ATTITUDES AND PERCEPTIONS OF CONSUMERS TOWARDS ADVERTISING

- A SURVEY OF SELECTED CONSUMER PRODUCT IN KADUNA METROPOLIS

BY

ANAVHE MARY OMOKHELE
MB A/ADMIN/16812/98-99

A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES AHMADU BELLO UNIVERSITY, ZARIA, KADUNA STATE.

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTERS IN BUSINESS ADMINISTRATION DEGREE

NOVEMBER, 1999

CERTIFICATION

This is to certify that this Research project has been read and approved as adequate in scope and content, for acceptance as a partial fulfilment of the requirement for the award of Masters of Business Administration Degree (MBA). The work embodied in this project report carried out by Anavhe Mary Omokhele is Original and has not been submitted in part of full for any other Research purpose.

PROJECT SUPERVISOR **DATE**

EXTERNAL EXAMINER **DATE**

A-M-ABU-ABAISSAMOD 29/09/2020
HEAD OF DEPARTMENT **DATE**

DEAN, POSTGRADUATE SCHOOL 17/02/21 **DATE**

DECLARATION

I hereby declare that this thesis titled attitude and perception of consumers toward advertising - a survey of selected consumers product in Kaduna metropolis is a product of a research conducted by me. All sources of information are duly acknowledged by means of references and bibliography.

ANAVHE MARY OMOKHELE
Name Of Student



Signature

DEDICATION

This Research Work is dedicated to God Almighty who is the shield of my life. And to my parents, Sir and Mrs P. M. C. Anavhe who, despite their many commitments, made unmeasurable sacrifices to ensure that my educational pursuit is successfully accomplished.

ACKNOWLEDGMENT.

First and foremost, I thank the Almighty God for giving me the grace to live up to this moment and making this aspect of my life a reality.

The success of any pursuit depends on the supportive role of certain individuals. The amalgam of intellectual tit bit from my lecturers and other educational gurus and the practical field experiences brought this work to fruition.

I must therefore say a big thanks to Mr. A. J. C. Onu, who supervised this work for his unflinching support, tolerance, encouragement, intellectual contributions and constructive corrections.

I deem, it a great duty to thank Mr Umerah for his intellectual contribution and utmost assistance rendered to me, this also goes to his pretty wife, Mrs Maureen Umerah for their assistance and support.

I reserve my profound gratitude to my dear sister Stella for her support and care, to my wonderful brother Paul for his assistance and care, also my beloved Brothers and sisters, Godson, Fidelis, Mabel, Lucy, Emmanuel, Tina and Gloria for their support and incessant prayers for my perpetual success.

I am also indebted to the following people who have greatly showed interest and support in my academic undertakings. My dear Cousin, Mr Chris Itsede, Barrister and Mrs. Samuel Zibiri, Mr Benjamin Erua, Miss Nancy Moseri and Miss Pat Oris.

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My gratitude extends to Barrister Sam Zibiri and Aunty Vicky without whose kind gesture the typing of this project would not have materialized. May God bless them abundantly.

Finally,. I wish to thank my friends and well wishers, for their interest in my work and whose company I will never forget. For this reason, my appreciation goes to the following, Safiya who has been a dear friend. I remember Maryam Nuhu, Pat Obi, Monica, Martins, Lucky, Bukky, Mrs Alli, Emeka, Maureen, Haruna, Maimuna and others whose names are not mentioned here because of limited space, I really appreciate all your contributions towards the successful completion of my study.

Thank you all and may God bless.

ABSTRACT

Advertising is a major tool in bringing products and services to the knowledge of the consumer, this and how it influences consumers attitudes and perception is the main idea behind this study.

A comparative analysis of the Attitudes and Perception of Consumers towards advertising with particular reference to some selected products (Milk, Detergents and Toothpaste) is undertaken.

Advertising should be perceived as a favourable disposition by consumers/customers. Many scholars, sociologist and psychologist have made favourable and unfavorable contribution to these effect and this has led the researcher to undertake this study in order to determine the effect of advertising on consumers attitudes and perceptions and if the huge amount of many expended on advertising is actually worth it, or if it should be discouraged.

The researcher delved into exhaustive text of renowned authors, scholars, economists, psychologist etc that supported the status quo of the work in practice.

Survey/Descriptive approach was used in the collection of data. A sample of 500 was drawn from an estimated consumer population while a sample of 100 was drawn from a papulation of 100 middlemen.

