

AN EVALUATION OF THE ADVERTISING MEDIA IN NIGERIA

(PRINT AND TELEVISION)

BY

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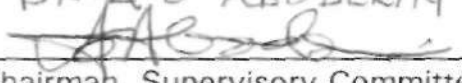
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I declare that the work presented in this thesis for the Ph.D. Industrial Design has been written by me as a record of my own research work. It has not been presented previously either wholly or in part for any other degree and is not being currently submitted for any other degree. The results and the conclusion presented in this thesis are the original findings of this study. The various sources to which I am indebted are properly acknowledged by means of references in the text or in the bibliography.

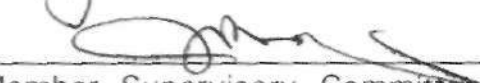
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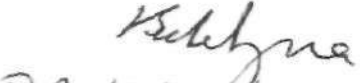
This thesis entitled: AN EVALUATION OF THE ADVERTISING MEDIA IN NIGERIA (PRINT AND TELEVISION) by **Mr. Attah Abdullahi Haruna** meets the regulations governing the award of the degree of Ph.D. (Industrial Design) of Ahmadu Bello University, and is approved for its contribution to knowledge and literary presentation.

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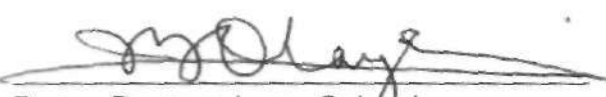
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DEDICATION

This thesis is dedicated to: my Lord, Jesus Christ -with much love, respect and gratitude; my beloved wife; Ruth and our daughter Unekwu.

ACKNOWLEDGEMENT

This thesis might have not been completed without the personal and professional assistance of many people. While I cannot begin to list them all here, I wish to call attention of some whose help proved invaluable. The inspiration, guidance and counsel of Professor J.B. Akolo, Director of Centre for Educational Technology, Ahmadu Bello University (A.B.U.) Zaria, has been a source of strength to me. He found time in a busy life to make detailed painstaking reading and correction of the manuscript. He brought to the task an academic background, a long and fruitful experience which were very valuable in shaping my focus in the course of this research. He has been most helpful and supportive throughout the doctoral programme. Words can hardly suffice to thank him for his "many kindnesses".

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I would be remiss if I failed to mention my indebtedness to business executives, the media owners, advertisers and advertising agencies who gave the first hand data which made the study possible. Often they sacrificed considerable time to assemble confidential figures and to give information relating to their business activities.

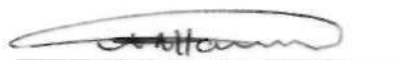
I acknowledge with gratitude the prayers offered to God on my behalf for the completion of this programme. Among the number of people were Miss Nkeiruka Ngwigwe, Bukky Igunu, the Post-Graduate Fellowship brethren, A.B.U. Zaria, the Reconciler's Ministry particularly, the Zaria brethren. Also, I'm grateful to Mr. M.A Okoh, Mr. Paul Audu and Mr. B.Y. Ebute for encouragement through material assistance.

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A handwritten signature in black ink, appearing to read 'Chika', is written over a horizontal line.

SIGN.

ABSTRACT

The purpose of this study was to evaluate the relative effectiveness of the graphics and copy appeals used by advertisers with regards to the degree to which the audience responded to them in print and television media. The specific objectives were to:

- (a) evaluate the relative effectiveness of the graphics and copy appeals that appeared in print and television media;
- (b) determine the relationship of the media owner, advertiser and advertising agency in the creative process of advertising;
- (c) determine the level of competence of the media owner, advertiser and agency in advertising;
- (d) ascertain the frequency and depth of the utilization of print and television media;
- (e) determine whether the rate, space provision and schedule by newspaper, magazine and television proprietors are conducive to the use of the print and television media advertising;
- (f) evaluate the level of awareness of the audience in terms of the roles of print and television advertising.

Four sets of questionnaire were administered, one each to the media owners, advertisers, the advertising agencies and the audience. Data collected were assigned scores and converted into frequencies, percentages, standard deviation in analyzing and computing the results of the study.

Among the findings of the study were:

1. The effectiveness of the graphics and copy appeals utilized in the adverts for the media was above average for colour (65%) and below average for black and

ite (40%). Colour adverts attracted more attention than the black and white.

2. While the relationship between the media owners, advertisers and advertising agencies was stable, there were areas of dissatisfaction such as unsatisfactory native work and failure to settle bills promptly.
3. 'The level of competence of the media owners, advertisers and agencies were on the average satisfactory. However, poor performance in certain areas of advertising was due to either low or inappropriate entry qualification of the practitioners.

Television had the highest utilization rate by advertisers as an advertising medium. The high cover price of the newspapers and magazines and the convenience of listening to the radio or watching television were the reasons for low utilization of the print media.

The cost effectiveness of the advertising media was favourable to the media owners, advertisers and agencies since it was the product consumer that eventually bore the cost.

While the media audience with higher level of education and income were better informed about the role of advertising, those with lower level of education and income were unconcerned or did not care.

Based on the conclusion of this study several recommendations for planning and elementing effective advertising as well as areas for future research were suggested.

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DEFINITION OF TERMS

Advertiser: a manufacturer, retailer, service organisation or non-profit government department that commissions the advertising agency and media owner for production and publication of advertisements.

Advertising Agency: a company that specialises in the planning, producing and placing of advertising on behalf of its clients.

Audience: people who have an opportunity to see an advertisement by virtue of being exposed to it, either through the print or television media.

Media Owner: the management of either the printing industry or television houses.

Copy: the words, the text, the script of any advertising matter. It is the term that describe the words accompanying the illustration.

Print: refers to newspaper and magazine media.

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Advertising continues to claim attention of substantial number of scholars with different views about the way advertising works. Difficulties in communication between the creative and researchers seem to point to different assumptions about the function of advertising (Joyce, 1976). Commenting on the art of communication research, Barelson (1959), came to a gloomy conclusion that the discipline was withering away leaving no longer great men of great ideas in the fields. However, lots of development have taken place since this assertion; such as, Ogilvy's (1959) standards for measuring the graphics of print advertising; Lucas and Britt's (1963) studies on measuring advertising effectiveness, to mention a few. Most of the subsequent studies have been concerned with qualitative aspects of advertising planning, such as development of copy themes dealing with clues for developing advertising strategies, mating behavioral science and simulation (Cox, 1961, Bauer and Buzzell, 1964).

Few studies have addressed the process by which advertising is produced and the institution of advertising. Arndt (1974), referred to some examples of descriptive studies in advertising, such as Falch (1967) simulation of operations in advertising agency, studies of media choice practice such as Gronhang (1968), and Wind and Silver (1973), of advertising - client relationships and dealing with segmenting media buyers.

In addition, there are studies of the evaluation by practitioners of various testing methods, such as Adler *et al* (1965), and Boyd and Ray (1971). Arndt (1974), noted that:

What is most interesting in this area, however, is not what studies have been completed, but what remains to be done. The institutions of advertising are undoubtedly worthy of more research attention. First there seems to be need for studies of the relationship between creativity of persons involved in developing and managing advertising campaigns

and factors such as personality structure of persons involved and organisational structure.

Steiner (1965), for instance offered behavioral science bases for several provocative studies in this respect. It is, therefore, necessary for further investigation into such an area that is recognised as being dependent on creativity, as advertising. Twedt (1964), describes advertising agencies as "being characterised by stable agency - client relationship to be often deep in the sense of involving extensive face-to-face participation in joint problem solving task groups". Definitely such an institution will need further research for clarity of their activities and usefulness to the entire society. Advertising research should be given attention with systematic thoroughness since some of the earlier studies are said to be unsystematic, the methods are often weak in validity, and the results are often irrelevant to the problems of advertising (McLuhan, 1964, Diamond, 1968 and Arndt, 1974).

Advertising is supposed to exist and prosper in any society that has moved beyond a subsistence economy. Weilbacher (1979), speculated that "the transition from subsistence to heightened consumption of competing products and the parallel specialization of manufacturers have determined the evolution of advertising and its meaning in society". Advertising as practised in the modern time is foreign to Nigeria. Onyebuagu (1983), noted that:

Before the advent of Colonial Administration in about 1861, Nigerians practised advertising through Town Criers, Local Sign Posts and through characteristic Musical Rhythms and Segues from Local Drum Instruments. At instances, town criers purvey advertisement information on such events as inter-tribal wars, disasters of some sorts, ceremonies, marriages, births, deaths, services; personality - products and bargains.

The form of advertising that is indigenous to Nigeria is the word - of - mouth advertising, and since consumers knew when and where the market convened, there was no need for additional information. The growth of the local market which dominates the distributive system dates back to the earliest known history of Nigeria (Adebanjo, 1964). Members of the community gather in the market where goods are displayed and people could buy. Some markets are held daily and some at periodic intervals. In most communities in the Middle-belt and Western Nigeria, local markets hold at the interval of four days (Hodder and Ukwu, 1969). The markets are generally confined to the provision of a limited aspect of goods. The goods are not usually stored since they are mostly perishable. As Urbanisation proceeds, wider varieties of goods and services increased (Sada *et al*, 1978). up to the present day local market continued to attract more and more people, thereby adding to the significance of market as important advertising media in Nigeria. Modern advertising in Nigeria can be traced to the period when Nigeria was under the British colonial rule. Britain's presence in Nigeria was mainly to trade. The multinational companies established advertising industries in Nigeria to promote and to sell their goods.

What the media owner sells to his client is the reading, listening or viewing audience (Hunziker, 1975 and Oviegbodu, 1985). In other words the popularity of the medium with the audience is the "commodity" being sold to the advertiser. The press depends largely on advertising revenue to make profits, it therefore should have a definite position as to a target audience to be able to win the persuasion of the advertisers (Ugbomek, 1980). Unfortunately some media owners employ unethical

means to obtain advertisements. Oviogbodu (1985), noted that "very often some media give misleading information on their circulation figure. There is difference between what they call official figure and the actual figure of papers circulated". Umesi (1980), equally observed that the mass media industry is failing in the area of adequate circulation of papers to the customers or audience. This is intended to deceive the product manufacturers and the advertising agencies who needed wider coverage of their adverts to patronise them even though they had a localised circulation. He further noted that some papers which could be described as regional in their circulation still press for the same price as those of 'nationals'. This may be due to lack of adequate resources and lack of honesty on the part of the media houses. Professing to be national in circulation while regional, amounts to professional deceit which negates the ethics of the profession.

The cost in all media have been increased at prohibitive levels in the last few years making the readership level lower as many people could no longer afford to buy newspapers, magazines or not being able to purchase radio or television sets. For instance, in January 1989, the government granted a 50 percent increase in the cover price of daily newspapers from 50k to ₦1.00, per copy. Again, as from April, 1990 the government granted another 50 percent increase in the cover price of newspapers thus raising the cover price of newspaper from ₦1.00 to ₦1.50k (The Guardian, 1990). Also, there was an increase in the cover prices of newspapers on June 1, 1991. According to Newspaper Proprietors Association of Nigeria (NPAN), price of newspapers were fixed between ₦2.50k to ₦3.00, as deemed necessary by various

newspaper owners to meet their profit margin. The high costs of the advertising media and illiteracy of the larger population have been noticed to affect both print and television advertising media (Salama, 1984 and Ovbiagele, 1989). According to Toki (1980), "a large segment is cut off from the television, owing to the relative high cost of a set. Although large segment is cut off the print media owing to high level of illiteracy". Another dimension to this problem is pointed out by Doghudje (1982), "that the average man does not buy a newspaper or magazine, radio or television set because of your advertisement or commercial is an intrusion which he would prefer to ignore if he had the chance". The average media audience whom the advertiser wants to reach sees advertisement on the media as an intrusion thus making the intended purpose of the advertisement not being achieved. Some newspaper vendors are known to add to readership problems. They have often refused selling some of the national dailies alone except the buyer is ready to buy any additional one the vendor considered "unpopular" in the market.

1.2 Statement of the Problem

With the implementation of Nigeria Enterprises Promotion Decree of 1977, puts which the business of advertising in the first schedule, to be owned wholly by Nigerians and with the advent of the "Oil Boom" of the seventies came an unprecedented proliferation of advertising agencies and product manufactures (Dial, 1979, Clegg, 1979, Ajai, 1980 and Toki, 1980). As at 1985, there were over two hundred (200) advertising agencies operating in Nigeria (Standard

Newspapers, 1985). Many of these agencies care less about the quality of advertisements they produce as long as the advertisers paid their commission (Omotayo, 1981). Also, Atoki (1980), commented extensively on the poor state of advertising in Nigeria. He stated that:

Several mediocre advertisements abound in our media today. Already advertisement in general are regarded as rude intruders on pages of newspapers and interesting programmes, on the radio and the television on the beauty scenery. Hence horrible artwork, croaky voice and sloppy drama all in a bid to advertise are specially annoying to the public and surely do sell no product. Good advertising is the handwork of superior copy-writers and artists.

Furthermore, Doghudje (1979), declared that "we have much competent advertising with distinct or unique qualities. But in another way, we have adequate advertising, not superior advertising, no advertising with style, not advertising based on big ideas". By the beginning of the eighties, Nigerians had already witnessed an avalanche of advertisements especially in the toiletry, cosmetics and food industries. In all, the consequence is that there is poor advertising that does not fulfil its traditional role of being useful to all that are concerned.

Another aspect of advertising media industry that needs to be examined is the quality of the product itself. Umesi (1980), and Oviogbodu (1981), viewed product quality to be the content of advertising. Advertising, a function that aids business in several ways is expected to employ ethical means to persuade consumers to buy goods. There have been allegations that some advertisements are not credible and sincere in Nigeria. They are made of half-truths, misleading statements and lies with exaggerated claims (Sanda, 1984 and Ajala, 1984).

This study therefore, focuses on the quality and standard of advertising in Nigeria. It sought to evaluate the effectiveness of the advertising media in terms of the provision of adequate information that reaches the audience.

1.3 Objective of the Study

The main objective of this study is to evaluate the relative effectiveness of the graphics and copy appeals used by advertisers and to measure the degree to which the audience respond to print and television advertising media. The specific objectives are:

- (a) evaluate the relative effectiveness of the graphics and copy appeals that appear in print and on television media;
- (b) determine the relationship of the media owner, advertiser and advertising agency in the creative process of advertising;
- (c) determine the level of competence of the media owners, advertising agencies in advertising;
- (d) ascertain the frequency and depth of the utilization of print and television media for advertising;
- (e) Determine whether the rate, space provision and schedule by newspaper, magazine and television proprietors are conducive to the use of the print and television media advertising;
- (f) evaluate the level of awareness of the audience in term of the roles of print and television advertising.

1.4 Justification for the Study

Investigation through the relevant literature reveal that most of the studies on advertising deal with how advertising should be used as a part of the marketing mix in order to enable the firm reach its business goals. Some of these studies have been concerned with qualitative aspects of advertising planning such as development of themes (Cox, 1961, Bauer and Buzzel, 1964). While few others have addressed the process of which advertising is produced and the institution of advertising (Falch 1967 and Wind and Silver, 1973).

However, it must be said that most of these studies were conducted in foreign countries. Based on the materials consulted so far by the researcher, it can be said that, no adequate study of the subject has yet been made in Nigeria. The reasons for this could best be found from the statement made by Atoki (1981), that:

Our educational institutions have no major courses in advertising. It is all done as an art of marketing, mass communication or at a time (sic) industrial economics. In all cases the students graduates with no more than freaks due, unfortunately, to the benightedness (sic) of their teachers who may not have had adequate practical experience.

Also, Anyiman-ackah (1983), made similar observation, pointing out that Nigerian Polytechnics and Mass Communication Institutes have no training programmes for copywriters rather these institutions provide training for graphic designers and publicity executives. The same problem was highlighted by the Senate President in the Second Republic, Joseph Wayas in his opening speech during a meeting of the Association of Advertising Practitioners in Nigeria (AAPN). He challenged them to produce books on advertising practice in Nigeria (Omotayo, 1981). Furthermore, it is

stated by Hobson (1981), that "it is puzzling fact that, while so much attention and so many books are devoted to the creative and marketing sides of advertising, the media side is so thinly documented".

It is hoped that this study will make available a substantial array of useful background material on some specific aspects of advertising. It will also be a meaningful guidepost to the understanding of the state-of-the-art of advertising in Nigeria. Furthermore, the study will contribute to the utilization, expansion and transmission of the knowledge of print and television advertising media. It will make available the facts that policy makers and others involving in seeking solutions to the problem can gainfully employ in their jobs. Advertising practitioners, scholars and students of advertising will find this work of considerable value.

1.5 The Conceptual Framework

Shannon and Weaver (1962), expounded a theory of communication which subsequently developed into a model of advertising process. The model is said to conceptualise who says what, in what channel, to whom and with what effect. According to Kennedy and Corkindale (1976), "this theory seems to have interesting possibilities for use as a framework for understanding the advertising process in certain situation". Furthermore, McGuire's (1969), determinants of mass communication agrees with Shannon and Weaver's theory.

The model consist of four basic elements; the communicator, the message, the channels and the audience. Bergler (1981), found that it is difficult to carry out any

empirical investigation or make reliable statement about the effects of advertising without taking account of these variables. Specifically, evaluation of advertising media needs to consider the roles and relationships of the advertiser, the advertising agency and the media owner. The audience's awareness of the media and response, also need to be evaluated. Consideration of this variables is necessary since the purpose of evaluation of advertising is to make it a better instrument for all who use it (Davis, 1981).

Doghudje (1985), believed that Nigeria is quite self-reliant in terms of media representatives but that the problem that is very much present is the quality of advertising service rendered by the media organisations. For a complete study therefore, the quality of the graphics and copy appeals of advertisements will need to be examined as well.

1.6 Scope and Delimitation of the Study

The main focus of the study is on the evaluation of the advertising media in Nigeria with emphasis on print and television. Also as indicated in the conceptual framework, four main variables have been identified in this study. They are the advertisers, the advertising agencies, media owners and the audience. These variables and the stated objectives of the study will be examined. Questionnaire and material consultation will be employed in gathering data.

The scope is widened to cover specifically, the following:

- (i) the advertisers of manufactured products,
- (ii) the advertising agencies that produce the graphics and copy appeals,
- (iii) the media owners of newspapers, magazines and televisions,
- (iv) the audience of the advertising media.

It is felt that this scope will provide a sound base for a thorough evaluation of the advertising media in Nigeria.



Chapter 2

REVIEW OF LITERATURE

INTRODUCTION

Advertising is becoming increasingly important to marketing success of consumer products and industrial goods manufacturers in Nigeria. Daramola (1989), opined that "advertising is becoming a vital source of revenue in Nigeria". Also, Carew (1980), believed that "it is now a million naira industry and it is growing in relation to the economic situation of the country". Furthermore, Odunsi (1992), revealed that the advertising agencies' billing have risen from N80 million in 1985 to about N750 million in 1992. An indication of a steady growth of advertising in the economy despite recession and unfavourable currency exchange rates. Advertising being the main source of attracting available demand for the advertiser is made prominent as it features every day in the lives of the consumers (Cutis, 1930). As such, advertising has become a familiar and inescapable aspect of modern life and is essential to the functioning of present-day society (Fletcher, 1978 and Weilbacher, 1979). It is an indispensable, crucial form of communication (Nicholl, 1973).

Franklin and Thrasher (1931), stated that it is important that the evaluator should be acquainted with established bodies of knowledge with any supporting theoretical constructs in the area to be evaluated. They emphasized that a "systematic evaluation require knowledge and theories in the area of concern". For a thorough evaluation of advertising media in Nigeria with emphasis on print and television, the review of literature will consider the areas mentioned below. These

areas will be covered to provide a sound theoretical base that relates to practise of advertising. This theoretical background is necessary for a complete understanding and appreciation of advertising evaluation. They are as follows: (1) the concept of advertising, (2) the evaluation of modern advertising, (3) the development of modern advertising in Nigeria, (4) the organisation of advertising media and (5) evaluation models and studies in advertising media.

2.1 The Concept of Advertising

Gilligan and Crowther (1976), and Boves and Arens (1982), identified marketing decision variables to include: (1) the type and quality of product offered, (2) the price of the product, (3) the type and the intensity of the distribution network and (4) the promotional support for the product. They stated further that the level at which these controllable variables are set at any given time is known as the marketing mix. Kotler (1972), defined marketing mix to be "the setting of the firms marketing decision variables at a particular point". Thus, it can be seen that advertising is but one element in the degree of success or failure of a product, service or idea. Rotzol *et al* (1976), hold that advertising role is limited by the effectiveness of the other elements in the marketing mix since the capabilities of the other elements in the plan affect the way advertising is used. Also, Gilligan and Crowther (1976), suggested that since the purpose of advertising with other marketing activities is basically to influence consumers in their purchasing decisions, Promotional campaign should be integrated into the overall marketing programme to enable the company to

realise her full marketing potential.

Advertising as a complex discipline has been defined and interpreted in several ways. Holtje (1978), viewed advertising as a subject on which practically everyone has an opinion, and as such it can be evaluated from many points of view. The use of advertising to cover almost any topic in the promotional area is said to be incorrect. Not all messages are advertising messages (Weilbacher 1979). The term advertising does not include personal selling, sales promotion, or publicity (Bolen, 1981). Sandbrook and Liversey (1968), found that the word advertising is from Latin word 'adverto' which means 'to turn toward'. Advertising could be considered to be the turning of one's mind or even attention to any object or purpose.

Advertising is seen by some people to be an institution of society that tends to induce consumers to buy materials that they might never thought of buying if they have been left alone (Warne, 1961 and Toynbee and Bernbach, 1963). An institution, Hamilton (1932), suggests, "conotes a way of thought or action of some prevalence and permanence, which is embedded in the habits of a group or the customs of a people". Also, Reeves (1961), quoted someone defining advertising as "the art of moving an idea from one man's head into the head of another". Advertising is said to have gone beyond merely introducing a wide range of goods to the public to manipulation of social values and attitudes and less concerned with the communication of essential information about goods and services (Packard, 1975 and Dyer, 1982). However, Pearson and Turner (1965), disagreed with this opinion, declaring that "advertisers are not the steel-minded manipulators of public taste"

rather they are concerned about the quality of the advertisements they used in persuading the public. Furthermore, Zeigler and Johnson (1981), argued that wants are created by a host of influences; such as governments, churches, schools, social groups and others. They concluded that advertising cannot be singularly held responsible for human wants. In fact, Burdus (1978), observed that advertising is a "constructive part of our social fabric". Hart and O'Connor (1983), noted that advertising has enriched lives and increased production of goods and services, created employment for people and pave way for national prosperity.

Sociologists admit that advertising has substantial influence on the behaviour of people and on the lifestyles that they lead (Inglis, 1972, Chapman, 1976 and Andre'n *et al*, 1978). Dyer (1982), declared that:

Although the goods on display in shops and markets do not usually relate to our urgent needs, we nonetheless desire them. Advertising's central function is to create desires that previously did not exist. Thus advertising arouses our interests and shaped by the demands of the system of production, not by the needs of the society or the individual. It is thus the advertisers task to try to persuade rather than inform.

Furthermore, it is established by Demsetz (1974), that theorists and practitioners alike agree that for communication to be effective, it must be persuasive to the consumers.

Wilkes and Wilcox (1974), took advertising from the point of view of businessmen. To them the function of advertising is basically "to inform potential buyers of problem solving utility of a firm's market offering, with the objective of developing consumer preference for a particular brand". The saying that "advertisement is salesmanship in print" is not complete for it ignores the electronics media and commercials (Nelson, 1967). Wright *et al* (1971) asserted that "even

professional advertising men have difficulty in establishing the limits and the nature of the profession they practice". Wright *et al* (1971), in their analysis, showed that definitions tend to stress either the marketing point of view or the communication point of view. However, they offered this amalgamation that "advertising is controlled, identifiable persuasion by men as of mass communication media".

Weilbacher (1979), saw advertising as the manipulation of the consumers to act the way the advertiser wants. He summarized the definition of advertising "as consisting of media messages paid for and signed by business firm or institution that wishes them to behave or believe". The American Marketing Association (1963), defined advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor". Bolen (1981), opined that this definition does not provide much insight into the subject. He believed that the America Marketing Association's definition can be improved by defining advertising as "any controlled form of non-personal presentation of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market". This definition seems to distinguish advertising from public relations and propaganda as well as from personal selling.

Weld (1978), believed that "advertising is a part of the selling process, and as such is a part of the economic concept of production. Selling may be said to consist of two things: first, creation of desire, or demand; and second, the closing of sales contract, resulting in actual exchange. Advertising of course, has to do with demand for creation". It is evident from the various definitions that advertising is both praised

and criticised (Schewe and Smith, 1980). Also, looking at all its ramifications, it is clear that advertising purpose is to sell goods or services or to improve the image of the advertiser to the consumer. Thus this purpose has made it a vital force in business (Kleppner, 1925, Sandbrook and Liversey, 1968, and Chapman, 1976). Advertising has been classified into the following categories as outlined by Corke (1985), they are persuasive, informative, educational, corporate, retail, cooperative, trade and technical, financial, classified, recruitment and government.

2.2 The Evolution of Modern Advertising

Historical knowledge of advertising is considered a basic foundation upon which to build a study of advertising (Evans, 1976 and Bolen 1981). Advertising has long history, its practice in one form or another is said to be as old as history (Knuckle, 1973, and Pattis, 1984). Also, Wushishi (1983), noted that advertising is one of the oldest professions in the world and that the urge to advertise dates back to antiquity. Dyer (1982), stated that "advertising is consistent with most types of human society and in fact was not unknown in ancient Greece and Rome. The public crier, who shouted out the wares of the local traders and shopkeepers, was a well-known figure in medieval times". Furthermore, Dunn and Barban (1982), declared that:

One of the earliest forms of advertising was recorded half a century before Christ. The North African City of Cyrene minted and distributed silver "coins". These tokens bore the relief of a plant grow in Cyrene and marketed throughout the ancient world as a medicine and condiment.

Most early advertising, however, was oral. Hawkers and criers strode through ancient city streets, promoting goods in strident public announcements. The forum of ancient Rome and the streets of Carthage were filled with barkers.

However, advertising as it is known today is very new. The development of modern advertising began about the middle of the fifteenth century. The invention of the first press with movable type by Johannes Genfleisch Gutenberg in 1445 marked the beginning of modern advertising (Steinberg, 1970, Faison, 1980 and Turnbull and Baird, 1980).

William Caxton was the first to have made printed advertisement in 1473. He advertised a book of ecclesiastical rules he has just printed through the use of a handbill, calling the attention of the public. Pattis (1984), speculated that "almost as soon as there was printing, it was used for advertising. Newspapers and magazines printed advertisement for all sorts of products and services. The 17th and 18th century readers could find advertisements for almost any item". Printing became firmly established in England by the end of the fifteenth century, soon it spread rapidly throughout Europe and then moved to America (Longman, 1971 and Swerdlow, 1979).

Industrial revolution brought large-scale production which in turn accelerated the growth of advertising (Steinberg, 1970 and Faison, 1980). Industrial revolution filled the society with too many goods. The goods have to be smoothly distributed or else the production system, expensive capital equipment and plant will collapse (Dyer, 1982). Advertising facilitated the distribution of the goods manufactured. The power to take this decision lies not with the consumer but the businessmen (Mills, 1956). Following the passing of law both in England and United States of America requiring all children to obtain minimum level of education, more people became literate (Bolen,

1981). As a result newspaper and magazine circulation grew with more subscribers, leading to upward surge in advertising business (Davis, 1903 and Cauter and Downham, 1954).

Norris (1965), contended that to trace back advertising as an institution to Pompei or medieval Europe is a gross over simplification. This is because according to him: (1) a centralized supply had existed for centuries (e.g the Phoenicians) without advertising; (2) these nineteenth century producers were essentially operating in a seller's market, so there was no incentive to advertise for reputational reasons; (3) it ignores the rules of the wholesaler. Furthermore, Norris believed that institutions are roles according to which social life is carried on, and consequently people's understanding of those institutions. Norris attributed the growth of advertising as an institution to the quest for market power between the producer and the wholesaler. The wholesaler was at a point seen as dominating the market since he could buy from the supplier that which will offer him lowest possible price and sell to retailer at a higher price. This action brought down the manufacturers revenue to the cost of production. The manufacturers had to look for a way of dominating the market and as a result had to name his price. Norris holds that "it was to escape from this predicament, to gain bargaining power, that manufacturers towards the end of 19th century resorted to branding their output and advertising it over the heads of the wholesalers to the ultimate buyers, the consuming public".

It was Potter (1954), a historian who first dealt with the idea of advertising as an institution in an explicit analysis. Potter asserted that advertising is an institution

of abundance whose important effects are not merely economic but rather upon the values of the society as an instrument of social control. He links advertising institutional functioning to the transition from a "producer's culture" to a "consumer's culture". Potter contended that advertising teaches people to be consumers. Also, Sandage (1973), asserted that the function of advertising is to help society achieve abundance by informing and persuading its sovereign citizens in relation to products, services and ideas. In addition, another responsibility is that of education in consumerism. That is the development of judgement on the part of consumer in their purchase practice. However, Sandage noted that the quality of advertisement supplied by advertisers is not always sufficient to enable the sovereign individual to function rationally therefore he calls for "full and honest disclosure" in advertising.

