PERCEPTION AND ATTITUDES OF CONSUMER TOWARDS ADVERTISING: A CASE STUDY OF KADUNA METROPOLIS

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ZARIA

BY

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AUGUST, 1998

DECLARATION

I hereby declare that this thesis has been composed by myself, and that it is in partial fulfillment for a higher degree. The various sources of information are clearly indicated in the references. Any errors in the scripts are entirely mine.



SEGUN KOLAWOLE OBAWEDE

17/3/99

CERTIFICATION

This thesis entitled "The Perception and Attitudes of Consumer Towards Advertising: A case Study of Kaduna Metropolis" by Segun Kolawole Obawede meet the regulations governing the award of the degree of Master in Business Administration (MBA) of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

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DEPT. OF BUSINESS ADMIN. INSTITUTE OF ADMIN. A.B.U. ZARIA.

Dean, Postgraduate School (Name and Signature) — Date 30/09/00

DEDICATION

This piece of work is dedicated to the loving memory of Late Mr. Gabriel Ayodele OBAWEDE the author's father, who slept in the Lord on 31st July, 1980.

But for his guidance, inspiration and encouragement the author would not have achieved the academic level he had attained.

Rest in perfect peace.

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ABSTRACT

There has been divergent comments on advertising practices in Nigeria, such comments cover every aspects of advertising including advertising economic effects, social impacts, its truthfulness and deception among others. This research tested whether the opinion expressed by these commentators is a reflection of public opinion on advertising.

It was found that public perception of advertising in Nigeria is not too critical overall. However, certain practices of advertising were deplored. Moreover, it was found that a person's attitude toward advertising is independent of either a person's perception of the extent of consumer's degree of vulnerability in a purchase situation or his attitude toward business. A persons attitude toward advertising is however dependent on his/her sex and his/her usage or non-usage of the product being advertised. The study recommends among others that government should enforce that advertisements for alcohols and cigarettes should contains warnings about their possible health implications.

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CHAPTER ONE

1.1 INTRODUCTION

Advertising is defined by the American Marketing Association (AMA) as any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor. It is a powerful communication force and a vital marketing tool - helping to sell goods, services and ideas through channels of persuasion and information.

Advertising is a total package consisting of the message (content), means and mode of delivery. Manipulation of these components both individually and collectively can and does produce different results. Apart from these, the quality of advertising seen as having three variants, viz, intensity, extent of data variety, and style of data presentation, are of uttermost significance in determining the effectiveness of advertising. In other words, the effectiveness of advertising is a function of the total package.

The dependence of the effectiveness of advertising on the total package stems from the fact that it is capable of eliciting different reactions from different individuals. This is as a result of differing perceptions and interpretation an advertising package elicits. These perception and interpretations are functions of existing beliefs, experience and generally held attitudes.

The relationship between attitudes and advertising is not unidirectional. Thus the factualness/evaluativeness of a

persuasive message exert positive effects only on those beliefs considered most important such that the effects of communication on attitude components are mediated by a set of intervening cognitive reactions such as perceived message credibility (Holbrook 1978). By implication and by extension therefore, it may be said that the effects of a persuasive message are likewise mediated by attitude and beliefs held about the 'source' of the message. Source in this context or the vehicle of transmission (e.g. advertising, sales promotion, publicity, personal selling etc).

By implication therefore, the following assumptions should be recognised.

(a) The overall response of a consumer to an advertisement may be a composite of two sets of reactions viz;

(i) the perception of the consumer of advertising as a phenomenon and

(ii) his perception of the particular advertisement in question.

For instance, it is possible that a person's reaction to advertising as a phenomenon and his reaction to a particular advertisement may be at variant. When this happens a situation of incognity arises. Thus the issue of incongruity must be constantly on the minds of

advertisers since attitude change (which is one of the ultimate aims of the advertiser) normally takes place in the direction of increase congruity (Kotler, 1991).

(b) It is not far fetched to imagine that strong negative reactions to advertising may play a significant role in an individual's selective exposure process. Taken to the extreme, it may lead to the erosion of the goodwill on which public receptivity of it depends.

1.2 THE PROBLEM

Relatively few researches have been conducted in the areas of public attitude towards advertising in Nigeria. Yet advertising as a means of communication sometimes elicit different reactions from the public quite apart from the message itself. As pointed out earlier, the need for congruity between the intervening variable that mediate the effect of advertising and attitude toward advertising often influences the extent of attitude change. There is therefore the possibility of incongruity between perception of advertising as a phenomenon and the perception of the message it carries.

There is a reason to believe that public perception of advertising is not favourable and this can lead to the development of negative attitude. For instance, the volume of

advertising and its intrusion (especially TV advertising) are potential sources of irritation. There is reason to believe also that public attitude towards advertising might be froth with a lot of skepticism. There might be an undercurrent of questioning about the very essence of advertising.

Should the above be true, the effectiveness of advertising as a means of communication will be reduced. This will definitely call for a thorough knowledge of the public's perception of both the concept and practice of advertising in Nigeria. Here in lies the problem. It is the purpose of this study to address this problem.

Furthermore, the relationship existing between public perception of advertising and public perception of business is not known. Yet it is desirable to know this relationship (if it exists) because advertising is a business tool whose success enhances the success of any business. In order words, it is desirable to know if public attitude toward business is a mediating variable in the formation of public attitude toward advertising. Another variable whose role in the formation of public attitude toward advertising is not known is the public evaluation of the strength of a consumer in a purchase situation. For example, does the feeling that a consumer is vulnerable affects an individuals perception of advertising? These are valid problems for the practitioner of advertising.

1.3 THE OBJECTIVE OF THE STUDY

There are four basic objectives of this study. These are:

(a) To explore public attitude toward advertising in general and to specifically investigate public attitude toward the essence, practice and the perceived social impact of advertising. (In this regard, attitude toward the existing practice of inserting advertisements at break points in sponsored radio and television programs shall be investigated).

(b) To determine the relationship between liking of an advertisement and the usage of the product being advertised and vice versa.

(c) To determine the relationship between public attitude towards business and public attitude towards advertising. The relationship between public attitude toward advertising and public perception of the degree of a consumers vulnerability in a purchase situation and

(d) To determine if there is a significant relationship between attitude towards advertising and certain demographic variables like sex.

1.4 THE SIGNIFICANCE OF THE STUDY

According to the Advertising practitioners council of Nigeria (APCON) above N200 million was spent on advertising in Nigeria in 1997. This represent quite a substantial amount of

investment. To have spent such an amount on advertising implies a lot of faith in the efficacy of advertising. Such faith could be found to be an illusion if for example it is found that public attitude is such that receptivity to advertisement is at best only slight.

Thus this research has different significance to different categories of people.

(i) To the advertiser, a knowledge about public attitude toward advertising and its mediating variables will help in (ie) designing their message to ensure optimum exposure.

(ii) It is hoped that findings from this research will stimulate further researches into the linkage between attitudes toward advertising and the overall effectiveness of advertising such that in the end the quality of advertising in Nigeria shall be enhanced. Perhaps, this study will induce comments on how to reinforce positive attitudes held by the public and on how to change the negative attitude held.

1.5 SCOPE AND LIMITATION OF THE STUDY

The study in general is directed toward uncovering the current attitude held by the public toward advertising. In this regard it shall try to establish the attitude held towards the essence of advertising and those towards certain practices of advertising. In addition, it shall also

investigate the nature of attitude held toward certain topical issues in advertising.

Also, attitude towards the information content and the persuasive nature of advertising will be investigated. The study shall also attempt to determine which of these (information content and persuasiveness) is considered most important in the public's evaluation of advertising.

Attitudes toward business and public perception of the extent of a consumer's vulnerability in a purchase situation shall be investigated. We shall also determine if public attitude toward advertising and these two (public attitude toward business and public perception of the extent of a consumers vulnerability) are dependent. The nature of the dependence (if it exists) shall also be investigated.

This study shall also collate a comprehensive list of the features of advertising that elicit liking of adverts. The same shall be done for dislike of adverts. The relationship between usage of a product and the liking of its advert shall be determined.

As would have been apparent from the above this study shall only assess attitudes, it shall not be concerned with attitude change. In other words save for action tendencies alone, it shall not be concerned with how ingrained these attitude are and to how they might be changed. This to our mind should be the subject for further researches since to properly investigate this issue needs as a prerequisite

information obtained from attitude surveys.

Another serious limitation of this study is the fact that the research is limited only to a city i.e. Kaduna metropolis and not the entire country.

1.6 DEFINITION OF TERMS

For any research involving any of the components of promotional mix; advertising, personal selling, publicity and sales promotions, it will be necessary to begin by establishing and defining a number of concepts which will aid the making of an analysis of those aspects of those products or services and their presentation so as to further facilitate the determination of the optimal implementation of such component. In our case,, advertising is no exception. It is in this respect that we find it necessary to bring to light definition of some terms and concepts.

Advertising - This is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

Promotion - This encompasses all the tools in the marketing mix whose major role is persuasive communication.

Personal Selling - By this it means oral presentation in a conversation with one or more prospective purchase for the purpose of making sales.

Publicity - Non-personal stimulation of demand for a product service or business unit by planning commercially significant news about it in a published medium or obtaining favourable

presentation of it upon radio, television or stage that is not paid for by the sponsor.

Sales Promotion - This include those marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and exhibition, demonstrations and various non-recurrent selling efforts not in the ordinary routine.

Promotion Mix - This includes advertising, personal selling, publicity and sales promotion.

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CHAPTER TWO

LITERATURE REVIEW

This section which deals with the review of the literature contains relevant and background materials on certain aspects of advertising and on some empirical studies on how the public views advertising. It provides a conceptual frame work for this study. Advertising is a means of communication, to understand and explain it, many models have been proposed. It is also of necessity to understand the concept of perception in order to understand and evaluate advertising. The need to understand the concept of perception is dictated by the fact that the interpretation one gives to an advertisement for instance is a function of how one perceives it. Thus to successfully evaluate public perception of advertising, it is of importance that one be familiar with these models of advertising and also to understand the concept of perception. This section is organised along three headings.

2.1 ADVERTISING EFFECT PROCESS

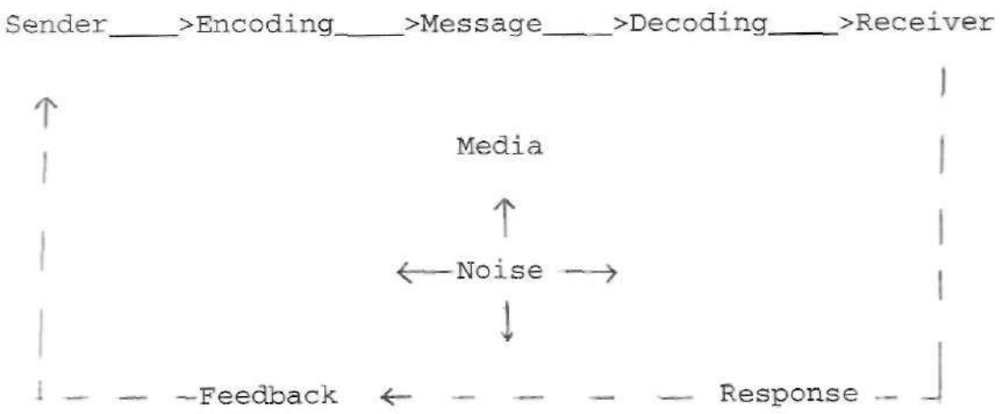
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interpretation one gives to an advertisement for instance is a function of how one perceives it. Thus to successfully evaluate public perception of advertising, it is of importance that one be familiar with these models of advertising and also to understand the concept of perception.

