ASSESSING THE INFLUENCE OF TOOTHPASTE ADVERTISING ON CONSUMER BRAND PREFERENCE IN MAKURDI METROPOLIS

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ZARIA, NIGERIA

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TITLE PAGE

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ZARIA, NIGERIA

JUNE, 2018.

DECLARATION

I declare that this dissertation titled "Assessing the Influence of Toothpaste Advertising on Consumer Brand Preference in Makurdi Metropolis'' has been carried out by me in the Department of Mass Communication. The information derived from the literature has been duly acknowledged in the text and the list of references provided. No part of this thesis was previously presented for another degree or diploma in this or any other institution.

JIMIN Priscilla Member …….. …….

Signature Date

CERTIFICATION

This dissertation titled: ASSESSING THE INFLUENCE OF TOOTHPASTE ADVERTISING ON CONSUMER BRAND PREFERENCE IN MAKURDI METROPOLIS. By JIMIN PRISCILLA MEMBER meets the regulations governing the award of the degree of Masters of Science of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

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DEDICATION

This dissertation is dedicated to Almighty God. You are indeed wonderful and merciful. Each time I think about your love towards me, I shed tears of joy because I know that you have always kept your promises concerning my entire existence. Unworthy as I am, I bow before you for fulfilling my academic dream once more in a very special way. May your name be praised all over the earth forever and ever Amen.

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TABLE OF CONTENTS

TITLE PAGE ..... **ii**

DECLARATION ..... **iii**

CERTIFICATION ..... **iv**

DEDICATION ..... **v**

ACKNOWLEDGEMENTS ..... **vi**

TABLE OF CONTENTS ..... **vii**

LIST OF TABLES ..... **xi**

LIST OF FIGURES ..... **xii**

ABSTRACT ..... **xiii**

CHAPTER ONE

INTRODUCTION **1**

1.1 Background to the Study 1

1.2 Statement of the Problem 5

1.3 Aim and Objectives of the Study 6

1.4 Research Questions 6

1.5.Significance of the Study 7

1.6 Scope of the Study 7

1.7 Limitations of the Study 8

1.8 Operational Definition of Terms 8

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK **9**

2.1. Introduction 9

2.2 The Role of Advertising in the Promotion Mix 9

2.2.1 Different Categories of Advertising 12

2.2.2 Functions of Advertising 14

2.2.3 Criticisms of Advertising 15

2.3 The Concept of Brand 17

2.4 Influence of Advertising on Consumer Brand Preference 18

2.5 Techniques of Advertising 19

2.6 The Consumer Buying Behaviour 23

2.7 Media of Advertising 28

2.8 Advertising Appeals 28

2.9 Different Adverts on Toothpastes products and their Various Appeals 29

2.10 Factors Influencing Consumer Brand Purchase 30

2.11 Review of Empirical Studies 31

2.12 Theoretical Framework 41

2.12.1Criticisms of the Theory 43

2.12.2 Justification for the Theory 44

CHAPTER THREE

RESEARCH METHODOLOGY 48

3.1 Introduction 48

3.2 Research Method 48

3.3 Area of the Study 49

3.4 Population of the Study 50

3.5 Sample Size 51

3.6 Sampling Technique 51

3.7 Instruments for Data Collection 54

3.8 Study Variables 54

3.9 Method of Data Collection 55

3.10 Validity and Reliability of Instrument 55

3.11 Data Presentation and Analysis 56

CHAPTER FOUR

DATA PRESENTATION, INTERPRETATION AND ANALYSIS 57

4.1 Introduction 57

4.2 Demographic Characteristics of Respondents 57

4.3 Consumer's Awareness of Advert on Toothpastes 60

4.4 Advertising Channels of Close up and Macleans Toothpastes 65

4.5 Influence of advertising on consumer brand preference of Closeup and Macleans toothpaste. 65

4.5.1 Consumers Brand Preference Between Close up and Macleans Toothpaste 67

4.5.2 Advert Factors Responsible for Brand Preference of Closeup and Macleans Toothpaste Among Consumers 69

4.5.3 Whether Advertising leads to Brand Preference of Close up and Macleans Toothpaste in Makurdi Metropolis 69

4.6 Respondents Feelings about Advert on Close up and Macleans Toothpaste 73

4.6.1 Respondents Feelings about Advert on Close up Toothpaste.....73

4.6.2 Respondent Feelings about Advert on Macleans Toothpaste..... 74

4.7 Discussion of Findings..... 74

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS 84

5.1 Introduction..... 83

5.2 Summary of Major Findings..... 83

5.3 Conclusion 84

5.4 Recommendations 84

5.5 Contribution to Knowledge 85

5.6 Suggestion for Further Studies 85

REFERENCES..... 86

APPENDIX..... 93

LIST OF TABLES

Table 2.1:Different Advertising Media Used in Communicating Goods and Services to the Public 27

Table 4.1 Demographic Characteristics of Respondents 58

Table 4.2 Mean score of consumers awareness of advert on toothpaste 60

Table 4.3 Cross tabulation of demographic characteristics with the awareness of advert on Close up toothpaste 62

Table 4.4 Cross Tabulation of demographic characteristics with the awareness on advert of Macleans toothpaste 63

Table 4.5: Channels that consumers receive Closeup and Macleans toothpaste advert 64

Table 4.6: Mean score of Brand preference of toothpaste 66

Table 4.7: Cross tabulation of demographic characteristics with the brand preference of Closeup and Macleans toothpastes. 67

Table 4.8: Factors responsible for brand preference of toothpaste 68

Table 4.9 Mean score on Influence of Advertisement on Brand Preference of Toothpaste ... 70

Table 4.10: Cross Tabulation of demographic characteristics with the influence of advertising on brand preference of Closeup and Macleans toothpaste 71

LIST OF FIGURES

Figure 2.1: The consumer decision making process..... 24

Figure 2.2: factors influencing onsumer brand purchase 31

Figure 2.3: Elaboration Likelihood Model..... 42

ABSTRACT

This study is aimed at assessing the influence of toothpaste advertising on consumer brand preference in Makurdi metropolis. The objectives of the study are to ascertain consumers' awareness of advert on Closeup and Maclean toothpaste in Makurdi metropolis. To identify the channels that consumers receive Close up and Maclean toothpaste advert, to determine the influence of advertising on consumers brand preference of Close up and Maclean toothpastes in Makurdi metropolis. The survey method was adopted and simple random sampling and purposive sampling were adopted as sampling technique using a sample size of four hundred which was statistically determined using Taro Yamane formula. The population comprised of civil servants, students and business persons in Makurdi. Findings from the study revealed that majority of respondents were aware of advert on Close up as compared to Maclean toothpaste. Also, television was discovered to be the dominant channel that consumers receive adverts about the products. One major factor responsible for brand preference was advertising. The study concluded that television was the dominant channel which consumers receive advert on Close up and Maclean toothpaste. Also, consumers agreed that advert lead to brand preference of Closeup and Macleans toothpastes. The study recommends that hence consumers in Makurdi metropolis have low awareness level of advert on Macleans toothpaste, marketers of the product should engage in aggressive advertising in order to compete favourably with their competitors.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In today's highly competitive market, the nature of business has significantly changed and so has the concept and practice of advertising. In this era of intense competitive pressure, Singh (2012) opines that many firms are focusing their efforts on maintaining a loyal customer base. Unilever and GlaxoSmithKline producers of Close up and Maclean toothpaste respectively are not an exemption. Consumers on the other hand are faced with making difficult decisions about products advertised every day over the media. According to Eric, (2000) one of the core objectives of advertising is to build brand preference. This means that advertising aids consumers to recognise brands and make decisions as to products they prefer amongst other substitutes. Daramola (2003) cited in Timothy (2012) corroborates by stating that "advertising builds product preference and secures a steady market for goods by continuously reminding the buyer of brand names". Adverts on Closeup and Macleans toothpastes are usually carried out through various medium such as television, radio, newspaper and internet.

Consequently, Belch & Belch (2012) observed that the influence of advertising has been the subject of extensive debate among marketers, economists and psychologists. Although advertising may not change consumer's deeply rooted values and attitudes, but it may succeed in transforming a person's negative attitude into a positive one regarding a particular product. There is an expectation that where prior evaluation of a brand is negative, serious or dramatic advertisements could be more effective in changing such attitude. Engel, Blackwell & Miniard (1995) posit that advertising guides consumers in their product choices. Thus,

advertising provides a major tool in creating product awareness and conditions the mind of potential consumers to take a final purchase decision. Surveys have shown that advertising is sometimes welcomed by consumers and is perceived as informative and useful for making purchase decisions. Virmani (2011) observed that in the past, products were just produced, released into the market and the consumer selected from the available products. It was a "seller's market" but today, the situation has changed. Wells, Monarty & Burnett (2006) corroborates that advertising is a dynamic industry that changes as the consumers, technology and the market place change. In the same vein, Faruk (2002) cited in Okpoko (2005) states that advertising plays important role not only to agencies that undertake it but also to the manufacturers, producers and consumers. Nzeribe (2012) is of the view that it is significant that the prosperity of a country can be measured to some extent by the level of advertising. As industrializing countries prosper, so advertising increases because more goods and services are available and more people have money with which to buy these commodities and as a result, advertising serves as the lubricating oil of trade.

However, the marketing of products such as Close up and Maclean toothpastes is consumer oriented. Products are produced based on consumer's likes, preferences, attitudes and opinions. Producers consider these individual requirements in the production process and advertise the same for successful selling. Therefore, advertising provides detailed and up-to-date information regarding various products available in the market to consumers in terms of its benefits, availability and price. In addition to the above assertion. When a brand presents certain desirable characteristics, it elicits a favourable disposition towards it. The message has to give the brand a sort of identity by highlighting its features in order to send the right messages to prospective customers. As such, a product that is not advertised properly cannot be identified by customers. It may also contribute significantly to consumer's initial learning about products because of its repetitiveness and availability at virtually no cost to the

consumer. Every piece of advertising turns the attention of readers, listeners, viewers, or onlookers towards a product, service or an idea (Wernerfelt, 1996).

More so, Belch & Belch (2012) are of the view that advertising affects everyone's daily life and influences purchase behaviour. It affects the television and radio program people watch and listen to, the content of the newspapers they read, the politicians they elect and the drugs they take. In addition, consumers with a high degree of brand loyalty are least susceptible to the influences of advertising for competing goods or services. Advertising also reinforces positive attitudes towards brands. When consumers have a neutral or favourable frame of reference towards a product or brand they are often positively influenced by advertising. When consumers are already highly loyal to a brand, they may buy more of it when advertising and promotion for that brand increases. Advertising can also affect the way consumers rank a brand attributes such as colour, taste, smell and texture (Lamb, Hair, & McDaniel, 2000).

Similarly, theorists have long speculated that willingness to pay for brands today could depend on consumers' experiences in the past. Willingness to pay could also be a function of past consumption which could enter expected utility directly, through switching costs, or through beliefs about quality. It could depend on past exposure to advertising, or on past observations of the behaviour of others (Ellison & Fudenberg, 1995). At the extreme, brand preferences could be entirely determined by experiences in childhood.

According to Blackwell & Kollat, (2000), the concept of brand preference as a methodology applied at various stages of the cognitive process is derived by comparing a particular brand versus another brand before and after marketing activity. Brands can be preferred either by being recognised in the environment (advert) or by being recalled from memory in the case of

memory based choice. In both instances, the cues available to prospective consumers can determine set of brand considered for choice.

Similarly, Schmitt (1999) is of the view that, whatever marketing strategy employed by marketers' in order to reach targeted consumers is to create brand identity. Hence the aim is to give consumers a lasting impression and experience that will make them remain loyal customers Brand choice vary with experience in a product category, companies have moved away from traditional marketing "features and benefits" towards creating experiences for their customers. According to (http://www.maclean.com)

GlaxoSmithKline (GSK) Nigeria Limited Plc. producers of Maclean toothpaste is one of the world's leading research based pharmaceutical and health care company. There are different brands of Maclean toothpaste in the market. They are: Maclean extreme clean for killing germs in the teeth, Maclean sensitive which reveal pains of sensitive teeth and prevent tooth decay, Maclean ultimate white eyes sensation which contains active ingredients that remove surface stains and leave the teeth whiter. Others include Maclean white and shine formulated to gently remove stains and imperfections.

In addition, Maclean advanced, Maclean little teeth, Maclean big teeth and Maclean big teeth mouth wash. These brands are produced to suit all tooth type. GlaxoSmithKline Nigeria Plc. also recently launched Maclean milk teeth toothpaste specially formulated for children between the ages of one and six as part of the company's commitment in ensuring good oral health among children in Nigeria (http://www.maclean.com).

Close up which is marketed by Unilever since 1967 is a cinnamon flavoured brand of toothpaste. The brand is positioned to target the youth segment with a life style appeal in its advertising campaigns. Close up is the original youth oral care brand of Unilever Arabian and Middle East. It is one of the first brands targeting youth in the oral care market globally, with an edgy and youthful image which stays relevant till date. It is also the first tooth paste in the US to combine mouth wash and toothpaste in the world. Unilever producers of Close up toothpaste say it is the first gel toothpaste in the world and Agbaje (2013) states that it is the

leading brand in the toothpaste category with its long standing presence in the market which has given it high brand awareness supported by strong advertising. The company is among the twenty five leading advertisers in the world as Belch & Belch (2012) rightly observed. This can be seen through various adverts that are bombarded to customers over the media on Close up. The ranges of tooth paste in the market are: close up deep action, Eucalyptus mint, Close up deep action Icylious, lemon mint, Menthol fresh, Peppermint splash, Action red hot, Cinnamon red and Close up pepper mint (http://www.unileverme.com//../333478//).

1.2 Statement of the Problem

Consumers are daily faced with the task of making a choice from products of similar brands that serve the same purpose. For instance, there are many brands of toothpaste in the market begging for attention and patronage of consumers. Producers of the different brands of toothpaste adopt different strategies to catch the attention and patronage of consumers. One of these strategies is advertising. Other strategies are: personal selling, sales promotion, publicity, exhibitions, sponsorship and direct marketing.

According to Akinbode (2001) Closeup and Macleans are amongst the competing brands of toothpastes. Consumers are constantly exposed to Closeup and Macleans toothpaste adverts over the media; radio, television, magazines, newspapers and billboards. The issue that arises from this is whether advertisements positively influence consumer preference. Doraszelki & Markovich (2007) are of the view that constructing a brand identity that will create consumer preference is often a difficult task for advertisers especially for brands that are competing with similar products.

Several other researches such as Nwankwo (1999), Natala (2011) and Oladele et al (2014), show that advertising does not influence consumers and the relationship between advertising and brand preference remains uncertain. Consequently, Cowley (1991) states that companies

must update their advertising message based on the consumers' changing needs, as a result of which consumers will remain influenced. Hence these toothpastes are competing for consumers attention, this study is an attempt to examine the advertisements of two products, Closeup and Macleans toothpastes in Makurdi Metropolis of Benue state in Nigeria and the influence advertisements have on consumer brand preference.

1.3 Aim and Objectives of the Study

The aim of this study is to assess the influence of toothpaste advertising on consumers brand preference. However, the specific objectives of the study are as follows:

1. To ascertain consumers awareness of adverts on Close up and Macleans toothpastes in Makurdi metropolis.
2. To identify the advertising channels that consumers receive Close up and Macleans toothpaste advert in Makurdi metropolis.
3. To find out the influence of advert on consumer brand preference of closeup and macleans toothpaste in makurdi metropolis.

1.4 Research Questions

Based on the objectives of the study, the following research questions have been postulated to guide the study.

1. What is the level of awareness of adverts on Close up and Macleans tooth pastes in Makurdi metropolis?
2. What are the channels that consumers receive Close up and Macleans toothpaste advert in Makurdi metropolis?
3. What is the infiuence of advertising in relation to brand preference of Closeup and Macleans toothpaste in makurdi metropolis?

1.5. Significance of the Study

Though there is abundant literature on the influence of advertising, but no study known to the researcher have been conducted specifically on the influence of advertising on consumer brand preference of Closeup and Macleans toothpastes amongst consumers in Makurdi metropolis. Fundamentally therefore, the gap in knowledge this study fills is a major significance.

Manufacturers of Close up and Macleans toothpastes will benefit from the findings of this study as these will help to ascertain consumers opinion regarding products been advertised The recommendations of the study will also help these companies to address short comings of their products based on consumers opinions.

Findings of the study will be beneficial to advertising agencies as it will help determine consumers opinion about adverts created by these agencies whether the adverts are deceptive, persuasive or otherwise. More so, researchers will also benefit from the study as it will add to existing literature and also serve as a basis for further studies in the area of influence of advertising which have been subject of extensive debate. Other beneficiaries include the media as findings will help them to know consumers view regarding the various media of advertising products.

