising is emerging as the most frequent, flamboyant, ubiquitous and expensive; this, according to Nwosu and Nkamnebe (2006) sometimes makes the receiver to pass through very different decision process as all the advertisements are as persuasive as they are similar. This places additional burden on the advertisers to build in additional persuasive elements in order to outwit competitors.

2.5 *The Influence of Advertising on Consumers*

Advertisers have been urged to find the appropriate *ócueô* so that consumer memory can be unlocked and used in decision making (Keller 1987; 1991). This traditional view assumes that a retrieval cue merely arouses or activates a memory that is slumbering in the brain. Within the advertising domain, consumers are thought to have a memory trace for the advert and a memory trace for their experience, which are separate and independent entities. Any failure to remember either type of information is due to faulty retrieval cues (Ehrenberg et al, 2002).

The re-constructionist view, meanwhile, finds that such related information may combine together so that when a past experience is recalled, the advertising information may infiltrate that memory. It is believed that when the advertising has become internalized in this manner and becomes part of the consumer's own memory, this

represents the ultimate in advertising persuasion-the consumer now owns the advertising material.

The reproductive view is intuitively appealing, and the emotion or vividness associated with bringing a past memory to mind may provide us an illusion of its veracity. However, failure to recognize memory's reconstructive nature can lead advertisers in wrong directions. For example, assuming past experience is veridical; an advertiser may not target consumers who had a past bad experience with their product and could therefore miss out on an opportunity to win them back. Or believing that a positive memory will always be so, an advertiser may leave the unassuming category leader open to competitors who try to engineer their own relationships/histories with customers.

2.5.1 Advertising Issues

The research on reconstructive memories within a marketing context is much newer than that in psychological, with much of the emphases being on whether or not advertising can in fact, influence a consumer's past experience because of its low credibility, once advertising was found to influence the past (e.g., Brain and Loftus 1998); the interest was what type of experience could be altered through post-experience information, as in whether a really negative experience could be made to seem better in retrospect (Braun 1999).

Only recently has there been an interest in what types of an advertising execution-such as autobiographical referencing-might influence the past (Braun, Ellis, and Loftus, 2002). There has been little research on determining the 'boundary effect' of misinformation, that is, the point at which it will be detected and not influence the original memory.

Researchers have found that consumers need a motivating cue to recollect their past experience (Baumgartner, Sujan and Bettman 1992)

and that this can best be done through an autobiographical advertisement. Autographical adverts that are emotionally arousing and engaging have been found to be effective for memory reconstruction to occur (Braun, Ellis, and Loftus 2002). In fact, this is consistent with research in forward-framing literature, where drama adverts that show the product in use have been linked to transformational effects (Boiler 1990; Wells 1986); and adverts with high effective content have been linked to this process as well (Aakar and Stayman 1992).

Within advertising, there has been a long-standing debate about whether information is conveyed better through pictorial or verbal means. There had been a bias to convey important information in explicit verbal form (Rossiter and Percy 1980). Stafford (1996) found that verbal cues outweighed pictorial ones for conveying information about a service experience. Smith (1991) found that inferences derived from advertising copy were stronger than those derived from pictures. Staelin (1983) found that verbal cues were necessary for pictures to be processed and later remembered; and in a similar vein, Philips (2002) found that headlines helped people interpret complex pictures and enhanced the adverts likeability.

However, other researchers support the well-known picture superiority effect on memory (e.g. Childers and Houston 1984; Gardner and Houston 1987), where there is an advantage for information presented as a picture over words. For example, while generally supporting the importance of inferences made from advert copy, Smith (1991) found that when verbal and pictorial information were at a mismatch, people tended to rely on the pictorial information.

Hirschman (1986) found that pictures in advertisement made people feel more familiar with products than did verbal information. Yi (1990) found that pictorial cues help enhance product beliefs and when

they were absent persuasion was more effective through indirect verbal means.

Thus far, the false memory research does not provide much insight into how the modality will influence how the advertising information will be embraced and internalized as one's own memory. For example, in support of the modality-free view of semantic memory, Braun and Loftus (1998) present misinformation in an advertisement either as a picture or words, and found about equal levels of false memories across conditions.

On the other hand, when dealing with a memory of an experience that has transpired many years ago (as opposed to Braun and Loftus (1998), whose experience occurred fifteen minutes earlier), pictures or images can trigger remembering (Schacter et al, 1996). Rossiter and Percy (1980) found pictorial content advertising as especially capable of stimulating pictorial imagery. According to Bartlett (1932), an image is a device for picking out bits of schemes from memory and increases the chances of variability in the reconstruction of a past event. When people recount past experiences, they often begin by pictorializing perceptual details and embellishing based on those details (Belli and Loftus 1996).

2.5.2 Assessing Influence

According to Clark, asked about the power of advertising in research surveys, most agree it works but not on them (1985). This statement represents one of the problems with research on advertising effects; people do not want to admit they have been influenced. In other cases, they may not realize they have been influenced, because that influence operated below their conscious awareness (Zaltman 1997). To get a better understanding of how advertising works, there is a need to find indirect measures that take into account the complexity of human memory (Hall 2002).

This research proposes looking at the transformation of consumer experience indirectly through the memories influenced by the adverts exposure. Cognitive psychologists have developed the misinformation paradigm where participants experience an event, such as seeing an accident. Next, some participants are given misinformation, such as providing false information about the accident, while others are given no such information.

Last, participants are tested for their memory of original experience. Those who have incorporated the false information into their memory are said to have a misinformation effect of false memory (Loftus 1977).

This same misinformation paradigm has been applied to advertising situations, both with a very strict replication (Braun and Loftus 1998) and with more leniency (Braun 1999). As found in the psychological arena, those who incorporate information from advertising receive after an experience have created a false memory. While I am certainly not suggesting that advertisers ought to consciously seek to alter consumers' memories (this may be happening nevertheless, due to the reconstructive nature of recall). I propose that this paradigm allows us to determine when advertising will have an effect on how consumers remember their past experiences. It is important theoretically to include false information in the post-experience advertisement to determine whether the advert is merely awakening an existing memory (as the current implicit view of reproductive memory might state) or having influence on the reconstruction process). For instance, the incidence of distorted or false memories across advertising conditions serves as a measure of advertising influences on consumers' past.

2.6 *Advertising Participants*

These are those that play very important and inevitable roles in the practice of advertising to see that advertisement messages are communicated to the potential and actual consumers. Williams Wells et al in his book, *Advertising Principles and Practice* notes the primary players in the advertising word and these players are:

- The Advertisers
- The Advertising Agencies
- The Media
- The Vendors
- The Academia

2.6.1 *The Advertiser*

This is the point where advertising starts; it is the point where the idea of advertising is conceived before it is concretized. This could be an individual or an organization and the advertising and important decisions about the advertising and such decision include the target of the advertisement, the medium, space and duration. This is because they are the ones that have the budget for the advert.

2.6.2 *The Agencies*

The agencies are very important participant in the process of advertisement. The agency has the function of planning and implementing the advertising campaign. This is so because for any advertisement to be effective there has to be a professional touch which can only come from agencies as they are the people who are grounded in creative expertise, media knowledge and the advertising strategies.

2.6.3 *The Media*

The media is described as the channel of communication used by advertising (Wells et al 1995). This means that advertising cannot take place without a medium as the message of advertisement is carried through this means. The most popular media used are the print e.g. newspaper, magazines etc. which sell spaces for advertisement to the advertisers and the broadcast of radio, television etc. that sell time for the purpose of advertisement. It is the media that carries out research about the target audience and creates advert messages that will appeal to them.

2.6.4 *The Vendors*

The vendors act like the coordinating factor among the other actors in the advertising world. They are described as institutions that provide certain expertise that advertisers and agencies cannot perform. These people are regarded as professionals in various areas that advertisement need. They include the photographers, printers and graphic designers etc. The vendors do the practical aspect of the advertisement work.

2.6.5 *The Academia*

This is another aspect of participation in the advertising. The activities of the academic in the business of advertising cannot be looked down upon.

In our institutions of higher learning, courses directly relevant to the advertising profession are being offered. These include, marketing, mass communication, public relations, offered in various institutions of higher learning in Nigeria.

