AN APPRAISAL OF ADVERTISING AS A MARKETING TOOL
(A CASE STUDY OF SELECTED COMPANIES IN ZARIA)

BY

O. E. BENSON-GAGAR

M.B.A. - INSTITUTE OF ADMINISTRATION
AHMADU BELLO UNIVERSITY
ZARIA

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TITLE PAGE

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O. E. BENSON-GAGAR

REG. NO. G90BA7031

INSTITUTE OF ADMINISTRATION
AHMADU BELLO UNIVERSITY
ZARIA

DISERTATION

This Research Project Report is submitted to the Institute of Administration in Partial Fulfilment of the requirements for the award of a Master Degree in Business Administration.

Ahmadu Bello University
Kongo Campus, Zaria.

CERTIFICATION

This project work has been carried out by O. E. Benson-Gagar of Institute of ADministration, Kongo Campus, Zaria.

Supervisor — Date: 29/7/93

External Examiner — Date: 17-07-93

Head of Department — Date

Dean Postgraduate School — Date: 19/1/96

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Dean — Date: 19/1/96

DEDICATION

I dedicate this work to my mother, father, wife and children.

ACKNOWLEDGEMENT

My thanks go to the following people for making this course and project work a success. Dr. A.B. Akpa (H.O.D. Accounting) for encouraging me to do the M.B.A. course, Dr. Bogobiri and Mrs Akanet for their kind supervision of this project work. All members of my study group who saw me through my trying period both financially and morally when I had a fatal accident on 22nd June, 1992, few weeks to my semester examination. Mr. John Williams for typing the project and finally, my family for their financial and moral support during the period of the course.

DECLARATION

I hereby declare that this is an original work and a product of my research findings and that it has not been submitted elsewhere for any degree.

All references are dully acknowledged in the body of the work.

ABSTRACT

The general belief that advertising contributes immensely to the growth in sales of a product has prompted me into undertaking this research work bo find out whether this is actually so.

My interaction with advertising agents and the fact that I have queried many advertising cost in my client' accounts during the cause of my audit work also contributes to my wanting to know whether those advertising cost actually match the result they produce in terras of increase in sales.

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INTRODUCTION

Advertising has traditionally been defined as any paid form of nonpersonal presentation of ideas, goods or services by an identified sponsor. Advertising involves the use of a wide variety of media, such as magazines and newspapers, outdoor posters, signs, promotional items, direct mail, catalogues, directories, circulars to name but a few.

Advertising is "any form of public announcement intended to aid directly or indirectly in the sale of a commodity, in securing employment, etc". Welster.

It is "an identified sponsor's paid sales message about a product, a service or an ides delivered in a communications medium, such as newspaper, television, to audiance which is representative of a market for the offering". Reichert (1976). Ted Bates et al (1969) defined advertising as the art of getting a unique selling proposition into the heads of most people at the lowest possible cost".

Advertising is a branch of business concerned with selling goods and services. It is also used for recruiting purposes, for informing people of things wanted as well as things to be sold, for making public announcements that are not commercial, churchse, government and political parties make use of advertising.

Berstain (1974) said that "advertising is the origination and or communication of ideas about product in order to motivate consumers towards purchases".

Advertising is the means of making known the existence of goods and services. It presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.

Advertising has become a widely spread activity used by most commercial organisations and , and used increasing by government and public authorities. It is the main stay of the media of communications. It consist in the combination of persuasive ideas in order to arouse the consumers crave for the product.

Owing to the fact that advertising is now found everywhere, and various people have defined it in various ways, there is the need to appraise its worth as a marketing tool. It is note worthy to say that advertising has been going on for at least five thousand years.

Tracing the growth of advertising will help to clear the air on whether advertising is a waste of money or not. Effects to persuade men to buy something can be traced back to thousand of years, but the tools, the specialisation, its social and economic vices as well as the agencies that carry out this work of advertising are of recent development and only come to its present refined state since 1900.

HISTORICAL BACKGROUND

Commerce is defined as the art of buying and selling and all those activities that facilitate this. Advertising, being part of these activities is therefore as old as commerce. Once a society becomes sufficiently developed so that a person could specialise in a trade and have goods and services to sell, the trader would naturally want his business to be seccessful. This means that he has to make known the availability of his product and thus involves using some form of advertising. Historical decuments and archeological research have confirmed the existence of advertising in ancient times. Early advertising contains all the elements used in modern advertising. It was merely to announce what was for sale and remind people to buy it. The attempt to persuade or convince people was lacking. This important refinement did not start until the development of printing in the West. With printing , the advertiser could expand and lenghten his message beyond the limitations of a simple sign. He used this new found space to add persuasive reasons for people to buy what he had to sell.

Until the introduction of printing in Europe in the 15th Century, advertising existed in forms only: shop sign, town cries and wall signs. Selling goods in ancient times involved personal salesmanship. The merchant needed to identify his place of business with a symbol that told his customers so and so shop signs

were born. The merchants had to make a point of impressing the qualities of his wares on his customers; the fact that the fish was caught that morning, or that the bread was well baked. But the trademan did not have time to tell everyone about the quality of his ware, so he hired men called criers to walk the streets and do it for him by calling out advertising news. Another form of advertising that is still very much with us today was used also in the ancient world. On the walls of buildings near important place were lettered signs, advertising entertainment events, the location of tavens and goods for sale.

After first, all advertising were oral. In the traditional era, elders sent their slaves to make public announcement of a sale of some valuables. In ancient Greek, town criers sold slances and cattles, made public announcements and in fact chanted rythmes that sounded some thing like todays commercial jingo. The street of our ancient villages were also filled with wood sellers and others carrying their farm products on their head chanting; "Come and buy, one a naira, two for two naira". Some of the english criers used hyperbole. Others kidded their products, humours and misrepresentation to attract buyers to their products.

After the criers came signs. Most of the signs in ancient times were symbolised. A good example was a sign of diary in Rome. In the early 17th Century an important new medium gave advertising a substantial pull

forward. This first English Newspaper, the Weekly News, was published in 1622 by Nicholas Bourn and Thames Archer. One advertising Historian, Harry Sampson, cited as the first Bona fide News Paper advertising one that appeared in 1650 in serveral proceeding, in Parliament. Joseph Addison was a devotee of advertising in Nio. He tried to develop certain principles of advertising. In one of his letters to Tattler, he wrote, "The great art in writing advertising is finding out the proper method to catch the reader without which a good thing may pass unobserved or be lost among commissions of bankrupt". In new publications, one can find advertising for tea, omo, patent medicine and aution sales, Advertising are so numerous now that they are very negligently perused and it has therefore become necessary to gain sublimes and some times ridiculous. The trade of advertisement is now so near perfection that it is not easy to propose a moral question to these master of the public ear, whether they do not sometimes play too wantonly with our passion.