Until the middle of the nineteenth century, advertisement was carried on largely by departments in media and firms doing the advertisement. Also some merchants wrote and placed their own advertisements. Advertising agents were originally appointed to help sell the advertising spaces to retailers, manufacturers and other businessmen (Steinberg, 1958, Gloag, 1959 and Pattis, 1984). MacCabe (1983), stated that "they were agents for the newspapers and magazines, not for the advertisers". The trend changed with time as noted by Nicholl (1973), that:

As advertising grew more sophisticated..., the advertising agency took over the job of creating design and copy for ads space, eventually supplying other ancillary services like media selection and market research. In time additional and separate fees were charged for these services, payment now coming from the advertiser, not the media.

This development as observed by Dyer (1982), led to the agencies transferring their loyalty from the newspaper to the advertiser in 1880s. The reason perhaps, could be because it is the advertiser that dictates the tune since he pays the bills (Mayer, 1958, Doghudje, 1979, Okunola, 1979). Also, Turner (1952), observed that some editors relaxed their rule about single columns and large type faces at this same period. The result of this development was that advertisements which were not allowed to occupy more than a column earlier now span to many columns. The growth of advertising can be better concluded in the words of Pattis (1984):

From this beginning, all the present day advertising services developed. These agents and others undertook to write the advertisement for their clients, to design layouts and prescribe the types to be used, and to do market studies and so on. As the list of services the early agencies performed for their clients grew, the agencies more and more became the representatives of the advertisers whom they served. Today, of course, an advertising agency is the agent for its clients and does not work for the media.

2.3 The Development of Modern Advertising in Nigeria

The review of relevant literature so far on historical development of advertising has been on Britain and United States of America mainly. Based on the title and the objective of this study, a review of the historical development of advertising in Nigeria is equally pertinent. The journal of the Association of Advertising Practitioners in Nigeria (1983), indicated that the practice of modern advertising started about 1929. The history of modern advertising in Nigeria could be traced to the coming of the multinational companies to Nigeria and the growth in the economy of the country. In about 1938, Joseph Illyod, a manager of the United African Company (U.A.C.)

established the West Africa Publicity, Ltd (W.A.P.) to promote his companies' business in West Africa. He pioneered the first professional advertising service in Nigeria. Njelita (1976), noted that:

The W.A.P. consisted of many sections which during the fragmentation that took place in the establishment, the cinema section became Pearl and Dean, the planning and research section was merged with what is known as Lintas Nigeria Limited, while the signwriting and outdoor (sic) advertising section came to be Afromedia. At this initial stage all managerial posts in the firm was manned by the expatriate owners. The designs and blocks for reproduction of jobs were prepared overseas.

The multinational companies were based in Lagos as a result most of the early advertising agencies started in Lagos. It was much later that numerous others spread throughout the country and especially in the state capitals (Amaefuna, 1976, Onimode *et al*, 1983). The foreign advertising agencies made efforts to introduce to Nigeria advertising strategies which were not in line with the prevailing social and economic conditions of the people. Adebajo (1964), highlighted this problem when he stated that:

One wonders how many foreign advertisers have a clear knowledge of the West African audience to whom they are advertising. The social structure, the chieftaincy institutions and their influence in the society, the extended family system, the importance of the husband as the head of a typical West African family system, the taboos of the West African people are a few things on which advertisers needs to be knowledgeable.

Similarly advertising agencies developed in Nigeria along the foreign patterns with most of the adverts lacking authentic local background. As a result many audience could not identify themselves with the message. In some cases the background is unquestionably foreign. The cumulative effects of this development is that the

advertising messages cannot effectively provide the consumer with some information that could shape his or her wants, attitudes, predisposition, and ultimately, behaviour.

It is pertinent to note that modern advertising in Nigeria is closely associated with mass media. As at 1960, the vast population was poor and illiterate, most of the people could not read or write, as such the appeal and the impact of press medium was limited (Advertising in Nigeria, 1982). Radio was about the dominant advertising medium in Nigeria between the late 1950s and early 1960's (Onyebuagu, 1983).

Africa's first television station, the Western Nigeria Television (WNTV) was commissioned in Ibadan on October, 31, 1959 by the former Western Nigeria Regional Government. It was followed by the establishment of the former Eastern Nigeria Television Service (ENTV) in Enugu on October, 1960. Also, the then Government of Northern Nigeria established a television station as an arm of the former Broadcasting Company of Northern Nigeria (BCNN) in Kaduna as RKTU on March 15, 1962. However, the first Federal Television station was established in 1961 in Lagos .

With the creation of States in 1967, the Government of Mid-Western State established the Mid-West Television (MTV). Subsequently other states established their television stations. The Federal Military Government promulgated the decree 24 of 1977 that established a body to coordinate the activities of television stations in Nigeria. This body was called the Nigerian Television Authority (NTA), which took over the existing television stations and began to establish new ones in each of the state capitals that had no television station (Salama, 1984).

Salama (1984), stated that with the replacement of the Federal Military Government by the civil administration in 1979, some state governments demanded for state owned television stations. The argument advanced was that it was not proper for television stations to be controlled by the Federal Government since the states were being controlled by different governments with different priorities. Based on this, State Governments established their television stations on UHF transmission.

Advertising in Nigeria (1983), a journal of the Association of Advertising Practitioners in Nigeria, stated that "television has become one of the hottest media of communication in Nigeria, so hot is the medium that skyline of most urban slums is dotted by TV antennas". However, it should be noted that all advertising agencies and all the clients who were ready to use the TV medium at its inception were expatriates (Advertising in Nigeria, 1982). Today, Nigerian Television Authority claims 40 million to 50 million viewership.

Prior to the late 1960's and the advent of the "Oil Boom" of the seventies, the advertiser or client in Nigeria, apart from the multinational companies was a small businessman who did not appreciate roles of advertising. Onyebuagu (1983), noted that:

Most Nigerian businessmen especially the indigenous ones, did not earlier appreciate the significant roles of adverts, until the late 1960's. The usual one-man owner business proprietors then were unable to reconcile the functions of advertising agencies, and business progress. They saw the agencies as a receiver of advertising skills - too difficult to contrive and too costly to contract. Only very large companies could afford the 'extravaganza' of contracting agency deals. The Nigerian advertiser, therefore, had initial problems of mustering potential for a take-off.

Also, there was no indigenous agency rather it was a sales promoter. The issue of meaningful client - agency relationship does not arise as the sales promoter merely act as a help to the businessman. Clegg (1979), stated that:

If we cast our minds back to the situation many years ago, the issue of a successful relationship was out of question. Then the client (i.e. small businessman) told the Sales Promoter what he wanted; there was no brief as such. The client just says 'I want you to help me sell ... It was more of an order rather than request or brief. As for the Sales Promoter, he knew the implication of his inability to do what was expected of him. In fact to keep his job, he had to sell a lot more because there were other Sales Promoters who would peach his client.

This development, perhaps, brought about unsuccessful client agency relationship. The businessman does not see much need to advertise and when he does, he may not see the need to involve an agency. Ajai (1980), observed that where an agency is involved, settlement of bill may not be promptly as the businessman thinks he is helping the agency. Ajai (1980), declared that "the concept of agency commission and professional fees is alien to him. If you are asked by a potential client to 'quote' for your advertising services, the attendant odour is the smell of trouble ahead".

The "Oil Boom" of the seventies brought with it an unprecedented increase in commercial activities in Nigeria, thereby increasing advertising influence (Justin 1981 and Ogbechie, 1984). This development led to the increase in the number of indigenous Nigerian manufacturers. Ajoke (1980), found that "several Nigerian businessmen who recently graduated from distributive trade into industrial processing manufacturing believe very little in advertising. After all they say, the products move, most often from the conveyer belt to the delivery van". Also, the implementation of Nigerian Enterprises Promotion Decree of 1977 which puts the business of advertising

in the first schedule, to be owned wholly by Nigerians brought an unprecedented proliferation of advertising agencies (Diai, 1979, Toki, 1980). As at 1985, there were over two hundred (200) advertising agencies operating in Nigeria (The Nigeria Standard, 1985). However, only 66 were members of the Association of Advertising Practitioners in Nigeria as indicated in their journal of January - March, 1989 edition.

The Nigeria advertising industry had a difficult time during the 1981 to 1984 economic recession when many state governments could not pay workers emoluments and unemployment mounted up. Advertising was cut back. The situation was that there was a scarcity of goods but attempts were made to control prices. This situation continued until the government economic policy reform which is embodied in the Structural Adjustment Programme (SAP) introduced in 1986. Babangida (1989), stated that under the programme were:

A market - determined exchanged rate for naira, abolition of import licensing and factory-gate price controls, privatization programme for public enterprises. In addition, the Nigerian Enterprises Promotion Decree was amended to allow up to 100% foreign ownership of some enterprises. A new industrial policy aimed at creating a more conducive investment environment was also introduced.

Prices of goods went up in comparison to the value of the Naira so people could only afford to buy the essentials. This resulted in surplus goods in the market because warehouses were filled with goods which people did not show interest in buying due to the effect of SAP. To be in business, manufacturers had to advertise as SAP had altered radically the relative prices of many things (Falae, 1989). Oyekan (1989), declared that "the Structural Adjustment Programme (SAP) has created a new marketing situation - it is no longer a sellers' market, it has become a buyers' market.

In order to move stocks, it has become increasingly necessary to harness the benefits of advertising to actualise sales. Advertising thrives most in a competitive economy".

2.4 The Organisation of Advertising Media

Dyer (1982), described advertising as "a highly organised institution involving many artists, writers and firm directors, and comprises a large proportion of the output of the mass media and makes them central importance of the economy". The review of literature on the organisation of advertising media will focus mainly on print and television, the roles of the media owner, the advertiser and the advertising agency. The complexity of advertising industry varies depending on the side from which it is viewed. Jefkins (1973), found that-"to the advertiser it means a method of promoting sales, to the media owner a way of making money out of vacant space or empty time in order to promote the client's sales". Advertising is a source of information for the consumer and secondly, a source of revenue for the media (Burdus, 1983).

Understanding the organisation of media is necessary for effective advertising. Davis (1981), stated that "any media representative must fully understand how advertisers operate the working of the other two parties to the advertising contracts, if they hope to use media to best advantage". He stated further that "it is worth bearing in mind that advertising serves the media audience just as much as the advertisers and media - owners".

2.4.1. Role of the Media Owner

First and foremost the media owner is concerned with how to attract attention of the audience. Secondly, he sells the presence of the audience to advertisers (Jefkins, 1973). The media owner accomplishes this by selling to his client the reading, listening or viewing audience (Oviogbodu, 1981). Therefore, as suggested by Hunziker (1975), audience is the product being sold to the advertiser. Also, Miles (1983), concludes that "an agency has only three things to sell - its time, its talent and the way it organizes them". Fletcher (1978), proposed two basic criteria by which the efficiency of all advertising media can be judged: (1) the number of population of people reached by the medium and what kind of people they are; and (2) the cost effectiveness of the medium compared with alternative media.

The media owner's structure differs from one organisation to another. Ideally, most media operate on departmental bases. The following departments are generally featured: editorial, production, circulation, subscription, promotion research, marketing and merchandising, and advertisement.

The purpose for the existence of most media is not advertising since advertising may be only a means of helping them to exist. Some newspapers and magazines are read for their editorial contents, while television is watched by many for entertainment (Baker, 1987). The editorial department determines the size and type of media audience. The department interpretes and satisfies the taste of the target audience. The editorial content is frequently narrowed down to focus on particular groups within the overall media audience. The production department puts together in a neat and

readable condition the writings of the editorial staff with relevant illustrations. Television advertisement is treated in a similar way.

The circulation department is a vital link between the consumer and the media owner. The circulation department must ensure that printed copies are delivered to the actual readers. Delay in discharging this may result in losing sale of, perhaps, thousands of copies. Davis (1981), advised that the whole network of wholesalers and news agents that are involved and the media owner must ensure that his publication is available in sufficient quantities and displayed. Four distinct circulation may be identified: (1) fully paid circulation; (2) free, controlled or qualified circulation; (3) combined-paid and controlled circulation; and (4) franchised circulation. The best method is the one that is most applicable for covering a given industry (Wold, 1969).

The subscription department does not only serve as a regular readership which is of prime importance to potential advertisers. Advertisers may demand for circulation figures, the subscription or circulation figure can easily give a projection of the overall readership. The promotion department plays a key role in creating interest and persuading more people to read the printed materials. Promotion department may sponsor special events such as rallies, races or exhibitions as part of the medium's overall promotional programme. The media owner should identify himself as a manufacturer who needs to advertise. Davis (1981), discussed that "in considering the promotion department activities, any media-owner should considered a manufacturer in his own rights, with merchandise to sell, who must plan his advertising with as much care as other producers".

The research department is another important unit of the media. The media owner has the responsibility of providing information about the coverage of his medium to advertisers and agencies. Media owner research may be at two levels. The first level of research provides information about the medium's coverage. This helps the media planners to judge the medium's power to obtain results. If the medium fails to give the desired result to the advertiser, a second level of research may commence. This second investigation is to show the volume of our market with the hope of persuading manufacturers to mount campaign in the market. The media owner may decide to check sales in their market to show the manufacturers the product that needs more campaign attention. In short, the media owner researches the market he serves, rather than the medium (Davis, 1981).

The marketing and merchandising department is linked to a research department to ensure the success of their campaigns. This department documents details of activities such as trade mailings, conference facilities, reprints, display material and other aids.

The advertising department requires having maximum advertisement revenue. The advertising manager is the individual that controls the sales of the advertising medium. It is the duty of the advertising manager and his representatives to liaise with the editorial and the production staff to determine the advertising space and units that can be sold. Agreement must be reached on the precise sizes and positions and the advertising rates at which these spaces and positions will be sold. The advertising manager must evaluate the amount of selling to be done and the number

of calls to be made. He should assess the market and division of work. Work should be shared among his various representatives. The advertising department has the duty of placing advertisement in the best position.

Production and creative services form another integral part of the media. The prudent media owner checks all materials immediately they arrive from the advertiser. Thorough checking is done to ensure the right size and type, and whether the copy conforms with the various code and legal restrictions, and any rules that the media owner himself imposes. Copy should be received by the media well in advance of the copy date as this provides enough time for various cross-checking. Should the material be at fault, prompt notification will enable the client or his agency to rectify the mistake and supply the correct material. It will be late to check at the last minute, as there would not be time for errors to be corrected.

2.4.2 Role of the Advertiser

The structure of the advertising department and the range of work carried out will vary from one company to another. Davis (1981), stated that "whatever the structure, it is essential that... advertising ties with merchandising and public relations in aiming to achieve the identical market objective". The advertising manager is the company's link-man with the agency. In some companies, the functions of the advertising manager and that of marketing manager are combined. It is the duty of marketing manager to interpret the company's marketing policy and work closely with the agency in development of an advertising strategy including selection of appropriate

media (Wright *et al.*, 1977, Doghudje, 1989). Media planning should take the following into consideration: exposure versus massed frequency, select versus mass audience, and the degree of choice (Crane, 1972). Percy and Rossiter (1980) defined reach as the number of receivers reached or presented by a media vehicle at least once during some specified time period. Also, they defined frequency as the average number of times each receiver reached is exposed to the vehicle.

Davis (1981), noted that the actual function of the advertising manager which, overall, makes for good advertising covers the following: research and investigation, problem analysis, budgeting, preparation of advertising proposals, approval of proposals, and execution of results. Equally, Doghudje (1989), viewed the advertising manager as a performer of five basic functions which are: The making or interpretation of the company's advertisement policy, the planning of advertising, the day to day liaison with the agency, the approval of advertising recommendation and the control of the advertising budget.

Policy decision of a company may be focused on the type of advertisement to be carried out, the amount to be spent and others. These could be policy decisions which the advertising manager has to interpret to the agency. Where there are no existing policies it is the duty of the advertising manager to make them. The work of the advertising manager include planning. It is his duty to work out an advertising budget, develop an advertising strategy and produce a purposeful time-table indicating period when advertising activities are to take place. Advertising success is largely dependent on the money that is made available by the company.

Miles (1983), declared that:

In any examination of the role of the advertising and its problems, the setting of the budget figure and the making of plans for the advertising campaign must feature among the most difficult areas. Indeed the basis on which budget are decided will vary so much from one company to another and from one marketing situation to another that it is difficult to generalize in any constructive way.

The decision on how much to be spent on advertising may be taken based on the task, putting the prevailing circumstance and available options into consideration. Yang (1974), holds that advertising budget appropriation methods are traditionally classified into three major categories: (1) the subjective approach, (2) the ratio approach, and (3) the task approach. The subjective approach of budgeting relies largely on an executive judgement and experience, either intuitive or systematic. The weakness of this approach is the lack of objective rationality, both theoretical and empirical. The ratio method calls for setting an advertisement base. The base figure is most often the volume of anticipated sales. The task method is an outgrowth of management objectives. Once marketing goals are finalised they are translated into detailed advertising objectives. The advertising budget is then set to obtain these objectives. However, it is observed that when company sales are not favourable, advertisers found it easy to reduce advertising budget which in turn affects effective advertising. Ishola-Lemonu (1984), established that "as always the advertising budget is the easiest one to cut when it is a question of bringing spiralling costs roughly into line with stagnating income". Also, it must be noted that spending money on advertising requires a high sense of judgement both on the part of the client and advertising agency. To avoid wastage of advertising expenditures, creative expertise

and superior advertising knowledge must be brought into proper focus (CT and Associates, 1991).

Advertising strategy guides creative and media personnel of agencies in the preparation of advertising and media proposals. Doghudje (1989), stressed that advertising strategy is needed to define advertising objectives, target customer, brand image, basic consumer benefit and supporting evidence. A meaningful and purposeful time-table should be self explanatory, duration for example, for preparation copy/layout, film production, colour separation for colour magazine and posters should be put into consideration.

The advertising manager of the company is the liaison officer to the agency. He supplies the information which the agency needs to produce its proposals. This could be done in verbal or written form. However, Adediran (1979), holds that it should be in written form so it is pointless making verbal proposals. He emphasized that a brief should satisfy three criteria: be specific, be clear and be challenging. Also Clegg (1979), and Adediran (1979), both maintained that the criteria for judging the agency's work must be stated clearly without ambiguity and where possible, monitored by the advertiser.

Part of the duty of advertising manager is sampling the product for trial, arrange visits of agency personnel to the factory, sales outlets, to sales conferences and many others. Details of the company's strategy and other unclassified information must be made known to the agency. This will increase his understanding of the company (Clegg, 1979). Okunola (1979) opined that:

In order to obtain the best results from an Advertising Agency, it is essential that the operating philosophy of the client organisation is such that fully INVOLVES, COMMITS, and TRUSTS the agency which should be seen as an extension to the client organisation's marketing department. Relations between the two companies must rest on a firm foundation of 'utmost good faith'. It is incumbent on the Agency to live up to the professional as well as ethical standard expected of it.

The unwillingness of some of the advertisers to supply adequate information that could help the agency in execution of its job is a constraint to successful agency performance. According to Ajai (1980):

One of the more serious symptoms of client inadequacy is reluctance to give an adequate briefing. This may be due to genuine misunderstanding of how the best advertising is created and can usually be overcome by patient explanation. Sometimes the situation is more serious if the client believes that by giving you a brief he is doing your job.

It is the advertising manager that approves or rejects agency's advertising or media proposal. However, Okunola (1979), suggested that "the client should always give reasoned comments on agency advertising proposals measuring performance against known and clearly defined yardsticks giving praise where due and stating objectively reasons why a proposal ought to be rejected". The advertising manager should have a good knowledge of the general principle of advertising and what makes for good advertising in order to be able to pass useful comments on agency's effort (Clegg, 1979). He should be conversant with the product's background and brief supplied to the agency. These elements must be considered to avoid constant rebriefs and after thoughts from the advertising manager which can frustrate the agency (Doghudje, 1979). Another thing that may frustrate an agency is the late or non-settlement of bills. Clegg (1979) and Ajai (1989), advised that client should settle bills

promptly. Advertising expenses should be within the fixed advertising appropriation, so that the right amount be spent in achieving the chosen objective (Davis, 1981). The agency's media plans and production must be within the budget allocation. To ensure that expenses are within the budget, estimates for all production work must be worked out from the onset and adhered to. Clegg (1979), opined that the agency's limitation must be recognised by the advertiser in terms of the job it can handle efficiently and the one it cannot. Also, decision must be firm, the advertising manager must be sure it is what he wants before committing it to an agency (Doghudje, 1989). There should be good formal and informal relationships that will encourage respect, tolerance and working together more profitably (Watson, 1979).

The quality of the product that is being advertised is another important factor that can affect advertising. Advertisers cannot run from it. The quality of the product refers to the product's practical usefulness and its ability to fulfil effectively its functions (Andren *et al*, 1978). Mathers (1980), was of the view that "to stay ahead in business, you must have top quality products and maintain quality standards. It is not an area to pay lip service". A poor quality product cannot continue to sell through advertising as consumers will soon discover for themselves (Burdus, 1978, Adebisi, 1982 and Goodhead, 1982). Also, Olatunji (1984), stated that "advertising, no matter how well done cannot work miracles whether you run just one or a thousand. It will never overcome a bad product, a poor premise, a bad location or a shoddy service". Furthermore, Oviogbodu (1981), emphasized that products should have something to recommend to consumers, it should not be overpriced but it should be attractively

packaged.

Doghudje (1989), stated that the audience to whom the advertisement is made must be known in terms of his lifestyle, habits, attitudes and his perception of the advertiser's product. For advertising to succeed it has to be very effective. Davis (1981), declared that effective advertising should have three distinct campaigns. They are: (1) to persuade the public, (2) to inform retailers and (3) to direct at the advertiser's sales force to put them fully in the picture. The advertiser in consultation with his agency should decide what size of space he will need to use. Also, they should decide the positioning of the advertisement whether it should be placed on a special page (Fletcher, 1978).

Advertising should be in the right perspective for it to be effective, as such careful planning, according to Davis (1981), must ensure that several factors are right:

- (a) right products - which would buy if they know about them;
- (b) right people - to whom your product is of interest.
- (c) right media - which reach these people effectively;
- (d) right message - which conveys your product's benefits;
- (e) right time - when your potential customers are likely to buy;
- (f) right distribution - when your goods are available in the shops.

In addition, Starch (1883), stated that effective advertising should among other things put into consideration, the buying capacity of the customer, in terms of economic social and educational status.

2.4.3 Role of the Advertising Agency

The advertising agency is the principal actor in the planning, preparation and placement of advertisements (Pattis, 1984, Doghudje, 1985). In order to understand the broad and creative field of advertising, it is necessary to know how the advertising agency is organised and how it operates. It has succinctly been pointed out by Nelson (1967), and Fletcher (1978), that advertising agencies vary widely in size, type and specialization such that their structures too vary widely, reflecting the kind and type of the business they handle. Furthermore, Jefkins (1973), and Nicholl (1973), believed that no two advertising agencies are alike but that they are capable of responding to the needs of different clients.

According to Toki (1980), "a standard agency has several departments. In a Nigerian agency they can run about seven or eight with each staff specialising in one line of activity particularly in large agencies like Lintas, Ogilvy Benson and Mather or Grant advertising Limited". However, there is difficulty in defining the departments and personnel in advertising agencies. The reason being that function and form of various staff titles are changing constantly from one agency to another and as no two agencies are alike (Nicholl, 1973). Jefkins (1973) and Fletcher (1978), observed that the overall management of advertising agencies is normally controlled by the board of directors whose membership consist of usually specialists with working roles. This is due to the nature of advertising, being a profession that comprises of various disciplines. At the apex of the agency are the Chairman, his Managing Director and a Board of Directors. Weilbacher (1979), and Pattis (1984), classified the functional

groupings within advertising agency as (i) account executives (ii) creative services (iii) traffic control and print production, (iv) media services and (v) marketing. The grouping does not consider the financial management of the agency. Hence, Fletcher's (1978), functional groupings which includes the five predominant functional groups mentioned and financial management seem to be more appropriate as it embraces all the vital sections of the agency.

The link person in the advertising agency is the accounts executive. This title tends to be misleading since the executive has little to do with accounting although he certainly bears the responsibility for expenditure of the budget (Davis, 1981). A few agencies use the more accurate and self-explanatory description client service executive. However, Crosier (1987), believed that the accounts executive is the generic term just as brand manager refers to what may be called marketing manager or product manager. In short, accounts executive is the personnel incharge of the accounts that comes from clients to the agency (Jefkins, 1972).

The accounts executive's duties include: (1) the broad policy *decision making*, which involves testing their practicality; (2) acting as the linkage between the agency and the client; in that he represents the agency; (3) planning the advertising for the client and putting into consideration the necessary ideas that are to be communicated, the audience to be reached, the media to be used, the frequency of such use, the cost of the job and is expected to provide criteria for measuring campaign's effectiveness, where such measurement is required; and co-ordinating the affairs of the agency, overseeing the work of the creative specialists, media specialists, producers,

researchers and outside supporting services where it involves such (Toki, 1980 and Oyalowo, 1980). It is not possible for the accounts executive to handle the agency affairs single handedly, so he is assisted by accounts representatives who may be assigned to a particular accounts or work as a team (Gloag, 1959).

MacCabe (1983), asserted that "the creative function remains the core of an advertising agency". Zeigler and Johnson (1981), and Pattis (1984), identified the specialists in the creative department of advertising agency to consist of writers, designers and art directors, musicians and broadcast commercial producers. The creative department first produces the basic concept of all new advertisements which is then followed by the production of copy layout and typography. This may involve outside specialists that produce the actual photographs, drawing or film which will finally appear in the media (Fletcher, 1978). Various systems are operated by the agencies in executing creative work. Most agencies, especially, the large and medium sized ones operate the group system and the departmental system and some combine the two (Dunn and Barban, 1982). In some agencies writers and designers are attached to an executive to work mainly on his clients' account. This system minimises flexibility as it keeps the same creative men tackling the same problem always. Many agencies use some variations of groups system. Although, Dunn and Barban (1982), found that the principal advantage of group system headed by the account executive is the concentrated application of the specialists skills to a common set of problems; they succinctly point out that even the ablest account executive cannot be expert in all the facets of advertising. They see the departmental system

where all the specialists are grouped in their individual department and are directly responsible not to the account executives but to their own department head as a better system since it places responsibility on the specialists rather than on account executives. Also, departmental system is said to have the advantage of broadening the experience of staff members, because they can gain experience on varied accounts. However, Gloag's (1959), variation of the group practice where a number of copywriters and designers work as a team and are managed by a creative person seems to be better, in that it allows working partnerships between members of the group and has the chance of matching talents of the creative people. Smaller agencies may not be able to operate either group or department system. Instead, their staff are expected to handle various jobs.

The focus of any effective advertisement copy should be its illustration and headline. Dunn and Barban (1982), opined that "headlines and visualization should work together to accomplish the advertising objective. They are merely two sides of the communication coin. Subheads can often be used effectively to help the main headline accomplish its various jobs, particularly hiring readers into the copy". Headline and illustration are considered to be the most important part of any advertisement (Ogilvy, 1972, Caples, 1975 and Hafer and White, 1977). The main function of the headline is to gain immediate attention of the potential consumers and subsequently persuade readers into the text. There is no universally agreed qualities that headline should have. However, Dunn and Barban (1982), provided a general checklist that could increase the effectiveness. They are as follows:

- (i) headline should be attention - impelling, make an immediate impact on the reader;
- (ii) headlines should have words or other cues that help select prospects from idle scanners;
- (iii) if at all possible, some promise of reward would be included. Show how the product advertised will satisfy one or more consumer drives;
- (iv) words should be chosen carefully for their sign value as well as their symbolic value. Cliches should be avoided;
- (v) headlines should be understood at a glance. Reader will not spend time trying to figure out what you are saying;
- (vi) headlines should be specific and to the point, not general and applicable to any product or any situation;
- (vii) headlines should be co-ordinated with other elements of the advertisement.

Ideas can be put into the visual form through the use of illustration and so on. The creative person is expected to think visually and verbally at the same time. Hafer and White (1977), advanced three reasons why the creative persons should always think visually:

- (a) to get your message across fast,
- (b) to talk to all kinds of people,
- (c) to attract even a ripple of attention.

The copy writers in executing their jobs must put into consideration the result of copy research and have a current knowledge of all the legalities affecting the product being advertised. Their writing must fit the visual aspects of the illustration of an idea. In addition, the copy writer should be guided by a good knowledge of unique selling point. Okigbo (1984), stressed the point that:

Every good advertisement, be it for the print or electronic media, in order to elicit a positive response from the potential consumer of the good or service, ought to have a 'central idea' or unique selling point (USP). This selling point is usually stated in the form of sales promotion. The good advertising copywriter is guided by his/her knowledge of unique product attribute into desirable benefits for prospective consumers.

The role of the designer is very important in the development of advertising copy. Designers have special skills and talents. They design for print and television media. The task of the designer demands the highest level of creative thinking. Lansley *et al* (1974), and Mayal (1979), advocated that skilled designers should be allowed certain freedom since design works cannot be rigidly programmed. The designer's freedom should include provision of all relevant information to job and personal involvement in the decision making process (Bell, 1977).