In the light of the foregoing hypothesis were formulated:

HO. Advertising influences on the consumers has no significant impact on the purchase of product.

HI. Advertising influences on the consumer has a significant impact on the purchase of product.

HO. None realization of advertising influences on consumers perceptions and attitudes is responsible for low product patronage.

HI. None realization of advertising influences on consumers perceptions and attitudes is not responsible for low product patronage.

HO. Wrongful attitudes and perceptions of advertised consumer product is as a result of the significance variable in the product.

HI. Wrongful attitudes and perceptions of advertised consumer product is not as a result of the significance variables in the product.

The above hypothesis were tested using chi square x2 on the basis of this, the HI; H02 and H03 were proved and accepted. A Comparative view of related Literature was observed.

In the course of study, certain observations were made in terms of findings. Based on that, recommendation were made which when religiously followed will improve the quality of advertisements and enhance the degree of consumer patronage of milk, detergent and toothpaste as well as other consumer items generally.

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CHAPTER ONE

1.0 INTRODUCTION

People have for centuries communicated their ideas to one another through advertising. Advertising is one of the most visible form of communication because of its wide use. It is often the most important of the communication mix for consumer goods.

For as long as there has been exchange of goods and services between buyers and sellers, the ultimate success of all economic activity has depended upon producing goods and services that the buyer considers suitable. So long before recorded history, the buyers have the freedom of choice in accepting or rejecting the produce of sellers.[1]

Social scientists have developed sophisticated theories of consumer behaviour. They have given the marketing community wealth of data and variety of theoretical models to explain the sequence of behaviour involved in making a purchase decision.[2]

Furthermore, social scientist and psychologists agree that attitude or behavior could be seen as a pre-disposition to respond to a favourable or unfavourable ways to objects, persons, concepts or whatever behaviour consumers develop about things or objects based upon whether the things or objects are related to feelings of satisfaction.[3]

To be successful in advertising, people must understand the complexity of human behaviour. Consumer behaviour is governed by a lot of influences notable amongst them are perception and attitudes. These two set of influences affect consumer behaviour. By evaluating the effect of these factors on group of consumers, advertisers may determine how best to transmit their messages.[4]

Therefore, a businessman who does not advertise his product is like a moving ship without a captain. In the same token advertisement is needed to reach a wider market by making a favourable impact on the consumer behaviour.

Advertising consist of all activities involved in presenting to a group a non-personal, sponsor-identified message about a product or organization. This

message is called an advertisement, it can be verbal and/or visual or disseminated through one or more media.[5]

In the same vein, advertising is also defined as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.[6]

Advertising is said generally, to refer to strategies which are employed to 'pull' the customer to the company.[7]

All the definitions pointer to a common sense of affecting the consumer behavior towards stimulating them to buy products and services. However, advertising is geared to make a favourable impact on customer behaviour thereby, influencing and affecting their attitudes and perceptions in patronizing the organizations product. A lot of argument have been put in place and opinions are widely divergent as to the attitudes and perceptions of consumers and its impact on advertisements.

Some psychologist view that advertising creates or changes tastes, others emphasized that advertising stimulates the creation of opportunities for satisfying tastes. Some claim that advertising affects behaviour but, it does not determine it. Many critics charge that advertising is a wasteful and inefficient business tool that does not influence consumer behaviour. In response, many economists have claimed that advertising is in act a beneficial component of modern economics and significantly, influences consumer behaviour - attitudes, perceptions and motives.

BRIEF HISTORY OF ADVERTISING:

Advertising can be traced back to the very beginning of recorded history. Archaeologists working the countries around the Mediterranean sea have dug up signs arousing various events and offers. The Romans painted walls to announce gladiator fights, and the Phoenicians painted pictures promoting their wares on large rocks along parade routes. During the Golden Age in Greece, town criers announced the sale of cattle, crafted items and cosmetics.[8]

The introduction of printing press in Germany in 1450 was also a major event in the history of advertising.[9]

Modern advertising can however can be said to stem from that earlier time of rapid change during the industrial revolution,[10] which led to mass production that brought about the need for mass consumption and need to bring this produced products to the attention of the consumers.