The first issue of Colonial American's first successful newspaper published in 1704, contained an advertisement promoting the newspaper as a medium for advertisers. In 1729, Bengamine Frankline often regarded as the father of American Advertising and Public Relation began publishing his Gazettee Advertising and Publicity. He put advertisement before editorial in the top head of the first issue of the

Penisylavania Gazette. Immediately before and after the civil war, there begin a great era of business expansion in West African Countries. Technological and Industrial advertisement made it possible to expand production and to replace hand labour with power driven machinery.

1.2 STATEMENT OF PROBLEMS

Advertising has been accused of being misleading, wasteful and even harmful. These are the accusations that advertising must bear for being such an obvious and intensive tool of bringing goods and services to the knowledge of the consumers.

The problem confronting advertising as a marketing tool may be seen from the generous spite of Raymond Williams on advert thus: "Advertising is the consequence of a social fialure to find means of a public information and decision. Advertising debases society by kind of attitude it encourages. It stereotypes children's attitude from the normal to that of deliquent behaviours". The best and worst things that can be said of advertising are:-

(i) That it has helped create a higher cultural standard and greater chioce of information, immorality and entertainment fare through audio-visual media.

(ii) That it has tended to make the people stereotyped in thought and action - has created frustration in them and has catered for mediocracy in cultural tastes.

Advertising is often subjected to public criticism, yet this fact is part of its basic strenght. For operating in the public limelight, demanding incessant public attention as no other form of business activity does, can result only in subjecting it to perpetual scrutiny and appraisal. Honestly speaking, advertising has been misused to increase prices, monopolise markets and restrain trade.

1.3 LIMITATIONS AND SCOPE

This project work is limited to Zaria and in particular my clients - Gaskiya Corporation Ltd (General Printers) and Northern Nigeria Publishing Company (NNPC) Zaria. The work shall look into how advertising is done by NNPC Ltd Zaria and Gaskiya Corporation Ltd. Zaria.

1.4 PURPOSE OF STUDY

In view of the notion about advertising, it is expedient to state that firms and companies pay large sums of money in advertising, in the expectation of increased market share, increased sales volume and above all increased profitability.

It is the purpose of this study to:-

(i) Identidy advertising as a tool in building the overall company image.

(ii) Offer proper advertising media suitable for particular product.

(iii) Show that advertising is an unaviodable tool in the hands of a successful business.

(iv) To suggest alternative ways of combining the marketing mix.

In general terms, it is not the abundance of material things but our attitude towards them that might be bad. If we use things unwisely or view them in a manner that will reduce the satisfaction we gain from them, it indicates a kind of consumption illiteracy. That there is some unwise use and immaturity of attitude toward material goods is obvious. Such consumption illiteracy breeds a local approach to product distribution. The best protection therefore against this consumption illiteracy in this area is the development of high literacy in consumption. Which one of all the types of advertising can achieve this? We shall examine the various types, assess them in the light of what they are meant to achieve and then make some value judgement on them. Various methods may be used in collecting data for the above.

The most cherished ones and the ones considered most adequate for this research project work are quastionaire and interview.

1.5 HYPOTHESIS

In conducting this research, the researcher would make some assumptions which would be tested in Chapter 4 to establish their validity or invalidity. In this regard, the following hypothesis are formulated:

(i) Advertising does not necessarily affect the demand of a product.

(ii) Advertising is a mere waste because we live in a sellers market where whatever is produced is sold.

(iii) Product package as opposed to advertising stimulates demand.

(iv) Advertising messages are directed only to the elite class and not to the majority of consumers.

1.6 SIGNIFICANCE OF THE STUDY

This research project work is intended to help practising Accountants, Commercial Firms and Advertising media organisations. This will help advertisers choose possible advertising objectives that will be more

informative and more persuasive. This will be a function of having understood the lines of this write up dealing with consumption illiteracy.

CHAPTER TWO

LITERATURE REVIEW

Ted bates etal (1969) defined advertising as:-

"The art of getting a unique selling proportion into the beads of most people at the lowest possible cost."

Bernstein (1974) defined advertising as:—

"The origination and *or* communication of ideas about product in *order* to motivate consumers towards purchase."

Webster defines advertising as *any form* of public announcement intended to aid *directly or* indirectly *in* the sale of a product.

From the foregoing, advertising is a promotion method designed to reach a mass audience. Messages *are* delivered through mass media which bring the marketer to the consumer or audience- Advertising time or space is purchased by the firm directly. Therefore the advertiser has control over content and style. The advertiser is then assumed of being identified as the sponsor.

According to Jones etal (1980), a large amount of money is spent *every* year on advertising *in Nigeria.* The principal forms are through the medium of the press and television. These *are* the most expensive means of advertising particularly as they *are* brought to the notice of the greatest number of people both regionally *and* nationally.

According to the above quoted authorities, Advertising has now become a necessary part of the expenses of every firm which wishes to maintain and extend its sales.

Talking on the objectives of advertising, Jones (1980) maintained that the objective of advertising is to call the attention of the public to a certain commodity, to introduce them to buy it and to convince them that it is worth the price. An advertisement, therefore, must arrest the attention, and, in addition, create a permanent impression. The various means of attaining this double objective depend upon a knowledge of psychology as well as of commercial methods.

Hanson, 1974, stated that "there is no economic objections to purely informative advertising. Most advertising however, i.e. of the persuasive or competitive kind, aim at persuading people to buy one thing rather than something else. Advertising is a selling cost particularly associated with imperfect competition, since under perfect competitive there would be no advertising of a competitive kind, the product of all producers being considered to be homogenous in those conditions, although an industry as a whole might advertise".

The best place to start when we consider the ethics, role and economics of advertising is with the truth. That advertising should not be untruthful, that it should not mislead and must surely be right,. We are left to deduce from here what we mean by truth. There

are half truths, partial truths, relative truths and circumstantial truths. In fact according to one School of thought, whatever works for you is truth. Considering the axiology of advertising it should potray the truth, depict the true image of advertising and as well do what advertising should do. Advertising should be carried out in the light of what it is meant to serve - informative function. Anything more than this amounts to cajole and swedle. What advertisers call persuasive function of advertising is to me a function of wrong market decision made by consumers who have been persuaded to purchase what they would not have purchased were they not influenced by persuasiveness of advertising.

