THE ROLES OF ADVERTISING ON CONSUMER CHOICE: A CASE STUDY OF THE NIGERIAN CONTEMPORARY SITUATIONS.

BY

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BEING A THESIS SUBMITTED TO THE DEPARTMENT OF BUSINESS ADMINISTRATION IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION OF AHMADU BELLO UNIVERSITY ZARIA. .

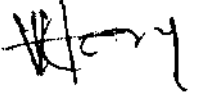
OCTOBER 1999

DECLARATION

I hereby declare that this thesis, a partial fulfilment of the requirement for the award of the degree of Master of Business Administration (M.B.A) of Ahmadu Bello University, Zaria is a product of my findings.

All sources of information collected for the write -up are clearly acknowledged by means of reference.

MATTHEW VICTORIA MOJISHOLA



CERTIFICATION

This project report entitled "THE ROLE OF ADVERTISING IN CONSUMER CHOICE: A CASE STUDY OF NIGERIA CONTEMPORARY SITUATIONS" meets the regulation governing the award of the Degree of Master of Business Administration of Ahmadu Bello University, Zaria and is hereby approved for it's contribution to knowledge of literary presentation.

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DEDICATION

To FOLA my son for his keen interest in all my endeavours of which this thesis is not an exception. It's not an overstatement to say its our thesis.

ACKNOWLEDGEMENT

This thesis bears the imprint of my supervisor Dr. A. B. Akpan who made a significant contribution through the review of the thesis and the provision of guidance and useful suggestions.

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ABSTRACT

THE ROLE OF ADVERTISING ON CONSUMER CHOICE: A CASE STUDY OF THE NIGERIAN CONTEMPORARY SITUATION.

Advertising generally in the Nigeria situation as well as worldwide has played a very vital role in influencing the choice of consumer goods/services, but the Nigerian situation, because of her economy presents an interesting scenario for closer study. The economy has been passing through some drastic changes both in the production and manufacturing sectors, the service as well as the informal sectors and in the rate at which consumers shift from the demand of one product to another.

There has been incessant increases in prices because of the high inflationary rate, introduction of new brands and innovation in various areas.

The study reveals that all these have heightened the competitive drive to sell off goods stockpiled in warehouses (increasing advent of sales promotions). Aggressive advertising is now the order of the day, producers/manufacturers are not only prepared to sell at below cost price to offset increasing cost of overdrafts in the banks, they constantly improve on the quality management to constantly improve the quality of goods/services, thereby overtime reducing costs; this places them on the leading edge with increasing profit and ability to stay in business. The study shows that consumers divert to goods and services of lower prices for reasons of availability of funds. They are also aware now of the maxim that says good value for your money". With constant innovation consumers are rushing for new brands that spring up- This is the recent case with Michael Power

Stout Lager that came up with an improved quality beer this increased sales for them even at the same price.

Consumers have been shifting in their demand patterns from one product to another and which importance has been doubly acknowledged because of present hardship which has caused serious reduction in the purchasing power of the consumers.

The results of the study show that about 80% of consumers respond favourably to advertising. The percentage of those who agreed that advertising influences the rate of frequency of usage of a product was 85%. The number of people who believed in advertising changing their taste for a product was also on the high side (70%). Other variables used were on shift in demand (85%), target guidance (85% consumers) increased in consumer varieties (85% brand loyalty (70%). Alot of the respondents were not favourably disposed to some other variables like increase in cost due to advertising/manufacturers. 60% of respondents agreed that some advertising could be misleading. While 45% of them disagreed with the fact that advertising determines quality, 25% seemed to agreed. The rest 15% were not sure. The study tried to find out what consumers complaints are more on. 60% replied that their complaints were more on price than on media or organisation effects of no advertising showed a 90% reduction in purchases, the rest 10% stopped purchased automatically.

TABLE OF CONTENTS

Title Page i

Declaration ii

Certification iii

Dedication iv

Acknowledgement v

Abstract vi

Table of Contents viii

List of Tables x

List of Figures xi

CHAPTER ONE

1.1 Introduction 1

1.2 Statement of the Problem 4

1.3 Objectives of the Study 6

1.4 Significance of the Study 7

1.5 Scope of the Study 7

1.6 Research Methodology 7

1.7 Limitations of the Study 8

1.8 Definition of Relevant Term 8

CHAPTER TWO - LITERATUTRE REVIEW

2.0 Introduction 10

2.1 Origin of Advertising 11

2.2 Advertising in Nigeria 12

2.3 Dynamics of Consumer Choice 12

2.4 Advertising: Definition and Strategies 23

2.5 Consumer Behaviour Models 29

2.6 Evaluating Advertising Effectiveness 33

2.7 Societal Attitude to Advertising 34

CHAPTER THREE

3.1 Research Methodology 40

CHAPTER FOUR

4.1 Data Presentation and Analysis 42

4.2 Research Findings and Conclusion 46

CHAPTER FIVE -

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary 52

5.2 Conclusion 54

5.3 Recommendations 54

5.4 Suggestion for Further Studies 55

Bibliography 56

Appendix 57

LIST OF TABLES

Table 1.1 Research Questions 43

Table 1.2 Roles of Advertising on Consumer Choice 44

CHAPTER ONE

1.1 INTRODUCTION

The economy is a complex dynamic factor requiring greater attention in terms of it's analysis and efficient management for productivity, stability, growth and increased standard of living of people operating within it of typical importance in the management of the economy to the consumer and it's dynamic choice nature and preference. This is obviously important for producers/manufacturers of products goods and services.

Traditionally those thought to be most deeply concerned with consumer choice and behaviour are marketing and advertising practitioners and scholars. Thus manufacturers and producers employ the advertising tools to satisfy the needs and wants of consumer choice and preference and of increasing demand and market.