1.6 Scope of the Study

The main focus of the study is to assess the influence of toothpaste advertising on consumer brand preference in five council wards selected in Makurdi metropolis. These consumers are civil servants, businessmen and women, farmers, artisans, students who are consumers of Closeup and Macleans toothpaste.

1.7 Limitations of the Study

One of the limitations of the study is based on experience which was the difficulty in convincing respondents that their identity remains confidential when filling the questionnaire. Another limitation of the study is the theoritical aspect which was the adoption of elaboration likelihood model which was used as theoretical framework but because of its inadequacy, another theory was adopted known as consumer perception theory. Another limitation of the study is in terms of the methodology as some respondents may purposely deceive researchers by giving false answers to questions when filling the questionnaire which is beyond the researchers control.

1.8 Operational Definition of Terms

The following are key terms used in the research work:

Makurdi metropolis- there are eleven council wards found in Makurdi metropolis. They are Agan,North bank 1, North Bank 2, Fiddi, Bar, Mbalagh, Mbawa,Walomayo, Clerk mission Ward, Ankpa/Wadata and Mordern Market.

Level of awareness- this refers to how often consumers are aware of toothpaste advert.

Advertising channels- refers to the medium which consumers are exposed to advert on toothpastes. They are: television, newspaper, Magazine, flyers/handbill, television, billboard, radio, internet, friends/ relations.

Close up and Macleans toothpastes- these are the two products under study.

Influence of advertising- this refers to the impact of advertising leading to brand preference.

Brand preference- desiring or liking either Closeup or Macleans toothpaste based on impact of advertising.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1. Introduction

This chapter is aimed at bringing the work of different scholars on influence of advertising into perspective, thereby setting the pace for assessing the influence of advertising on consumer brand preference of products in Makurdi metropolis: A comparative study of Close up and Maclean toothpastes which is the main crux of the work. To achieve this, the review of literature has been categorised into the following sub headings:

2.2 The Role of Advertising in the Promotion Mix

In today's global market, a number of firms are competing for marketing share. The challenge before firms is how to attract and retain customers. Advertising as a strategy plays a central role in developing brand image whether at the corporate, retail or product level. Similarly, advertising seeks to increase the awareness of consumer about a specific product or brand (Ayanwale, Alimi & Ayanbimipe 2011)

Modern advertising is far from the early efforts of the Romans who painted walls to announce gladiator fights and the Phoenicians who painted pictures on large rocks to promote their wares along parade routes. Kotler & Armstrong (2013).

Advertising is the best known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool particularly for companies whose products and services are targeted at mass consumer markets such as packaged goods. Many scholars and authors have varying perspectives regarding the concept of advertising. One of the key functions of advertising is getting the target audience to actually accept the product, service or idea by developing an interest in it. Because of its

salient role in marketing, advertising is viewed as a key marketing support and inevitable aim of any enterprise that aims at being successful. More so, it is one of the most visible business activities. Companies risk public criticism if advertising offends the audience or if their products do not measure up. According to Kotler & Armstrong (2013) Marketing management must make four important decisions when developing an advertising programme. These are: setting advertising objectives, setting the advertising budget, developing advertising strategy and evaluating advertising campaigns.

Proponents of advertising states that advertised products are safer because a company tries harder to fulfil its promises when its name and reputation are on the line. It is both applauded and criticised not only for its role in selling products but also for its influence on the economy and on society. For years, critics have associated advertising with a wide range of sins. Some of these controversies focus on social, economic and cultural effects (Arens, Arens & Weigold, 2013).

In a similar vein, Nzeribe (2012) rightly observed that in the ten leading countries of the world in terms of the economy, progress, prosperity and wealthiest are countries in which advertising is given prime place. The ten least developed countries are places where advertising is not fully integrated. Nzeribe (2012) further assert that advertising is very important in the African market of the future and it is even more so in modern times because we are living in a world where one has to blow ones trumpet, otherwise nobody will blow it for you.

According to Anyacho (2007) advertising is a form of communication through the media about products, services, ideas paid for by an identified sponsor. It is a paid form of communication and the objective may be to create awareness about available goods and services, persuade or influence action or behavioural changes such as purchase to prospective

consumers. The advert message is conveyed through different forms of mass media reaching a large audience of potential consumers because advertising is a form of mass communication and it is non-personal in nature.

Concurring the above, Arens (2006) expressing almost the same view describes advertising as a non-personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media. This is to say that advertising is a persuasive tool used to create awareness about the availability of goods and services to prospective customers.

Similarly, Dominic (2007), states that advertising is the process of drawing attention of prospective consumers leading to recognition of particular goods and service. Advertising as stated by Dominic (2007) fulfils four major functions in the society. First, it serves as a marketing function by helping companies sell products and services. Secondly, it serves as an educational function as people learn about new products and services or improvement in existing ones. It also serves an economic role as the ability to advertise enables competitors to enter the business arena. Competition in turn encourages products improvement and can lead to lower prices. Lastly, advertising performs a definite social function by vividly displaying the material and cultural opportunities available in a free enterprise society.

In addition, the nature and purpose of advertising differs from one industry to another and/ or across situations. Companies selling products and services to the consumer market generally rely heavily on advertising to communicate with target consumers. However, advertising can also be done by an industry to stimulate demand for a product category. It is also used extensively by companies who compete in the business and professional markets to reach current and potential customers. For example, business to business marketers use advertising to perform important functions such as building awareness of the company and its products,

generating leads for the sales force, reassuring customers about the purchase they have made or helping create a favourable image of the company (Kotler & Keller, 2013).

Similarly, while writing on advertising nature and scope, Etzel, Walker & Stanton (1997) succinctly capture advertising features as a verbal or visual message, an identified sponsor, delivery through one or more media and payment by the sponsor to the media carrying the message. Therefore, Eric (2000) observes that the objectives of advertising as building primary demand, introduce price deal, inform about new product availability, and help sales men by building awareness of a product among retailers and increase market share.

Generally, for marketers who are interested in building or maintaining brand awareness and reaching the mass market with their advertising message, there is no cost effective substitute for media advertising as Kotler & Keller (2013) rightly points out. There are several reasons why advertising is such an important part of many marketers integrated marketing communication programs. One of such reasons is that media advertising is still the most cost effective way to reach large numbers of consumer.

According to Okoro (1998), advertising is a valuable tool for building company as it is a powerful way to provide consumers with information as well as to influence their perception. It can also be used to create favourable and unique images associations for a brand which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes. Brand image plays an important role in the purchase of many products and services and advertising is still recognised as one of the best ways to build a brand.

2.2.1 Different Categories of Advertising

The conduct of advertising is associated with specialisation of what it is expected to do, thereby assuming different categories of interests which form the basis for advertising as

Ehikwe (2005) observed. There are different categories of advertising which include the following:

(a) Manufacturers or consumer advertising - This form of advertising is the most popular of all the advertisement in all the media- television, radio, newspaper and magazine with the sole objective of informing consumers about the existence of products thereby persuading, inducing, appealing, enticing and stimulating demand for the purchase of the product. Majority of the manufacturers are involved in this type of advertising. The advert is directed at effecting mass selling of products resulting from mass production of goods and services.

(b) Corporate advertising- As the name implies, this form of advertising is for projecting the corporate image and identity of an organisation. In order words, it could be used for image building and redeeming, support for products along channels of distribution by creating good will for sales force and easy relationship with customers. Chunawalla & Sethia (2006) concurs that the institute presents its own story to build up an image of itself in the public mind. It is public relations approach advertising. Corporate advertising also supports public relations activities which concentrate on dealing with the public including consumers.

(c) Industrial advertising- The sale and purchase of individual raw materials depend much on industrial advertising which is mostly found in trade and technical journal magazines, brochures, leaflets, catalogues and television for demonstration purposes. This could easily go for technical advertising as it deals with equipment, spares, and machineries.

(d) Financial and deposit advertising- This is concerned with advertising by financial institutions where monetary transactions are conducted including banks, insurance companies, building societies or mortgage institutions and stock exchanges for the

purchase and disposal of shares. Jefkins (2000), corroborates that financial advertising may be to borrow or lend money, conduct all kinds of insurance, unit trust, bonds and pension funds or report financial results.

(e) Government advertising- The importance of this form of advertising is to give special attention to government interests which have to do with national and international issues, major contracts for complex constructions and policy statements (Ehikwe, 2005).

2.2.2 Functions of Advertising

Advertising is one of the most vibrant and easily discerning promotional tools in the world of marketing, business, and management of public affairs. This is particularly because; it is expected to inform, educate, entertain and promote goods and services. To this end, consumers of goods and services are bombarded every day through a forest of advertising tools such as billboard, newspapers, radio and television among others. A look at the roles advertising plays gives us a better idea of what it is. Advertising as a form of communication may be said to be either good or bad but in itself, it can be used for good or bad purposes; therefore as a form of communication, it could be confined to specific uses or roles (Okpoko, 1999). The basic aim of advertising is to encourage people to buy things and create awareness (Bjimult et al, 1998).There are certain key roles advertising plays as postulated by Molokwu (2005),

1. Attracting attention to a product, service or concept. Advertising makes known products to audience. He further emphasized that without advertising we may not be fully aware of the existence of the products.
2. Getting the audience to actually accept the product, service or idea by developing an interest in it. This act could be achieved through the use of persuasive techniques.

3. Getting the target audience to actually acquire the products or services or idea.
4. Sustaining these positive dispositions and attaining constant acquisition; constant patronage
5. Evaluating the above antecedents so as to remain abreast with performance.

   Other functions as stated by Molokwu (2005) are:

   - Providing didactic entertainment
   - Enhancement of mass production of product, due to its ability to increase demand for certain products.

Terrance (2007) affirms that advertising is valued because it is recognized by performing critical communication functions such as influencing and adding value. Effective advertising attempts to influence consumers to try existing or new products by providing customers with reasonable arguments and emotional appeals. Advertising also adds value to brand by changing the perception of the consumers and audience. It makes a brand to be viewed as the best, more prestigious and having more style. This goes hand in hand with the level of sales volume; the better the value of the product, the higher the volume of sales.

2.2.3 Criticisms of Advertising

Over time advertising has been argued to be wielding its influence over what people say, think and do. Some critics of advertising tend to focus on one area of the practice or industry (Bergh & Kartz, 2005). What is considered a criticism today might not be considered as such tomorrow as the advertising industry is continuous and evolving.

Bovee & Arens (2000) stressed that because advertising is so public, it is open to wide criticism, not only for the role it plays in selling products but also for the way it influences our society. Advertisers to an extent agree that advertising encourages and speeds up the acceptance of new products and technologies (Arens,2002). Advertising has been accused of

exerting social control over consumers without any sense of responsibility by promoting certain items as desirable (Bergh and Kartz). Advertisers create an unnecessary desire within the people who may not be able to afford the product.

Daramola (2003) posits that there are some schools of thoughts which do not share the view that advertising has any benefit to offer mankind. This school rather, believes that advertising has assumed the role of generating consumer desires, propelling the public to materialism and wasteful spending. Some of the scholars of this school of thought according to Heads (1972) are economists such as John Kenneth Galbraith and Arnold Toynbee.

Okpoko stresses that some people believe that advertising is exploitive because it is used to brain wash the psychology of people and force them to buy a commodity they otherwise would not have purchased. He further emphasizes that advertising debases our language as some advertising copies are too brief and informal, grammatical rules and punctuation rules are completely broken by advertising copy writers. Some criticisms levelled against advertising include:

1. Advertising perpetuates stereotyped roles; this is mostly used in subliminal advertising and is mostly seen in television. Females are used to attract attention to merchandise or services. Today television adverts are crowded with the faces of half nude women. This has become a trend of conjuring a feminine appeal to attract attention. Women are generally portrayed in these adverts as sex symbols or a housewife with no other source of entertainment than cooking.
2. Advertising makes invalid claims; most advertisements include exaggeration of facts to inflate positive response. They make promises that are not fulfilled. It also engages in misleading claims and use deceptive appeals to sell products. Advertising engages in making false comparisons that cannot be verified.

3. Advertising makes us too materialistic: This has been a long standing claim against advertising; it encourages people to acquire more things than their perceived needs.
4. Advertising has been successful in shaping wants for unnecessary things by portraying the acquisition of more things as the way to measure status in this contemporary society.
5. Other criticisms of advertising include the fact that some adverts are offensive to people's religion, morality and political perspective. Advertising pollutes the environment.

2.3 The Concept of Brand

Brands play a huge role in our lives, we try certain brands for all kinds of reasons on recommendations from friends, because we want to associate ourselves with the images possessed by certain brands or because we remembered colourful advertisements, we develop loyalty to certain brands and product lines for varying reasons as well as quality of the product, price and habit are a few examples. The reason companies have to be concerned about the impression they make in the minds of their consumers is that the most valuable thing they own is the name of their company and the names of their products. Bruce et al (1999). Shimp (2007) states that a brand is a trade mark, trade name, logo, any mark of identity, sign, symbol used for the identification and differentiation of products, brand is a product and the value added which personifies it beyond the core product. A brand is distinct from products because brands are produced by marketing activities and simply put, brand is a creation of marketing.

More so, Kotler (2001) posits that the most distinctive skill of professional marketers is their ability to create, maintain, protect, and enhance brands of their products and services. Consumers view a brand as an important part of a product and branding can add value to a

product. Firms face complex decisions. The first decision is whether to brand at all. Some firms actually use the lack of brand name as a selling. These unbranded products are called generic products.

2.5 Influence of Advertising on Consumer Brand Preference

Dealing with advertising starts with understanding how it works, what it does, and how it intends to influence consumers. Advertising seek to influence what consumers spend money on. Many people do not believe that they are susceptible to being influenced let alone manipulated by advertising.

Advertising as posited by Vivekananthan (2010) is informative and present customers with a number of important product features that may lead to favourable attitudes. Irrespective of the informative content of advertising, there are negative perceptions of advertising as critics such as Bergh & Katz (1999) are of the opinion that most messages of advertising are deceptive and tend to mislead people to buy things that ordinarily they won't want to by playing on their emotions.

Despite this perception of advertising, it has not discouraged organisations from advertising because they feel confident in its ability to influence consumers' needs, opinions and buying behaviour (Helgesan, 1996).The hallmark of remaining in business as a profit oriented organisation is to generate enough sales from its product or services not only to cover operating cost but also to sustain the future of the organisation.

Ewald (2015) states that advertising influences consumers by making certain products familiar to them and as the intensity of advert increases, familiarity with the product remains with the consumer.However, it would not be so pervasive if it did not work. Therefore, advertisers hide the manipulative parts of advertising because people will not accept it if they

notice being manipulated as it needs to appear innocent in order to have an influence. The question is how does advertising influence people?

Consequently, Ewald (2015) further points that when the consumer market has been influenced sufficiently, and become familiar with the product type, the next stage is for the advertiser to concentrate on the brand name. For instance, a hair shampoo is a product but can have many brand names depending on the manufacturer. Each brand name will usually carry a different logo which is specifically designed in style, colour and presentation to have the biggest influence on potential buyers and will be used on bill boards, magazines, television advert to promote a particular brand with a product range.

More so, another way in which advertiser's influences people is through a procedure known as affective conditioning. Affective conditioning occurs when a buyer makes a purchase decision solely based on the positive feelings gained from choosing a product. People who undergo affective conditioning are seventy to eighty per cent more likely to pick a product paired with positive items regardless of whether or not that product is better than a competing product (Dempsey & Mitchell, 2010).

In a related view,Doraszelski & Markovichi (2007) states that advert influences people by appealing to their emotions as a result, there are several techniques advertisers use to influence the buying decisions of consumers and encourage an emotional relationship between the consumer and the product.

2.6 Techniques of Advertising

These techniques according to Advertising (2003) as cited in Natala (2012:23) include the following:

(a) Repetition - Some advertisers concentrate on making sure their product is widely recognized. To that end they simply attempt to make the name remembered through repetition.

(b) Bandwagon - By implying that the product is widely used, advertisers hope to convince potential buyers to "get on the bandwagon."

(c) Testimonials - Advertisers often attempt to promote the superior quality of their product through the testimony of ordinary users, experts, or both. "Three out of four dentists recommend…" This approach often involves an appeal to authority.

(d) Appeal to Emotion - various techniques relating to manipulating emotion is used to get people to buy a product. Apart from artistic expression intended to provoke an emotional reaction (which are usually for associative purposes, to relax or excite the viewer), three common argumentative appeals to emotion in product advertisement are wishful thinking, appeal to flattery and appeal to ridicule. Appeals to pity are often used by charitable organizations and appeals to fear are often used in public service messages and products, such as alarm systems or anti-bacterial sprays, which claim protection from an outside source. Finally, appeal to spite is often used in advertisement aimed at younger demographics.