In what sense ought consumers reasonably to be able to find truth in advertising? Manrice Zinkin said "the advertiser has to tell the truth. It is useless to advertise a detergent as washing white, which does not wash white. The public will buy one packet and never buy a second." In this case the advertiser would lose his money. Professor Alastair Sedwick also made the same point when he said "if he is to remain profitable, the advertiser has to promise performance that his goods can match". It is in this area of performance that Sedwick sees the greatest responsibility of the advertiser and he concedes that it is especially great when the product has some bearing on the health and well being of the consumer".

Grelett (1987) describe advertising as a form of persuasive advocacy directed at large number of people by means of the mass media. In his view mass advocacy of any sort deals in simplification and can never provide a comprehensive picture of the truth. By its very nature it cannot adopt itself to the personal needs and weakness of particular individuals and some risk of advertising is inevitable. Perhaps the best way to look at advertising is to consider it as half way between salesmanship and advocacy. Selling the product is what it is all about, but because advertising is not just salesmanship but an extension of salesmanship via the mass media, the advertiser is able to use a whole range of creative techniques in order to display his product in the most favourable light and advances the most selling claims on its behalf. For most people, their own common sense and awareness show that advertising are the advertisers way of trying to persuade them to part with their money hence they provide the best protection against their being misled. But there are certain groups, suffering from special problems of one kind or the other which occassion anxious and unscrupulous advertisers. One of the penalties that advertising has to bear for being such an obvious and intrusive element in modern marketing is that it is frequently accused of failing to fulfil a sufficiently responsible role in society. Professor Raymond Williams, describes advertising as the consequences of a social failure to

find means of public information and decision. The above suggest that advertising debases society by the kind of attitude it encourages. Mr. White-Head voiced the same feeling, when he described the picture-stip story of the house wife whose marriage was nearly wrecked because she failed to drink the right brand of night time beverage as tending to breed distasteful attempt, for human nature. Indeed, when describing the effect of advertising on children and young people, he goes so far to suggest that it is bound in the long run to stereotype and debase the quality of living of future generations.

The following reviews will throw more light into the truth. What has the advertisement of a tractor got to do with a helf nude lady? Writing on the motives to which advertisers appeal, P. J. Thomas (4) mentioned that advertisers try to persuade people that there is something particularly attractive about one brand of goods that will not be found in any of its rivals. In so doing, the advertiser appeals to certain motives such as ambition and success. Many advertisers appeal to people's desire to secceed in their jobs. The successful person in the advertisement used the product. If others who want to be successful use it (as the advertisement implies), they will also be successful. One advertisement of this nature features a tired business executive who was sleeping on his job. Someone recommended a branded hot drink to be taken regularly at

bed time and before long, fortified by the deep sleep caused by his "nightcap", the executive is on top of his job again. Another one is the one that runs thus, "Be important, be important.... use Maclean Tooth Paste". Modern advertising is an important marketing toll which influence the life of all of us. Inspite of what has appeared to be a spite on advertising content in the above line, the principles and techniques of advertising are applied whenever facilities exist for mass communication and their use is increasing as political concepts change and technological progress occurs in less developed countires. Wright and Warner equate the history of advertising with the development of printed advertising media. David (4) M. Potter, in his book "People of Plenty" has this to say about the social important of advertising, "if aboundance can be regarded as a great historical force, what institution is especially identified with it? Does any such institution exist? If we seek an institution that was brought into being by aboundance through Western civilization, we will find it, I believe in modern advertising".

Dun (1974) emphasises that advertising from its origin has been a paid, non personal instrument of communication, and promotion as a supplementary activity to make advertising more effective". To understand advertising he categorised it in this way: retial or general product or Institutional, Direct or Indirect,

Primary or Selective. Again, that it is a theory, part art, part science. In its scientific nature, he argues that today's researchers back-up by great advances in research methodology and by computers, have come with a mass facts and have systematised much of what we know about advertising. From these facts have arisen principles which some will call "scientific". Advertising is an agent of choice. One of the important benefits of advertising is that it facilitates the consumers becoming an active rather than a passive agent in the economic cycle. According to this author, the customer, in order to make purchasing decision, he must be informed, he must have to receive his information from different sources and advertisement is one of the sources.

Smith (1974) says that advertising substantially is a marketing function and as such it can contribute very much to the promotion of an industrial product. This is because the advertising executive in the industry, unlike his colleagues on the consumer side, cannot readily justify expenditure on publicity in terms of measurable increased sales. Industrial advertising therefore becomes an act of faith. Higher management in the consumer section of the industry cannot yet appreciate the fact that real function of technical advertising is not to sell industrial goods but to build up interest in them and to soften up the market. To continue with the account of advertising as a marketing

function, the same approach was taken in the M and E Handbook of Advertising. The Author, Jefkins (1958) says, "although advertising is single in any marketing mix it is associated with all the elements, borrowing from them or interpreting them". Naming and branding may be initiated by the advertising department or agency, this clearly plays an important role in advertisement design.

Longman (1985) finds out the interconnections of advertising and other marketing activities. In the same vein, Kaldor defined advertising as a subsidised commodity, which is offered by the manufacturer to the consumer at nil cost in the expectation that there will be a consequential increase in the demand for his products. In order words, the manufacturer is the seller of the advertising and the consumer is the buyer. Kaldor the levels this charge against advertising that it fails the public by providing them with less information than they would have obtained without it, at a higher cost to the community.

As a rejoinder to Kaldor, Lind points out to the consumer to substitute "delivery van for advertising". This is directly in line with the researcher's hypothesis and objectives - to quickly find out if other marketing activities or any other advertising media could be used instead of advertising in the television. In Linds view, advertising is simply an input to business, the amount of which is determined on

similar lines and with a roughly similar possibility or error, to those of any other capital labour or marketing inputs. Whatever form advertising may take, it plays an important role in commerce.

Apparently, it is useless to manufacture goods unless the manufacturer or his advertising agency informs the consumers for whom the goods are intended that the goods are available. This forms the primary function of advertising.

From the research so far done, I have come to realize that economists are not in agreement on the value of advertising, and neither are sociologists. Some economists claim advertising or at least what advertiser claim as competitive advertising is economic waste. According to Wright and Warnner, this view points seem to ignore three important facts: First, subjective character of human needs or wants, second, the essentially competitive nature of a system of business enterprise and third, that advertising is the result rather than the cause of this competition. While it is difficult to prove scientifically the economic value of advertising there is reason to believe that it plays an important role in the stimulation of total as well as selective demand and that its effects on both middleman and consumer contributes to place and time utility in a system of modern free enterprises.