The main purpose of any advertising is to sell something, be it an idea, a sevice or a product. However, as a result of the complexity of measuring the sales effectiveness of an advertisement, most advertiser and their agencies are concerned with the impact and effect of the advertising possibly they hypothesize that if advertising is to sell it must communicate and the advert that communicate best is the one that will produce the greatest memory impression both quantitatively and qualitatively. An assumption is that the memory production of an advertisement is related to it's sales effectiveness. Until data are obtained to the contrary, this is an assumption that advertising management and research personnel accept and work with. Illustrative of this are the number of advertising

research projects that are devoted to memory recall, recognition or it's variations; Dania Starch and Gallup-Robinson (1981); Lucas and Britt (1979), Hahwich et al (1984). Thus it may be said that advertising attempts to achieve it's primary purpose through the production of memory impact. Advertising can either create a demand for a product or stimulate an existing demand (Kotler 1988) for many products such as basic food, shelter, clothing, the demand already exists but because there are so many competitors, the increasing use of advertising tools becomes imperative not only to maintain existing demand but to create new market and encourage increased demand by already existing consumers of the products or services. The advertiser must choose an appropriate medium for his product or services or a combination of media such as National Newspaper, Women Magazine and Television for advertising a mass consumer product which has been seen. If for example the product was of a complex technical nature, then the choice should be a technical journal appropriate for the particular industry or segment of the community, the main promotional emphasis being on personal representation when the salesmen could explain the technical details to the prospective customer. Achumba (1995).

The Advertiser must determine the readership composition from the proprietor of the medium (the type of readers) and the circulation figures as published by the Audit Bureau of circulation. The cost must be looked at press advertising space is sold by the column inch. For an advertisement of a given size, the cost per newspaper or magazine is calculated by the rate per column-inch multiplied by the number of column inches taken up by the advertisement

multiplied by the number of insertions. To compare the costs of advertising in the various media, the readership or calculation must be taken into account. The cost per thousand readers must be calculated and the cost per thousand of circulation, Rusell Coley (1961).

Advertising is one of the five major tools that companies use to direct persuasive communication to target buyers and publics, Martin (1989). Advertising is defined as any form paid form of non-personal presentation and promotion of ideas, goods or services, by an identified sponsor. These includes business firms museums, professional and social organizations that advertise their causes of various target publics. Advertising is employed in all the countries of the world including socialist countries. advertising is a cost effect way to disseminate messages whether it is to build brand preference for coca-cola or to motivate a developing nation's consumers to drink milk or to practice birth control.

A closer look at the contemporary Nigerian economy shows that the rate of advertising activities has increased tremendously. This is due to increased production in goods and services by firms and organizations. Advertising serves the means of informing, persuading motivating and activating demand. With the need to realise sales targets, maintain market share and growth, advertising therefore becomes imperative. Advertising as the use of paid media by a seller to communicate persuasive information about it's product, services or organisation is a potent promotional tool. Advertising takes on many forms (national, regional, local, consumer, industrial, retail, product brand institutional and so on) designed

to achieve a variety of objectives.

There is no doubt that advertising poses the problem of measurement. The measurement of the effectiveness of advertising is difficult except in the case of direct mail advertising and mail order selling where no other form of promotion is used. The more precise advertising objectives are made, the easier it is to plan a campaign and the easier it is to measure the effectiveness against set objectives; typical examples of specific objectives are as follows; to inform about new products, availability feature or price, Increase frequency of the use of a product, effect immediate buying action indicate new uses of an existing product, inform of an additional feature of an existing product, build corporate image and stimulate enquiries.

Thus this research study therefore aims to view and analyse the roles of advertising it's effects on choice of the consumer considering the Nigeria contemporary situations.

1.2 STATEMENT OF THE PROBLEM

This research seeks to explore the roles of advertising and it's effects on consumer choice a case study of the Nigerian Contemporary Situation.

Advertising, in the Nigeria situation has played a very vital role in influencing the taste of consumers. The Nigeria economy has been passing through some drastic challenges both in the production and manufacturing sectors and in the rate at which consumers shift from the demand of one product to another. There has been increase in price, high inflationary rate of stagflation,

mass production of goods and services by companies introduction of new brands and innovation in various area. The value of our currency has been depreciating because the purchasing power of the average Nigeria keep going down. Thereby affecting demand negatively, producers and manufacturers have their warehouse stocked with goods which are not in high demand because of the Zero demand situation.

This heightens the competitive drive (increasing advent of sales promotion cost to reduce the level of finished goods inventory. They go into aggressive advertising to attract the attention of consumers to new and existing goods and services. The trend has been to constantly improve on the quality of products, thereby reducing production cost over time, which increase profit and consequently be as the leading edge of the industry.

Consumers therefore, change their tastes for the following factors.

a. People would wish to divert to goods and services of lower prices while at the same time enjoying good value for their money (higher quality).

b. With constant innovation, new brands would spring up, and there is the tendency for consumers to rush to new products for comparison with the existing ones.

c. Increased Advertising and it's effects has also made consumers to shift demand from one product to another since it has been established that advertising can induce demand.

In conclusion, the current economic hardship has given consumers a new focus to advertising because they want a good return for their money's worth.

This has led to a rapid change in consumers choice.

Consequently, companies now tend to change the face of advertising which has become more aggressive that ever.

With creativity and innovation, the companies on the leading edge are able to sell more of their goods and services. Therefore, the research shall seek to answer certain basic research question as;

a. What are the dynamise of consumer choice.

b. What are the basic determinants of consumer choice.

c. What are the increasing returns on Advertising based on consumer choice.

d. Advertising effectiveness on consumer choice

e. What are the importance objective of advertising and the strategies to be use to get the desired result.

f. What consumer behaviour model is most ideal.

Finally what societal attitude to advertising that affect consumer choice.

1.3 OBJECTIVES OF THE STUDY

The purpose of the research is to ;

a. Show the basic details of an effective and successful advertising.

b. Highlight the place and importance of consumer choice in advertising process.

c. Show the importance and objective of advertising on consumer choice.

d. Discuss advertising effectiveness on consumer choice.

1.4 SIGNIFICANCE OF RESEARCH

This research shall be of great significance to manufacturers and producers of goods and services, marketers and advertising practitioners. Moreover, it shall serve as good reference source to research and postgraduate students.