(e) Guerrilla Advertisement: - This is advertisement by association. It is carried out in such a way that target audience do not know that they have been advertised to, but their impression of the product is increased (or decreased if that is the intent of the advertiser). Doraszelski and Markovichi (2007) rightly observed that these several recognizable techniques are used by advertisers in order to better convince the public to buy a product.

Therefore, Arens (2006), corroborating the above is of the view that advertising creates awareness of the advertised product and provides information that will assist the consumer to

make purchase decision. Jones (2002) as cited in Trehan & Trehan (2009), concurs that the relevance of advertising as a promotional strategy therefore depends on its ability to influence consumers not only to purchase but to continue to repurchase and eventually develop-brand loyalty. Manendra (2005) observed that the extent to which the process of advertising may result in effecting buyer behaviour is subject to continuous discussion and debate.

Similarly, Arens (2006) opines that advertising influence consumers and decision making in a number of ways. It does not only educate about problems or needs, provides required information and assists in comparing the various alternatives and arriving at final decision. It might also attract buyers who will be loyal customers for many years to come or might start the development of positive attitudes that will culminate in purchase much later. According to Sawant (2012) advertising influence is a cyclical process and there is an impact over the post purchase behaviour of the consumer. Often, consumers are either not aware of their needs or are confused about their problems, as such advertising provides clues and motives to purchase the advertised product. The strategy is to keep on changing or improving the product which becomes imperative to inform the consumers about the minor innovations and the way it can solve their problems which the consumers feel and is at the surface or the problems which had not captured the attention of the consumers. More so, Kurt & Boone (1999) points that advertising also provides the necessary support after the consumer have made the purchase. If the consumers experience dissonance or discomforts, advertisement thereby reduce this feeling of discomfort by providing information on the products attributes. It is even more necessary to neutralize the impact of the advertisements of rival brands.

According to Trehan & Trehan (2009) brand preference can be seen as level of attachment a buyer has to a particular brand and creating brand loyalty which makes the consumer buy the product again and again. According to Semenik (2002) The brand preference objective is fairly universal, marketers want consumers to like (and better yet prefer) their brand. Liking

gets you closer to preference than not liking. Liking the brand is good. Liking is different from awareness or top- of –mind recall. liking is measured in attitude and expressed as a feeling There are many approaches to getting the consumer to like ones brands. One of the approaches is feel good adverts. These are ads that are supposed to work through affective association. Affective means liking. Feel good ads are supposed to link the good feeling elicited by the ad with the brand. The basic idea is that by creating ads with positive feeling, marketers will lead consumers to associate those positive feelings with the advertised brand leading to a higher probability of purchase. (Semenik,2002)

Sawant (2012) rightly points that consumer preferences towards a brand indicate the following:-

1. Brand Unawareness- A buyer has no knowledge of the existence of the brand.
2. Brand Awareness- A buyer is aware of the existence of the brand but the knowledge about it is limited and obviously has no particular emotional attachment to it as a result he/she may or may not think of purchasing the brand.
3. Brand Acceptance- A buyer can buy the brand as he has no negative feeling about the brand but he/she has an open mind to try another brand.
4. Brand Preference- The buyer favours a particular brand but he/she can think for other brand which is next in his preference schedule.
5. Brand Loyalty-The attachment towards a particular brand is very strong and if the brand is unavailable, only then he/she can think of buying another brand.
6. Brand Insistence- A buyer insists on purchasing one brand only and will not accept a substitute.
7. Brand Equity- in the 80s much of the growth of the giant consumer product corporation was achieved by a strategy of acquiring valuable brand names from other companies, often the price paid for such transaction is huge. This is quite obvious that

brand names that are well known and liked by the consumer have greater equity hence is worth more. Blackwell & Kollat (2000) states that consumer preference towards a brand finally reaches brand equity because they have high awareness, many loyal consumers, and a high reputation for perceived quality.

2.7 The Consumer Buying Behaviour

It is often said that the consumer is a king. Therefore, understanding his wants, needs, urges, and drives and meeting them should be the vital concern of marketers of goods and services. Arens & Weigold (2009) states that "every advertising message is aimed at influencing prospective customers to change their attitudes towards a brand". To achieve this, advertisers must make the marketing communications process work very effective". The central question for marketers is how do consumers respond to various marketing efforts the company might use? (Arens & Weigold, 2009) asserts that the company that really understands how consumers will respond to different product, prices and advertising appeal have great advantage over its competitors.

Consequently, Adediran (1992) posits that consumer behaviour have become a major area of study in advertising in recent times. Consumer behaviour could mean the study of individuals, groups, and organisations and the process they make use of in selecting, using and disposing products, services, to satisfy needs/wants and the impact that these processes have on the consumers. Therefore, advertisers must understand their consumers by studying them in order to provide products and services from which purchase will be made. A comprehensive study and understanding the behaviour of consumers to the best of one's ability is the main goal of many successful businesses.

There are factors that can influence consumer behaviour according to www.slideshare, net as cited in Ijwo & Omula (2014).

1. Most basic cause of a person's wants and behaviour are values, perception and social class.
2. People with a social class tend to exhibit similar buying behaviour because of their occupation, income, education, wealth and sub culture.
3. Factors affecting consumer behaviour of social group, membership, reference, family, husbands, wife, kid's influence and buyer user.
4. Factors affecting consumer behaviour (personal influence) we have age and family lifestyle, cycle stage, occupation, economic situation, lifestyle identification, opinions, interest, personality and self-concept.
5. Type of buying decisions – complex buying, behaviour dissonance, reducing buying behaviour, variety and seeking behaviour.

In addition, consumers do not purchase any product without certain considerations which are usually in stages. Arens (2002) provides a diagram below on the decision making process.

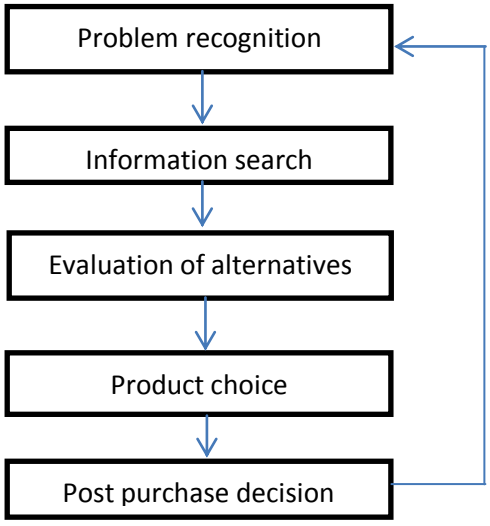


Figure 2.1: The consumer decision making process. Adapted from Arens (2002).

In the diagram above, there must be recognition of problem followed by information search, evaluation search, choice and finally post purchase experience. This sequence is divided into three major stages which are; decision process, act of purchase and period of usage. The decision process has to do with the buyer making pre- purchases deliberations, seeking information and making use of internal evaluation system to provide a basis for which to make a particular choice. The act of purchase is dependent on the first stage and the decision to actually buy a product is due to the information gathered about that product. The period of usage has to do with the experience derived from using the product and most likely comparing it with other products to either initiate change or reinforce usage (Arens, 2002).

According to Bamfo (2011) advertising is aimed at motivating and affecting consumers' behaviour in a way that is beneficial to the company or brand being advertised. If an advert manages to catch consumer's attention, it has an opportunity to motivate and affect their behaviour which is ultimately the goal of advertising. Factors that can make people to pay attention to adverts are: entertainment, sports, celebrities, humour, animation and music.

More so, Morris (1999) states that the complex nature of consumer behaviour complicates the advertiser's goal of influencing what the consumer will do. For instance, a person could change because of some psychological and environmental factors such as perception, habit, learning and cognition. All advertisers therefore, face a perennial change of how to present their product effectively through the media.

2.8 Media of Advertising

Advertising media are the channels of communication through which the advertiser sends his advert messages to his target audience at the lowest cost per contact. To corroborate this Molokwu (2005) refers to advertising media as the channels of exposure. He further stated

that the advertising media are basically the print, broadcast, mail, out or home and online advertising.

The print medisum is made up of newspaper, magazines, books, pamphlets, leaflets and posters. The newspaper relies heavily on revenue gotten from advertising though some advertisers shy away from newspaper for image advertising as the news print does not allow for glossy art work (Rodman 2006). Respectively the print media have their target markets but it is mostly restricted to the literate class of the society (Moemeka, 2000).

The broadcast medium of advertising which includes radio and television is quite fast in reaching its audience with television having the added advantage of visual impact, Daramola (2006), affirms that television has become the chief medium of advertisers because of its major characteristics - visual and sound. Direct mails are the letters, campaign appeals and other materials with adverts in them dispatched to the audience through mail.

Out or home is a medium through which messages are received outdoors. The outdoor advertising refers to standardized advertising hoarding (Ajayi, 2005). They include signs, billboards, and transit advertising messages.

Ajayi (2005), further explained that outdoor advertising are used as a medium to capture the application of campaign messages that should attempt to reflect their values, attitudes, feelings and imagination through emotional feeling simply told and well crafted . Outdoor advertising offers flexibility such that poster and panels provide means that they can work as part of national media and still be targeted to the neighbourhood level (Bergh & Katz,1999).

With the evolution of the World Wide Web, online advertising now exists with advertising now using internet as a medium. Web advertising is a convergence of all former advertising mediums both print and broadcast included.

Table2.1:Different Advertising Media Used in Communicating Goods and Services to the Public

Medium	Advantages	Limitation
Television	Good mass marketing coverage, low cost per exposure, combines sight, sound and motion, appealing to the senses.	High absolute cost, high clutter, fleeting, exposure, less audience selectivity.
Newspaper	Flexibility, timeliness, good local market coverage, broad acceptability, high believability.	Short life, poor reproduction quality, small pass- along audience.
Direct mail	High audience selectivity, flexibility, no advert competition within the same medium, allows personalisation.	Relatively high, cost per exposure, "junk mail" image.
Magazine	High geographic and demographic selectivity, credibility and prestige, high quality reproduction, long life and good pass along readership.	Long advert purchase, lead time, high cost, and no guarantee of position.
Radio	Good local acceptance, high geographic and demographic selectivity, low cost.	Audio, fleeting exposure, low attention, ("the half heard medium) fragmented audiences.
Outdoor	Flexibility, high repeat exposure, low cost, low message competition, good positional selectivity.	Little audience selectivity, creative limitations.
Internet	High selectivity, low cost, immediacy, interactive capabilities, measurable, narrow targeting possible.	Relatively low impact, audience controls exposure.

Adapted from Armstrong & Kotler (2009)

2.9Advertising Appeals

What the consumer wants is the satisfaction of needs and not any product. People buy products because it promises to satisfy them. Nwanwene (2001) states that the first question to ask in setting up an advert is what will be the most appealing factor? Appeals are basic

human drives that motivate consumers to buy the product. The best advert employs relevant human appeals that relate to the drives, interest and psychological motivation of the consumers. The choice of appeal to employ in any campaign will depend on a variety of factors like:

- Audience characteristics - biographic, psychographics etc.
- Product characteristics – pattern of purchase, durability, price ingredients, colour, packaging etc.
- Competitors characteristics – what are our competitors doing?
- Seasonal characteristics example: Easter, Christmas, New Year, festival etc.
- Religious characteristics

Peggy (2014) further explained that the advertising appeals are mainly:

- Transfer or Masculine/ Feminine Appeal: The key to the Ad is atmosphere. It creates an impression of a "perfect person". You see the perfection in the advert and the message you get is that you will transfer the qualities to yourself
- Desire for Possessions: The advert makes people want to buy or choose a particular product over another.
- Luxury and Elegance, Snob Appeal: Creates a feeling of envy or desire for the product that are termed top of the line or that have considerable qualities of luxury, elegance associated with them.
- Search for Adventure: The advert gives the impression that buying the product will change your life, fill it with action and adventure. The advert tries to unsettle the viewer
- Too Fat/Too Thin/Less than Perfect: tries to get consumers to change by making them dissatisfied with how they look.

- Loving Couples/Romance: This is an extension of the feminine or masculine appeal; the advert reveals an attraction between the sexes. Buy this product and you'll have the opposite sex swarming all over you.
- Emotional words appeal: The advert appeals directly to the sensitivity of the consumer; this advert is related to the individual's psychological needs.
- Humour: The advert evokes a laugh or chuckle from the consumer. Humour can be an excellent tool to catch the viewer's attention and help in achieving instant recall which can work well for the sale of the product. Humour can be used effectively when it is related to some benefit that the customer can derive without which the joke might overpower the message.
- Endorsement/Prestige identification: The advertisers use well known personality who uses the product and pitches it to you.
- Statistics: The advert uses facts and figures to prove the quality or the popularity of the product.

2.10. Different Adverts on Toothpastes products and their Various Appeals

An assessment of different advert on toothpastes is important to this study taking into consideration the following:

The New Closeup NaijaHerbal Gel. This is basically a television advert that has an appeal of "get fresh, get natural, get Close ……. This is not just a toothpaste, this is Close up".

Closeup Kassademic. This is also an internet advert that has the appeal of -------- three times, fresher breath.

Closeup Herbal. It is a television advert with the appeal of gets strong teeth, white teeth, fresh breath, healthy gums, and protection against holes in the teeth. Close up herbal tooth paste--for a naturally healthy mouth.

New Macleans Herbal Toothpaste is also a television advert. The toothpaste that combines the freshness of Mother Nature with three toothpastes in one for a healthy gums, strong teeth and fresh breath. The toothpaste has the appeal of "natural confidence from mother nature".

My My toothpaste is an internet advert with the appeal I love my toothpaste do you?

Dabur toothpaste is an internet advert. The toothpaste keeps you strong, white teeth, healthy gums and fresh breath. It has the appeal of Dabur herbal toothpaste, old, more natural and complete oral gel.

2.11 Factors Influencing Consumer Brand Purchase

There are certain factors that influence consumer brand purchase. These are: psychological and social influences which are two major factors that influence consumers purchase as posited by Baker (1996). Psychological influence includes: perception, learning and attitude. Social influence include: culture, social class, reference groups and family influence. In a similar vein, Belch & Belch (2012) are of the view that factors influencing consumer behaviour are cultural, social, personal and psychological as presented in the diagram below.

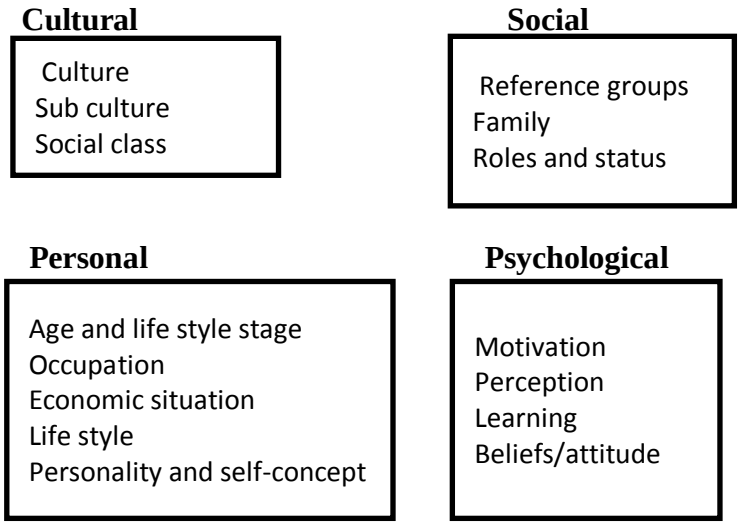


Figure2.2: factors influencing onsumer brand purchase. Adapted from (Belch and Belch, 2012)

2.12 Review of Empirical Studies

Different literatures exist on influence of advertising on consumer brand preference. Some of these studies show that advertising plays a major role on brand preference of products while a few are of the opinion that advertising does not lead to brand preference. For instance, a study conducted by Karadeniz (2013:206) revealed that in Turkey, there are 19 white good brands and people mostly prefer to use Arcelik, Beko and Bosch brands. Reasons are that they are cheap, high quality and reliable. The aim of the study was to explore the effects of advertisements on consumer brand preference of white goods in Istanbul. Survey method was used in data gathering using 300 questionnaires. The results of the findings revealed that consumers were informed of different white goods by means of television advertisement.