Whether there is waste in advertising is a question which even the most biased apostle of advertising

would hesitate to answer in the negative. To continue the argument that advertising is a waste will betray a fatal lack of understanding of the economic waste in some other organisations. There is a waste in the government, church and even in education. But this would hardly defend a conclusion that either government or education is a waste per se. If a firm eould never undertake an action that adds more to its gains than to its losses, the annual investment of more than 11 million dollars in advertising by American Sellers should be some evidence of economic waste - Warner.

The advance made regarding the economic function of advertising is that it creates product awareness and interest. One point about this is the replacement of more costly methods. This does not mean complete elimination of cost. Except for goods distributed direct to the users by mail or vending machine, there is some degree of personal sales contact in all marketing operations. It costs more to make a personal call on a house wife or business executive than to deliver a message by means of communication media to the same house wife or executive. Although it does not completely replace personal contact as a marketing technique, it is a beltter method of accomplishing the initial objectives: the creation of awareness and interest.

Another way in which advertising can increase production and lower costs is by increase competition. The channels of mass media which play such an important

part in the creation of awareness and interest are open to all business men, and all innovations have a beter chance of acceptance than in days when the communication process were slower and more costly. The successful innovator in a product field attracts imitators, and the pioneering efforts of his research and the educational advertising that has created awareness of an interest in his brand often makes it easier for competitors to enter the field at less expense. Advertising is used also in an attempts to protect established product from competitors challenges, but in a dynamic economy, advertising appears to be more efficient in promoting new ideas than in defining old ones.

There is equally great diversity in the purpose of advertising. These are sometimes stated in terms of direct, relatively immediate actions by consumers whom advertising is intended to stimulate: Visiting a dealer redeeming a coupon, trying a new product use. Others are stated in terms of knowledge, beliefs, which advertising is designed to convey to consumers. We may again note that in some cases the objectives of advertising are specially tied to other elements of the company's marketing mix. For example, advertising is often aimed at communicating to consumers about changes in other aspects of the marketing programme - such as product modifications, etc. In these cases, advertising is not so much an independent element of a marketing mix as it is a means of implementing other mix elements.

There are variations in the role of advertising based on the nature of the products and its markets: the products stage in its life cycle and the strategy decisions of individual firms. One key characteristic is the number of potential customers in a market. Some products are sold to just a few, who can readily be identified and reached by personal contact. This is true of many industrial products such as components sold to automobile manufacturers.

The role of advertising also appears to be related to the degree of standard of action of the product and of its uses.

Worcester opined that when a product is highly standardised or is used for a single well defined purpose, as is true of table salt, advertising is likely to play a minor role. On the other hand, when a product is differentiated - that is, when there are significant differences among brands models and types available to consumers - then advertising is likely to be used much more extensively.

The role of advertising and marketing communications in general changes as a product passes through its life cycle. During the early part of the cycle, consumers are generally unaware of it, lack basic knowledge about the product and its uses. Under these conditions, advertising is designed to provide basic information and to encourage initial trial of the product partly because sales volume is so low during

this stage, advertising expenditures are likely to be very high in relation to sales.

Neil H. Borden of the Havard Business School said that advertising may be the most obvious element in the marketing mix, but it is not equally important in all industries using advertising. This means that the ratio of advertising to sales differs among industries and among firms in the same industry. He gave the following examples:

(1) Look at the product sold through super markets and other self service stores. They are all sold in the same trade channels.

(2) In stores that are the largest distributors of nationally advertised products.

(3) Being sold where the greatest number of people daily make the greatest number of decisions. But within the self service industry there is significant variation among the percentage of sales compared with expenditure for advertising foods, soaps and cleaners, cosmetics and drugs. Of 'foods, since food is a necessity, no money need be spent by advertisers to tell people that they need food. Advertising can largely be devoted to showing why the consumer should buy one product or type of product instead of another. Of soaps and cleaners, no one needs to be convinced of the need for food but when

it comes to soaps and cleaners, we are dealing with a cultivated life style. Generations ago house wives had a choice of two cleansing agents, toilet soap and laundry soap and two scouring powers. The advertising average cost of soap and cleaner among the leading advertisers is 0.67 percent of sales. The highest is 13.3 percent and the lowest 3.8 percent.

Whitehead (1982) stated that heavy expenditure is a feature of brand promotion. According to him, there are two kinds of advertising:- Informative advertisinf and persursive advertising. Informative advertising makes clear the availability of the product, its uses and advantages, its price, quality and terms of sale. He maintained that "there can be no serious objection to advertising if all advertising are informative. In a specialist world we are all too busy to investigate products for ourselves. Variety in our lives is enhanced by being informed about product which could otherwise escape our attention". To him persuasive advertising does not just inform. "it uses subtle techniques to persuade and even delude the public into buying. At best it is unnecessary. It may be misleading wasteful and even harmful if it makes immoral and antisocial behavious appear desireable".

In line with the above, Hanson (1974) believed too that there is no economic objection to purely informative advertising. He said, "most advertising

however, is of persuasive or competitive kind; the aim of which is to persuade people to buy one thing rather than something elas. Selling costs are regarded by economists as one of the wastes of imperfect competition, and so competitive advertising is condemned as a waste of economic resources which otherwise might be employed on the production of other goods. To the individual manufacturer advertising is cleanly of great adventage as a means of increasing his sales at the expense of his rivals, but from the point of view of the community as a whole it simply leads to a misdirection of economic activity. It is said too that it interfers with the free choice of consumers.

In spite of the above, large number of consumers actually prefer to buy goods that are widely advertised. Advertising may be used to stimulate demand generally and in the affluent society it may be used to create wants of which consumers were previously quite unaware.

So far we have formally introduced to curselves advertising. We now know what it is, its emergence, and what role it plays in our economy. Let us now place it in the frame work of marketing in order that we may better understand its roles. To set the stage for our discussion, we shall first discuss marketing.

MARKETING

The production side of any business creates the goods and services which the particular besiness or firm offers to the public in order to justify its existence in the economic scene. Mere production is not enough, steps must be taken to see that these items reach the homes, offices and places where they are to be used, bacause unused goods and services are as pointless as unreceived message in a communication process. The performance of this function which is the primary duty of marketing involved more than the mere physical distribution of the product. It involved buying, selling, standardization and grading, financing, risk bearing and the gathering of market information. Marketing encompasses the entire business. It is the whole business seen from the point of view of its final result, that is from the customers point of view. (Peter Ducker).