The production department is responsible for buying the various elements that go into the make-up of every kind of printed material produced by the agency. In the production of television commercials, the producer must be familiar with the available process of film and tape, recording; animation, superimposition, close-ups, long shots, fade-ins and fade-outs, stop motion, slow motion, studio effective, on-location scenery; and a host of other optical tricks. The commercial producer must decide on

the jingle, the sound effects, or the background music used in commercials. He and the casting director must select the kinds of actors and actresses that are required.

Traffic control and print production functions are combined in certain agencies and in others separately. Traffic control department is responsible for seeing that advertisement meets the deadline. This department deals with a large number of outside suppliers who offer a substantial range of services and materials. Estimate is usually made of what it will cost to get a job done.

Media buying is closely related to both design and print production. Although it may be relatively easy to buy space in a magazine or newspaper, it is not easy in the case of radio and television especially, the television spots. It is the media buyer who is knowledgeable in this aspect that know the specifications against which to find the best for the advertiser's purposes. This job demands knowledge, taste, negotiating ability as well as facility to get along well with the creative specialists. Buyers are governed by budget and must ensure that they meet the deadline. The media department of an advertising agency has the responsibilities of evaluating, selecting, and recommending the publications, stations and programmes which will expose advertising to its greatest advantage. The process of media evaluation begins with media research. Research is conducted with the aim of gathering data on reading, viewing and listening habits as well as profiles of the readers and viewers.

Planned research not only confirms, modifies, or enlarges the preliminary estimates of the market scope but equally suggests the type of media to be used for reaching the likely audience (Gloag, 1959). Research in advertising is very significant

as it helps to improve the quality and effectiveness of advertising (Aik, 1981, Omotayo, 1981). Research though an excellent servant can be an oppression master when it hampers imagination. Nelson (1967), and Gloag (1959), cautioned that research should not be a threat to either the agency or kill the adventure in industry and trade, but a tool.

Much analysis in recent years has been on marketing function, whether marketing is more of an advertiser's activity than that of the agency. Davis (1981), opined that "marketing, like merchandising, may be the province of the agency as well as the advertiser". Marketing function is important both to the advertiser and the agency. Pattis (1984), outlined the functions of marketing department as the following:-

- (a) finding of market or consumer for new products that fit the producer's manufacturing and distribution facilities;
- (b) finding ways to improve existing products and making them more salable. They are often characterized as "new or improved";
- (c) they look for new uses of established products ;
- (d) they look for new buyers for a product, they seek new markets, perhaps in foreign countries;
- (e) they study the successes and failure of competing products in the market place;
- (f) they may have a merchandising unit which is concerned with promotional opportunities for a products.

Weilbacher (1979), described the financial management department as having a most important function and must be handled with care. This department is responsible for the payment for the facilities on behalf of a particular client. Also, it is responsible for the internal function of the agency, such as personnel, administration, payment, and office management.

2.5 Evaluation Models and Studies in Advertising Media

A thorough scrutiny of the relevant literature, models and studies associated with the operation and effects of advertising is considered as a way of indicating the basic conditions within which advertising evaluation can be achieve.

2.5.1 The Concept: Model

McQail and Windahi (1981), have defined model as "a conscious simplified description in graphic form of a piece of reality". Also, Orcutt (1960), believed that "a model of something is a representation of it designed to incorporate those features deemed to be significant for one or more specific purposes. In some cases such features are directly observable. In other cases models incorporate more subtle features such as how the thing modeled respond to stimuli or otherwise". Huag (1970), opined that not all models are miniature of objects. He sees a model as a set of propositions or hypotheses purported to describe and/or predict behaviour of people. McQail and Windahi (1981), noted that "a model seeks to show the main elements of a structure or process and the relationships between these elements".

Furthermore, Zeigler and Johnson (1981), maintained that "models call attention to the dimensions of items being studied and aid in predicting relationships". Franklin and Thrasher (1931), summarized the definition of a model by stating that it is a part of theory that gives a picture of the programme or project to be evaluated. Little (1966), suggested that models should be simple, robust, easy to control, adaptive, complete and easy to understand.

2.5.2 Evaluation Models

Evaluation models are important in measuring advertising effects. Campbell and Helper (1970), hold that only with the use of models that a meaningful evaluation of advertising communication effects can be made. The early published models of advertising were saddled with the problems of internal validity (presence of adequate controls) and external validity (extent to which results may be generalised) due to the questionable methods used to trace the effects. It was the state of this early published advertising models that led Marcus-Steiff (1975), who surveyed the Literature, to conclude that "contrary to the general belief, almost nothing scientifically valid is known about the effects of advertising". Similar problem was noted by Kennedy and Corkindale (1976), that:

Until recently most of the published models of how advertising is thought to work were based on simple, mechanical principles. The general belief was that an advertiser sent a message by some medium to a potential customer who, on receiving the message, was variously caused', 'triggered', or 'stimulated' to react in accordance with the advertisers' intentions.

Starch (1983), provided a model which assumed that advertisement was the main influence on a consumer rather than his state of mind towards the product. This model asserts that advertisement can only be successful if it must: be seen, believed, remembered and acted upon. This model has been criticised by Rotzoll (1964), for methodological reasons. Also, Kennedy and Corkindale (1976), observed that it is not comprehensive as it does not allow for the possibility of the cumulative effects of advertisements. Implying that the effects of each advertisement on a consumer are independent of each other.

A more comprehensive model is AIDA (Awareness, Interest, Desire and Action) proposed by Strong (1925). This model views the buyer as going through successive stages of awareness interest, desire and action. Kennedy and Corkindale (1976), stated that this model "is more satisfactory in some ways because it can refer either to the potential buyer's conception of the product or his reaction to an advertisement". The AIDA model is further extended in Cartwright's (1949), analysis of what he believed happens psychologically when someone attempts to influence the behaviour of another. Cartwright's analysis suggests four sequential steps that must be achieved for an advertisement to be effective as outlined by Kennedy and Corkindale (1976), that:

- (i) the message (i.e, information, facts, etc.) must reach the sense organs of the persons who are to be influenced;
- (ii) having reached the sense organs the message must be accepted as part of the persons cognitive structure;

- (iii) a given action by mass persuasion must be seen by the person as a part to his personal goal;
- (iv) a given action can be induced if an appropriate cognitive and motivational system gains control of the person's behaviour at a particular time.

Another model, called DAGMAR (Defining Advertising Goals for Measured Advertising Results), developed by Coley (1961), advocates communications (primarily attitude change) goals for advertising rather than sales. The sequential state of mind through which it was assumed that consumers must pass through four levels of understanding. They are from the level of unawareness to awareness; to comprehension; to conviction; and to action. This model is seen as a more precise measurement of the effects of advertising in that each step was expected to be properly defined and measurable in the market. Also it is claimed that the use of DAGMAR will yield clearer statements of objectives thereby allowing adequate evaluation of achievements (Kennedy and Corkindale, 1976).

The study of both United Kingdom and European Companies conducted by Urwick Orr and reported by Majaro (1970), claimed that using a management by objective approach on the DAGMAR hypothesis will have the following advantages, such as:

- (i) the integration of the advertising effort with the other ingredients of marketing mix, thus setting a consistent and logical marketing plan;

- (ii) basing the task of the advertising agency in preparing and evaluating creative work, and in recommending the most suitable media;
- (iii) the provision of assistance in determining advertising budget;
- (iv) the realistic appraisal of advertising plans by marketing executives before giving it approval;
- (v) the meaningful measurement of advertising results.

Another 'sequence' model is that proposed by Lavidge and Steiner (1961). They postulated the hierarchy of effect sequence resulting from the perception that an advertisement will move the consumer closer to purchase. The hypothesized attitudes - purchase relationship is claimed to be the sequence of: Awareness, knowledge, liking, preference, conviction and purchase. Lavidge and Steiner (1961), claimed that this model was based on a classic psychological model which divides behaviour into cognitive, affective and psychomotor (or motivational) domains.

Percy and Rositer (1980), noted that the intelligence of consumer plays an important role in his interaction with advertising message. They remarked that the conjuncture that the more intelligence a receiver, the more difficult it should be to persuade the receiver of the message focused only on particular responses. They were of the view that a positive relationship of intelligence with the message processing stages should exist. Thus they suggested that the more intelligent the receiver, the more likely it is that the receiver will adequately and correctly comprehend the message points of advertising and the arguments used. McGuire

(1973), gave another dimension to persuasibility of advertising, that women tend to be more persuasible to advertising probably because they are by nature submissive than men. This is corroborated by Nielsen's report on national audience demographics as in Bevee and Arens (1982), that women view television the most. However, in Nigeria, Chenco survey as in NTA handbook of 1981 was contrary in that it found that male viewers were more than the female.

Bovee and Arens gave further insight to media audience trends. They hold that the middle income, high school educated viewers and their families were the heaviest viewers of television. Three possible reasons were advanced for this view, that: (1) most television programmes is directed at this group, (2) those persons with considerably higher income and education usually have a more diversified range of interests and entertainment options; and; (3) such families with less education and income may not emphasize the importance of the home and family as much as the average.

Urban and Hauser (1980), proposed a criteria for evaluating advertising copy. This criteria which is based on consumer response hierarchy is closely related to Lavidge and Steiner's model. Urban and Hauser (1980), believed that the "consumer response hierarchy is important to the evaluation of advertising because it indicates more precisely what is effective about advertising and what must be improved". The components as outlined by Urban and Hauser (1980), are in the sequence of exposure, attention, comprehension, acceptance and purchase. However, they acknowledge that the measures are clues to advertising effectiveness and that is

difficult to evaluate advertising effectiveness without the knowledge of advertising effects on sales.

In using the criteria for evaluating advertising copy Urban and Hauser (1980), suggested that in addition to measuring the effects within the hierarchy, it is useful to take measures that will determine why these effects occur. Likability, believability and meaningfulness are three measures found to be correlated with responses in the hierarchy (Seehafer and Laimier, 1951). Likability is said to improve acceptance. Wolfe (1949), Britt (1955), and Schewerin (1955), believed that advertisements which are disliked can also produce good results. Believability and meaningfulness can be achieved through Maloney's (1962), concept of "Curious disbelief", which proposed that the uncertainty in the consumer as to whether to believe claims or not may move him to try the product and to find if the claims are true.

AIDA (Awareness, Interest, Desire and Action), DAGMAR (Defining Advertising Goals For Measured Advertising Results) and other hierarchical effects models assume that as a person moves through each stage the chance of his purchasing the product increases. These models are patterned to make the consumer learn something with the assumption that the consumer is rational in his purchase decision. Also, these models are aimed at making non buyers of the product to become buyers. However, a study of Maloney (1966), as relayed by Kennedy and Corkindale (1976), revealed that "the evidence that these models actually explain what happens in the process of advertising is extremely scanty". Furthermore, Palda (1966), in his review of the hierarchy - of - effects models and the results of two experiments he conducted came

out with a gloomy conclusion that there is little evidence that the sequential models represent reality. Kennedy and Corkindale (1976), equally observed that there are considerable technical problems in testing the hypothesis of the sequential models.

Shannon and Weaver (1962), expounded a theory of communication which subsequently developed into a model for advertising process. The model consists of four basic elements: the communicator, the message, the channel and the audience. The model is said to aid conceptualise who says what, in what channel, to whom, and with what effect. McGuire (1969), Berlo (1960), and Crosier (1987), are in agreement with this model of communication but used different terms. However, Crosier (1987), introduced four parties to the advertising transaction: advertiser, advertising agencies, media owners and potential consumers which agree with Shannon and Weaver's model. Bergler (1981), believed that it is difficult to conduct any empirical investigation or make reliable statement about the effects of advertising without taking into account of these variables.

Shannon and Weaver's (1962), models seems to have an interesting approach that can be used in evaluating advertising media. According to Corkindale and Kennedy (1976):

This model in various forms, has been used extensively for designing and researching the technological side of communication processes. The principle on which it is based are fundamental, allowing such quantities as *entropy* (i.e. a measure of 'uncertainty') of the total system to be calculated. The theory seems to have interesting possibilities for use as a framework for understanding the advertising process in certain situations. As yet little research has been undertaken along these lines.

There are other numerous theories proposed by some leading advertisers such as Reeves' (1961), Unique Selling Proposition (USP) and Ogilvy's (1963), 'brand image' theory of advertising which many case histories claimed to have applied but with no direct evidence to validate them.

2.6 Studies in Advertising Media

Arndt (1974), defined advertising research as "the systematic study of human beings either as senders or receivers of overtly paid-for impersonal communication aiming at bringing about or facilitating purchase". He went further and subdivided the field of advertising research as follow:

- (i) normative studies of advertising management;
- (ii) descriptive studies of the production of advertising (activities and routines within or between advertising institutions such as producers, advertising agencies, research agencies, and media);
- (iii) studies of social effects of advertising (effects not directly intended);
- (iv) empirical studies of advertising as a business function (effects of advertising on product awareness, attitudes, intentions to buy, and purchase).

Ogilvy (1959), and Cerha (1967), are among those known to have conducted the earliest 'pre-creative desk test'. The tests were based on subjective lists of criteria for what may be regarded as "good advertisements". Another form of study is the

"motivational research". A study based on clinical psychology. Motivational research is said to make the consumer reveal their unconscious motives and desires (Dichter, 1964). Its investigation consists mainly of projective test used in evaluating alternative imputes for product as well as promotional planning (Arndt, 1974). In this category is the advertisement concept test which is aimed at evaluating the ideational content of advertisement rather than the specific effectuation of that content (Axelrod, 1964 and Iuso, 1975).

Audience measurement study is another study that aims at showing the size and composition of the audiences for print and broadcasting (Lucas and Britt, 1963, Schyberger, 1965, and Schiller, 1974). Studies in the area that relates to interaction of media image with advertising effectiveness have not been fully explored (Arndt, 1974). Exceptions of few attempts are Kennedy (1971), and Aaker and Brown (1972). Arndt (1974), suggested that research should develop standard audience concepts that can be used in comparisons among media categories.

Physiological tests or laboratory copy tests are used on non-verbal responses to advertisements. Devices that are used in the test are psychogalvanometer (measuring the galvanic skin response) and the eye camera (measuring the eye movements) (Lucas and Britt, (1963). Other recent devices used in the tests are measurement of pupil dilation (Blackwell *et al*, 1970), and brain waves (Krugman, 1971). These methods are said to be relatively objective in that they eliminate errors that might have been caused by inaccurate recall and reporting by respondents.

However, the major problem of these devices, as noted by Folitz (1956), and Arndt (1974), is that it is difficult to actually determined what they measure.

There are other numerous laboratory effect studies such as Hovland *et al*, (1953), Wheatly and Oshikawa (1970), Venkatesan and Haaland (1968), and Sawyer (1973), which are controlled experiments with some attitude measurement as the single dependent variable. Laboratory effect experiments are conducted under artificial setting. Wind and Denny's (1974), studies result supports the argument of having several criteria variables in studies of advertising effects and thereby providing a methodological criticism against using attitude measure as a single dependent variable in laboratory effect studies. Few other studies in this area including Winter's (1973), and Ginter's (1974), have attempted to trace effects of advertising over time. Arndt (1974), refers to such studies as longitudinal laboratory studies.

More complex advertising effect studies are the cumulative effect and phenomenological studies (Klapper, 1960). Cumulative effect studies deal with how advertising motivates persons along the upward hierarchical effects towards final purchase. Coley's (1961), systematic approach to advertising known as DAGMAR (Defining Advertising Goals for Measured Advertising Results) is said to have renewed the attention on cumulative effect studies. Although Arndt (1974), noted that DAGMAR had been applied in the studies of Smith (1965), and Marschner (1971), he disagrees that Coley's ideas have inspired much empirical studies. However, the work of Corkindale and Kennedy (1975), on the measurement of advertising effectiveness confirms many of the hypotheses set out in DAGMAR.

Phenomenological studies are classified by Arndt (1974), as "diffusion of innovation" studies. Their topic of inquiry focuses on (1) innovation, (2) its communication from one individual to another, (3) in a social system and (4) over time as evident in the studies of Rogers (1962) and Rogers and Shoemaker (1971).

The validity of the various techniques applied in most of the studies may be questionable. Arndt (1974), disclosed that "most of the media studies may not qualify as research in the real sense of the word since their main objective seems to be the production of fairly standardised measurements to be used in marketing advertising space by the media".

Another provocative study is the study of "trends in advertising agency - client relationship" conducted by Evans (1976). This research examined the attitude of senior executives in industries "towards the advertising service they receive, and to analyze any trends that could be observed in the selection of particular type of service". The sample consisted of Managing Directors, Client Service Directors, chairman and other directors. A personal interview schedule was used; data gathered were converted to frequencies and percentages then analyzed.

2.7 Summary

The review of related literature revealed that advertising communication is more than a two way communication (that is between industry and consumers) but that it involves elements which are the communicator, the message, the channel and the audience as identified by Shannon and Weaver (1962), in their communication model.

Most of the models reviewed are associated with various weaknesses. Starch's (1983), model is criticised for methodological weakness in that it is not comprehensive (Rotzoll, 1964, and Kennedy and Corkindale, 1976). Also, AIDA (Awareness, Interest, Desire and Action), Coley's (1961), model, DAGMAR (Defining Advertising Goals for measured Advertising Results) and other hierarchical effect models are criticised for lack of evidence as to what actually happens in the process of advertising and lack of substantive evidence that they represent reality (Maloney, 1966, Palda, 1966, and Kennedy and Corkindale, 1976).

Some of the advantages of the Shannon and Weaver's (1962) model commented on by Kennedy and Corkindale (1976), include the fact that the model has proven useful in actual practice, primarily because it approaches the problem in a realistic way. Also, it is one model of the communication process whose purpose, ultimately, is to affect human behaviour (Zeigler and Johnson 1981). The model consisted of four basic elements: the communicator, the message, the channel and the audience. These elements are indispensable in any empirical investigation (Bergler, 1981). Furthermore, it is established by Johnson and Klare (1961), in their review of literature of communication models that "of all.... contributions to the widespread interest in models today, Shannon's is the most important".

Based on the foregoing and the relevance to the objective of this study, Shannon and Weaver's (1962) model is considered the best for use in this study. Equally this model meets the suggestion by Little (1966), that models should be simple, robust, easy to control, adaptive, complete and easy to understand. Various

research techniques used in the studies reviewed include the survey or questionnaire, returnable by mail, self-administered, face-to-face personal interview and in-depth studies of what motivators are involved in consumer buying habits. In the context of the present study it was felt that the use of self administered questionnaire and material consultation provided adequate data. Research by mail was rejected because it preclude the opportunity of asking supplementary questions that may arise in the light of answers received. Also, research by mail may result in a very low response leading to an ill-balanced sample (Evans, 1976). In addition, face-to-face personal interview was not used in this study. This is because of the nature of the Nigerian audience, many are not open minded, they are sceptical especially when their opinions are sought through face-to-face personal interview; and another person may be watching and hearing their discussion. This situation can be worsened when the discussion requires being recorded. They are more comfortable and respond reliably through the use of questionnaire (Akolo, 1990). The respondent's right to anonymity, privacy and confidentiality seems to be guaranteed through the use of the questionnaire.

It is anticipated that the evaluation of advertising media will provide an understanding of the state-of-the-art of advertising. The logical analyses of the study will be based on the theories of advertising, relevant model and adequate research methodology to ensure both internal and external validity.

Chapter 3

RESEARCH DESIGN

INTRODUCTION

The quality of research depends on the adequacy of research design, the investigators on the job, sample selection, the tabulation and reporting of the findings and the validity of the procedure employed (Lucas and Britt, 1963 and Seltiz, *et al*, 1965). Also, Wimmer and Dominick (1983), stated that "the scientific evaluation of any problem must follow a sequence of steps in order to increase the chances of producing relevant data". Furthermore, it is established by Franklin and Thrasher (1931), that the suitability of evaluation design and techniques depends on the definition of the evaluation, the objective and the intended application of the results. The specific purpose of this chapter therefore, is to provide a framework for the sampling plan, procedure for questionnaire design, data collection and analysis.

3.1 Description of Research Procedure

The review of relevant literature provided a clear understanding of how advertising theory relates to practice. Wimmer and Dominick (1983), believed that "researchers need to have a clear understanding of what they are investigating, how the phenomenon can be measured or observed, and what procedures are required to test the observations or measurements". The objectives of the study were examined through the use of questionnaire and material consultation to gather data. The questionnaire formats or checklists and scenarios used by other investigators who had

carried out similar studies were adapted for the development of the instrument for this study.

Certain preliminary steps were taken in the various studies investigated to make the question content objective as possible. The measurement experts believed that the sampling of opinion in a small group, carefully selected, will predict accurately the opinions of all involved in the area of the subject measured. The samples used in the various studies investigated consist of advertisers, agencies, media owners and product consumers. The selection of the samples were either by random or purposive sampling methods. Data were collected from both primary and secondary sources.

Four methodological options were used in the studies investigated:

(i) telephone interviews; (ii) postal questionnaires; (iii) self-administered questionnaires and (iv) personal interviews. Names of the respondents were not received, nor were the respondents approached further after the exercise. Also, the number of questionnaires returned was of little importance compared with their representativeness and genuineness. Interviewers contacted respondents on daytime house-to-house calls and in offices or places of business.

The researcher visited all the towns and industries that were selected for the purpose of administering the instruments. A letter was written by the supervisor of this study to introduce the researcher to each of the industries. The letter helped to remove any suspicion on the part of the respondents. A visit to each of the industries provided opportunity of getting a better return of the questionnaire and of asking some background and supplementary questions. Also, since the workers of advertising

media are busy businessmen, administering the questionnaires by face-to-face approach ensured that the target respondents were the ones that answered the questions. The questionnaire were not mailed because it was felt that hazards of mailing is higher and may lead to ill-balanced sample.

3. 2 Description of Research Population

The study is focused on the evaluation of advertising media in Nigeria with particular emphasis on print and television. The study agrees with Shannon and Weaver's (1962), model which consist of the communicator, the message, the channel and the audience. The advertiser, advertising agency media owner and audience are the variables that constitute the population of this study. Before a balanced representative sample can be selected it is necessary that the nature and characteristics of the population be known.

Although efforts made to obtain the lists of advertising agencies, media owners and product manufactured in Nigeria proved that adequate and up-to-date lists were not available; the few ones available were used in determining the population of the study. It is established by Lucas and Britt (1963), and Holtje (1978), that samples could be selected directly from available list inspire of the shortcomings that may be created by lists not being adequate and up-to-date.

As revealed in the Kolawole's (1987), bi-annual of information and data for reference and guide, out of the 76 advertising agencies listed 59 are located in Lagos. Another list in the Association of Advertising Practitioners' Journal (1989), which

revealed that out of the 66 registered members, 51 are located in Lagos. Furthermore, television journal's (1984), list of recognised advertising agencies for consumer services indicated that 22 out of the 25 agencies listed were in Lagos. However, the Nigeria Standard (1985), noted that there were over two hundred (200) advertising agencies operating in Nigeria with most of them established in Lagos with some in the State Capitals and towns. Also, Odunsi (1989), revealed that 75% of advertising agencies were located in Lagos and that agency practice is thinnest in the Northern part of Nigeria. It is, therefore, certain that the exact boundaries of the advertising agencies cannot be reliably determined and that most of the agencies are located in Lagos.

As observed in Kolawole's (1987) list, some advertising agencies were listed along with the names of the clients they serve. This was another useful source in identifying some product manufacturers. This source helped in eliminating the error of picking only manufacturing industries that do not see the need to advertise or only those that advertise. However, it must still be acknowledged that in spite of this added source, the listings could not provide the complete number of product manufacturers in the country.

In the light of the above, the selection of the sample is by purposive or judgemental sampling method. This sampling technique is perhaps the most effective since the exact boundaries of the population might not be reliably determined (Loveday, 1958, Seeltiz *et al*, 1965 and Babbie, 1973). Also, it is noted that purposive or judgemental sampling method is used in most advertising research due

to the peculiar characteristics of the population (Wright *et al*, 1962 and Wimmer and Dominick, 1983). Furthermore, it is established by Cook and Campbell (1979), that using this procedure to select a sample representative can increase the external validity of a research study.

The population of the television, newspaper and magazine media in Nigeria consisted of: (1) 22 Federal Government owned commercial television stations (with one in each State Capital and Abuja); (2) 12 States owned commercial television stations spread about in some state capitals (3) 17 daily newspapers and (4) 12 weekly magazines in circulation in Nigeria (some are privately owned while others are government owned) (Kolawole, 1987).

Due to the complexity of the population, which comprises the media owners, advertisers or product manufacturers, advertising agencies and audience, Lagos, Kaduna, Jos, and Makurdi were selected as sample towns. Their choice was predicated on the fact they had the typical characteristics of the Nigerian population.

Furthermore, their heterogenous nature made them suitable for this purpose. Apart from Makurdi, the other towns selected were among the large commercial centres in Nigeria. The choice of Makurdi was a way of obtaining information from towns that were growing in commercial activities. Therefore, the selection of the sample using the judgemental sampling method are outlined as follows:

The criteria for the selection of the sample population is as follows: The NTA stations at Lagos and Kaduna were selected as representatives of old/established television stations while the NTA Makurdi represented the relatively newly established stations.

Lagos

Media: Daily Times, Newswatch, Times International and NTA Lagos.

Advertisers: Lever Brothers, Cadbury (Nig) Plc; Pipelines and Products marketing Company (A subsidiary of NNPC), Lagos.

Advertising Agencies: Lintas (Nig) Plc; Ogilvy Benson and Mather (Nig) Plc; and Grant Advertising;

Kaduna

Media: New Nigeria and NTA, Kaduna

Advertisers: International Beer and Beverage Industries Nigeria Plc, and Arewa Textile Plc;

Advertising Agencies: Rap Industrial Publicity Plc; Central Media Business Unit Plc and Norsmedia Plc.

Jos

Media: Nigeria Standard and Plateau Television (PTV):

Advertiser: Nasco Biscuits;

Advertising Agencies: Adpure Plc;

Makurdi

Media: Nigeria Voice and NTA, Makurdi;

Advertiser: Benue Brewery Plc and Taraku Mills Plc;

Advertising Agencies: Galaxy Advertising and Productions; and Grassroots Communication.

Plateau Television (PTV) was chosen as a representative sample of the state owned stations. Equally, the selection of these television stations was based on their being located in the towns identified for the investigation.

The Daily Times, the New Nigeria, the Nigeria Standard and the Nigeria Voice Newspapers were selected as representative samples of newspapers. The choice of the Daily Times and the New Nigeria was based on their being old establishments with relatively high circulation figures while the selection of the Nigeria Standard and the Nigeria Voice Newspapers represented State Government owned papers. Also, the two stations were relatively young. The Newspaper and Times International represented magazines with relatively high circulation figure, one (Newswatch) privately owned and the other (Times International) government owned.

The selection of the representative samples for the advertising agencies and advertisers have been mentioned and discussed earlier under this description of research population. Their selection was based on their availability in terms of the shortlistings and location of the industries. Another factor is that they were fairly established in terms of age and variety of the products they deal with. Also, both recently established industries and fairly established industries were involved to provide meaningful assessment of their dynamism. The media audience contributes part of this study and the samples were obtained from Kaduna and Makurdi due to the heterogenous nature of these towns which made them a typical representation of the Nigeria media audience.

Two advertisements, ikb beauty care products which has featured in the New Nigeria Newspapers of 1989 to 1990 editions and Super Blue Omo detergent which also featured in the Newswatch Magazine of 1989 to 1990 editions and television were displayed before the media audiences as they completed the questionnaires.

This double approach was used in the believe that an advertisement that is rendered in black and white from a daily newspaper and advertisement that is in colour from a weekly magazine would give a surer basis for evaluating the relative effectiveness of the graphics and copy appeals that appear in print and television media (see plates I and II). Also, as the impact of adverts rendered in black and white and those in colour may differ and yet be understood interculturally and cross-culturally (Collier, 1967 and Andren *et al*, 1978).

3.3 Description of Instruments

A careful study of the instruments used by other investigators who had carried out similar studies revealed that none of those studies has the same objective with this study. However, a comprehensive questionnaire, interview guides, and a checklist format used by some of the studies were adapted for this study. The rational underlying this decision was that the information gathered from these sources could provide useful guide for the designing of the questionnaires. The checklist format was designed by experts in the field of media studies who have subjected them to tests and have found them adequate, effective and reliable. For instance, Gallup and Robinson research organisation that provided a comprehensive and interview guide which was adapted for this study is a recognised authority with experience that testifies to the reliability of the questions. Zeigler and Johnson (1981), believed that Gallup and Robinson Organisation is "a highly experienced research organisation which numbers among its clients many of the nation's leading advertisers and their

agencies, conducts frequent television and magazine studies". Furthermore, Wimmer and Dominick (1983), proclaimed Gallup and Robinson organisation as a pioneer in the methodology for several media studies. The checklist format used was adapted from the following:

- (i) a checklist format used by Davis (1981), in assembling the views of advertisers, agencies and media owners in the analytical study of effective use of advertising media;
- (ii) a survey conducted by Lintas Ltd (1970), into the decision process in the selection of an advertising agency in Jefkins (1973);
- (iii) Gallup and Robinson in-view Questionnaire (T.V Commercial Study) and Rapid Ad Measurement Questionnaire (Magazine Advertisement Study in Zeigler and Johnson, (1981);
- (iv) Forms used by Alpha Delta Sigma National Advertising Fraternity in the consumer attitudes to advertising (Borden, 1895);
- (v) statements made by people on why they read newspaper as outlined by Wimmer and Dominick (1983);
- (vi) some questionnaire items used by Haruna (1986), in the study of designer-making/client relations: towards a critical understanding of package design problems in Nigeria.