1.5 SCOPE OF THE STUDY

This research is concerned basically with the roles of advertising and it's effects on consumer choice having in mind Nigeria contemporary situation which is characterized by incessant increase in prices, increase in production of goods and services by companies demand for such goods and services due to consumer choice.

1.6 RESEARCH METHODOLOGY

The methods adopted in getting the relevant data includes the following.

1. Critical analysis of the documents used for advertising and sale promotion.
2. Discussion with the various department in charge of advertising with regard to consumer choice.
3. A questionnaire was sent to selected advertising firm on the role of advertising on consumer choice.
4. Documentary record is another sources of data collection used, this method relied greatly on already stored documented or available information. The document used include Business journals and other project on related topic and magazines.

1.7 LIMITATION OF THE STUDY CONSTRAINT IN MEASUREMENT

One of critical problem I encounter is the complexity in measuring advertising role on consumer choice.

However, conclusion are reach subjectively and estimate are generated as the possible contribution of advertisement on consumer choice.

Another, constraint was the problem of getting the required and sufficient material and most companies and individuals consulted were very suspicious of the motive of the survey, even when assured that responses would be treated confidentially. This makes it difficult to ascertain authenticity of the data.

1.8 DEFINITION OF RELEVANT TERMS

Below is a brief definition of some important terms in connection with the study.

ADVERTISING:-

Is primarily to communicate to a defined audience, inform and put them in a frame of mind that stimulate action.

RESEARCH:-

Is a systematic analytical and unbias way of investigating a problem to find the truth about the problem.

ADVERTISING PRACTITIONERS:-

Those individual or organisation who take advertising as a profession e.g. lintas.

ADVERTISEMENT:- An advertising message.

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CHAPTER TWO

LITERATURE REVIEW

2.0 INRODUCTION

In this chapter, an attempt is made to gain in sight into the studies that have previously taken place focusing my attention on advertising. Various authors have approached advertising with a view of arriving at a conceptual framework. Advertising has gained, much ground in the developed countries, Europe, U.S.A. to mention but a few. This would not have been so if not for their high level of economic development. In Nigeria however, this sector is still at a very low ebb, little wonder then why there are just few writers on advertising.

Besides, relevant theories and models on consumer choice. Which are basic background for this study are discussed.

Quite a number of scholars in the developed countries have researched on advertising. However, these scholars have conflicting views about advertising. some scholars believe that advertising is a very useful social and economic tool, that is beneficial to both the consumer and manufacturer.

While other scholars sees advertising as a threat to consumer, they feel it frustrate the consumer, since due to advertising He is aware of so many products or services he needs yet can't get them because of his limited purchasing power. They believe that advertising allows manufacturers to take undue advantage of consumer.

2.1 ORIGIN OF ADVERTISING

To VOLNEY B. PALMERS and others advertising started in the 20th Century, but this is not so. Actually, advertising has been in the business system from time immemorial.

It's an indispensable, crucial form of communication that has been with us for ages. E.g. lost but found articles were advertised by inscribing the message on papyrus in ancient Egypt.

Similarly, one sees on the excavated walls of ancient Roman city of Pampeli, advertisement of schedule of activities to be held at local baths.

To discover historical origin of advertising as a modern, organized activities, one has to be concerned with evolution of industrialization. The growth of industrialization brought about mass production of goods through the use of industrial manufacturing machines and increased labour strength brought about competition amongst manufacturers.

With the emergence of stiff competitors amongst manufacturer, every manufacturer endeavour to make his product unique. This was done through branding and use of trade mark. This was the beginning of advertising.

With increment in the number of consumers for products, there arose the need to find a way through which consumer would be reached at a cost effective price and within a short period of time. This gave birth to these of modern medium. With increase in the level of technological advancement, new medium of communication emerged. This did not displace the old medium, but it was used to complement it.

2.2 ADVERTISING IN NIGERIA

The role of advertising cannot be under estimated in Nigeria since it cuts across our social religious and business life as it has become so important in recent times as a means of proffering solution to certain political cultural and economic problems that involves mass communication.

Advertising is a young industry in Nigeria. Its relatively unrecognized when compared to law, medicine, accounting, etc. This apathy is seen from the fact that people do not appreciate the roles of advertising in the social and economic well being of this country.

The history of advertising in Nigeria would not be complete without the mention of LINTAS International Limited, which was established in 1928 as West African Publicity Limited with offices in Lagos and Accra. Their mission was on posters advertising for goods exported to West Africa, this continued until 1958 when O.B.N Nig. Ltd. emerged and was closely followed by insight Advertising, Grant Dricam, Rob publicity promoserve, Afromedia vinman Advertising Agency, Colour Image Advertising. They were all accredited by the advertising practice regulatory organ, the Association of Advertising Practitioners of Nigeria (AAPN).

As it's now we have over 950 Agencies in Nigeria for advertising but the level of pratice is yet to make advertising effective.

2.3 DYNAMICS OF CONSUMER CHOICE

The consumer choice pattern is mainly viewed by producer in terms of sales, i.e. how many tons of X would translate in hundred cases of Y, how many

bundles of Naira worth of Z product is perhaps going down. Then comes some realisation that individual and highly varied people are involved who by or use the product (the Marketing or Consumer-Oriented approach). Data are therefore collected which allows him to separate sales into two components-number of buyers and how much they buy and what affects their choice. There comes also the discovery that most consumer buy the brand or product in particular for more frequently than do others (with a small proportion of buyers accounting for the bulk of sales, and that consumer vary in their needs and habits (consumer profiles and market segmentation). Buyers of brand do not necessarily satisfy all their needs through this one brand, but tend to buy other brand as well. There are pre-purchase needs and attitudes, the experience of previous usage and external influences such as advertising and promotion, retail available, personal selling and words of mouth effects and difference in product formulation purchasing and pricing. Decisions have to be made about whether and what to buy, how much and at what cost when and where. Then there are various usage or consumption activities and responses which generate post usage feeling of satisfaction and changes in attitude; (Write up on the Role of Advertising by OBI, N.P).