Technological advances of the late 19th century created the greatest challenges in the advertising industries. For example, the introduction of photography in 1839, changed the way Newspapers and Advertisement were illustrated. Telegram was introduced in 1844, enabled news to travel over great distances in little while. Also inventions of communication devices in the late 19th and early 20th centuries including the telephone, typewriters, phonograph and motion pictures enabled people to communicate as never before,[11] thereby changing the history of communication of products to advertised produces through visible and viable mediums.

THE DIFFERENT MEDIA[12] OF DISSEMINATING INFORMATION

PRINT MEDIA:

* This include Newspapers, magazines, Journals and controlled circulations.

ELECTRONIC MEDIA:

* This include Broadcast, Cable Television, Radio and Computers.

DIRECT MAIL AND OUTDOOR MEDIA:

* This include Direct Mail, Outdoor and Transit media.

THE OBJECTIVES OF ADVERTISING[13] are:-

TO INFORM:

* This include telling the consumers via market about a product etc.

TO PERSUADE:

* This refers to brand preferences, it includes encouraging switching to your brand and changing buyers Attitudes and Perception of product attributes. Persuading buyers to purchase now, persuading

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buyers to receive a sales call.

TO REMIND:

* Remind buyers that products may be needed in the near future, keeping the product in buyers mind during of seasons. Persuasive advertising becomes more important as competition increases. Here, the company's objective is to build the selective demand.

1.1 BACKGROUND TO THE STUDY

The success of any business depends on its ability to attract customers willing and able to make monetary exchange for product and services. To do this, a business must find, understand and communicate with potential customers through the various media of advertising.[14]

Advertising is one of the most visible form of communication advertising is subject to a number of difficulties.[15]

In advertising therefore, it is very important to first of all understand the attitudes and perceptions of the consumers in order to achieve success in the business. Successful entrepreneurs seeks to acquire sensitive insights into human behaviour study of the fundamental process of perception, motivation, attitudes formation etc.

Advertisements are ideas and illustrations communicated to people by organizing and/or her agents. The formulation of Advert Message, Advert Production, choice of media and placement is an onerous task. Since the advert message and illustrations must influence positive action or otherwise, one need to understudy the degree of influence, who is influenced and in what direction.

Since the Researcher is enthusiastic about Advertisements and Advertising Agencies, she would appreciate a clearer view of how advertising influences and propels purchase action, otherwise, a good knowledge of how advertising repels some potential customers is important for copy development process.

The subject matter was chosen out of a myriad of other topics purposely for

self orientation, attitude survey and perceptual reorganization. People react differently to situations, therefore, success in pooling majority positive reactions to advertisements depends ultimately in good knowledge of consumers attitudes and perceptions.

1.2 STATEMENT OF THE PROBLEM:

Nigerian producers and manufacturers use various media in the advertisement of their goods and services in order to communicate ideas and information to a group of people, in order to influence their attitudes and perceptions towards their product.

The following problems are envisaged for the research work:-

1. Consumers Constitute different sources of problems. They are of different orientations, culturally, socially, psychologically and demographically, to influence these various groups equitably and in the same direction is sometimes difficult because each person sees situation, events, object etc differently.

2. Advertisements are often seen to be good timely and impactive but their influences are never felt positively in the quality of items purchased.

3. Advertising Research is a useful tool in the determination of influential factors in copy development, yet, before the development of certain, a advertisement, art research tends to be illusive, hence some advertisement wallow away from the significance factors and products.

4. Nigerian Advertisements are usually comical. These create satisfaction in the minds of the consumers, associated drama are suitable, but purchase reaction 'flacid'.

5. Message design is also a problem as the quality of an agency tends to determine the quality of the advertising message, miserable, some organizations embark on materialistic copy design. On the other hand, messages are designed to create adiness rather than being impactive.

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6. Advertisements are supposed to be conscious displays, on the screens and in strategic places. But posters, are easily torn or removed immediately after placement. On the other hand, the vagaries of weather will deface or deform the quality of the advert within a given time period.

7. Customers are also located at different parts of the country. Ease of reach ability is difficult either through personal or non personal advertisements.

8. The television as a medium is often too expensive, though transcient or occasionally ill timed adverts during interesting events or programmes creates dislike in the advert.

1.3 HYPOTHESIS:

Advertising which has the main objective of creating awareness, that is bringing the product to knowledge of the customer is the core of our study. In this project, we will test how this will be affected by the attitudes and perception of consumers. For this study, the following hypothesis will be made.

HO: Advertising influences on the consumers has no significant impact on the purchase of products.

