CONSUMER PERCEPTION OF BUSINESS ADVERTISEMENT

(A CASE STUDY OF SELECTED ORGANISATIONS IN ABUJA)

BY

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DECLARATION

I hereby declare that this project report has been written by me and that it is a record of my own research work. All sources of information and where applicable other writers' views have been duly acknowledged in form of references.

This piece of work has not been previously presented in any form for a higher degree or any other degree for that matter.

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CERTIFICATION AND APPROVAL

This project report titled "CONSUMER PERCEPTION OF BUSINESS ADVERTISEMENT (A CASE STUDY OF SELECTED ORGANISATIONS IN ABUJA)" meets the regulations and the requirements governing award of the degree of Master in Business Administration (MBA) of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

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DEDICATION

TO THE ALMIGHTY ALLAH

WHO ALONE NEVER FAILS

ACKNOWLEDGEMENT

In the course of this study, I have had to rely on the goodwill and assistance of a great number of people whose contributions I highly appreciate. They deserve to be given due cognition but I wish first of all to register my sincere thanks to the Almighty Allah who in his infinite mercy had blessed me over the years and made my life full of miracles including the successful completion of this study. Allah, you are not only great but the greatest.

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Finally, any short coming that may be found in this work belongs to me and not to any of the people named above. The final credit, however, goes to the Almighty Allah who has used all these human hands to achieve his purpose in my life.

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1999

ABSTRACT

This study is on consumer perception of Business Advertisement taking Abuja organizations as a case study. The aim has been to find out how consumers perceive Advertisements with regards to influencing them in their decision to make choice of goods and services.

Advertising is part of promotional tools employed by business organizations to present their goods and services to the general public for patronage. The question often arise whether advertisement is not just a waste of effort and resources on the part of the organizations since consumers are presumed to have already made a choice of how to allocate their scarce resources in a way that their needs are satisfied.

There is also the view that since consumers are rational in their choice, they need no media to inform or persuade them to make purchase decisions.

The study therefore, set out to investigate how consumers perceive advertising by various business organizations and the findings from it would shows the effectiveness of advertisement or otherwise in regards to consumer perception. Accordingly, the study covers investigation both on the part of the organizations and various consumers within Abuja metroplis.

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CHAPTER ONE

1.0 INTRODUCTION

Advertising connotes different meanings to different people. While many regard it as informing, some regard it as deceptive and there are many people, especially, in developing nations like Nigeria who seem not to understand the purpose and effective role advertisement plays in marketing process. How consumer perceive the thousand andone advertisements being featured on radio, television and the various billboards we see daily?

The objective of this research work is to answer some of these arguments through responses of the general public on their perceptions with regard to advertisements by the media. The study will enable us to ascertain the impact of advertisement on production as perceived by the consumers.

The customer will be enlightened by the study as to the essence, availability, quality and comparative advantages or otherwise of the given product over and above that of rival or competing organisations. Advertising enables potential customer be aware of a firm's product offerings as well as building interest and desire for the product.

Advertising thus is a potent promotional tool and is one of the four major tools companies use to direct persuasive communication to the public and target buyers. It informs, persuades and reminds the public but the perception of the customers in that regard differs from one individual to another.

The foregoing seem to proffer assumed and theoretical functions for advertising. Whether advertising possess these attributes or present a mix case is what this research intends to find out.

1.1 STATEMENT OF THE PROBLEM

The problems of this study are to determine the impact and contribution that advertisement has made in improving standard of living i.e. getting consumer be aware of felt needs and how to satisfy these needs; also to determine if and how the various advertisements in print and electronic media influence Nigerian public in forming positive opinion and making favourable responses in purchasing goods and services. Another problem is to determine whether these advertisement messages make consumer loyal to a brand or switch to another brand whose advertisement are pleasing or attractive to them.

1.2 PURPOSE OF THE STUDY

The purposes of the study are to:

i. research and analyse data so as to find out the effective role advertisement by various organisations play in eliciting favourable responses and purchase decisions from consumers.

ii. identify selected organisations in Abuja metropolis with a view to determining how advertisement has increased consumer awareness of their products or goods and services.

iii. at macro level, determine the market size and structure and arising from it the forecasting of demand through public opinion as will be expressed in oral interviews and questionnaires I intend to administer.

iv. recommend the type of language and features that would endear such advertisement messages to consumers and target markets.

1.3 RESEARCH QUESTIONS

The following questions will be used to conduct the study:-

i. in what ways is advertising creating awareness to the public of their felt needs and how these needs are satisfied?

ii. how consumers perceive advertisement messages.

iii. what type of information and explanation do consumers want to receive in advertisement messages?

iv. what role advertisement play in stimulating demand for a product or goods and services?

v. to what extent do advertisement messages succeeded in arousing prospects to make purchase decisions?

1.4 HYPOTHESIS

The following hypothesis will be tested:

i. that advertisement do increase consumer awareness of a product;

ii. based on the effect of advertisement, consumers prefer such product or product brand being advertised to other brands;

iii. that advertisement increase the sales volume of these business organisations.

1.5 SIGNIFICANCE AND RELEVANCE OF THE STUDY

Business Organisations are persuaded by print and electronic media to come for space in their media. In Abuja metropolis the Aso Radio, FRCN, Ray Power, NTA, AIT, MBI have been in the limelight especially in the evenings with various commercial programmes where

entrepreneurs of various small scale businesses announce to the general public, the product or services rendered by their enterprise coupled with various newspapers and magazine pages occupied by organisations for purpose of advertisement.

Also, the entrepreneurship development programme nationwide apart from the raw materials need, required different and sophisitcated machines tools and so on for manufacturing processes. A study of how these goods and services as well as merchandise be given exposure to the investing public through advertisement is essential.

A measure of how consumers perceive advertising could be obtained through these entrepreneurs generating increased sales or turnover.

The study may therefore, afford the relevant agencies handling advertisement programmes the relevant mix and input for advertisement.

The study therefore, is of benefit both to the consumers and the advertising organisations as well as the advertisers. To the consumers it afford them the opportunity to identify the utility attached to a product or service and to the advertising organisation it generate more revenue so also to the advertisers.

1.6 SCOPE AND LIMITATIONS OF THE STUDY

This study will be confined to consumers and business organisations in Abuja metropolis alone. This means that the empirical analysis will cover only respondents in Abuja metropolis.

The products to be covered in the study are consumables and other household items which are in day today use by the consumers. Industrial and commercial users are also covered.

Also advertisement from electronic and print media will be employed in this research work.

This limited scope notwithstanding, it is my hope that the findings will be useful to both the advertisers and the various business organisations that seek to widen or maintain their market share.

1.7 RESEARCH METHODOLOGY

Method of data collection to be adopted in this research work will be primary data. This data is obtained through oral interviews and distributing questionnaires.

The population of this study will be the inhabitants of Abuja metropolis. Abuja being inhabited by people of diverse tribal, socio-cultural and religious inclination – a situation which is peculiar to only this Federal Capital will form a good sample of the Nigerian urban consumers perception of advertising.

A sample of about one thousand (1,000) people covering major segments of Abuja metropolis will be selected for interviews and administered questionnaires based on the classes they fall into. The city is segmented into upper and lower classes and to industrial and commercial users of products.

Data collected through questionnaires and oral interviews will be analysed and interpreted. Tables, charts and graphs where necessary will be used to illustrate findings upon which recommendations and conclusion will be drawn.

1.8 DEFINATION OF TERMS

The following terms are defined as they will be used in the study:

Product Advertisement: Advertisement that emphasize the products or services of the advertiser.

Institutional Advertisement: Advertisement that attempts to convey a favourable impression of the advertiser as a business firm in general.

Primary Demand Advertising: This is particularly used in new products type (rather than for specific demand) which are truly innovations.