The reason for any advertising programme is to bias the individual's decision process to favour specific options. Thus the concept of advertising communication is predicted upon the desire to seek a response toward a direction wished by the communicator.

Kotler (1991) in seeking to expand the basic communication model of Lasswell came up with the following model:



Elements in the communication process

Sender: The party sending the message to another party (also called the source of communicator).

Encoding: The process of putting thought into symbolic form.

Message: The set of symbols that the sender transmits.

Media: The communication channels through which the message moves from sender to receiver.

Decoding: The process by which the receiver assigns meaning to the symbols transmitted by the sender.

Receiver: The party receiving the message sent by another party (also called the audience or destination).

Response: The set of reactions that the receiver has after being exposed to the message.

Feedback: The part of the receiver's response that the receiver communicates back to the sender.

Noise: Unplanned static or distortion during the communication process.

Implicit in this model is the assumption that the sender having an a prior knowledge of the nature of the receiver designs his message in such a way as to anticipate the way in which the receiver will decode the message. Also the message and the media are shown to have an influence on the decoding process.

While this model is good because of its simplicity and in suggesting that the message and the media are important factors in a receivers decoding process, it is however deficient in the sense that it fails to explain how information is processed. Also the model seems to suggest

that receivers can be manipulated although this claims has been refuted by Bauer (1963).

In an attempt to explain the communication effect of advertising and in addition to explain how advertising information is processed by the consumer various models have been proposed. These models give tacit recognition to the fact that marketers or communicators seek cognitive, effective and behavioural responses from the target audience. For the sake of convenience, these models shall be classified into two categories viz: (i) Hierarchical models (ii) multi-dimensional models.

2.1.1 **Hierarchical Models**

There are several variations of the basic hierarchical model depending on the number of stages and terminology used (Chisnall 1975). They however have a common theme which is that advertising influence is a sequential process.

The pioneering work in this regard can be traced to early researchers whose view as explained by Chisnall (1975) outlined the behaviour of advertising as:

(i) calling attention to and informing people about product and services

(ii) establishing a favourable or preferential association link between a need and a brand name and

(iii) eventually leading to buying actions.

Furthermore, Chisnall (1975) identified two sets of forces which constantly influence the effect of advertising. One set of forces tend to weaken the associative link through the process of ferreting, competitors advertisements and what one might call clusters of advertising messages etc, while the other set tends to strengthen the associative link through repetitive advertising, customers satisfaction etc. Although one might question the validity of the classification of the various factors into either associative or dissociative forces, the recognition of these two opposing forces still remains a high point of this model.

Chisnall, (1975) proposed the DAGMAR flow mode. (DAGMAR

is an acronym for "defining advertising goals for measured advertising results") in which he espoused that a commercial communications aimed at influencing a sale must first create awareness, comprehension, conviction and finally elicit an action (preferably towards purpose decisions). Infact he viewed advertising as helping to move the consumer through one or more levels in the spectrum leading to purchase. This model views advertising process as a series of logical comprehensible steps along which a consumer trod in response to advertising stimuli. However, this model has a disadvantage of relying on a rather nebulous description of consumers reaction to advertising (Chisnall, 1975).

Lavidge and Steiner (1961) proposed a six step advertising influence process in a three phase psychological model in which he proposed that people move up these steps impelled by the force of advertising. The three psychological phases and their corresponding steps are:

1. cognitive (awareness and knowledge)
2. affective (liking and preference)
3. cognitive (conviction and purchase)

Lavidge and Steiner recognise that:

(i) the steps are not necessary equidistant

(ii) some products are approached more slowly especially for high risk products

(iii) Branding assists in establishing simple decision rules.

Another often quoted model is AIDA. This model suggests that an effective advertisement must secure attention, stimulate interest and desire and impel action. This view is thoroughly elucidated by Coe and Mclochlan (1980).

In general, hierarchical models of advertising have been criticised for presenting sketchy views of the internal psychological process the typical consumer goes through (Palda, 1966). The relevance of such sketchy view is believed to be peripheral to the real issue of the influence of advertising on consumers. Also, these models are criticised because they suggest reliance on recall and recognition techniques for the evaluation of advertising. Infact, Haskins (1964) believes that such measurement techniques are irrelevant to the ultimate effects desired.

2.1.2 **Multi Dimensional Model**

Most of the models of advertising described in section 2.1. implicitly stated some expression of unidimensional, one-way, stimulus-response theory. No adequate information is given about the activity of the consumers. Yet considerable counter arguing and source denigration was found as factors affecting cognitive resistance to advertising. This cognitive resistance, counter arguing or source denigration cannot be explained by the hierarchical models. Infact many other researchers have shown that the consumer is not passive. Rather he is believed to be affected by advertising

communication in more than a unidimensional way.

Advertising research should be based on a multivariate model of advertising communication. The main thrust of this argument is that advertising communication is a process of that incorporates both the messages and the receivers with major emphasis on the viewers "perspective". Advertising communication process has several dimensions within each of the four levels of viewer's response. These four levels are:

(i) unconscious level

(ii) the immediate perceptual level

(iii) the retention or learning level

(iv) the behavioural level

Each level has one relationship with the other levels and with the various dimensions of the message presented.

The first level of response to advertising communication is seen as the physiological response such as galvanic skin response and heart beat. Although significant differences in stimuli response effect exists, the significance of such differences are still too unclear.

The second level of response is the immediate cognitive response an advertisement elicits. This level relates to the feelings, emotions, personal experiences and attitudes the advertisement arouses in the viewer. Factor-analysed data show that the immediate cognitive response level has seven

independent dimensions. These dimensions are entertainment, or stimulation, irritation familiarity, empathy or gratifying involvement, extent of confusion informativeness or personal relevance and brand reinforcement.

It should be noted that by implication, it is possible that viewers are capable of making a judgement of annoyance independent of an advertisement's stimulation.

Also, it appears that the more similar a commercial's execution to previous ones, the more likely that brand reinforcement will occur.

The third level of response deals with the amount of learning that takes place as a result of the commercial. This level of response is believed to have four dimensions.

(i) proved awareness of the commercial

(ii) specific awareness of the advertised brand

(iii) attitude towards the commercial and

(iv) attitude towards the advertised brand

This third level of response relates to the extent of learning that takes place and it is believed that meaningfulness based upon organizational structure and the needs of the viewers are two basic constructs operating at this level. Thus it is believed that a person who has no need for or has no interest in a product is much less likely to be aware of or to retain something from, the commercial.

The final level of response is the action or behavioural component. This component is extremely difficult to attribute

solely to advertising communication. This is because purchasing action is the result of many interacting variables. The number and nature of these variables are not known with clear precision and hence conceptualising the relationship that exists between them is still at the rudimentary stages. Infact Anderson, et al (1979) stated that generalised beliefs and attitude may as intervening variables have significant impact on purchase behavious specifically, general attitude toward business may have significant effect on both information search and product satisfaction". The implication of this statement is that although certain variables such as general beliefs and attitude on the one hand and specific attitude to business on the other are implicated in the purchase behaviour and search for information (and hence advertising) the exact relationship between these variables is unclear.

2.1.3 **Perception And Advertising**

In section 2.1.1 reference was made to the concept of perception. In this section, the concept is delved into to provide a proper understanding of the critical dependence of advertising effectiveness on an individuals process of perception.

Every consumer apprehend a stimulus object through sensations i.e. through one or more of the five senses. However, the way sensory information are attended to,

organised and interpreted is individualized. Personal factors modify an individual's perception of a particular occurrence. Previous experiences have built up a kind of cognitive organisation within the individual with the result that it provides a focus for determining the meaning of any percept. Also, the span of apprehension limits the number of concepts an individual may pay attention to at any point in time. This span varies significantly in an individual depending on the nature of the object or concepts,s the particular situation he is faced with and the time-frame. In addition perception is necessarily subjective. An individual perceives according to his existing beliefs, experiences and attitudes. It is seldom a scientific assessments and conclusions reached may not necessarily depend on any intrinsic quality of the stimuli. Thus different individuals may perceive the same events differently.

The following three mechanisms explain why people can have different perception of the same stimuli:

(a) **Selective Exposure**: Faced with a multiple of dissimilar stimuli, consumers screen out some of these stimuli as having no personal relevance. But of those concept or stimuli accepted as having any relevance only few of them are selectively listened to and become part of the cognitive map of the individual.

(b) **Selective Distortion**: Every individual has an organised

mind and therefore attempts to fit incoming information in with its existing predispositions and value system. Lovelling may also occur where messages are simplified by perhaps removing dissonant elements. The overall outcome might be that the final message assimilated by the consumer might be at best an abridged form of the intended message.

(c) **Selective Retention**: Even when a message has been recognised as necessary and important, its chance of being retained in memory might still be small. Only those items of information that reinforce existing beliefs and attitudes are likely to be retained. Thus an advertisement has to strive hard to break through these very strong perceptual filters if it is to be effective.

2.2 CRITICISMS OF ADVERTISING

Questioning of advertising is not new. Infact centuries of commentaries from economists, businessmen, philosophers and others have treated the uses, abuses virtues and vices of advertising. With the recent advent of consumerism criticisms of advertising has become more vociferous especially in the western world. This has led to a shift in public policies towards advertising. This has also tended to inhibit some of the advertising practitioners more cherished practices, perhaps most notably that of Puffery and exaggeration

(Greyser, 1972).

He summarized criticisms of advertising succinctly by saying that advertising encourages materialism, minimises price competition, emphasises immoral behaviour, is too shrill, too insistent and too pervasive.

In Nigeria, evidence of public dissatisfaction with advertising exists. Although such criticisms are not as vociferous as those in the western world, sporadic criticisms of advertising are indicative of what might be going on in the minds of the Nigerian public. For example Kolade (1983) believed that advertising was being criticised as untruthful and that it manipulates consumers through the use of psychological coercion in promoting sales. He specifically criticised the way women are being portrayed in advertising and in general believes that the "society deserve better treatment from advertising". He opined that Nigerian consumers deserve from advertising:

(i) the right to safety from the advertiser and the agency

(ii) the right to freedom of choice

(iii) the right to be heard and

(iv) the right of protection against questionable products.

It thus appears that advertising is being criticised on the following grounds:

(a) Economic issues

(b) Deceptive/Truthfulness

(c) Informativeness

(d) Irritation

(e) Social impact

Our discussion of advertising and its critics shall therefore be along these lines.

2.2.1 **Economic Issues:**

Critics of advertising have advanced that the economic efficiency of advertising should be questioned (Greenhand, 1974). Also three other major criticism of the economic functions of advertising exist:

(i) Advertising is believed to produce a higher degree of concentration in industry than is warranted by the economics of large-scale production.

(ii) The high initial advertising expenditure needed to make any impact tends to limit free entry into the market.

(iii) Advertising tends to dampen the incentives to engage in price competition (Dunbar, 1968).

There are conflicting reports about the validity of these criticisms especially as they affects consumers. For instance, findings suggest that advertising may aid in placing a brand in the consumers evolved set such that increasing advertising support will increase the price sensitivity of the brand (Wittink, 1977).