Repeat buying - This is a situation where a person buys the item in question more than once and this is one aspect of the ways by which consumers buy fast moving goods. These are the kinds of products which are brought fairly frequently like the various line of food and drink, toletories, cigarettes and petrol, and so on which tend to be generally available from grocery and other retail outlets. As far as the same person buys any particular item more than once within

a relatively short time period, such as a week, a month or a year the notion of repeat buying becomes particularly relevant.

The factors involved in the consumer choice are varied. The kinds of products dealt with here are typically sold in the package branded form, but may be available in the different types of packages in different pack size, in different varieties at different levels of quality and price e.g. grades of petrol) and under different manufacturers brands' named. The items are generally low-priced (although a purchase of several gallons of petrol may be relatively costly).

However, some products are brought more or less as necessities or staple commodities (most people tend to buy some bread, potatoes, meat, vegetables, soap petrol, if they have a car and so on. Others are bought more for variety with an element of luxury (different types of breakfast cereals or the modern "convenience" foods etc). These various distinction might affect the regularity with which the items were bought i.e. their repeat buying pattern.

Further variations in the buying situation are that some products like tinned vegetables have a long storage life and can be sorted, others like frozen vegetables can be stored for a relatively short-time only and some can only be bought and stored in limited amounts. Some products are generally used up in one time once the package is opened (e.g. frozen or tinned vegetables); others tends to be used in small amounts but may have a relatively short storage life once opened (e.g. breakfast cereals or butter) or quite a long one (e.g. toilet soap or toothpaste). For some products, the different brands available are virtually indistinguishable apart from their brand names and possibly their purchasing. In

others the brands are clearly different varieties of the same brand (e.g. different flavours) while in yet other cases there may be two or more distinct types of products competing directly.

Some products have a single use while others have a variety of different end-uses e.g. butter is used for cooking, frying, baking etc.) Some end-uses can be satisfied by only one product (.e.g petrol) while others are open to a variety of products (e.g. eggs and becon and cereals for breakfast or neither). Shopping habits for different products and retail availability also greatly varies.

BASIC DETERMINANTS OF CONSUMER CHOICE

(A) CULTURE

One of the first question that an international marketing executive has to answer when he enters a new market is how much of our advertising can we use in this particular environment or market? For instance on one hand, he will be told that everything from American hair spray to tourism can be sold throughout the world with the same illustrations, copy and advertising approach. On the other hand, he will be told that every foreign market is different and he will run into a variety of problems including cultural taboos if he tries to use the American approach abroad; (Lecture Note on International Finance by Sani Abdullahi).

Experience and wisdom has shown that the truth lies somewhere between the two that our techniques can be used under certain conditions and cannot be under others. Even locally we are aware that pork and beer factories are not a welcome development in the Northern part of this country.

(B) SOCIAL CLASS:

For a marketing programme to be effective, it must be designed to meet the social class that fits ones product or service. Similarly, life cycle has been used as an independent variable in analyzing housing need and uses, income, finance and the purchase of a standard package of items to be consumed at each stage. However, recent changes in social and economic circumstances of consumers such as increase in discretionary income, leisure time, opportunities for higher education increasing social benefits, movements to suburban have raised some doubts about the effectiveness of social class and life cycle to explain consumer choice.

(C) REFERENCE GROUPS

When an interacting group of persons or even a single person influence the attitude or behaviour of another individual that group is said to be a reference group for the influenced individual. The group serves as an evaluation or normative point for the individual. It has been hypothesized that reference groups influence consumer choice in many ways. Reference group research by consumer analysts have sometimes had as its aim simply to find out if this hypothesis is correct.

M. VENKATESAN's articles "Experimental study of consumer behaviour conformity and independence", say group influences are more important and predominate when no objective standards exist for judgements of product quality. VENKATESAN's data support the hypothesis that group influences are more important at the problem recognition or search stages than at alternative evaluation stages.

(D) FAMILY

Family influence on consumer choice is an area that has attracted the attention of marketers for many decades. The reason is quite simple, the role and influence of family members is a pivotal consideration in planing marketing strategy and tactics. Such decision as packaging, product features pricing, channels and distribution and media and creative strategies are strongly influenced by the role of various family members in making purchase decisions. From the point of view of household decision making it's a crucial mistake to overlook the husband-wife communication on economic matters but even within the same family type in the present day nuclear family of western industrial societies, interpersonal communication varies a great deal.

Hence, the importance of a proper understanding of the dynamic of consumer choice is imperative for efficient advertising programme and successful marketing.

INCREASING RETURNS ON ADVERTISING BASED ON CONSUMER CHOICE

Increasing returns occur when the advertising cost per Naira of sales decreases as increases in total advertising expenditures occur. There are four distinct possible sources of increasing returns to advertising expenditure. Two sources of increasing returns of advertising messages and two sources of increasing returns to advertising expenditures. At the lower levels of advertising messages, there might be increasing returns.

(1) Because of the threshold effect. Buyers may be unaware of a brand or unwillingly to purchase it until they have received several advertising messages.

(2) Because the word of mouth flow of information about brands among individuals word of mouth advertising started by advertising message, might lead to increasing returns of the probability of contract between buyers and won buyer is measured by the proportion of buyers times the proportion of non-buyers. In this case as discussed by TESER(1954), the proportion of buyers increases at an increasing rate in response to the initial advertising messages which can be interpreted as increasing marginal sales effectiveness of advertising messages.

GLAISTER(1974) extends both the concept of a threshold level and the analysis of the increasing returns due to word of mouth exchanges of information among groups of individuals. He argue that if the sales of a new product are to climb due to the exchange information between potentials users and actual users, the number of potential buyers must exceeds the ratio of the rate of loss of users to the contract rate between users and non-users. If there are not enough potential users in the population, the initial users will fail to make successful contract before they become non-users and the number of users will diminish.

GLAISTER argues that this condition is independent of the number of initial users in the market.