Selective Demand Advertising: Emphasizes the advertiser's own brand. It attempts to re-divide existing demand in favour of the advertiser.

Push-pull Advertising: This directs the advertising of a component over the head of the immediate customer to the ultimate user/consumer and uses consumer media to reach them.

Perception: This is one of the psychological processes by which we get to know and deal with information and things.

CHAPTER TWO

2.0 REVIEW OF LITERATURE

2.1 INTRODUCTION

In evaluating consumers perception of advertisement, it is of prime importance to examine literary works of researchers and experts on the subject. This study therefore, direct attention to eight essential aspects relevant to this literature review.

The first concern the briefs on marketing, consumer behaviour and perception; the second concern the history and background of advertising, the third examines various definitions of advertising by scholars and researchers, another examines the purpose and role of advertising while the fifth looks at the criticisms of advertising. The sixth concerns the mode of eliciting favourable response from the consumers and the next examines the various models of advertising while lastly criticisms of sequential models of advertising were examined.

2.2 BRIEFS ON MARKETING, CONSUMER BEHAVIOUR AND PERCEPTION

Rosenberg (1977) defines marketing as "a matching process, based on goals and capabilities by which a producer provides a marketing mix (product, services, promotion, distribution, pricing, advertising, etc.) that meets consumer needs within the limits of society".

Brech also defines marketing as "a management function which organises and directs all the business activities involved in assessing and converting customer purchasing power into effective demand for specific product or service, and in moving the product or service to the final customer or user so as to achieve a profit target or other objectives set by the company".

Fisher (1976) on his own part states that "the key idea of marketing is that business thinking and planning start by considering customer, as they are now, and as they will evolve in the future. A business whether private or state owned exist by selling its products and services. Where the customer has choice, the successful sale and subsequent repeat sales depend upon the satisfying customer".

Christopher (1976) also defines marketing as "the way in which any organisation matches its own capabilities to the wants of its customer".

To McCarthy (1964) marketing is "the performance of business activities that direct the flow of goods and services from producer to user in order to satisfy customers and accomplish the firm's objectives".

Consumers according to Engel, Kollat, Blackwell (1973) "are individuals who exercise the right of acquisition and use over goods and services offered for sale by marketing institutions".

Philip Kotler (1972) also define consumers "as individuals that utilize economic goods, require a variety of goods and services, they include men, women, infants, small children, invalids, inmates of institution and all other persons who use goods and services. However, not all these people are customers or ultimate buyers".

The consumer is the focus of all sales and marketing activities. According to Adam smith (1776) "consumption is the sole and end purpose of all production, and the interest of the producer ought to be attended to only so far as it may be necessary for promoting that of the consumer".

Consumer behavour can therefore, be defined according to Engel, Kollat, Blackwell (1973) as "those acts of an individual directly involved in obtaining and using economic goods and services including the decision processes that precede and determine this acts". R. Wassan (1975) also define consumer behaviour as "consisting of the conduct of individual in purchasing and using goods and services. Another definition by robin Peterson (1977) define consumer behaviour as "consisting of the mental and physical activities which altimate and individual consumers undertake to acquire goods and services and obtain satisfaction from them.

The study of consumer behaviour is directly concerned with the relationship between the set of acts and the marketing activities supporting them.

Perception is one of the psychological processes by which we get to know and deal with information and things. It is a complex process by which people select, organise and interpret sensory stimuli into a meaningful picture of the word. It has an important influence on consumer behaviour because it relates to the mental process by which individual selects, organise and interpret information inputs to create a meaningful picture of an objective situation from which decisions are made.

Cognition is the term given to the mental processes that enables mankind giving meanings to the environment and experiences. perception is the process by which the organism takes in information from the environment through the sensory organs and by differentiating and fitting the information to individual needs and experiences giving meaning to the perceived stimuli.

People can emerge with different perceptions of the same stimulus object because of three perceptual processes namely: selective exposure, selective distortion and selective retention.

2.3 HISTORY AND BACKGROUND OF ADVERTISING IN NIGERIA

In Nigeria, one can trace advertising to town criers delegated by community chiefs to convey important messages and decisions, to summon meetings of various age grades of men and women within such communities. Traders are also seen hawking their merchandise from street to street or door to door announcing the need satisfying qualities and brands of goods they market. They persuade and elicit favourable response from consumers. This method is still very actively employed by traders in many Nigerian rural setting.

Similar acts existed in the Western World prior to 1400 AD[1]. Signs and town criers were principal advertising media, they were appointed by political entity to keep the public informed. They were empowered to cry the whares of merchants and to charge them a fee. The crier did so for public good and his own remuneration. He determine what to say and whether to say it all.

In an article titled "Advertising beyond the billboard" one writer[2] stated that modern advertising started in Nigeria way back in 1928 with the establishment of West African Publicity Company, and through newspapers, billboards but significantly through cinema. By 1940, personal advertisers gathered crowd and after showing cinema advertise their products and services. He stated further that there was apathy from small scale business owners thinking

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1 Risley, G. (1972) at page 101
2 The Punch: Advertising beyond the billboard palava of 24/07/91 at page 5

advertising was a luxury activity meant for big multinationals with enough money to squander on frivolities.

The advent of sophisticated print and electronic media has added a new impetus and glamour to advertising, most business owners having realised the importance of advertising, now engage it in their various pull and push strategies for marketing their goods and services.

2.4 DEFINITIONS OF ADVERTISEMENT

Various authors defined advertisement differently. Advertisement is a non personal forms of communication conducted through paid media under clear sponsorship[3]. Lusch and Lusch4 on the other hand seem to agree with the American Marketing Association's definition that defined advertising as any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor.

Also Staudt and Taylor5 agree with the definition as defined by (AMA) above. John Hobson founder of one of Britain's most successful advertising agencies is quoted as describing advertising as follows: That there is an unthinking tendency to generalise outlook about advertising .... Advertising is a good thing or a bad thing, it is useful, wasteful, boring, entertaining, helpful, deceptive, silly, amusing, an intrusioner, a necessity. In fact, for some of the time, to some people advertisement may be any of these things.

Advertising consist of all the activities involved in presenting to group a non personal, oral or visual, openly sponsored message regarding a product, idea or service6.

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3 Kotler P. (1972) at page 497
4 Lusch and Lusch (1987) at page 403
5 Staudt and Taylor (1970) at page 418
6 Stranton W. at page 448

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McCarthy, J.E. in "Essentials of Marketing", Illinois, Rechard Irwin Inc., 1979 defined advertising as a paid form of non personal communication about an organisation and or its products to target audience through a mass medium. Advertising has the following distinctive characteristics:

i. It is a paid form of promotion;
ii. It has an identified sponsor who pays for the message;
iii. It is used for mass consumed products;
iv. It uses an already existing medium e.g. radio, television;
v. Advertising is easy to reproduce, it is repetitive and yield to correction.

From all these maze of definitions, one can conclude that advertisement has four basic elements, communication of information, persuading target customers, eliciting their favourable response to product and service being marketed by identified sponsor.

2.5 ROLE AND PURPOSE OF ADVERTISING

The objective of every business is to maximize sales of its product and services, the ultimate being to generate maximum profit. Advertising is thus employed by firm(s) to inform, persuade and influence potential buyers that the firms offering is attractive.

F. R. Dodge7 states this explicitly; from a management point of view, advertising is a strategic device for gaining and maintaining competition in the market place for manufacturers and sellers alike; advertising is used with other promotional tools of personal selling, sales promotion and publicity to achieve sales maximization.