Malcolm P. Malcnair commented that marketing is the "creation and delivering of a standard of living". He further said that in the dynamic economic of today, it is clearly 'the task of marketing to close the gap between demand and supply. Marketing has the duty of stimulating sufficient demand to absorb the output of our factories.

The Institute of Marketing defines marketing thus: "Marketing is the management process responsible for identifying, anticipating and satisfying customers

requirements profitably." The marketing concept puts customers at the centre of the company's activities. The business is then concerned with satisfying customers' needs at a profit.

Marketing implies integration of all functions in motivating any type of goods or services from production to the final user. Marketing means acceptance of precise and exacting performance standards.

It is important to put advertising in its proper perspective within marketing because in most cases, the effects of advertising cannot be isolated from the effects of other marketing activities such as product designs, packaging and sales promotion. Any appraisal of advertising on society must take this into account. Moreover, advertising and other marketing activities are frequently alternative ways of achieving a given objective, and can be substituted for one another to some extent. For this reason, public policies aimed at regulating specific marketing activities such as particular forms of advertising may result primarily in the substitution of other methods of marketing. In such cases, the 'net impact of a policy change should be evaluated in terms of the relative costs and effect of different marketing systems.

The accepted definition of marketing includes all of business activities through which goods and services are distributed to consumers, industry and government and other end users and all of the means by which

companies communicate with their customers - personal selling, sales promotion and advertising. Even if we relate advertising to other forms of marketing communications which are more direct substitutes for advertising than are other components of the marketing process.

Advertising is one part of a total marketing programme and the most important part. If any other is to be singled out as the most important it is the nature, quality and design of the product itself. The product is sometimes viewed as something different from marketing rather than as a part of it. But in a competitive economy where the manufacturers task is to meet consumer need more effectively than they are met by other producers, marketing must begin before a product is designed and produced. Other elements of the manufacturer's marketing mix include pricing, product service, channels of distributions, and sales promotion. Each of these elements requires analysis and decision making by marketing executives in a manufacturing company. When a new product is just introduced, the manufacturer' has wide area in designing the marketing programme and may consider several very different approaches. Later, the marketing mix employed for a product will be reviewed periodically and modified from time to time.

One person may feel that increase in total advertising expenditures since the emergence of

advertising institution in the economic scene is enormous. Another person may view that if advertising expenditures had not increased economic growth would have been lower. Another person may simply dismiss much of the above opinions, noting that advertising cost are not valid measures of the roles of advertising in the economic system.

Professor Micosia (1969) said that over the centuries, both lack of knowledge and disagreement on goals have hindered our ability to assess the advertising institution. We have no engineering base on which to judge whether it is efficient for a society to allocate 2, 4 or 5 percent of its gross national product to advertising in order to achieve certain economic and social goals. Society, however, may have goals other than economic efficiency. Thus, he continued, it is possible to have an efficient advertising institution that is not effective because it conflicts with social goals such as freedom of political thought or a change in the distribution of income and wealth. We do not have a list of our society goals, nor of their relative importance. ' Even if we do, we can not compute the loss (or gain of efficiency needs) to make the institution effective for we do not know the efficiency of present or alternative advertising institutions. The above must be considered in order to understand the socio-economic roles of advertising.

Writing on the role of advertising, C. H. Sanday (1972) said "Advertising has been under increasing attack in recent years. However, the critics had failed to recognise that it is both an instrument and an institution. As an institution, advertising perfects certain functions for society. In order to perform these functions, various instruments are utilized by advertising practioners. The author contended that it is the advertising instruments and practioners that should be criticised and not the institution of advertising. He then went on to discuss in detail the basic function that society has a right to expect of the institution of advertising. He said that the institution of advertising has been assigned certain function by the society. The most important of these he said are to (1) inform (2) persuade and (3) educate in respect of products, services and ideas. Commenting on its information role, he said that "the need for the dissemination of information about products and services in an organised and mass basis developed with the growth of industrial concentration and the diffusion or scattering of buyers. People need or want to know what products and services are available to them. With the great multitude of items that are produced for human consumption it is no easy task to keep oneself informed of the existence of such items.

Advertising, according to Professor J. H. Westing, requires the dissemination of information as to where products and services can be found, their quality and characteristic are presented in terms of consumer needs and wants and the cost to the consumer. He went further to say that advertising creates image of "personality" for a product. This means that we do not buy the technological aspects of a product alone but we equally buy the promise of continued quality and the reputation of a manufacturer and consumer experience.

CHAPTER THREE

RESEARCH METHODOLOGY

The method used in conducting research for this project are classified into two major groups:-

(1) Primary Source

(2) Secondary Source

3.1 *Primary Source*

The researcher's method of investigation includes oral interview: Questionnaire and special trip to business houses.

In the oral interviews the researcher involed himself in personal discussion with persons directly involved in advertising, including advertising agents and administrators.

On questionnaires, set of questions known as questionnaire were serve to advertising and business houses or marketing managers in Kaduna and in ZAria.

Finally, on special trips to business houses, this were made by the researcher in Kaduna and in Zaria to various publicity firms both large and small.

The under listed table are advertising firms/ marketing departments of organisations visited by the researcher to get first hand information.

Towns		
Kaduna	–	Pannel Kerr Forster, Chartered Accountants, Kaduna
Kaduna	–	Baraka Press, Kaduna
Zaria	–	Chris Van Advertising, 35 Warri Street, Sabon Gari, Zaria
Zaria	–	AJ Seward Ltd Industrial Estate Chikaji, Zaria.
Zaria	–	Zaria Industry Ltd Manufacturers of Tapouline and Coverlets, Old Jos Road, ZAria

3.2 *Secondary Scource*

The researcher's secondary source of information include the use of text books of proven quality by eminent advertising writers, advertising manuals and journals of advertising.

In collecting this, the following sources have been helpful:

(1) Ahmadu Bello University Library
Institute of Administration, Knogo, Zaria

(2) Samaru College of Agriculture Library, Zaria

(3) Pannel Ker Forster, Office Library, Kaduna

The methods used in conducting research for this project has been classified into two major groups. Other methods not employed in the study will be briefly outlined also for the sake of anybody who would like to make further research on advertising.