In a bid to promote the practice of advertising in our institutions of higher learning, LINTAS Advertising Agency, the first in Nigeria, made a donation of a marketing laboratory to the Department of Marketing, University of Nigeria, Enugu Campus. This shows the determination of the practitioners in promoting the profession.

The curricula developed in these institutions, as it seems hardly harmonized with the practice, the research efforts in the academia are usually not made available to practicing advertising professionals. However, there is a serious move by the practitioners and the academia towards the desired harmonization between teaching in the schools and practicing on the field.

2.7 *Integrated Marketing Communications: The New Approach to Advertising*

The new approach to advertising; integrated marketing communication is a new approach in marketing communications. This is a concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent and compelling message about the organization and its products.

In this era of globalization, one notices the paradigm shift from the traditional to the modern ways of life. This change is evident in so many facets of our life ranging from, political, economical, social etc. In Nigeria, these changes reflect even in the family structures where the rate of divorce is now rampant, the women are agitating for new roles in the society more especially the ones that were attributed to the men folk. Also, we can notice growing acceptance of one parent families in the society giving credence to the notion of change. This has eaten deep into our lives that every aspect of life wants to be associated with this as we can see in new politics, new media, new-breed politicians, new Christianity, new journalism etc. which is an evidence of wise

acceptance of the concept. The prefix attached to those existing concepts shows that what was is not what is or what is being expected again.

In the words of Charles Okigbo, *new journalism* is not necessarily better; though, it is markedly different. In fact, there is considerable disagreement over the meaning of the term; though, it is generally accepted to mean, the combination of acts or the abundant use of literary techniques in journalism; some people take it to mean *development journalism* or the use of journalism as a tool for promoting societal growth, while detractors think it is anachronistic to talk of non-factual journalism or literary journalism. In their view, which is also shared by purists, if it is not factual, it is not journalism. Continuing, Okigbo explains further that the debate about the new journalism is no longer fashionable. In the case of new advertising, it will probably go the confusing way of *new journalism* with different groups interpreting it as they deem fit. But from traditional advertising, we understand the standard practice of planning, creating and placing advertisements or paid messages in the media, from age to age the sophistication of the various activities extant on these functions changes considerably. For instance, at the earlier state of advertising, there was planning. Creativity was extremely limited to what the undeveloped media channels could accommodate.

Advances in technology and the increasing diversity of both the market and the audience, now make it inevitable that extensive research must precede the creation of advertising copy and the requirements of the multiplicity of media must be kept in views. From, this, we can conclude that traditional advertising was simple while the mode is sophisticated. Indigenous advertisements involve minimal planning, modest creativity and have limited media channels for their expression unlike the contemporary mode of advertising or the *new advertising* which involves the employment of integrated marketing

communications. The traditional functions of advertisements which is notably to inform, to educate, persuade and ultimately move action consistent with the promotional objectives of the campaign have not changed. What has actually changed to give it the qualification of new advertising is the sophistication of the operations that now involves the admixture of various facts, especially psychology, marketing, public relations, strategic planning or vision and the 'fourth dimension'. These have always been there, as part of any kind of advertisement. But never before have they been more perspicaciously sought after or employed with greater sophistication. It is this new expansive view that is referred to as integrated marketing communications.

2.7.1 Dynamics of Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a new development of the post 1970 period. As a historical development, it is difficult to say precisely when it started. Like most innovations in communications and business, its origin is most easily traceable to the united state where before the 1970s; the tradition was for most advertising agencies to concentrate all their efforts on the service functions of creating and placing advertisements. Even when clients allowed their agencies to provide promotion plans, the contributions from the agencies were never taken as anything more than proprietary advice. It was only in the traditional domain of creating and placing adverts that the agencies were recognized as 'the sole and unduplicated purveyor of a critical service.

By the close of the decade of the 1970s, changes in the marketing environment brought about the phenomenon of direct media buying and media brokerage operations, creative boutiques sprang up in many places, and even some big time advertisers tried to set up in-house agencies.

Changes in the economy and the marketing landscape led many advertisers to shift money from advertising to more immediate effects aspects of marketing e.g. direct marketing, sales promotion, and event marketing. These changes set the stage in the 1980s for the evolution of integrated marketing approaches, which were adopted by the advertising agencies who felt that they were losing ground to their clients. Many of these agencies were establishing in-house agencies or using creative boutiques and/or direct media brokerage.

2.7.2 *Elements of IMC*

There has always been a debate about the nature and scope of marketing applications. Can marketing be a useful consideration in the activities of non-profit and public service organization? In many respects, Kotler and Levy's view that, "marketing a relevant discipline for all organizations in so far as all organizations can be said to have customers and products" has now widespread acceptance. This is the sense in which integrated marketing communications is now applicable in any organization where it is appropriate to use communication to address customers about the organization products.

The various elements of IMC include:

- i. ***Psychology of Consumer Insight:*** Advertising has always employed many kinds of psychological devices and appeals to convince prospects about the desirability of particular goods or services or to speak well of certain organizations. In the new advertising, psychology is used in obvious terms of applying the right persuasive techniques, showing regard to the ethics and laws of the profession. The point is to address consumer in the right context and endear him or her to the subject of the advertisement.

ii. Public Relations: There used to be a very thick and impenetrable line between advertising and public relations. But today, modern advertising is not complete without public relations. Boves and Arens rightly conceive of public relations such in terms that it is easy to see how it interferes with advertising and other elements of corporate communications. In their words, "every company, organization, association and government body has group of people who are affected by what the organization does or says". These groups may be employees, customers, stockholders, competitors or just the general population of consumers. Each of these groups may be referred to as the organizations "publics". To manage the organizations' relationship with these publics, the process known as public relations (PR) is used.

Public Relations has the primary task of projecting a good image of an organization and its products or services. The new advertising agencies must practice public relations and the new PR companies must engage in advertising practices.

For "humanness", "art", "creativity", and the "sixth-sense" in advertising, Leo Burnet reported to have observed that above all, the work of an advertising agency is warmly and immediately human. It deals with human needs, wants, dreams and hopes.

In conclusion, Nwosu (2001) "believes that IMC can best be understood as a deliberate, planned and systematic attempt to contextually expand the traditional or conventional promotional strategies or activities (e.g. advertising and public relations) and integrate them with other marketing communications activities, to facilitate the achievement of defined marketing objectives". Onah (1979) in his own contribution to the concept of integrated marketing communications, asserts that, "As one moves from traditional collective markets to the modern retail institutions,

such as supermarkets and departmental stores passes from the use of brute force to the use of soft, persuasive and consumer oriented communication.

2.8 Consumer Behaviour

Before trying to define consumer behaviour, we should first understand who a consumer is and what behaviour is all about. Marketing executives should have a good first hand knowledge about their consumer, their needs and wants, and how to effectively satisfy them in order to also achieve the profit goals of the firms they represent.

The consumers are therefore, said to be those people who receive goods and services produced by organizations. They can be divided into personal and organizational consumers:

- i. Personal consumers are individuals who buy goods and services for their own uses. The goods are bought for final consumptions and these individuals are the end users.
- ii. Business/organizational or industrial consumers are private business organizations, government agencies and institutions who buy goods, services and equipments to use in the production of other goods and services that are sold, rented or supplied to others at a profit.

Consumer behaviour studies individuals in relation to his reactions to consumption related items. It is viewed as an interdisciplinary science that investigates the decision-making activities individuals in their consumption roles.

Led, G. Schiffman, on page 6 of his book, *Consumer Behaviour*, defines consumer behaviour thus; it is the behaviour that consumers display in searching for purchasing, using evaluation and disposing of products services and ideas which they expect will satisfy their needs. The goal of advertising is to persuade the consumer to do

something, this can only be achieved when the characteristics of the target audience is known. There are some basic things which are necessary to be known about the consumer and they are the way they think, the factors that motivate them, and the environment in which they live. Consumer behaviour conforms to the law of cause and effect which advocates that for everything that happens there is a causal reason. These factors are both internal and environmental influences. These consumers behaviour can be seen as logical, looking at it from the point of view of the consumer at the particular time he is making his purchase; it is pertinent to note that consumer cares about his satisfaction. This calls for the need to observe, study and understand his behaviour and what motivates him at any particular time and this is achieved only through research.