There are some evidence that larger firms earn higher rates of return and sometimes have lower ratios of advertising to sales. However, it is not possible to interpret such findings as showing increasing returns to advertising, because difference in elasticity of demand, production cost and other promotion cost can explain these results. Moreover, all of these studies are subject to several measurement and econometrics shortcoming that vitiate their choice.

brand reference and so on? Assuming that the advertiser had measured these levels before the campaign the advertiser can draw a random sample of consumers after the campaign to asses the communication effects. If a company hoped to increase brand awareness from 20%-50% and only succeeded in increasing to 30% then something is wrong. The company is not spending enough. It's adverts are poor or some factor is missing.

SALE-EFFECT RESEARCH

Communication-effect; advertising research helps advertisers assess advertising communication effects but reveals little about it's sales impact. What sales are generated by an advert that increases brand awareness, by 20% and brand preference by 10%. Advertising sales-effect is generally harder to measure than its communication effect. Sales are influence by many factors besides advertising, such as the products features of price availability and competitors actions. The fewer or more controllable these factors are, the easier it is to measure advertising effect or sales. The sales impact is easiest to measure in direct-marketing situations and hardest to measure in brand or corporate image building advertising.

Companies are generally interested in finding out whether they are over spending or underspending on advertising. In other words, a company's share of advertising expenditures produces a share of voice that earns a share of their minds and hearts and ultimately a share of market. PECKHAM, studied the relationship between share of voice and share of market for several consumer product over a number of years and found a 1 to 1 ration for established product

and 1.5-2.0 to 1.0 ratio for new products using this information, suppose we observed the data for a firm. Researcher try to measure the sales impact through analyzing either historical or experimental data. The historical approach involves correlating past sales to past advertising expenditures on a current or lagged basis using advanced statistical techniques. PALDA, studied the effect of advertising expenditure on their sales of Lydia Pinkham's vegetable compound between 1908 and 1960. He calculated the short-term and long-term marginal sales effect of advertising. The marginal advertising naira as increased sale by only ₦50 in the short term, suggesting that Pinkham spent too much on advertising, but the long term marginal sales effect was three times as large. Palda calculated a post-tax marginal rate of return on company advertising of 37% over the whole period.

Another approach to allocating an advertising budget geographically is to use a model that considers the difference between geographical area in terms of their market size, advertising response, media frequency, competition and profit margins urban developed a media allocation model that relies upon these geographical variable to allocate the advertising budget.

In general, a growing number of companies are striving to measure the sales effect of advertising expenditures instead of setting only for communication effect measures. In general therefore, the place of advertising in the economy and business environment can not be over-emphasized considering the dynamic nature of consumer taste changes in consumer taste over time are reflected in:-

(a) Reduced demand and consumption of a product or service.

(b) Shift from a product or service "A" to another product or service "B".

However, BELL(1966) saw it differently to consist of those activities of which visual or oral messages are addressed to a selected public for the purpose of informing and influencing them to buy products or services or to act or be inclined to act favourably toward ideas, persons, trademarks or institutional features.

The International Encyclopedia of Social Science (1972) sees advertising as a means of making known a produce, service or idea in order to sell them or presenting the most persuasive possible selling messages to the right prospects.

The "American Marketing Association (1961) views advertising as consisting of any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor." Besides, advertising is that part of a marketing policy which is concerned with making the products or services of the advertiser known to the consumer.

In developing an advertising programme, marketing managers must always start by identifying the target market and buyer motives. Then they can proceed to make the five major decision.

In developing an advertising programme known as the five "M".

(i) What are the advertising objectives (mission).

(ii) How much can be spend? (money).

(iii) What message should be sent message.

(iv) What media should be used (media).

(v) How should the results be evaluated (measurement, PHILIP KOTLER 1988)

THE IMPORTANCE OF ADVERTISING

ECONOMIES OF SCALE:

There is the evidence for the proposition that advertising increase the minimum efficient firm size in some industries. If at low ebb of outputs, successive increments to advertising spending have increasing effects in sales, advertising by established firms may increase the sale at which efficient entry must take place and thereby add to barriers to entry.

PRODUCT DIFFERENTIATION

Product differentiation is also associated with advertising intensity which provides the consumer with a wider variety of product to choose from and as a boost for maximum utilization of production capacity, firm's growth and profitability. Traditionally a correlation between advertising intensity and seller concentration is taken to mean that high levels of advertising tends to increase seller concentration. Similarly a correlation exists between advertising and profitability and is usually interpreted as showing that high levels of industry advertising insulate firms from one another and raise entry barriers, thereby increasing industry profitability.

SAME MARKET SITUATION

COMANOR AND WILSON (1967) briefly discuss the determination of advertising. They argue that firms with low profit rates in the same market situation. The phrase "same market situation seems to mean something like facing the same behaviour from rivals and the same opportunity for product differentiation. It is easy to show that this key statement is not generally correct

and that any reasonable specialisation of the advertising decision equation must imply a positive correlation between advertising and profitability.

The basic reasoning can be simply outlined. A profit maximization firm will operate in the region of diminishing returns to advertising. If the cost of advertising is constant, it pays to advertise more when profit per unit of sales is higher, since less effective marginal messages become profitable. The more a marginal unit of sales adds to profit. The more it is profitable to spend to sell that unit.

ADVERTISING OBJECTIVES

The measurement of the effectiveness of advertising is difficult except in the case of direct-mail advertising and mail order selling where no other form of promotion is used. The easier it is to measure the effectiveness against set objectives.

Typical objectives are as follows:

To increase the frequency of use.

To increase the quantity of goods purchased.

To increase the variety of use.

To increase the frequency of replacement.

To increase length of the buying season.

To present a promotional program.

To bring a family of products together.

To turn a disadvantage into advantage.

To attract a new generation.

To help a franchised dealer or agent.

To secure acceptance for a subordinate product or process.

To meet brand substitution.

To make known the organisation behind the product (institutional advertising).

To increase the strength of the entire industry.

Basic advertising media comprises the following:

National Newspapers

Regional Newspapers

Magazines

Periodicals

Trade journals

Technical Journals

Institution Journals

Commercial Television

Cinema

Radio

Posters

Transport (on Buses, vans, trains, etc)

Mechanical Advertisement

Electric Signs.