3.3 Some Advertising Research Techniques

(1) *Print*: This is pre-testing services in which test advertising are placed into magazines. The magazine are then circulated to the consumer subjects. These subjects are contacted later and are interviewed concerning the magazines and their advertising. Three readership scores are prepared; viz: (a) Noted, the percentage of readers who say they previously saw the advert in the magazine, (b) Seen, the percentage who correctly identify the product with the advertiser and (c) Read most, the percentage who say they read more than half of the written material in the advertising. The advertiser finishes by adding up, showing the average scores for each product class for the year and separately for men and women for each magazine, to enable the advertisers to compare their advertising impact with competitor's advertising.

(2) *Broadcast Services*

In-home Tests: A small screen projector is taken into the homes of respresentative target consumers. These consumers then view the commercials. The technique enjoys a subject's complete attention but creates an unnatural situation.

(3) *On-Air Tests*

These tests are conducted on a regular VHF stations or cable TV channels. Prospective respondents are recruited to watch the programme. after the commercial is aired, subjects are contacted and asked questions about their commercial recall. This techniques create a real-word atmosphere in which to evaluate the commercial.

3.4 RESEARCH APPROACH

Primary Data

Most marketing research, advertising research and other research projects involve some primary data collection. Primary Data Collection is costly, but the data are usually more relevant to the issue at hand. The normal procedure is to interview some people individually and/or in groups to get a preliminary sense of how people feel about particular services and on the basis of the findings develop a more formal and extensive interviewing approach and research instrument, debut it, and then carry it into the field.

QUESTIONNAIRE

The various methods employed here are oral interview, questionnaire, special trips and observations. On questionaire, a set of questions were served to

advertising and business or marketing manager in Kaduna and in Zaria. The questionnaire is by far the most common instrument in collecting primary data. Broadly speaking, a questionnaire consists of a set of questions presented to respondents for their answer. In preparing the questionnaire, the researcher carefully chose the questions and their form, wording and sequence. Each question is checked to determine if it contributes to research objectives. Closed-end questions are employed here. We pre-sepcify all the possible answers and the respondents make a choice among them.

Contact Methods

These answer; how should the subject be contacted? The choice are telephone, mailed or personal interviews.

Telephone interviewing is the best method for gathering data quickly. The interviewer is able to clarify questions if they are not understood. The two main draw backs are that only people with telephones can be interviewed and the interviews have to be short and not too personal.

The main questionnaire may be the best way to reach individuals who would not give personal interviews or whose responses might be biased or distorted by the interviewers. On the other hand, mail questionnaire require simple and clearly worded questions and the return rate is usually low and slow.

Personal interview is the most versatile of the three methods. The interviewer can ask more questions and can record additional observations about the respondent. This method is the most expensive one and requires planning. It is subject to interviewer's bias or distortion.

SECONDARY DATA

Researchers usually start their investigation by examining secondary data to see whether their problems can be partly or wholly solved without collecting costly primary data. The researcher will find or look for advertising journals, magazines, related books on the research topics. Advertising publications provide data on the magnitude and trends of past opinions on the research topic etc. It seeks expert opinions from past authorities. Secondary data provide a starting point for research and offer the advantages of lower cost and quicker availability. On the other hand, the data needed by the researcher might not exist or the existing data might be outdated, inaccurate, incomplete, or unreliable.

The researcher's secondary source of information include the use of text-books of proven, quality by ancient advertising writers, advertising manuals and advertising journals.

In collecting this, the following intittutes' libraries were seriously made use of by me.

(1) Kashim Ibrahim Library, Ahmadu Bello University, Zaria.

(2) President Kennedy Library
Institute of Administration, Ahmadu Bello University, Zaria

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This Chapter is meant to analyse data and information obtained in the process of conducting this research project. Questionnaire and interview questions were served to different advertising and company executives. Informations were also obtained from retailers and wholesallers to whom oral interview were served. In the questionnaire, questions which bear direct relevant to the hypothesis/research work are contained therein. This served to prove the validity and invalidity of those hypothesis. The hypothesis have just been made as mere statements which stand to be proved false or true. Hypothesis is a state of problem, ideas and intentions made by a researcher which he subjects to proper secrutiny and logical analysis based on samples of opinions and data collected from people so interviewed.

4. 1 ANALYSIS OF DATA

HYPOTHESIS 1:

Hypothesis	Advertising does not necessarily affect the demand of products.
Question	Do you think advertising affect the demand of your company's product?

Objective — To find out the influence of advertising on the demand of products.

To whom Addressed — Manager of Northern Nigeria Publishing Company Ltd and Gaskiya Corporation.

Number Interviewed	Yes	No	Undecided	% Yes	% No	% Undecided
60	50	10	Nil	83	17	Nil

Analysis

Out of 60 people interviewed, 50 representing 83% answered yes while 10 representing 17% answered no. There were non for the undecided. Inferring from the above table, it becomes obvious that advertising does not necessarily affect the demand of a company's product as one thinks it does. One could still subject this to further objective analysis. Advertising is designed to inform people of new brands of products or as a reminder to people of existing goods that have been in the market. Inspite of the informative functions of advertising one is not compelled to buy if he does not have the need of the product. It follows that no matter what and how advertising gimnicks are employed to insinuate, persuade or swindle consumers to buy, such a product will not be bought if there is no need for it and the ability to purchase it. For instance, the advertisement carried on some domestic products like

salt is a gross waste of money on advertising because everybody needs salt and whether it is advertised or not, it must be bought.

4. 2 HYPOTHESIS 2

Hypothesis — Companies spend heavily on advertising

Question — Do you think you spend heavily on advertising?

TABLE II

Number Interviewed	Yes	No	Undecided	% Yes	% No	% Undecided
60	40	15	5	67	25	8

Out of 60 people served with questionnaire 40 representing 67% answered in the positive while 15 representing 25% answered in the negative. 5 representing 8% were undecided. It follows that company spends heavily on advertising each year. Advertising expenditures since the emergence of advertising institutions in the economic scene, is enormous and therefore constitutes a great economic waste. Adversiting, they say, is a very costly venture, but like any other ventures, if managed skillfully, it can be rewarding. On the other hand, many people are interested in knowing whether firms advertise just for the fun of it or just because it is a profitable venture.

4.3 HYPOTHESIS 3

TABLE III: Media Decision

Hypothesis: Advertising messages are directed only to the elite classes and not to the majority of consumers.

Question: To what extent do your advertising messages go?

Objective: To know whether advertising messages go to all people everywhere.

TABLE III

To whom addressed: Managers Northern Nigerian Publishing Company Limited and Gaskiya Corporation Ltd.

Number Served	Number of Yes	Number of No	Number Undecided	% Yes	% No	% Undecided
30	26	4	---	87	13	--

Out of 30 advertising executives interviewed, 26 representing 87% answered in the affirmative while 4 representing 13% were in the negative. There was no decision made in the column representing undecided.