H1: Advertising influences on the consumer has a significant impact on the purchase of products.

HO: None realization of advertising influences on consumers perceptions and attitudes is responsible for low product patronage.

H1: None realization of advertising influences on consumers perception and attitudes is not responsible for low product patronage.

HO: Wrongful attitudes and perception of consumers towards advertised consumer product is as a result of the significative variables in the product.

H1: Wrongful Attitudes and Perceptions of Consumers towards Advertised Consumer Product is not as a result of the significative

variables in the product.

L4 AIMS AND OBJECTIVES OF THE STUDY:

The aims and objectives of this study are multifaceted and consist of some of the variables enumerated below:

1. To relate the impact of the study to purchase rate and quality.

2. To investigate how easily the consumer can be influenced positively towards improved purchases.

3. To understudy the consumers and devise ways of heightening their interest in advertisement and converting such interest into sales.

4. To build favourable consumer attitudes towards the company and her product.

5. To analyze and synthesize the impinging factors in consumer perception/attitudes.

L5 PURPOSE OF THE STUDY:

This Research will probe into the effect and attitudes and perception of consumers towards advertised products.

The purpose of this research is to help in improving the effectiveness of advertising by considering the impact of Attitudes and Perception towards it.

It is expected that this study will disabuse the minds and beliefs of people who feel that advertising is a wasteful and inefficient business tool. It will also show that advertising can lead to increase in sales and productivity.

IA SIGNIFICANCE OF THE STUDY:

This Study will be significant to a lot of individuals, organizations and the nation at large.

This Research work will be of benefit to research students, pursuing a study

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in similar or related fields. Lecturers will also benefit from it as it is expected to serve as an instrument for consultation.

This study will be quite beneficial to corporate organizations and Advertisers as it will help organizations realize the significance of advertising since advertising can lead to an increase in sales, productivity level and profit.

It is also expected to improve the quantity of advertisement and reduce advertising excessiveness. The study will enable the advertisers to develop effective and efficient advertising strategy (since he is aware of attitudinal and perceptive influences) which will be of benefit to both the advertisers, manufacturers and audience.

The study will be of benefit to the consumers as they will be more pleased with the kind/types of advertisements they see, which will enable them to appreciate products easily.

Critics and members of the public will be able to appreciate the effects of advertising, and not as an excessive wasteful business tool. The findings and presentations of this write up is also expected to enhance corporate performance which will undoubtedly be beneficial to the government directly or indirectly, since an improved performance means an improved revenue to the government.

1.7 SCOPE OF THE STUDY:

This study will be limited to a particular width as a result of its vastness, this research will cover 3 products being used in the Kadina Metropolis. These products are convenience items, namely:

MILK:

Webster[16] defined milk as a white or yellow liquid secreted by the mammary gland of a female mammal for suckling their youth, especially cow's milk. In this research work, milk is been referred to as that gotten from cows used for nourishment. It could be in form of liquid, powdered or could be diary milk. Some of the different brands we have in Nigeria include Peak, Carnation, Cowbell, Nido, etc. It could also be in form of Tin Milk used for babies e.g S.M.A., Lactogen, Cow and Gate etc.

DETERGENTS:

This is a cleansing agent as an abrasive, a solvent or mixture of solvents and certain water-soluble oils especially (commonly) a soapless cleanser. [17] This should be in form of powder, liquid or coarse bar. We have Omo, Klin, Ariel, Elephant, Lux, Flakes, Persils etc. These are normally found in bags, nylons, packets etc.

TOOTH PASTE:

This is a paste powder used with tooth brush for cleaning the teeth.[18] It is mostly found in tooth paste and packed in plastic or iron containers. The different brands are Maclean, close up, Aquafresh, Colgate, Holdents, Flourish etc. They are found in containers, plastics and even bagged in cellophane of late.

Furthermore, data will be gotten from a few text books interviews, newsletters, information will be retrieved from newspapers, handouts and from lecture notes.

1.8 LIMITATION OF THE STUDY:

In a research work as this one, constraints are normally encountered. These are some of the militating factors faced by the Researcher enumerated below.

TIME CONSTRAINT: This is one of the major loopholes of the research work, the time allocated is inadequate to carry out the research work envisaged.

FINANCE: Data collection, analysis, compilation and printing needs a lot of money.