The effects of advertising and advertising agency client relationship have been the focus of many researchers. Evans (1976), found that there was a shift of some organisations being an agency in the previous years to using creative consultants. The

movement is mostly among consumer good services. Evans' investigation revealed that the agency was clearly losing its attraction for major advertisers. The research shed some light on the use made of the various services offered by advertising agencies. The three services used by all the clients employing an agency are creative and media production with the highest concentration on design, research and print. The opinion of advertising service received by those organisations currently using an agency varies, some regard the advertising service they received as very good or just bad. Unsatisfactory creative work, dislikeness for commission system of payment in which clients are charged for all the services even though they may not require all the services of the shift from agencies to creative consultancies. This finding has implications for this study in that it gives a clue to determining the relationship of the advertiser, advertising agency and media owner in the creative process of advertising. Also, it gives an indication that, perhaps, creative work will be the most heavily criticised item. Among the findings of Haruna (1986), was that designers were not provided with specific communication objectives when designing packages and that manufacturers do not conduct research to ascertain the tastes of the consumers. The research shows that consumers responded to package graphics; its visual impact; shelf impact and overall appeal. The implication of the findings for the present study is that the evaluation of the relative effectiveness of the graphics and the copy appeals used in print and television advertisements is possible since the earlier study was conducted within the sample population which is Nigeria.

In the survey of consumer attitudes toward advertising, Borden (1895), among other things found that most named objectives to advertisements were exaggeration, unattractiveness, and untruthfulness of advertisement copy. Furthermore, the findings show that most objectionable advertisements are of proprietary remedies, cosmetic and toilet goods. The finding is deemed of great significance in throwing light on appropriate consumer product advertisements that were chosen for use in evaluating the level of awareness of the audience in terms of the roles of print and television advertising.

It is felt that since the scenarios and checklists are of established qualitative status and covering each specialised area of this study, they will enable the making of a qualitative evaluation of the state-of-the-art of advertising media in Nigeria. Although, most studies which deal in any way with the problems of this study were conducted in the United States of America and a few in Britain and can therefore be applied with reservation to the situation in Nigeria; it is observed that most of the points are valid in the Nigerian context. The investigated studies guided the current study, ensuring validity, objectivity and reliability.

Four questionnaire were adapted and used in this study. For effective coverage of the scope of the study, the survey was divided into four parts. Three questionnaire were used for the media owner, the advertiser and the advertising agency respectively. The survey of the audience was divided into two parts. The first part of the questionnaires dealt with the newspaper audience while the second part of the questionnaire was directed to the magazine and television audience.

3.4 Pilot Test

Pilot test was conducted in Zaria town to ensure the suitability, validity, objectivity and reliability of the questionnaires in relation to the objectives of the study and the population for which they were intended. Zaria has similarities with the identified sample towns for the study which were Lagos, Kaduna, Jos and Makurdi in terms of manufacturing industries, media proprietorship, advertising agencies and media audience. The questionnaire for the advertisers was administered to Zaria Industries Limited, Rigipack Limited, Zaria and Nigerian Tobacco Company, Zaria. Two out of the three industries completed the questionnaire while Rigipack declined for the reason that they do not advertise in any media, rather, personal selling was the sale strategy adopted by their Company.

The questionnaire for the advertising agency and the media owner could not be administered to many respondents. It was discovered that most of the few places that had something to do with advertising were more of sign writers' shops and letter press proprietors. In view of this, only two people responded to the questionnaire for the advertising agency and the media owner. One of them was a one-time media executive with the Ogilvy Benson and Mathers Limited, Lagos, an international advertising agency. The second respondent had worked several years with a media house, Nigerian Television Authority (NTA) Jos. Two hundred people were surveyed for the newspaper, magazine and television audience questionnaires.

Descriptive statistics such as percentages, means, modes and medians were employed in the analysis of the data gathered for the pilot testing. The pilot test showed that

the instruments could achieve the objectives set for it, there was no need to make any changes.

3.5 Statistical Analysis

Based on the findings of the pilot tests and in agreement with similar studies conducted by experts such as Evans (1976), and Davis (1981), on advertising media; descriptive statistical method of analysis was found to be the most appropriate option for this study. Data collected were assigned scores and converted into frequencies, percentages, standard deviation in analyzing and computing of the results. It has been established that information could be reduced to simple numerical values for effective statistical analysis (Shannon and Weaver, 1962 and Nie *et al*, 1975).

Chapter 4

TREATMENT

INTRODUCTION

The main objective of this study was to evaluate the relative effectiveness of the graphics and copy appeals used by advertisers and to measure the degree to which the audience respond to print and television advertising media.

This chapter deals with the analysis of data collected from the survey conducted among 10 media houses, 5 consumer product manufacturing industries, 9 advertising agencies and 394 newspapers, magazine and television audience in Nigeria. Four sets of questionnaires were adapted, pilot tested and used in this study. For effective coverage of the scope of the study, the survey was divided into four parts. Three sets of questionnaire were adapted for the media owner, the advertiser and the advertising agency. The fourth questionnaire was for survey of audience.

4.1 Analysis

4.1.1 Responses from Media Owners

Out of the ten media houses surveyed, six came from the print, that is four newspaper and two magazine houses and four television houses.

The newspapers were (1) the Daily Times, (2) the New Nigeria, (3) the Nigeria Standard and (4) the Voice. The magazines were: (1) the Times International, and (2) the Newswatch. The televisions were (1) the Nigerian Television Authority,

Lagos, (2) the Nigerian Television Authority, Kaduna, (3) the Plateau Radio Television Corporation, Jos and (4) the Nigeria Television Authority, Makurdi.

All ten senior executives, from the various establishments surveyed responded. The staff strength of the media houses surveyed ranged from 273 to 340 workers. Forty percent of the respondents worked with newspapers, 20 percent were workers with magazine medium while 40 percent were staff of the television (Table 4.1)

Table 4.1: Staff Strength of the Media Houses

Category	Newspapers				Magazines		Television			
	1	2	3	4	1	2	1	2	4	4
Senior	106	60	-	-	120	-	150	100	115	-
Intermediate	54	150	-	-	100	-	250	200	80	-
Junior	113	180	-	-	150	-	300	240	120	-
Total:-	273	390			370		700	540	315	

Source: Field Survey, 1990.

Table 4.2 reveals that majority (70%) of the respondents were within the age bracket of 41 to 50 years while 30% were within 31 to 40. A close look at the table also indicates that 90% of the respondents have practised for a period between 6 to 15 years. Only 10% falls within 5 years. An indication that those that were surveyed were experienced people as evidenced in their attitudes and responses to the questionnaires. However, it was noticed that the 20% of the respondents within the

age bracket of 46 to 50 were reluctant at the preliminary stage of the survey. Furthermore, the table shows that 60% have had subsequent training since they joined the media establishments. Forty percent never had further training.

Table 4.2: Age Distribution of the Media Owners Per Years of Practice and Subsequent Training

Age		Years of Practise			Subsequent Training	
		1-5	6-10	11-15	Yes	No
31-35	20%	-	20%	-	20%	-
36-40	10%	-	-	10%	-	10%
41-45	50%	10%	10%	30%	20%	30%
46-50	20%	-	-	20%	20%	-
Total	100% (N = 10)	10%	30%	60%	60%	40%

Source: Field Survey, 1990.

Also, the table indicates that the opportunity for further training did not depend on the number of years of practice. Two factors were responsible for those who never had further training. First, it was because at the executive level and above, those employed had attained a certain high standard before being employed. Moreover, some of the respondents considered further training to be a matter of interest and self development which was no priority to some of them. The resultant effect is that they lacked development drive. The second reason was the policy of some media houses

not to train all categories of workers. Such media houses felt that with orientation, they can pick new hands especially with those who's services do not require much skill. Thereby saving the cost. Where they claimed that every category of staff enjoyed the development programme, such privilege was subjected to availability of funds. Therefore, it is evident that not all the media houses had meaningful staff development programme.

Table 4.3: Area of Specialisation per the Highest Qualification of the Media Owners

Specilization	Percentage of Respondents	Highest	Qualification	
		Diploma	Bachelor Degree	Masters Degree
Marketing	50%	50%	-	-
Business Studies	10%	10%	-	-
Mass Communication	10%	-	-	10%
Sociology	10%	-	10%	-
Public Relations	10%	10%	-	-
Banking	10%	10%	-	-
Total:-	100%	80%	10%	10%
	(N = 10)			

Source: Field Survey, 1990.

A close observation of table 4.2 shows that 80% of the media owners were diploma holders while the remaining 20% were degree holders. Also, none of the media owners specialized in advertising. There was inadequate exposure and lack of relevant training for the media owners and where some of them went for further

training, such training was inadequate and irrelevant. This may be due to the failure of the media houses management to relate and appreciate the role of advertising to their establishment thereby not taking training in advertising seriously

The respondents classified those who advertised through their media into three categories:

1. Corporate bodies made up of producers of consumable articles, banks both merchant and commercials, insurance companies, educational institutions and advertising agencies.
2. Governments, comprising the federal, state and local governments.
3. Individuals, comprising employers of labours and traders.

It was observed that manufacturers of consumable articles, especially, the multinationals like Lever Brothers, A.J. Seward, Cadbury, Coca Cola and 7 Up utilized the television medium more for their adverts. The NTA Headquarters, Lagos, due to its national coverage, was generally used for such advertisements.

A cross tabulation of respondents' age, education, and experience with media performance in table 4.4 indicates that within the newspaper media, the older the respondent both in age and experience the better the performance and attraction of readers to the medium. Two newspapers with the average readership of 50,000 and 60,000 were state government owned thus their coverage was mainly local and state wide. Those with 83,283 and 109,785 readers were federal government owned, they have nation-wide coverage.

Table 4.4: Media Houses' Advertising/Marketing Managers' Professional Experiences and Media Performance

Age	Education	Experience in Years	Types of Media	Years of Operation	Performance, Attraction of Consumers
42	Diploma	7	State Newspaper	1981	50,000 Readers
42	Diploma	10	State Newspaper	1972	60,000 Readers
45	Diploma	13	Fed. Newspaper	1966	83,283 Readers
46	Diploma	15	Fed. Newspaper	1925	109,785 Readers
42	M.Sc.	14	Fed. Magazine	-	80,000 Readers
34	B.Sc.	8	Private Magazine	1985	100,000 Readers
45	Diploma	13	National Television	1962	40,000,000 Viewers
47	Diploma	15	Zonal Television	1962	6,242,950 Viewers
37	Diploma	14	State Television	1983	1,232,485 Viewers
35	Diploma	10	Zonal Television	1977	300,000 Viewers

Source: Field Survey, 1990.

In the case of magazine and the television media, the age of individuals did not actually bear much relationship with years of practice as evident in the respondent who was 37 years of age with 15 years working experience along with others who were in their late forties with either the same or less years of working experience. There is relationship between the ages of the respondents with the level of their education as all of the respondents with either diploma or degree qualifications were either very close to forty years of age or in their forties. The data revealed that the more experience the workers, the more attraction of readers or viewers to the

medium. The television viewership of 40,000.00 has national coverage through network while the remaining three television stations had state or local coverage.

Table 4.5 show differences in the cost for advert spaces, coverage and patronage. The data indicate that the wider the coverage of the medium, the higher the cost per space of advert in both the newspaper and magazine media. There is close relationship between the prices of two state government owned newspapers with the readership of 50,000 and 60,000 in cost based on their readership. The seemingly disparity in the cost of advert spaces for two newspapers with readership of 83, 283 and 109, 785 with the others is because the two were federal government owned with nation wide readership while the remaining two were state owned with lesser readership. Generally, all the media were patronized by corporate bodies, governments and individuals. The newspapers with national coverage and the two magazines have additional patronage from the multinational companies. The newspapers with state coverage were used by multinational companies when there was need to concentrate on a target market within a state or region of the country.

Ratio of cost to coverage of the advertising media in table 4.5 reveals that it is cheaper for the advertiser to reach consumers through the magazine medium than the newspapers. While on the coverage, for instance, advert per reader cost for full space is N0.07 newspapers, that of magazines equivalent is N0.04. However, the wide margin between the rates at which newspapers and magazines were sold to the audience has the resultant effect of the media audience purchasing newspapers more than magazines.

Table 4.5: A Comparative Distribution of Cost with Coverage and Patronage of the Newspaper and Magazine Media

Type of Media	Cost Per Advert Space			Coverage	Cost Per	Patronage
	Full Page	Half Page	One Quarter Page			
	N	N	N	N	N	
Newspaper	4,000	2,244	1,276	50,000	0.08	Corporate bodies, governments and individuals.
Newspaper	4,300	2,900	1,500	60,000	0.07	"
Newspaper	7,500	3,750	2,100	83,283	0.09	Corporate bodies, governments, individuals and multinationals.
Newspaper	8,000	4,000	2,500	109,785	0.07	"
Magazine	3,600	1,500	900	80,000	0.04	"
Magazine	4,000	1,900	1,100	100,000	0.04	"

Source: Field Survey, 1990.

None of these costs are absolute - all are subject to change and negotiation.

Since the advertiser is selective as to the medium that is both cheaper and can disseminate information easily to the target audience newspaper is preferred to magazine. Moreso, newspaper has the primary appeal of delivering news promptly and in detail (Weilbacher, 1979). On the whole, a newspaper is considered to be more of a mass medium and is read by a larger proportion of families than magazine (Starch, 1883).

Table 4.6: A Comparative Distribution of Ratio of Cost to Coverage and Patronage of Television Stations

Time in Second	Television Stations							
	1	Ratio of Cost to Coverage	2	Ratio of Cost to Coverage	3	Ratio of Cost to Coverage	4	Ratio of Cost to Coverage
	Cost of Advert		Cost of Advert		Cost of Advert		Cost of Advert	
60	25,200	0.0006	315	0.0001	110	0.0001	259	0.0009
40	21,743.75	0.0005	248.50	0.0002	90	0.0001	200	0.0007
30	16,500	0.0004	180	0.0001	60	0.0001	156	0.0005
Coverage	40,000,000		6,242,950		1,232,485		1,300,000	
Patronage	Multinationals, Corporate bodies, Governments and individuals.		Corporate bodies, Governments and individuals		Corporate bodies, Governments and individuals		Corporate bodies, Governments and individuals	

Source: Field Survey, 1990.

None of these costs are absolute - all are subject to change and negotiation.

The variation in the cost of air time as in table 4.6 is due to the difference between coverage by each station. The station with 40,000,000 viewers had a national coverage. While one had a state coverage, the remaining two had zonal coverage. Variations in air time charges is due to the level of demand. Demand was heavier in peak than off-peak hours. The data showed that the ratio of cost to coverage of all stations were relatively close to each other except for some minor variations.

The data suggest that the television station with ₦0.0001 cost for each of the air-time segment is the cheapest. However, close observation reveals that the station with 40,000,000 viewers will yield better dividends to the advertiser because on the average more people are reached at a lesser cost. As a result of this advantage, this station attracts adverts from bigger industries and the multinationals. Stations with state coverage were utilized more by corporate bodies, government and individuals. A comparison of tables 4.5 and 4.6 shows that the cost of reaching an individual through the television medium is cheaper than either through the newspaper or magazine.

Table 4.8 shows the raw scores of 10 advertising marketing managers from 10 media houses. The scores ranged from score 71 out of possible maximum score of 73. The mean score was 60.6 with a standard deviation of 9.72. The age range was from 34 to 47 years.

Table 4.7: The Demographic Data of Media Houses' Advertising/Marketing Managers

Sex	Age	Education	Area of Specialization	Experience Years	Type of Media Worked for
Male	42	Diploma/PGD	Public Relation	7	State Newspaper
Male	42	Diploma	Marketing	10	State Newspaper
Male	45	Diploma	Marketing	13	Federal Newspaper
Male	46	B.Sc.	Marketing	15	Federal Newspaper
Male	34	M.Sc.	Sociology	8	Privage Magazine
Male	42	Adv. Diploma	Mass Communication	14	Federal Magazine
Male	37	P.G. Diploma	Marketing	14	State Television
Male	35	Diploma	Business Admin.	10	Zonal Television
Male	47	Diploma	Banking	15	Zonal Television
Male	45	Diploma	Marketing	13	National Television
N = 10					

Source: Field Survey, 1990.

Two of the respondents worked with state newspapers. One with 7 years working experience and had a score of 62 while the other with 3 years working experience scored 51. The one with the highest score had both diploma in marketing and a post graduate diploma in advertising and public relations. The lowest scorer had diploma in marketing. Both respondents were 42 years of age. The years of working experience and area of specialization appeared to have played a role in the scores (see tables 4.7 and 4.8).

Table 4.8: Media Houses' Advertising/Marketing Managers' Scores on Extent of Knowledge in Advertising

Questionnaire Items	Respondents' Scores												Mean	SD	
	Newspaper				Magazines		Television				% Score				
	1	2	3	4	1	2	1	2	3	4					
1. Indication of media through industry worked for	1	1	1	1	1	1			1	1	1	1	100	1	0
2. List of customers	1	1	1	1	1	1			1	1	1	1	100	1	0
3. Stating circulation/viewer data	1	1	1	1	1	1			1	1	1	1	100	1	0
4. Stating space/air time costs	1	1	1	1	1	1			1	1	1	1	100	1	0
5. Specifying advert rates and discounts	2	2	2	2	2	2			2	2	2	2	100	2	0
6. Stating percentage for canvassing	1	1	1	1	1	1			1	1	1	1	100	1	0
7. Effects of space and air time sales rates	1	1	2	2	0	1			1	1	0	2	55	1.1	0.74
8. Media activities' concentration	2	2	2	1	2	2			2	2	2	2	95	1.9	0.31
9. Expected role of advertising agency	4	1	4	4	4	1			4	4	2	4	80	3.2	1.31
10. Terminating contract with client	3	1	4	4	4	1			4	3	1	4	72.5	3.1	1.28
11. Elements of good media/agency relationship	3	4	4	4	4	4			4	4	4	4	97.5	3.9	0.31
12. Rating media owner/agency relationship	1	1	1	1	1	1			1	1	1	1	100	1	0
13. Understanding campaign proposal	2	1	3	3	1	1			3	1	0	3	60	1.8	1.13
14. Opinion on agencies' knowledge	1	1	1	1	1	1			1	1	1	1	100	1	0
15. Ability to identify a good advert	4	1	4	4	4	1			4	4	1	4	77.5	3.1	1.44
16. Keeping to agreement	1	1	1	1	1	1			1	1	1	1	100	1	0
17. Advertisement position factor	2	1	2	2	2	1			2	1	1	2	80	1.6	0.51
18. Opinion on booking deals	2	2	2	2	2	2			2	2	2	2	100	2	0
19. Advice to advertisers and agencies	5	5	5	5	5	3			5	5	2	5	90	4.5	1.0
20. Avoidance of inimical practices	2	0	2	3	3	1			3	3	1	3	70	2.1	1.1
21. Percentage advert reflecting International Standard	1	1	1	1	1	1			1	1	1	1	100	1	0

Table 4.8 cont'd

Questionnaire Items	Respondents' Scores												Mean	SD	
	Newspaper				Magazines				Television						
	1	2	3	4	1	2	3	4	1	2	3	4			
	% Score														
22. Percentage of advert reflecting Nigerian Culture	1	1	1	1	1	1	1	1	1	1	1	1	100	1	0
23. Staff strength	3	3	3	3	3	3	3	3	3	3	3	3	100	3	0
24. Departments in the industry	5	5	5	5	5	5	5	5	5	5	5	5	100	5	0
25. Identifying the central goal of advertising	1	1	1	4	1	1	4	2	1	4	2	1	50	2	1.41
26. Sufficiency of material for advertising	2	3	2	3	3	2	3	2	2	2	2	2	80	2.4	0.5
27. Identifying major problems of advertising	3	3	3	3	3	3	3	3	3	0	3	3	90	2.7	0.94
28. Advertising training required	4	4	3	2	3	4	4	3	0	3	4	3	75	3	1.24
29. Staff development programme	2	1	2	4	1	1	2	3	4	4	2	4	60	2.4	1.26
Total	62	51	65	70	62	49	70	63	43	71					

Source: Field Survey, 1990.

Max. Score = 73 $\bar{X}$ = 60.6 SD = 9.72

N = 10

There were 2 respondents from federal newspapers, the one with 13 years working experience scored 65 while the other with 15 years working experience scored 70. Both had diploma in marketing. The one with the highest score had attended seminars on advertising and had learnt on the job while the partner with a lower score only had on-the-job training. Working experience and exposure of individuals appeared to have contributed to their performance.

One respondent, aged 34 years with 8 years working experience with a private magazine publishing house scored 62. He had a bachelor's degree in sociology with a subsequent training in advertising, communications and marketing. Another respondent from a federal magazine, aged 42 with 14 years working experience scores 49 (see tables 4.7 and 4.8). This respondent had a master's degree in mass communication with a post-graduate training in media advertising from an institution abroad. He specialized in international reporting and advertising. Although this respondent had the highest educational level, his score ranked second to the lowest. The respondent did not state his qualification prior to the master's degree. His performance suggests that it was not related to advertising. Lack of adequate background training in marketing and advertising must have contributed to the poor performance.

There were 4 respondents from television, 1 from state television, 2 from zonal television houses (NTA, Kaduna and Jos) and 1 from the national television. Two of the respondents had the highest scores of 70 and 71. The one who scored 70 had advanced diploma in advertising and marketing from Britain. He had 14 years working

experience. The other who scored 71 also trained in Britain and had a professional diploma of Chartered Institute of Marketing with 13 years working experience (see tables 4.7 and 4.8).

Another respondent with the zonal television scored 63. This respondent had a post graduate diploma in business studies with 10 years working experience on the job. The respondent with the lowest score of 43 was from a zonal television. He was one of the two with 14 years working experience. He had a diploma in Banking and had no subsequent training except for the on-the-job training (table 4.7 and 4.8).

The inferences from these data are that most of the media houses advertising managers never had training in advertising. While some had training in related area of marketing, others were unrelated. Those whose area of specialization were related to advertising or had subsequent training in advertising performed better. The highest scorer and those with high scores had their qualifications in marketing. From the evidence provided, an advance degree in journalism does not necessarily make one perform as an advertising manager neither would professional qualification in banking.

On an item that sought to know the opinion of the media owners on their relationship with the agency and advertisers, 60 percent of the media owners described it as being very good while 40 percent considered it satisfactory.

The findings on the extent of the knowledge of the media owners in advertising recorded a mean of 60.6 points with a standard deviation of 9.72 out of the maximum score of 73 points. As regards the ability to identify the content of a good advertisement, the media owners scored 77.5%. Also, the media owners scored 50%

on ability to identify the central goal of advertising. The results indicate that the media owners had a good knowledge of advertising and could be considered as being competent on their jobs.

Concerning the effects of advertising space and air time on usage of the prints and television media, 70 percent of the media owners considered it to be encouraging to the agencies and advertisers while 30 percent were undecided.

The media owners were asked based on their experiences in advertising to identify the major problems of advertising in Nigeria. The major problems identified are as follows:

1. Lack of comprehensive market information on media.
2. Lack of facilities for proper colour separation and materia for magazine industry.
3. Inability of clients to make advertising budget decisions on time.
4. Low awareness of advertising impact on individuals compared to other civilized world.
5. Ignorance on the part of some consumable product manufacturers who either fail to advertise or spend enough on advertising. Apart from well established firms most small companies and individuals seem not to be aware of the importance of advertisement in sales and services.
6. Lack of good communication system.
7. Lack of professionals and inadequate training of most personnel in the advertising industry.

The inference from the identified problems were that the media owners, the advertisers and agencies did not study the media profile adequately. Also, that they did not conduct thorough research to ascertain the state of the market. It appeared that lack of expertise in the advertising industry was responsible for such failure. The three parties - the media owners, the advertisers and agencies seemed to be lacking in dynamism to play their roles effectively.

4.1.2. Responses from the Industries

The respondents were senior staff from five industries which manufactured food, drinks, toiletries, confectionary, petroleum products and petro-chemicals who had experienced 8 to 15 years working. Their ages ranged from 33 to 41 years. Also, staff strength of the industries investigated ranged between 1,500 to 2,000 workers. The customers to the industries comprised of the proprietors of supermarkets and individually owned shops, hotels and restaurants, bakeries and confectioners, distributors and general merchants traders and individuals including housewives and children who buy from the distributive agents. Newspaper, magazine, television, radio and billboards were the media used by the advertisers in their sales promotions. Only one of the industries was not using the magazine medium for its advertising promotions.

Table 4.9: Approximate Ratios of Total Advertising Expenditures for the Products of Four Industries in Recent Years

Media	Industries				Mean	SD
	1 %	2 %	3 %	4 %		
Newspaper	8	5	20	30	15.75	9.96
Magazine	10	5	0	35	12.5	13.46
Television	40	45	60	20	41.25	14.31
Radio	30	25	30	15	25	6.12
BillBoard	6	20	0	0	6.5	8.17
Dealer helps	6	0	0	0	1.5	2.6

Source: Field Survey, 1990

Eighty percent of the respondent provided information on advertising expenditures for products by media while 20 percent declined. As seen in table 4.9, television advertising had the largest share of expenditures of 60%, 45% and 40% in three industries while newspapers and magazine had relatively higher share in the fourth industry. The use of television had a mean score of 41.25 with a standard deviation of 14.31 (the highest percentage expenditure in the broadcast media from a raw score range of 20 to 60).

The radio medium had a mean score of 25 points with a standard deviation of 6.12. Newspaper had a mean score of 15.75 points with a standard deviation of 9.96. The magazine had a mean score of 12.5 points with a standard deviation of 13.46.

The inferences from these data were that television was the main advertising medium utilized by the advertisers. Also, from the evidence provided the depth of the utilization of advertising media, print and television by the industries was below average.

The pattern for appointing advertising agencies by the advertisers varied from one industry to another. Two major patterns were in use; appointment made by Chairman/Managing Director and that in which marketing/sales directors make the appointment.

Table 4.10: Industries' Product Varieties and Appointment of Agencies

Type of Industry	N	Product Varieties	Agencies Employed	Last Appointment of an Agency
Food/Confectionary	1	4	5	1990
Food/Detergent & Soap	1	7	2	1990
Petroleum & Petro-chemicals	1	7	2	1990
Food/Agricultural	1	3	1	1990
Drinks	1	2	1	1988
Total:-	5	23	11	-

Source: Field Survey, 1990.

As seen in table 4.10, food/confectionary, food/detergent and soap, and petroleum industries with varieties of products made use of the services of more than one agency, the least number of agencies employed being two and the highest was

five. Eighty percent of the industries appointed agencies in 1990 while 20 percent had it in 1988. Sixty percent of the 80 percent industries that appointed new agencies in 1990 did so due to performance-related problems and poor interpersonal relationships with some agencies. Table 4.11 indicates specific areas of dissatisfaction: insensitive to the changing market situation, such as agencies not monitoring campaigns especially television and radio, was the most serious reason for agencies being laid off. This is followed by lack of respect for the client and the agencies being busy with new business.

Table 4.11: Advertiser’s Reasons for Changing Agencies

Type of Industry	N	Insensitive to Market Situation	Lack of Respect	Busy with New Business
Food/Confectionary	1	Yes	Yes	Yes
Food/Toiletries	1	Yes	No	No
Petroleum	1	Yes	No	Yes
Total:-	3	-	-	-
(N = 5)				

Source: Field Survey, 1990

Forty percent of the advertisers regarded the advertising service they received as very good or good, 20 percent said it was fair and 40 percent considered it not very good. Unsatisfactory creative work was the major problem mentioned by the industries that were dissatisfied with services from advertising agencies.

Table 4.12: The Demographic Data of the Industries' Advertising/Marketing Managers.

Sex	Age	Educational Qualification	Area of Specilization	Experience Years	Type of Industry worked for
Male	36	Diploma	Marketing	8	Food/Confectionary
Male	41	B.Sc	Marketing	10	Food/Toiletries
Male	38	B.Sc	Marketing	11	Petroleum
Male	33	B.Sc	Marketing	10	Food/Agric.
Male	37	HND	Marketing	7	Drinks

N = 5

Source: Field Survey, 1990

Table 4.13 shows the raw scores of 5 industries' advertising/marketing managers surveyed. The raw scores ranged from 72 to 99 out of possible maximum score of 122. The mean score was 81.4 with a standard deviation of 11.05. The age range of the respondents was from 33 to 41 years. Three of them had bachelor's degrees in marketing. Of the remaining 2, one had a higher national diploma and the other had a national diploma, both in marketing. While all the advertisers majored in marketing, none of them specialized in advertising (see table 4.12).