The advertiser must choose an appropriate medium for his product or service or a combination of media such as national newspapers, women magazines and television for advertising a mass consumer product which has to be seen. If

for example the product was of a complex technical nature, then he would advertise in a technical journal appropriate being on personal representation when the salesmen could explain the technical details to the prospective customer.

The advertiser must determine the readership composition from the proprietor of the medium and the circulation figures as published by the Audit Bureau of Circulation. The cost must be looked at. Press advertising space is sold by the column inch. The cost per thousand readers must be calculated or the cost per thousand of circulation.

ADVERTISING STRATEGIES

According to BECKMEN (1966), Advertising Strategy is the element in advertising managing since it is the means of implementing objectives.

Advertising strategies differ in many dimensions. The information communicated in the advertisement, the way the messages is presented, the imagery and symbolism used, the use of spokes person e.t.c. The diversity of strategies makes it difficult to classify them, but major questions make classification easy. They are the campaign meant to communicate information, imagery or symbolism. Advertising strategies may be designed to maintain or reinforce comment brand images and attitudes in order to keep present users and ensure the continued strength of the brand.

Most advertising strategies are meant to produce some changes, to inform consumers of new products or changes in existing products, to improve brand attitudes, or to increase involvement with the brand.

The second criterion in classifying advertising strategies is the nature of the messages. The basic distinction is between messages that are meant to inform and messages that are meant to convey imagery or symbolism. Informational advertising is meant to sway beliefs about a brand.

Advertising that uses imagery and symbolism is meant to influence feelings.

2.5 CONSUMER BEHAVIOUR MODEL

In discussing advertising, there is need to explain how consumers react to advertisement. There is therefore at this juncture to differentiate between advertising and advertisement.

STANTON (1983) believes that advertisement is the message conveyed to consumers while advertising is a process. It is a program or a series of activities necessary to prepare the message and get it to the intended markets.

In order to explain how consumers react to advertisements, various advertising models were developed by scholars.

KOTLER, in 1976, prescribed a five stage model. According to him, the first stage of the model is the attention stage this a primary stage of consumer behaviour. This stage indicates buyers' sensitivity to an advertisement. The next stage is the comprehension stage. Here, consumers are initiated with the product through advertisement. Level of comprehension can be measured by aided or unaided recall/recognition of brand attributes.

Attitudes formed by consumers toward the product is the third stage of KOTLER's model. Here consumer develop either positive or negative feelings towards the advertised product. Buyers evaluate the product, its relative potential to satisfy their motives and intentions to buy.

The fourth stage is where the consumer develop intention to buy a product is developed if the consumer has a positive feeling towards the products.

The final stage is the actual purchase of the product. Consumer after considering other stages of the model, eventually buys the product.

Fig.2.1 KOTLER'S ADVERTISING MODEL



Source: Philip Kotler Marketing Management Analysis, Planning and Control. (London, Prentice Hall International, Inc.) 1976.

HIERARCHY OF EFFECT MODEL

This is another model of consumer behaviour developed by LEVIDGE AND STEINER. It is seen as derivation of AIDA, but more sophisticated by two additional steps. Hence, it has six stage namely: Awareness, knowledged, liking, preference, conviction and purchase.

In the awareness stage, consumer is made aware of the existence of a product through advertisement.

In the knowledge stage, consumer accumulates knowledge about the product could be on the usage, its effectiveness, purchase location, price, etc. The third stage, called the liking stage is where the consumer develops interest towards the product.

In the preference stage, consumer prefers the products to other products (substitutes). In the fifth stage, which is the conviction stage, consumer has a high certainty about the effectiveness of the products, and that if a purchase is made, it will be justified. Purchase is the last stage. here the consumer actually buys the products.

AWARENESS --- KNOWLEDGE --- LIKING

¦

PREFERENCE

¦

CONVICTION

¦

PURCHASE

Source: GILLIGEN, C. & CROWTHER, G. Cit PLS.

Furthermore, REYNOLDS AND WELLS (1975) submitted that advertising can have the impact of mis-informing and misleading consumers in their buying behaviour. The advertisement sponsor has an irresistible urge to present his product in the best possible light, that is the advertiser displays his product at the peak of its attainable perfection. These short-comings notwithstanding, advertising critics accepted the need for some form of product information since an informed consumer is considered fundamental to the classic model of a free economy.

In the words of DIHAN (1972), we have got to know what we have got choice of, we have not got a choice of religion unless there are people preaching various religions choice of election unless there are speakers for a variety of candidates. We do not have a free economic 'choice' unless there is some way in which alternatives can be brought favourably to our attention. To be candid, many writer and scholars equally argued that whenever shortcomings and deficiencies, advertising may have as a result of its non-pure form in those years; have disappeared or at least reduce in recent times as a result of self-sponsorship and check by mass media owners as well as government agencies. Thus advertising has succeeded in winning new friends even in countries where it was considered a taboo initially. For example, the Russian Encyclopedia (1944) saw advertising as a means of swindling the people to making them buy goods that are useless, without value, but they have made a rethink over the years.

SELECTING THE MEDIA

ALLPOT (1970) said that three levels of decision making are required in the selection of advertising media. First, management must determine what

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Table 1.2

ROLES OF ADVERTISING ON CONSUMER CHOICE

S/NO	RESEARCH QUESTIONS	YES	NO	NOT SURE
1.	Advertising influences the frequency of usage of product/services?	85%	15%	--
2.	Advertising affect choice for a product/service?	70%	20%	10%
3.	Does advertising induce demand?	75%	15%	10%
4.	Does the type of Advertising medium used have effect on your demand for a product/service?	80%	15%	5%
5.	Advertising can be misleading?	60%	25%	15%
6.	Advertising determines brand loyalty	70%	10%	20%
7.	Advertising Increases Consumer Choice?	85%	15%	--
8.	Advertising determines quality of a product/service?	25%	45%	30%
9.	Advertising increases cost of product/services?	75%	25%	--
10.	Advertising is targeted at Consumers?	90%	10%	--
11.	Consumers complaints are more on price?	90%	10%	--
12.	Is there an increase in demand/sales in a No-Advertising situation?	10%	90%	--

Source: Questionnaire Administered

In Table 1.2 above, I went further to ask specific questions as to the effects and possible roles that advertising can play on consumer choice.