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7 F. R. Dodge at page 321

Musselman and Hughes corroborated this stating that the overall purpose of advertising is to influence the level of product sales and thereby increase the advertisers profit. They furthermore state that as a tool of marketing, advertising generally serves the following purposes:

1. Retain loyal customers; persuade present customers to keep buying;
2. Retrieve lost customers from the present to the preferred brand;
3. Recruit 'new' customers: increase the flow of customers toward the advertised product and widen the total market.

Jules Backman8 after studying advertising and competition conclude that there is little evidence that advertising encourage monopolies; because when determining whether a product should be advertised or not, the important question is, is the product worth advertising? If such product can not satisfy customers expectation and needs no amount of advertising will change demand.

In a supplement titled "Advertising and the new trend" one writer9 said: to sell the goods and with the use of advertisement, it is not enough for advertising agencies to make advertisement and fold their arms. It is equally important to check if an advertisement is working. Advertisement research help to determine this, it shows where effort needs to be concentrated or directed.

2.6 CRITICISMS OF ADVERTISING

Lazo Corbin10 have this on advertising, because it has often lent itself to excesses, advertising has aroused criticisms and controversy in business. Even when it is viewed as expressed by Opcit Dodge11 that advertising is not to tell both sides of a story or issue but to

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8 Backman J. at page 157
9 African Guardian Vol. 1/1 No. 23 of June, 1990
10 Lazo and Corbin at page 264
11 Opcit Dodge at page 524

propagandize the firm's products, going further to state that the role most effectively served by advertisement is to acquaint prospect with the product so that they will be more favourably disposed when they come face to face with the product in buying situation. This one way approach of perceiving advertisement seem to prevail among people of various grades, this is probably responsible for why people say that advertisement is grossly exaggerating, deceptive and misleading.

Dr. Kolade J.12 stated the obvious when he said that advertising was criticised as untruthful, because of its presentation of product and service as perfect when in fact perfection is difficult to attain. He said further that if advertising was criticised because of the general belief that it manipulates consumers through its employment of psychological coercion in promoting the sales of goods and services.

Chisnal P.M.13 also advanced the argument that advertising has the focus of criticism, and there is a growing restlessness about some of its practices. A survey of 2,700 (representing about 25% of Harvard Business Review subscribers) was undertaken in 1971, and findings were compared with a similar study in 1962. It was found that businessmen in general continued to acknowledge the strong economic functions of advertising, but more were inclined to question sharply the impact and role of advertising as a social force. Certain aspects of advertising attracted more intensive criticism. The percentage of businessmen who think that advertisement present a true picture of product declined sharply from more than half to less than one-third. Moreover, the sample finds people in advertisement quite different from the way people really are.

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12 Dr. Kolade J. Journal of advertising practitioner of Nigeria Vol. 3 No. 1
13 Chisnal P.M. (1975) at page 301

He also quoted the report published by the American Management Association in 1972 that they found there was some evidence to suggest consumers are becoming impatient with misleading and deceptive advertising ...

Opcit Lazo and Corbin14 has this, with all its acknowledge power and creative ability, it has been unable to convince the public at large that all advertising is not exaggerated, that all advertising is not false and misleading. The fact that the public at large – and this include the so called opinion leaders, people in the academic world, in government as well as the typical housewife or typical worker – has an insufficient appreciation of the true contribution of advertising to the welfare of the country.

Furthermore, Opcit Lusch and Lusch15 have this, one critic has claimed that there are large scale efforts being made through advertisement, often with impressive success, to channel our thinking habits, our purchasing decisions and our thought process by the use of insights gleaned from psychiatric and social sciences.

Advertisement does not create consumer wants, it just reinforces them. Consumers must be favourably predisposed toward product class for advertising to be effective.

To the interest of advertising and the general public, for a better understanding of the role and contribution of advertising, government has shown mounting interest in the field of advertising activities. Government have attempted to curb their excesses by getting advertisement agencies and companies removed those types of advertising messages that are grossly exaggerated and misleading to the public.

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14 Lazo and Corbin (1987) at page 320
15 Lusch and Lusch (1987) at page 426

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2.7 ELICITING FAVOURABLE RESPONSE FROM CONSUMERS

T. F. Garbet et al says advertising is being researched to prove and reprove its effectiveness, to refine it and to improve it; he also said any corporate organization not engaging in some form of research in a corporate communication programme is extremely vulnerable.

It is then obvious that research work should seek for means of eliciting favourable response from consumers and that consumers have positive attitude and respond favourably to advertisement messages.

T. F. Garbet further said to communicate effectively an advertiser must use words, symbols and illustrations that are meaningfully familiar and attractive to those persons who make up the advertisement targets.

The advertiser must decide on the message it wants the advertisement to communicate. Whether the message should be informative, persuasive or reminder; these categories of advertisement can be used or combined to communicate a specific message. At this stage of development, a clear statement of the advertisement goal is needed rather than the actual copy. The following are some of the examples of advertising messages goals:

1. Communicate overall brand quality;
2. Communicate the advantage of a new product feature or quality;
3. Communicate the value of products in terms of price;
4. Communicate the proper use of the product;
5. Communicate the difference between manufacturers and competitors product.

In analysing the requirement for a good advertisement Opcit Lusch and Lusch16 argued that it should possess the following:

1. The Right good or services: The best advertisement campaign could fail if the product or service is not worth being advertised. In essence most firms use the following criteria to evaluate the kind of product they advertise:

   i. Is it the right kind of product for current consumer need?
   ii. Does it have popular appeal? size, colour shape, content, etc.
   iii. Is it a good value for money?
   iv. Is it properly packaged?
   v. Is it affordable?
   vi. Does it have superiority over competing product?

2. The Right time: It is important to advertise at the right time. A rain coat for example may not receive popular appeal if it is advertised in the dry season. McCarthy then said the selection at the right time is not restricted to the right season of the year or day of the week. It also include the point in time when a particular style or fashion may or may not be fashionable.

3. Action: If an advertisement purpose is to sell as well as to pave way for a sale, it must induce the prospect to buy. This may be done by urging the prospect to act e.g. Near the end of the advertisement, there may be a direct command such as order a box today, get your copy now or telephone 09-5236540 for delivery within twenty-four hours. This according to McCarthy makes it easy for the prospective buyer to act.

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16 Lusch and Lusch (1987) at pages 427-434

2.8 MODELS OF ADVERTISING

To make this study consistent with theory, it is necessary to relate it to advertising process. Mark Lovell, et al17 say a popular model called AIDA was developed by E.K. Strong who pointed that if need be stressed, the purpose of all marketing communication was to elicit a response among potential buyers. Potential buyers go through a behavioural or psychological process before purchasing a product and this process is usually referred to as response hierarchy – AIDA.

AIDA is an acronym for steps through which a buyer progresses on the way to purchasing a product:

A – Attention
I – Interest
D – Desire
A – Action

Mark Lovell goes slightly more complex with a scheme put forward by Colley in the "sixties" – DAGMAR which means Defining Advertising Goals for Measured Advertising Result.

The steps by which advertising was expected to take the consumer correspond to:

Unawareness ➡	Awareness (of existence) (of brand or) (product)	➡ Comprehension (of what the) (product is and) (will do)	➡ Conviction (mental pre-) (paredness)	➡ Action

17 Lovell M. at page 471

Lovell explained that a consumer needs first to be aware of the brand and what it is, then there is understanding of its advantages, its characteristics; conviction is a matter of persuation that the brand delivers these goods and that he wants them. Action speaks for itself. Hence, advertisers are recommended to set communication goals in terms of moving potential customers up through these various levels.