It follows therefore that in media selection and planning, the basic step is to select the advertising media that has the ability of getting the information about the product passed to the consumers anywhere they are. The media and vehicles must be those that the audience are normally exposed to. The advertiser should consider the geographical coverage of the medium national, regional and local. The important factor on which coverage is judged is the actual consumers exposed to the medium in the sense that they are fully aware of the content of the information. Therefore from the above table, advertising messages mostly get to the elites and the well to do's because they live in the towns and cities where there is electricity to play radio and television.

4.4 HYPOTHESIS 4

Hypothesis: Product packaging as opposed to advertising stimulates demand.

Question: Does a well packaged, labelled, priced and attractive product stimulates effective demand? Yes/No.

Objective: To find out if packaging of products stimulates demand.

To Whom Addressed: Managers Northern Nigerian Publishing and Gaskiya Corporation.

TABLE IV

Number Served	Yes	No	% Yes	% No	Undecided	% Undecided
20	15	5	75	25	-	-

20 were served with questionnaire, 15 answered and affirmed the validity of the hypothesis, 5 said no. It can be seen from the table that what actually stimulates people to buy is not advertising but how well the product is packaged, made colourful and labelled. The product is central to the marketing mix. The ability of the product to satisfy consumers is even more important than the most expensive advertising campaign. When the product is right for the market less expenditure on promotion may be necessary. This is because consumers tend to share information with one another and to buy what their peers are buying.

In the above hypothesis, every marketer seems to be on the affirmative, asserting that, for the marketer, the meaning of the product is determined by the needs and desires of the consumers. Attractiveness of the

product enhances its appearance and helpd to catch consumers attention and provides convenience to the consumer.

CHAPTER FIVE

SUMMARY OF MAJOR FINDINGS AND CONCLUSIONS

This chapter comprise the researcher's findings and recommendations. The findings are based on the analysis presented in the previous chapters of this work.

From the analysis tables, the following findings become obvious:

(1) Advertising does not necessarily affect the demand of a company's product as one would think it does. It is incorrect to assume that it pays to advertise. Promotion is an essential element in the marketing mix but advertising is only one alternative method of promotion and a firm may find that other promotional method can be used more effectively. Therefore, before an organisation can appraise the likelihood of using advertising successfully it must examine its marketing and promotional objectives to determine if its strategy should be to stimulate demand.

(2) It was found that companies spend heavily on advertising. Majority of the people affirmed this. Advertising clearly involves major

sums of money that can easily be mis-spent by companies that fail to take the proper steps of determining the advertising objectives, making correct budget, message and media decisions.

(3) The researcher also discovered that advertising messages do not get to the majority of the consumers but mainly to the elite class. The flexibility of the media in adapting to the needs of consumers is important. This suggests that advertisers should direct their messages to the target market in various geographical areas and different markets. The researcher found that product packaging as opposed to advertising stimulates demand more. That advertising is not the answer to all marketing problems. Advertising can market a product effectively if the product is well packaged and branded to attract customers. If a product is good people who buy it once will buy it again. If a product is good but costly somebody who is used to buying it would recommend it to friends and even boast of it. If a product is not good looking, then all that we are saying about trying to build a business with advertising is futile.

(3) Again, if firms must make use of advertising in no way should they pass the cost to the consumers rather advertising costs should be greatly absorbed by the firm.

(4) Some channel members may be more enthusiastic about an advertising campaign that is carried through media that are pretigious. The researcher recommends a more cheaper one that may not constitute a huge financial cost.

(5) The flexibility of the media to adopt to the needs of advertiser is important. This suggests the ability to reach target markets in various geographical areas, the ability to be flexible in adapting advertising messages to different markets.

(6) Media planning must consider how the capabilities of different media lend themselves to conveying different kinds of messages. Where an actual demonstration is essential, television is probably the most essential and appropriate. For colour illustrations or detail explanation, magazines are very effective.

The secret about advertising is that firms find it profitable. It is not merely a communication to consumers by producers to inform them of new products or of existing product but it functions as a means to create new market for goods and persuade the public to buy. The consumers' claim about advertising is that it potrays helf truth. But to the manufacturers it is not seen as half truth but providing market information. In Nigeria advertising is a war tool for fighting high competition.

RECOMMENDATIONS

The solutions to these problems are grouped into two: Those that can be effected by the advertising firms and those that can be influenced by the government.

(1) Since it was agreed that advertising messages are directed to the elite class, advertising compaign should be mounted on a continous basis in rural areas.

(2) The researcher recommends that since advertising is bound in the long-run to stereotype children's behaviour, there should be less use of persuasive type of advertising and major use only of informative advertising.

(7) Profitability is an important consideration for appraising the products that demand advertising opportunity. There is little point in advertising a brand if it does not contribute to increase profit.

(8) The state and Federal Government should establish advertising companies to check the high charges or cost of advertising products which partially adds to the cost of goods.

CONCLUSION

Economically, the best and worst things that have been said about advertising's effect on the public can be summerised into two points.

(1) That advertising, in making more things available to more people at lower cost, helps to create and maintain a high material standard of living for the great majority of people.

(2) That advertising tends to make people buy things they possibly do not want, perhaps do not need and probably cannot afford.

The positive point has been well documented. The history of advertised products has been one of higher unit sales, more advertising, better quality, lower price and a broader market. The negative point was well treated in chapter four.

However, it may well result from so many factors other than advertising that it is impossible to segregate advertising and level all these charges at it alone. Sociologically, the best and worst things that can be said of advertising are:

(1) That it has helped create a higher cultural standard and greater choice of information and entertainment fare through new media than there could possibly exist so inexpensively for so many people without its support.

(2) That it has tended to make the people stereotyped in thought and action, created frustrations in them and catered to mediocrity in cultural taste.

From the welfare stand-point of business and public, advertising constantly redocuments its basic value. In the past years, advertising was being used to introduce and broaden the market distribution of an impressively long-line of product not before available or because of high unit cost, available only to a small privilege segment of the population. Advertising is often subject to public criticism, yet this fact is part

of its basic strenght, public attention, as no other form of business activity does, can result only in subjecting it to perpetual scrutiny and appraisal. This is so because competence practice of advertising ensures the likelihood that the manufacturer as well as his competitors will constantly strive for higher product quality and value.