RESPONSES: This include the lukewarm attitudes of respondents in giving out information, though explanations were given to the interest of the research work, the respondents still believed otherwise. Language also formed another constraint, some respondent

approach could not communicate in the English Language.

MATERIALS: This was another militating factor faced by the Researcher. It had to do with materials needed for the write up, some of the books needed for the write up, could not be traced and there was also a problem of lack of co--operation from Library Staff in some of the Libraries visited.

1:9 DEFINITION OF TERMS:

ADVERTISEMENTS:

This is a paid announcement presented through one or more communication medium[19]

ADVERTISING:

This is any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor.[20]

ADVERTISING AGENCY:

This is an independent business organization consisting of people who create and place advertisements and plan advertising strategies on behalf of advertisers for a fee or commission.[21]

ADVERTISING MEDIA:

These are the channels of communication through which advertising messages are conveyed.[22]

ADVERTISING STRATEGY:

This is creativity applied to knowledge for the purpose of finding the most effective way of achieving an end.[23]

ATTITUDE:

This is a learned pre-disposition to respond to an object in a consistently favourable or unfavourable way.[24]

COGNITION:

This refer to the mental processes of knowing perceiving and judging, which enables an individual to interpretations the world about them.

COMMUNICATION (Market):

The dissemination of information about a Company's product and services forms, it is an important part of the overalls strategy of communication.[26]

CONSUMERS:

a consumer is an individual who purchases or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or house hold needs, wants or desires.[27]

CONSUMER BEHAVIOUR:

The activities, actions and influences of people who purchase and use goods and services to satisfy their personal or household needs and wants.[28]

MODEL:

a model can be defined as a simplified representation of reality. It is simplified by incorporating only those aspects of reality that are of interest to model building.[29]

MOTIVE:

a motive is a need sufficiently stimulated that an individual is move to seek satisfaction.[30]

PERCEPTION:

The process by which people select, organize and interpretations information to form a meaningful picture of the world.[31]

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PERSONALITY:

This is defined broadly as an individual's pattern of traits that influences behaviourial responses.[32]

PRODUCT:

This is defined broadly to cover anything that can be offered to someone to satisfy a need or want.[33]

CONVENIENCE GOODS:

Convenience goods as defined by Wright Winter and Zeigler [34] as those items that are frequently purchased, are low in cost and brought at the most accessible retail outlets shortly after a need for the product is felt.

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CHAPTER TWO

2.0 LITERATURE REVIEW:

The essence of this chapter is to make a review of related literature in relation to the topic[1]. The Researcher will critically examine work that has been done by authors, scholars and experts in the related field discussed in books, journals, pamphlets, seminars etc. This is a critique of what has been done in the area with a view to finding relationship between what the Researcher is about to do.

2.1 THE CONCEPT OF CONSUMER BEHAVIOUR:

Consumer behaviour is the process whereby an individual decided what, when, how and from whom to purchase goods and services[2].

It has also been defined as the activities, actions and influences of people who purchase and use goods and services to satisfy their personal household needs and wants[3].

Consumer behaviour is a sub division of human behaviour which refers to the total process whereby the individual interacts with his environment[4]. Consumer behaviour includes both mental and physical activities necessary for marketing decision in the market place.

Successful management is not achieved haphazardly. It is characterized by the development and application of an analytical approach to the process of decision making. Marketing as a separate, identifiable function of management has evolved from the business philosophy which recognizes the importance of the consumer to the success of the business. From the early 1950 s, business became increasingly aware of the need to know more about the preferences, prejudices and buying habits of those who bought their products or services, as no company could be expected to survive for very long if customers need were not adequately met[5].

Marketers have always been subjected to the choice of consumer. Consumer choice has traditionally involved two major decisions - whether or not to buy a particular good or service from seller[6], these has led to a renewed interest in recent years about consumer behaviour by marketers and scholars.

Successful firms were characterized by their whole-hearted commitments to serving the needs of their customers. Every Executive in these Companies from top management down through the entire management structure was personally oriented towards the customer[7].

Successful entrepreneurs seek to acquire sensitive insight into human behaviour, study of the fundamental process of perception, motivation, attitude formation, learning, theory and sociological factors such as social class, social mobility, leadership, reference group theory etc, these add depths to market investigation[8].

a comprehensive approach to consumer buying behaviour acknowledges that man is a complex creative and that and that any explanation of his economic activities which does not also take note of his psychological background that flavours his orientation towards life is likely to result in unsound business decisions being taken by manufacturers and distributors of a very wide range of goods[9].