Gordon Oliver18 relates DAGMAR model to another model by Lavidge and Steiner referred to as the sequential model as shown below:

Movement towards purchase Attitude Components

Purchase }	
Conviction }	Conative
Preference }	
Linking }	Affective
Knowledge }	
Awareness }	Cognitive

Lavidge and Steiner's Hierarchy

2.9 CRITICISMS OF SEQUENTIAL MODELS OF ADVERTISING

There are sharp criticisms to the sequential model which describe the movement towards a purchase as necessarily following the established order sequence. According to Ibid Gordon Oliver19 each contributes valuably in making advertisement though more systematic. But each is only a hypothesis, and there are reasonable grounds for questioning their validity. Palda is

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18 Oliver G. (1980) at page 198
19 Oliver G. (1980) at page 199

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quoted as questioning the logic of the model and criticising the lack of adequate movement devices that would be necessary in making them operational.

Awareness and knowledge do not always have to proceed purchase by any appreciable amount of time. Similarly, the liking/conviction progression is challenged. It may or may not be necessary to like a product a lot before one buys it for the first time. Again, how are the various stages to be measured? Oliver while paying tribute to the sequential model recognised the fact that Palda" objections have triggered new work on both categories of criticisms. Data collection and analysis has improved, and the logical flows are addressed by less dogmatic sequential arrangements.

Models in Computer: The advent of computer is making advertising more sophisticated than ever before. An increasing number of agencies are now using computer programme to develop their initial advertising media plans and more especially to estimate exposure value of any given media plan. Some of the different types of models in use are Linear programming, Henristic programming and simulation model. Opcit Kotler20 say the more current and perhaps one of the best model is created by Lodish called MEDIAC which is an aid, rather than substitute for executive judgement.

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20 Kotler P. (1972) at page 516

CHAPTER THREE

3.0 METHODOLOGY

This Chapter is concerned with the mode of gathering relevant information that contribute to the completion and success of this study.

3.1 STATEMENT OF THE RESEARCH

The research is concerned with how consumers perceive the various advertisement messages they receive through various media available to them. In carrying out this, the following hypothesis are tested:

1. that advertisement do increase consumer awareness of a product. The null hypothesis (Ho) and the alternative hypothesis (H_A) can be tested as follows:

   Ho: there is no relationship between advertisement and increased awareness of a product by consumers;

   H_A: there is a relationship between advertisement and increased awareness of a product by consumers;

2. that based on the effect of advertisement, consumers prefer such products or product brands being advertised to other brands;

   Ho: that the effect of advertisement has no relationship to consumers preference of such product or product brand being advertised to other brands;

   H_A: that advertising effect has relationship to consumers preference of such product or product brand being advertised to other brands.

3. that advertisement increase the sales volume of these business organisations.

Ho: that there is no relationship between advertisement and increase in sales volume of business organisation;

HA: there is relationship between advertisement and increase in sales volume of business organisations.

3.2 POPULATION OF THE STUDY

The population of the study was the inhabitants of Abuja metropolis. Abuja being inhabited by people of diverse tribal, socio-cultural and religious people is a setting which is peculiar to many urban centres in the Federation. It provides a good sample for marketers wishing to penetrate in the urban centres reaching large numbers of consumers of various products or services.

3.3 SAMPLE SIZE

A sample of one thousand (1000) people covering major parts of Abuja was chosen. The city was segmented into upper and lower classes and to industrial and consumer users of products like batteries, ignition coils, soft drink/malt drink, hotel services etc. Since questions such as whether respondents are aware of the different types of advertising ranging from promotional advertising to informative and financial advertising were included in the questionnaire, respondents were selected at random for the administration of questionnaire and oral interview.

First, the population was sub-divided into sampling units before respondents were selected at random from the population of units. This ensured that each individual was given equal chance of being (represented) included. It was also independent of human judgement, hence

$$^{N}C_{n} \quad \frac{N}{n!\,(N-n)!} \quad \text{will apply}$$

3.4 PRETEST AND PILOT SURVEYS

Pretest and pilot surveys was carried out. The questionnaire prepared was first distributed among neighbors and friends to enable me find out whether the questions are properly prepared or not. This also indicate whether the questionnaire will be easy to understand by the people that will be requested to answer these questions. This in essence tested the validity and reliability of the questionnaire.

3.5 MODES OF ADMINISTERING INSTRUMENTS

Having segmented the population to upper and lower classes, questionnaires were distributed to respondents visiting them in their homes, offices and business premises. Assistance from friends was sought in tracking down executives selected with a hope of receiving response from them.

Top executives in government offices, Directors of businesses and some personalities living in Maitama area were taken to be in the upper income group while the lower income group were chosen among the Sundry.

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3.6 ABUJA ORGANISATIONS AS A CASE STUDY

The research was carried out in the following locations in Abuja metropolis:

1. In the premises of small scale entrepreneurs, marketers of industrial and consumer items, vehicle spare parts at Wuse Market and Garki Shopping Complex;

2. Domestic gas shops along Ahmadu Bello Way, Central Area; and also small scale entrepreneurs and consumer goods marketers at the central area and Maitama.

3. Some selected channels of distribution of beer, soft drink/malt drink at Bissau Street in Zone 6 and Lumumbashi Street at Zone 5.

4. Some selected Hotels along Aguiyi Ironsi Way, Lusaka Street, Gaborone Street and Micheal Okpara Street in both Maitama, Zone 6 and Zone 2 all in Abuja.

CHAPTER FOUR

4.0 PRESENTATION AND ANALYSIS OF THE STUDY

4.1 DATA ANALYSIS AND TEST OF HYPOTHESIS

The data collected through distribution of questionnaires are analysed in this chapter. One thousand (1000) copies of questionnaires were distributed to respondents through the sampling procedures stated in Chapter III. Nine hundred and eighty (980) copies of these questionnaires were completed and returned. The questions are divided into three sections. Questions in Section A concern consumers exposure to advertisement messages through the various prints and electronic media, it also investigated consumers perception and effect of advertising on purchase behaviours and decisions. Section B questions focussed on the bio-data of respondents and then Section C which verified how small scale entrepreneurs are fairing as they use advertisement to promote the goods and services they market.

The advent of mass literacy and egalitarian concept of civilization has brought parity into how men and women perceive things and events. Yet, there are goods and services essentially for women. Hence, a good knowledge of how many of this gender of human species are represented in the sample is essential.

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TABLE 1

SEX OF RESPONDENTS

SEX	RESIDENTS IN CENTRAL AREA AND BUSINESS EXECUTIVES	OTHER ABUJA RESIDENTS		TOTAL	
		WUSE/GARKI	MAITAMA AND OTHERS	NUMBER	%
Male	280	300	191	771	79
Female	71	103	35	209	21
TOTAL	351	403	226	980	100

Source Questionnaire B1

Table I shows that Seven Hundred and Seventy-one (771) of the respondents were males and there were two hundred and nine (209) females. these represent 79% and 21% respectively.

TABLE II

MARITAL STATUS OF RESPONDENTS

MARITAL STATUS	RESIDENTS IN CENTRAL AREA AND BUSINESS EXECUTIVES	OTHER ABUJA RESIDENTS		TOTAL	
		WUSE/GARKI	MAITAMA AND OTHERS	NUMBER	%
Single	60	110	120	290	30
Married	160	180	230	570	58
Divorced	50	20	50	120	12
TOTAL	270	310	400	980	100