For Item 1:85% of respondents agreed to the fact that advertising influences the rate at which consumers use a product/service, while 15% disagreed.

Item 2 deals on the effect advertising would have on the choice of an average consumer. 70% of the respondent, agreed that there is a directed relationship between advertising and choice of a consumer while 20% of them disagreed. The rest 10% were not sure of the effect.

Item 3; 80% of respondent agree to the fact that the type of advert/medium used for a product/service determine to a large extent the effect it will have on consumers. However, 15% of them do not agree and 5% do not seem to know the effect.

Item 4: The question "Does Advertising induce Demand?" elicited 75% positive response, 15% negative and 10% are undecided.

Item 5: Advertising can be misleading; only 60% of respondent agree, 25% disagree while 15% are short of words.

Item 6: Advertising determines brand loyalty; 70% agree to this assertion while 20% are not sure.

Item 7: On whether advertising increase consumer choice, a high 85% of respondents here are at lest sure of what to say.

Item 8:25% of respondents agree to the fact that advertising determines quality of product/services, 45% disagree while 30% are not sure. Effect of advertising on this issue is not clear and is not likely to affect the choice of a consumer a great deal.

Item 9: In this area, 75% of respondent agree that advertising can increase the cost of a product/service since there is a definite cost attached to advertising. The remaining 25% disagree.

Item 10: 90% of respondents believe that most advertising is directed at consumers more than any group of people while 10% said "No".

Item 11: dealt with consumer complaints where 90% agree that complaints are usually on price. 10% of them disagree.

Item 12: another impressive result was on effects of a no-advertising situation where 90% of respondents do not believe that there can be an increase in demand/sales while 10% of them believe there can be.

4.2 RESEARCH FINDINGS AND CONCLUSION

This research project has dealt extensively on advertising role on consumer choice. In a more practical form, a case study was conducted to appreciate the role of advertising on consumer choice with a view on Nigeria contemporary situation.

Therefore the finding of the research are enumerated as below:

(A) ADVERTISING PROMOTION AND MISCELLANEOUS ISSUES IN NIGERIA

The economic business and consumer marketing environment indicates that advertising promotion is held at a very high esteem. These were views crossing a wide section of people in the economic business and consumer environment ranging from the highly educated people of Accounting profession, Managers, Bankers, to people as Traders, Builders, Business women, Men and House wives. This is because most advertising in Nigeria is directed to consumers industrial users and companies. Advertising informs about special offers and prices even

though to a limited extent. It also appreciated that advertising media in the Nigeria contemporary situation.

Even though sometime advertising can be misleading cross (Sectional Views). It increase consumer awareness of brand varieties, induces demand and increase the marketing situation in the economy.

Moreover, it is useful for building corporate image and definitely required for creating awareness of consumer goods, industrial goods and all categories of services. It is also ascertained, that most consumer complaint on advertising is on the issue of price, media type used in the process and on the organization or firm involved.

Based on this study its paramount that the issue of advertising appeal is of great importance and interest to the target audience, considering the complexity of the Nigerian situation in terms of class, profession, literacy level and income variations.

B. ADVERTISING IN NIGERIA AND THE CONSUMERS CHOICE

The finding of this study further confirms the fact that issue of consumer choice is a dynamic factor. The desire and use of a product or service may or may not retain constant over a considerable period of time. This is as a result of increased innovations and introduction of brand varieties into the market place. However, the desire of producing and marketing organisations has always been creating consumer brand loyalty i.e. ensuring that consumers continue to use or procure the firms product or service in the face of increased introduction of new products or services into the market place by similar operating firms and

organisations. This however, does not impede the fact that consumers often do have a desire for new taste as a result of modernisation.

Therefore based on this concept of choice variations, the study was able to appreciate that advertising in Nigeria is done in such a way as to enhance choice creation though irregular shift. This has encouraged the increased usage of the firm's products and services.

Moreover, the issue of brand loyalty as a result of advertising is not a completely accepted fact. Some sections of the economic business and marketing environment agree that advertising enhances brand loyalty while others do not agree that advertising increases and enhances brand loyalty, but what is expedient in the Nigerian environments that advertising does enhance awareness of product.

Since the choice of consumers is often affected by advertising, it also causes a shift in demand of homogeneous products, particularly for consumer goods. Irregular shift in demand as pointed out by some (Businessmen and Managers) are in capital goods with specialised functions and uses. On a further analysis on why consumers make demand, steps were made to find out if consumer purchase were done willingly after an advertising promotion. It was gathered that advertising induces demand and causes impulse buying. As a matter of fact, people just find themselves making purchases and sometimes get addicted to certain brands just because of advertising, but to some classes of people, mainly professionals, they do not hold the view that they effect demand out of impulse nor addicted to brands irrationally. However, a majority of the Nigerian consuming market cut across (classes and professionals) are truly affected in

making purchase of products and services as a result of advertising promotion. This is mainly effects of new and continuous advertising promotion.

The consuming market and corporate organisation derive gains through advertising promotion. Apart from increasing frequency in purchasing and usage of products and services, maintaining sales and market share, it enables the consumer to make quality distinction in products and services, here brand variety choices and derive satisfaction and reward for purchases made.

Most manufacturer and commercial companies enlist the aid of advertising agencies. The agencies employ specialists in planning, creating and placing of advertisements in various media. Some 70% of all expenditure on advertising passes through agency hands since most of the national advertiser use agencies. The agencies receive most of their remuneration from media owners when they book or place advertisement on behalf of their clients.

For this remuneration, the agency offers the client advice on market research and marketing plans and will plan the advertising campaign for the client and place the advertisement with the appropriate media.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The role of advertising on consumer choice is a crucial and important turning point in the advancement of commercial, economic and business activities in the economy.

Advertising has been defined as any form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. The functions to perform are to attract attention, command interest, create desire, inspire conviction and promote action.