2.8.1 Factors Influencing Consumer Behaviour

There are numerous factors which influence consumers and determine their behaviour in one way or the other and they can appear in so many forms. What is important is to recognize and accept the fact that these influences exist and are determining factors of what and how consumers buy.

Consumer purchases are strongly influenced by cultural, social, political, psychological factors. They are usually uncontrollable factors the marketer must take into account.

(i) Cultural Factors

These include a consumer culture, sub-culture and social class. Cultural factors exert the deepest and broadest influence on consumer behaviour. A person's cultural, peer group and social class largely determine the way a person behaves and the type of goods he wants and desires. Cultural influences on buyer

behaviour vary from country to country and marketers have to adjust to these differences in their marketing strategies. For example, wearing trousers by women is a taboo in some Moslem Countries; so a producer of jeans trousers will be wise by trying to avoid marketing activities in such countries. Also, people of different social classes show distinct product and brand preferences in areas such as clothing, home furnishing, and leisure activities etc. marketers should therefore take note of this.

A consumer in the upper strata of society would likely buy a Mercedes Benz or Jeep instead of a Volkswagen Beetle car. Social divisions are in the area of upper-uppers, lower uppers, upper middle, middle class, working class, upper lowers and lower lowers. Social class membership depends on variables such as income, education, occupation, family background, dwelling areas etc.

(ii) *Social Factors*

A consumer's group also influences his buying behaviours i.e. membership groups, family and reference groups, etc. Respected member of the society, opinion leaders or family heads can influence other members' product choice. These individuals serve as information sources for others in the group their opinions are respected and their advice sought to guide members in the group. The family also represents one of the strongest sources of group influence for individuals in the society.

(iii) *Personal Factors*

These are a consumer's personal characteristics e.g. age, life cycle stage, occupation, economic situation, personality and self-concept. For example, people change the goods and service

they buy over a lifetime, tastes in food, cloths and reaction are often age-related. Likewise, a person's occupation and economic situation would determine the kind of goods he or she buys. Consumers in the lower income bracket would normally consume basic stuffs like garri, cocoa yam etc. and buy low cost clothing. Consumers with well paying jobs would buy foodstuffs like bread, potatoes, rice etc. and buy more suit, ties and expensive lace material.

(iv) Psychological Factors

These include a consumer's motivation, perception, learning, beliefs, attitudes and religion.

- (a) A person is motivated to consume certain products because of a pressing need that seeks satisfaction i.e. states of tension, hunger, thirst, or psychological, arising from the need for recognition, esteem or belonging. Marketing need to know what factors motivate their consumers in their product choice and use of this information to entice their consumers to buying their products.
- (b) Perceptions is also another psychological factor and it is the process by which people select, organize and interpret information to form a meaningful picture of the world. Marketers have to work hard to convey the best image of their products to consumers to enable them perceive or recall the product in a good light.
- (c) Attitudes and beliefs, these are ideas and thought, people have about something e.g. most consumers believe that made in Taiwan goods are inferior to made in Japan goods. Marketers need to identify consumer's beliefs about certain products or buying situation and tailor their products, to positive imaging or

in some cases, engaging in promotional efforts to change a negative belief.

- (d) Learning describes changes in an individual's behaviour arising from experience. Human behaviour is learned thus, a consumer will buy a product that he knows is good from previous experience.
- (e) Religion also exerts enormous influence on consumer behaviour e.g. Moslems because of their religion do not eat pork.

2.8.2 *Consumer Buying Models*

Consumer behaviour models seek to explain the processes of buying decisions. These models indicate that the buyer is stimulated to initiate the buying decision process by certain stimuli which occur in his/her environment. Such stimuli could be economical, technological, political and cultural. There is also what is known as the marketing stimuli which include the four Ps of product, price, place and promotion. It is now behoves on the marketers to find out how these stimuli affect or exert influences on consumers in their purchase decisions.

Consumer behaviour models are the different perspectives from where consumer behaviour can be viewed and such include sociologically, psychologically and economically.

In his contribution to the study of consumer behaviour, Kotler (1999) asserts that the starting point is the **Stimulus-Response** model of consumer behaviour. He explains that consumers have what is known as the 'black box' and that whatever kind of stimuli they receive enters into this 'black box' and produces certain responses.

Viewing consumer behaviour models from some other perspectives, **The Economic Model** sees man as an economic animal and that his decisions are largely done consciously to enhance his economic well-being. This model emphasises the consumer's income

which is his purchasing power. The consumer uses the concept of scale of preference and opportunity cost when taking his buying decisions.

The Motivation Model of consumer behaviour emphasizes the things that satisfy consumers when they are using a product. The model points out that what consumers buy is utility or satisfaction and not necessarily the product. The motivation model goes on to distinguish what constitute satisfaction and dissatisfaction in any product.

The Social Psychology Model sees man as a social animal that complies with the whims and caprices of the society. This is evident in the societal class influence on consumers, which affect how and what consumers buy, to conform to their class in the society.

The learning model has its root on the notion that learning is changes in individual's behaviour arising from experience and produced through the interplay of drives, stimuli, cues, responses and reinforcements. Learning affects consumers behaviour as responses will be determined by the degree of reward, which was previously acquired, thus, will also be needed for reinforcement when the reward is encouraging.

Dr. Charles Okigbo in his book, *Advertising and Public Relations* points out that there are three popular models of consumer behaviour which adopted the process perspective in explaining the concept of consumer behaviour (Okigbo, 1990). The Nicosia Model explains consumer behaviour in terms of input variable that lead to specific actions by consumers. He points the major input variables to include message exposure attitude, motivation, purchase behaviour and experience.

The second model, which adopts the process perspective, is the one that employs perceptions, values and attitudes, personality and past experience are the major variables. The main point of this model explains how most consumer behaviour decision start with physical and

social inputs that lead to problems recognition. This leads to a search for alternatives evaluation of options and actual purchase decisions. The two outcomes of purchasing are post purchase evaluation and further behaviour (Engel et al 1968).

The third model consists of inputs variables, output variables, and hypothetical constructs and outside variables. Consumer behaviour is explained by this model as involving four steps. Inputs factor such as price, quality and service which lead to convert search and attention which is turn lead to learning factors such as motives attitudes and brand comprehension (Howard & Sheth,1966). They posit that these processes make room for feedbacks and are very relevant in advertising and marketing.

2.9 *Communication and Consumer Behaviour*

Firms usually communicate the existence of their products to the market, through the promotional activities of Advertising, Personal Selling and Sales Promotion. These are the promotional mix. These are the main communication tools that marketers use. Although, the entire marketing mix of price, place, product and promotion also are part of the total message the firm sends to the market in relation to its products. The role of marketing communication is thus, to share the meaning of the company's product offering to its consumers in such a way that the consumers attain their want/need satisfaction goals and at the same time, help the company achieve its profit and corporate goals.

2.9.1 *Channels of communication.*

There are two broad types – personal and non – personal communication:

- (i) Personal communication: Two or more people communicating directly with each other either face to face over the telephone or through the mail. Personal communication can be formal or

informal, positive or negative. This channel is effective because you have access and immediate feedback.

Examples of personal communication is a company's sales people contacting buyers in the target market. Other personal communication channels are through consumer buying guides, family, friends, neighbours etc. These are known as word of mouth influence. Personal influence is very important as companies can quickly sell their products on recommendations by respected family heads and opinion leaders in the community.

- (ii) Non-personal communication channel or mass media: These are media that can carry messages without personal contact or feedback, including major atmosphere and events.

Mass communication is usually formal because it originates from the organization to the consumers; it is usually commercial in nature. Mass communication feedback is usually delayed, misleading or ambiguous and is not as family as the personal communication feedback. Marketers rarely have the opportunity to find out immediately how effective their consumer advertising is.

A way to counter their problem is through conducting audience research to find out which media is most frequently used by consumers, which TV programmes are watched and advertisements are remembered by target audience.