Source Questionnaire B2

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RESPONDENTS ACCORDING TO LOCATION AND SEX

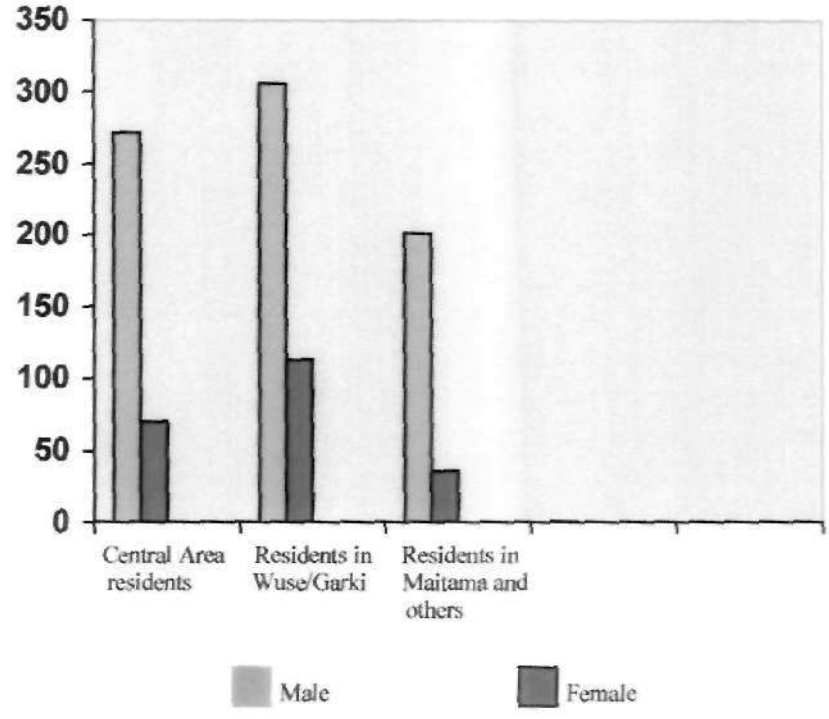


Table II shows that two hundred and ninety (290) people among the respondents were single while five hundred and seventy (570) were married and one hundred and twenty (120) respondents were divorcee representing 30%, 58% and 12% respectively.

TABLE III

AGE GROUP OF RESPONDENTS

AGE	RESIDENTS IN CENTRAL AREA AND BUSINESS EXECUTIVES	OTHER ABUJA RESIDENTS		TOTAL	
		WUSE/GARKI	MAITAMA AND OTHERS	NUMBER	%
15 – 21 Years	10	20	10	40	4
22– 34 Years	70	190	230	490	50
35 – 54 Years	120	80	130	330	34
55 years and above	70	20	30	120	12
TOTAL	270	310	400	980	100

Source Questionnaire B3

Table III shows that people between ages twenty-two (22) to thirty-four (34) are greater in number. There are Four hundred and ninety (490) of them representing fifty per cent (50%), followed by those in ages between thirty-five (35) to fifty-four (54) years which are three hundred and thirty (330) in number representing thirty-four per cent (34%). There are one hundred and twenty people who are above fifty-five (55) years representing twelve per cent (12%) and Forty (40) respondents are below twenty-one (21) years old. This shows that most of the respondents are youths or in their middle age.

TABLE IV

ANNUAL INCOME OF RESPONDENTS

INCOME	RESIDENTS IN CENTRAL AREA AND BUSINESS EXECUTIVES	OTHER ABUJA RESIDENTS		TOTAL	
		WUSE/GARKI	MAITAMA AND OTHERS	NUMBER	%
Below ₦42,000	-	30	140	170	17
₦43,000 - ₦62,000	20	30	100	150	15
₦63,000 - ₦82,000	90	110	90	290	30
₦83,000 - ₦92,000	130	90	60	280	29
₦93,000 and above	30	50	10	90	9
TOTAL	270	310	400	980	100

Source Questionnaire B5

Table IV gives insight to distribution of income among respondents. Thirty per cent (30%) earn income between ₦63,000 and ₦82,000. Two hundred and eighty (280) people representing twenty nine per cent (29%) of respondents earn between ₦83,000 and ₦92,000. One hundred and fifty (150) people representing 15% of the population earn between ₦43,000 and ₦62,000; Nine per cent (9%) of the population earn above Ninety-three thousand (₦93,000) Naira.

The analysis in Table IV show that income level is widely distributed among respondents irrespective of where they live.

TABLE V

ACADEMIC QUALIFICATION OF RESPONDENTS

EDUCATIONAL LEVEL	RESIDENTS IN CENTRAL AREA AND BUSINESS EXECUTIVES	OTHER ABUJA RESIDENTS		TOTAL	
		WUSE/GARKI	MAITAMA AND OTHERS	NUMBER	%
Primary Six	NIL	6	13	19	2
WASC/GCE ('O' L)	NIL	16	21	37	4
B.Sc. and equivalent	311	360	175	846	86
Ph.D. and Profes-sional	40	21	17	78	8
TOTAL	351	403	226	980	100

Source Questionnaire B6

From the table above it can be deduced that thirty-seven (37) of the respondents hold the West African School Certificate or GCE 'O' Level representing four per cent (4%) of the population. Nineteen (19) people representing two per cent (2%) of respondents are Primary Six Certificate holders. Eight hundred and forty-six people representing 86% have a University first degree or its equivalent while Seventy-eight (78) respondents are professionals or hold a Ph.D. degree. It can be deduced from the table that most of the respondents are literate and educated.

From the analysis of Tables IV and V which shows that educational attainment and income are widely distributed among the population irrespective of where they live and with a

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From the analysis of Tables IV and V which shows that educational attainment and income are widely distributed among the population irrespective of where they live and with a

knowledge that most respondents claim they have access to the various advertising media. The remaining data will be analysed based on age group of respondents couple with the fact that advertisement messages are directed to the generality of the people rather than location or residence.

TABLE VI

RESPONDENTS OWNERSHIP/ACCESSIBILITY TO ADVERTISING MEDIA

MEDIA	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Newspapers and Magazines	0	10	-	-	10	1
Radio Only	10	90	20	30	150	15
Television Only	-	100	80	20	200	20
Radio and Television Only	-	90	130	40	260	27
Newspapers, Magazines, Radio and Television	30	200	100	30	360	37
TOTAL	40	490	330	120	980	100

Source Questionnaire A1

Table VI shows that thirty-seven per cent (37%) of respondents have access to all types of media i.e. Newspapers, Magazines, Radio and Television. Twenty-seven per cent (27%) have access to only Radio and Television. Twenty per cent (20%) have access to television only. A hundred and fifty (150) respondents representing fifteen per cent (15%) is for Radio only and ten

(10) persons claim they have access to only Newspapers and Magazines. This shows that all respondents are exposed to one form of advertising media or the other.

TABLE VII

CONSUMER READERSHIP OF NEWSPAPERS

READERSHIP	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Regularly	-	60	-	20	80	8
Very often	-	70	20	10	100	10
Often	30	150	100	10	290	29
Occasionally	10	170	180	60	420	42
Not at all	-	40	50	20	110	11
TOTAL	40	490	330	120	980	100

Source Questionnaire A2

From Table VII, it can be seen that those who read newspapers or magazines regularly are eighty (80) in number, representing 8%; those who read very often are one hundred (100) and represent 10%. Those who read often are two hundred and ninety (290) representing 30% while those who read newspapers or magazines occasionally are four hundred and twenty (420) respondents representing 43%. One hundred and ten (110) respondents claim they don't read newspapers at all. The table however, shows that majority of the respondents are exposed to advertising through reading newspapers.

TABLE VIII

RESPONDENTS LISTENING TO RADIO/WATCHING TELEVISION

HOW FREQUENT	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Regularly	10	40	-	20	70	7
Evenings	30	200	140	50	420	43
Afternoons	-	20	20	10	50	5
Mornings	-	130	30	30	190	19
Occasionally	-	100	140	10	250	26
TOTAL	40	490	330	120	980	100

Source Questionnaire A3

Those who watch television or listen to radio in the evenings top the chart in Table VIII. They are four hundred and twenty (420) representing 43% of respondents. Two hundred and fifty (250) people claim they watch television or listen to radio occasionally which is 26% of the population. Those who listen to radio in the mornings are one hundred and ninety (190) representing 19% and those who watch television or listen to radio regularly form 7% while fifty (50) persons claim they do not watch television or listen to radio except in the afternoon.