Ayanian (1983) believes that the ongoing debate over the competitive effects of advertising is in a large measure a

debate over the economic durability of advertising expenditure., That knowledge of this durability is crucial to the interpretation of the well known positive cross-sectional relationship between accounting rates of return and advertising expenditure. This positive cross-sectional relationship has led to the formulation of the barrier to entry hypothesis which holds that heavy advertising expenditure creates entry barrier that make possible persistent above normal rates of return for firms engaging in industries that advertise heavily. However, Ayanian analysis shows "that the theory that heavy advertising expenditure create entry barriers is without foundation in fact---- Heavy advertising expenditure do not exempt firms from the forces and consequences of competition".

It is pertinent to note that Ayanian analysis is typical of all opponents of the barrier to entry hypothesis. To our mind, the question of a firm with heavy advertising expenditure being exempted from the consequences of competition has never been the issue. After all in an oligopolistic situation, effects of competition are felt by all, still barrier to entry exists. Thus, in the main, the question of whether heavy advertising creates entry barrier remains substantially unanswered.

Also, there is evidence to suggest that the above criticisms not-withstanding, there is continuing strong

respect for advertising's economic functions.

2.2.2 **Truthfulness/Deception**

While it is known that consumers have a relatively high tolerance of puffery and exaggeration in advertising, it is equally known that there is a growing skepticism on the part of the public with respect to whether advertisements generally present true pictures of products being advertised. Infact the United State's Federal Trade Commissions (FTC) spends a lot of time in assessing this thorny issue of truth/deception in advertising. If the FTC finds a company's advertisement to be misleading, the guilty company is offered the option of not advertising at all or to spend one quarter of its advertising budget on corrective advertising. An example is ITT continental Banking Company which was forced to spend $100,000 to correct the impression that is bread contains less calories (Chisnall, 1975, p.303).

In Nigeria, there is concern in official quarters about deceptive advertising. For example, a one time health minister, Prof. Ransome Kuti (1986) admonished manufacturer of cocoa drink about using provision of energy as a selling point for their products. In his opinion such claims are fraudulent.

In most cases, the issue of truth in advertising not as easily discernible. Thus Greyser (1972), categorised the issue of truth in advertising as:

(i) Literal truth ie is the claim substantiable?

(ii) True impression i.e. despite literal truth is the impression created true?

(iii) False impression i.e. whether deliberately or not, does the material contain any information that suggests a false impression.

(iv) Irrelevance i.e. does the advertisement address itself to what consumers want to know?

As can be seen, this is an area that gives a lot of leeway for personal interpretation (which sometimes are tipped in subjectivity). For, whether a specific advertisement is deceptive depends entirely on how symbols and signs are interpreted by the consumer. Olson and Denver (1978) believe that the most relevant impact of deceptive advertising is on the encoded form of information stored in the long term memory.

It is this possibly false information held in the long term storage that may affect the consumer's purchasing decisions.

Armstrong, G. M., et al (1975) proposed a model similar to Fishbein's attitude model for the measurement of deceptive advertising i.e.

DiJK = PiJK BiJK

where DiJK = consumer i's deception score for claim K of advert J

BiJK = respondent i's belief (or expectancy) score for claim K of advert J.

Thus a consumer is considered to be deceived by a false claim if he perceives it and believes it. However no harm is done unless the deception is salient. A claim is saliently deceptive if D'iJK = PiJK BiJK WiJK

where

D'iJK = salient deceptive for consumer i on advertising claim K of advert J and WiJK = the importance of claim K to respondent i.

All other variables remain the same as previously defined.

Empirical studies carried out showed that younger less educated, lower income and lower status occupation consumers exhibit a greater tendency to being deceived. Also about 60 per cent of literate consumers surveyed believed that more than half of all advertising makes invalid or misleading claims.

2.2.3 **Informativeness**

The issue in the informativeness of advertising is normally two-fold:

(a) Some critics contend that much information relevant to consumer's choice is not available leading to higher prices, artificial brand differences and non functional frills which are of no real relevance to the consumer.

The issue of "more information is better" was handled by Olson and Denver (1978). The basic findings were that as information increased, there was first an increase and then a decrease (indicating a possible overload) in the ability of the consumer to pick their most preferred brand. Also the subjective state questions indicated that as information increased, consumers become more satisfied and more certain and less confused by the decision-making task. Olson et al (1978), found that multibrand purchasers could recall. Correctly, more specific product information about all the available purchase alternatives in that product category than unibrand purchasers and that multibrand purchasers based their choice decisions on a greater number of information decisions. No evidence was found to support the hypothesis that unibrand purchasers would be able to recall more information about the brand they purchase. It thus appears that brand loyalty may be a strategy for avoiding information overload.

Other findings show that consumers exhibit greater uncertainty and confusion at lower and higher levels of information load than at intermediate levels. As cultural background interacted significantly with the amount of information a consumer is willing to take. Akerele, (1980) contends that "culture provides adverts broad

classifications of consumers on the assumptions that behavioural patterns will tend to broadly span cultural boundaries. It also facilitates the study of decision making variables that may be similar within a culture".

To contend with large amount of information consumers organise and integrate the simpler information bits into large and more meaningful information chunks. Brand names are believed to serving as chunking centers.

(b) Underlying the long-standing debate over the function of media advertising is the question of whether advertising is designed to provide information on which consumers can make intelligent product choices. Observers of advertising contend that advertising rather than inform is essentially persuasive or suggestive and that the provision of information content is secondary.

It is also argued that advertising information cannot be viewed with complete objective because consumer processing of a message is a function of behavioural and psychosocial constructs that result in subjective perception and that a clean separation of persuasive and informational element is clearly impossible Greyser (1972), believe that such a dichotomy is false. He further contends that whatever view is held is independent of whichever view one subscribes to: consumer sovereignty or not. While marketers believe

that consumers certainly are kings and queens, critics argue that the true consumers sovereignty is a myth because the playing field and rules are established by marketers.

The above scenario not-withstanding, a content analysis of consumers magazine advertisement's found that eighty-six per cent of such magazines contained face value information that could potentially assist the typical buyer in making intelligent choice (Stern etal, 1981). Also the incidence of informational cues was substantially higher for magazine advertisement than TV advertisements. In the final analysis, the question of differential impact of persuasive versus informative based advertising remains unanswered.

2.2.4 **Irritation**

Researchers in the United State of America and the United Kingdom show that irritation in advertising is an important part of public criticism of advertising. In the United States at least twenty seven per cent of TV and twenty-four per cent of radio advertisements were considered annoying compared to only nine per cent for magazine and twelve per cent for newspaper advertisements (Grayser, 1972). In a study in the United Kingdom about thirty per cent of the respondents said they disliked or do not really like TV advertisements as against fifteen per cent for the print advertisements

(Treasure and Joyce 1967).

There are indications that dislike for advertisements is very closely related to dislike for advertising over all. Also, only age seems to differentiate dislike for advertising with younger people (18-24 years and 25-34 years) evaluating as annoying about one and half as many advertisements as do those over 50 years (Greyser, 1973). Other strong correlates of like and dislike for advertising and advertisements are the kind of product and some specific advertising practices like repetition, intensity and treatment.

Other demographic factors like sex, marital status and family status did not individually differentiate dislike for advertisement.

In both the United States and United Kingdom, soap detergent, toothpaste and cigarettes advertisements were found to be most annoying. However, product usage and brand preferences were associated positively with evaluation of advertisements. The positive correction can be argued both ways - that the liking of an advertisement leads to purchase or that purchase leads to greater attention and liking of advertisements for the brand.

Another major reason for irritation in some product categories is the overall similarity in the advertising strategies of the various brands. Coupled with this is the issue of repetition and intensity. Akerele (1980), suggested

that injudicious use of repetitive cycle of a given commercial, considerable consumer disenchantment could build up. It should be noted, however, that the repetition of advertisements does sometimes positively reinforce brand awareness.

He also noted that frequency of advertising is an indicator to consumers brand superiority. On the other hand, it has been found also that advertisements most frequently relayed were twice as likely to be seen as annoying and offensive than those less frequently relayed. Conversely adverts in the less frequently advertised product class are far more likely to be seen as informative by the public (Greyser, 1973).

Another aspect of the irritation question is that of treatment. Here things like length, setting, technical approach and timing of the advert are seen to be strong correlates. Intrusiveness and non entertainment were found to be closely related to dislike of advertisements.

This brings us to the irritation - effectiveness issue. There are two possible alternative hypothesis:

(i) that the more pleasant the advertisement, the more effective it is and

(ii) that the very pleasant and very unpleasant advertisements are more effective than those in between.

No hard evidence was found in the literature to support

either of these hypothesis. But it has been shown that strong associative link exists between liking of advertisements and both product use and brand preference (Greyser, 1973 p.6). Conversely, it has been shown that advertisements which generate negative consumer reactions do sell goods (Greyser, 1973, p.6). Thus the link between irritation and advertising effectiveness is still unclear.

2.2.5 **Social Impact**

Critics of advertising have levelled certain allegations against the social impact of advertising. The overriding question in this area is whether advertising creates or reflects the value of the society. While most critics are ready to concede that advertising is a mere reflection of the prevalent values of the society, others contend that advertising not only reflects but also create values of its own. Moemeke (1980) opines that advertising is a reflection of the society from which it emanates. He further emphasised that once the concept communicated in an advertisement is at variance with the mood of the society, the advertisement would fail. This view is further reinforced by those who view advertising as only exploiting those values which exist but might just be at or below the surface. Even the most rabid proponents of the notion that advertising is a strong acculturating agent still agree that a lot depends on public receptivity.

Critics have also attempted to connect advertising with materialism. These critics seldom recognise anthropological evidence that analogies to our society's use of products for ego-enhancement is age-long. Furthermore, criticisms of this nature is steeped in ones definition of the function of the product. To restrict the definition of the function to the primary functions alone would surely not be realistic. The same problem pertains to the issue of conformity and diversity where opinions and value judgement prevail.

Advertising has also been criticised on its portrayal of women. Advertisement in which women are portrayed in a particular manner may individually be defensive in terms of managements view of the majority of its market. Yet the cumulative effect of all advertisements may not reflect present day roles of women. Courtney and Lokeretz (1971) found that advertisements reflect a lot of stereo-types like a women's place being in the home, women not making important decisions, women being regarded primarily as sexual objects by men. These, they concluded do not reflect the true role of women in the society. However, value judgements are distinctly involved here. For example, should the advertisements show society as it is or as someone think it should be? Another side of the issue of women in advertising is that of irrelevances. As Akpan (1998) puts it, "why must the advertising for a drink (for example) feature a half-naked

lady dancing? what relevance has such a lady to the drink? Again, this is a matter of perception.

Another thorny area in which critics have been most vociferous is the influence of advertising on children and the less knowledgeable section of the society; with much emphasis directed toward advertising to children under 12 year old. Critics believes that these children are least able to defend themselves against advertising persuasion since they lack cognitive defenses to discern truth from falsehood. It is also believed that promotional messages exert particularly strong influence on young viewers. Some contend that advertising influence is both latent and specific. For example, it is argued by some critics that children's exposure to drug and patent medicine advertising is related to drug abuse later in life (Ward, 1972).

Studies in the United States of America show that over seventy per cent of mothers of 5-10 years old believe that commercials influence their children frequently to want products like foods, children durable and personal products. The point to be noted here is that regardless of the actual effect of advertising, it is what mothers perceive about commercial influence on their children that form the basis of current criticisms.