2.9.2 Selecting Advertising Media

The major steps in media selection include:-

- (i) Deciding on reach, frequency and impact
- (ii) Choosing among major media types
- (iii) Selecting specific media vehicles
- (v) Deciding on media timing

Reach is a measure of the percentage of people in the target market who are exposed to the advert campaign during a given time period e.g. the advertisers trying to reach 70% (percent) of the target market within the first 3 months.

Frequency is a measure of how many times the average person in the target market is exposed to the message e.g. thrice exposure of an advert or commercial.

Media Impact- quantitative value of a message exposure through a given medium e.g. message that require visual demonstration will be better on TV than presented on radio.

The more reach, frequency and impact the advertiser seeks, the higher the advertising budget will be.

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CHAPTER THREE

3.0 *Research Design and Methodology*

3.1 *Research Design*

In carrying out this research, the researcher employed descriptive research procedure. This procedure was used because descriptive research gives a picture of a situation and it serves as a basis for most researches in assessing the situation as a prerequisite for drawing conclusion. Descriptive research also involves collecting data in order to test hypotheses or ensure questions covering the study.

3.2 *Research Method*

The method applied in this research is the survey method. This method made use of primary and secondary data to elicit the necessary information required for this research.

3.3 *Sources of Data*

Both primary and secondary data were considered pertinent in solving the research problems.

A. *Primary Sources:*

- i. *Oral Interview:*** This involves the researcher asking questions which were formulated to elicit relevant information from the respondents. The responses were also recorded on the spot. This method became necessary, as the researcher had the opportunity of explaining everything to the respondents as well as making on the spot assessment of the situation.
- ii. *Questionnaire:*** The researcher also used questionnaire to obtain a lot of information from the respondents. Questions were formulated to generate relevant information to the study.

B. Secondary Source:

Relevant information were also obtained from textbooks, journals, magazines and other published and unpublished works on the subject matter.

3.4 Population of the Study

The population of this research comprises of the consumers within the three urban towns studied in Enugu State, which include: Enugu Urban, Nsukka, and Oji River. The population is regarded as an INFINITE POPULATION, because the exact population could not be determined.

3.5 Sample Size Determination

It was not possible to study the entire population because of time and financial constraints. Since the researcher could not determine the actual figure of the population under study, a pilot test was conducted to determine the sample size to be interviewed. A pilot survey on the consumer, with a study population covering one hundred (100) people drawn from consumer of advertised products was carried out. In the pilot study, eighty (80) of those sample representing 80% were of the view that advertisement was a strong influence in their choice for purchase of products. The remaining twenty (20) respondents, represent 20% saw no influence of advertising on product purchase. These figures formed the basis for the sample size determination. The formula is:

$$n = \frac{Z^2(PQ)}{E^2}$$

where	n	=	The desired sample size
	Z ²	=	Confidence level of 95% or 1.96
	P	=	Probability of success = 80% or 0.8
	Q	=	Probability of failure = 20% or 0.2
	E	=	Margin of error (1000% - 95%) 5% or 0.5

Substituting the formula:

$$\begin{aligned}
 n &= (1.96)^2 \times \frac{(0.8 \times 0.2)}{(0.05)^2} \\
 &= \frac{3.8416 \times 0.16}{0.0025} \\
 &= 2,458,624 \\
 &= 250 \text{ (approximating to the nearest ten)}
 \end{aligned}$$

The sample size here is **250**

3.6 *Validity and Reliability of the Data*

The researcher used the test-retest technique to estimate the reliability of the questionnaire. By selecting four respondents each, who had filled the questionnaire and giving them another questionnaire to fill, it was discovered that their responses showed an appreciable degree of consistency.

3.7 *Method of Data Presentation/Analysis*

The data were presented in the following form:

- i. Tabular presentation
- ii. Percentages

3.8 *Test of Hypotheses*

The statistical tools used in testing and analyzing data in order to arrive at valid conclusion is the Chi-square (X^2).

This can be used to test more than two population proportions. The Chi-square (X^2) provides means of comparing a set of observed frequencies with a set of expected frequencies. The formula is:

$$X^2 = \frac{\sum (O_i - E_i)^2}{E_i}$$

Where:

X^2	=	Chi-square
O_i	=	Observed frequency
E_i	=	Expected frequency
Σ	=	Summation sign

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CHAPTER FOUR

4.0 *Presentation and Analysis of Data*

In chapter three, the methodology which was used in obtaining the data was presented and discussed. This chapter will therefore, present and analyze the data so obtained. Thus, out of a total of 250 questionnaire served on consumers of various products, 240 were returned while the balance of 10 questionnaire were not returned. The presentation and analysis of data is therefore based on the 240 questionnaire and analysis of data and research objectives and hypothesis. The study is aimed at determining the influence of product advertising on consumer's behaviour.

4.1 *Profile of Respondents*

Table 1: Classification of Respondents by Sex

<i>Sexes</i>	<i>Respondent</i>	<i>Percentages</i>
Male	100	41.7%
Female	140	58.3%
Total	240	100%

Source: Field Survey, 2010.

The above table shows that both male and female sexes were well represented in the sample. While 140 or 58.3% of the respondents were females the remaining 100 or 41.7% of the respondents were males.

Table 2: Classification by Age

<i>Age groups</i>	<i>Respondent</i>	<i>Percentages</i>
18-29	54	22.5
30-40	69	28.75
41-50	75	31.25
51 and above	42	17.5
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

From the above table, it can be seen that 54 respondents representing 22.5% were between the ages of 18-29 years; 69 of the respondents representing 28.75% were between 30-40 years while 75 respondents representing 31.25% of the total respondents were between 41-50 years with the remaining 42 respondents or 17.5% of the total being 51 years and above.

This analysis shows that most of those sampled were adults whose reasoning and sense of judgement could be relied upon

Table 3: Recovery Rate of Questionnaire

<i>Location of towns</i>	<i>Numbers of questionnaire administered</i>	<i>Numbers of questionnaire returned</i>	<i>Numbers of unreturned questionnaire</i>	<i>Response rate</i>
Enugu urban	99	94	5	94%
Nsukka	81	78	3	96%
Oji-River	70	68	2	97%
<i>Total</i>	<i>250</i>	<i>240</i>	<i>10</i>	<i>96%</i>

Source: Field Survey, 2010.

The table above is a representation of the total number of consumers that filled and returned their questionnaire from the selected towns indicating a 96% return success by the respondents.

Table 4: Classification by Occupation

<i>Occupations</i>	<i>Respondent</i>	<i>Percentages</i>
Business	120	50%
Civil Servant	50	20.83%
Students	70	29.17%
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

As showing in the table above, 120 of the respondents representing 50% are business people. 50 or 20.83% of the respondents are civil servants while the remaining 70 respondents representing 29.17% were students.

Table 5: Marital Status

<i>Variables</i>	<i>Respondent</i>	<i>Percentages</i>
Single	80	33.3%
Married	100	41.7%
Widowed	40	16.7%
Divorced	20	8.3%
Total	240	100%

Source: Field Survey, 2010.

From the table above, it can be seen that majority of the respondents were married. Those single were 80 representing 33.3% while 40 respondents representing 16.7% were widowed, leaving the balance of 20 respondents or 8.3% as those divorced.

4.2 Responses as to the role of the media as carrier of advertisement messages.

Table 6: Do you enjoy reading, listening or watching advertisement in any of the media?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Yes	180	75.0%
No	60	25.0%
Total	240	100%

Source: Field Survey, 2010.

The above table indicates that 180 of the respondents representing 75% enjoy reading, listening or watching advertisement in the various media while 60 of the respondents representing 25% do not enjoy reading, listening or watching advertisements in the media.

Table 7: Which of the media do you prefer?

<i>Response variable</i>	<i>Frequencies</i>	<i>Percentages</i>
TV	99	41.25%
Radio	72	30.00%
Newspaper	24	10.00%
Billboards	33	13.75%
Magazines	12	5.00%
Total	24	100%

Source: Field Survey, 2010.

The table above indicates media choice of respondents to advertising messages. This clearly shows that out of the 240 questionnaire returned 99 of the respondents representing 41.25% preferred advertised messages on Television. This could be attributed to the visual effects the television gives to its users as it represents the largest area of interest to advertising message.