To be candid, advertising has been misused to increase or fix prices, monopolise markets or retain trade. But when advertising is used to spread the sale and distribution of goods, to sell them at the lowest price, to develop new domestic or foreign market, to penetrate more deeply into the economic and geographical level of existing market then it becomes a tremendious force for consumer's welfare.

So advertising is as one of its prime functions, an instrument of the commercial process. The business of advertising is therefore, the business of commerce. It works to help achieve commercial objectives. Since advertising is discretionary, advertising funds might otherwise go towards corporate profits. It has to achieve these objectives to justify itself as companies cannot just spend money without a purpose. So when they spend, the purpose for which they spend must be achieved. Advertising serve as a communication arm of commerce. As part of its normal functions, commerce needs to communicate in two senses.

(1) Communication for relationship: The company may wish to inform, explain and discuss as part of its necessary relationship with a group of outside forces which can vitually affect its business. For example, from shareholders to suppliers, distributors and its own staff. A permanent and healthy relationship rest on communication. Some communication will be direct and personal while others will be carried out by the use of communication media.

(2) Communication for persuasion: The company does not only need to build up relationships it need to achieve specific commercial objectives like good volume sales, a functional turnover and good level of distribution net work. The company has to sell and to do this it needs not only to explain but to persuade and motivate people towards purchasing, using or doing. Advertising, which is a medium of influencing actions at the market place can be used to do this:

In the consumer market the primary purpose of advertising is to sell the goods but in the industrial field advertising is designed to interest and gain the good will of the consumer. This means that industrial advertising helps to prepare the ground for the salesman who can, once an introduction has been effected, arrange demonstrations and supply technical information.

Advertising is a function of marketing which has been aptly described as an ominibus team concerning the many business activities that take place between actual production and sale of manufactured goods. The activities include planning, research, distribution, packaging design and selling.

Advertising, as we saw in chapter four, is not the answer to all market problems. It can only be effective under certain conditions.

(1) The product must be good such that people who buy it once will buy it again. If the product is the costly one, with a long time purchase, like washing machine, the buyer will be willing to recommend it to friends because it is good. If a product cannot pass this test then all that we are saying about trying to build a business with advertising is futile.

(2) Potential market for the product must warrant the cost of advertising. One could advertise tooth picks in an atractive way, but there is little hope that advertising the tooth pick would pay for itself.

(3) The company should have a unique, significant differential for consumer. When a new product appears on the scene, it should offer some value that existing ones do not have. If it is

identified with others already in the field, why should anybody select it? A sure way to lose money in advertising is to expect the difference in advertising to make up for lack of difference in value of the product. Just being a better quality is seldom enough for a product.

(4) The company should have the ability and resources to handle an increased volume of sales, i.e. how much can we produce.

(5) The price must be right. It must be within the range generally regarded as reasonable and competitive for that product.

The development so far made was the realisation that people craved to know news and advertisements hence foreigners have access to the huge growing African market.

The Nigerian advertiser took advantage of the progress in industries and establish the "Nigerian Advertiser" Periodicals (1964). There was a recent National Advertising Plan developed for the bulk of Nigeria goods. Advertising has become a wide spread activity used by most commercial organisations and used increasingly too by government and public authorities. It consists in the conbination of persuasive ideas in order to arouse the consumer crave for the product.

Advertising has been a tool for corporate communication by way of delivering message from one part to another. It can be used personally in the form of classified advertising or publicly. Its main economic interest is as part of the market process.

The bulk of advertising has been identified with the advertising of commercial goods and services. There has been an enormous increase in the volume of advertising directed to purposes other than product sales, e.g. the commercial area corporate image, job advertising etc. The advertising institution was earlier defined as the set of all activities of individuals and organisation as they relate to the sending and seeking/receiving of economic information via mass media. The institution thus includes such classes of subjects as the senders of adverts, the advertising agencies and the messages that flow throughout the institution. The advertising institution is only one part of the society's mass communication system; i.e. the system that provides for the flow of information concerning human events in politics, religion, education, etc. There are both social and economic reasons that should appeal to the interest of the society. The social group relies increasingly upon a system of mass communication as its size grow and as it becomes more dependent on specialised technologies. It is truly a fact to assert that the well being of any society is affected by the organisation of its mass

communication and much of the debate about advertising concerns the institution as a whole. Even criticism of a single advert or T.V. programme may rest upon, and ultimately reinforce conclusions about the entire institution of advertising. Advertising clearly involves major sums of money that can easily be mis-spent by companies that fail to take the proper steps to define the advertising objectives; make careful budget, good message and media decision and evaluating the campaign results. Advertising is also an area of considerable public attention and scrutiny result from its power to influence lifestyles and opinions. If advertisers are to be effective in their use of advertising, they must be aware of public policy developments affecting advertising.

APPENDIX I

QUESTIONNAIRE

I, O. E. Benson-Gagar, a post graduate student of Institute of Administration, Ahmadu Bello University, Zaria, wants your assistance in filling this questionnaire as part of one of my academic projects. Questionnaire: All information that will be provided in this questionnaire would be treated confidentially.

Occupation.....

Position.....

Experience in the job.....

1. Have you been influenced to buy any products/goods through advertising? Yes/No

2. Does Advertising increase your profit? Yes/No
3. Do you think advert misleads? Yes/No Give reasons.
4. Do you think advertising necessarily affect the demand of products? Yes/No

5. Do you think advertising expenditure is enormous add so constitute a waste? Yes/No

6. Could there be other ways of promoting the sales of goods other than the use of advertising?

7. Product packaging, arrangement and grading as opposed to advertising stimulate demand. Do you agree?

8. Are information portrayed by advertisers the truth? If yes, what does such information mean or tend to achieve?

9. Has TV/Radio commercial induced you to buy goods and services?

10. What method of advertising would you encourage advertisers to use? Give reasons.

11. Advertising messages are directed only to the elite class and not to the majority of consumers. Do you agree to this?

12. What is responsible for this?

13. Do you think the use of Television for advertising is meant for the elite only.

14. What kind of attitude do you think advertising encourage in children?

15. Do you think advertising gimmicks induces buyers to buy what they would not have bought.

APPENDIX II

QUESTIONNAIRE

OBSERVATION

The data collected through the observation method by the researcher are in its natural form as the researcher observes them operate in this society. They deal with real life situations and hence they have not been experimented in any other study except this. The observations are mainly the researcher feelings. Being objective or independent of personal prejudice. I should think that any user of this project may come into terms with me that advertising is:-

(1) Seducing - Makes children demand from their parents the immediate purchase of the article or product being advertised in the television.

(2) Advertising encourages immorality.

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