Wells (1963) found that among other things, children enjoy fantasy in advertisements except when it is

unrealistically executed. This suggests that children can at least discern puffery in advertising. Donohue (1975) contends that TV commercials encourage the development of somewhat questionable consumer values. Ward (1972) found that there exists a low awareness of the concept of commercials among young kids. They frequently explain them as part of the show or identify them simply by naming categories of products. Older children (8-12 years), however, were able to differentiate more easily between programmes and advertisements. Furthermore, nearly half of the children surveyed by Ward (1972) felt that television advertisement do not always tell the truth. The reason for this unbelief is varied. While some felt that commercials were untruthful because they did not match their perception of reality others believed that commercials could not possibly be telling the truth since commercials were trying to sell.

These researches into children's perception of advertising notwithstanding, survey results indicate that while mothers might accept and welcome commercials that teach children such things as good hygiene and good eating habits, they still complain that advertising to children misrepresents products, manipulates the child, puts stress and strains on low-income mothers, uses excessive fantasy and frequently integrates the commercial with the programme. Anyanduba (1985) believes, however, that these effects of advertising on

children seem to be exaggerated by consumer advocates and critics.

2.3 PREVIOUS EMPIRICAL STUDIES OF PUBLIC ATTITUDE TOWARD ADVERTISING

In view of the various criticisms of advertising outlined in section 2.2, what is the attitude of the public toward advertising? There are two possibilities:

(a) Inspite of all the criticisms levelled against advertising, attitude toward advertising could still be favourable: that is advertising could be seen as a tolerable or even desirable and useful business tool if this were so, then the advertisers and the business community would have nothing to worry about.

(b) In view of the criticisms against advertising, public opinion of advertising could be negative (the causal relationship between public opinion and criticisms of advertising could have been reversed). If this were so, then advertisers and the business community would have to either embark on a programme to effect attitude change towards advertising or use the shift in public opinion to enhance the practice of advertising.

Significant studies in this regard have been concluded in the United States of America and the United Kingdom. A survey conducted by the British Market Research Bureaus (1972) revealed that public approval of advertising in Britain has

declined from seventy-nine percent in 1969 to sixty-seven per cent in 1972.

Table 2.1 shows the detailed reasons for approving advertising.

Table 2.1

Reasons for Approval of Advertising
(Source: Chisnall 1974, P. 305)

	Sept. 1961 %	Aug. 1966 %	April 1972 %
No who approve of advertising	100	100	100
Percentage who said, tell people about products/prices	45	27	32
Percentage who said, tell people about new product	15	17	13
Help people choose between products /compare products	9	7	10
Help sell products/creates demand	14	18	19
lower costs	1	1	1
Helps trade/business/best way to get business	10	9	12
Help employment/people make a living out of it	2	1	4
Support TV/gives better programs	*	1	1
support the press	*	*	1
Essential/Useful	3	4	7
Interests/educational/broadens the mind	3	3	7
Amusing	2	2	2
Other reasons	2	5	3
Ambiguous/non committal answers	4	8	3
Don't know/not stated	1	3	3
* Less than 0.5%			

One thing worthy of note is Table 2.1 is that most propositions favourable to advertising attracted no strong support. Growth in consumerism is thought to be responsible for such negative attitude although it has been suggested that political affiliation might be a superior explanation. This is because there was evidence in the survey that political affiliation did to some extent relate to general approval/disapproval. Thus approval/disapproval is believed to fall within the ambit of ones attitude to business generally.

Two different sections of the United States of America's populace (students and businessmen) were surveyed by Haller (1974) and Greyser and Reece (1971) respectively.

The same observations found in the case of the United Kingdom's samples were found to be applicable to the United States' samples although variations in the level of intensity were recorded. For example, responding collegians held significantly weaker positions relative to business men on all the questions that were worded to connote positive characteristics of advertising. The most notable weaker position was in response to the question of whether advertising was necessary. While ninety percent of businessmen agreed that advertising was necessary, only thirty-nine percent of collegians agreed that advertising was necessary. These diametrically opposing views on the necessity of advertising held by these two sequent of the

American society is quite understandable. Businessmen still respect advertising as one of the marketing tools. This respect is what is apparently reflected in the stance of the businessmen on this issue. Both collegians and businessmen strongly condemned advertising alleged social impacts. Table 2.2 is a comparative analysis of opinions held by these two segments.

Table 2.2

Percentage For Each Expression of Opinion About Advertising

	Business Men			**Collegians**		
	50%	50%	50%	50%	50%	50%
Makes invalid claims	38	30	32	21	19	60
Is in bad taste	29	25	46	27	28	45
Is for objectionable Products	21	38	41	42	31	27
Insults the public intelligence	20	28	52	9	19	72
Insults your intelligence	18	25	57	6	12	82
Contains too little information	19	46	35	9	18	73
Is irritating	18	28	34	15	20	65

Source: Compiled from (i) Haller (1974), Pg 36

(ii) Greyser (1971), Pg 159

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Various reasons were advanced for disapproval of advertising. These were found to be the same both in the United Kingdom and the United States. In the United Kingdom for example in 1972, thirty-two per cent sampled believed that adverts put prices up; twenty-three per cent considered that too much of advertising was being done (Chisnall 1975). These figures were comparable with the United States samples. Also a comparism of these figures with the 1961 figures (nineteen percent believed that advertising puts price up fifteen per cent thought it was misleading and twenty percent thought that too much of advertising was being done) indicates that more people are becoming dis-enchanted with advertising. This increase was particularly evident among women, the higher class and the better educated members of the society. However, inspite of the observed increase in the disapproval of advertising by women, they were still found to be favourably disposed towards advertising than men.

On the thorny issue of whether advertising makes people buy what they do not need, fifty-five percent of women and fifty-one per cent of men believed that this was true. Also, almost half the sample believed that if a product was good it did not need any advertising. The old, the lower class and the uneducated were found to agree more with this statement (Chisnall, 1974).

Haller (1974), found that students attitude towards

advertising overall, were entirely consistent with their attitude toward media. All of the significant mean scores for example were significantly higher for negative characteristics. The lowest significant score overall was the variable "enjoyable". About eighty per cent gave television advertising high scores for annoying and seventy-four per cent of those responding gave radio advertisement a high score. This contrasts with thirty-two per cent of those students sampled giving high scores for magazine advertisements and thirty-two percent for newspapers. Similar media trends were found with the study on businessmen although they were understandably less intense in their scores.

In summary therefore, it would appear that disenchantment with advertising is growing in the United States and United Kingdom. There is also less willingness to concede that advertising has some positive influence. While the better educated seem to dislike advertising more than the average they are also more ready to admit that it may be necessary sometimes. Infact, there is evidence to suggest that this class will scrutinize adverts critically; it is a situation far removed from the mistaken conception of the power of advertising. Besides, as a means of persuasion, advertising is still miserably inadequate; although more people still perceive it as having too much power of persuasion. From the spate of criticisms and attitude surveys detailed in section

2.2 consumers do not appear to be as gullible as they are want to be tagged.

2.4 **HYPOTHESIS TESTED**

2.4.1 **Hypothesis One**

In section 2.2 and 2.3, it was suggested that public attitude toward advertising might be associated with their view of the society, their political affiliation, and their reaction to materialism. Since business contributes significantly to what a society is, to growth in materialism and also to the nature of the political system a country adopts, there is the likelihood that a link exists between public attitude toward advertising and public attitude toward business. This is even more so when one realises that advertising is a business tool. This therefore forms the basis for hypothesis one which is: Ho: An individual's attitude toward advertising is independent of his attitude toward business. Ha: Attitude toward advertising is a function of one's attitude toward business.

2.4.2. **Hypothesis Two**

Also, from sections 2.2 and 2.3, public attitude toward advertising to children and to the less knowledgeable members of the society was explained by the fact that the public perceives these group as being vulnerable since they are believed to lack the cognitive defenses to discern truth from

falsehood. The impression this creates is that public attitude toward advertising designed for these groups of people would be different if these perceptions were different. This suggests that there is a link between public attitude toward advertising and public perception of the degree of vulnerability of children and the less knowledgeable segment of the society (and by extension the consumer). Hypothesis two derives from this i.e.

Ho: An individuals attitude toward advertising is not a function of his perception of the degree of consumers vulnerability in a purchase situation.

Ha: One's attitude toward advertising is a function of ones perception of the consumers vulnerability in a purchase situation.

2.4.3 **Hypothesis Three**

Greyser (1972), found that certain demographic variables did not correlate significantly with public attitude (likes/dislike) toward advertising. One such demographic variable is sex. Validating this claim forms the basis for hypothesis three i.e.:

Ho: Attitude toward advertising is independent of the sex of the respondent.

Ha: Attitude toward advertising is a function of the sex of the respondent.

2.4.4 **Hypothesis Four**

Finally, usage of products and public attitude toward advertising are said to correlate significantly. Testing this claim forms the basis for hypothesis four.

viz:

Ho: A person's liking or disliking of an advertisement is independent of his usage or non-usage of the product being advertised.

Ha: A person's liking or disliking for an advertisement is a function of his usage or non-usage of the product being advertised.

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CHAPTER THREE

RESEARCH METHODOLOGY

This section covers the nature of the research designed used, the sampling methods used and the various statistical methods or tests used in testing the hypothesis stated in chapter two.

3.1 THE PILOT RUN

A questionnaire was the major data gathering instrument used. Before drawing up the questionnaire, a preliminary survey was conducted. The purpose of the preliminary survey was to test the exact to which issues suggested by the literature (which are essentially derived from foreign countries) conform to the Nigerian environment. In addition, the preliminary survey had another purpose and this was to generate more information about the Nigeria situation. The information thus generated helped in complementing the facts conceptualized and complied from the literature. In this survey, twenty people who were adjudged to be fairly knowledgeable about advertising to form an opinion were asked to comment freely on what their opinion of advertising was. The grounds for selection were the degree of exposure to all forms of advertising and the degree of interest shown towards advertising. From such comments, a list of evaluative statements capable of measuring ones attitude towards advertisement were compiled. These statements, together with

those compiled from the literature, formed the bulk of the final questionnaire that emerged (see Appendix I).

3.2 THE QUESTIONNAIRE

Essentially, the questionnaire used (see Appendix I) is a hybrid of both the conventional and the echo method of attitude survey. The conventional aspect of the questionnaire contained close-ended questions to which respondents were asked to evaluate along several dimensions. This approach was used for those areas where knowledge about relevant attitude or issues seems to be fairly complete.

The Echo method is a method of free response analysis by which respondents give answers they think appropriate. (Stephanie K, et al 1972). It has a unique feature of requiring respondents to evaluate responses they have generated. This method was applied to the issue of liking or disliking of advertisements. Respondents were asked to mention one advertisement they like and one which they disliked. They were asked to give reasons for liking or disliking the advertisement mentioned as the case might be. This method was applied to this section because we felt that materials on this section in the literature were not exhaustive. In addition, it was also felt that to use close-ended questions to investigate this particular issue would be inappropriate since a lot would depend on the ability of the researcher to generate enough statements to provide

completeness.

A section by section treatment of the questionnaire now follows:

3.2.1 **Section A**

This section covered three major issues viz:

(i) attitude towards advertising

(ii) attitude towards business and

(iii) respondents perception of consumer's degree of vulnerability.