The table also indicates that 72 out of the 240 respondents are inclined to radio advertisements representing 30% response rate. This is second in the order of preference and could be attributed to accessibility as almost every body could have access to radio and consequently, advertising messages in radios.

However, out of the 240 respondents, 24 of them representing 10% see advertisement on newspapers and they comprise of only the educated and elite class.

This was also the case of magazines which has only 12 respondents representing just 5% total population. The reason was also attributable to the class of people that have access to this medium.

The billboard is another medium of advertisement. 33 out of the 240 respondents representing 13.75% response rate indicate being aware of advertisements through this channel. Billboard could be accessible to respondents consciously or unconsciously.

Table 8: Do you think advertisement of products in the various media of communication is necessary?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Yes	204	85.0%
No	36	15.0%
Total	240	100%

Source: Field Survey, 2010.

In this table, 204 respondents, representing 85 percent response rate feel advertisement of products in the media is necessary while 36 of the respondents representing 15 percent response rate feel advertisement

in the media is unnecessary. This table explains the necessity of advertising and how consumers have a positive perception towards it. Providers and producers as well as marketers of goods and services should see this as a clear evidence to what product advertising is all about.

Table 9: Are You Aware Of Advertisement Messages In Your Environment

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Yes	230	95.8%
No	10	4.2%
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

The above analysis show that out of the 240 respondents 230 of them indicated as being aware of advertisement messages representing 95.8% response rate. This indicates that almost all adults in the society are exposed to some form of advertisements, some how, at a particular time.

4.3 Responses as to Influence of Advertising

Table 10: Does advertisement induce you to purchase unneeded products?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Yes	84	35.0%
No	156	65%
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

According to the analysis above, 84 respondents, representing 35% response rate indicated that advertisement does induce them to buy unneeded products. However, 156 of the respondents representing 65 percent response rate was of the negative opinion to this question. This shows thus, that what advertising does is to give them information about product varieties qualities and contents to help them make a choice and

not necessarily inducing them to purchase products which they do not need.

Table 11: Do you agree that advertising is responsible for increase in product price?

Options	Responses	Percentages
Yes	46	20.0%
No	194	80%
Total	240	100%

Source: Field Survey, 2010.

The analysis in the above table is an attempt to find out how consumers perceive some negative effects of advertising. 46 respondents out of the 240 representing 20% response rate answered positively to the question. Conversely 194 respondents representing 80% response rate answered negatively to the question. This development indicates that most consumers do not see increase in price of any product as an effect of the advertising cost as the price is subsumed in the actual price of the product and not coming as an extra cost.

Table 12: Does price affect your purchase decisions?

Options	Responses	Percentages
Yes	30	12.5%
No	210	87.55
Total	240	100%

Source: Field Survey, 2010.

In the table above, it is surprising to observe that prices of products do not really affect decisions of consumers in their choice amongst competing products despite the interferences of even the income variable. 30 respondents out of the 240 representing 12.5% response rate indicated that price do affect their purchasing decisions while a whopping 210 respondents representing 78.5% answered negatively that price do not affect their purchase decisions.

Table 13: Would you say advertisement of a product influences your purchase decisions?

Options	Responses	Percentages
Yes	144	60.0%
No	96	40.0%
Total	240	100%

Source: Field Survey, 2010.

Table 13 shows that out of the 240 respondents, 144 representing 60% response rate answered positively that advertisement of a product do really influence their purchase decision. However, 96 of the remaining respondents or 40 response rate indicate that they were not influenced by advertisement in their purchase decisions.

Table 14: Does availability influence your choice of a product?

Options	Responses	Percentages
Yes	180	75.0%
No	60	25.0%
Total	240	100%

Source: Field Survey, 2010.

Table 14 is an attempt to see if there are some other factors that influence consumers on their choice of products. Consumers were asked if availability influence their choice of a product and 180 of them representing 75% response rate accepted that they actually go for the available products irrespective of whether they were advertised or not. Conversely 60 respondents, which is 25% response rate answered "No" to the question. This perhaps shows that most consumers have attained loyalty status to products and cannot be easily swayed to try any other product irrespective of the fact that their preferred product is not available.

Table 15: Do you agree that advertisement increases consumption of products?

Options	Responses	Percentages
Yes	228	95.0%
No	12	5.0%
Total	240	100%

Source: Field Survey, 2010.

Responses analyzed above show that 95% or 228 of the respondents feel that advertisement increases consumption of products. Interestingly, only 5% or 12 respondents disagreed. This is perhaps due to their literacy level, ignorance and or lack of interest in listening to the radio, watching television and reading newspapers, magazines and other forms of media of communication.

Table 16: Does quality influence your choice of a product?

Options	Responses	Percentages
Yes	186	77.50%
No	54	22.5%
Total	240	100%

Source: Field Survey, 2010.

The analysis in this table is to determine what else influence consumers on their choice of products. Thus, the question “Does quality influence your choice of a product” was asked. 186 respondents, representing 77.5% response rate accepted that quality was a great influence to their choice of products. However, 54 of the respondents representing 22.5% response rate answered negatively. These apparently, could involve those group of consumers whom some other factors exert greater influence to the choice of products. Such factors may include price as well as their income level.

Table 17: Are you willing to pay a little more for a product as a result of inducement by an advertised message?

Options	Responses	Percentages
Yes	114	47.5%
No	126	52.5%
Total	240	100%

Source: Field Survey, 2010.

The analysis in table 17 shows that 114 respondents or 47.5% response rate answered positively that they are willing to pay a little more for a product as a result of inducement by an advertised product. Conversely, 126 of them or 52.5% answered negatively.

According to them, no matter how well an advertised message is presented they are not however, prepared to pay additional amount to the real cost of the product.

Table 18: Do you feel advertisement induces competition?

Options	Responses	Percentages
Yes	234	97.5%
No	6	2.5%
Total	240	100%

Source: Field Survey, 2010.

In this table, effect was made to ascertain from consumers, what they perceive of advertising in terms of the effects it has in the market generally. This 234 respondents representing 97.5% of response rate indicated that advertisement do induce competition. This competition is not a negative one as what it does is alerting competitors on the line of action their fellow competitors are taking. Advertising will also let competitors know what the Unique Selling Points of their fellow competitors are. They will then attempt to improve on them thereby making the product an improved one in terms of quality which needs to be made known to consumers through advertising. 6 respondents or 2.5% response rate answered negatively to the question.

Table 19: Do you purchase only products that are Advertised?

Options	Responses	Percentages
Yes	-	-
No	240	100%
Total	240	100%

Source: Field Survey, 2010.

In the table above, all the respondents, 240 of them representing 100% respondents rate answered “No” to the question if they purchase only products that are advertised. This is taking to the fact that not all products need advertisement before they are purchased. They are dozens of convenient goods as well as other products that consumers buy as the need for them arises or even at impulse. Thus, No respondents agreed that they purchase only products that are advertised.

Table 20: How would you rate the benefits which advertisement of product bring to consumers?

Options	Responses	Percentages
Very High	120	50%
High	66	27.5%
Average	36	15.0%
Low	18	7.5%
Total	240	100%

Source: Field Survey, 2010.

From the above analysis, 120 respondents representing 50% response rate feel that the benefits which advertisement bring to consumers are very high. 66 respondents or 27.5% thinks the benefits are just high, 36 or 14% answered average while the remaining 18 or 7.5% response rate are of the opinion that the benefits which consumers derive from advertisement of products are low.

Table 21: To what extent does advertisement affect your consumption of a product?

Options	Responses	Percentages
Very High	138	57.5%
High	63	26.25%
Low	24	10.0%
Not at all	15	6.25%
Total	240	100%

Source: Field Survey, 2010.

In this table, 138 respondents representing 57.5% response rate feel very high that advertisement affect their consumption of a product. This translates to the fact that actually, advertisement has a very great role to play in helping consumers make a choice of the products the purchase; 63 of them representing 26.25% response rate feel high that advertisement does affect their consumption of a product. 24 respondents of 10.0% feel the effect on them is low while the remaining 15 respondents 6.25% response rate feels they are not at all affected. This shows that some consumers make their purchases based on so many other contending market factors that are not advertising.

Table 22: To what extent do you rate the effect of psychological influences of advertising on your purchase decisions?