The table shows that a great majority of respondents are exposed to advertising messages.

TABLE IX

RESPONDENTS IMPRESSION ABOUT ADVERTISEMENT

IMPRESSION	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Informing	40	220	70	20	350	36
Persuasive	-	80	110	70	260	27
Deceptive	-	80	70	20	170	17
No Opinion	40	110	80	10	200	20
TOTAL	80	490	330	120	980	100

Source Questionnaire A5

From the above table, it is seen that those who rate advertising as informing top the chart, representing 36% of the population. Two hundred and sixty (260) people representing 27% of respondents think advertising is persuasive; twenty per cent (20%) could not make up their mind about what advertising entails, while one hundred and seventy (170) people representing 17% of the respondents claim advertising is deceptive. The greater majority of respondents however, perceive advertisement as informing and persuasive. The diagram below show graphically respondents impression as analysed in the table.

RESPONDENTS IMPRESSION ABOUT ADVERTISEMENT

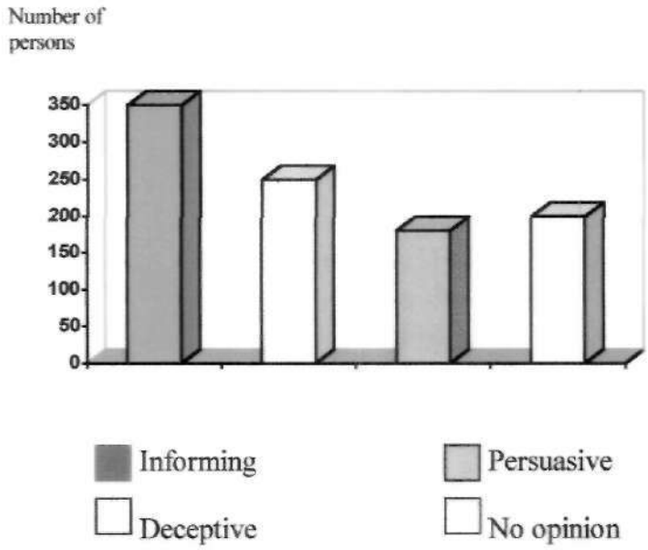


TABLE X

RESPONDENTS PREFERENCE FOR LANGUAGE IN ADVERTISING

LANGUAGE	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
English	20	230	170	50	470	48
Pigin	20	150	80	20	270	28
One of the major Nigerian Languages	-	40	30	10	80	8
Other Nigerian Laguages	-	70	50	40	160	16
TOTAL	40	490	330	120	980	100

Source Questionnaire A7

Table X analyses the type of language consumers prefer advertisement messages to be aired. Four hundred and Seventy (470) people representing 48% want advertisement messages to be aired in English; two hundred and seventy (270) people representing 28% want it in pidgin. There are one hundred and sixty (160) respondents who want advertisement to be aired in other Languages and only eight (80) people representing 8% want advertisement language in any of the three major languages in Nigeria.

TABLE XI

MEDIA THROUGH WHICH ADVERTISING AROUSE RESPONDENTS CURIOSITY TO KNOW/PURCHASE A PRODUCT

MEDIA	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Newspapers	-	80	100	20	200	21
Magazines	20	40	50	40	150	15
Billboards	-	30	10	10	50	5
Radio	-	30	30	50	110	11
Television	20	310	140	-	470	48
TOTAL	40	490	330	120	980	100

Source Questionnaire A8

Table XI shows that forty-eight per cent (48%) of respondents claimed their curiosity about a product was first aroused through television. Two hundred respondents representing 21% claim it is through newspapers; one hundred and ten say it is through radio while one

hundred and fifty (150) people representing 15% say it is through magazines and fifty (50) people claim it is through billboards.

TABLE XII

RESPONDENTS SPREADING ADVERTISING MESSAGES

ATTITUDE	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Always	-	110	30	-	140	14
Very often	-	80	80	30	190	19
Often	-	240	120	70	430	44
Not at all	40	60	100	20	220	23
TOTAL	40	490	330	120	980	100

Source Questionnaire A10

From Table XII it can be seen that respondents talk and discuss about a product whose advertisement they like. Four hundred and thirty (430) people discuss this often, they are represented as 44% of the total population; Two hundred and twenty (220) respondents say they don't discuss it at all. One hundred and ninety (190) people discuss it very often representing 19% of the population while One hundred and forty (140) say they always inform their friends and neighbours about product advertisement.

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TABLE XIII

BELIEVABILITY OF ADVERTISEMENT MESSAGES

ATTITUDE	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Strongly agree	-	80	90	-	170	17
Agree	40	270	130	30	470	48
Disagree	-	80	80	40	200	27
No opinion	-	60	30	50	140	14
TOTAL	40	490	330	120	980	100

Source Questionnaire A12

From Table XIII it can be seen that One hundred and seventy (170) people strongly agree with advertisement messages they hear, which is 17%. Four hundred and seventy (470) people representing 48% agree; One hundred and forty (140) respondents have no opinion about whether they believe advertisement message while 21% don't believe in advertisement messages.

It can therefore, be inferred from the table that majority of respondents believe in advertisement messages.

RESPONDENTS BELIEVABILITY OF ADVERTISING MESSAGE

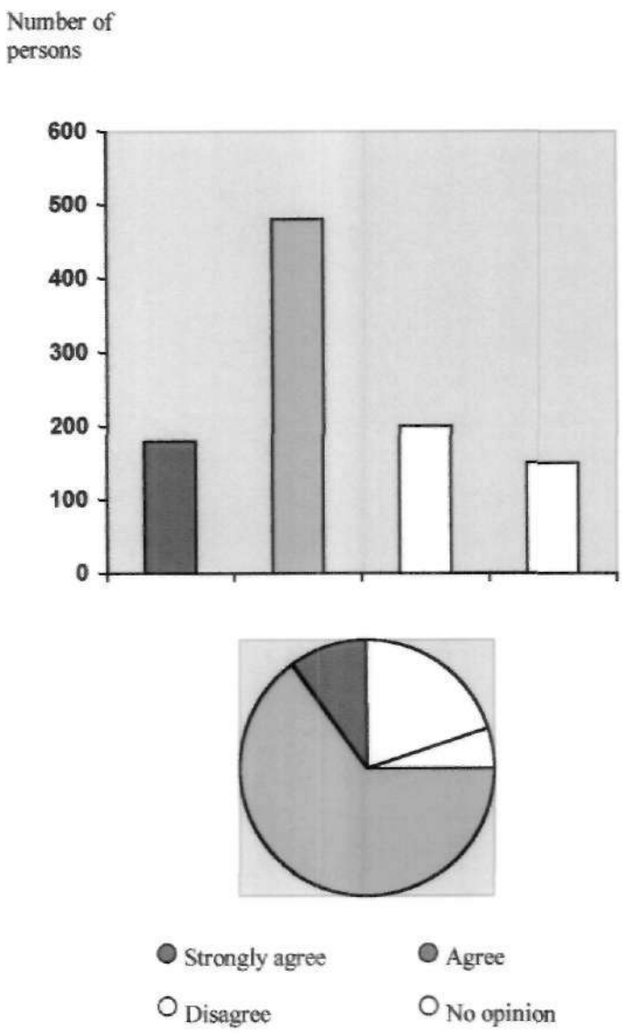


TABLE XIV

WHETHER ADVERTISEMENT MOVE RESPONDENTS TO MAKE PURCHASE DECISIONS

HOW DOES CURIOSITY INFLUENCE PURCHASE DECISION	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Always	-	-	-	20	20	2
Often	20	180	70	50	320	33
No Opinion	-	210	140	10	360	37
Not at all	20	100	120	40	280	28
TOTAL	40	490	330	120	980	100

Source Questionnaire A14

The above table analyse the concept of whether advertising is capable of moving prospects to make purchase decisions and those who say advertisement is capable always are twenty (20), they form 2% of the population. those who say often are three hundred and twenty which is 33% while those without opinion are three hundred and sixty (360) representing 37% of the population. Those who say advertisement can not move them to make purchase decision of a product are two hundred and eighty (280). they form 28% of the population.