To this end, respondents were asked to evaluate advertisements sponsored by business organisations in Nigeria along thirteen dimensions. These dimensions are informative/uninformative, truthful/false, helpful/misleading; honest/deceitful, necessary/unnecessary, useful/useless, entertaining/irritating, easy to believe/difficult to believe, not wasteful/wasteful, relevant/irrelevant; educative/not educative; persuasive/not persuasive and original/imitative. Also, respondents were asked to evaluate most business organisations in Nigeria along seven dimensions viz: not exploitative/exploitative; socially responsive/not socially responsive; essential/not essential; efficient/inefficient; honest/dishonest; deceptive/not deceptive; and innovative/not innovative. Finally, respondents were asked to evaluate consumers in most purchase situation along six dimensions viz: well informed/not well informed; easy to manipulate/difficult

to manipulate; not easily cheated/easily cheated; not easily confused/easily confused; rational/non rational and impulsive/not impulsive.

The semantic differential scaling method was used in this section. This method was developed by Osgood suci and Tannenbaun. It consist of bipolar statement (as shown above) representing the various ramification of the issue in question. This method rests on the assumption that the meaning of an object for an individual includes the denotative meaning (which is usually more obvious) and the more subtle and more difficult part to describe known as the connotative meaning (Chisnall 1975). In this method, scaling of the distance between the bipolar ends is such that a respondent marking a particular point in this scale indicates his position along the continum linking the bipolar ends. By plotting a respondents score for all the different dimensions of the issue, a pictorial representation of the respondents attitude towards the issue is displayed. For instance, if majority of a respondents scores are more towards one end of the continum, it signifies that the attitude of the individual towards the object or issue can be described by what the particular end represents. There are arguments as to whether the scales should be seven-point rating or a five-point rating (Chisnall, 1975). No conclusion has been reached as to which of these ratings should be used. In the main both have found

wide application.

Apart from plotting the ratings, these ratings can also be combined to give an overall attitude score for the individual (Chisnall, 1975). This overall attitude score can then be compared for different respondents. It should be noted that this method of sealing has no natural zero. It is therefore an interval scale. Thus it has significant impact for the kind of test statistics that can be used on the data generated through this method.

3.2.2 **Section B.**

This section covered four main issues.

Firstly, respondents were asked to evaluate certain topical issues in advertising. Such issues included among others the practice of breaking into sponsored radio and television programmes to show sponsors advertisements, placing warning about possible health implications of consuming cigarettes and alcohols in their adverts etc (see section B appendix I).

Secondly, respondents were asked to rate certain information type with respect to their relevance to a complete advert. Five of such information type were provided (see Appendix I section B).

Thirdly, respondents were asked to indicate the degree of importance they attach to informativeness, truthfulness, entertainment, relevance, deception and ease of belief in

their evaluation of advertisements.

Lastly, this section requested respondent to suggest an advert each for the advert they liked best or did not particularly like. They were asked to provide reason for their choice.

The Likert-Type scale was used for the first three sub section while the Echo Method (discussed earlier) was used for the last sub section.

The Likert-type scale is an example of a summated scale. It consists of a set of items to which respondents are asked to react. In this type of scale respondents were asked to respond to each item (each item mirroring a specific dimension of the object or issue being investigated) in terms of several degrees of agreement or disagreement; for example (1) strongly disagree (2) disagree (3) undecided (4) agree and (5) strongly agree. Each of these levels of agreement or disagreement is given a numerical score indicating its favourableness or unfavourableness. It makes no difference whether five is high and score one is low or vice versa provided that a king of consistency is maintained.

The algebraic summation of the scores of the individual responses to all the separate dimensions gives the individual's total score. This summated score represents his or her position on a scale of favourable - unfavourable attitude toward the object.

In this research, the Likert-Type scale was used to investigate respondents attitude toward those areas of advertising practices that impinge on the respondents consciousness. In framing the questions for this section a negative stance was taken. This stance was taken because of the belief that such elements of negativity would be more adequate to elicit extremes of reactions in order to avoid the usual phenomenon of clustering around the centre. Thus terms like 'objectionable' 'annoys' 'abused' etc features prominently.

3.2.3 **Section C**

This section contained questions that sought to provide demographic data about the respondents. Demographic data demanded were sex, age, marital status; respondents parents salary etc (section c or Appendix I refers).

It should be noted that instructions detailing how to fill the questionnaire were provided section by section.

3.3 **SAMPLING METHOD**

Ideally, the entire Nigerian populace constitute the population of this study. However, the sample space chosen was the Tudun Wada area of Kaduna metropolis including the Polytechnic community in the area. It was thought that the role of students and the academic community as opinion leaders sufficiently represent a knowledgeable group.

In all 150 questionnaires were distributed. The simple

random sampling methods was used to select five streets from the entire area. Specifically, the lottery method was used. The streets chosen were Polytechnic road, Kasuwan Bechi road, Kabala Road, Amingo Road and Abattoir Road.

Thirty questionnaire were distributed in each street. No attempt were made to control who was included at the street since the accidental sampling method was used. Here, two fairly busy spots in each street were chosen. Anybody passing through these points was given a questionnaire to fill. A total of fifteen questionnaire were distributed at each point. Completed questionnaires were requested to be returned to the collector after thorough explanation of the questionnaire before it was completed.

3.4 STATISTICAL METHOD AND TESTS

Generally, mean scores for all respondents were computed for each variable. In addition percentages of frequencies of responses were computed computation of percentages was of special relevance to those dimensions that were investigated with the Likert-Type scale (see chapter four).

In order to test the hypothesis stated in chapter two, three other variables were computed from the data. These variables are:

(i) attitude toward advertising designated as AA

(ii) attitude toward business designated as AB and

(iii) respondents perception of consumers degree of vulnerability in a purchase situation designated as AC

$AA = \sum Ai$

Ai = respondents score for criteria i designated to measure respondents attitude toward advertising. Examples of such criteria are informative/uninformative; truthful/false etc (Appendix I section A).

Furthermore, values of AA obtained using the above formula were categorised into seven.

0-13 = 1; 14-26 = 2; 27-39 = 3

40-52 = 4; 53-65 = 5; 65-78 = 6; 79-91 = 7

$AB = \sum Bi$

Bi = respondents score for criteria i designed to measure respondents attitude towards business i.e. variables 14 to 20 in Appendix I.

Also value of AB obtained using the above formula were grouped into seven viz:

0-7 = 1; 8-14 = 2; 15-21 = 3; 22-28 = 4;

29-35 = 5; 36-42 = 6; 43-49 = 7

$AC = \sum Ci$

Ci = respondents score for criteria i designated to measure

respondents perception of the degree of consumers vulnerability in a purchase situation ie. variables 21-26 in appendix I.

Again values of AC were grouped into 7 categories viz: 0-6 = 1; 7-12 = 2; 13-18 = 3; 19-24 = 4; 25-30 = 5; 31-36 = 6; 36-42 = 7.

In each of these cases, categories 1 = highly unfavourable, 2 = unfavourable; 3 = slightly unfavourable, 4 = indifference; 5 = slightly favourable; 6 = favourable; 7 = highly favourable.

Hypotheses one and two were tested with chi square test and Pearson correlation analysis and t-tests. In the case of hypothesis one, the variables used were AA Vs AB while for hypothesis two, variables used were AA Vs AC.

Hypothesis three and four were tested using Z-tests (test of proportion).

The Chi square test was used to test for the existence of dependency or otherwise among the variables in the respective hypothesis. Correction analysis was used to investigate the degree and direction of association among the variables in the hypothesis. T-Test was used only to sensitize result of Chi square in some cases.

By using correlation analysis, we implicitly assume that;

(i) the relationship between the two variable is linear

(ii) both variables are random variables

(iii) there is a bivariate normal distribution (Leonard Kazmier, 1976).

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CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

In this chapter, the collated data obtained were presented, analysed and discussed. The hypothesis stated in chapter two were tested. The implications of the various findings were also highlighted. To this end, this chapter is organised along two major headlines viz: data presentation and analysis and discussion.

One hundred and fifty questionnaires were sent out. One hundred and ten of these were returned given a response rate of seventy-three percent. Out of these, ten were found to be unusable due to improper filling of the questionnaire.

4.1 DATA PRESENTATION AND ANALYSIS

4.1.1 Demographic Characteristics of the Sample

N = 100

Males	53
Females	47
Mean age group	25 - 40
Single	35
Married	65

4.1.2 **Attitude Toward Advertising**

Table 4.1 shows a detailed account of percentage responses for the various dimensions of advertising. Percentages were also computed for each dimension along the favourable/unfavourable spectrum. A score of seven means highly favourable and a score of one means highly unfavourable. Thus scores 5, 6 and 7 represent varying degrees of favourableness. Adding the percentage of respondents who scored 5, 6 and 7 gives the percentage of respondent who are favourably disposed towards the dimension in question. Score 1, 2 and 3 represent varying degrees of unfavourableness. Summation of the percentage of respondents who scored 5, 6 and 7 in a particular dimension gives the percentage of respondents who were unfavourable. A score of 4 signifies indifference or uncertainty.

Below are some of the findings:

(i) Majority of the respondents (74%) believe that most advertisement in Nigeria are informative (ie the sum of those who scored 5, 6, 7). Twenty-five percent of the overall sample gave the highest score of seven.

(ii) Seventy-three percent of respondents believe that most advertisements in Nigeria are necessary. Thirty-one percent gave advertisement (with respect to this variable) the highest score of 7 whereas only a total of eight percent scored most advertisement in Nigeria 1, 2

and 3 in this regard.

(iii) With respect to those statements that directly touch on the essence of advertising (necessary, useful, not wasteful and relevant) respondents have fairly favourable attitude. For instance, sixty-nine percent, fifty-five percent and sixty-five percent of respondents believe that most advertisements sponsored by business in Nigeria are useful, are not wasteful and are relevant respectively. However, majority of the respondents classified as having favourable attitude have only marginally favourable attitude towards advertising.

(iv) Truthfulness in, helpfulness of originality of and honesty of most advertisement in Nigeria received poor scoring. For instance only nineteen percent of respondents agreed that advertisements in Nigeria are truthful. The figures for helpfulness, originality and honesty are forty-four percent, twenty-three percent and thirty-eight percent respectively.

Generally however, the majority of respondents falls in the indifference or uncertain categories. The computed attitude toward advertising shows this clearly. Fifty-four percent of the respondents are in the favourable category. Of this fifty-four percent, eighty-one percent have a score of 5 which indicate that they

have slightly favourable attitude.

A look through the mean scores shows that entertaining/ irritating dimension has the greatest score (5.43). The next most important dimension are necessary/unnecessary (4.42); and informative/uninformative (5.26). This implies that most adverts in Nigeria are highly entertaining.

TABLE 4.1 **PERCENTAGE OF RESPONSES TO EVALUATIVE CRITERIA FOR ADVERTISEMENTS SPONSORED BY BUSINESS IN NIGERIA.**

EVALUATIVE CRITERIA	PERCENTAGES							MAIN SCORE
	1	2	3	4	5	6	7	
Uninformative/informative	1	2	8	15	32	17	25	5.26
False/Truthful	4	6	25	46	14	3	2	3.77
Misleading/Helpful	4	9	18	25	24	11	9	4.25
Deceitful/Honest	7	10	23	39	14	21	3	4.69
Unnecessary/Necessary	2	0	6	19	23	19	31	5.42
Useless/Useful	1	1	8	21	29	3	17	5.14
Irritating/Entertaining	2	0	8	13	24	26	27	5.43
Difficult/Easy to believe	8	6	17	31	15	14	9	4.17
Wasteful/Not Wasteful	5	2	12	26	24	15	16	4.70
Irrelevant/relevant	1	5	7	22	30	15	20	5.00
Not educative/Educative	3	9	12	19	22	20	15	4.68
Persuasive/not persuasive	4	5	11	18	17	22	23	4.90
Not original/original	14	15	16	32	9	7	7	3.56
*AA	0	0	6	40	44	9	1	4.59

*AA = Computed attitude towards advertising (see section 3.4)

Figure 1 below gives a pictorial representation of respondents attitude toward advertising. Mean score are plotted.