Options	Responses	Percentages
Very high	135	56.25%
High	33	13.75%
Low	51	21.25%
Not at all	21	8.75%
Total	240	100%

Source: Field Survey, 2010.

Analysis in the above table show that 135 respondents representing 56.25% response rate rated the effect of psychological influence of advertising on their purchase decisions very high, 33 of them or 13.75% gave high as their answer; 51 of the respondents representing 21.25% response rate gave low as their answer while the

rest who numbered 21 or 8.75% indicated “NOT AT ALL” as their answer.

Thus, it is observed that most consumers are very highly influenced by advertising messages about products, which in turn exert a very high influence on their purchase decisions. The analysis also shows that very few consumers do not succumb to psychological influence of advertising in making their purchase decisions. This can be explained that either some of the consumers do not listen to advertising at all or that there are either vital marketing factors which take preference in their pre-purchase marketing decisions.

Table 23: What constitutes the greatest consideration in your purchase decisions?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Product price	140	58.4%
Product quality	80	33.3%
Product quantity	20	8.3%
Total	240	100%

Source: Field Survey, 2010.

In the table above, precisely 140 respondents representing 58.4% response rate say price constitutes their greatest consideration in their purchase decisions. 80 of them or 33.3% indicated that their consideration is product quality while 20 of the remaining respondents representing 8.3% response rate say they consider product quantity in their purchase decisions.

Table 24: Are you normally satisfied with information from advertisement messages as to influence your choice of a product?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Always satisfied	141	58.75%
Not always satisfied	39	16.25%
Not satisfied	60	25.0%
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

Table 24 explains that 141 respondents representing 58.75% response rate are always satisfied with information from advertisement messages as to influence their choice of product. 39 of them or 16.25% answered not always while 60 respondents, 25% response rate say they are not satisfied with information from advertisement message as to influence their decision. The interpretation from the table thus, indicates that most consumers get enough information from advert messages which influence them to make particular choices in their product purchases. The table clearly shows that it is not at all the times that producers and marketers of products include every required information in advert messages which is enough to help shape marketing decisions of product choice by consumers. In addition, most consumers are not even satisfied at any point with information on advert messages to influence their choice of products.

Table 25: How would you assess the extent to which advertising helps marketing achieve its objectives?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Very high	129	53.75%
High	33	13.75%
Average	66	27.5%
Below average	12	5%
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

The analysis in the table above shows that 129 respondents which is 53.75% response rate say the extent to which advertising helps marketing achieve its objectives is very high. 33 of 13.75% answered high and 66 respondents, representing 27.5% response rate feel the extent to which advertisement helps in the realization of marketing objective is just average. Thus, out of the 240 respondents, only 12 or 5% respondents indicated below average as their answer.

The interpretation of the table generally explains that the advertising function could be a great facilitator in the entire marketing mix arising from its communicating power. Advertising can influence consumers' decision by providing adequate information to enable consumers make choice. Marketers and producers should thus, fashion advert messages, integrating all the elements, packaging and presenting same in the best way which at the end will be for the satisfaction of the customer or consumer.

Table 26: How do you perceive advertising generally?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Very high	207	86.25%
High	12	5.0%
Low	18	7.5%
Not at all	3	0.125%
Total	240	100%

Source: Field Survey, 2010.

The question analyzed in the above table was intended to elicit the general perception of consumers towards advertised products.

Thus, 207 respondents, representing 86.25% response rate said their perception was very high. 12 or 5% indicated high as their answer while 18 which is 7.5% response rate say their perception of advertised product is low with the remaining 3 respondents or 0.125% indicating not at all as their answer.

The analysis in the table clearly shows the effectiveness of advertising towards the realization of the marketing goals and objectives. Advertisements thus, bring a greater acceptance of a product and influence the shape of the demand curve. Marketers should note that advertising effectiveness is continuous and cumulative and may take some time before it can manifest.

4.4 *Test of Hypotheses*

In this section, the research hypotheses already formulated in chapter one will be tested using the Chi-square and the data that has been presented, analyzed and discussed in the proceeding part of this chapter.

The decision rule as stated in chapter three of this study shall be used. The decision rule states that if the calculated Chi-square (X^2) value is greater than the critical value, the null hypothesis will be rejected and the alternative hypothesis will be accepted. Conversely, if the calculated value is less than the critical value, the null hypothesis is accepted.

This is expressed thus:

Accept H_0 if $X^2_1 < X^2$

Reject H_0 if $X^2_1 > X^2$

where

X^2_1 = Chi-square value from table of critical values

X^2 = calculated Chi-square value

Hypothesis One

H_0 : Advertising does not influence consumers to purchase products

H_i : Advertising influences consumers to purchase products

The test instrument is the Chi-square which is given by

$$X^2 = \sum \frac{(f_o - f_e)^2}{f_e}$$

Where f_o = Observed frequency
 f_e = Expected frequency

The expected frequency is given by

$$\frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

Other variables to note are:-

df = Degree of freedom
 Level of significance

X^2 = Calculated Chi-square value

X^2_{1} = Chi-square value from distribution table.

In testing this hypothesis, the research made use of the data in table 13 and 15 as follows:-

Table 13: Would you say advertisement of a product influences your purchase decision?

Options	Responses	Percentages
Yes	144	60.0%
No	96	40.0%
Total	240	100%

Source: Field Survey, 2010.

Table 15: Do you agree that advertisement increases consumption of products?

Options	Responses	Percentages
Yes	228	95.0%
No	12	5.0%
Total	240	100%

Source: Field Survey, 2010.

Thus, combining tables 13 and 15 as follows:-

<i>Options</i>	<i>Responses</i>		<i>Percentages</i>
Yes	144	228	372
No	96	12	108
Total	240	240	100%

Source: Field Survey, 2010.

The expected frequencies = $\frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$

$$\begin{aligned}
 fe(144,228) &= \frac{\hat{U}(r)(c)}{n} \\
 &= \frac{372 \times 240}{480} = 186 \\
 fe(96,12) &= \frac{\hat{U}(r)(c)}{n} \\
 &= \frac{108 \times 240}{480} = 54
 \end{aligned}$$

Computation of Chi-Square Value

<i>fo</i>	<i>fe</i>	<i>fo-fe</i>	<i>(fo-fe)²/fe</i>
144	186	-42	9.48
96	54	42	32.67
228	186	42	9.48
12	54	-42	32.67
Total			84.3

$$\text{The level of significance } (\alpha) = 0.05$$

$$\begin{aligned}
 \text{The degree of freedom (df)} &= (r-1)(c-1) \\
 &= (2-1)(2-1) \\
 &= 1 \times 1 \\
 &= 1 \text{ (df)}
 \end{aligned}$$

$$\text{Now, } X^2_{\alpha} = X^2_{0.05} = 3.841$$

$$\text{Since } X^2_c > X^2_{\alpha} \text{ (df)}$$

$$\therefore 84.3 > 3.841$$

Decision:

Since the computed chi-square value is greater than critical value, the null hypothesis is rejected. The research accepts the alternative hypothesis, which claims that advertising influence consumers to purchase products.

Hypothesis Two

H₀: Advertising does not help in creating awareness for products

H₁: Advertising helps in creating awareness for products

To test this hypothesis, the chi-square statistical formula was used by the researcher to test the data in tables 8 and 9.

Table 8: Do you feel advertisement of products in the various media of communication is necessary?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Yes	204	85.0%
No	36	15.0%
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

Table 9: Are You Aware Of Advertisement Messages

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Yes	230	95.8%
No	10	4.2%
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

Thus, combining tables 8 and 9 as follows:-

<i>Options</i>	<i>Responses</i>		<i>Percentages</i>
Yes	204	230	234
No	36	10	46
<i>Total</i>	<i>240</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

The expected frequencies = $\frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$

$$\begin{aligned} fe(204,230) &= \frac{\hat{U}(r)(c)}{n} \\ &= \frac{234 \times 240}{480} = 117 \end{aligned}$$

$$\begin{aligned} fe(36,10) &= \frac{\hat{U}(r)(c)}{n} \\ &= \frac{46 \times 240}{480} = 23 \end{aligned}$$

Computation of Chi-Square Value

<i>fo</i>	<i>fe</i>	<i>fo-fe</i>	<i>(fo-fe)²/fe</i>
204	117	87	64.69
36	23	13	7.35
230	117	113	109.14
10	23	-13	17.35
Total			188.53

Source: Field Survey, 2010.