Concerning factors that affect consumer brand preference, quality of the product is ranked top followed by the ability to reach the brand easily. This is in line with Sharma's study (2013) as he rightly points that quality of the product is of utmost priority to consumers during purchase decision. Also, brand switching could occur if advertisement of their preferred

brand is deceptive. The study concludes that advertisement play a vital role in selecting white good brands and advert affect consumer brand preference.

In a related study, Sawant's study (2012:60) was to explore the impact of advertising on consumer brand preference of white goods in Instanbul, Turkey. The study revealed that 86% of the respondents were aware of garment sold due to advertising. The study concluded that print media is the most effective medium of advertising as men can see them repeatedly resulting in a permanent impression of the brand and the option of preferences.

More so, Singh (2012:157), in a research employed descriptive method and data was collected and analysed from 150 respondents. It was also revealed that there is a significant relationship between advertisement and the choice of brands in India. Also, advertising had a major impact on consumers as 83% respondents recalled advertisements of their brands which helped in decision making during purchase. The study concluded that there is cut throat competition in the soft drink industry, mainly between the big giants such as Coca Cola and Pepsi both striving very hard for market share. Therefore, it becomes difficult for such companies to retain customers. The study recommended that companies should focus on creative advertisements. Companies should also engage in aggressive internet marketing as there is great scope for it because youngsters are in close contact round the clock with the internet.

Contrary to the above, Virmani (2011:10), in a study revealed that tea was the most popular product in the category in Mumbai, India. Other products include: shampoo, detergents and toothpaste. The study employed exploratory and descriptive design. Primary data was collected through focus group interview of 75 consumers. Findings revealed that 72.4% of respondents are aware of advertising on tea brands and it appears to do little to change and repeat purchase possibilities of those who have just purchased the brand. Also, findings

revealed that the reason for brand preference is quality representing 63.8% of the respondents. This finding is in accordance with previous research which states that quality along with advertising is a major factor responsible for the success of a product (Ayanwale et al, 2005). Most of the respondents reported that they do not get carried away by advertisements as they are willing to pay more for a product provided they get value for their money. The study concluded that advertising alone however does not influence brand preference. It simply catches consumer's attention, gets them to walk up to a shelf and make an impulsive purchase. However, getting the customer back requires a more creative marketing approach.

According to Vivekananthan (2010:11) her study carried out in Manmunnai North Divisional Secretariat Batticaloa, Sri Lanka revealed that there are several soft drinks brands available in the market. Within this brands are: Coca-Cola, Fanta, Ole and Elephant which were selected for the research purpose. The study employed survey method and questionnaire was used to collect primary data from 200 respondents. Three main variables were considered with appropriate dimensions. They are: information, communication and comprehension.

Information as a variable was measured under three dimensions. They are: attractiveness, attention and awareness and 56% of the respondents were highly influenced by information in the advertisement. Communication was measured using message, source and media and 66% of the respondents were influence through communication in the advertisement. Comprehension was measured using recall, link and attitude. It was revealed that 63% respondents show that comprehension in advertisement indicated high influence of advertisement in consumer brand preference. The study recommended that advertisement should be truthful and maintain goodwill of the brand in the market. Frequent advertisement is essential to attract more customers. Soft drink brands especially Ole, Fanta and elephant should create more attractive advert which will suit consumer preferences.

In addition, Saleem (1999:61), in his study revealed that there existing overall association between the independent variables which are environmental response and emotional response with attitudinal and behavioural aspect of consumer buying behaviour from Rawalpindi, Islamabad and Lahore (cities of Pakistan). The study employed survey method and 200 respondents were administered questionnaires. The study concluded that emotional response of consumers purchase behaviour is the variable that results into strong association with consumer buying behaviour. That is to say consumers purchase those products from which they are emotionally attached and these attachments are created through advertisement as audio, video and text form.

Latif, Syed, Halepoto, Nazar & Shaikh (2012:11), in their study adopted survey method and data was collected from 400 respondents using the simple random technique. The results from findings show that advertising has positive impact in general on customers during purchase decisions in Pakistan. The study concluded that brand awareness in rural areas of Pakistan is not positively linked to the brand as compared to the urban areas where people are more conscious about brand loyalty.

Sharma's study (2013: 65) focus on determining brand preference amongst consumers before and after purchasing a product and their preference to measure factors such as price, quality, brand loyalty, co -brands, attractiveness, celebrity influence and multi-channel exposure that may satisfy their expectation towards the product. The research was conducted among all sorts of consumers who were regular purchasers and occasional buyers of FMCG specifically dental products around retail stores in Erode. The study revealed that all the customers around Erode who are regular purchasers and occasional buyers of FMCG and were satisfied with the products irrespective of brands. The study which adopted the survey method using 200 questionnaires to elicit information also revealed that majority of the respondents representing 56% were aware of the brands available through television advertisements. Also,

51% of the respondents are of the opinion that their preferred brand is as good as compared to other substitutes. The quality of their preferred brand is good as 48% respondents affirmed to this fact. The study concluded that consumers rank quality of a product a priority and as such retailers should give importance to such brands so that consumers will not switch to other products.

In addition, Vani, Babu & Panchanatham (2010) adopted descriptive design and 200 questionnaires were distributed to respondents. Findings revealed that advertising was a major influence for buying toothpaste as 45% respondents agreed to this fact. The study concluded that consumer awareness of toothpaste is less in Bangalore city. There are also some factors considered by consumers for decision making. These are brand image, advertising and offer which play a vital role in purchasing toothpaste, sometimes based on the offer; consumers compare competing products and select the best one. The study concluded that although consumers are not adequately aware of toothpaste products in Bangalore city. Increase awareness is the driving demand of oral care products.

Ijwo & Omula (2014) research findings revealed that effective advertising can influence buying behaviour as 76% of the respondents agreed that buying behaviour can be influenced when an advertisement is persuasive and objective. The views of (76%) was echoed in Ali (2011:23), who opined that advertising messages have effects on the consumers because, advertising does not only disseminate information about a product, but also arouse a desire to patronise the product or service in the consumer. The foregoing connotes that advertising can influence buying behaviour in Makurdi. This is in line with the assertion of Okoro (1998), who said advertising disseminate information about products in persuasive terms. It is also in line with the views of Arens, Weigold and Arens (2013), who observed that advert invite people to try products. The study concluded that research, objectivity and persuasion are needed to make advertising messages effective. This was the views of 96% of the total

respondents who were exposed to advertising messages and affirmed that these messages can be made effective through research, persuasion and objectivity. Therefore, effective advertising plays a fundamental role in the success of business organisation and advertisers must make research an on-going activity and adverts on product and services should be truthful.

In a related study, Natala (2011:92), adopted survey design and 473 questionnaires were distributed in five schools in Samaru, Zaria. It was revealed that 90.3% of the respondents agreed that advertisement actually informed the public about goods and services. Also, 78% of the respondents said television advertisement influenced them to buy processed food like ice cream and indomie. The study concluded that secondary school students involved in the study generally did not know that advertisement of processed foods, beverages and drinks influenced their choice of such product. The study recommended that there is need for teachers and parents to educate the school children on the danger of relying solely on information from advertisements or some food products since in most cases, such advertisements do not give the adverse implication of such products when consumed beyond limit.

More so, Ayanwale, Alimi and Ayanbimipe (2005:15), in their study revealed that advertising played a major role in influencing consumer's preference for bournvita which is one of the leading food drinks in the food and beverage industry in Lagos, Ibadan and Ile-Ife cities in south western Nigeria. The study used survey method and 315 consumers of food drinks in Lagos, Ibadan and Ile-Ife cities in south western Nigeria were randomly selected. The study also revealed that television advertisement is the most preferred by 71.43% of the respondents. Advertising was also discovered to be the major reason for brand preference of bournvita as 50.48% respondents affirmed to this fact. Also, 59.05% of respondents said they were aware of bournvita through advertising. The study concluded that advertising had a

major influence on consumers' preference for bournvita and brand preferences exist in the food drink industry. The study recommended that hence television is the most potent of all advertising media; more consideration should be given to it as it offers wide geographic coverage and flexibility. Advertising messages must be strong and appealing enough to persuade and build brand preference.

Timothy (2012), researched on the influence of advertising on the purchasing habits of students towards mobile phones of Ahmadu Bello University students. The study employed survey design and 112 questionnaires were distributed and findings revealed that 52.3% of the respondents strongly agreed that advertisement influence the purchase habits of students towards mobile phones. The study concluded that advert can only be successful and effective if it captures audience attention. Also, that manufacturer of mobile phones should produce standardized products coupled with truthful advertisement. Similarly, Idris (2014), in a study on influence of advertising on the patronage of beauty care products among female undergraduates of Ahmadu Bello University Zaria employed survey design and 150 questionnaires were distributed to respondents. Findings revealed that 92.5% respondents are aware of beauty products. Also 41.1% respondents agreed that advertising stimulates the purchase of products. The study concluded that advertisement is an effective factor in influencing student's patronage of beauty products. The study recommended that emphasis should be placed on all aspect of advertisements that can invoke positive influence.

Akabogu (2013), research operationalized a behavioural construct of brand loyalty theory, "the brand choice sequence" theory to measure consumers' loyalty to six brands of regular toothpaste namely: Colgate, Aqua fresh, Oral B, Colgate, Closeup, Sensodye and Pepsodent in Awka, Anambra state. Findings revealed that there is no significant undivided brand loyalty among the regular toothpaste consumers therefore marketers should cease the

opportunity by evolving innovative marketing strategies aimed at cultivating undivided loyalty for their brand.

Matthew (1999), in his revealed that 70% of the respondents agreed that there is a direct relationship between advertising and choice of a consumer. Also, 85% of respondents agreed that advertising influences the rate of frequency of usage of a product. The study concluded that 80% respondents agreed that the type of advertising used for a product or service determine to a large extent the effect it will have on consumers. It was recommended in the study that advertisements should contain detailed information about the unique characteristics of their products and advert should evoke positive attitude from the audience. In the same vein, Ajegena (2014), in a study employed survey method and 100 questionnaires were distributed and findings revealed that 72% respondents were aware about GSM services through advertising. Also, 78% respondents agreed that advertising influence their choice of GSM service providers. The study concluded that the effect of advertising on users choice of GSM service provider is very positive.

Similarly, Udochi (2013:50), in her study employed survey method and questionnaires were distributed to 200 respondents. Data analysed showed that 53.3% of the respondents agreed that their choice of Guinness stout is related to exposure to advert of the product in Ikeja, Lagos state. Also, 66.7% respondents said advertising affected their choice of Guinness brand. More so, 88.3% respondents said they have been persuaded to buy Guinness stout merely by watching television advert. The study concluded that majority of the consumers were influenced to buy Guinness stout as a result of television advertisement because of its virtual quality. It was therefore recommended that hence consumers have certain variables that influence their buying habits such as advertisement, price, taste and product design, advert on the product should pay more attention to using television as a medium of advertising. This is in line with the assertion of Ayanwale et al (2005) who states that

television advertising should be given more attention as it offers wide geographic coverage and flexibility. Advertisers should therefore ensure that information regarding price, taste and quality of Guinness are credible.

Contrary to the above, Nwankwo (1999), research examine the influence of advertising on the purchase and consumption pattern of consumer products such as: toothpaste, beer, soft drink, cigarette and detergents. The study which employed survey method was carried out in five areas of Zaria metropolis which include: ABU Samaru, ABU Kongo campus, Samuru village, Tudun Wada area and Sabon Gari area and three hundred and seventy two (372) questionnaires were distributed. Findings revealed that advertising does not in any way influence the purchase and consumption pattern of ABU students and teachers in Zaria metropolis and reasons were that taste and quality affect consumption and purchase pattern and the necessity of a product does not require advertising. The study concluded that while majority of the respondents are not prone to the power of advertising, they still believe that advertising messages through television and newspapers will be more effective than through any other media. The study recommended that advertising strategies should be designed in a creative manner rather than destroy consumer habit and attitude towards a product or service.

In a related study, Oladele, Oyerinde, Okolugbo and Adegbola (2014), researched on "An assessment of sales promotion techniques in the stimulation of toothpaste patronage in Ado Ekiti Nigeria. The broad objective of the study was to identify the various promotional techniques employed by toothpaste marketers and to determine their effects on consumer's patronage. Survey method was employed and 320 questionnaires were distributed to respondents in Ado Ekiti. Findings revealed that various promotional techniques such as jingles and advertisement, information on the toothpaste pack, free samples and gift applied by marketers influenced the purchase decisions of consumer but it was discovered from the study that information on the toothpaste pack had the highest influence. The study also

revealed that respondents were not influenced by advertisements. However, respondents said they will prefer to use the product in order to be convinced. The study concluded that attractive, captivating advertisements using the various advertising media should be employed in order to contribute to the decision making process of existing and prospective customers. The marketing companies should emphasize the benefits of using particular toothpaste as consumers need to know the unique selling point (benefits to consumers).

Consequently, Onaneye (2013), employed survey method for data collection and 60 students of Bowen, Iwo and Osun state university in Nigeria were selected. Findings revealed that consumer purchasing decision is motivated by advertisement appeal of toothpaste. Also, the design of the package of toothpaste influences purchase of the brand. The study concluded that manufacturers of toothpaste brand should design attractive brand in order to compete favourably with the market leader Close up toothpaste.

Akinbode's study (2001:16), employed experiment design using forty(40) respondents (comprising of 20 males and 20 females) who were consumers of three competing brands of toothpaste which are Close up, Maclean and Dabur in Lagos metropolis. The study examined the effects of consumer's gender, age and exposure to advertorials on the nature and patterns of psychological functioning which revealed that there is significant positive correlation with brand awareness.

The results also supported the findings of Ayanwale, Alimi and Ayanbimipe (2005) in which the influence of advertising on consumer brand preference was reported. One important observation made here is that brand image appears to be the major organising concept through which the consumer is guided towards perceiving unified pattern of stimulation. The study concludes that exposure to television adverts despite the tendency of misleading unsuspected consumers has the potential to enhance brand cognition, factual memory, visual

memory, brand preference and brand awareness. The study recommended that exposure to television advert also reinforce the belief that consumers behaviour pattern can be conceived as a number of cognitive and affective variables operating collectively.

2.13 Theoretical Framework

Elaboration likelihood model

In line with the objectives of the study, the elaboration likelihood model was adopted to anchor this work. It is a persuasion model of advertising. O'keefe (2008) posits that Elaboration likelihood model was developed by Richard Petty and John Cacioppo in 1981. The model develops an understanding of the effectiveness of an advert through two routes of persuasion which are central and peripheral route. The central route of persuasion takes place when elaboration likelihood is high and involves efforts in cognition. Individuals usually focus on relevant information and draws up prior experience for assessment/elaboration. If the message is consistent with prior attitudes, the individual will support the advert. On the contrary, counter arguments are formed if the messages conflict with personal attitudes. O'keef (2008) further states that in the peripheral route, persuasion takes place when elaboration likelihood is low and the individual does not think about the message content. Rather, non-content elements are considered such as aesthetics, music and celebrities utilised within the advert.