UNINFORMATIVE	_____	INFORMATIVE
FALSE	_____	TRUTHFUL
MISLEADING	_____	HELPFUL
DECEITFUL	_____	HONEST
UNNECESSARY	_____	NECESSARY
USELESS	_____	USEFUL
IRRITATING	_____	ENTERTAINING
DIFFICULT TO BELIEVE	_____	EASY TO BELIEVE
WASTEFUL	_____	NOT WASTEFUL
IRRELEVANT	_____	RELEVANT
NOT EDUCATIVE	_____	EDUCATIVE
PERSUASIVE	_____	NOT PERSUASIVE
IMITATIVE	_____	ORIGINAL

4.1.3 **Attitude Toward Business Organisation in Nigeria.**

Table 4.2 shows the responses concerning seven evaluative variables of business. As is evident, the majority of responses fall within the unfavourable and indifferent categories. The only exception, where the majority of respondents (sixty percent) had favourable attitudes was towards the issue of whether business was essential. The exploitative nature of business received the worst criticism with fifty percent of respondents giving business the lowest score. In all, eighty-three percent of the respondents claim that business in Nigeria are exploitative. Overall attitude score to business show that thirty-three percent of respondents

have slightly unfavourable attitude toward business while forty-five percent were indifferent to business. This is almost a reversal for the scores for attitude towards advertising. In the area of social responsibility of business low scores, forty-seven percent are indifferent and thirty-one percent gave high scores to business in Nigeria.

TABLE 4.2: **PERCENTAGE OF RESPONSES TO EVALUATION OF BUSINESS ORGANISATION IN NIGERIA.**

EVALUATIVE VARIABLE	PERCENTAGES							MAIN SCORE
	1	2	3	4	5	6	7	
Exploitative/Non exploitive	50	19	14	17	5	1	3	2.10
Not Socially Responsive/Socially Responsive	13	20	8	27	21	7	3	3.53
Not essential/essential	1	2	12	26	16	28	16	4.90
Inefficient/efficient	5	12	17	40	14	6	5	3.80
Dishonest/honest	16	17	22	31	11	1	1	3.08
Deceptive/not deceptive	9	15	14	32	15	10	4	3.72
Not innovative/innovative	15	18	17	21	20	5	3	3.37
AB^{+}	2	9	33	45	10	1	0	3.55
AB^{+} = Computed attitude towards business								

Figure II below gives a pictorial representation of respondents attitude toward business. Mean scores are plotted:

EXPLOITATIVE	_____	NOT EXPLOITATIVE
NOT S/RESPONSIVE	_____	SOCIALLY RESPONSIVE
NOT ESSENTIAL	_____	ESSENTIAL
INEFFICIENT	_____	EFFICIENT
DISHONEST	_____	HONEST
DECEPTIVE	_____	TRUTHFUL
NOT INNOVATIVE	_____	INNOVATIVE

4.1.4 **Respondents Perception of Consumers degree of Vulnerability in a Purchase Situation.**

Table 4.3 shows the percentage of response to six evaluative variables designed to test the extent to which respondents feel that the consumer in a purchase situation is vulnerable. Below are the highlights of the findings:

(a) Most respondents (61 percent) believed that the consumer is not well informed in a purchase situation. Out of the sixty-one percent, forty-four percent hold strongly to this view (ie those that gave a score of 1 for this evaluative criteria).

(b) Fifty-five percent of respondents indicated that the consumer is easily manipulated in a purchase situation. Twenty percent were uncertain while only twenty-three percent were difficult to manipulate.

(c) Majority of respondents (69 percent and 63 percent respectively) believe that the consumer is easily cheated and easily confused. Only eleven percent each believe that the consumer is not easily cheated nor easily confused. The rest were indifferent in both situations.

(d) Forty percent of respondents believe that the consumer is rational in a purchase situation. Forty one percent were uncertain while the remaining nineteen percent believed that the consumers is non-rational.

(e) Fifty-seven percent of respondents believe that the consumer is impulsive in a purchase situation, thirty percent were indifferent or uncertain while only thirteen percent believe that the consumer is not impulsive in most purchase situation.

The general score (AC) shows that most respondents (fifty-nine percent) believe that the consumer is vulnerable in a purchase situation; thirty-three was uncertain and only seven percent perceive the consumer as not vulnerable in most purchase situation.

Table 4.3 **PERCENTAGE RESPONSES TO EACH EVALUATIVE CRITERIA.**

EVALUATIVE CRITERIA	PERCENTAGE							MEAN SCORES
	1	2	3	4	5	6	7	
Not /Well informed	27	12	22	23	10	4	0	2.910
Easy /difficult to manipulate	17	19	19	22	11	7	5	3.320
Easily /not easily cheated	27	21	21	20	7	4	0	2.710
Easily /not easily confused	20	23	22	24	4	7	0	2.90
Not-Rational /Rational	5	7	7	41	21	15	4	4.27
Impulsive /Not Impulsive	16	15	26	30	10	3	0	3.120
AC^{+}	1	16	43	33	7	0	0	3.29
AC = Computed index for a measure of respondents perception of the degree of consumers vulnerability in most purchase situation								

Fig. III

RESPONDENTS PERCEPTION OF CONSUMERS VULNERABILITY

Figure III below is a pictorial representation of the perception of the consumer. Mean scores were plotted.

Not well informed	_____	Well informed
Easy to manipulate	_____	Not easy to manipulate
Easily cheated	_____	Not easily cheated
Easily confused	_____	Not easily confused
Non-rational	_____	Rational
Impulsive	_____	Not Impulsive

4.1.5 **What Respondents Think of Some Topical Issues in Advertising.**

The highlights of the findings with respect to what respondents think of some topical issues in advertising are as follows:

(i) Respondents were almost unanimous (98 percent) in advocating for a situation where cigarettes and alcohol are advertised with warnings about their possible health implications. Eighty-three percent of respondents strongly agreed with the statement that advertisements of cigarettes and alcohols should carry warnings about their possible health implications, fifteen percent agreed and only two percent strongly disagreed.

(ii) Most respondents (sixty-seven percent) considered the practice whereby competitors denigrate other competitors and their product objectionable. Thirty percent strongly agreed that it is objectionable, twenty-eight percent agreed, fifteen percent disagreed and five percent strongly disagreed.

(iii) The majority (sixty-three percent) of respondents disagreed strongly with the suggestion that advertisements of drugs should be confined to medical journals only. Thirty-four percent strongly disagreed with the proposition, twenty-nine strongly disagreed and twelve percent and sixteen percent agreed and strongly agreed respectively.

(iv) The majority (sixty-five percent) of respondents did not think that advertising to children is bad. Thirty percent strongly disagreed, twenty-four percent was undecided, seven percent agreed and four percent strongly agreed.

(v) Most respondents (forty-seven percent) do not agree with the suggestion that the roles women were made to play in advertisements were unrealistic. Only twenty-eight percent of respondents agreed or strongly agreed with the statement. Twenty-five percent of respondents were uncertain, thirty percent disagreed and seventeen percent strongly disagreed.

(vi) Most people (sixty-three percent) do not think that too much of advertising was being done in Nigeria.

(vii) Respondents were almost even in agreeing or disagreeing with the suggestion that the practice of breaking into sponsored radio and television programmes to show sponsors advertisements was not objectionable. Forty-seven percent agreed (strongly agreed + agreed) while forty-five percent strongly disagreed or disagreed. The remaining eight percent were undecided.

(viii) Majority (fifty-four percent) of respondents believe that repeating an advertisement many times a day annoys. Thirty percent strongly agreed, twenty-eight percent agreed, twelve percent were uncertain, ten percent disagreed and eleven percent strongly disagreed.

4.1.6 **Kind of Information An Advert Should Contain to be Adequate.**

Table 4.4 gives or summary of percentages of responses to some suggested information type that an advert should contain before it can be regarded as adequate. Most of the respondents (over eighty percent in each case) agreed that all these information type are necessary.

Sixty-three percent strongly agreed that an advert must contain the nature of the

product. The nature of the product received the greatest number of agreement. (91 percent) followed by "unique features of the product" (88 percent). The least to be endorsed was "how to use the product" which received eighty-three percent endorsement.

Table 4.4 **PERCENTAGE RESPONSE TO THE KIND OF INFORMATION AND ADVERT SHOULD CONTAIN.**

INFORMATION TYPE	PERCENTAGE				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Nature of the Product	63	31	4	2	3
Unique features of the Product	43	45	4	7	1
Price of the Product	51	35	6	5	1
Where the product can be found	44	42	7	5	2
How to use the Product	56	27	8	5	2

4.1.7 **Relative Importance of Evaluative Criteria.**

Table 4.5 shows percentage respondents by the degree of importance they attach to six criteria in their evaluation of an advert. Informativeness, truthfulness, entertainment and personal relevance were ranked highly. Over seventy percent (in each case) of respondents considered these four criteria as either very important or important. Informativeness ranked highest, followed by truthfulness. Deception and ease of belief were regarded as not being too important. Only twenty four percent of respondents think deception is either very important or important; fifty-one percent of respondents think that ease of belief is either

very important or just important.

Table 4.5 **RELATIVE IMPORTANCE OF EVALUATIVE CRITERIA.**

EVALUATIVE CRITERIA	PERCENTAGE				
	Very Important	Important	Indifferent	Unimportant	Very Important
Informative	19	19	1	0	1
Truthfulness	65	26	8	1	0
Entertainment	20	52	22	7	1
Relevance	43	39	13	4	1
Deception	16	8	16	26	34
Ease to Belief	26	25	38	7	4

4.1.8 Liking and Disliking of Advertisements

Table 4.6 is a summary of those things respondents like of dislike in their best or worst adverts. In all, twelve factors were collated for liking of the best advertisements while fifteen factors were collated for disliking the worst advertisements. Seventy percent of the respondents cited entertainment as being one of the things they like about their best adverts; the only factor that received such high mention. Fifty five percent and thirty-three percent of respondents mentioned informativeness and truthfulness respectively. The other factors received only marginal mention.

Deception was mentioned (48 percent) by respondents as being the reason for disliking their worst advert. Lack of adequate information and inadequate persuasiveness were mentioned by only forty percent and twenty two percent of respondent respectively.

The rest factors had only marginal mention.

All advertisements (both for liking and disliking) were television adverts.

Table 4.6 **REASONS FOR LIKING OR DISLIKING THE BEST OR WORST ADVERT.**

Reason for Liking Adverts		Reason for Disliking Adverts	
Reasons	Percentage of Respondents	Reasons	Percentage of Respondents
Entertainment	70	Deception	48
Informativeness	55	Lack of sufficient information	40
Truthfulness	33	Inadequate persuasiveness	22
People involve	23	Unrealistic	20
Persuasiveness	22	Absence of `Class'	17
Relevance	22	Not relevant	16
Good visual	19	Irritating	13
Originality	14	Poor video quality	10
The setting or layout	14	Poor layout	3
Ease of belief	3	Personality involved	9
Price is attractive	3	Wasteful	2
Timing of the Advert	1	Commercial too long	1
		Price of good is discouraging	1

4.2 HYPOTHESIS TESTING

In this section, the four hypothesis stated in chapter two was tested.