The level of significance (α) = 0.05

The degree of freedom (df)

$$\begin{aligned} &= (r-1)(c-1) \\ &= (2-1)(2-1) \\ &= 1 \times 1 \\ &= 1 \text{ (df)} \end{aligned}$$

Now, $X^2_{\alpha} = X^2_{0.05} = 3.841$

Since $X^2_c > X^2_{\alpha} \text{ (1 df)}$

$\therefore 188.53 > 3.841$

Decision:

Since the computed chi-square value is greater than the critical value, the null hypothesis is rejected. The research therefore, accepts the

alternative hypothesis, which concludes that advertising helps in creating awareness for products.

Hypothesis Three

H₀: Advertising does not affect the consumers' perceptions of products

H₁: Advertising affects consumers' perception of products

To test this hypothesis, the chi-square statistical formula was used by the researcher to test the data in tables 21, 22 and 26 respectively.

Table 21: To what extent does advertisement affect your consumption of a product?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Very High	138	57.5%
High	63	26.25%
Low	24	10.0%
Not at all	15	6.25%
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

Table 22: To what extent do you rate the effect of psychological influences of advertising on your purchase decisions?

<i>Options</i>	<i>Responses</i>	<i>Percentages</i>
Very high	135	56.25%
High	33	13.75%
Low	51	21.25%
Not at all	21	8.75%
<i>Total</i>	<i>240</i>	<i>100%</i>

Source: Field Survey, 2010.

Table 26: How do you perceive advertising generally?

Options	Responses	Percentages
Very high	207	86.25%
High	12	5.0%
Low	18	7.5%
Not at all	3	0.125%
Total	240	100%

Source: Field Survey, 2010.

Thus combining tables 21, 22 and 26 respectively as follows:-

Options	Reponses			Total
Very High	138	135	207	480
High	63	33	12	108
Low	24	51	18	93
Not at all	15	21	3	39
Total	240	240	240	720

Source: Field Survey, 2010.

The expected frequencies = $\frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$

$$\begin{aligned}
 fe(138,135,207) &= \frac{U(r)(c)}{N} \\
 &= \frac{480 \times 240}{720} = 160 \\
 fe(63,33,12) &= \frac{108 \times 240}{720} = 36 \\
 fe(24,51,18) &= \frac{93 \times 240}{720} = 31 \\
 fe(15,21,3) &= \frac{39 \times 240}{720} = 13
 \end{aligned}$$

Computation of Chi-Square Value

fo	fe	fo-fe	(fo-fe) ² /fe
138	160	-22	3.03
63	36	27	20.25
24	31	-7	1.58
15	13	2	0.31
135	160	-25	3.51
33	36	-3	0.25
51	31	20	12.90
21	13	8	4.92
207	160	47	13.61
12	36	-24	16
18	31	-13	5.45
3	13	-10	7.69
			89.5

Source: Field Survey, 2010.

$$\begin{aligned}
 \text{The level of significance } (\alpha) &= 0.05 \\
 \text{The degree of freedom (df)} &= (r-1) (c-1) \\
 &= (3-1) (4-1) \\
 &= 2 \times 3 \\
 &= 6 \text{ df}
 \end{aligned}$$

$$\text{Now, } \chi^2_{\alpha} = \chi^2_{0.05} = 12.592 \text{ (6df)}$$

$$\text{Since } \chi^2_c > \chi^2_{\alpha} \text{ (6 df)}$$

$$\therefore 89.5 > 12.592$$

Decision:

Since the computed chi-square value is greater than the critical value, the null hypothesis is rejected. The researcher accordingly, accepts the alternative hypothesis, which states that Advertising affects consumer's perception of products.

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CHAPTER FIVE

5.0 Summary of Findings, Conclusion and Recommendations

5.1 Summary of Findings

This study became necessary with the main objective to determine the indispensability of advertising in our contemporary society.

In the present contemporary world of business, governance and other fields of human endeavour, advertising, like any other management, behavioural and social sciences as well as the liberal arts, can hardly be properly practiced or managed without adequate research and evaluation.

The study gave credence to the postulation of Nwosu and Nkamenbe (2006), that advertisements are crafted to appeal to intended audience. This requires that the audience must be predicted, or at least, approximated. This requirement is predicated upon the imperative of the advertiser to understand the psychology of the audience. Advertising without a target audience in mind is like a ship without destination, most of the time and money spent on such advertisement are wasted. These requirements in developing advertisements, point to the imperativeness of research in understanding consumers and their needs before actually developing advertising materials.

It has also provided the requisite impetus critically vital to the growth and development of the advertising industry in the country. The study revealed the necessity of advertising showing how consumers are influenced by many factors in making their marketing decisions.

Applying the right instrumentality and appropriate research method, using structured questionnaire to elicit the views and opinions of consumers, the work attempted to ascertain the disposition of

consumers towards advertising generally as well as their perception of advertised products.

Firstly, the respondents were made up of consumers from both sexes, all of adult age, majority of them (50 percent) doing various market businesses.

29.17 percent of the respondents were students while 20.83 percent were made up of civil servants. This shows that they were well positioned to be exposed to advertisement messages in the numerous media of communication and could therefore, be equipped to appreciate and assess the performance of advertising with the corresponding psychological influence and effects of advertising.

The revelations of this research have been outstanding. For instance, it found out that the main purpose of advertising is creation of awareness and inducement of sales in the long run. It observed that advertising should focus attention to its reach. And talking of reach, the study identified the various roles of the various types of media used for advertisement campaigns.

It observed that different media had different characteristics. For instance, it was observed that while the television enjoyed a lot of viewership due to its advantages of audio/visuals, the radio on its part enjoyed moderate listenership as it has a wider reach and could cover a wider geographical area. The print medium enjoyed a more or less readership. This obviously could be as a result of the poverty level in the country generally.

Generally, advertising was described as a powerful marketing communication tool, and a superior promo tool with some distinct capabilities. However, the importance of advertising cannot be over emphasized in the present day business activity. This development is traceable to the paradigm shift from the product concept-which focuses on production of products alone with the hope that consumers will come

for them. The emphases now however, is that you have to make your product known to consumers and as well, convince them why they should patronize the product. This is the new marketing concept which recognizes the consumer as the óKingô.

With respect to this background, there is every reason to give services consideration to the relevance of advertising in today's marketing activities. The survival of any business organization is a function of the effectiveness and implementation of result oriented advertising campaigns by such a firm.

In the face of all these, according to Nwosu and Nkamnebe (2006), consumers are becoming much more discerning than ever. In reaction to this, firms must not just communicate with the market more effectively, but in the most persuasive manner so as to achieve the desired attitudinal and behavioural changes on the target audience, which will help in achieving the goal of the advertiser.

5.2 Conclusion

The research no doubt, has found out that the general use of advertising is to provide target audience with the right information to properly exercise their fundamental right to choose. And for this fundamental right to choose and be freely exercised, the study X-rayed the role of the media which serves as vehicles for advertising messages, carrying them to the right readers, viewers, listeners or passers-by and concluded that advertisement must be placed in the most suitable media if they are to have their maximum effect. It pointed out in addition, that in order to reach all segments of the market sought, it is necessary for the advertiser to use two or more media.

The research questions for this study formed the basis of its findings and conclusion. It was observed that the basic ingredient involved in advertising strategies include; offering consumer benefit and

appeals and as well, bringing out the attributes of the product ñ showing the product's Unique Selling Propositions (USP). A cursory look at responses of consumers show that what the consumer wants is the satisfaction for needs and not any product per se. Again, people buy products because such items promise to satisfy them. The study observed that price is not the ultimate factor but rather, it is the satisfaction of one's needs that is the ultimate desire.

A scrutiny of the responses of the consumers indicated that in the first place, most of them were either consciously or unconsciously aware of advertisement messages in and around their environments. They however alluded to the fact that they are motivated and influenced by such advert messages to make certain market decisions in choosing the respective products so advertised.