Arens (2002) provides a diagram below on elaboration likelihood model which explains how persuasive communication (advert) takes place in individual

CENTRAL ROUTE TO PERSUASION

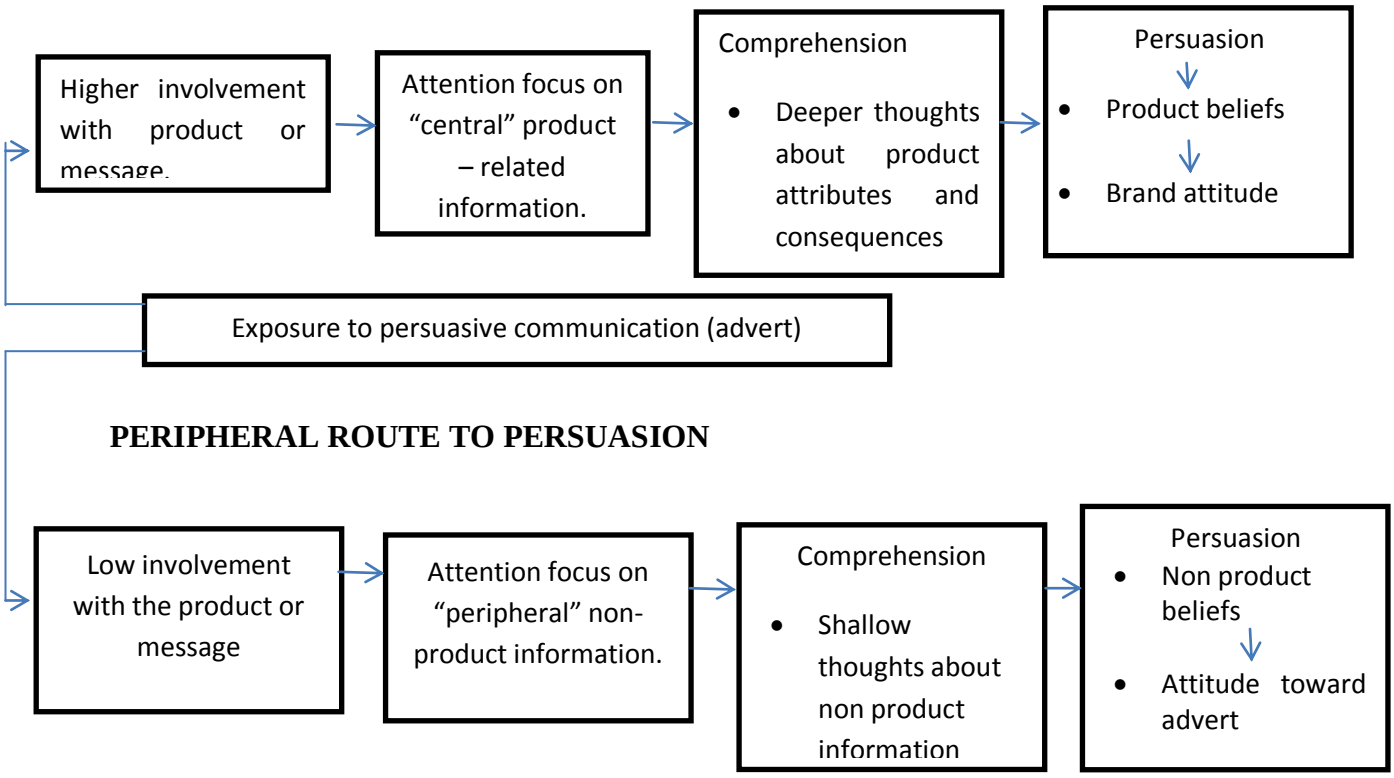


Figure 2.3: Elaboration Likelihood Model. Adapted from (Arens 2002)

In the diagram above, Arens (2002) posits that in the central route to persuasion, consumers have a higher level of involvement with the product or the message so they are motivated to pay attention to the central product related information such as product attributes and benefits or demonstrations of positive functional or psychological consequences. Because of their high involvement they tend to learn cognitively and comprehend the advert delivered information at deeper and more elaborate levels. This can lead to product beliefs, positive brand attitude and purchase intention. On the other hand, Arens (2002) explains that the peripheral route to persuasion is very different. It is more like stimulus response learning. People who are not in the market for a product typically have low involvement with the product message. They have little or no reason to pay attention to comprehend the central

information of the advert. As a result, direct persuasion is also low and consumers form few if any brand beliefs, attitudes or purchase intentions. However, these consumers must attend to some peripheral aspects such as pictures, colours or the actors in the advert for their entertainment value. Whatever they feel or think about these peripheral non product aspects might integrate into a positive attitude toward the advert.

There are various variables that influence elaboration likelihood of an ad. One of such is repetition. Moderate message repetition provides increased availability for analyses which can lead to favourable brand attitudes with strong arguments. Self-referencing is also a variable that has greater elaboration if people can relate the product to themselves. Arousal leads consumers to focus on the least demanding elements of the ad. However, these elements are then implied when making product evaluations. More prior knowledge as a variable is better but is only effective with retrieval of the information (O'keef, 2008).

In summary, elaboration likelihood model depends on the consumer's level of involvement with the product and the message. When consumer's level of involvement is higher, the central route to persuasion is more likely. On the other hand, the peripheral route to persuasion is more likely when consumer's involvement is low.

2.13.1Criticisms of the Theory

Despite the impressive characteristics of the elaboration likelihood model, it is definitely not without limitation. O'keefe (2008) points that the first critique looks at the two routes of elaboration. The central route admittedly only applies to a small portion of the population. O'keefe states that you can only make a central route argument if your audience is knowledgeable about the product or service in question and they have the motivation to hear the messages because it applies directly to them. The peripheral route is supposed to be able to persuade the remaining individuals who know little to nothing about the product or service.

These individuals are believed to be persuaded by catchy tunes, bright colours, celebrity endorsements and peripheral cues like scarcity and perceived credibility. However, there are several people which neither of these routes would affect. It is also difficult to successfully persuade individuals who do not have their basic physical needs met. Also, as well there are certain cultures whose value system would not be motivated by shallow peripheral cues such as celebrity endorsement because they simply will not be interested. The product or service may also be irrelevant to the culture or person and as such this theory does not take into account cases such as these.

In addition, Bittner & Obermiller (1985) state that the way and manner central and peripheral process interact to result in attitude change remain ambiguous. stiff (1986) also argues that where as individuals may choose to process both central and peripheral cues of an information, the assumption upon which the elaboration model is based is problematic because the message recipients are forced to choose between one or two information process strategies.

Petty and Cacioppo (1993) in response to the above criticism argued that processing of information by individual is the primary determinant of attitude change depending on the situation. However, it does not address the question as to whether people can engage in both central and peripheral processing at the same time. This is because the notion of seeing individuals as single channel information processors is wrong as humans are multi-channel capacity processors capable of parallel information processing (Stiff, 1986)

2.13.2 Justification for the Theory

By implication, the aim of advertising apart from creating awareness is to persuade consumers to take a positive step towards the product. When product or services are advertised, marketers include the attributes, benefits and other details in the advertisement to

lure consumers to the brand. Consumers on the other hand may pay attention to the details of the advertising message and accordingly process it depending on their involvement with the product or services whether it is high or low. If the products or services meet their expectations and they are convinced by the message, they may likely take a step towards the products or service.

Likewise, advertisements on Close up and Maclean toothpastes product provides details about product attributes and benefits. Consumers on the other hand may cognitively process the information given about these products in order to choose their preferred brand from other competing brands. The attention given by consumers about details of advertised Close up and Maclean toothpaste product is dependent on whether elaboration is high or low. Therefore, if consumers are persuaded by advertisement to try either Close up or Maclean toothpaste and are satisfied by its offerings, they (consumers) may likely have a positive influence about the product and favourably brand preference which will determine their choice of Close up or Maclean toothpaste products.

2.14 Consumer perception theory

Consumer perception theory was propounded by Berelson and Steiner in 1964. The assumption of the theory is that mass communicators want audiences to pay attention to their messages, learn the contents of their messages and make appropriate changes in attitudes or belief, or produce the desired behavioural responses (Arens,2013).

According to Belch & Belch (2012) the theory shows how consumers perceive, conceive and remember advertising messages or generally any communication. It also shows factors which determine the acceptability of such messages. This means that for advertising to influence consumers, they must perceive, conceive and remember advertising messages which in the long run make them patronise a product. However it is what goes beyond consumer

rationalisation that makes the basic for strategic direction and decision making. It is the emotion that makes the decision not the rationalisation. The basic motivation to ones choice in a product let alone any other product relies on the emotional component that has been induced in the mind through advertisement

Consequently, the power which advertisement has over its audience is that consumers tend to remember just one thing from advertising, one strong claim or concept. Each advertisement must make a proposition to consumers; the proposition must be strong to pull consumers to the advertised product. Perception involves learning, updating perspective and interpreting the observed. It equally means the process by which we interpret sensory data that comes to us through our five senses. Researchers have identified two types of influence on our perception: structural and functional perception. A structural influence on our perception comes from the physical aspect of the stimulus to which we are exposed to. While functional influences are the psychological factors that influence perception and thereby introduce some subjectivity into the process (Reeves 1982).

More so, Belch & Belch (2012) studies in perception actually led to the discovery of the selectivity processes which hold that each person perceive tends to perceive and decode communication messages in the light of our previous experiences and current dispositions, our needs, moods and memories. Scholars have categorised these processes into four areas which are; selective exposure, selective attention, selective perception and selective retention all of which rather than in isolation work together in complex ways

2.14.1 Justification for the theory

The consumer perception theory is related to this study because it justifies the fact that every persuasive communication is received in two ways; that is either negative or positive response, which so ever type of response will greatly be determined by individual perception

about the subject matter. More so, hence consumers are active processors of information received from advert messages and their interpretation of the message form a new attitude or change the existing attitude. The theory explains consumers influence towards toothpaste adverts on consumer brand preference in Makurdi metropolis. However, this can be seen in the way consumers behave and pay attention to each advert to meet consumers needs.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter introduces the methodology adopted in the study. It was divided into the following: research method, population, sampling technique and procedure, sample size, instrument for data collection, method of data collection, validity and reliability of instrument and data presentation and analysis.

3.2 Research Method

Research method is the framework or plan for a study that is used in collecting and analysing set of data. Frey (1991) states that research method uses measurement techniques to gather information about the attitudes and behaviours of a defined population on the basis of answers to questions posed for samples, drawn from the population. Thus, survey method was adopted using questionnaire as tool to elicit information from the respondents. More so, survey involves drawing up a set of questions on a subject to which selected members of a population are requested to react. Wimmer & Dominick (2003) have provided numerous advantages of survey research which should attract researchers.

First, survey method is appropriate and will help reduce Makurdi population to a manageable form in a way that provides the chance to check on the incident, distributions and interrelations of variables (demographics, information, attitude, motives, intentions and so on).

Second, the cost of survey is reasonable considering the amount of information gathered. In addition, researchers can control expenses by selecting from four major types of survey; mails, telephone, personal interview and group administration.

The reason for adopting survey method is because it is particularly useful for gathering descriptive information about a population that is too large for everyone to be studied on a personal note such as Makurdi metropolis. Babbie (2005) rightly observed that surveys are particularly useful in describing the characteristics of a large population. A survey especially self-administered makes large sample feasible.

Similarly, the choice of survey method is also justifiable because it is appropriate to the study on assessing the influence of advertising on consumer brand preference of products in Makurdi metropolis: A comparative study of Close up and Macleans toothpastes which is concerned with obtaining opinions, attitude and beliefs of a group of people (sample) concerning different variables of the study so as to be able to conveniently generalise the findings to the entire population of Makurdi metropolis. This is the reason why descriptive survey is deemed suitable for a research of this nature. Moreover; many scholars suggest using survey in this type of studies. Defleur & Dennis (1996) corroborates that survey as a research design is widely used in communication research and is a favourite of those who study the behaviour or characteristics of audience.

3.3 Area of the Study

The area of the study is Makurdi metropolis in Benue State, Nigeria. The area is situated in the north central region of Nigeria. It is an urban settlement with Tiv, Idoma and Igede as the three major ethnic groups. However, there are other ethnic groups resident in the area. Makurdi is divided by the river Benue into the north and south banks which are connected by two bridges: the railway bridge and the new dual carriage bridge. The North bank area of the town houses among other establishments, Federal university of Agriculture, Nigeria Army school of military Engineering, Headquarters of the 72 battalion and the state headquarters of the department of customs and excise.

In addition, the southern part of the town is made up of several wards including Ankpa/Wadata ward, Wurukum/Low level, and central ward. Important establishments and offices located there include government house, state secretariat, federal secretariat, commercial banks, police headquarters, Nigerian prison services, Nigerian Air force base, Benue printing and publishing company Ltd, federal medical centre, Nigeria Television Authority (NTA), Radio Benue Makurdi and Benue state university.

However, the city is now a major transhipment point for cattle from Nigeria's Northern states. The city serves as port from which goods including locally grown sesame seeds and cotton are shipped to Lokoja and to the Niger River Delta ports. The town is also a local trade centre for yams, sorghum, millet, rice, cassava, sheanuts, sesame oil, peanuts, soya beans and cotton. There are regular bus services linking Makurdi to major towns such as High Level, Modern Market, Wadata, North Bank, Brewery and others.

3.4 Population of the Study

A research population is described as a well-defined collection of individuals or subjects known to have similar characteristics. Babbie (2005) defines a population or universe as the theoretically specified aggregation of survey elements from which the researcher gathers information.

According to the National population census (2006) Makurdi is made up of five hundred thousand, seven hundred and ninety seven(500, 797) people and is divided into eleven (11) council wards which are: Agan, North bank 1, North bank 2, Walomayo, Fiidi, Bar, Mbalagh, Modern market, Clerk mission ward, Mbawa and Ankpa/wadata. The population will specifically comprise of consumers ranging from students, civil servants, business men and women in Makurdi metropolis among which sample will be drawn from. The population size of the study is therefore 500,797 people in Makurdi metropolis.

3.5 Sample Size

Tull & Hawkins (1993) define a sample as those individuals chosen from a population of interest as the subject in an experiment. Therefore, the sample size selected for the study is four hundred (400).The sample size of four hundred (400) is justified based on Meyer & Gunter (2000) as cited in Abubakar (2013:44) that "in the population size of five hundred thousand (500,000) to infinity, a sample of 384 should be used for adequate representation". Thus, the researcher selected four hundred (400) sample size in the study. This is because the larger the sample size, the more representative it is of the total population and therefore the more reliable a researchers generalisations to be made (Wimmer & Dominick, 2000). The time and cost also justifies the sample size.

The sample size was statistically determined using Taro Yamane's formula as cited in Babbie (2005) and this formula according to the author is used for determining sample size at 0.05 level of significance for a finite population such as Makurdi which have five hundred thousand, seven hundred and ninety seven people. (500,797).

3.6 Sampling Technique

Grinnell & Unrau (2005) define sampling as a process of selecting a small part of a given population in order to determine the popular view of the people targeted for the research . This means sampling involves taking a portion of a population as representative of that population. Therefore, probability and non probability sampling was adopted in the study using simple random and purposive sampling respectively. According to Wimmer & Dominick (2006) probability sampling uses mathematical guidelines whereby each units chance for selection is known. Non probability sampling does not follow the guidelines of mathematical probability.

The first stage of the sampling process involved selecting council wards. Here, the simple random sampling technique was adopted to select five (5) council wards out of eleven (11) that constitute Makurdi metropolis. According to Monette, Sullivan & Dejong (2008) simple random sampling is a sampling procedure in which each element in the population has an equal probability of inclusion in the sample. To arrive at the five council wards chosen, the researcher wrote all the names of the eleven council wards on pieces of paper, it was squeezed and dropped in a container and shuffled. A research assistant was asked to close his eyes and pick five at random. As a result, five council wards were selected: Ankpa/Wadata, Market/Clerk, North bank 1, Walomayo and Northbank 2. The adoption of this sampling method in the selection of council wards is to ensure that the selection process is devoid of bias by the researcher as all the council wards in the area of study will have a chance to be sampled. Also, the selection of five (5) council wards from the eleven is believed to be adequate to cater for the population in Makurdi.

The next stage of the sampling process involved the selection of four (4) streets each from the five (5) council wards chosen earlier using purposive sampling technique. According to Monette et al (2008) purposive sampling technique uses the researcher's judgement and prior knowledge to choose for the sample people who best serve the purpose of the study. In this regard, twenty (20) streets were selected for study. They are:

- Ankpa/Wadata: Bida, Adikpo, Kaduna and Igbor street.

  Bida, Adikpo, Kaduna and Igbor streets are all made up of residential houses. The residents are people of low class and as such housing is quite cheap. Some Hausa's also reside in the area whose occupations are menial jobs. These people have access to television and radio and newspaper.

- Market/Clerk: Anweh street along Atiku Abubakar, Madikpo, Second Avenue Lobi quarters and Kashim Ibrahim street.

  Anweh Street along Atiku abubakar road is a street that contains residential areas and the environmental condition of the street is good. The residents in the area have access to television, radio, newspaper and billboard.

  Madikpo, second avenue Lobi Quarters and Kashim Ibrahim street are streets that are densely populated, they are ever busy with commercial activities, they contain residential and commercial houses and the environmental condition of the street is poor with refuse dump thrown indiscriminately. Residents in the area have access to billboard advert, television, newspapers and radio.

- North Bank 1: JKN Waku, Uni Agric street, Lafia street and Old bridge road.

  All these streets are made up of low class people who are engaged in farming, trading while some are artisans. These people have access to radio.

- Walomayo: Ushongu Close, Katsina Ala, Iorkyaa Ako and Vandeikya Street.

  Ushongu Close, Katsina Ala, Iorkyaa Ako and Vandeikya streets are all made up of civil servants and business men and women. These streets are also made up of middle class people who have access to the media such as television, radio, billboard, newspaper and magazine.

- North Bank 2: Mission Street, Federal low cost, Hudco Quarters and old Lafia road.

  Mission, Federal low cost, Hudco Quarters and Old Lafia road are made up of junior civil servants but because of the economic hardship, senior civil servants are also found there. These people have access to television, radio and newspapers.