4.2.1 **Attitude Toward Advertising and Attitude toward Business.**

Ho: An individual's attitude toward advertising is independent of his attitude toward business.

Ha: Attitude toward advertising is a function of one's attitude toward business.

Table 4.7 gives the frequencies of respondents in the various categories. In this table, some categories had to be merged so as to meet the requirement of having up to a minimum expected cell frequencies of five (a precondition for the applicability of chi square test). The complete table is shown in Appendix 2.

Table 4.7 **ATTITUDE TO ADVERTISING AND BUSINESS**

Attitude Toward Advertising	Attitude Toward Business		
	Unfavourable	Indifference	Row Total
Indifference	23	23	46
Favourable	21	33	54
Column Total	44	56	100

Notes: With respect to attitude towards advertising, the category 'indifference' consists of the frequencies of all scores of 3 and 4 while the category 'favourable' contains frequencies of scores of 5, 6 and 7. There was no respondent who scored 1 and 2. With respect to attitude towards business, the category 'unfavourable' contains frequencies of all scores of 1, 2, and 3 while the category 'indifference' contains frequencies of all scores of 4, 5 and 6. No respondent gave a score of seven. The choice of labels to describe each category is determined by which score has the greatest frequency.

A Chi square test was performed to determine the presence of association between the two variables. A Chi square test was used because of the nature of the test instrument.

The calculated chi square was 3.5.4. At five percent level of significance, critical

chi square is 3.84 since calculated chi square is less than the critical chi square, the null hypothesis (Ho) is accepted ie an individual's attitude toward advertising is independent of his attitude toward business.

Note should be taken of the fact that at ten percent level of significance, the null hypothesis will have to be rejected in favour of the alternative hypothesis. This shows that a kind of association does exist albeit weakly. To test the degree and direction of correction between these two variables a correlation analysis was performed. A correlation coefficient of to.1226 was obtained. To further sensitize the result obtained from the chi square test, the hypothesis was further tested using the student t test. In this t test, the value of the correlation coefficient obtained was used for computation. Critical t at 98 df and five percent level of significance is 1.658 while computed t = 1.226. Thus the null hypothesis again cannot be rejected at five percent level of significance.

4.2.2 Public Attitude Toward Advertising and Public Perception of the Degree of Vulnerability of a Consumer in a Purchase Situation.

Ho: An individual's attitude toward advertising is not a vulnerability in a purchase situation.

Ha: One's attitude toward advertising is a function of one's perception of the consumer's vulnerability in a purchase situation.

Table 4.8 refers. This table is a condensed form of the one presented in Appendix 3. The need to condense Appendix 3 arose because some of the cell frequencies were less than five; a situation that would have made a chi square test impossible.

Table 4.8 **ATTITUDE TOWARD ADVERTISING Vs RESPONDENT'S PERCEPTION OF THE DEGREE OF CONSUMERS VULNERABILITY.**

Attitude Toward Advertising	Perception of Consumers Vulnerability		
	Poor	Average	Row Test
Indifference	27	19	46
Favourable	33	21	56
Column Total	60	40	100

Notes: (i) Indifference include all frequencies of scores 3 and 4 in attitude measurement.

(ii) Poor include all frequencies for scores 5, 6 and 7 in attitude measurement.

(iii) Favourable include all frequencies for scores 1, 2 and 3 in vulnerability measurement.

(iv) Average include all frequencies for scores 4 and 5 in vulnerability measurement.

A chi square test was applied. Critical chi square at five percent level of significance is 3.841 and computed chi square was 0.06. Since computed chi square was less than the critical chi square, the null hypothesis (Ho) cannot be rejected in favour of the alternative hypothesis (Ha). ie An individual's attitude toward advertising is not a function of his perception of the degree of consumers vulnerability in a purchase situation. The level of significance for which the alternative hypothesis can be accepted is eighty percent. This is too high. This finding was also confirmed by correlation analysis. The correlation coefficient was found to be 0.0622. This indicates a very low correlation between the two

variables.

4.2.3 **Attitude Toward Business by Sex**

Here the following hypothesis was tested:

Ho: Attitude toward advertising is independent of the sex of the respondent.

Ha: Attitude toward advertising is a function of the sex of the respondent.

Table 4.9 refers. Again, this table is a condensed form of the one shown in Appendix 4. As was the case with the previous one, the need for condensing arose from the precondition of having a minimum expected cell frequencies of five.

Table 4.9 **PUBLIC ATTITUDE TO ADVERTISING Vs SEX.**

Attitude Toward Advertising	Sex		Row Total
	Male	Female	
Indifference	20	26	46
Favourable	40	15	54
Column Total	40	40	100

Notes: (i) Indifference contains frequencies of scores 3 and 4 in attitude measurement.

(ii) Favourable contains frequencies of scores 5, 6 and 7 in attitude measurement.

A Z-test of proportion was performed. Critical Z value = 1.96 at five percent level of significance computed Z value = 3.17. Since computed Z value was greater than critical Z-value, at 5 percent level of significance, the null hypothesis was rejected in favour of the alternative hypothesis, ie attitude toward advertising is a function of the sex of the respondent at 5 percent level of significance.

To test the direction and degree of association between attitude to advertising and sex, a person correlation analysis was performed on the original data. A negative correlation coefficient of -0.1222 was obtained.

4.2.4 **Liking/Disliking of Advertisement and Product Usage**

Here, the following hypothesis was tested:

Ho: A person's liking or disliking of an advertisement is independent of his usage or non-usage of the product advertised.

Ha: A person's liking or disliking of an advertisement is a function of his usage or non-usage of the product being advertised.

Table 4.10 **LIKING/DISLIKING OF ADVERTISEMENT AND PRODUCT USAGE**

Liking or Disliking of Advertising	Use of the Product		Row Total
	Use the Product	Do not use the Product	
Indifference	20	26	46
Favourable	40	15	54
Column Total	40	40	100

A Z-test of proportion was used to test the hypothesis. Critical Z value at 5 percent level of significance is 1.96. Computed Z-value was 7.050. Since the computed z-value is

greater than the critical z-value, the null hypothesis is rejected in favour of the alternative hypothesis (Ho). Thus it can be concluded that at 5 percent level of significance, a person's liking or disliking of an advertisement is a function of his usage or non-usage of the product being advertised. Infact, the alternative hypothesis will even be accepted at 0.05 percent level of significance. This indicates that a high degree of association exists between the variables i.e. liking or disliking of an advert and the usage of the product being advertised.

A closer look at table 4.10 shows that seventy-five percent of respondents use the product in the advertisement they liked best while seventy-eight percent of respondents do not use the product in the advert they dislike most.

4.3 DISCUSSION OF RESULTS

The finding that majority of respondents have favourable attitude toward advertising albeit marginally indicates that students in Nigeria were not as critical of advertising as was found by Haller (1974) for the United States. However, this finding agrees with Haller's with respect to the degree of criticisms levelled against advertising in respect to truthfulness and honesty. The reason for the overall high score for advertising might not be unconnected with the fact that not too much of advertising is being done in Nigeria and in addition that most Nigerian advertisements was viewed as entertaining. In the United State, too much of advertising is believed to be done leading to a feeling of intrusiveness and moreover, advertising was found to be more irritating than entertaining (Greyser, 1973).

Another remarkable difference between public perception of advertising in Nigeria and the United States is the issue of the role women play in advertisement. While courtney and Lockeretz (1971) found that advertisements in the United States reflect a lot of

stereotype statements about women which in their opinion do not reflect the true role of women in the society, most respondents (47 percent) in this study believe that the roles women are made to play in advertisements are not unrealistic. The reason for this difference between Courtney and Lockeretz findings and this one might not be unconnected with different societal role expectation of women in the two environments.

A finding of peculiar interest is the role persuasion is expect to play in making people like advertisements. Twenty-two percent of respondent (table 4.6 refers) mentioned adequate persuasion as making them like their best adverts. Also, twenty-two percent of respondents mentioned inadequate persuasion as one of those things they do not like in their worst advertisement. This finding is of perculia interest because of its inconsistence with critics claim that advertising is too persuasive (Reece, 1974). What was apparent from this finding is that consumers of advertising expect advertisement to be persuasive. They are gratified if there was enough persuasion and thus like the advert. On the other hand, if adverts was not persuasive enough, they elicit dislike.

In addition, the fact that some factors receive more mention as factors eliciting liking than as factors contributing to dislike of advertisements show that such factors are more relevant in determining liking. For example seventy percent (table 4.6 refers) mentioned entertainment as one of those things they like in advertisement while sixteen percent of respondents mentioned lack of entertainment as a cause of dislike. This shows that entertainment is more of an agent of liking than dislike.

Also worthy of note is the fact that only thirteen percent of respondents mentioned irritation as the thing that make them dislike their worst advert. This is quite different from

the situation in the United State of America (Greyser, 1973). The reason for this might be the fact that the volume of advertising in this country has not yet reached a strident proportion (see section 4.1.4 No.1).

The significance of the finding of hypothesis one is that inspite of the fact that advertising is part of business practice, the formation of attitude towards advertising and business occur fairly independently. This can be explained when one considered the fact that an individuals overall attitude towards business is a composite of so many variables of which advertising is but one. Moreover,, some of these variables are independent of one another. They sometimes move in different directions. For example while exploitation, efficiency and honesty among others tend to pull respondents attitude towards the unfavourable end of the spectrum, the variable 'essential', tend to pull the attitude of the respondent toward the favourable end. Thus what becomes the attitude of the individual toward business is a trade off between the favourable attributes and unfavourable attitude.

With respect to hypothesis two, the sign of the correlation coefficient (negative) suggests an inverse relationship between attitude toward advertising and sex. This means that females are more unfavourably disposed towards advertising. This seem to confirm Greyser's (1972) speculation.

He suggested that a strong linkage exist between liking or disliking of an advertisement and product usage. The finding of hypothesis four confirms this suggestion. A closer look at table 4.10 shows that seventy percent of respondents who like an advertisement use the product being advertised while sixty-six percent of respondents who do not like an advertisement do not use the product being advertised. This suggests that

liking of an advert and usage of the product being advertised move in the same direction. In addition, this finding tends to support the claim that, the more pleasant an advertisement is, the more effective it is. Response to the issue of whether they use a product whose advertisement is liked and whether they use the product whose advertisement they do not like provide more useful insight. For example, in the case of 'Toyota' advert, which was well liked by respondents, those who do not presently use its services most emphatically said that they would purchase a model of 'Toyota' as soon as the opportunity arose. The impression one gets from this type of statement is that those who are not presently using a TOYOTA model for example are not opportuned to do so. On the other hand, people who do not use a product whose advert they do not like are also most emphatic in their rejection of the usage of the product. For example, in the case of the "Daily Need" tooth paste advert which elicited a lot of dislike statements such as 'never' and "over my dead body" characterised responses to whether they use the product. Infact, responses of respondents who use the product whose advert they do not like are more telling. Such statements are: "unfortunately I do", and "ironically yes", what these statements suggest is the existence of lingering doubts about their using the product.

However, caused relationship is not established here. Thus it is not too clear whether the usage of a product proceeds liking of its advertisement or vice versa.