Table 4.13: Industries' Advertising/Marketing Managers' Scores on Extent of Knowledge in Advertising

Questionnaire Items	I n d u s t r i e s							Mean	SD
	Food Confectionary Beverages	Food/ Soap	Petro- leum	Food/ Agric.	Drinks	Score			
1. List of goods sold and customers	2	2	2	2	2	100	2	0	
2. Medium used in advertising promotions	5	5	5	3	5	76.66	4.5	0.89	
3. Approximate ratio of advertising expenditure expenditures	6	5	4	3	0	40	3.6	2.3	
4. Industry's involvement in advert planning	1	1	1	1	1	50	1	0	
5. Agency responsibility to the industry	3	2	2	2	2	55	2.2	0.44	
6. Criteria for selecting advertising agency	3	1	1	2	1	40	1.6	0.89	
7. Decision on agency appointment	1	1	1	1	1	100	1	0	
8. Agency and date of appointment	2	2	2	2	2	100	2	0	
9. Basis for terminating contract	1	1	2	3	1	53.33	1.6	0.89	
10. Rating relationship with agency	1	1	1	1	1	100	1	0	
11. Understanding campaign proposal	1	2	2	1	1	46.66	1.4	0.54	
12. Opinion on advertising knowledge	4	4	1	4	1	81.25	2.8	1.64	
13. Assessment of marketing situation	1	1	1	1	1	100	1	0	
14. Advert effectiveness through value of medium	4	4	2	2	1	52	2.6	1.34	
15. Ability to identify content of a good advert	4	4	2	4	2	80	3.5	1	
16. Media selection, approval and reason	2	2	2	2	2	100	2	0	
17. Effects of fees charged by agency	1	1	1	1	1	50	1	0	
18. Frequency of agency meeting deadline	4	4	4	4	4	100	4	0	
19. Honesty in business of the media owner	1	1	1	1	1	100	1	0	
20. Advertisement position factor	2	1	1	1	2	70	1.4	0.54	
21. Relationship of advertising to editorial	3	1	1	1	1	46.66	1.4	0.89	

Table 4.13 Cont'd

Questionnaire Items	I n d u s t r i e s						
	Food Confectionary Beverages	Food/ Soap	Petro- leum	Food/ Agric.	Drinks	Score	Mean SD
22. Authenticity of reader/viewer data	2	3	1	1	1	53.33	1.2 0.44
23. Effect of space and air time rates	1	2	2	2	0	70	1.4 0.89
24. Adequacy of advertising copy reproduction	2	2	1	1	1	70	1.4 0.54
25. Media activities, concentration and reasons	2	2	2	2	2	100	2 0
26. Opinion on booking deals	1	1	1	1	1	50	1 0
27. Other services expected of media owners	3	2	1	2	1	60	1.8 0.83
28. Media owner respect for real problems	1	1	1	1	1	100	1 0
29. Client keeping to advertising plan	2	1	2	1	1	46.66	1.4 0.54
30. Advice to media owners and agencies	5	5	5	5	5	100	5 0
31. Research-frequency, reasons and findings	6	4	5	3	5	65.71	4.6 1.14
32. Sufficiency of material for advertising	1	1	1	3	3	60	1.8 1.09
33. % of advert reflecting International standard	1	1	1	1	1	100	1 0
34. % of advert reflecting Nigerian culture	1	1	1	1	1	100	1 0
35. Staff strength and departments	7	0	7	5	5	60	4.8 2.86
36. Ability to identify the central goal of advert	4	1	1	1	1	40	1.6 1.34
37. Identifying the major problems of advertising	2	3	3	3	3	93.33	2.8 0.44
38. Advertising training	3	1	0	2	3	45	1.8 1.3
39. Staff development programme	4	2	2	3	3	70	2.8 0.83
Total	100	79	76	81	71		

Source: Field Survey, 1990 Max. Score = 122 X = 81.4 SD 11.05 N = 5

The respondent from food/confectionary and beverage industry, aged 36 years was a diploma holder with 8 years' working experience and had the highest score of 100. He attended a course in advertising communications along with on the-job training. Next is the respondent from food/agricultural industry, aged 33 years who scored 81. He had a bachelor's degree with 10 years working experience. Working experience and further training appeared to have played a role in the scores as the two respondents had the highest scores of 100 and 81 respectively while the rest with less qualifications scored lower (table 4.12 and 4.13).

The scores of the 2 respondents from food/detergent and soap industry, and petroleum/petrochemical industry were very close. The respondent from the food/detergent and soap industry scored 79. He was 41 years of age with 10 years working experience and had attended seminars on advertising with on-the-job-training. The other respondent from the petrol/petrochemical industry, aged 38 years with 11 years working experience scored 76. Apart from on-the-job-training, he had no further training. Both respondents had bachelor's degrees. The scores of 79 and 76 are very close to each other. It appears that there is not much difference between the respondent who had attended seminar and the one who did not. As such working experience appeared to have played a role in the scores (table 4.12 and 4.13).

One respondent from the drinks industry, aged 37 with higher national diploma qualification in marketing and 7 years working experience scored 71. Apart from on-the-job-training, this respondent had no further training in advertising. Lack of further training appeared to have affected the respondent score.

The inference from these data are that age did not appear to have played any role in the scores. However, educational levels and further training contributed to the scores. On the whole, all the advertisers performed above average (table 4.13). Respondents' backgrounds in marketing must have influenced their performances.

As regard the relationship of the advertisers with the agencies and the media owners, 80 percent of the advertisers considered their relationship to be very good while 20 percent said it was satisfactory.

The advertisers had a mean score of 81.4 points with a standard deviation of 11.05, out of possible maximum score of 122 points on the extent of knowledge they had in advertising. On ability to identify the content of a good advertisement they recorded 80%. However, on ability to identify the central goal of advertising, they scored 40%. It could be said that the advertisers were competent on their job to a very high extent and that they also had few areas of deficiencies.

Eighty percent of the advertisers considered the effects of costs of advertising space and air time to be favourable to their business while 20 percent were undecided. The cost of advertising a product is built into its marketing price making the ultimate consumers to bear the burden. Therefore, the advertisers will find the cost of advertising favourable so long as the consumers continue to buy.

The problem of advertising in Nigeria as identified by the advertisers include:

1. Lack of adequate training and creativity.
2. False claims of product's quality by some manufacturers.
3. Illiteracy on the part of some product manufacturers and consumers.

4. Poor finance or advertising budget.
5. Cost of advert production being too high while quality is low.
6. Lots of advertising works were still done abroad.

4.1.3 Responses from the Advertising Agencies

The respondents surveyed were 9 advertising agencies' personnel. The agencies were Ogilvy Benson and Mather PLC; Lagos, Lintas PLC; Lagos, Grant Advertising PLC; Lagos, Norsmedia PLC., Kaduna, Central Media Business Unit PLC., Kaduna and Rap Industrial Publicity PLC., Kaduna. Others were Adpure PLC., Jos, Grassroots Communications PLC., Makurdi and Galaxy Advertising and Production PLC., Makurdi. Apart from Rap Industrial Publicity which later returned the completed questionnaire by post all others were collected by hand.

Two types of agencies were identified, namely, the small or 'one-man bound' and the big agencies. The clients for the small agencies comprised of banks, parastatals, private companies, local and state governments. Those for the big agencies were national and multinational companies whose businesses were food, drinks, drugs, cosmetics, oil and chemicals, electronics and automobiles. Two agencies indicated that 5% to 25% of the adverts they handled came to their agencies with the design partially completed. These agencies were 'one-man bound'.

The breakdown of the staff strength in the advertising agencies in table 4.14 shows that the first four agencies had the highest number of staff (90, 87, 81, and 70).

Table 4.14: Staff Strength of the Advertising Agencies

	1	2	3	4	5	6	7	8	9	X	SD
Senior	20	15	10	16	3	1	2	4	1	8	7.38
Intermediate	25	22	15	21	5	8	4	3	4	11.88	8.89
Junior & Others	45	50	56	33	15	4	6	4	3	24	21.98
Total	90	87	81	70	23	13	12	11	8		

Source: Field Survey, 1990.

The highest of the remaining five was 23. The data reveals two classes of advertising agencies: the small and the big agencies.

One common characteristics of the small agencies was that the staff members were fewer, in most cases between 1 to 2. In cases where the senior staff is just one person, it was revealed that person was the sole proprietor of the agency.

Agencies' senior staff strength had a mean of 8 with a standard deviation of 7.38. The intermediate staff strength had a mean of 11.88 with a standard deviation of 8.89. Also, junior staff and other lower ranks had a mean of 24 with a standard deviation of 21.98. There were more junior staff in the agencies than the senior and intermediate staff. Also, there was a high concentration of junior workers in some industries than others. The reason associated with this may be as a result of the size of the agencies, that some are small while others are big. Also, the agencies that handled more 'accounts' and were exposed to more jobs needed more junior workers to carry out certain jobs. (table 4.14)

Table 4.15: The Demographic Data of the Agencies' Personnel

Sex	Age	Level of Education	Area of Specialization	Years of Experience	Type of Agency	Patronage
Male	44	Diploma	Law/Insurance	13	Small	Private Companies State & Local Govt.
Male	32	HND	Graphics	6	"	"
Male	33	BSc.	TV/Radio	10	"	"
Male	41	Diploma	Mass Comm.	6	"	"
Male	35	HND	Marketing	14	"	"
Male	30	Diploma	Marketing	5	"	"
Female	27	B.A.	Graphics	4	Big	Nationals and Multinationals.
Male	43	Diploma	Journalism	10	"	"
Male	-	-	Client service	23	"	"

Source: Field Survey, 1990.

Table 4.16 shows the raw scores of advertising personnel from 9 advertising agencies. The raw scores ranged from 54 to 95 out of possible maximum score of 125. The mean score was 81.55 with a standard deviation of 12.81. Of the 9 respondents, 6 worked with small agencies while 3 worked with big agencies.

The respondent with the highest score of 95, aged 35 years had advanced diploma in marketing with 6 years of working experience. The second respondent scored 93 but did not state his age and qualification. He had practised for 23 years, the longest serving agency personnel among those surveyed. .

Table 4.16: Agencies' Personnel Scores on Extent of Knowledge in Advertising

Questionnaire Items	Respondents									%	Score	Mean	SD
	1	2	3	4	5	6	7	8	9				
1. Listing of clients	1	1	1	1	1	1	1	1	1	1	100	1	0
2. Incoming of Advertisement	1	1	1	1	1	1	1	1	1	1	100	1	0
3. Information flow and clients' involvement	2	2	2	2	2	2	2	2	2	2	94.44	1.88	0.33
4. Opinion on booking deals	1	2	2	2	2	2	0	2	2	2	83.33	1.66	0.7
5. Terminating contracts with clients	1	1	1	0	2	7	1	1	1	1	23.8	1.66	2.06
6. Membership of AAPN	1	4	1	0	1	4	1	1	3	3	44.44	1.77	1.48
7. Determinants of advert creative strategies	1	1	1	1	1	4	1	1	3	3	38.88	1.55	1.13
8. Pattern for remuneration	1	2	1	1	1	1	1	1	1	1	55.55	1.11	0.33
9. Rating relationship with clients	2	2	2	2	2	2	2	2	2	2	100	2	0
10. Opinion on competence of advert managers	2	4	1	1	2	4	1	1	3	3	52.77	2.1	1.26
11. Medium effectiveness	1	5	1	0	1	5	1	4	1	1	42.22	2.11	1.96
12. Ability to identify a good message	1	4	4	0	4	0	4	4	4	4	69.44	2.77	1.85
13. Key individuals in media decisions	5	5	5	1	2	5	4	1	2	2	66.66	3.33	1.8
14. Criteria for approving advertising proposals	4	5	5	5	5	5	1	3	3	3	80	4	1.41
15. Basis for making appeals to consumers	1	2	1	1	3	0	1	3	3	3	55.56	1.66	1.11
16. Frequency of agency meeting deadline	1	1	1	1	1	1	1	1	1	1	100	1	0
17. Media order implementation	1	1	1	1	1	1	1	1	1	1	100	1	0
18. Advertisement position factor	1	1	1	1	1	1	1	2	2	2	61.11	1.22	0.44
19. Opinion on advertising/editorial relationship	1	1	1	0	2	3	1	1	2	2	44.44	1.23	0.86
20. Authenticity of reader/viewer data	2	1	2	3	2	1	3	2	1	1	62.96	1.88	0.7
21. Effects of space and air time sales rates	1	2	2	2	1	2	1	2	2	2	83.33	1.66	0.5
22. Adequacy of advert copy reproduction	1	2	2	2	2	1	2	2	2	2	88.88	1.77	0.44
23. Media activities concentration and reasons	2	1	2	2	2	2	2	2	2	2	94.44	1.86	0.33
24. Honesty expected of clients in business	1	1	1	1	1	1	1	1	1	1	100	1	0
25. Other services expected of media owners	1	1	1	3	2	0	1	1	3	3	48.14	1.44	1.0
26. Media owner's respect for real problems	1	1	1	1	1	1	1	1	1	1	100	1	0

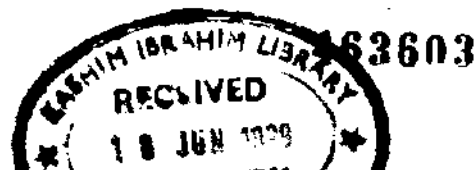


Table 4.16 Cont'd

Questionnaire Items	Respondents									% Score		Mean	SD
	1	2	3	4	5	6	7	8	9				
27. Avoidance of inimical practices	1	1	1	2	1	2	1	2	3	51.85	1.55	0.72	
28. Advice to the media owners	5	0	2	0	5	5	3	5	4	64.44	3.22	2.1	
29. Research-sponsor, frequency, reasons and findings	5	7	7	2	6	4	6	6	7	79.36	5.55	1.56	
30. Awareness of regulation guiding advertising	2	2	2	2	2	2	2	2	2	100	2	0	
31. Availability of materials for advertising	1	3	3	1	1	1	1	1	2	51.81	1.55	0.88	
32. % of Advert reflecting international standard	1	1	1	1	1	1	1	1	1	100	1	0	
33. % of adverts reflecting Nigerian culture	1	1	1	1	1	1	1	1	1	100	1	0	
34. Opinions on creative use of media		1	1	1	1	1	0	1	1	1	88	0.880.33	
35. Identifying the central goal of advertising	1	2	2	1	3	4	4	2	1	55.5	2.22	1.2	
36. Identifying major problems of advertising	1	3	1	2	3	3	2	3	3	77.77	2.33	0.6	
37. Advertising training	3	2	3	1	4	3	3	1	2	61.11	2.44	1.01	
38. Staff strength	4	3	4	4	4	4	3	4	4	94.44	3.77	0.44	
39. Departments in the agency	7	9	9	0	7	8	6	7	7	74.07	6.66	2.69	
40. Staff development programme	1	4	3	1	3	1	4	3	2	61.11	2.44	1.23	
Total	72	93	84	54	88	95	75	84	89				

Max. Score = 125 $\bar{X}$ = 81.55 SD = 12.81 N = 9

Source: Field Survey, 1990.

He seemed to have been trained on-the-job and climbed to the rank of Client Service Manager. This is followed by the respondent that scored 89. He had a higher diploma in marketing with 5 years working experience and aged 35 years (table 4.15 and 4.16). Educational level with relevance of specialization area to advertising and working experience appeared to have played a role in the scores, as shown in the scores of the longest serving agency personnel and the higher diploma holder.

The respondent with a score of 88 had diploma in Mass Communication with 14 years working experience. He was aged 41 years. Another respondent scored 84. He had a bachelor's degree in Journalism with specialization in TV and Radio. He had 10 years working experience, aged 33 years. Also, the sixth respondent aged 43 scored 84. He had diploma in Journalism with 10 years working experience. He attended seminars organised by Association of Advertising Practitioners in Nigeria. Working experience and exposure through seminars appeared to have played a role in the scores (tables 4.15 and 4.16).

The respondent with a score of 75, 32 years of age had a higher national diploma in graphics with 6 years working experience. Another respondent, 44 years of age scored 72, he had a diploma in law and insurance with 13 years' working experience. Apart from on-the-job training, this respondent had no formal training in advertising (4.15 and 4.16). The inference from the results so far is that those with qualifications in the fields related to advertising performed better than those in other fields not directly related to advertising.

The respondent with the lowest score of 54, aged 27 years had bachelor's degree in graphics with 4 years' working experience. This score is considered to be low in view of the fact that part of the curriculum for higher national diploma and bachelor's degree in graphics included advertising. The performance was an indication that there was no adequate training in both theory and practice of advertising. Lack of further training seemed to have contributed to the respondent's poor performance (tables 4.15 and 4.16).

As regard the agencies' relationship with the advertisers and media owners, 66.66 percent described it as being very good while 33.33 percent rated it to be satisfactory.

On the extent of knowledge in advertising, the agencies had a mean score of 81.55 with a standard deviation of 12.81, out of possible maximum score of 125 points. The agencies scored 69.44% on the ability to identify the content of a good advertisement and 55.55% on the ability to identify the central goal of advertising. The inference from the results is that the agencies had a good knowledge that could make them competent on their jobs.

Opinions of the agencies concerning whether the rate at which space and air time were sold, were favourable for their business showed that 60.66 percent were in agreement that they were favourable while 30.33 percent said it discourages the use of the media.

The problems of advertising as identified by the agencies' personnel based on their experiences were:

1. Shortage of skilled manpower due to inadequate training of the practitioners of advertising.

2. Graduates in graphics were deficient in copy writing and marketing appreciation.
3. The media owners undermined business ethics and agencies' activities.
4. Lack of emphasis on quality of product as a winning factor by some advertisers.
5. Proliferation of sub-standard agencies and unethical conducts by such agencies.
6. Lack of adequate media statistics and data.
7. Lack of adequate material and equipments for execution of specialized jobs.

4.1.4 Responses from Newspapers, Magazine and Television Audience

Two advertisements, Ikb Beauty Care Products which featured in the New Nigerian Newspapers of 1989 to 1990 editions and Super Blue Omo detergent which also featured in Newswatch Magazines of 1989 to 1990 editions were displayed before the respondents as they completed the questionnaires. The sampling population were from Kaduna and Makurdi. Four hundred questionnaires were used. Of these 200 were administered to the newspaper, magazine and television audiences respectively. One hundred and ninety eight out of the 200 questionnaires administered to the newspaper audience were returned. Also, 196 out of the 200 questionnaires administered to the magazine and television audiences were returned. In all, 394 media audiences were surveyed.

Respondents of various ages (16 years and above) and various sexes, educational levels and occupations were surveyed. Sixty percent of the respondents to the magazine and television questionnaire in which colour advert of the Super Blue

Omo detergent was used bought the product while 40 percent of the newspaper respondents in which black and white advert of ikb Beauty Care products bought the products. It appeared that colour advert attract more attention than the black and white.

Majority of the female (68) and male(86) respondents had post-primary education while 40 female and 45 male respondents had diplomas from Polytechnics. Twenty two (22) female and thirty one (31) male respondents were either University graduates or Polytechnic diplomates. There were more female (56) whose education terminated at the primary school level than the male (18). On the whole the male respondents were more educated than the female (table 4.17).

There were more people in the professional jobs (44 female and 52 male) and the middle executive jobs (43 female and 50 male). Also, the female respondents were fewer in most of the jobs except in trade. When compared with the male (23), the female had more unemployed people (33), (see table 4.17).

Most of the respondents, 128 female and 141 male, earned between N4,261 to N13,569 while 59 female and 57 male earned below N4,260. The respondents' income levels gave an indication that they had purchasing power to acquire ikb Beauty Products and Super Blue Omo detergent whose adverts were used in the study. The age distributions, ranged between 16 to 41 years (see table 4.17).

Table 4.17: Socio-demographic Data of Media Respondents
(N = 394)

Variables	Non- Formal	Female Primary	Post- Pri.	Poly	Education Univ.	Non- Formal	Male Primary	Post- Pri.	Poly	Education Univ.	n
Unemployed	6	20	4	2	1	33	0	3	10	4	23
Students & Trainees	0	5	17	1	3	26	0	3	22	4	34
Farm & Factory Labour	0	2	4	0	0	6	3	3	0	0	6
Craftmen & Traders	4	29	11	0	0	44	3	12	8	5	33
Middle Level Executive	0	0	32	11	0	43	0	0	36	12	50
Professional	0	0	0	26	18	44	0	0	8	24	52
Total	10	56	68	40	22	196	6	21	84	49	198
Under N4260	6	25	21	3	4	59	3	3	32	8	57
N4261 - N6240	4	31	15	0	0	50	6	15	10	2	39
N6241 - N7140	0	0	14	11	0	25	0	0	20	8	28
N7141 - N9900	0	0	18	13	9	40	2	3	17	18	49
N9901 - N13569	0	0	0	13	9	22	0	0	0	10	25
Total	1	56	68	40	22	196	11	21	79	46	198
16 - 20 years	4	5	12	3	1	25	0	5	22	4	30
21 - 25 years	3	20	15	6	4	48	2	4	22	6	36
26 - 30 years	0	10	17	12	7	46	2	4	17	7	41
31 - 35 years	2	8	9	11	5	37	1	3	10	14	39
36 - 40 years	1	10	7	5	3	26	0	2	9	7	32
41 & above	0	3	6	3	2	14	1	0	6	7	20
Total	10	56	68	40	24	196	6	18	86	45	198

Source: Field Survey, 1990.

Table 4.18 Cont'd.

N		Newspaper			Magazine			TV			Newspaper & Magazine			Newspaper & TV			Female			Male			Total		
		F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	X	SD	X	SD	X	SD	X	SD	
W7141-N9900																									
Non-formal																									
Primary																									
Post-Primary		18	17	8	12	10	5	18	10	12	14	25	29	10	5	83	13.83	6.46	75	13.66	8.93	158	13.16	7.43	
Polytechnic		13	16	5	10	8	6	13	6	26	13	15	26	8	6	75	12.5	7.55	67	11.16	7.80	142	11.83	7.35	
University		9	8	4	4	5	4	9	3	9	8	13	12	5	4	45	7.5	3.44	35	5.83	3.25	80	6.75	3.35	
N9901-N13569																									
Non-formal																									
Primary																									
Post-Primary		0	3	0	0	0	0	0	3	0	0	0	0	0	3	0	0	0	9	1.5	1.64	9	0.73	1.35	
Polytechnic		13	12	4	6	9	6	13	6	13	12	16	18	9	6	64	10.55	4.22	54	9	1.5	134	9.83	4.50	
University		9	16	5	10	4	5	9	4	9	16	15	26	4	6	46	7.56	4.27	68	11.39	8.35	114	9.51	5.6	

Source: Field Survey, 1990.

In table 4.18, among the people who utilized the media, the male were more than the female in the income groups of those below ₦4260, and those between ₦6241 to ₦7140. The female in the income group of ₦4261 to ₦6240 responded to the media more than the male in the same income group. However, there was no difference in the usage of media with those in the higher income groups of ₦7141 to ₦9900 and ₦9901 to ₦13569. On the whole, the data showed that more people in the higher income groups utilized the media than those in the lower income groups. The inference from this results was that the high cost of media hindered many people from utilizing the media.

It was observed that in most cases, those with post primary qualifications had the highest media usage. In the category of those whose incomes were below ₦4260, they had a mean of 17.41 with a standard deviation of 7.01. Those in the category of ₦4261 - ₦4260 income had a mean score of 12.91 with a standard deviation of 8.54. The income group of ₦6241 - ₦7140 had a mean score of 16.33 with a standard deviation of 8.34. Also, those in the income group of ₦7141 to ₦9900 had a mean score of 13.75 with a standard deviation of 7.43 (see table 4.18). The possible explanation as to why those with post-primary qualifications utilized the media more than the other respondents were that most of them were in the middle level executive jobs which gave them more access to the newspapers (see table 4.18). Newspapers were circulated by the managements of some organisations to keep people abreast of the information. Secondly, they utilize the newspaper and TV more than any other group (see table 4.18, newspaper and TV column).

The data revealed that more people watched television and read newspapers than any other media. This could be as a result of the high level of news reporting, believability associated with television and newspaper (Seehafer and Laemar, 1951 and Percy and Rossiter, 1980). Also, the data revealed that women out-number men in television viewing.

Table 4.19 and 4.20 shows the scores of the newspaper respondents on the level of their awareness and response to advertising. In the category of those whose income were below N4260 per annum, the female Polytechnic and University undergraduates had the highest scores of 70% each. This is followed by the male with 65% for those in the Polytechnic and 67.4% for the university undergraduates. Next to these were those whose education terminated at the post-primary level, the female scored 60% while the male counterparts scored 55.1%. The lowest score of 48% came from those without formal education.

In the income category of N4261 to N6240; those without formal education had a lowest score of 36.66%. The scores of the primary school leavers were 50% for the female ones and 52.5% for the male counterparts.

The female respondents with post-primary qualification scored 60% while the male scored 56%.

Table 4.19: Newspaper Audience's Socio-economic Status and Scores on Extent of Awareness and Response to Advertising

Income and Educational Level	Female			Male		
	n	Total Score	% Score	n	Total Score	% Score
Under N260:						
Non-formal	4	87	48	-	-	-
Primary	12	295	54.62	-	-	-
Post-Primary	7	189	60	16	397	55.1
Poly. Undergraduate	2	63	70	4	117	65
Univ. Undergraduate	3	95	70.37	6	182	67.4
N261- N6240:						
Non-formal	-	-	-	2	33	36.66
Primary	18	405	50	8	189	52.5
Post-Primary	12	324	60	9	227	56
Polytechnic	-	-	-	-	-	-
University	-	-	-	-	-	-
N6241- N7140:						
Non-formal	-	-	-	-	-	-
Primary	-	-	-	-	-	-
Post-Primary	6	175	64.81	8	222	61.66
Polytechnic	4	146	81.1	5	176	78.22
University	-	-	-	-	-	-
N7141- N9900:						
Non-formal	-	-	-	-	-	-
Primary	-	-	-	-	-	-
Post-Primary	8	275	76.38	12	393	72.77
Polytechnic	5	183	81.33	10	345	76.66
University	4	153	85	4	144	80
N9901- N13569:						
Non-formal	-	-	-	-	-	-
Primary	-	-	-	-	-	-
Post-Primary	-	-	-	-	-	-
Polytechnic	9	341	84.19	6	216	80
University	4	152	84.44	10	367	81.55
Total	98			100		

(N = 198) Max. Score = 45

Source: Field Survey, 1990.

The respondents in the income category of N6141 - N7140 were those with post-primary and polytechnic levels of education. The female among those with the polytechnic level of education scored 81.1% while the male scored 78.22%. The female among those with post-primary level of education scored 64.81% while their male counterparts scored 61.66%.

In the income category of N7141 to N9900, the highest score of 85% was recorded by the female university graduates. It is followed by 81.33% scored by the female respondents with polytechnic level of education. The scores of the female respondents were 76.60% for the university graduates and 72.77% for those with polytechnic level of education.

The scores of the respondents in the income category of N9901 to N13569 were relatively high and close to each other. The female university graduates scored 84.44% while the male scored 81.55%. Similarly, the female respondents with polytechnic level of education scored 84.19% while their male counterparts scored 80%.

The inferences from these data so far are that the educational level and income appeared to have played some roles in the respondent's performances. In all the categories, those with the highest level of education and income performed better. The only aberration was with the polytechnic and university undergraduates whose income levels were among the lowest but ranked among the highest scorers. The data further revealed that the female respondents were responsive to advertising than the male.