The adoption of the purposive technique is to ensure that the researcher select streets that are easily accessible. The next stage of the sampling procedure has to do with the selection of respondents from the sampled streets. Following this, eighty (80) respondents were selected

from each of the council wards. Purposive sampling technique was adopted in order to select only respondents that are consumers of Close up and Maclean toothpastes. Therefore, eighty (80) respondents from each council ward multiply by five (5) council wards selected earlier gives four hundred (400).

3.7 Instruments for Data Collection

This study employed questionnaire as an instrument for data collection. The questionnaire according to Kombol (2005) involves drawing up set of questions based on the objectives and research questions of the study. The justification for the use of questionnaire is that it designed to collect data on a specified subject, usually from respondents which could be in a structured and unstructured form.

3.8 Study Variables

The study is divided into two variables based on the topic. Hence the research is based on these variables divided into dependent and independent variable. The dependent variable depends on the independent variable while the independent variable can stand on its own.

The independent variable in this study is influence of toothpaste advertising. This is because the study depends on it hence advertising is an ancillary of mass communication and an aspect of marketing, used as a base for the study. The dependent variable in this study is consumer brand preference .Thus dependent variable cannot stand alone, because it combines the influence of toothpaste advertising in order to determine whether brand preference exist amongst consumers.

3.9 Method of Data Collection

The questionnaire was self-administered with three research assistants that were trained to understand what the questionnaire was asking the respondents to do and how they should follow it accordingly as it is written. Primary data was collected on the field with the use of questionnaires.

The researcher made use of close-ended and one open ended question in order to save time of the respondents. The questionnaire was categorised into two sections: Section A consist of bio data variables of age, marital status, occupation and educational qualifications. Section B consist of questions that seek respondent's opinion on each of the research questions posed earlier by the researcher followed by an open ended question about consumers view on advert of Close up and Maclean toothpaste. The responses were supported by 5-point likert scale. The four points associated with the likert scale had the following numerical codes: strongly agree (5), agree (4), neutral (3), disagree (2) and strongly disagree (1). Secondary data on the other hand was collected from sources such as text books, journals, online publications and unpublished work such as dissertations, theses and research projects containing relevant materials relating to the study.

3.10 Validity and Reliability of Instrument

Validity and reliability of an instrument is very important in every research as such, Validity according to Ogbuoshi (2010) deals with accuracy and effectiveness of a measuring instrument. It is the appropriateness of an instrument in measuring what it intends to measure. Stacks and Hocking (1999) defined reliability as the extent to which retest measurements yields numbers and data which are consistent, stable and dependable.

The instrument was made available to the supervisors to make necessary observations, corrections, and amendments for the researcher to strengthen the instrument. The correction

was implemented before the instrument was finally administered. A pilot study was conducted at Modern market council ward using fourty copies of the questionnaire consisting of structured and one unstructured question to determine the reliability of the instruments. The test retest method was adopted and after the first test, an interval of one week was given before the research was fully conducted. The data collected from the pilot study was subjected to statistical analysis using SPSS. The reliability coefficient was used to determine the reliability of the instrument. The reliability coefficient obtained from the test was 0.847 using Cronbach alpha indicating that the instrument has good test retest reliability. It was therefore valid and reliable to use the instrument due to its consistency in the measurement.

3.11 Data Presentation and Analysis

Data was gathered with the view to answer research questions. These data was collated and analysed statistically using descriptive methods. The statistical package for social sciences (SPSS) was used for analysis. Section A was analysed using descriptive statistics. Other responses was based on four (5) point rating scale with a midpoint mean of 2.5 which was used as positive response criterion mean and accepted as positive response because the average of individual mean score was 2.5. Thus any mean score range from 2.5 and above is regarded as positive and accepted. While any score below 2.5 is regarded as negative and rejected.

CHAPTER FOUR

DATA PRESENTATION, INTERPRETATION AND ANALYSIS

4.1 Introduction

This chapter presents, interprets and analyses data gathered from the field. Data was presented using descriptive statistics. Statistical package for social sciences (SPSS) version 21.0 was used for the input, management and statistical analysis of the data. Four hundred copies of questionnaire were distributed across five council wards in Makurdi. However, only three hundred and seventy five (375) copies of questionnaire were retrieved and analysed.

4.2 Demographic Characteristics of Respondents

This section examines age of respondents, sex, educational qualification, marital status and occupation of respondents.

Table 4.1 Demographic Characteristics of Respondents

Options	FREQUENCY	PERCENTAGE %
Sex		
Male	252	67.2
Female	123	32.8
Total	**375**	**100**
Age Range of the respondents		
Options	**Frequency**	**Percentage**
20-30	223	59.5
31-40	92	24.5
41-50	39	10.4
50 and above	21	5.6
Total	375	100
Occupation of the respondent		
Options	**Frequency**	**Percentage**
Student	168	44.8
Civil Servant	62	16.5
Unemployed	75	20.0
Business Person	46	12.3
Retired	24	6.4
Total	**375**	**100**
Marital status of respondent		
Option	**Frequency**	**Percentage**
Married	94	25.1
Single	244	65.1
Divorced/Separated	23	6.1
Widowed	14	3.7
Total	**375**	**100**
Educational qualification of respondent		
Option	**Frequency**	**Percentage**
SSCE	70	18.7
OND/NCE	78	20.8
HND/Degree	188	50.1
Divorced/Separated	23	6.1
Masters and above	39	10.4
Total	**375**	**100.0**

Source: field survey 2016

Data in Table 4.1 shows the demographic characteristics of respondents. By age, 223 respondents representing 59.5% fall within the age bracket of 20-30 years. Ninety-two respondents representing 24.5% are within the age bracket of 31-40 while 39 respondents representing 10.4% are within the age of 41-50 and 21 respondents representing 5.6% are 51 years and above. From the table above, majority of the respondents are within the age bracket of 20-30 representing 59.5% and are considered as youth and their opinion is dominant in the study.

By gender, 252 respondents representing 67.2% are male while 123 representing 32.8% are female. This means that, majority of respondents representing 67. 2% are male. Hence majority of respondents are male. This is in line with the result of the National Population Commission (2006) which shows states that there are more male than female in Makurdi.

By educational qualification 70 respondents representing 18.7% have Senior School Certificate,78 representing 20.8% are OND/NCE holders while 188 respondents representing 50.1% have HND/Degree and 39 respondents representing 10.4% are Masters degree holders and above. It can be observed from the table that majority of the respondents representing 50.1% per cent have either HND or Degree. The table shows the level of education in Makurdi and how it affects interest in media messages.

By marital status 244 respondents representing 65.1% are single, 94 respondents representing 25.1% are married, 23 respondents representing 6.1% are divorced/separated and 14 respondents representing 3.7% are widowed. This shows that majority of respondents representing 65% are single and it can be inferred that single respondents could probably have more time for media messages than the married ones who may be pre-occupied with family life and work.

By occupation of respondents 168 respondents representing 44.8% are students, 75 respondents representing 20% are unemployed, 62 respondents representing 16.5% are Civil Servants, 46 respondents representing 12.3% are business persons and 24 respondents representing 6.4% are retired. It can be observed from the table above that majority of respondents representing 44.8% are students followed by the unemployed.

4.3 Consumer's Awareness of Advert on Toothpastes

This section analyse the research question on consumers awareness of advert on toothpaste products in Makurdi metropolis.

Table 4.2 Mean score of consumers awareness of advert on toothpaste

Toothpaste Advert	Not Aware	Aware	Often Aware	Mean	Remarks
Awareness of Closeup Advert	22	142	211	2.50	Accepted
	5.9	37.9	56.3		
Awareness of Macleans Advert	182	113	80	1.73	Rejected
	48.5	30.1	21.3		

The table 4.2 above shows the awareness level of advert on Closeup and Maclean toothpaste. Out of four hundred copies of questionnaire distributed, 22 respondents representing 5.9% and 182 respondents representing 48.5% were of the opinion that they are not aware of advert on Close up and Maclean toothpaste respectively. Also, 142 respondents representing 37.9% and 113 respondents representing 30.1% were aware of Close up and Maclean toothpaste respectively. While 211 respondents representing 56.3% and 80 respondents representing 21.3% said they are often aware of Close up and Maclean toothpaste advert.

It can be observed from the above table that there is high level of advert awareness on Close up advert hence the mean score of 2.50 is accepted as positive mean criterion as against advert on Maclean which has a mean score of 1.73 which is rejected. This can be seen from

the table that there is more awareness of advert on Closeup than there is on Maclean toothpaste in Makurdi metropolis.

It is also observed in the literature reviewed for this study that there exist different advert on Closeup toothpaste than there are on Maclean toothpaste and this may be as a result of the high level of awareness witnessed among consumers of Close up toothpaste. This is in conformity with the view of Agbaje (2013) that Close up toothpaste is the leading brand in the toothpaste category with its long standing presence in the market which has given it high brand awareness supported by strong advertising. In the same vein, it agrees with the findings of Natala (2011) who in his study found that 90% of respondents agreed that advert actually informed the public about goods and services.

Table 4.3 Cross tabulation of demographic characteristics with the awareness of advert on Close up toothpaste

Demographic status	Not aware	Aware	Often aware	Chi-square	P-value
Age (years)				13.001	0.043
20-30	15 (68.2%)	70 (49.3%)	138 (65.4%)		
31-40	3 (13.6%)	40 (28.2%)	49 (23.2%)		
41-50	3 (13.6%)	20 (14.2%)	16 (7.6%)		
51 and Above	1 (4.5%)	12 (8.5%)	8 (3.8%)		
Gender				2.888	0.236
Male	15 (68.2%)	88 (62.0%)	149 (70.6%)		
Female	7 (31.8%)	54 (38.0%)	62 (29.4%)		
Educational qualification				33.543	0.000
FSLC or SSCE	4 (18.2%)	21 (14.8%)	26 (12.3%)		
Undergraduate	14 (63.6%)	49 (34.5%)	111 (52.6%)		
OND/NCE	2 (9.1%)	17 (12.0%)	8 (3.8%)		
HND/Degree	2 (9.1%)	27 (19.0%)	50 (23.7%)		
Masters and Above	0 (0.0%)	18 (12.7%)	13 (6.2%)		
No former education	0 (0.0%)	10 (7.0%)	3 (1.4%)		
Marital Status				11.816	0.066
Single	15 (68.2%)	85 (59.9%)	144 (68.2%)		
Married	4 (18.2%)	36 (25.4%)	54 (25.65)		
Divorced/Separated	3 (13.6%)	14 (9.9%)	6 (2.8%)		
Widowed	0 (0.0%)	7 (4.9%)	7 (3.3%)		
Occupation				12.266	0.268
Student	4 (18.2%)	49 (34.5%)	75 (35.5%)		
Civil servant	8 (36.4%)	26 (18.3%)	39 (18.5%)		
Unemployed	6 (27.3%)	19 (13.4%)	28 (13.3%)		
Business	2 (9.1%)	29 (20.4%)	34 (16.1%)		
Retired	0 (0.0%)	10 (7.0%)	17 (8.1%)		
Housewife	2 (9.1%)	9 (6.3%)	18 (8.5%)		
Total	**22 (100%)**	**142 (100.0%)**	**211 (100.0%)**		

From table 4.3 above, the cross tabulation of age and educational qualification with p- value of 0.043 and 0.000 respectively are significant with awareness of Closeup advert. While gender, marital status and occupation which has p- value of 0.236, 0.066 and 0.268 respectively are not significant with awareness of advert.

Table 4.4 Cross Tabulation of demographic characteristics with the awareness on advert of Macleans toothpaste

Demographic status	Not aware	Aware	Often aware	Chi-square	P-value
Age (years)				17.408	0.008*
20-30	89 (48.9%)	76 (49.3%)	58 (65.4%)		
31-40	56 (30.8%)	23 (20.4%)	13 (16.2%)		
41-50	24 (13.2%)	10 (8.8%)	5 (6.2%)		
51 and Above	13 (7.1%)	4 (3.5%)	4 (5.0%)		
Gender				1.481	0.477
Male	118 (64.8%)	76 (67.3%)	158 (72.5%)		
Female	64 (35.2%)	37 (32.7%)	22 (27.5%)		
Educational qualification				15.711	0.108
FSLC or SSCE	28(15.4%)	14 (12.4%)	9 (11.2%)		
Undergraduate	73 (40.1%)	52 (46.0%)	49 (61.2%)		
OND/NCE	14 (7.7%)	9 (8.0%)	4 (5.0%)		
HND/Degree	38 (20.9%)	28 (24.8%)	13 (16.2%)		
Masters and Above	19 (10.4%)	7 (6.2%)	5 (6.2%)		
No former education	10 (5.5%)	3 (2.7%)	0 (0.0%)		
Marital Status				16.419	0.012*
Single	109 (59.9%)	79 (69.9%)	56 (70.0%)		
Married	45 (24.7%)	28 (24.8%)	21 (26.2%)		
Divorced/Separated	17 (9.3%)	6 (5.3%)	0 (0.0%)		
Widowed	11 (6.0%)	0 (0.0%)	3 (3.8%)		
Occupation				20.528	0.025*
Student	60 (33.0%)	50 (44.2%)	18 (22.5%)		
Civil servant	34 (18.7%)	23 (20.4%)	16 (20.0%)		
Unemployed	29 (15.9%)	14 (12.4%)	10 (12.5%)		
Business	38 (20.9%)	11 (9.7%)	16 (20.0%)		
Retired	11 (6.0%)	6 (5.3%)	10 (12.5%)		
Housewife	10 (5.5%)	9 (8.0%)	10 (12.5%)		
Total	**182 (100%)**	**113 (100.0%)**	**80 (100.0%)**		

From table 4.4 above, the cross tabulation of age, marital status and occupation which has p-value of 0.008, 0.012 and 0.025 respectively are all significant with awareness on macleans

advert. While gender and educational qualification with p-value of 0.477 and 0.108 respectively are not significant with awareness of macleans toothpastes.

4.4 Advertising Channels of Close up and Macleans Toothpastes

This table analyses comparatively channels that consumers receive Closeup and Maclean toothpaste advert in Makurdi metropolis.

Table 4.5: Channels that consumers receive Closeup and Macleans toothpaste advert

Channels of advert	CLOSEUP		MACLEAN	
	Frequency	Percentage	Frequency	Percentage
Newspaper	39	15.2	18	15.1
Magazine	26	10.2	12	10.1
Flyers/Handbill	13	5.1	6	5.0
Television	64	25.0	29	24.4
Billboard	13	5.1	6	5.0
Radio	39	15.2	18	15.1
Internet	26	10.2	12	10.1
Through Friends/Relations	36	14.1	18	15.1
Total	**256**	**100.0**	**119**	**100.0**

The table 4.5 above shows the dominant advertising channel of consumers awareness of advert on Close up and Maclean toothpaste. It can be seen that television has (64) respondents representing 25.0% and (29) respondents representing 24.4% for Close up and Maclean respectively, followed by newspaper and radio both with 39 respondents representing 15.2% and 18 respondents representing 15.1% for Close up and Maclean

respectively. While friends/relations have 36 respondents representing 14.1% and 18 respondents representing 15.1% for Close up and Maclean respectively. Internet and magazine both with 26 respondents representing 10.2% and 12 respondents representing 10.1% for Close up and Maclean respectively. The least factor is flyers and handbill with 13 respondents representing 5.1% and 6 respondents representing 5.0% for Close up and Maclean respectively.

It can therefore be deduced from the table that television is the dominant advertising channel of consumers' awareness on toothpaste advert while flyers and handbill is the least advert channel. This could be as a result of the audio and visual advantage of television over other advertising media. More so, television has some advantages such as appealing to the senses, good mass marketing coverage. Despite its advantages it also has some limitations which are: high absolute cost, high clutter, and fleeting. The reasons why flyers and handbills are the least advert channels could be that their target market is mostly restricted to the literate class of the society.

4.5 Influence of advertising on consumer brand preference of Closeup and Macleans toothpaste.

This section answers the research question on the influence of advertising on consumer brand preference. To answer the research question above, respondents were asked to choose their most preferred brand of toothpaste in relation to advert. Furthermore, a list of factors responsible for brand preference was outlined for respondents to select which amongst the factors influence their brand preference. Lastly, consumers were asked whether advertising leads to brand preference of toothpastes.