Again, the respondents stressed the need for the necessity of stepping up the tempo of presenting advert messages in many media of communication as frequent as possible. According to them, such messages contain all necessary and required information about the product advertised insisting that such products should also be available and presented in the most appealing and attractive prices to satisfy the needs of consumers of such products.

On the issue of unnecessary inducement of advert in enabling the purchase of unneeded products, the respondents refused to agree with the notion. They argued that most times consumers make certain purchases due to several other factors and not necessarily due to advertising influences. They indicated such factors as the inevitability of patronage of convenience goods for their day-to-day needs and requirements as well as quality and availability and so on.

On the other negative effects of advertising that advertising costs adds to the cost of the final product thereby increasing the cost of product price, the respondents also refused to agree with the criticism.

Most consumers do not see increase in the price of any product as a result of the effect of advertising. This is because cost price is subsumed in the actual price of the product and not coming as an extra cost.

Also, it is often said that advertising creates competition. And when this question was put to the respondents, an overwhelming 97.5 percent agreed with the claim. They however pointed out that the competition is a healthy one as it enables adequate supply of products with improved production qualities and which in turn compels reduction in product price. Competition no doubt, is one of the major contributions advertising has added to the existence of mankind.

Finally, the consumers made a general assessment of advertising and acknowledged the extent to which advertisement helps marketing achieve its objectives. From their responses, it was deduced that the advertising functions could be a great facilitator in the entire marketing mix, arising from its communication power. Advertising can influence consumers' decision by providing adequate information to enable consumers make their choices.

5.3 Recommendations

The ability to accurately predict and thereby influence changes in customer behaviour is the key to business growth and success in the competitive market place. Thus, based on the findings of this study, the researcher found it necessary to make the following recommendations:

1. That producers and marketers of advertised products should first of all ensure that the product they intend to push into the market are of high quality and as well, contain all the basic drives that are capable of motivating consumers to purchase such products. Everything about the product should aim at need satisfaction of the consumer.

2. Manufacturers and advertisers should determine the key advertising messages. This is because spending a lot on advertising does not guarantee success. Research suggests that the clarity of the advertising messages is often more important than the amount spent. The advertising messages should therefore be carefully targeted to impact the target customer audience.
3. Manufacturers and advertisers should always decide on which media to use as there are a variety media from which to choose. The key factors in choosing the right media include amongst others; the media reach, the media frequency, the media impact, as well as the timing of the media campaign. A thorough and comprehensive communication of products through advertising should be carried out to create enough awareness.
4. Manufacturers and advertisers should at all times avoid the creation of the negative effects of advertising by making false claims about the attributes of their advertised products as consumers will find this repulsive and this will cause negative influence and reactions by consumers towards such products.
5. The Federal Government through the Federal Ministry of Information and National Orientation in conjunction with the Broadcasting Organization of Nigeria (BON), as well as APCON and other advertising regulatory organs should as a matter of urgency, come up with stronger measures and regulations towards finding a lasting solution to the numerous social malaise and negative effects of advertising. Such measures and regulations should impose serious restrictions on the broadcast and publication of the following forms of advertisements:-
 - (i) Adverts that expose children and the under-aged to several dangers and other forms of immoral acts.

- (ii) Adverts that promote evangelical hallucination by some priest in the guise of praying but instead casting doubts in the minds of believers of the faith.
 - (iii) Adverts that contain immoral and unethical tendencies and which does not protect the consumer from harmful effects of certain products without a corresponding warning, notice and or labels.
6. In addition, as the study discovered the imperativeness of advertising in the growth and development of the socio-economic well being of the human race, the need for professionalism and adequate training and retraining of practitioners has become absolutely necessary. The researcher therefore, urges APCON to make concerted efforts to endow some Professional Chairs in some universities in the country. In addition, other corporate organizations that practice big time advertising like STB-McCann, Insight communications, Lintas and a host of other advertising agencies, should also endow some Professional Chairs for the award of advertising degrees in several Nigerian universities.
 7. Finally, the researcher suggests further research undertaking that would probe into some areas uncovered by the present work and additionally attempt to verify the reliability of its findings.

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APPENDIX

Department of Marketing
University of Nigeria
Enugu campus

August, 2010.

Dear Respondent,

I am a Master of Business Administration (MBA) Degree student in the Department of Marketing of the above named university.

As a partial fulfillment of the requirements for the award of the degree, I am conducting a research work on the influence of product advertising on consumers' behaviour, a survey of consumers in selected urban towns in Enugu State.

Your assistance in completing the questionnaire by responding sincerely to the questions here-in, will greatly help the study to achieve its objective. Any information given will be treated with the strictest confidence.

Thank you

Yours faithfully,

MBANEME, UCHE N.O.
PG/MBA/08/53023

QUESTIONNAIRES

INSTRUCTION: Please place a check mark (X) in the appropriate box provided for your answers

1. What is your age group?
 - (a) 18 ñ 29 ☐
 - (b) 30 ñ 40 ☐
 - (c) 41 ñ 50 ☐
 - (d) 50 and above ☐
2. What is your sex?
 - (a) Male ☐
 - (b) Female ☐
3. What is your occupation?
 - (a) Business ☐
 - (b) Civil servant ☐
 - (c) Student ☐
4. What is your marital status?
 - (a) Single ☐
 - (b) Marriage ☐
 - (c) Divorced ☐
 - (d) Separated ☐

SECTION II

5. Do you enjoy reading, listening or watching advertisement in any of the media?
- (a) Yes ☐
- (b) No ☐
6. Which of the media do you prefer?
- (a) TV ☐
- (b) Radio ☐
- (c) Newspaper ☐
- (d) Billboards ☐
- (e) Magazine ☐
7. Do you feel advertisement of products in the various media of communication is necessary?
- (a) Yes ☐
- (b) No ☐
8. Are you aware of advertisement messages in your environment?
- (a) Yes ☐
- (b) No ☐
9. Does Advertisement induce you to purchases unneeded products?
- (a) Yes ☐
- (b) No ☐
10. Do you agree that advertisement is responsible for increases in product price?
- (a) Yes ☐
- (b) No ☐
11. Does price affect your purchase decision?
- (a) Yes ☐
- (b) No ☐

12. Does availability influence your choice of a product?
(a) Yes ☐
(b) No ☐
13. Would you say advertisement of a product influences your purchase decisions?
(a) Yes ☐
(b) No ☐
14. Does availability influence your choice of a product?
(a) Yes ☐
(b) No ☐
15. Do you agree that advertisement increases consumption of products?
(a) Yes ☐
(b) No ☐
16. Does quality influence your choice of a product?
(a) Yes ☐
(b) No ☐
17. Are you willing to pay a little more for a product as a result of inducement by an advertised message?
(a) Yes ☐
(b) No ☐
18. Do you feel advertisement induces competition?
(a) Yes ☐
(b) No ☐
19. Do you purchase only products that are advertised?
(a) Yes ☐
(b) No ☐

20. How would you rate the benefits which advertisement of products bring to consumers?
- (a) Very High ☐
 - (b) High ☐
 - (c) Average ☐
 - (d) Low ☐
21. To what extent does advertisement affect your consumption of a product?
- (a) Very High ☐
 - (b) High ☐
 - (c) Low High ☐
 - (d) Not at all ☐
22. To what extent do you rate the effect of psychological influence of advertising on your purchase decision?
- (a) Very High ☐
 - (b) High ☐
 - (c) Low High ☐
 - (d) Not at all ☐
23. What constitutes the greatest considerations in purchase decision?
- (a) Product price ☐
 - (b) Product quality ☐
 - (c) Product quantity ☐
 - (d) Not at all ☐
24. Are you normally satisfied with information from advertisement message as to influence your choice of a product?
- (a) Always Satisfied ☐
 - (b) Not always satisfied ☐
 - (c) Not satisfied ☐

25. How would you assess the extent to which advertisement helps marketing achieve its objectives?

- (a) Very High ☐
- (b) High ☐
- (c) Average ☐
- (d) Not at all ☐

26. How do you perceive advertising generally?

- (a) Very High ☐
- (b) High ☐
- (c) Low ☐
- (d) Not at all ☐