TABLE XV

EFFECT OF REPETITION OF PRODUCT ADVERTISEMENT

REPETITION OF PRODUCT ADVERTISEMENT	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Strong influence	30	50	10	-	90	9
Moderately	-	110	100	50	260	27
Little influence	-	180	180	30	390	40
No impact	10	150	40	40	240	24
TOTAL	40	490	330	120	980	100

Source Questionnaire A15

Table XV show that repetition of a product advertisement have strong influence on ninety (90) people which is 9% of respondents. Two hundred and sixty (260) people representing 27% of the population claim it have moderate influence in making them loyal to the product. Three hundred and ninety (390) people claim it has little influence, while two hundred and forty (240) people representing 24% of respondents say that repetition of advertisement of a product have no impact on their loyalty to a product or product brand.

TABLE XVI

ADVERTISMENT CREATING AWARENESS FOR FELT NEEDS

AWARENESS	15 - 21 YEARS	22 - 34 YEARS	35 - 54 YEARS	55 YEARS AND ABOVE	TOTAL	
					NUMBER	%
Great	-	80	60	30	170	17
Moderate	20	190	80	20	310	32
Little	20	160	140	30	350	36
No impact	-	60	50	40	150	15
TOTAL	40	490	330	120	980	100

Source Questionnaire A16

The above table is an analysis pertaining to the concept and theory that advertisement create awareness for felt needs. There are three hundred and fifty (350) people representing 36% top the chart, claiming, advertisement do little as regard creating awareness for felt needs. Three hundred and ten (310) people say it has moderate influence, one hundred and seventy (170) respondents say it has great impact while one hundred and fifty (150) respondents claim it has no impact in creating awareness for their felt needs.

Question number 17 of Section A was meant to tap respondents suggestion about how advertising message could be improved upon. Only one hundred and thirty (130) people responded to this question; the general opinion of those who answered it was that the price by which a product is advertised in a media is not the same price that such a product is sold in the market.

The next three tables will analyse how producers or marketers of goods and services (selected business organisations) perceive consumer reaction to the advertisement of their products. Respondents completed questions in this section which seek to assess how advertisement has affected their sales efforts.

TABLE XVII

COMPANY/ENTREPRENEUR	PRODUCT/SERVICES	NUMBER
➢ Beny Rose Restaurant Lumumbashi Street Wuse, Zone 5	Restaurant, Beer, Soft drinks and malt	4
➢ Amaka Restaurant Dodoma Street Wuse, Zone 6	Restaurant, Beer, Malt drinks and soft drinks	
➢ Rainy Days Restaurant Gaborone Street Wuse, Zone 2	Restaurant and Soft drinks	
➢ Madam NICON Adjacent INEC Headquarters Maitama	Restaurant, Beer, Malt drinks, and soft drinks	
➢ Bensol Nigeria Limited, Garki ➢ Jibade Cools, Central Area ➢ Pepsi Club, wuse, Zone 3	All sorts of beer and soft drinks All sorts of beer and soft drinks All products of Inco Beverages.	3
➢ Dayspring Hotel, Joba Street Wuse, Zone 6	Hotel Services	2
➢ NICON HILTON HOTEL Aguiyi-Ironsi Street Maitama	Hotel Services	
➢ Domestic Utilities Limited ➢ Chima Parts Limited ➢ Sammy Electrical and Refrigeration	Domestic gas distribution Motor Spare-parts Refrigeration/Electrical Services	

COMPANY/ENTREPRENEUR	PRODUCT/SERVICES	NUMBER
➢ UZIEBADE BOUTIQUE ➢ Shanka Wears ➢ Healthcare Links Pharmacy ➢ Dynamic Stationaries	Various Fashion Wears Ladies English Wears Healthcare/Medical supplies Office Equipment/Stationery	7
TOTAL		16

Source Questionnaire C.1

Table XVII analyse types of product/services marketed by the selected organizations. Those in restaurant business who responded are four (4), in hotel services are two (2) and in drinks business are three (3) while one (1) each are for domestic gas, spare-parts, electrical/refrigeration, stationery and healthcare and two (2) for fashion wears.

TABLE XVIII

ADVERTISING MEDIA USED BY SELECTED COMPANIES

MEDIA	MAGAZINES AND NESWPAPERS	RADIO ONLY	BILLBOARDS	TELEVISION ONLY	TELEVISION AND RADIO
Regularly	3	5	-	-	1
Often	1	3	-	2	6
Occasionally	1	4	-	1	-
Not at all	-	-	-	-	-
TOTAL	5	12	-	3	7

Source Questionnaire C.3

Table XVIII shows the responses of marketers/business organisations on advertising media used by them to advertise their products and services; twelve (12) of them use radio only. Seven (7) respondents use both radio and television while five (5) respondents claim use of magazines and Newspapers and three (3) use television only.

TABLE XIX

EFFECT OF ADVERTISING ON SALE

EFFECT	INCREASE IN SALES	STEADY SALES	NO IMPACTS
Restaurant	9	-	1
Malt/soft drinks	11	-	-
Gas distribution	7	-	-
Motor spare-parts	-	12	-
Electronics/Electrical Equipment	-	-	1
Hotel Services	-	11	2
TOTAL	27	23	4

Source Questionnaire C.6

In Table XIX, twenty-seven (27) entrepreneurs claimed that advertisement increase their sales while twenty-three (23) feel it helps them to generate a steady sale. Four (4) only, claimed not to have felt the impact of advertising on sales.

CHAPTER FIVE

5.0 SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

Investigation of consumer perception of advertising started in Chapter One with conjecture made about awareness level of consumers. Views of various authors, scholars and researchers were also examined on perception with explanation of how advertisers could employ this knowledge to make effective communication with consumers. The study goes further in chapter two, tracing the history and background of advertisement in Nigeria merging those with advantages and opportunities conferred by print and electronic media which made advertising a mass oriented approach. This in essence result in a low cost per message, hence marketers rely on it for the various pull and push strategies they employ.

The manufactuer who has gained the advantage of economic of scale employ the cost effective method of advertising to secure and maintain a steady demand for his product. This made them invest in expensive modern and sophisticated production lines. This account for why the big multinationals are able to expand astronomically, using mass oriented advertising mixed with other promotional methods to secure large market share, forestall competition and entrench the oligopolic industries they establish.

The onus thus rest on the indigenous business organizations to decide the purpose they want advertising to serve for them. In many of the advertisements and commercial progrmames on radio and television, many entrepreneurs seem to be keen on publicising their voice or

personality by making the announcement themselves rather than allowing an expert in that field to handle the job. the result is some incoherent statements which lack persuasive appeal.

It is therefore, expected that these business organisations will find the findings and recommendations in this chapter relevant for achieving their objective of investing in advertising. Some of these findings include:

1. The analysis of this study shows that most people in the urban centres of Nigeria have access to one form of advertising media or the other.

2. There is also an impressive revelation of awareness level of consumers about advertisement. Many believe advertisement arouse their curiosity and could move them to wish to try a product or purchase a product or product brand whose advertisement are convincing and pleasing.

3. In my personal interview with some respondents, some claim they first learn about a product, newly introduced or launched product when they saw it advertised or displayed in the television or in the print media. they claim they might or might not have noticed such product if advertising had not helped.

4. It is also discovered that when advertisement suggest that the product is relevant to consumers need, such advertisement is more likely to attract consumers curiosity to know about the product or patronize it.