Finally, the finding that most respondents do think that advertising to children is bad is not surprising. Advertising to children is one of the areas of advertising that is severely criticise by the American public. Perhaps the fact that many people said that advertising made them buy what they do not need. Children may not be rationale enough to discern

what they need, they could be persuaded by the advert they see to make use of products that could be injurious to their health.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

Criticisms levelled against advertising cover many facets of the concept and practice of advertising. The ideas that advertising act as a barrier to entry; of advertising being deceptive, not containing enough information; irritating; portraying women in unrealistic roles and having untold effect on children was floated. Some of these ideas was subjected to empirical test previously - variously in the form of attitude surveys. From these studies certain insights were gained. For instance, it became obvious that public attitude toward advertising in the United States of America and Great Britain were sliding very fast towards unfavourableness; deception in advertising was computed using a model similar to Fishbem's attitude model; product usage and brand preferences were positively correlated; that advertisement reflect a lot of stereo-types about women; that women, the high class and the better educated members of the society were becoming more disenchanted with advertising; and that public attitude towards advertising has some kind of relationship with the kind of media. The above cases and some others were findings from previous researches.

From this present study, it was found that public attitude towards advertising in Nigeria was not as critical as those found in the United States and Great Britain; although there were indications of the possibility of a slide in the future; that public attitude toward business in Nigeria is quite unfavourable; that public attitude toward the essence of advertising is favourable while some practices were severely criticised; that Nigerian public perceives the consumer as highly vulnerable in a purchase situation; that the public feels that

cigarettes and alcohols should be advertised with warnings about their possible health implications; that most people do think that advertising to children is bad and that the roles played by women in advertising were found to be unrealistic. Among other findings were that public attitude toward advertising and public attitude toward business was independent; that public attitude toward advertising and public perception of the degree of a consumer vulnerability in a purchase situation was independent; that public attitude toward advertising was sex linked with women being more critical of advertising and that both liking/disliking of advertisements had strong correlation with the product usage.

5.2 CONCLUSION

Public perception of advertising in Nigeria was not as critical as those of some Western nations. The Nigerian public tolerates advertising. Whether this toleration will slide to condemnation or will rise to a more favourable level will depend on the nature of advertising in the nearest future. As at present, only sex and product usage correlates significantly with public attitude towards advertising. Women were found to be more critical of advertising than men. Public attitude toward advertising is virtually independent of societal perception of the degree of vulnerability of a consumer. Even if there is any association, research finding tend to suggest that the more vulnerable we think a consumer is, the more favourably disposed to advertising will he be. Whether this is a universal truth or a manifestation of a spurious relationship is not too clear. Its our suspicion that so long as advertising remains tolerable, so long will this relationship hold.

The Nigerian public still regard advertising as a necessary vital tool in business; they

regard it as necessary, helpful etc it is a tacit recognition of the essence of advertising. However, they are not ready to compliment some advertising practices that easily. Infact, there are open condemnation of some of these advertising practices. I therefore recommend the eradication of these practices and the introduction of some practices that consumers advocate.

5.3 RECOMMENDATION

From the above, certain aspects of the public's perception of advertising was still unclear. For instance, the issue of whether product usage proceeds likeness of an advertisement or vice versa was not yet resolved. In addition, the influence of media in public perception of advertising in Nigeria was not investigated. Furthermore, the model put forward for determining and measuring advertising deception was not investigated. These key issues have significant import for the practice of advertising in Nigeria. It is our belief that researches into these areas will yield worthwhile results and we therefore recommend further researches in these directions.

In addition, we recommended that further researches into the area of public attitude towards business be carried out so as to gain more insight into the kind of image business is cutting among its public. Nigerian businesses need the sympathy of its public especially in this era of uncertain business activities. This sympathy and support may either be freely given or sought after by the business community. Either way, accurate information of public perception of business must be provided. In the interim however, we recommend that the business community take a critical look at its image, formulate its target image and initiate

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steps to achieve this target image.

As for advertising, we recommend that advertising practitioners should take steps to:

a) change publics attitude to a more favourable one

b) Ensure that cigarettes and alcohols are advertised with

warnings about their possible health implications.

In the first case, the need to change public opinion of advertising cannot be overemphasised especially with signals of dissatisfaction coming from highly placed government officials. In the second case, it is our opinion that initiating such steps will remove the string off it's implication. It would certainly be better if the measures are introduced voluntarily than if government were to impose them.

Furthermore, the majority of respondents who were indifferent to advertising was an indication of the inefficiency of advertising. We therefore recommend a more vigorous enlightenment campaigns by the advertising industry for the benefit of the Nigerian public.

APPENDIX I

DEPARTMENT OF BUSINESS ADMINISTRATION

AHMADU BELLO UNIVERSITY

CONGO CAMPUS, ZARIA.

Dear Sir/Madam,

A SURVEY OF PUBLIC PERCEPTION AND ATTITUDE

TOWARDS ADVERTISING

This short questionnaire is aimed at obtaining information in aid of the above study. They survey is a Research Project and the information obtained will be used strictly for the research.

Please give your honest opinion on each of the issues raised. There are no right or wrong answers.

Thank you so much for your co-operation.

Project Supervisor

QUESTIONNAIRE

SECTION A

In this section, a seven point scale is provided for each evaluative criterion. Please circle the number that best represents your opinion on each of the criterion listed.

Example:

If you believe that most advertisement in Nigeria are highly informative, then you will circle 7 thus:

Informative 7 6 5 4 3 2 1 uninformative

If you believe that most business organisations in Nigeria are not socially responsive at all, then you will circle 1 thus:

Socially responsive 7 6 5 4 3 2 1 not socially responsive.

If you believe that consumers in most purchase situation are neither totally rational nor totally non-rational but some what in between, then you can choose any number between 7 and 1 depending on which side is closest to your opinion e.g.:

rational 7 6 5 4 3 2 1 non-rational.

1. Most Advertisements sponsored by business organisation in Nigeria are:

Informative	7 6 5 4 3 2 1	uninformative
Truthful	7 6 5 4 3 2 1	False
Misleading	7 6 5 4 3 2 1	Helpful
Deceitful	7 6 5 4 3 2 1	Honest
Necessary	7 6 5 4 3 2 1	Unnecessary
Useful	7 6 5 4 3 2 1	Useless

Entertaining 7 6 5 4 3 2 1 Irritating

Difficult to believe 7 6 5 4 3 2 1 Easy to believe

Wasteful 7 6 5 4 3 2 1 Not wasteful

Relevant 7 6 5 4 3 2 1 Irrelevant

Educative 7 6 5 4 3 2 1 Not educative

Persuasive 7 6 5 4 3 2 1 Not persuasive

Original 7 6 5 4 3 2 1 Imitative

2, Most business organisations in Nigeria are:

Exploitative 7 6 5 4 3 2 1 Not exploitative

Socially responsive 7 6 5 4 3 2 1 Not socially responsive

Essential 7 6 5 4 3 2 1 Not essential

Efficient 7 6 5 4 3 2 1 Not efficient

Honest 7 6 5 4 3 2 1 Dishonest

Deceptive 7 6 5 4 3 2 1 Not deceptive

Innovative 7 6 5 4 3 2 1 Not innovative

3. In most purchase situations, consumer are:

Well informed 7 6 5 4 3 2 1 not well informed

Difficult to manipulate 7 6 5 4 3 2 1 easy to manipulate

Easily cheated 7 6 5 4 3 2 1 not easily cheated

Easily confused 7 6 5 4 3 2 1 not easily confused

Rational 7 6 5 4 3 2 1 non-rational

Impulsive 7 6 5 4 3 2 1 not-impulsive

SECTION B

Below are a number of statements. You are requested to state the extent to which you agree with each. There are no correct or wrong answers. Please circle the answer which most appropriately expresses your opinion on each statement as follows:

SA for strongly Agree

A for Agree

U for Undecided

D for Disagree

SA for Strongly Disagree SA A U D SD

4(i)

The practice of breaking into sponsored radio and television programmes to show sponsor's advertisements is most objectionable 5 4 3 2 1

ii) The practice whereby competitors down-rate other competitors and their products in advertisement is objectionable 5 4 3 2 1

iii) Repetition of an advertisement

many times a day annoys 5 4 3 2 1

iv) Too much advertising is being

done in Nigeria 5 4 3 2 1

v) Advertisements for drugs should be

confined to medical journal 5 4 3 2 1

vi) Cigarettes and alcohols should be

advertised with warnings about their

possible health hazards 5 4 3 2 1

vii) The practice whereby famous people

claim in any advertisement that they

normally use the product being

advertised has been abused in Nigeria 5 4 3 2 1

viii) The practice of having up to five

or more different television

commercials in a row is objectionable 5 4 3 2 1

ix) Advertising to children is bad 5 4 3 2 1

x) The roles women are made to play in

advertisements are unrealistic 5 4 3 2 1

5. An advertisement is incomplete if it does not contain information about:

SA A U D SD

i) The nature of the product 5 4 3 2 1

ii) The unique features of the product 5 4 3 2 1

iii) The price of the product 5 4 3 2 1

iv) Where the product can be found 5 4 3 2 1

v) How to use the product 5 4 3 2 1

6. Please indicate the degree of importance you attach to the following in your evaluation of advertisements.

	Very Important	Important	Indifferent	Unimportant	Very Unimportant
Informativeness	5	4	3	2	1
Truthfulness	5	4	3	2	1
Entertainment	5	4	3	2	1
Relevance	5	4	3	2	1
Deception	5	4	3	2	1
Ease to belief	5	4	3	2	1

7. i) Please give one advertisement you like very well

---

ii) In what medium did it occur (Please tick)

Television Radio Newspaper

iii) What are those things you like most about the advertisement? (Please list)

1).....

2.....

3).....

4).....

5).....

iv) Do you use the product or service in the advert?

Yes No

8(i) Please give one advertisement you do not particularly like.....

ii) In what medium did it occur (please tick)

Television Radio Newspaper

Magazine Trade Journal Billboard

iii) What are those things you do not like about the advertisement (Please tick)

1).....

2).....

3).....

4).....

5).....

iv) Do you use the product or services in this advertisement Yes No

SECTION C

Please mark an X where appropriate in the boxes provided.

1. Your sex male Female
2. Your Age 20 yrs or below 21-29 yrs 30-39 yrs
   40-49 yrs 50 yrs and above
3. Marital status: Married Single
4. Which of these do you find most helpful when seeking information about a product?
   Advertisement Friends/Relations Salesman
   Physical examination of the product
5. Please indicate your annual salary
   less than N3,000pa N3,000-5,000 N5001-8000
   N8001-15000 Greater than N15,000
6. Highest education qualification
   Primary School Leaving Certificate or less
   WASC or equivalent HND or NCE or equivalent
   B.Sc or equivalent and above

APPENDIX II

Attitude Toward Advertising	Attitude Toward Business					
	1	2	3	4	5	6
Slightly Unfavourable	1	1	0	4	0	0
Indifference	0	5	16	17	2	0
Slightly Favourable	0	2	14	21	6	1
Favourable	1	1	2	3	2	0
Highly Favourable	0	0	1	0	0	0

APPENDIX III

Attitude Toward Advertising	Perception of a Consumer Vulnerability				
	1	2	3	4	5
Slightly Unfavourable	0	2	2	2	2
Indifference	1	4	18	14	3
Slightly Favourable	0	7	18	15	4
Favourable	0	2	5	2	0
Highly Favourable	0	1	0	0	0

APPENDIX IV

Attitude Toward Advertising	Sex	
	Male	Female
Slightly Unfavourable	3	3
Indifference	17	23
Slightly Favourable	33	11
Favourable	6	3
Highly Favourable	1	0

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