Table 4.20: Item by Item Raw Scores of the Newspaper Audience
(N = 198)

Questionnaire Items															
Serial No.	Income and Educational Level	Sex	Possible Maximum Score Per Item												Total
			1. Readership	2. Reasons	3. Ability to Perceive	4. Ability to State	5. Reactions to Message	6. Reasons to Message	7. Ability to Evaluate	8. User's Benefit	9. Assessment of	10. Products Advantage	11. Attitude to Advert	12. Opinion on advert	
Under N4260															
1.	Non-formal	F	3	1	5	5	0	1	1	1	1	1	2	1	23
2.	Non-formal	F	2	1	5	5	0	0	1	1	1	1	1	1	20
3.	Non-formal	F	4	1	5	0	5	0	1	1	1	1	3	1	24
4.	Primary	F	2	1	5	5	0	0	1	1	1	1	1	1	20
5.	Primary	F	4	1	5	0	5	1	0	1	1	1	3	1	24
6.	Primary	F	4	1	5	0	5	1	1	1	1	1	3	1	25
7.	Primary	F	3	1	5	5	0	1	1	1	1	1	2	1	23
8.	Primary	F	3	1	5	5	0	1	1	1	1	1	2	1	23
9.	Primary	F	4	1	5	5	0	0	1	1	1	1	3	1	24
10.	Primary	F	5	1	5	5	0	0	1	1	1	2	3	1	26
11.	Primary	F	3	1	5	5	0	1	1	1	1	1	2	1	23
12.	Primary	F	2	1	5	5	0	0	1	2	1	1	1	1	20
13.	Primary	F	4	1	5	0	5	1	1	1	1	1	3	1	25
14.	Primary	F	4	1	5	5	0	0	1	1	1	1	3	1	24
15.	Primary	F	4	1	5	5	0	1	0	1	1	1	3	1	24
16.	Primary	F	4	1	0	5	5	1	1	1	1	1	3	1	25
17.	Post-Primary	F	3	1	5	5	5	1	1	1	1	1	2	1	28
18.	Post-Primary	F	3	1	5	5	5	0	1	1	1	1	2	2	28
19.	Post-Primary	F	3	1	5	5	5	1	0	1	1	1	2	1	27
20.	Post-Primary	F	4	1	5	0	5	1	1	1	1	1	2	2	25
21.	Post-Primary	F	4	1	5	1	5	1	1	1	1	2	2	1	26
22.	Post-Primary	F	2	2	5	5	5	1	1	1	1	1	2	1	28
23.	Post-Primary	F	3	1	5	5	5	1	0	1	1	1	2	1	27
24.	Post-Primary	M	4	1	0	5	5	1	1	1	1	1	2	2	25
25.	Post-Primary	M	3	1	5	0	5	1	1	2	1	1	2	2	25
26.	Post-Primary	M	5	1	5	5	0	0	1	1	1	2	3	1	26
27.	Post-Primary	M	4	1	5	0	5	1	0	1	1	1	3	1	24
28.	Post-Primary	M	4	1	5	0	5	1	1	0	1	1	2	2	24
29.	Post-Primary	M	3	1	5	5	0	1	1	1	1	1	2	1	23
30.	Post-Primary	M	2	1	5	5	5	1	0	1	1	1	2	1	26
31.	Post-Primary	M	4	1	5	0	5	1	1	1	1	1	2	2	25
32.	Post-Primary	M	2	5	5	5	0	1	1	1	1	1	2	2	27
32.	Post-Primary	M	2	2	0	5	5	1	1	1	1	1	2	1	23
34.	Post-Primary	M	2	2	5	5	5	0	1	1	1	1	2	1	27

Table 4:20 Cont'd

Serial No.	Income and Educational Level	Sex	Possible Maximum Score Per Item														Total
			5	5	5	5	5	3	3	2	1	1	3	3	4		
75.	Primary	M	3	2	5	5	0	1	1	1	1	1	1	2	2	25	
76.	Primary	M	2	2	5	0	5	1	1	1	1	1	1	2	2	24	
77.	Primary	M	4	1	5	5	0	1	1	1	1	1	1	2	2	24	
78.	Primary	M	4	2	5	5	0	1	1	1	1	1	1	2	2	26	
79.	Primary	M	3	2	5	0	5	2	1	1	1	1	1	2	1	25	
80.	Primary	M	3	1	5	5	0	1	1	1	1	1	1	1	2	23	
81.	Primary	M	2	2	5	0	5	1	1	1	1	1	1	1	1	22	
82.	Post-Primary	M	2	0	5	0	5	1	1	1	1	1	1	1	1	20	
82.	Post-Primary	F	3	1	5	5	5	1	1	1	1	1	1	2	1	28	
84.	Post-Primary	F	4	2	5	5	5	0	1	1	1	1	1	1	1	28	
85.	Post-Primary	F	2	1	5	5	5	1	1	0	1	1	1	1	2	26	
86.	Post-Primary	F	2	5	5	5	0	1	1	1	1	1	2	2	1	27	
87.	Post-Primary	F	2	2	5	5	5	1	1	1	1	1	1	2	1	28	
88.	Post-Primary	F	4	2	5	5	5	1	1	1	1	0	1	1	1	28	
89.	Post-Primary	F	2	2	5	5	5	1	1	1	0	1	1	2	1	27	
90.	Post-Primary	F	3	1	5	5	5	1	1	0	1	1	1	2	1	27	
91.	Post-Primary	F	2	2	5	5	5	1	1	1	1	1	1	2	2	29	
92.	Post-Primary	F	4	1	5	0	5	1	1	1	1	1	1	2	2	25	
93.	Post-Primary	F	4	2	5	5	0	1	1	1	1	1	1	2	2	26	
94.	Post-Primary	F	2	4	5	5	5	1	1	0	0	1	0	1	0	25	
95.	Post-Primary	M	2	5	5	5	0	1	1	1	1	1	1	2	2	27	
96.	Post-Primary	M	2	2	5	0	5	1	1	1	1	1	1	2	2	24	
97.	Post-Primary	M	2	2	5	5	0	2	1	1	1	1	2	2	1	25	
98.	Post-Primary	M	2	5	0	5	2	1	1	1	1	1	2	2	2	25	
99.	Post-Primary	M	3	2	5	5	0	0	1	1	1	1	1	3	1	24	
100.	Post-Primary	M	2	2	5	5	5	1	0	1	1	1	1	2	1	24	
101.	Post-Primary	M	3	1	5	5	5	1	1	1	1	0	1	2	1	27	
102.	Post-Primary	M	2	2	5	0	5	1	1	1	1	1	1	2	2	24	
103.	Post-Primary	M	4	1	5	5	0	1	1	1	1	1	1	2	1	24	
N6241 - N7140																	
104.	Post-Primary	F	4	2	5	5	5	1	1	1	1	1	1	2	1	30	
105.	Post-Primary	F	4	2	5	5	5	5	1	1	1	1	1	3	1	30	
106.	Post-Primary	F	3	1	5	5	5	1	1	1	1	1	1	2	1	28	
107.	Post-Primary	F	4	1	5	5	5	1	1	1	1	1	2	2	1	30	
108.	Post-Primary	F	2	2	5	5	5	1	1	1	1	1	2	2	1	29	
109.	Post-Primary	F	4	2	5	5	5	0	1	1	1	1	1	1	1	28	
110.	Post-Primary	M	3	1	5	5	5	1	1	1	1	1	2	2	1	29	
111.	Post-Primary	M	2	5	5	5	0	1	1	1	1	1	1	2	2	27	
112.	Post-Primary	M	2	2	5	5	5	1	1	1	1	1	1	2	1	28	
113.	Post-Primary	M	3	2	5	5	0	1	1	1	1	1	2	2	2	26	
114.	Post-Primary	M	4	3	5	5	0	2	1	1	1	1	1	3	2	29	
115.	Post-Primary	M	2	2	5	5	5	1	1	1	1	1	1	2	2	29	
116.	Post-Primary	M	3	1	5	5	5	1	1	0	1	1	1	1	1	26	

Table 4:20 Cont'd

Serial No.	Income and Educational Level	Sex	Possible Maximum Score Per Item														Total
			5	5	5	5	5	3	3	2	1	1	3	3	4		
117.	Post-Primary	M	3	1	5	5	5	1	1	1	1	1	1	2	1	28	
118.	Polytechnic	F	4	3	5	5	5	2	2	1	1	1	2	2	3	36	
119.	Polytechnic	F	3	3	5	5	5	2	2	1	1	1	2	2	3	35	
120.	Polytechnic	F	4	3	5	5	5	2	2	1	1	1	2	3	3	37	
121.	Polytechnic	F	4	4	5	5	5	2	2	2	1	1	2	2	3	38	
122.	Polytechnic	M	4	1	5	5	5	2	1	2	1	1	2	3	3	35	
123.	Polytechnic	M	4	3	5	5	5	2	2	1	1	1	1	2	2	34	
124.	Polytechnic	M	4	4	5	5	5	2	2	1	1	1	1	2	1	34	
125.	Polytechnic	M	5	3	5	5	5	2	2	1	1	1	1	3	2	36	
126.	Polytechnic	M	4	4	5	5	5	2	2	1	1	1	1	3	2	37	
N7141 - N9900																	
127.	Post Primary	F	4	3	5	5	5	2	2	1	1	1	1	2	2	35	
128.	Post Primary	F	5	3	5	5	5	2	2	1	1	1	2	2	1	35	
129.	Post Primary	F	4	3	5	5	5	2	2	1	1	1	1	2	2	34	
130.	Post Primary	F	3	3	5	5	5	5	2	2	1	1	2	2	1	33	
131.	Post Primary	F	4	4	5	5	5	2	2	1	1	1	1	2	1	34	
132.	Post Primary	F	5	3	5	5	5	2	2	1	1	1	2	1	1	34	
133.	Post Primary	F	4	4	5	5	5	2	2	1	1	1	1	2	2	35	
134.	Post Primary	F	3	3	5	5	5	3	3	2	1	1	1	2	1	35	
135.	Post Primary	F	4	3	5	5	5	3	2	1	1	1	2	2	1	35	
136.	Post Primary	M	4	4	5	5	5	2	2	1	1	1	1	2	1	34	
137.	Post Primary	M	4	3	5	5	5	2	2	1	1	1	1	2	2	34	
138.	Post Primary	M	4	4	5	5	5	2	1	1	1	1	1	1	1	32	
139.	Post Primary	M	4	4	5	5	5	2	2	1	1	1	1	2	1	34	
140.	Post Primary	M	4	3	5	5	5	2	1	1	1	1	1	2	2	32	
141.	Post Primary	M	4	3	5	5	5	2	2	1	1	1	1	2	1	34	
142.	Post Primary	M	3	2	5	5	5	2	2	1	1	1	1	1	1	30	
143.	Post Primary	M	4	4	5	5	5	1	2	2	1	1	2	2	1	35	
144.	Post Primary	M	4	3	5	5	5	2	2	1	1	1	1	1	1	33	
145.	Post Primary	M	2	2	5	5	5	2	2	1	1	1	1	1	1	30	
146.	Post Primary	M	3	3	5	5	5	2	2	1	1	1	1	2	1	32	
147.	Polytechnic	F	3	3	5	5	5	3	2	2	1	1	2	2	2	36	
148.	Polytechnic	F	5	4	5	5	5	2	2	2	1	1	2	2	2	38	
149.	Polytechnic	F	4	3	5	5	5	2	2	2	1	1	1	2	1	34	
150.	Polytechnic	F	4	4	5	5	5	2	2	2	1	1	2	3	2	38	
151.	Polytechnic	F	4	3	5	5	5	2	2	1	1	1	3	3	2	37	
152.	Polytechnic	M	4	4	4	5	5	5	2	2	1	1	1	1	1	34	
153.	Polytechnic	M	4	4	5	5	5	1	2	2	1	1	1	2	1	34	
154.	Polytechnic	M	4	3	5	5	5	2	2	2	1	1	1	2	1	34	
155.	Polytechnic	M	4	3	5	5	5	2	2	2	1	1	2	2	1	35	
156.	Polytechnic	M	5	5	5	5	5	2	2	2	1	1	2	2	1	38	
157.	Polytechnic	M	4	4	5	5	5	2	2	2	1	1	2	3	1	37	
158.	Polytechnic	M	4	4	5	5	5	1	2	2	1	1	2	2	1	35	
159.	Polytechnic	M	3	3	5	5	5	2	2	2	1	1	1	1	1	33	

Table 4:20 Cont'd

Serial No.	Income and Educational Level	Sex	Possible Maximum Score Per Item														Total
			5	5	5	5	5	3	3	2	1	1	3	3	4		
160.	Polytechnic	M	3	2	5	5	5	2	1	2	1	1	1	1	1	30	
161.	Polytechnic	M	4	3	5	5	5	3	2	1	1	1	2	2	1	35	
162.	University	F	4	4	5	5	5	2	2	2	1	1	2	3	2	38	
163.	University	F	4	4	5	5	5	2	2	2	1	1	2	3	2	38	
164.	University	F	5	3	5	5	5	2	2	2	1	1	2	3	2	38	
165.	University	F	5	4	5	5	5	2	2	2	1	1	2	3	2	39	
166.	University	M	5	3	5	5	5	2	2	1	1	1	1	2	2	35	
167.	University	M	4	3	5	5	5	2	2	2	1	1	1	1	2	34	
168.	University	M	5	3	5	5	5	2	2	2	1	1	2	3	2	38	
169.	University	M	4	4	5	5	5	2	2	1	1	1	2	3	2	37	
N9901 - N13569																	
170.	Polytechnic	F	4	4	5	5	5	2	2	2	1	1	2	3	2	38	
171.	Polytechnic	F	4	3	5	5	5	2	2	2	1	1	2	2	2	36	
172.	Polytechnic	F	4	3	5	5	5	2	2	1	1	1	3	3	2	37	
173.	Polytechnic	F	5	3	5	5	5	2	2	1	1	1	3	3	2	38	
174.	Polytechnic	F	4	4	5	5	5	2	2	2	1	1	3	3	2	39	
175.	Polytechnic	F	5	3	5	5	5	3	2	2	1	1	3	3	3	40	
176.	Polytechnic	F	4	4	5	5	5	3	3	2	1	1	3	2	2	40	
177.	Polytechnic	F	5	3	5	5	5	1	1	1	1	1	2	3	2	35	
178.	Polytechnic	F	5	3	5	5	5	2	2	2	1	1	3	2	2	38	
179.	Polytechnic	M	4	4	5	5	5	2	2	1	1	1	2	2	2	36	
180.	Polytechnic	M	5	3	5	5	5	2	1	1	1	1	2	3	2	36	
181.	Polytechnic	M	4	4	5	5	5	2	1	1	1	1	2	2	2	35	
182.	Polytechnic	M	5	3	5	5	5	2	1	1	1	1	3	3	2	37	
183.	Polytechnic	M	5	3	5	5	5	2	2	1	1	1	3	3	2	38	
184.	Polytechnic	M	4	4	5	5	5	2	1	1	1	1	2	2	1	34	
185.	University	F	5	3	5	5	5	2	2	2	1	1	3	2	3	39	
186.	University	F	5	3	5	5	5	3	3	2	1	1	2	3	2	40	
187.	University	F	5	5	5	5	5	2	2	2	1	1	2	3	2	40	
188.	University	F	4	4	5	5	5	1	1	1	1	1	1	2	2	33	
189.	University	M	5	3	5	5	5	2	2	2	1	1	1	2	2	36	
190.	University	M	5	3	5	5	5	3	2	2	1	1	1	2	2	37	
191.	University	M	4	4	5	5	5	3	3	2	1	1	2	2	1	38	
192.	University	M	4	4	5	5	5	2	2	2	1	1	2	2	1	36	
193.	University	M	5	5	5	5	5	2	2	2	1	1	2	3	2	40	
194.	University	M	5	3	5	5	5	1	1	1	1	1	3	2	2	35	
195.	University	M	4	4	5	5	5	3	2	2	1	1	3	2	2	39	
196.	University	M	5	3	5	5	5	2	1	1	1	1	1	2	1	33	
197.	University	M	5	3	5	5	5	2	1	2	1	1	1	3	2	36	
198.	University	M	5	3	5	5	5	2	2	2	1	1	2	2	2	37	

Source: Field Survey, 1990

The scores of the magazine and television respondents as to their levels of awareness and response to advertising are presented in tables 4.21 and 4.22. In magazine and television respondents as to the income category of those who were below N4260 per annum, the female undergraduates scored 81.03%. Their male counterparts (university undergraduates) scored 79.4% while those from the polytechnic scored 75.43%. The female respondents with post-primary level of education scored 66.74% while the male scored 60.88%. The female respondents with primary school level of education scored 52.51% while the male counterparts scored 55.17%. The male respondents without formal education scored 52.58%.

Respondents' performances in the income category of N4261 to N6240 shows that the female respondents with post-primary school qualification scored 68.96% while the male scored 65.5% . The female respondents with primary school level of education scored 55.17% while the male counterparts scored 50.24%. The female respondents without formal education scored 51.29% and closely followed by the male with a score of 50.86%.

There were two groups of respondents in the income category of N6241 - N7140, those with polytechnic and post-primary levels of education. The female respondents with polytechnic education scored 86% while the male counterparts scored 81.99%. The female respondents with post-primary level of education scored 73.49% while the male scored 67.99 percent.

Table 4.21: Magazine and Television Audiences' socio-economic Status and Scores on Extent of Awareness and Response to Advertising

Income and Educational Level	Female			Male		
	n	Total Score	% Score	n	Total Score	% Score
Under N4260:						
Non-formal	2	61	52.58	-	-	-
Primary	13	396	52.51	3	96	55.17
Post-Primary	14	542	66.74	16	565	60.88
Poly. Undergraduate	1	47	81.03	4	175	75.43
Univ. Undergraduate	1	47	81.03	8	370	79.74
N4261 - N6240:						
Non-formal	4	119	51.29	4	118	50.86
Primary	13	416	55.17	7	204	50.24
Post-Primary	3	120	68.96	1	38	65.5
Polytechnic	-	-	-	-	-	-
University	-	-	-	-	-	-
N6241 - N7140:						
Non-formal	-	-	-	-	-	-
Primary	-	-	-	-	-	-
Post-Primary	8	341	73.49	16	631	67.99
Polytechnic	7	351	86	9	428	81.99
University	-	-	-	-	-	-
N7141 - N9900:						
Non-formal	-	-	-	-	-	-
Primary	-	-	-	-	-	-
Post-Primary	10	431	74.31	5	209	72.06
Polytechnic	8	411	88.5	6	294	84
University	5	270	93.1	4	205	88.36
N9901 - N13569:						
Non-formal	-	-	-	-	-	-
Primary	-	-	-	-	-	-
Post-Primary	-	-	-	3	133	76.43
Polytechnic	4	215	92.67	6	304	87.56
University	5	273	94.13	6	310	89
Total	98			98		

(N = 196) Max. score = 58

Source: Field Survey, 1990.

In the income category of N7141 to N9900, the highest score of 93.1% was recorded by the female university graduates while the male graduates scored 88.36%. This is closely followed by the female respondents with polytechnic level of education who scored 88.5% with the male scoring 84%. The female respondents with post-primary level of education scored 74.31% while their male counterparts scored 72.06%

The performances of the respondents in the income category of N9901 to N13569 were quite high. The highest scores of 94.13% was recorded by the female university graduates while the male graduates scored 89 percent. The female respondents with polytechnic level of education scored 92.67% while the male scored 87%. The male respondents with post-primary level of education scored 76.43%.

The inferences from these data are quite similar to those of the newspaper respondents mentioned earlier, in that the performances of the respondents appeared, generally to be related to the level of education and income. Further, sex of the respondents appeared to have played a role in the scores of the respondents in all the education and income categories. The female respondents appeared to have responded to advertising than the male.

A close observation of the media audiences' performances in the investigation in which colour advert and black and white advert were used showed that those who had the coloured advert performed better (see table 4.19 and 4.21). The highest score of 94.13% came from the colour advert group while the black and white recorded 85%.

As regards the sales of products advertised, 65% of the magazine and television audience bought the Super Blue Omo detergent advertised in colour; 34% percent did not buy while the lone person did not indicate. Also, 40% of the newspaper audience bought the ikb Beauty Care Products advertised in black and white; 52% did not buy while 8% did not indicate. The inferences are that the effectiveness of the graphics and copy appeals utilized was above average for the colour advert and below average for the black and white advert. It also, showed that colour advert attracts more attention than the black and white.

There's more to your skin than what you see... discover it naturally with *ikb* Beauty Care Products

ikb beauty care products. Reformulated with fresher fragrance to enrich and enhance your natural skin beauty... For a smoother, fresher and more radiant you.

- ikb Skin Itiner Cream with Sun Screening Filter.
- ikb Dry Skin Lotion with vitamin E.
- ikb Antiseptic Soap.

Available at all Cosmetic Shops and Supermarkets

Insist on quality, buy ikb Products

Prices from N2.40s

Plate I: Newspaper Advertisement of ikb Beauty Care Products used for the Newspaper Audience.

Table 4.22: Item by Item Raw Scores of the Magazine and Television Audiences
(N = 196)

		Questionnaire Items																		
Serial No.	Income and Educational Level	Sex	Possible Maximum Score Per Item																	Total
			1. Readership	2. Reasons	3. Ability to Perceive	4. Ability to State	5. Reactions to Message	6. Reasons to purchase	7. Ability to Evaluate	8. User's Benefit	9. Assessment of Advert	10. Product's Advantage	11. Influence of Advert	12. Attitude to Magazine Advert	13. Access to TV	14. Time, Viewing TV	15. Influence of TV Advert	16. Attitude to TV Advert	17. Opinion on Advert	
	Under N4260		5	5	5	5	5	3	4	3	1	1	3	3	2	3	3	3	4	
1.	Non-formal	F	4	2	5	0	0	1	1	1	1	1	2	3	2	2	1	3	1	30
2.	Non-formal	F	3	3	5	0	0	2	1	1	1	1	2	3	2	2	1	2	2	31
3.	Primary	F	3	1	5	5	5	1	1	1	1	1	1	0	2	1	0	0	0	28
4.	Primary	F	3	2	5	0	0	2	1	1	1	1	2	3	2	2	1	3	1	30
5.	Primary	F	4	2	5	0	0	1	1	1	1	1	2	2	2	2	2	3	2	31
6.	Primary	F	3	1	5	5	5	1	1	2	1	1	1	1	2	1	1	1	0	32
7.	Primary	F	4	1	5	0	0	1	1	1	1	1	2	3	2	2	1	3	1	29
8.	Primary	F	3	3	5	0	0	2	1	1	1	1	2	3	2	2	1	2	1	30
9.	Primary	F	3	2	5	0	0	2	1	2	1	1	2	3	2	3	2	3	2	30
10.	Primary	F	4	1	5	0	0	1	1	1	1	1	2	3	2	2	1	2	1	28
11.	Primary	F	3	1	5	0	5	1	1	1	1	1	2	3	2	2	1	3	1	33
12.	Primary	F	4	1	5	5	0	0	1	1	1	1	1	2	2	2	2	3	2	33
13.	Primary	F	3	1	5	5	5	1	1	2	1	1	1	1	2	1	1	1	2	34
14.	Primary	F	3	1	5	5	5	1	1	1	1	1	0	0	1	2	1	0	0	28
15.	Primary	F	4	2	5	0	0	1	1	1	1	1	1	2	2	2	2	3	2	30
16.	Primary	M	3	2	5	0	0	2	1	1	1	1	1	2	3	2	2	1	2	30
17.	Primary	M	2	2	5	5	5	1	1	1	1	1	1	2	3	1	2	2	1	34
18.	Post-Primary	M	4	2	5	0	0	1	1	1	1	1	1	2	2	2	2	3	2	32
19.	Post-Primary	F	3	1	5	5	5	1	1	1	1	1	2	3	2	3	2	3	0	39
20.	Post-Primary	F	2	1	5	5	5	1	1	1	1	1	1	3	1	3	1	3	1	36
21.	Post-Primary	F	4	2	5	5	5	2	2	1	1	1	2	2	1	2	1	2	1	39
22.	Post-Primary	F	4	2	5	5	5	1	1	1	1	1	1	3	1	3	2	2	2	40
23.	Post-Primary	F	3	1	5	5	5	1	1	1	1	1	2	3	2	2	2	3	0	38
24.	Post-Primary	F	3	1	5	5	5	1	1	1	1	1	2	3	2	3	2	3	0	39
25.	Post-Primary	F	4	1	5	5	5	2	1	2	1	1	1	2	2	3	2	2	1	40
26.	Post-Primary	F	4	1	5	5	5	1	1	1	1	1	2	3	2	2	2	3	1	40
27.	Post-Primary	F	3	1	5	5	5	1	1	1	1	1	2	3	2	2	2	3	0	38
28.	Post-Primary	F	4	1	5	5	5	1	1	1	1	1	2	2	2	2	2	1	1	37
29.	Post-Primary	F	3	3	5	5	5	1	1	1	1	1	2	2	2	3	2	2	1	40
30.	Post-Primary	F	4	1	5	5	5	1	1	1	1	1	2	2	2	1	2	3	1	38
31.	Post-Primary	F	4	1	5	5	5	1	1	1	1	1	2	3	2	2	2	2	1	39
32.	Post-Primary	F	3	1	5	5	5	2	1	2	1	1	2	2	2	2	2	2	1	39
33.	Post-Primary	M	3	1	5	5	5	1	1	2	1	1	1	1	2	1	1	1	2	34
34.	Post-Primary	M	2	1	5	5	5	1	1	1	1	1	1	2	2	2	2	2	2	36
35.	Post-Primary	M	4	1	5	5	5	1	1	1	1	1	1	2	1	2	1	2	1	35

Table 22 Cont'd

Serial No.	Income and Educational Level	Sex	Possible Maximum Score Per Item																Total	
			5	5	5	5	5	3	4	3	1	1	3	3	2	3	3	3		4
36.	Post-Primary	M	4	1	5	5	5	1	1	1	1	1	2	3	2	2	2	1	0	37
37.	Post-Primary	M	2	2	5	5	5	1	1	1	1	1	2	2	2	1	1	1	1	34
38.	Post-Primary	M	4	1	5	5	5	1	1	1	1	1	2	0	2	2	2	2	1	36
39.	Post-Primary	M	2	2	5	5	5	1	1	1	1	1	2	1	2	3	1	1	1	35
40.	Post-Primary	M	4	1	5	5	5	2	1	1	1	1	1	2	1	1	1	2	1	35
41.	Post-Primary	M	3	2	5	5	5	2	1	1	1	1	1	2	2	2	2	1	1	37
42.	Post-Primary	M	4	1	5	5	5	2	1	1	1	1	1	2	1	1	1	1	1	34
43.	Post-Primary	M	3	2	5	5	5	2	1	1	1	1	1	2	2	2	2	2	2	39
44.	Post-Primary	M	4	1	5	5	5	2	1	1	1	1	1	2	2	2	1	1	1	34
45.	Post-Primary	M	3	2	5	5	5	2	1	1	1	1	1	1	1	1	1	1	1	33
46.	Post-Primary	M	3	2	5	5	5	2	2	1	1	1	1	1	1	1	1	1	1	34
47.	Post-Primary	M	4	1	5	5	5	2	1	1	1	1	1	2	2	2	1	1	1	36
48.	Post-Primary	M	2	2	5	5	5	1	1	1	1	1	2	2	2	1	1	1	1	34
49.	Polytechnic Student	M	5	5	5	5	5	2	3	2	1	1	1	2	2	2	2	2	2	47
50.	Polytechnic Student	M	4	3	5	5	5	1	2	1	1	1	2	3	2	3	2	3	2	45
51.	Polytechnic Student	M	2	5	5	5	1	2	1	1	1	2	3	2	3	2	3	2	3	44
52.	Polytechnic Student	M	4	2	5	5	5	2	2	2	1	1	2	2	2	3	2	3	2	45
53.	Polytechnic Student	M	4	3	5	5	5	2	2	2	1	1	2	2	2	2	2	3	2	45
54.	University Student	M	5	3	5	5	5	3	3	3	1	1	1	2	2	2	2	2	2	47
55.	University Student	M	5	2	5	5	5	3	3	3	1	1	1	2	2	2	2	2	2	46
56.	University Student	M	4	4	5	5	5	3	3	3	1	1	1	2	2	2	1	3	2	47
57.	University Student	M	5	3	5	5	5	3	3	3	1	1	1	2	2	2	1	2	2	46
58.	University Student	M	4	4	5	5	5	3	2	3	1	1	1	2	2	2	2	2	2	46
59.	University Student	M	5	3	5	5	5	3	2	2	1	1	1	2	2	2	2	2	2	45
60.	University Student	M	3	2	5	5	5	1	3	3	1	1	2	3	2	1	3	3	2	45
61.	University Student	M	5	2	5	5	5	2	2	2	1	1	2	3	2	1	3	3	3	47
62.	University Student	M	5	2	5	5	5	2	3	2	1	1	2	2	2	2	3	3	3	48
N4261 - N6240																				
63.	Non-formal	F	3	2	5	0	0	2	1	1	1	1	2	3	2	2	1	3	1	30
64.	Non-formal	F	3	2	5	0	0	1	1	1	1	1	2	2	2	2	2	3	1	29
65.	Non-formal	F	4	1	5	0	0	3	3	1	1	1	2	2	2	2	3	1	1	32
66.	Non-formal	F	5	2	5	0	0	1	1	1	1	1	1	2	2	1	2	2	1	28
67.	Non-formal	M	4	1	5	0	0	2	2	1	1	1	2	2	2	2	2	1	1	29
68.	Non-formal	M	3	2	5	0	0	1	1	1	1	1	2	3	2	2	1	2	3	30
69.	Non-formal	M	3	2	0	5	0	1	1	1	1	1	2	3	2	2	2	3	3	32
70.	Non-formal	M	3	2	0	5	0	1	1	1	1	1	2	2	1	2	2	1	2	27
71.	Primary	F	3	2	0	5	0	0	2	1	1	1	2	3	2	2	1	3	1	30
72.	Primary	F	4	1	5	0	0	2	2	1	1	1	2	3	2	2	1	2	2	31
73.	Primary	F	4	2	5	0	0	1	1	1	1	1	1	2	2	2	2	3	2	30
74.	Primary	F	3	2	5	0	0	2	2	1	1	1	2	3	2	2	1	1	1	29
75.	Primary	F	4	2	5	0	0	3	3	1	1	1	1	2	2	2	2	3	2	34
76.	Primary	F	4	2	5	0	0	3	2	1	1	1	2	3	2	2	2	2	2	34
77.	Primary	F	4	2	5	0	0	2	3	1	1	1	2	3	2	2	2	3	2	35
78.	Primary	F	4	2	5	0	0	2	3	1	1	1	2	2	2	2	2	2	2	33
79.	Primary	F	4	2	5	0	0	2	2	1	1	1	2	2	2	2	2	2	2	32