Advertising often does make use of salesmanship techniques. Thus, salesmanship consists of the ability to interpret product and service features in terms of their benefits and advantages to the buyer and to persuade and motivate him to buy the right kind, quality and quantity of product.

Specified roles of advertising consists of:

To increase the use of a product.

To increase the variety of uses.

To increase the quantity of goods purchased.

To increase the frequency of replacement.

To increase length of the buying season.

To present a promotional program.

To bring a family of products together.

To turn a disadvantage into advantage.

To attract a new generation.

To help a franchised dealer or agent.

To secure acceptance for a subordinate product or process.

To make known the organization behind the product (institutional advertising).

To increase the strength of the entire industry.

Major advertising media used in the process of advertising promotion include newspapers, magazines, periodicals, trade journals, technical journals, institution journals, television, camera, radio, posters, transport vehicles, mechanical advertisements and electric signs etc. Both the media and roles are considerable factors and must be taken into consideration in advertising promotion in recognition of the influence on consumer choice. The business, marketing, economic and consumer environment is dynamic in nature so also consumer choice.

Choices and demand are varied hence manufacturing and producing organisation must adapt their product and services in line with the current market demand.

Moreover, to ensure continuous demand and creation of brand loyalty, it becomes necessary to employ advertising in the process. The roles of advertising as enumerated is to help create, build, maintain and adapt to consumer choice.

Therefore, to achieve these objectives it is also imperative for advertising orgnisations to carryout a well balanced study analysis of consumer choice which will enhance the production and introduction of quality and desired brand products and services on the consumer and producing organisations stand to

benefit through satisfaction and reward for products and services purchased and in the maintenance of sales, market share and profitability.

5.2 CONCLUSION

In conclusion, this research study has dealt extensively on the roles of advertising on consumer choice and shall therefore, serve as a source of reference for a better understanding of the role of advertising on consumer choice.

5.3 RECOMMENDATIONS

Based on the analysis of data in this study and the summary of findings, it is therefore, pertinent to recommend as follows:

(1) Companies should endeavour to spend reasonable amount of money on advertising since the money expended is gained back through increased market share, sales volume and profit margin for the product.

(2) Advertising should make sure that their advertisements contain detailed information about the unique characteristics of their products and the advertisements should evoke positive attitude from the audience.

(3) Advertising should not be deceptive, this can lead to loss of potential buyers.

(4) There should be right placement of advertisement, in form of choice of medium and time, that is (prime time).

(5) Advertising should intensify more on pre-advertising and post advertising researches so as to know the effectiveness of their advertisement.

(6) Advertisement should be relayed as often as possible in order to allow for learning and brand loyalty.

(7) Advertising should be planned so that they can effectively intimate consumers with necessary information about usage, services, purchase, location, price e.t.c of a product.

(8) For advertising to capture consumer choice. It must be good and must follow advertising rules so as to gain attention of consumers or target audience. This will facilitate recall and retention.

(9) Most consumers are of the opinion that advertising helps disseminate information relevant to choice. Therefore the choice of medium is one of the important factors to be worked upon to get a successful outcome.

(10) Advertising is a communication tool so it should be used to facilitate selection between two close substitutes.

5.4 SUGGESTIONS FOR FURTHER STUDIES

In a constantly moving or changing world, remaining stagnant is tantamount to moving backwards. Therefore, it is hereby suggested that further research into this area should be focused on the whole promotional mix not just advertising. That is a comprehensive research into the role of promotional mix on consumer choice.

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APPENDIX

LETTER OF INTRODUCTION

Faculty of Administration
Dept. of Business Administration
A. B. U., Zaria.

Dear Respondent,

QUESTIONNAIRE ADMINISTRATION

I am a post graduate student of the department of Business Administration, Ahmadu Bello University, Zaria.

I am conducting a study on "THE ROLE OF ADVERTISING ON CONSUMER CHOICE: A CASE STUDY OF NIGERIA CONTEMPORARY SITUATION".

The questionnaire designed is aimed at knowing the extent at which advertising influence consumer choice.

All information will be treated as confidential.

Your co-operation will be highly appreciated.

Thank you.

Yours sincerely,

MATTHEW, M. V.

The questions below relates to "THE ROLE OF ADVERTISING ON CONSUMER CHOICE: A CASE STUDY OF NIGERIA CONTEMPORARY SITUATION".

Indicate your answer by ticking YES/NO in the appropriate alternatives. Comments could be made if necessary.

SECTION A

1. Does effect of frequency affect usage of product/service advertised?

   Yes [ ] No [ ]

   Comment: _____

2. Does choice affect product/service on advertising?

   Yes [ ] No [ ]

   Comment: _____

3. Is T.V. an advertising medium appeal?

   Yes [ ] No [ ]

   Comment: _____

4. Is shift in demand due to advertisement?

   Yes [ ] No [ ]

   Comment: _____

5. Does advertising affect sot of product/services?

   Yes [ ] No [ ]

   Comment: _____

6. Does advertising induce demand?

Yes [ ] No [ ]

Comment: _____

7. Does effect of advertising plays a role on Brand loyalty?

Yes [ ] No [ ]

Comment: _____

SECTION B

1. Advertising Influences the frequency of usage of product/service?

Yes [ ] No [ ]

Comment: _____

2. Advertising affects taste for a product/services?

Yes [ ] No [ ]

Comment: _____

3. Does the type of advertising medium used have effect on your demand for a product/service?

Yes [ ] No [ ]

Comment: _____

4. Does advertising induce demand?

Yes [ ] No [ ]

Comment: _____

5. Advertising determines brand loyalty

Yes [ ] No [ ]

Comment: _____

6. Advertising increases consumer varieties

Yes [ ] No [ ]

Comment: _____

7 Advertising determines quality of a product/service

Yes [ ] No [ ]

Comment: _____

8. Advertising increases costs of product/service

Yes [ ] No [ ]

Comment: _____

9. Advertising is targeted at consumers

Yes [ ] No [ ]

Comment: _____

10. Consumers complaints are more on price

Yes [ ] No [ ]

Comment: _____

11. Is there an increase in demand/sales in a No-Advertising situation

Yes [ ] No [ ]

Comment: _____