5. The findings also seek to examine how the business organizations (small scale entrepreneurs) are pairing with the use of advertising. Many of the entrepreneurs claim they could not engage in the luxury advertising regularly due to limited resources and the small scale nature of their business.

6. Though some entrepreneurs attributed increase in their sale through advertisement, none was able to say in particular how they arrive at this judgement save for the fact that current sales were compared to the past and a discovery that the current sales is higher or larger in volume.

   It is observed that increased sales might come as a result of:

   a) Managerial efficiency.

   b) Business premises/location might suddenly become one that attracts greater number of prospects to that area.

   c) Changes in market according to consumer product need and interests.

   d) Some forms of promotional mix other than advertising.

   e) Other environmental factor.

7. The findings also reveal the critical nature of the society. Some respondents suggest that small scale entrepreneurs ought to invest their funds and energy into massive large scale production of goods and services rather than wasting their limited capital (funds) on advertising.

8. Also, the study analysis reveal that a great majority of residents in Abuja have a deep and positive perception of advertising.

What the business organizations need to do to utilize the advantage of effectiveness of advertising are suggested in the recommendations below:

5.2 RECOMMENDATIONS

Based on the data analysis in Chapter Four, the following recommendations are proposed:

1. Business organizations must realize that while some products are highly advertiseable, some are not. It is therefore, imperative on the entrepreneur to determine this in order that the money expended on advertising is justified.

2. In accepting the above, business organizations should also recognize that a saturation point is reached in advertising, beyond which sales response is negligible. It is necessary to know when this point have been reached.

3. Prospective advertisers must analyze the way in which consumers purchases are made, the major forces operative in the purchase decisions and the (class) categories or types of buyers to whom their advertisement messages will be directed.

4. Entrepreneurs should be separating pragmatism of business, its dexterity and acumen from the pursuit of glamour and personal aggrandizement. In essence entrepreneurs should allow experts to handle their advertisement programmes rather than personal announcement which are incoherent and lack persuasive appeal.

5. Furthermore, it is not enough for these organisations to rely on radio and television advertisement. Advertising should be coordinated with other marketing efforts, for example personal selling. It could also be coordinated with point of purchase display.

6. The advertiser should concentrate on the attributes of his new product or brand, its price advantages, durability, availability and replenishment of stock locally without having to rely on imported parts.

7. It is also essential for advertisement to be run long enough for consumers to gain awareness of the product.

8. Some organizations in the same industry could embark on horizontal cooperative advertising, pulling resources together to raise demands for their product.

9. Those in distributive channels could also engage in vertical cooperative advertising, a strategy which I believe AMAKA RESTAURANT is using to market its food, beer and malt drinks.

This study does not afford long period of observation. The limitation of time would not permit the measurement of the effectiveness of advertising using the variables suggested under finding number 6 and apply Palda's equation:

$$Y = -3649 + .665X_1 + 1180 \log X_2 + 774X_3 + 32X_4 - X_5$$

Using the above equation, Palda was able to calculate both the short-term and long-term effect of Hydia Pinkhams vegetable corporation between years 1908 and 1960.

5.3 CONCLUSION

The study was able to discover that consumers in Abuja (which will be the case in many Nigeria's urban centres) have a good perception of advertising. The revelation as contained in the analysis and findings also justify a conclusion that any indigenous business organization that employ appropriate advertising mix will penetrate and secure large market share in the nation's abundant market potentials.

Department of Business Administration
Faculty of Administration
Ahmadu Bello University
Zaria

9th August, 1999

Sir/Madam,

I am a final year MBA student of the above University currently working on my thesis titled CONSUMER PERCEPTION OF BUSINESS ADVERTISEMENT, (A case study of selected organizations in Abuja).

Kindly give your response to the attached questionnaire to enable me complete investigation. Any information given will be treated in strict confidence and will only be used for this thesis work.

Thank you for your co-operation.

Yours faithfully,

Tahir, Uzairu Suleiman

QUESTIONNAIRES

APPENDIX 2

SECTION A:

Please tick as appropriate.

1. What type of media do you own or have access to?

   ☐ Radio ☐ Television ☐ Newspapers ☐ Magazines

2. How often do you read Newspapers or Magazines?

   ☐ Always ☐ Very often ☐ Often ☐ Not often ☐ Not at all

3. How often do you listen to Radio or watch Television?

   ☐ Every time ☐ In the evenings ☐ In the afternoon ☐ Occasionally

   ☐ Not at all

4. What programmes do you watch on Television?

   ☐ News ☐ Drama ☐ Commercial programmes ☐ Late night movies

   ☐ Others (specify).....

5. What is your impression about advertisement messages?

   (a) Informing (b) Persuasive (c) Deceptive (d) No opinion

6. How do you react when a product is being advertised?

   ☐ It keeps me informed ☐ It arouses my curiosity ☐ No interest

7. What type of language impress you most when advertisement messages are aired?

   ☐ English ☐ Pidgin ☐ One of the major Languages ☐ Other Languages

8. Through what media do you learn of a product that arouse your curiosity to know about a product or make you to buy?

   ☐ Newspapers ☐ Magazines ☐ Billboards ☐ Radio

   ☐ Television

9. What influence have your children over your buying decisions?

☐ Greatly ☐ Little ☐ Normal ☐ Not at all

10. I informed my friends about a new product or product brand whose advertisement are pleasing and attractive to me.

☐ Always ☐ Very often ☐ Often ☐ Not at all

11. Friends and neighbours often tell me about a new product that will be of benefit to me or my family.

☐ Strongly agree ☐ Agree ☐ No opinion ☐ Disagree

12. To what extent do you believe the advertisement messages you read or listen to?

☐ Strongly agree ☐ Agree ☐ No opinion ☐ Disagree

13. What stimulates you most when advertisement messages are run .....

.....

14. How often do demonstration of the use of a product during advertisement messages arouse my curiosity to try the product?

☐ Always ☐ Often ☐ No opinion ☐ Not at all

15. Does repetition of advertisement of a product make you loyal to the product or product brand?

☐ Strong influence ☐ Moderate ☐ Little influence ☐ No impact

16. How and to what extent do you think advertisement messages have succeeded in letting you be aware of your felt needs?

☐ Great impact ☐ Moderate ☐ No opinion ☐ No impact

17. What type of information and explanation do you think are lacking in advertisement messages?

.....
.....
.....
.....

SECTION B:

1. Sex ☐ Male ☐ Female ☐

2. Marital Status ☐ Married ☐ Single ☐ Divorced ☐

3. To which age group do you belong?

   (a) 15 – 21 Years (b) 22 – 34 Years (c) 35 – 54 Years

   (d) 55 Years and Above

4. Occupation: .....

5. To which income group do you belong?

   ☐ Below ₦42,000 ☐ ₦43,000 – 52,000 ☐ ₦53,000 – 62,000

   ☐ ₦63,000 – 72,000 ☐ ₦73,000 – 82,000 ☐ ₦83,000 – 92,000

   ☐ ₦93,000 and above

6. What is your level of education?

   ☐ Primary Six ☐ Secondary School Leaver

   ☐ University Degree or equivalent ☐ Ph.D. and Professionals

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SECTION C:

1. What type(s) of product do you market? .....
   .....
   .....

2. Do you sell industrial products? .....

3. Through what media do you advertise your product or services?

   ☐ Newspapers ☐ Magazines ☐ Radio ☐ Television

   ☐ Billboards

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HF
5832
TAH

4. What do you think is consumers reaction to your product advertisement? .....
.....

5. To what do you ascribe the success of your sales effort? .....
.....

6. To what extent has advertisement of your goods affect your sales?

☐ Increase sales ☐ Steady sales ☐ No impact

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