4.5.1 Consumers Brand Preference Between Close up and Macleans Toothpaste

Table 4.6: Mean score of Brand preference of toothpaste

My Toothpaste brand Preference	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Remarks
Close up is my Favourite Toothpaste	32	87	0	118	138	3.65	Accepted
	8.5%	23.2%	0	31.5%	36.8%		
Maclean is my Favourite Toothpaste	106	150	0	77	42	2.46	Rejected
	28.3%	40.0%	0	20.5%	11.2%		

Table 4.6 above indicates that 32 respondents representing 8.5% strongly disagreed that close up is their favourite toothpaste while 87 respondents representing 23.2% also disagreed on Close up. But 118 respondents representing 31.5% agreed that Close up is their favourite and (138) representing 36.8% strongly agreed that Close up is their favourite toothpaste. In another vein, 106 respondents representing 28.3% strongly disagreed that Maclean is their favourite, 150 respondents representing 40.0% also disagreed that Maclean is their favourite. While 77 respondents representing 20.5% agreed that Maclean is their favourite also 42 respondents representing 11.2% strongly agreed that Maclean is their favourite.

It can be observed that consumers have preference for Close up toothpaste representing a mean score of 3.65 which is accepted as against Maclean toothpaste which has a mean score of 2.46 which is rejected. It can also be inferred that consumers in Makurdi metropolis have high brand preference for Closeup toothpaste and this may be as a result of the high level of advert awareness that consumers have been exposed to. According to Semenik (2002) Steve Sweitzer of the Hai Riney and partners advertising agency said: consumers want to do business with companies they like. If they like us, they just may give us a try at the store. What a concept! Sometimes just being liked is a strategy.

4.5.2 Demographic Characteristics with the Brand Preference of Closeup and Macleans Toothpastes

Table 4.7: Cross tabulation of demographic characteristics with the brand preference of Closeup and Macleans toothpastes.

Demographic status	Close up	Macleans	Chi-square	P-value
Age (years)			6.183	0.103
20-30	134 (62.9%)	89 (54.9%)		
31-40	52 (24.4%)	40 (24.7%)		
41-50	20 (9.4%)	19 (11.7%)		
51 and Above	7 (3.3%)	14 (8.6%)		
Gender			2.323	0.127
Male	150 (70.4%)	102 (63.0%)		
Female	63 (29.6%)	60 (37.0%)		
Educational qualification			6.515	0.259
FSLC or SSCE	31 (14.6%)	20 (12.3%)		
Undergraduate	94 (44.1%)	80 (49.4%)		
OND/NCE	20 (9.4%)	7 (4.3%)		
HND/Degree	47 (22.1%)	32 (19.8%)		
Masters and Above	16 (7.5%)	15 (9.3%)		
No former education	5 (2.3%)	8 (4.9%)		
Marital Status			1.68	0.641
Single	143 (67.1%)	101 (62.3%)		
Married	51 (23.9%)	43 (26.5%)		
Divorced/Separated	13 (6.1%)	10 (6.2%)		
Widowed	6(2.8%)	8(4.9%)		
Occupation			5.995	0.307
Student	79 (37.1%)	49 (30.2%)		
Civil servant	42 (19.7%)	31 (19.1%)		
Unemployed	31 (14.6%)	22 (13.6%)		
Business	36 (16.9%)	29 (17.9%)		
Retired	10 (4.7%)	17 (10.5%)		
Housewife	15 (7.0%)	14 (8.6%)		
Total	**213 (100%)**	**162 (100.0%)**		

Based on table 4.7 above, cross tabulation of age, gender , educational qualification, marital status and occupation with p-value of 0.103, 0.127, 0.259, 0.641 and 0.307 all have no significant relationship with brand preference of Closeup and Macleans toothpastes.

4.5.3 Factors Responsible for Brand Preference of Close up and Macleans Toothpaste Amongst Consumers

This section analyses the factors responsible for brand preference of Close up and Maclean toothpaste amongst consumers in Makurdi metropolis.

Table 4.8: Factors responsible for brand preference of toothpaste

Factors	Closeup		Maclean	
	Frequency	Percentage	Frequency	Percentage
The Advert	62	24.2	18	15.1
Packaging	28	10.9	12	10.1
Availability	14	5.5	6	5.0
Introduced by friends	36	14.1	18	15.1
It has different Flavours	12	4.7	6	5.0
High Quality	44	17.2	29	24.4
It is Cheap	24	9.4	12	10.1
The advert promises that it whitens teeth	36	14.1	18	15.1
Total	**256**	**100.0**	**119**	**100.0**

The table 4.8 above indicates that one of the major factors responsible for brand preference is advert which is 24.2% and15.1% for Close up and Macleans toothpaste respectively. Followed by high quality that is 17.2% and 29 respondents representing 24.4% for Close up and Macleans respectively. Also introduced by friends which are 36 respondents representing 14.1% and 18 respondents representing 15.1% for Close up and Maclean respectively. Packaging has 28 respondents representing 10.9% and 12respondents representing 10.1% for Close up and Macleans respectively.

Availability has 14 respondents representing 5.5% and 6 respondents representing 5.0% for Close up and Maclean respectively. Different flavours have 12 respondents representing 4.7% and 6 respondents representing 5.0% for Close up and Macleans respectively. Cheap as a factor has 24 respondents representing 9.4% and 12 respondents representing 10.1% for Close up and Macleans respectively while advert promise that it whitens teeth has 36 respondents representing 14.1% and 18 respondents representing 15.1% also for Close up and Macleans respectively.

It can be observed from the table that advert is a major factor responsible for brand preference along with high quality of the product. This could be that consumers may not buy a product only because of advert but quality is also of importance to them hence they will want value for their money. Virmani (2011) and Sharma (2013) attest that consumers rank quality a priority in making purchase decisions.

4.5.4 Whether Advertising leads to Brand Preference of Close up and Macleans Toothpaste in Makurdi Metropolis

This section analyses the research question of whether advertising leads to brand preference of Closeup and Macleans toothpastes in Makurdi Metropolis.

Table 4.9 Mean score on Influence of Advertisement on Brand Preference of Toothpaste

My Toothpaste Brand Preference	Advert on Toothpaste discourages me from buying it	I am likely to buy my favourite toothpaste in my next shopping	Advert on Toothpaste makes me buy it	Mean	Remarks
Influence of Advert on Closeup Preference	24	86	144	2.65	Accepted
	9.4%	33.6%	56.3%		
Influence of Advert on Macleans Preference	9	31	79	2.50	Accepted
	7.6%	26.1%	66.39%		

Table 4.9 above indicates that respondents representing 56.3% and 66.39% for close up and Maclean toothpaste respectively agreed that advert makes consumers buy their most preferred brand. It can also be observed from the table above that majority of respondents representing 33.6% (Close up) and 26.1% (Maclean) are likely to buy their most preferred brand during their next shopping.9.4% and 7.6% consumers of Close up and Maclean toothpastes respectively were of the view that advert on toothpaste discourages them from buying the product. It can therefore be deduced from the table above that advert influence consumers preference of both Closeup and Macleans toothpastes representing a mean score of 2.65 and 2.50 respectively both indicating positive response. Advertising provides a major tool in creating product awareness and conditions the mind of a potential consumer to take final purchase decisions, this is because an advertiser's primary mission is to reach potential customers and influence their awareness and buying behaviour. Lastly, Advertising instils brand preference as consumers are likely to buy their preferred brand despite other substitutes.

Table 4.10: Cross Tabulation of demographic characteristics with the influence of advertising on brand preference of Closeup and Macleans toothpaste

Demographic Status	1	2	3	Total	Chi-square	p-value
Age (In Years)					**0.797**	**0.992**
20 – 30	26(6.9%)	76(20.3%)	121(32.3%)	223(59.5%)		
31 – 40	11(2.9%)	33(8.8%)	48(12.8%)	92(24.5%)		
41 – 50	5(1.3%)	13(3.5%)	21(5.6%)	39(10.4%)		
51 and above	2(0.5%)	9(2.4%)	10(2.7%)	21(5.6%)		
Total	44(11.7%)	131(34.9%)	200(53.3%)	375(100.0%)		
Gender					**5.795**	**0.055**
Male	23(6.1%)	87(23.2%)	142(37.9%)	252(67.2%)		
Female	21(5.6%)	44(11.7%)	58(15.5%)	123(32.8%)		
Total	44(11.7%)	131(34.9%)	200(53.3%)	375(100.0%)		
Highest Educational Qualification					**1.511**	**0.958**
FSLC or SSCE	10(2.7%)	24(6.4%)	44(11.7%)	78(20.8%)		
OND/NCE	10(2.7%)	28(7.5%)	41(10.9%)	79(21.1%)		
HND/Degree	20(5.3%)	61(16.3%)	93(24.8%)	174(46.4%)		
Masters and above	4(1.1%)	18(4.8%)	22(5.9%)	44(11.7%)		
Total	44(11.7%)	131(34.9%)	200(53.3%)	375(100.0%)		
Marital Status					**2.388**	**0.880**
Single	29(7.7%)	83(22.1%)	132(35.2%)	244(65.1%)		
Married	10(2.7%)	37(9.9%)	47(12.5%)	94(25.1%)		
Divorced/Separated	4(1.1%)	6(1.6%)	13(3.5%)	23(6.1%)		
Widowed	1(.3%)	5(1.3%)	8(2.1%)	14(3.7%)		
Total	44(11.7%)	131(34.9%)	200(53.3%)	375(100.0%)		
Occupation					**9.883**	**0.451**
Student	17(4.5%)	39(10.4%)	72(19.2%)	128(34.1%)		
Civil Servant	8 (2.1%)	21 (5.6%)	44 (11.7%)	73 (19.5%)		
Unemployed	8(2.1%)	20(5.3%)	25(6.7%)	53(14.1%)		
Business Person	7(1.9%)	28(7.5%)	30(8.0%)	65(17.3%)		
Retired	1(0.3%)	9(2.4%)	17(4.5%)	27(7.2%)		
Housewife	3(0.8%)	14(3.7%)	12(3.2%)	29(7.7%)		
Total	44(11.7%)	131(34.9%)	200(53.3%)	375(100.0%)		

Key

1 - Advert on toothpaste discourages me from buying it

2 - I am likely to buy toothpaste in my next shopping

3 - Advert on toothpaste makes me buy it

From table 4.10 above, cross tabulation of age, gender, educational qualification marital status and occupation with p-value of 0.992, 0.055, 0.958, 0.880 and 0.451 respectively are all not significant with influence of advertising.

4.6 Respondents Feelings about Advert on Close up and Macleans Toothpaste

Consumers were asked to respond about advert on their preferred toothpaste in order to further determine the influence of advertising on consumer brand preference

4.6.1 Respondents Feelings about Advert on Close up Toothpaste

To further test respondents' influence of advertising on brand preference, they were asked to comment freely on their feelings about advert on their favourite toothpaste. Based on their responses, majority of the respondents have a positive feeling about Closeup toothpaste advert. This is in line with the response most of them gave as follows:

"Close-up advert educates me more on how to use the toothpaste and it also reveals to me the ingredients the toothpaste is made up of. Therefore, I encourages them to do more" "Close up advert is unique and gives fresh breath always." "The advert keeps on my mind stable on it." Due to the long term advert on Close up which shows its tooth neatness it enables me to patronise it at all times." The advert encourages me to buy the tooth paste and the advert is good. "The advert is attractive.""The advert is captivating.""The advert is real and the ingredients used in the production are vital for healthy growth."

The responses given by respondents above regarding feelings about advert on Closeup toothpaste indicates that there is a positive feeling regarding advert of the product and this finding is in line with Dempsey & Mitchell (2010) who points that advertising influences people through affective condition which occurs when a buyer makes a purchase decision solely based on the positive feeling gained from choosing the product.

Also, the above responses given by respondents show that educative and captivating advert is a driving force for consumers' patronage of Close up toothpaste. In addition, Saleem (1999) states that consumers purchase those products from which they are emotionally attached and these attachments are created through adverts as audio, video and text form.

4.6.1 Respondent Feelings about Advert on Macleans Toothpastes

Respondents were asked to comment freely about advert on their favourite toothpaste. Based on their responses, majority of the respondents also had a positive feeling about Maclean toothpaste advert. Their responses are presented below.

"The advert informed me about Maclean so my friend influenced me to change from Close up to Macleans because it is the best of all."“The advert convinces me to buy and also convince others to buy the toothpaste."“The advert makes me know about the quality of the product."“The advert encourages me to buy the product." "I feel the advert makes me have interest in Macleans." Advert on Macleans is very nice and persuasive which encourages me to buy more."“I feel Macleans company has to put in more efforts with their adverts."

Based on these responses, it can be observed that advertising has an influence on brand preference of Macleans toothpaste amongst respondents as observed through the positive statements relating to their feelings about the adverts.

4.7 Discussion of Findings

The discussion of findings is based on the research objectives. The first is to ascertain consumer's awareness of advert on Closeup and Macleans toothpastes in Makurdi metropolis. The second is to identify the channels that consumers receive Closeup and Macleans toothpaste advert and lastly, to find out the influence of advert on consumer brand preference of Closeup and Maclean toothpaste in Makurdi metropolis.

Consumer's Level of Awareness of Advert on Close up and Macleans Toothpaste

The findings from table 4.2 revealed that majority of the respondents representing a mean of 2.50 which indicates positive response agreed that they are aware of Close up advert and a mean of 1.73 which indicates negative response agreed that they are aware of Maclean advert. It can therefore be inferred that advert is more on Closeup than it is on Maclean toothpaste. Furthermore, a cross tabulation on table 4.3 of respondent awareness of advert on Closeup toothpaste was analysed. From the analysis, from the analysis, it was observed that the cross tabulation of age and educational qualification with p- value of 0.043 and 0.000 respectively are significant with awareness of Closeup advert. While gender, marital status and occupation which has p- value of 0.236, 0.066 and 0.268 respectively are not significant with awareness of advert. More so, a cross tabulation on table 4.4 of respondents awareness of advert on macleans toothpastes was also analysed. From the analysis, it was observed that age, marital status and occupation which has p-value of 0.008, 0.012 and 0.025 respectively are all significant with awareness on macleans advert. While gender and educational qualification with p-value of 0.477 and 0.108 respectively are not significant with awareness of macleans toothpastes.

In general the findings of this study correlates with one of the tenets of elaboration likelihood model that exposure to advert leads to either a high level of involvement (central route) or low level of involvement (peripheral route) of persuasion with the product advert message. The findings can be associated with Arens et al (2013) who observed that advert invite people to try the products.

In the literature reviewed Sawants (2012) posits that often, consumers are either not aware of their needs or are confused about their needs or problems and motives to purchase the advertised product and as such, Natala (2012) points that advertisers make sure their products are widely recognised through advert and Okoro (1998) further buttress this point by stating

that advert disseminate information about products in persuasive terms. Consequently, Ewald (2015) further provides that as the intensity of advert increases, consumers become familiar with the product and influence purchase decision.

The findings of this study is also in line with Ewald (2015) that states that advertising has to be intense in order to make the product familiar and remain with the consumer. It can therefore be said that advertising is a powerful tool for creating awareness about product in order to bring about a positive response from prospective consumers. Idris (2014) attested to the above statement that 92% respondents were aware of beauty products through advert. More so, Ajegena (2014) concurs that 72% respondents were aware about GSM services through advert

Similarly, Cowley (1991) states that when a product has high brand awareness and brand image, the product receives better consumer attention and purchase intention. Cowley further opines that exposure effect is one important factor in change of consumers preference and Eric (2000) also confirms that exposure effect will impact brand knowledge, brand attitude, brand awareness, purchase intention and confidence. Corroborating the above, Akinbode (2001) observed that the effect of exposure to advert revealed that there is significant positive correlation with brand awareness. Thus, companies ought to build brands and promote it through advertising. More so, Karadeniz (2013) states that consumers were influenced of different white goods by means of advert. Virmani (2011) is also of the view that respondents were aware of advert on tea brands and it appears to do little to change and repeat purchase possibilities of those who have purchased the brand. Furthermore, Sharma (2013) points that majority of the respondents representing 56% were aware of brands available through advert. The findings of this study contradict Vani, Babu & Panchanatham (2010) who states that consumers are not adequately aware of toothpaste products in Bangalore city in India. Ijwo & Omula (2014) assert that advert invite people to try products and advert messages can be

made effective through research, persuasion and objectivity. Timothy (2012) concurs that respondents were aware of beauty products in Zaria and advert can only be successful and effective if it captures audience attention. Therefore, increase awareness is the driving demand of toothpastes products.

The Channels that consumers receive advert on Closeup and Macleans Toothpaste

The findings from table 4.3 revealed that the dominant channel that consumers receive Close up and Macleans toothpaste advert is television representing 25.0% and 24.4% for Close up and Maclean toothpaste respectively. The reason could be associated with Arens (2008) who assert that people watch television because of its audio visual features capable of satisfying consumers sense of sight and sound and Nwankwo (1999) suggests that advert messages through television will be more effective than through any other media.