Table 22 Cont'd

Serial No.	Income and Educational Level	Sex	Possible Maximum Score Per Item																Total	
			5	5	5	5	5	3	4	3	1	1	3	3	2	3	3	3		4
80.	Primary	F	3	3	5	0	0	2	1	1	1	1	2	3	2	2	1	2	1	30
81.	Primary	F	3	3	5	0	0	2	2	1	1	1	1	2	2	2	2	1	2	30
82.	Primary	F	4	3	5	0	0	3	1	1	1	1	1	3	2	2	2	3	1	33
83.	Primary	F	4	3	5	0	0	3	1	2	1	1	2	2	2	2	2	2	2	34
84.	Primary	M	3	2	5	0	0	2	1	1	1	1	2	3	2	2	1	3	1	30
85.	Primary	M	3	2	5	0	0	2	2	1	1	1	2	2	2	2	1	2	1	29
86.	Primary	M	4	3	0	5	0	3	1	3	1	1	2	2	2	1	1	2	1	32
87.	Primary	M	4	2	5	0	0	1	1	1	1	1	2	3	2	2	1	3	1	30
88.	Primary	M	4	2	5	0	0	1	1	1	1	1	1	3	2	2	1	2	2	29
89.	Primary	M	4	2	5	0	0	1	1	1	1	1	1	2	2	2	2	2	1	28
90.	Primary	M	4	2	5	0	0	1	1	1	1	1	1	2	1	1	1	2	2	26
91.	Post-Primary	F	3	1	5	5	5	2	1	1	1	1	2	3	2	2	2	2	1	39
92.	Post-Primary	F	4	3	5	5	5	2	1	1	1	1	2	2	2	2	2	2	1	41
93.	Post-Primary	F	4	1	5	5	5	2	1	2	1	1	1	2	2	3	2	2	1	40
94.	Post-Primary	F	4	1	5	5	5	1	1	2	1	1	1	2	2	2	2	2	1	38
N6241 - N7140																				
95.	Post-Primary	F	4	3	5	5	5	2	2	1	1	1	2	1	2	2	2	2	1	41
96.	Post-Primary	F	4	2	5	5	5	2	3	1	1	1	2	2	2	2	2	2	2	43
97.	Post-Primary	F	4	3	5	5	5	3	2	1	1	1	2	2	2	2	2	2	1	43
98.	Post-Primary	F	4	2	5	5	5	1	2	1	1	1	2	3	2	3	2	3	2	44
99.	Post-Primary	F	4	3	5	5	5	1	1	1	1	1	2	2	2	2	2	2	2	41
100.	Post-Primary	F	5	3	5	5	5	2	2	2	1	1	1	2	2	2	2	2	2	44
101.	Post-Primary	F	4	4	5	5	5	2	1	2	1	1	2	2	2	2	1	2	2	42
102.	Post-Primary	F	4	4	5	5	5	3	2	1	1	1	2	2	2	2	1	1	2	43
103.	Post-Primary	M	3	2	5	5	5	2	1	1	1	1	1	2	2	2	2	2	2	39
104.	Post-Primary	M	4	3	5	5	5	2	1	1	1	1	1	2	2	1	1	2	2	39
105.	Post-Primary	M	4	3	5	5	5	2	1	1	1	1	1	2	2	1	1	1	2	38
106.	Post-Primary	M	3	2	5	5	5	3	2	1	1	1	1	2	1	2	1	2	1	38
107.	Post-Primary	M	3	2	5	5	5	2	1	1	1	1	2	2	2	2	2	2	1	39
108.	Post-Primary	M	4	1	5	5	5	1	1	1	1	1	2	3	2	2	2	3	1	40
109.	Post-Primary	M	4	2	5	5	5	1	1	1	1	1	2	3	2	3	2	3	1	42
110.	Post-Primary	M	3	1	5	5	5	1	1	1	1	1	2	2	2	3	2	2	1	38
111.	Post-Primary	M	3	1	5	5	5	1	1	1	1	1	2	2	2	3	2	2	1	38
112.	Post-Primary	M	3	1	5	5	5	2	2	1	1	1	2	2	2	3	3	3	2	43
113.	Post-Primary	M	4	3	5	5	5	2	1	1	1	1	1	1	1	2	2	2	1	38
114.	Post-Primary	M	4	2	5	5	5	2	1	1	1	1	1	2	1	2	2	2	1	38
115.	Post-Primary	M	3	1	5	5	5	1	1	1	1	1	2	3	2	3	2	3	1	40
116.	Post-Primary	M	3	3	5	5	5	1	1	1	1	1	2	2	2	3	2	2	1	40
117.	Post-Primary	M	4	2	5	5	5	1	1	1	1	1	2	1	2	1	2	2	1	37
118.	Post-Primary	M	3	2	5	5	5	2	1	1	1	1	2	2	2	3	2	3	2	42
119.	Post-Primary	M	5	4	5	5	5	1	4	3	1	1	2	3	2	1	3	3	2	50
120.	Polytechnic	F	5	4	5	5	5	2	2	3	1	1	2	3	2	2	3	3	2	50
121.	Polytechnic	F	5	4	5	5	5	2	3	3	1	1	2	3	2	2	2	3	3	51
122.	Polytechnic	F	5	4	5	5	5	2	3	3	1	1	2	3	2	2	3	3	4	53
123.	Polytechnic	F	5	5	5	5	5	2	4	2	1	1	2	2	2	2	3	3	4	53
124.	Polytechnic	F	4	3	5	5	5	1	2	1	1	1	2	3	2	3	2	3	2	45

Table 22 Cont'd

Serial No.	Income and Educational Level	Sex	Possible Maximum Score Per Item																	Total
			5	5	5	5	5	3	4	3	1	1	3	3	2	3	3	3	4	
125.	Polytechnic	F	5	4	5	5	5	1	2	1	1	1	2	3	2	3	2	3	4	49
126.	Polytechnic	M	5	5	5	5	5	1	2	1	1	1	2	2	2	2	2	2	2	45
127.	Polytechnic	M	5	5	5	5	5	2	4	2	1	1	2	2	2	2	3	2	2	50
128.	Polytechnic	M	5	5	5	5	5	3	3	1	1	1	2	2	2	2	3	3	4	52
129.	Polytechnic	M	4	2	5	5	5	1	2	1	1	1	2	3	2	3	2	3	2	44
130.	Polytechnic	M	3	3	5	5	5	2	2	1	1	1	2	2	2	2	2	2	3	43
131.	Polytechnic	M	5	5	5	5	5	1	2	1	1	1	2	2	2	2	2	2	2	45
132.	Polytechnic	M	4	3	5	5	5	1	2	1	1	1	2	3	2	3	2	3	2	45
133.	Polytechnic	M	5	4	5	5	5	2	3	3	1	1	3	2	2	2	3	3	4	53
134.	Polytechnic	M	5	4	5	5	5	3	3	2	1	1	2	2	2	2	3	3	4	51
135.	Post-Primary	F	5	3	5	5	5	2	2	2	1	1	1	2	2	2	2	2	2	44
N7141 - N9900																				
136.	Post-Primary	F	4	2	5	5	5	1	2	1	1	1	2	3	2	3	2	3	3	44
137.	Post-Primary	F	4	4	5	5	5	3	2	1	1	1	2	2	2	2	1	1	2	43
138.	Post-Primary	F	4	3	5	5	5	1	1	1	1	1	2	3	2	3	2	3	1	43
139.	Post-Primary	F	3	2	5	5	5	2	2	1	1	1	2	2	2	3	3	3	2	44
140.	Post-Primary	F	4	4	5	5	5	2	1	1	1	1	2	2	2	2	2	2	2	43
141.	Post-Primary	F	3	3	5	5	5	2	2	1	1	1	2	2	2	3	3	2	2	44
142.	Post-Primary	F	4	4	5	5	5	2	1	1	1	1	2	2	2	2	2	2	1	42
143.	Post-Primary	F	5	4	5	5	5	2	1	1	1	1	2	2	1	1	2	2	1	41
144.	Post-Primary	F	3	2	5	5	5	2	2	1	1	1	2	2	2	3	3	3	2	44
145.	Post-Primary	F	3	2	5	5	5	3	1	1	1	1	2	2	2	2	2	2	2	41
146.	Post-Primary	M	4	2	5	5	5	1	2	1	1	1	2	3	2	3	2	3	2	44
147.	Post-Primary	M	4	4	5	5	5	3	2	1	1	1	2	2	2	2	1	2	2	43
148.	Post-Primary	M	5	4	5	5	5	2	1	1	1	1	2	2	1	1	2	2	1	41
149.	Post-Primary	M	3	2	5	5	5	3	1	1	1	1	2	2	2	2	2	2	1	40
150.	Post-Primary	M	5	4	5	5	5	3	2	2	1	1	2	3	2	3	2	2	1	49
151.	Polytechnic	F	5	4	5	5	5	3	2	2	1	1	2	3	2	3	3	3	4	53
152.	Polytechnic	F	5	4	5	5	5	3	2	2	1	1	2	3	2	3	2	3	3	51
153.	Polytechnic	F	5	5	5	5	5	3	2	2	1	1	2	3	2	3	2	3	3	52
154.	Polytechnic	F	5	5	5	5	5	3	2	2	1	1	2	3	2	3	2	3	3	53
155.	Polytechnic	F	5	4	5	5	5	3	2	2	1	1	2	3	2	3	2	2	1	48
156.	Polytechnic	F	5	5	5	5	5	3	2	2	1	1	2	3	2	3	3	3	3	53
157.	Polytechnic	F	5	5	5	5	5	3	3	3	1	1	2	3	2	3	2	3	1	52
158.	Polytechnic	M	5	5	5	5	5	2	3	2	1	1	2	2	2	2	2	2	1	47
159.	Polytechnic	M	5	4	5	5	5	2	2	2	1	1	2	2	2	2	2	2	1	45
160.	Polytechnic	M	5	4	5	5	5	1	2	1	1	1	2	3	2	3	2	3	3	48
161.	Polytechnic	M	5	5	5	5	5	3	3	3	1	1	2	3	2	3	2	2	1	51
162.	Polytechnic	M	5	5	5	5	5	2	4	2	1	1	2	2	2	2	3	3	4	53
163.	Polytechnic	M	5	5	5	5	5	2	3	2	1	1	2	2	2	2	3	2	3	50
164.	University	F	5	5	5	5	5	2	4	3	1	1	2	2	2	2	3	3	4	54
165.	University	F	5	5	5	5	5	3	4	2	1	1	2	3	2	3	2	3	2	53
166.	University	F	5	5	5	5	5	3	4	3	1	1	2	3	2	3	2	3	3	55
167.	University	F	5	5	5	5	5	3	3	2	1	1	2	3	2	3	2	3	3	53
168.	University	F	5	5	5	5	5	3	4	3	1	1	2	3	2	3	2	2	4	55

Serial No.	Income and Educational Level	Sex	Possible Maximum Score Per Item																Total
			5	5	5	5	5	3	4	3	1	1	3	3	2	3	3	3	
169.	University	M	5	5	5	5	5	3	4	3	1	1	2	2	2	2	3	3	54
170.	University	M	5	5	5	5	5	2	4	2	1	1	2	2	2	2	3	2	50
171.	University	M	5	5	5	5	5	3	4	3	1	1	2	2	2	2	3	2	52
172.	University	M	5	5	5	5	5	2	4	2	1	1	2	2	2	2	3	2	49
N9901 - N13569																			
173.	Post-Primary	M	4	4	5	5	5	2	2	1	1	1	2	2	2	2	2	3	45
174.	Post-Primary	M	5	3	5	5	5	1	3	1	1	1	2	2	2	2	2	2	44
175.	Post-Primary	M	5	4	5	5	5	2	2	1	1	1	1	2	2	2	2	2	44
176.	Polytechnic	F	5	4	5	5	5	2	3	2	1	1	1	1	2	2	2	2	45
177.	Polytechnic	F	4	4	5	5	5	3	2	2	1	1	1	1	2	1	3	2	44
178.	Polytechnic	F	4	4	5	5	5	3	2	2	1	1	1	1	2	1	3	2	42
179.	Polytechnic	F	5	5	5	5	5	2	4	3	1	1	2	2	2	2	3	3	54
180.	Polytechnic	M	5	5	5	5	5	2	4	2	1	1	2	2	2	2	3	3	52
181.	Polytechnic	M	5	5	5	5	5	2	3	2	1	1	2	2	2	2	3	2	50
182.	Polytechnic	M	5	5	5	5	5	3	3	3	1	1	2	3	2	2	2	1	50
183.	Polytechnic	M	5	4	5	5	5	3	2	2	1	1	2	3	2	3	2	3	50
184.	Polytechnic	M	5	4	5	5	5	3	4	2	1	1	2	3	2	3	2	2	52
185.	Polytechnic	M	5	5	5	5	5	5	2	2	1	1	2	3	2	3	2	2	50
186.	University	F	5	5	5	5	5	3	4	3	1	1	2	3	2	3	2	3	55
187.	University	F	5	5	5	5	5	3	3	3	1	1	2	3	2	3	3	2	54
188.	University	F	5	5	5	5	5	3	4	3	1	1	2	3	2	3	3	3	56
189.	University	F	5	5	5	5	5	3	3	2	1	1	2	3	2	3	2	3	53
190.	University	F	5	4	5	5	5	2	3	2	1	1	1	1	2	2	2	2	45
191.	University	M	5	5	5	5	5	3	4	3	1	1	2	3	2	2	3	3	55
192.	University	M	5	5	5	5	5	2	4	2	1	1	2	2	2	2	2	3	52
193.	University	M	5	5	5	5	5	3	4	2	1	1	2	3	2	3	2	3	54
194.	University	M	5	4	5	5	5	3	2	2	1	1	2	3	2	3	2	3	50
195.	University	M	5	5	5	5	5	2	4	2	1	1	2	2	2	2	3	2	50
196.	University	M	5	5	5	5	5	3	3	2	1	1	2	2	2	2	2	2	49

Source: Field Survey, 1990.



Plate II: Magazine Advertisement of Super Blue Omo
used for the Magazine and Television Audience.

4.3 Summary

The media owners classified those that advertised through their media into three categories. Namely, corporate bodies, government and individuals. These advertisers were the clients to the agencies. Two types of agencies were identified, namely, the small or 'one-man bound' and the big agencies. The two differed in terms of the business they handled, clients, staff strength and management structure.

The broadcast media had the highest utilization rate by the advertisers for goods and services promotion. Utilization of the various media for advertising were as follows: television (41%), radio (25%), Newspaper (15%), magazines (12%), billboards (6%) and dealer helps (1%).

Advertising media in Nigeria could be classified into those with national, state or local coverage. The data revealed that it was cheaper to advertise on the national television as it was able to reach more people through its network. However, the high cost of both the television and print media has deprived the consumers from utilizing the media as some could not afford the charges of television and the cover prices of both magazine and newspaper. As for the advertisers, the cost of advertising through the media was considered adequate. This is because for them to have profitable sales, they must advertise no matter the cost.

The respondents' scores on the extent of knowledge in advertising showed that they had a good knowledge of advertising. The media owners had a mean score of 60.6 points with a standard deviation of 9.75 out of possible maximum score of 73 points. Also, the advertisers had a mean score of 81.4 points with a standard

deviation of 11.05 out of possible maximum score of 122 points. The agencies had a mean score of 81.55 points with a standard deviation of 12.81 out of possible maximum score of 123. However, their performances in the advertising profession were affected due to lack of specialization in advertising, inadequate and irrelevant training. As a result, not all of the media owners, advertisers and agencies were competent in their professions.

Even though the media owners, the advertisers and agencies rated their relationships to be either good or satisfactory, there were areas of dissatisfaction, such as unsatisfactory creative works, poor interpersonal relationship and failure to settle bills promptly.

The major problems of advertising in Nigeria identified by the media owners, advertisers and agencies were shortage of skilled manpower, lack of adequate knowledge of advertising, lack of prompt payment of bills, low awareness of advertising among consumers, low quality of products, inadequate advertising budgets and lack of authenticated media statistics. Others are the proliferation of substandard agencies, lack of good communication system, insufficient media coverage, lack of adequate materials and equipment, and high cost of advertising production.

Sixty percent of the respondents to the colour advert of Super Blue Omo detergent bought the product while 40 percent of the respondents to the black and white advert of Ikb Beauty Products bought the products. The result showed that colour adverts attracted attention more than the black and white.

The socio-economic status of the media audiences contributed to their awareness and response to the advertising media. People with higher educational levels and in the higher income groups were better informed about the media than those in the lower income groups. They had the highest scores on extent of awareness and response to advertising media.

The data on the media audience further revealed that the better educated the receiver, the more likely it is that the receiver will adequately and correctly comprehend the message points of advertising and arguments. Also, on the whole the results showed that consumers do react favourably to graphics and copy appeals used in advertisements.

Chapter 5

SUMMARY, MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

INTRODUCTION

Most of the research in advertising have been conducted in the United States of America and Britain. Arndt (1974), viewed most of these works to be unsystematic, lacking in breadth and scope, and being, to a great extent, irrelevant to the problems of advertising. In Nigeria, readings in advertising showed that materials concerning the functioning of advertising are sketchy and mainly either descriptive or anecdotal. Despite these shortcomings, and considering the role of advertising industry in Nigeria's economy, it became apparent that the institutions of advertising need to be investigated in order to make advertising more profitable to all that are concerned.

The present study, therefore has been widened to cover specifically the activities and routines within or among advertising institutions (the media owners, advertiser, agency and media audience). Other areas such as social effects of advertising and empirical studies of advertising as a business function have not been covered.

Also, this chapter gives a summary of the study and reports the major findings, out of which conclusion are reached and recommendation are made.

5.1 Statement of the Problem

The problem of this study was to evaluate the relative effectiveness of the graphics and copy appeals used by advertisers and to measure the degree to which the audience responded to print and television media. The specific objectives were to:

- (a) evaluate the relative effectiveness of the graphics and copy appeals that appear in print and television media;
- (b) determine the relationship of the media owners, advertiser and advertising agency in the creative process of advertising;
- (c) determine the level of competence of the media owner, advertiser and agency in advertising;
- (d) ascertain the frequency and depth of the utilization of print and television media;
- (e) determine whether the rate, space provision and schedule by newspaper, magazine and television proprietors are conducive to the use of the print and television media advertising;
- (f) evaluate the level of awareness of the audience in terms of the roles of print and television advertising.

5.2 Procedure for the Study

In this study, Wimmer and Dominic's (1983), suggested that the scientific evaluation of any problem must follow a sequence of steps in order to increase the chances of producing relevant data was adopted. Also, the literature review stressed the need for the evaluator to be acquainted with established bodies of knowledge with any supporting theoretical constructs in the area to be evaluated. The concept of advertising, its historical development and organisation, and previous studies in the

area were studies and the problem of advertising media in Nigeria was investigated.

Ten media houses, 5 consumer product manufacturing industries, 9 advertising agencies and 394 newspaper, magazine and television audiences were surveyed based on the purposive sampling technique which according to Kerlinger (1973) is "characterized by the use of judgement and deliberate effort to obtain representative samples by including presumably typical areas or groups in the sample".

Since no comprehensive plan covering all phases of advertising evaluation had been worked out before in the Nigeria context, checklists used by experts such as Davis (1981), Lintas Ltd, (1970), in Jefkins (1973), Gallup and Robinson (1981), Alpha and Sigma in Borden (1895), Wimmer and Dominic (1983), and some questionnaire items from Haruna (1986) were adapted.

The four sets of questionnaire which emerged were pilot tested before use, one for the media owner, advertiser, the advertising agency and the audience respectively. The pilot test showed that the instruments could achieve the objectives set for it so there was no need to make any changes.

5.3 Major Findings

5.3.1 The Relative Effectiveness of the Graphics and Copy Appeals

Colour adverts attracts more consumers than the black and white. Product promotional survey of the colour magazine advert for Super Blue Omo detergent indicated that 65% of the respondents bought the detergent. In a similar survey of the black and white newspaper advert for Ikb Beauty Care Products, 40% of the

respondents bought the products. The graphics and copy appeals utilized in the adverts for the media was above average for colour (65%) and below average for black and white (40%).

5.3.2 The relationship of Media Owner Advertiser and Agency

There was a strong feeling of partnership in advertising business for the three parties - the media owner, the advertiser and advertising agency. Eighty percent of the advertisers considered their relationship to be good while 20% said it was satisfactory. Also, 66.66% of the agencies considered the relationship to be very good while 33.33% viewed it satisfactory. Sixty percent of the media owners said it was very good while 40% rated it to be satisfactory.

Although there was a stable relationship there were areas of dissatisfaction. Twenty percent of the manufacturing industries appointed agencies in 1988 while 80% did in 1990. Seventy five percent of the industries changed their agencies due to performance related problems and poor inter-personal relationship. This showed that all was not well with their relationship.

Unsatisfactory creative work was the major problem mentioned by the industries that were dissatisfied with the services from the advertising agencies. Other areas of dissatisfaction were:

- (a) insensitiveness of the agencies to changing market situation, such as failure to monitor campaigns;

- (b) lack of respect for the client and being busy with new business at the neglect of those contracted earlier;
- (c) lack of media statistics from the media owner;
- (d) failure of the advertisers and agencies to settle bills promptly.

5.3.3 The Level of Competence of the Media Owners, Advertisers and Agencies

The media owners, advertisers and agencies had adequate skills and knowledge for executing their jobs. In this area, the media owners had a mean score of 60.6 points, the advertisers had a mean score of 81.4 points while the agencies had 81.55 points.

The performances on their abilities to identify the content of good advertisement were high with the agencies scoring 69.44%; the media owner, 77.5% while the advertisers had 80%. However, performances on the ability to identify the central goal of advertising were low with the advertisers scoring 40%; the media owners, 50% while the agencies scored 55.55%. The low performances were due to inadequate entry qualifications into the advertising profession. None of the media owners, advertisers and agencies specialized in advertising. Most of them had on-the-job training with little or no further training in advertising. Their entry qualifications were in marketing, mass communication, public relations, graphic communications, sociology, banking and law insurance.

5.3.4 The Frequency and Depth of the Utilization of Print and Television

The media regularly used in promoting sales and services were identified in the order of demand as follows: (1) Television (41%), (2) Radio (25%), (3) Newspaper (15%), Magazine (12%), Billboard (6%) and dealer helps (1%). The broadcast media was the most utilized with regards to the peoples' ability to watch. Television was watched by 65.9%, of the respondents. Thirty nine percent read newspapers, while 30.4% read magazines. Of those that watched television about 60% were female while about 40% were male.

The high cover price of the newspapers and magazines and the ease and convenience of listening to the radio and watching television were identified as the reasons for low utilization of the print media. Seventy five percent of the non-readers of newspapers and magazines were due to the high cost while 25% preferred other news media. However, high cost was the main reason why most people did not utilize the print and television media.

5.3.5 The Effects of Rate, Space Provision and Schedule on the Use of Print and Television Media

The cost effectiveness of the advertising media was favoured by the media owners, advertisers and agencies. Eighty percent of the advertisers, 70% of the media owners and 60% of the agencies considered the rate, space provision and schedule for advertising to be favourable to their business. The businessmen's opinion was based on the fact that the product manufacturers must advertise to maintain their profit margin. Ultimately, it is the consumer that bears the cost.

5.3.6 The Media Audience Awareness of the Roles of Print and Television Advertising

Media awareness was related to socio-economic status and sex of the respondent. Those with higher educational qualifications and income were better informed about advertising. Sixty percent of the respondents with higher levels of education and income considered advertising essential and approved the role of print and television advertising in informing the consumers about goods and services available while 80% of the respondents with lower levels of education and income were unconcerned.

As regard to the level of awareness and response to advertising, the female respondents performed better than the male in almost all the educational and income categories. The highest scores of 94.13% in the preference for colour advert and 85% in the black and white surveys were recorded by the female respondents.

5.4 Conclusion

Kleppner (1925), Sandbrook and Liversey (1968), and Chapman (1976), hold that the effectiveness of the graphics and copy appeals used in advertising promotions could be measured in the sales of goods and services. This study reveals that 65% of the respondents to the colour advert of Super Blue Omo detergent bought the product while 40% of the respondents to the Ikb Beauty Care Products which was in black and white purchased the products. Those who purchased the products either the coloured or black and white adverts did so due to the impression they got from the adverts. Therefore, the effectiveness of graphics and copy appeals utilized are

measurable as stated or reported by experts.

According to Starch (1883), Collier (1967), and Andren *et al* (1978), colour attracts attention more than black and white. The data gathered showed that the media audience responded better to colour advert than black and white.

The effects of advertising and advertising client relationship was the focus of Evans' (1976) research, Evans found among other things that the creative work of the agencies were criticised by the advertisers. In this study, unsatisfactory work and failure to settle bills promptly were the main reasons for disagreement between the agencies and the advertisers. While this finding agree with that of Evans, it also, brought in another problem area in the advertising relationship, which is the failure to settle bills promptly.

The level of competence of the media owners, advertisers and agencies were on the average satisfactory. However, the poor performance in advertising industries in certain areas was due to either low or inappropriate entry qualifications of the practitioners. Of all the media owners, advertisers and agencies surveyed, none majored in advertising except for a few who improved through on-the-job-training and seminar attendance.

Nieslen's survey as in Bevee and Arens (1982), revealed that women watched more TV programmes than men. The data collected in this study showed that 60% of those who watch television were women while 40% were men. While this study agrees with Nieslen's finding, it is at variance with Chenco survey as in NTA handbook (1981), in which it was found that male viewers were more than the

female. The possible explanation for the difference could be in the method employed in questionnaire administration by Chenco. It is likely that they concentrated on the male viewers than the female. Television had the highest utilization by advertisers' as an advertising medium. This was because television attracted more people than any other medium.

Percy and Rossiter (1980), suggest that the higher the intelligence of the receiver of advertising communication, the more likely it is that the receiver will adequately comprehend the message of advertising. In this study those with higher education and income performed better. Also, the study corroborates the theory propounded by McGuire (1973), that women tend to be more persuadable by advertising. The highest scores in the survey of colour (94.13%), and, black and white (85%) advertisements were scored against women. In almost all the categories of media audience surveyed, women responded better to advertising promotions than men.

The information collected on the media audience revealed that receiver trait variables such as demographics (income, occupation or social class and the level of education) could offer a convenient way of assessing the level of awareness and response to advertising media.

5.5 Recommendations

This evaluation of advertising media in Nigeria showed that there is need for a systematic knowledge of the processes and institutions of advertising for the media owners, advertising agencies and the advertisers to enable them reorganise advertising practices along the line of theory. The following recommendations are considered pertinent:

- (1) Conscious effort should be made by advertising agencies to locate the target audience for the products or services they handle. Therefore, the media owner in cooperation with the advertising agencies should study their market profile adequately to create convincing appeals and intelligent selection of the media that best reaches the target consumer.
- (2) The training of manpower is of vital importance to the advertising industry. In order to cope with challenging of the advertising profession, the knowledge and talent for the education of the people required to manage advertising as an industry and as a national resource should be developed. The present practice of advertising being studied only as a subsidiary course in most of the Nigerian institutions of higher learning should be discouraged. The federal government and Advertising Practitioners Council of Nigeria (APCON) should encourage the Polytechnics and Universities to design a comprehensive educational programme in advertising. This will help to develop and maintain the

profession, managerial talents and skills essentials to advertising industry.

- (3) The Association of Advertising Practitioners of Nigeria (AAPN) should encourage its members to provide inservice training for their staff. Also, seminars and short duration course should be organised on regular basis by AAPN practitioners for further training of creative personnel and to provide regular occasions for an inter-change of ideas among its members.

The AAPN and Manufacturers Association of Nigeria (MAN) and the various media houses should continue to educate and to advise their members on current trends and development affecting their business interests, stimulating their members to exchange ideas, experience and skills.

- (4) Top-management executives of media houses, manufacturing industries and advertising agencies need complete and up-to-date information on advertising media to enable them obtain current planning data. As such, initiative should be taken to create independent centre or advertising research bureau that has the capability of agencies need complete and up-to-date information on advertising media to enable them obtain current planning data.

- (5) Advertisers and agencies should conduct strategic research involving various stages, such as development, rough execution of commercial, finished commercial and post-evaluation campaign to provide data which will serve as guideline and rationale for a line of thought. Top management within each company and agency should appoint a staff to study the specific implications of research findings and to identify those areas of research that make advertising mechanism more responsive and profitable.

AAPN and MAN should form established media monitoring system for their various media and performances (television, radio, press, magazine and billboard). This is to ensure that various media carry out their functions effectively.

5.6 Suggestion for Future Research

This study used instruments such as questionnaires, examined documents and made on-the-spot checks to gather data from the respondents. There was no attempt at a participant observation study of activities and routines within or between advertising institutions. Also, a limited sample of product adverts in colour and in black and white were used in the product survey. As such further research should be made into the following areas:

1. To evaluate the extent of knowledge of the media owners, advertisers and agencies against the industries and agency-studio practices through questionnaire administration and participant observation.
2. The use of a representative sample of product and various types of advertisements to assess attitudes of consumers toward advertising.
3. Consumerism has a far more comprehensive and sophisticated relevance to the Nigerian society as such there is need for a critical look into new dimension of consumerism with a view to analyze the demographics of consumerism as they affect the advertising industry's specific operations and to define those areas where consumer segments are correct or misinformed.

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APPENDIX ACORRESPONDENCE ON THE STUDY

CENTRE FOR EDUCATIONAL TECHNOLOGY
Ahmadu Bello University, Zaria, Nigeria,

OFFICE OF THE DIRECTOR

Telephone: ZARIA

Telegrams UNIBELLO

Your Ref:

Our Ref:

Dear Sir,

POST GRADUATE STUDENT'S PROGRAMME

This is to introduce _____
a post-graduate student in the Department of Industrial Design.

The research study requires some sampling, interviewing administration of questionnaires.

I respectfully request your assistance and co-operation needed for this student to carry out the study project successfully.