This finding is in line with the one of the assumption of the consumer perception theory which states that for advertising to influence consumers, they must perceive conceive and remember advertising message which in the long run makes consumers to patronise a company's product. This means that when consumers are exposed to advert messages through the various channels, these messages are perceived, conceived and remembered which will in turn makes them to make purchase decisions which in the long run may influence consumers.

Similarly the findings of this study confirms the findings of Udochi (2013) which revealed that consumers are generally exposed to television advert as it was gathered that over 53.3% of the total number of respondents are exposed to Guinness stout television advert every day. Also, Sharma (2013) agreed that majority of respondents representing 56% were aware of fast moving consumer goods (FMCG) dental care product through television advert. More

so, Karadeniz (2013) corroborates that consumers were influenced of different white goods by means of television advert.

Consequently, Ayanwale et al (2005) points that 56% respondents said they were aware of bournvita advert through television advert and recommendation was that television adverts should be given more attention as it offers wide geographic coverage and flexibility. In conclusion, television is a chief medium of advertisers because of its major characteristics of reaching a wide and heterogeneous audience simultaneously.

Influence of Advertising on Consumer Brand Preference of Closeup and Macleans Toothpaste

In order to determine the influence of advertising on consumer brand preference of Closeup and Macleans toothpaste, brand preference between Closeup and Macleans was determined amongst consumers. More so, factors responsible for brand preference of toothpastes was analysed and whether advert leads to band preference of toothpastes.

Brand Preference between Close up and Maclean toothpaste

Data analysis in table 4.6 shows that most respondents prefer Closeup toothpaste representing a mean score of 3.65 which is accepted as positive response against Macleans toothpaste which has a mean score of 2.46 which is rejected response. This may be because consumers agreed that advert is one of the reasons for preference of the product. The findings show that brand preference existed may be as a result of level of awareness of advert as Udochi (2013) points that 53% respondents agreed that their choice of Guinness stout is related to exposure of advert of the product. In line with the above, Trehan & Trehan (2009) states that brand preference can be seen as the level of attachment a buyer has towards a particular brand which makes the consumer buy the product again and again. Blackwell & Kollat (2000)

states that brand can be preferred either by being recognised in the environment (advert) or by being recalled from memory in the case of memory based choice.

In addition to the above, Matthew (1999) states that there is direct relationship between advert and choice of consumers. Ayanwale et al (2005) agreed that exposure to advert has the potential to enhance brand preference. As such advert should contain detailed information about the unique characteristics of their products and it should evoke positive attitude from consumers. In addition, Sawant (2012) rightly observed that consumer preference towards a brand indicates brand awareness and brand acceptance which occurs when a consumer can buy a brand as there is no negative feeling about the brand and brand preference.

More so, Blackwell and Kollat (2000) states that consumer preference towards a brand finally reaches equity because it has high awareness, many loyal consumers and a high reputation for perceived quality.

More so, a cross tabulation on table 4.7 of age, gender , educational qualification, marital status and occupation with p-value of 0.103, 0.127, 0.259, 0.641 and 0.307 all have no significant relationship with brand preference of Closeup and Macleans toothpastes. This finding is in line with Virmani (2011) who found out in his study that age; education, income, and occupation were not statistically significant in predicting the brand preference for tea. It was probably due to these factors that companies target different groups through advertisements and there has been an increase in their advertising spend. Efforts are required from companies to attract customers and retain them. The reason for preference of "Tata tea" by the respondents of the first two age groups can be well understood by the positioning strategy of the brand. More so, Natala (2011) also attest that the socio-economic characteristics of the secondary school students in ABU Zaria does not significantly influenced their choice of the advertised processed foods, beverages and drinks.

Similarly, Bhai, Nayana and Asha (2017) also attest that age, gender, education and occupation were statistically not significant in predicting the attitude towards advertising, and brand preference for consumer durables. It is probably due to this factor that companies target different groups through advertising and there has been an increase in their advertising expenditure. The scholars' further states that advertising plays a positive role in the promotion of consumer durable products and people who are exposed to it are influenced substantially.

Advert Factors Responsible for Brand Preference of Closeup and Macleans Toothpaste

Table 4.8 revealed that one of the major advert factors responsible for brand preference of Closeup and Macleans is advert as 24.2% and 15.1% respectively attest to this fact. Along with advert is quality representing 17.2% and 24.4% for close up and Maclean toothpaste respectively.

This finding is in line with Singh (2012) who observed in the study of impact of advertisement on the brand preference of soft drinks that advertising had a major impact on consumers as 83% respondents recalled advert of their brands which helped in decision making during purchase. Similarly, the finding is also in accordance with previous research which states that advertising was the major factor responsible for brand preference of bournvita as 50% respondents affirmed to this fact. (Ayanwale et al 2005). This finding is in line with the theory the elaboration likelihood model which states that the effectiveness of an advert takes place within the central and peripheral routes to persuasion. Hence consumers reason for brand preference is advert along with quality, this means that the central route to persuasion has been utilised by consumers as Arens (2002) points out that through exposure to advert in the central route to persuasion, consumers have a higher level of involvement

with the product message as a result, they pay attention to the central product related information which leads to positive purchase intention.

However, some studies contradict the findings of the study as Karadeniz (2013) points that one major factor that affect consumer brand preference is quality and this is in line with Virmani's study (2011) who observed that quality representing 63% of respondents in the study on impact of advert on brand preference of Tea in Kaval town of Up in India. Also that advert alone however does not influence brand preference.

Views of Respondents on Whether Advertising Leads to Brand Preference of Closeup and Macleans Toothpaste

Table 4.9 reveals that majority of the consumers representing a mean score of 2.65 and 2.50 both representing positive response for Close up and Maclean toothpaste respectively agreed that advertising leads to brand preference. Ewald (2015) points that for advertising to influence consumers; advertisers need to concentrate on brand name. For instance, toothpaste is a product that can have many brand names depending on the manufacturer. Each brand name will carry a different logo which is designed in colour and style to have the biggest influence on potential consumers and will be used on bill boards, television etc. to promote a particular brand.

The above finding is in line with Natala's study (2011) which states that advert influenced purchase of processed food like ice cream and indomie amongst secondary students in Zaria. The study concluded that the students involved in the study did not know that advert on processed foods influence their choice of such products. In line with the above, Ewald (2015) rightly observed that advertisers hide the manipulative aspect of advertising because people will not accept it if they notice they are being manipulated as it needs to appear innocent in order to have an influence.

Similarly, Ayanwale et al (2005) are of the view that advert had a major influence on consumers' preference for bournvita in the food drink industry as 50% respondents attested to this fact. Also, Ajegena (2014) states that advertising influence choice of GSM service providers as 78% respondents attest to this fact. Timothy (2012) affirmed that advert influences the purchase habits of students towards mobile phones. Also, that advert can only be successful and effective if it captures audience attention. Idris (2014) also concurred that advert is an effective factor in influencing students' patronage of beauty products and that emphasis should be placed on all aspect of advert that can evoke positive influence.

The findings of this study are in line with the elaboration likelihood model that states the effectiveness of an advert through the central and peripheral route. Hence consumers are aware of advert on Close up and Maclean toothpaste and they pay attention to the advert details, they are in turn influenced by the advert regarding their brand choice as Matthew (1999) states that 70% respondents agreed that there is a direct relationship between advertising and choice of a consumer. Also, 85% of respondents agreed that advert influences their rate of frequency of usage of a product which is in line with the findings of this study that revealed that respondents are likely to buy their favourite toothpaste (most preferred) toothpaste in their next shopping. Karadeniz (2013) rightly pointed out that advert play a vital role in selecting white goods and it also affects brand preference.

Similarly, Singh (2012) states that advertising had a major impact on consumers as 83% respondents recalled advert of their brands which helped in decision making during purchase. Also Latif et al (2012) concludes that advertising has positive impact in general on consumers during purchase decision in Pakistan. Ijwo & Omula (2014) affirms that effective advertising can influence buying behaviour as 76% of respondents agreed that buying behaviour can be influenced when an advert is persuasive and objective. The views of 76% respondents was echoed in Ali (2011) who opined that advert messages have effect on consumers because it

does not only disseminate information about a product, but also arouse a desire to patronise the product or service in the consumer. The foregoing connotes that advertising can influence buying behaviour.

However, the study contradicts Nwankwo's study (1999) who states that advertising does not in any way influence the purchase and consumption pattern of ABU students and teachers in Zaria metropolis. Also Oladele et al (2014) in their study revealed that respondents were not influenced by advertisements as they are of the view that they prefer to use the product in order to be convinced. From the findings of the study, advertising actually leads to brand preference of toothpaste choice. Based on the cross tabulation on table 4.10 of age, gender, educational qualification, marital status and occupation with p-value of 0.992, 0.055, 0.958,0.880 and 0.451 are all not significant with influence of advertising.

Relating to the above, Karadeniz (2013) points that the variable of age is not significant with advert and brand preference. More so, Ayanwale et al (2005) also revealed that age group of consumers does not determine the reception of advertising efforts of Cadbury Nigeria Plc which also affirms the above finding. The implication of this is that whether male or female, the advertising impact affects the respondents alike. The purpose of advertising in creating awareness and influencing purchasing decision in consumers can be achieved through effective campaign aimed at a well-selected target market irrespective of the age group in the chosen market segment.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter summarises the findings of the study as well as conclusion and recommendations. The chapter also provides the contribution to knowledge and suggestions for further studies related to this study.

5.2 Summary of Major Findings

This study assesses the influence of toothpaste advertising on consumer brand preference in Makurdi metropolis. A study of Closeup and Macleans toothpaste. Scholars have given different opinion regarding the subject matter. Advertising as a promotional strategy influences people by making certain products familiar to them and as the intensity of advertising increases, familiarity with the product remains with the consumer. The elaboration likelihood model was adopted to anchor the study and this model develops an understanding of the effectiveness of an advert through two routes to persuasion which are the central and the peripheral routes. The justification for the theory is that advert on Close up and Maclean toothpaste provides details about product attributes and benefits. The attention given by consumers on the other hand about details of advertised Close up or Maclean is dependent on whether elaboration is high or low. More so, the consumer perception theory was also adopted to anchor the study and the relevance of the theory is that every persuasive communication is received in two ways which could either be positive or negative response. Whatever response will greatly be determined by individual perception about the subject matter.

Survey method was employed in the study using questionnaire as instrument for data collection. The simple random and purposive sampling technique was adopted to sample four hundred respondents in Makurdi metropolis. Out of four hundred copies of questionnaire distributed across five council wards in Makurdi metropolis, only three hundred and seventy five copies were retrieved and analysed. Findings revealed that consumers were aware of advert on Closeup and Macleans toothpaste. Although Closeup witnessed higher awareness of advert as compared to Macleans toothpaste. The dominant channel which consumers receive these adverts of toothpastes was television and respondents agreed that advertising influence their brand preference of Closeup and Macleans toothpaste.

5.3 Conclusion

Based on the findings of the study, the study concluded that the influence of advertising on consumer brand preference is a debate that has been ongoing and this study shows that when consumers are exposed to adverts, the attention they give to the product is dependent on either the central or peripheral routes to persuasion as discussed earlier in the elaboration likelihood model thereby leading to brand preference.

The study also concluded that advertising leads to brand preference of Close up and Maclean toothpastes as consumers were of the view that advert makes them buy their preferred brand of toothpastes and there is tendency of repeat purchase as consumers are of the view that they are likely to buy their brand of toothpaste during their next shopping. Consumers receive advert on Closeup and Macleans toothpaste through television. Advertising is therefore essential in informing, persuading and instilling brand preference.

5.4 Recommendations

Based on the findings of the study, the following recommendations were made:

1. It was revealed by the findings of the study that consumers in Makurdi metropolis have low awareness level of advert on Maclean toothpaste. This study therefore recommends that marketers of Maclean toothpaste should engage in aggressive advertising in order to compete favourably with their competitors.
2. Hence it was revealed that advertising leads to brand preference of toothpastes in Makurdi metropolis, marketers should continue to engage in advertising as this has proved to be a powerful tool for persuading consumers about product.
3. Hence it was discovered based on the findings that consumers showed a low brand preference for macleans toothpaste, marketers should update their advert strategy in order to influence consumers.

5.5 Contribution to Knowledge

As rightly pointed out in chapter one of this study, the influence of advertising has been the subject of extensive debate..The gaps guided the questions and objectives. Answers provided to these questions filled that gap identified. One major contribution to knowledge is that studies carried out known to the researcher relating to influence of advertising did not compare two products of similar substitutes in order to determine brand preference based on advert which made this study a major significance.

Another major contribution to knowledge is that there is high awareness level of advert on Closeup toothpaste than on Macleans toothpaste amongst consumers in Makurdi metropolis. Consumers mostly receive adverts of these products through television and advertising is a major influence leading to brand preference of Closeup and Macleans toothpaste.

5.6 Suggestion for Further Studies

Research on influence of advertising on brand preference can be conducted in the following areas:

1. It will be important to investigate the Influence of advertising appeals on brand choice of products.
2. Measuring advertising effect on consumer patronage of services in companies will also be of importance as this will help companies evaluate their advert effects on consumers.
3. A study of perception of advert on purchase intension of products will go a long way in establishing how consumers perceive the adverts they are exposed to and whether they make purchases based on these perception.

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APPENDIX

SECTION A

Department of mass communication,

Faculty of social sciences,

Ahmadu Bello University Zaria.

Dear respondent,

I am a Master's student of the above named department and institution. I am currently undergoing a research on the topic "**Assessing The Influence of Toothpaste Advertising on Consumer brand preference in Makurdi metropolis.** This is to request your co-operation to honestly answer the questions attached behind by ticking in the appropriate boxes. This exercise is purely academic and information provided shall be treated with utmost confidence. Thank you for your anticipated co-operation.

Yours faithfully,

Jimin Priscilla member

QUESTIONNAIRE

Section A: BIO-DATA

INSTRUCTION: tick [√] in the appropriate box the option that matches your criteria and opinion.

1. Age:
   20 -30 [ ]
   31- 40 [ ]
   41-50 [ ]
   51 above [ ]
2. Sex:
   Male [ ]
   Female [ ]
3. Educational Qualification:
   Primary/Secondary certificate [ ]
   Undergraduate [ ]
   OND/NCE [ ]
   HND/Degree [ ]
   Masters above [ ]
   No formal education [ ]
4. Marital status:
   Single [ ]
   Married [ ]
   Divorced/ Separated [ ]
   Widowed [ ]
5. Occupation:
   Student [ ]
   Civil servant [ ]
   Unemployed [ ]
   Business person [ ]
   Retired [ ]

SECTION B

INSTRUCTION: please read carefully before ticking your best option.

6. Consumer's awareness level of advertisement on Close up and Maclean toothpaste**.(please tick √ in the appropriate boxes)**

S/N	STATEMENTS	Not Aware	Aware	Often Aware
1.	Awareness of Close up advert			
2.	Awareness of Maclean advert			

7. Consumers preference of Close up and Maclean toothpaste. **(Tick √ only one toothpaste that is your favourite).**

S/N	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	Close up is my favourite toothpaste.					
2.	Maclean is my favourite toothpaste.					

8. Channels that consumers receive advert on Close up and Macleans toothpaste. **(Truthfully tick as many channels as possible that you got awareness from).**

S/N	STATEMENTS	**Closeup**	**Maclean**
	I got aware of my favourite toothpaste through		
1.	Newspaper		
2.	Magazine		
3.	Flyers/handbill		
4.	Television		
5.	Billboard		
6.	Radio		
7.	Internet		
8.	Through friends/relations		

9. Advert Factors responsible for brand preference. (**Truthfully tick √ as many factors as possible**)

S/N	STATEMENTS	**Closeup**	**Maclean**
	What are those advert factors that make you like your favourite tooth paste?		
1.	The advert.		
2.	Packaging.		
3.	It is easily available.		
4.	Friends introduce me to it.		

5.	It has different flavours.		
6.	It's of high quality.		
7.	It is cheap.		
8.	The advert promises that it whitens teeth.		

9. Influence of advertising on brand preference**. (Answer 1, 2 & 5 if your favourite toothpaste is Close up. While 3, 4 & 5 if its Maclean).**

S/N	STATEMENTS	**Strongly Agree**	**Agree**	**Undecided**	**Disagree**	**Strongly Disagree**	
1.	Advert on Close up makes me buy close up						
2.	Advert on Closeup discourages me from buying Closeup						
3.	Advert on Maclean makes me buy Maclean.						
4.	Advert on Maclean discourages me from buying Maclean.						
5.	I am likely to buy my favourite toothpaste next shopping.						

10. Please state what you feel about advert on your favourite toothpaste. (**Indicate the name of the toothpaste)…….**

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