Yours faithfully,

PROFESSOR J.B. AKOLO
AG. DIRECTOR.
(Signed)

APPENDIX B

QUESTIONNAIRE FOR THE MEDIA OWNER

Please tick (i.e. /) the answer or answers you considered most appropriate to each question or statement and where lines are provided fill in your answers.

1. What type of media industry do you work for?

1. Newspaper

2. Magazine

3. Television

4. Others, (Specify)
2. Who are the customers that advertise through your medium? Please name them:
3. (a) If you are working with newspaper or magazine, what is your circulation/reader figure?
- (b) At what rate does your industry sell the following spaces for advertisements?

Space	Cost
Full page	
Three quarter page	
Half page	
One quarter	
4. (a) If you are working with a television, what is the viewer data of the station?

- (b) At what rate does the television make the following air time advertisements?

<u>Seconds</u>	<u>Air time cost</u>
60	_____
45	_____
30	_____
15	_____
10	_____

5. Do you have any special rates and discounts for advertisements? Please specify:

6. What percentage of the charge do you pay the advertising agency as canvassing commission?

7. The rate at which advertising space and air time are sold by newspapers, magazine and television proprietors:

1. Encourages the effective use of the print and television media
2. Discourage the effective use of the print and television media
3. Others, (Specify)

8. On whom should the media owner concentrate his selling activities - the advertiser or his agency, or both? Give reason(s) for your answer:

9. The role that you expect the advertising agency to play in advertising promotions should include:

1. Writing of copy
2. Preparing art work
3. Provide marketing services
4. Planning and carrying out campaigns for its clients
5. Others, (specify)

10. The reason why your industry may terminate its contract with an agency could be failure by the agency to:
1. Settle bills promptly
 2. Submit proof in good time
 3. Honest in its dealings
 4. Admit mistakes and make amendments as soon as possible
 5. Others, (specify):
-
11. From your experience, what do you think makes a good media owner/agency relationship?
-
-
-
12. How would you describe your relationship with the advertising agency?
1. Very good
 2. Satisfactory
 3. Average
 4. Weak
 5. Poor
13. You usually understand the thinking behind the agency's campaign proposals because of:
1. Precise information on how the schedule has been arrived at
 2. Agency being entirely satisfied that its recommendations are valid
 3. Agency sticking to their professional ethics
 4. Others, (specify):
-
14. Would you say that the Nigerian advertising agencies have adequate knowledge for the effective execution of advertising jobs?
-
-
15. The content of a good advertising message should consist of:
1. Attention
 2. Interest
 3. Desire
 4. Action
 5. Others, (specify)
-

16. Does your industry always impliment the media order from the agency once agreement is reached?

1. Sticks to it
 2. Sells out to a higher bidder
 3. Omit advertisement without notice
 4. Others, (specify)
-

17. Advertisement position is an important factor in effective advertising. Therefore media owner should:

1. Be more aware of the advertisers reasons for using their particular medium
 2. Be more sensible in the placement of advertisements
 3. Others, (specify)
-

18. What is your opinion on direct booking and involvement in deals by some advertisers with media owners after they have employed the services of an agency?

19. What comments or advice will you want to give the advertiser and advertising agencies concerning the market they serve?

20. Practices that are inimical to effective advertising should be avoided, as such advertising manager of the client company:

1. Should not change the rules in the middle of buying
 2. Should not allow plans or budgets to be altered in the short term without being aware of the media efficiency
 3. Should plan ahead and short of major dissasters stick to the plan
 4. Others, (specify)
-

21. What percentage of the advertisement you handle reflect the international standard or culture?

1. 100%
 2. 75%
 3. 50%
 4. 25%
 5. None
 6. Others, (specify)
-

22. What percentage of the advertisement you deal with reflect indigenous (i.e. Nigerian) culture(s)?

1. 100%
 2. 75%
 3. 50%
 4. 25%
 5. None
 6. Others, (specify)
-

7. Can't say

23. Please, give a breakdown of the staff in your industry:

- (a) Rank
1. Senior _____
 2. Intermediate _____
 3. Junior _____
 4. Others, (specify) _____
 5. Can't say _____

(b) Indicates the various sections or departments in your industry:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

24. Based on the undertaking of your industry, it can be said that the central goal of advertising in Nigeria is to:
1. Skilfully create a want or desire for the product
 2. Emphasize product advantages
 3. Emphasize cost benefits and other advantages
 4. Establish or maintain good overall brand image
 5. Others (specify)
-
25. Generally speaking, has your industry had difficulty obtaining materials supplies of acceptable quality as they are needed for the smooth running of your business?
-
-
-
26. From your experience in advertising, what do you think are the major problems of advertising in Nigeria?
-
-
-
27. What type of advertising training have you received?
-
28. Where did you get the training and who was your sponsor?
-
-
-
29. Please, tick which statement(s) applies to your industry
1. Your industry has its own staff development programme
 2. Sponsor people to attend training programme outside its own establishment
 3. Your training programme are sponsored by your establishment
 4. They rely on public sector to provide training for their staff
 5. Every category of staff enjoys the development programme
 6. All of the above
 7. Others, (specify)
-

Personal Details

- 1. Age _____ Sex _____
- 2. Highest Qualification

- 3. Area of specialization

- 4. Place of Subsequent training (if any)

- 5. Number of years of practice

APPENDIX C

QUESTIONNAIRE FOR THE ADVERTISER

Please tick (i.e. /) the answer or answers you considered most appropriate to each question or statement and where lines are provided fill in your answers.

1. (a) What types of goods do you sell? Please specify

- (b) Who are present Customers?

2. What medium does your industry use in the advertising promotions? (Please, tick the appropriate one(s))
 1. Newspaper
 2. Magazine
 3. Television
 4. Radio
 5. BillBoard
 6. Mail to customers
 7. Others, (specify)

3. Approximate ratios of advertising expenditure for the product, by media, in recent years:

	% of total advertising expenditure
1. Newspaper	_____
2. Magazine	_____
3. Television	_____
4. Radio	_____
5. BillBoard	_____
6. Mail to customers	_____
7. Trade and Industrial papers and mail to trade	_____
8. Dealer helps	_____
9. Other advertising expenditures (administration, production costs, etc)	_____

4. What is the level of involvement of your industry in the planning of advertising promotional functions?
 1. Planning and forwarding to the media owner for reproduction
 2. Planning in collaboration with the advertising agency
 3. The entire planning is left to the advertising agency
 4. Others, (specify)

5. Can't say
5. Which of the following functions does the advertising agency perform for your industry?
 1. Brief analysis, copy strategy and assistance with formulation of brand strategy particularly the advertising input, including the advertising positioning statement
 2. Campaign planning, creativity and production
 3. Media strategy, schedule and sometimes short-term financing
 4. Advertising/media research
6. The selection of an advertising agency by your industry is on the basis of:
 1. Experienced, mature and competent account executives who are free to handle the new brand
 2. A stable creative team, with the necessary experience and flair to produce really competitive campaigns
 3. A solid media group in full knowledge of the rapidly changing media situation
 4. Professional researchers either within its organisation or working in association with it, to give up-to-date information on target group of his main account, industry advertising trends and media expenditure.
7. Who has the final say as to which agency to be appointed?
 1. Board of directors
 2. Chairman/Managing director
 3. Marketing/Sales director
 4. Advertising Manager
 5. Board of Directors
 6. Others, (specify)

8. (a) How many agencies do you employ in your advertising promotional functions?
-
- (b) When last did your industry appoint an advertising agency and what was the reason for doing so?
-
- (c) How would you rate the advertising service you received from your agency?
1. Very good or good
 2. Fair
 3. Not very good
- (d) If your answer to question 8 (c) is either 2 or 3, which is your major area of dissatisfaction?
-
9. The reasons why your industry may terminate its contract with an agency could be failure by the agency to:
1. Create (or maintain) an awareness of the product or services additional to that resulting from its presence in the market place.
 2. Convey specific information of an essentially factual or educational nature.
 3. Convey messages of seemingly less objective and more persuasive
 4. Create, maintain or improve the image of the product and/or company
 5. Stimulate a desire to try product
 6. Reinforce or increase a feeling of loyalty to the product
 7. Have respect for the client
10. How would you describe your relationship with the advertising agency?
1. Very good
 2. Satisfactory
 3. Average
 4. Weak
 5. Poor

11. You usually understand the thinking behind the agency's campaign proposals because of:
1. Precise information on how the schedule has been arrived at
 2. Agency being entirely satisfied that its recommendations are valid
 3. Agency sticking to their professional ethics
 4. Others, (specify)
-
12. The body of knowledge the advertising manager must have at his command in order to do his job to the best advantage should include:
1. Well supplied marketing information about his product or service
 2. Being an expert in his own market, and being crystal clear about the target audience
 3. Being very clear about advertising objectives
 4. Understanding media characteristics and selection
 5. Others, (specify)
-
13. What is your assessment of the marketing situation since the introduction of the Structural Adjustment Programme (SAP) into the Nigerian economy
-
-
-
14. Advertising effectiveness depends directly on the value placed on the medium itself. Therefore the media owner should
1. Pay attention to the long-term quality of his product
 2. Recognise his primary role of producing the medium
 3. Should not over-sell advertising spaces and time
 4. Try to develop media that hit specific targets
 5. Act responsibility as custodian of a market
 6. Others, (specify)
-
15. The content of a good advertising message should consist of
1. Attention
 2. Interest
 3. Desire
 4. Action
 5. Others, (specify)
-

16. (a) Who has the final say in the decision concerning media selection?
1. The advertiser
 2. The agency
- (b) What is the reason for your answer to question 16 (a)?
-
17. The fees charged by advertising agencies
1. Encourages the use of the agency by your industry
 2. Discourages the use of the agency by your industry
18. How often does the agency meet the time schedule for submission of your advertising copies?
1. 100%
 2. 75%
 3. 50%
 4. 25%
 5. None.
19. Does the media owner always implement your media order once agreement is reached?
1. Stick to it
 2. Sells out to a higher bidder
 3. Omit advertisements without notice
 4. Others, (specify)
-
20. Advertisement position is an important element in effective advertising. Therefore media owner should
1. Be more aware of the advertiser's reasons for using their particular medium
 2. Be more sensible in the placement of advertisement
 3. Others, (specify)
-
21. The relationship of advertising to editorial requires that the media owner should
1. Ensure balanced between editorial and advertisements
 2. Not go in for special features (with associated advertising) unless there is a clear opportunity and occasion for this
 3. Not better editorial space for adverts as it lowers the tone of the medium
 4. Others, (specify)
-

22. There is the need for details of the audience to whom your advertising message will be delivered, is the information supplied by media owners in terms of reader/viewer data circulation figure authenticated?
-
-
-
23. The rate at which advertising space and air-time are sold by newspapers, magazine and television proprietors
1. Encourages the effective use of the print and television media
 2. Discourages the effective use of print and television media
 3. Others, (specify)
-
24. The success of an advertisement depends on the effectiveness with which the medium actually delivers the message. Therefore the media owner should
1. Use the right segment on electronic media and the right space in the press
 2. Monitor more closely the standard of reproduction
 3. Others, (specify)
-
25. On whom should the media owner concentrate his selling activities - the advertiser or his agency or both? Give reason(s) for your answer.
-
26. Advertisers that have employed the services of an agency should
1. Never deal directly with the media owner by excluding agency from booking
 2. Never leave media handling entirely to the agency by dealing directly he may get a better deal
 3. Others, (specify)
-
27. Apart from delivering your advertising messages, the media owner is expected to:
1. Ensure total client satisfaction
 2. Be keen on following up the business he has already got
 3. Be concerned with building up a long-term business relationship
 4. Others, (specify)
-
28. You may have to alter your schedule unexpectedly and some quotations to such events, does the media owner respect your real problems and accept short-term changes as necessary?

1. Allow such changes
 2. Does not allow such changes
 3. Others (specify)
-

29. Practices that are inimical to effective advertising should be avoided, as such advertising manager of the client company

1. Should not change the rules in the middle of buying
 2. Should not allow plans or budgets to be altered in the short-term without being aware of the implications in terms of reduced media efficiency
 3. Should plan ahead and, short of major disasters, stick to the plan
 4. Others, (specify)
-

30. What advice will you want to give the media owners and advertising agencies concerning the market they serve?

31. (a) How often does your industry conduct research into consumer's response to your advertising promotions?

1. Biannually
 2. Annually
 3. None at all
 4. Others, (specify)
-

(b) If you conduct research, what are the reasons for conducting such investigations?

(c) If you conduct research, could you please briefly state your findings?

32. Generally speaking, has your industry had difficulty obtaining materials supplies of acceptable quality as they are needed for the manufacturing of your products?

33. What percentage of your advertisement reflect the international standard or culture?
1. 100%
 2. 75%
 3. 50%
 4. 25%
 5. None
 6. Others, (specify) _____
 7. Can't say
34. What percentage of the advertisement you deal with reflect indigenous (i.e Nigerian) culture(s)?
1. 100%
 2. 75%
 3. 50%
 4. 25%
 5. None
 6. Others, (specify) _____
 7. Can't say
35. Please give a breakdown of the staff in your industry
- (a) Rank
1. Senior _____
 2. Intermediate _____
 3. Junior _____
 4. Others, (specify) _____
 5. Can't say _____
- (b) Indicate the various sections or departments of your industry:
- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |
36. Based on the undertaking of your industry, it can be said that the central goal of advertising in Nigeria is to
1. Skilfully create a want or desire for the products
 2. Emphasize product advantages
 3. Emphasize cost benefits and other advantages e.g. beauty, durability, reliability, etc.
 4. Establish or maintain good overall brand image.

37. From your experience in advertising, what do you think are the major problems of advertising in Nigeria?

38. (a) What type of advertising training have you received?

(b) Where did you get the training and who was your sponsor?

39. Please tick which statement(s) applies to your industry

1. Your industry has its own staff development programme
2. Sponsor people to attend training programme outside the establishment
3. Your training programmes are sponsored by your establishment
4. They rely on public sector to provide training for their staff
5. Every category of staff enjoys the development programme

Personal Details

1. Age _____ Sex _____

2. Highest Qualification

3. Area of Specialization

4. Place of subsequent training (if any)

5. Number of Years of practice

APPENDIX D

QUESTIONNAIRE FOR THE ADVERTISING AGENCIES

Please tick (i.e. /) the answer or answers you considered most appropriate and where lines are provided, fill in your answers;

1. Who are your present clients?

2. How many advertisements come to your agency with the design partially completed?
 1. 75%
 2. 50%
 3. 25%
 4. Others, (specify) .

3. (a) What is your experience on the issue of the flow or information, do your clients give adequate briefings of their jobs?

 (b) To what extent do you think the client should be involved in the execution of a job?

4. What is your opinion on direct booking and involvement in deals by some clients with media owners after they have employed the services of an agency?

5. The reasons why your agency may terminate its contract with a client could be failure by the client
 1. To settle bills promptly
 2. To provide adequate briefs
 3. To provide clearly defined advertising objective
 4. Distinguish advertising objectives from marketing objectives
 5. Recognise the agency's limitation
 6. Reasoned comments on agency's efforts based on good knowledge of what advertising is about
 7. Have respect for the agency

6. (a) Your agency is a member of the Association of Advertising Practitioners of Nigeria in order to:
1. Develop and improve advertising
 2. Develop and maintain high standards in advertising
 3. Be protected from persons whose character or circumstances render them unworthy of merchantile credit
 4. Promote and maintain close and friendly relations with all such persons and bodies that are connected with advertising
- (b) If not a member of the association say so
-
7. What determines the advertising creative strategies
1. The ability of the client to pay for the advert (budget)
 2. Nature of impact needed based on advertising objectives
 3. Adequate knowledge of the product and market
 4. Effective coverage of target audience, frequency and cost efficiency
8. What pattern of enumeration or charges does your agency use for offering full service?
1. Commission and supplementary fee
 2. Fixed fee
 3. Any combination of (1) and (2)
 4. Others, (specify).
-
9. (a) How would you describe your relationship with the clients?
- (a) Very good
 - (b) Satisfactory
 - (c) Average
 - (d) Weak
 - (e) Poor
- (b) How would you describe your relationship with the media owners?
- (a) Very good
 - (b) Satisfactory
 - (c) Average
 - (d) Weak
 - (e) Poor

10. (a) The body of knowledge the advertising manager must have at his command in order to do his job to the best advantage should include
- (1) Well supplied marketing information about his product or service
 - (2) Being an expert in his own market, and being crystal clear about the target audience
 - (3) Being very clear about advertising objectives
 - (4) Understanding media characteristics and selection
 - (5) Others, (specify)

(b) Would you say that the Nigerian company advertising managers have adequate knowledge for the effective execution of their jobs?

11. Advertising effectiveness depends directly on the value placed on the medium itself. Therefore the media owner should:
- 1. Pay attention to the long-term quality of his product
 - 2. Recognise his primary role of producing the medium
 - 3. Should not over-sell advertising spaces and time
 - 4. Try to develop media that hit specific targets
 - 5. Act responsibly as custodian of a market
 - 6. Others, (specify)
-

12. The content of a good advertising message should consist of
- 1. Attention
 - 2. Interest
 - 3. Desire
 - 4. Action
 - 5. Others, (specify)
-

13. The key individuals in ensuring effective media decisions within your agency are
- 1. Advertising manager
 - 2. Copy chief
 - 3. Production manager
 - 4. Media manager
 - 5. Art director
 - 6. Others, (specify)
-

14. The approval of advertising proposal should consider

1. Specific advertising objective
 2. Effectiveness of the fundamental appeal selected for the target group
 3. Effectiveness of illustration
 4. Persuasiveness of the appeal
 5. Media selection
 6. Others, (specify)
-

15. Appeals could be made to potential buyers of products on the basis of

1. Cheapness of the product
 2. Effectiveness of the product
 3. Better performance
 4. Others, (specify)
-

16. How often do you meet the deadline for submission of advertising copy to both the client and the media owner for reproduction?

1. 100%
 2. 75%
 3. 50%
 4. 25%
 5. None
 6. Others, (specify)
-

7. Can't say

17. Does the media owner always implement your media order once agreement is reached?

1. Stick to it
 2. Sells out to a higher bidder
 3. Omit advertisement without notice
 4. Others, (specify)
-

18. Advertisement position is an important factor in effective advertising. Therefore media owner should

- (1) Be more aware of the advertiser's reasons for using their particular medium
 - (2) Be more sensible in the placement of advertisements
 - (3) Others (specify)
-

19. The relationship of advertising to editorial require that the media owner should
1. Ensure balance between editorial and advertisements
 2. Not go in for special features (with associated advertising) unless there is a clear opportunity and occasion for this
 3. Not barter editorial space for adverts as it lowers the tone of the medium
 4. Others, (specify)
-
20. There is the need for details of the audience to whom your advertising message will be delivered, is the information supplied by media owners in terms of reader/viewer data circulation figure authenticated?
-
-
21. The rate at which advertising space and air-time are sold by newspapers, magazine and television proprietors
1. Encourages the effective use of the print and television media
 2. Discourages the effective use of print and television media
 3. Others, (specify)
-
22. The success of an advertisement depends on the effectiveness with which the medium actually delivers the message. Therefore the media owner should
1. Use the right segment on electronic media and the right space in the press
 2. Monitor more closely the standard of reproduction
 3. Others, (specify)
-
23. On whom should the media owner concentrate his selling activities - the advertiser or his agency, or both? Give reason(s) for your answer:
-
-
24. Advertisers that have employed the services of an agency should
1. Never deal directly with the media owner by excluding agency from booking
 2. Never leave media handling entirely to the agency; by dealing directly he may get a better deal
 3. Others, (specify)
-

25. Apart from delivering your advertising messages, the media owner is expected to

1. Ensure total client satisfaction
2. Be keen on following up the business he has already got
3. Be concerned with building up a long-term business relationship
4. Others, (specify)

26. You may have to alter your schedule unexpectedly and some quotations to such events, does the media owner respect your real problems and accept short-term changes as necessary?

1. Allow such changes
 2. Does not allow such changes
 3. Others, (specify)
-

27. Practices that are inimical to effective advertising should be avoided; as such advertising manager of the client company

1. Should not change the rules in the middle of buying
 2. Should not allow plans or budgets to be altered in short-term without being aware of the implications in terms of reduced media efficiency
 3. Should plan ahead and, short of major disasters, stick to plan
 4. Others, (specify)
-

28. What advice will you want to give the advertisers and media owners concerning the market they serve?

29. (a) How often does your agency conduct research into consumers' response to your advertising promotions?

1. Biannually
 2. Annually
 3. None at all
 4. Others, (specify)
-

5. Can't say

- (b) If your agency conducts research, what are the reasons for conducting such investigations?

- (c) If your agency conducts research, could you please briefly state your findings?

- (d) Who usually sponsor such research?

1. The advertiser
2. The media owner
3. The agency
4. Others, (specify)

30. (a) Have you ever seen regulations guiding advertising in Nigeria?

1. Yes
2. No

- (b) If yes, how familiar are these regulations to your staff?

1. Very familiar
2. Quite familiar
3. familiar
4. Not quite
5. Very unfamiliar

31. Generally speaking, has your agency had difficulty obtaining materials supplies of acceptable quality as they are needed for advertising works?

32. What percentage of your advertisement reflect the international standard or culture?

1. 100%
2. 75%
3. 50%
4. 25%
5. None
6. Others, (specify)

-
7. Can't say

33. What percentage of your advertisements you deal with reflect indigenous (i.e. Nigerian) culture (s)?
1. 100%
 2. 75%
 3. 50%
 4. 25%
 5. None
 6. Others, (specify) _____
 7. Can't say _____
34. What is your opinion on the creative use of media in advertising, would you say Nigeria measures up to international standard?
- _____
- _____
35. Based on the undertaking of your agency, it can be said that the central goal of advertising in Nigeria is to
1. Skilfully create a want or desire for the products
 2. Emphasize product advantages
 3. Emphasize cost benefits and other advantages e.g. beauty, durability, reliability, etc.
 4. Establish or maintain good over brand image.
36. From your experience in advertising, what do you think are the major problems of advertising in Nigeria?
- _____
- _____
37. (a) What type of advertising training have you received?
- _____
- _____
- (b) Where did you get the training and who was your sponsor?
- _____
- _____
38. Please give a breakdown of the staff in your industry Rank
1. Senior _____
 2. Intermediate _____
 3. Junior _____
 4. Others, (specify) _____

39. Tick the appropriate sections in your industry:

1. The media department
2. The research department
3. The copy department
4. The art department
5. Print production
6. TV and Radio production
7. Traffic
8. Account management
9. New business
10. Other agency activities

40. Please, tick which statement(s) applies to your agency

1. Your agency has its own staff development programme
2. Sponsor people to attend training programme outside its own establishment
3. Your training programme are sponsored by your establishment
4. They rely on public sector to provide training for their staff
5. Every categories of staff enjoys the development programm

Personal Details

1. Age _____ Sex _____

2. Highest Qualification

3. Area of Specialization

4. Place of subsequent training (if any)

5. Number of Years of Practice

APPENDIX E

AUDIENCE QUESTIONNAIRE FOR THE NEWSPAPER RESPONDENTS

Please tick (i.e. ☐) the answer or answers you considered most appropriate to each question or statement and where lines are provided, fill in your answers.

1. (a) How often do you read a daily paper?
 1. ☐ Very often
 2. ☐ Often
 3. ☐ Sometimes
 4. ☐ Seldom
 5. ☐ Never.

(b) If your answer to question 1(a) is either number 4 or 5, what is your reason(s) for not reading newspaper regularly or at all?

2. (a) I read the newspaper
 1. ☐ Because it is entertaining
 2. ☐ Because I want to 'kill' time
 3. ☐ To keep up to date with what's going on around me
 4. ☐ To relax and relieve tension
 5. ☐ So that I can find out what other people are saying about things that are important to me
 6. ☐ Others, (specify)

(b) Apart from the newspaper which other media do you use?

 1. ☐ Magazine
 2. ☐ Television
 3. ☐ Others, (specify)

3. You may be familiar with other advertisements for Ikb Beauty Care Products but think only of this issue. What is the advertisement saying?
4. Just in your own words what did you learn about the (product/service) from this advertisement?

5. What went through your mind when you looked at this advertisement?

6. What reasons would you have given for buying the product?

1. Availability
2. Increase in your interest by the advert
3. All of the above
4. Others, (specify)
5. None of the above

7. What did you find objectionable in this advert?

1. It's sincerity
2. The design
3. The content of the message
4. The style of communication
5. Others (specify)

6. Nothing

8. State reasons for your use of the product:

1. Because of what the advert states
2. Because of your own impression from the advert
3. Because you expect the product to be good as the advert states
4. Because you have been influenced by the need for the product
5. Because it is the only one of such product available
6. Others, (specify)

9. Do you think the product (probably) is as good as the advertisement says?

1. Yes
2. No
3. Uncertain
4. Comment

10. How do you think the product (probably) compares in quality with competing products selling at about the same price?
1. Best on market
 2. Better than most
 3. About the same
 4. Inferior
 5. Uncertain
 6. Others, (specify) _____
-
11. (a) How often would you say that newspaper advertisement has influenced you either to buy or inquire about something?
1. Very often
 2. Often
 3. Never
 4. Others, (specify) _____
-
5. Can't say
- (b) In general what is your attitude towards newspaper advertisement?
1. Approval or liking
 2. Unconcern or indifference
 3. Irritation or disapproval
12. Generally speaking, your opinion about advertisement is that:
1. Advertisement makes people buy things they do not really want
 2. Advertising is unnecessary; there is no need to go on advertising a product
 3. Advertisements are untrue or misleading
 4. Advertising increase cost

Personal Details

1. Age _____ Sex _____
2. Highest Qualification _____
3. Main Occupation _____
4. For the purpose of our survey, we need to have a rough indication of your annual income. Please, indicate which of these classes it falls:
 Below N4260
 From N4261 - N6240
 From N6241 - N7140
 From N7141 - N9900
 From N9901 - N13569

APPENDIX F

AUDIENCE QUESTIONNAIRE FOR THE MAGAZINE AND TELEVISION RESPONDENTS

Please tick (i.e. /) the answer or answers you considered most appropriate to each question or statement and where lines are provided, fill in your answers.

1. (a) How often do you read a weekly magazine?
 1. Very often
 2. Often
 3. Sometimes
 4. Seldom
 5. Never

- (b) If your answer to question 1(a) is either number 4 or 5, what is your reason(s) for not reading a weekly magazine regularly or at all?

- 2.(a) If you read a weekly magazine, what is your reason(s)?
 1. Because it is entertaining
 2. To keep up to date with what's going on around me
 3. To identify or make business contact
 4. To relax and relieve tension
 5. So I can find out what other people are saying about things that are important to me
 6. Others, (specify)

- 2.(b) Apart from the magazine which other media do you use?
 1. Newspaper
 2. Television
 3. Others, (specify)

3. You may be familiar with other advertisements for Super Blue Omo detergent but thinking only of this issue. What is the advertisement saying?

4. Just in your own words what did you learn about the (product/service) from this advertisement?

5. What went through your mind when you looked at this advertisement?

6. What reasons would you have given for buying the product?

1. Availability
2. Increase in your interest by the advert
3. All of the above
4. Others, (specify)

5. None of the above

7. What did you find objectionable in this advert?

1. It's sincerity
2. The design
3. The content of the message
4. The style of communication
5. Others, (specify)

6. Nothing

8. State reasons for your use of the product:

1. Because of what the advert states
2. Because of your own impression from the advert
3. Because you expect the product to be good as the advert states
4. Because you have been influenced by the need for the product
5. Because it is the only one of such product available

9. Do you think the product (probably) is as good as the advertisement says?

1. Yes
2. No
3. Uncertain
4. Comment

10. How do you think the product (probably) compares in quality with competing products selling at about the same price?

1. Best on market
 2. Better than most
 3. About the same
 4. Inferior
 5. Uncertain
 6. Others, (specify)
-

11. How often would you say that magazine advertisement has influenced you either to buy or inquire about something

1. Very often
 2. Often
 3. Never
 4. Others, (specify)
-

12. In general what is your attitude towards magazine advertisement?

1. Approval or liking
2. Unconcern or indifference
3. Irritation or disapproval

13. (a) Do you own or have access to a television?

1. Yes
2. No

(b) If yes, what type of TV do you watch?

1. Black and white
2. Colour

(c) If you watch TV, approximately how many hours do you spend watching per day?

- From 1 to 2 hours
From 3 to 4 hours
From 5 to 7 hours

(d) If you do not watch TV, how do you get to know about products that might be of benefit to you?

14. How often would you say that television advertisement has influenced you either to buy or inquire about something?

1. Very often
 2. Often
 3. Never
 4. Others, (specify)
-

15. In general what is your attitude towards television advertisement?

1. Approval or likening
2. Unconcern or indifference
3. Irritation or disapproval

16. General speaking, your opinion about advertising is that:

1. Advertisement makes people buy things they do not really want
2. Advertising is unnecessary; there is no need to go on advertising a product
3. Advertisements are untrue or misleading
4. Advertising increase costs.

Personal details

1. Age _____ Sex _____

2. Highest Qualification

3. Main Occupation

4. For the purpose of our survey, we need to have a rough indication of your annual income. Please, indicate which of these classes it falls:

Below N4260

From N4261 to N6240

From N6241 to N7140

From N7141 to N9900

From N9901 to N13569.