2.2 MODELS OF CONSUMER BEHAVIOUR:

Consumer make many buying decisions everyday and many large companies carry out research into consumer buying decisions in great details to answer questions about what consumers buy.

In earlier times, Marketers could understand consumers through the daily experience of selling to them. But the growth in the size of firms and markets has removed many marketing decisions makers from direct contacts with customers[10].

The central questions for marketers is: ***How do customers respond to various marketing efforts the company might use?*** The company that really understands how the consumer will respond to different product features prices and advertising appeals has a great advantage over its competitors[11].

Economic and market analyses attempt to identify and describe the influences underlying market activities so that with this fuller understanding of the behaviour can lead to more useful prediction about future trend. Since firms prosper by serving their customers need at a profit to themselves, to achieve this task satisfactorily, a deeper knowledge and

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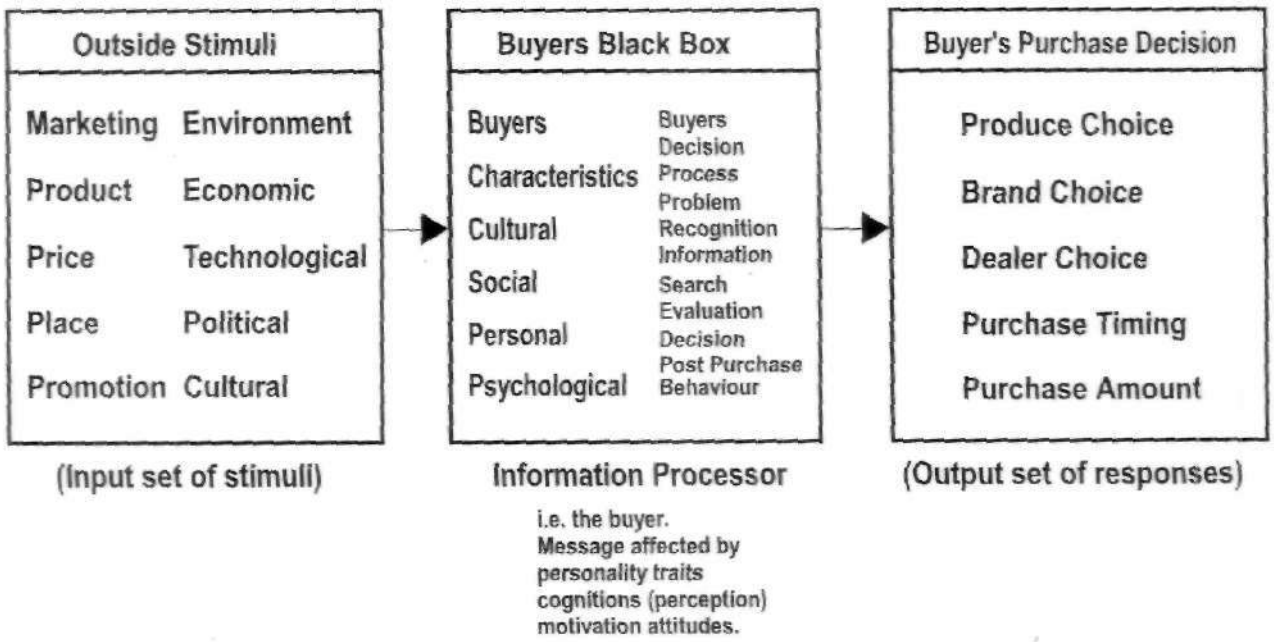
appreciation of consumer behaviour is called for[12].

Firms should therefore construct profiles of their customers which will include a comprehensive analysis of the buying situation. This systematic approach should be based on data from marketing research, together with first hand knowledge of customer behaviour gained over the years[13].

A model which has been defined previously endeavors to clarify relationship between inputs into the buying situations - stimuli arising. For example, from advertising exposure or from the attractive styling of products, the mixed motivations which affect purchase decisions and the resultant outcome or output (purchase or rejection of products or service).

Various models have been propounded and the models will be considered below:

Fig. 2.1 The Black Box Model of Buying Behaviour



Source: Philips Kotler and Gary Armstrong: Principles of Marketing pp. 143

The so-called "black box" model of buying behaviour is based on the psychological approach which projects the human being as the processor in the system which output (behaviour) which are the result of input.

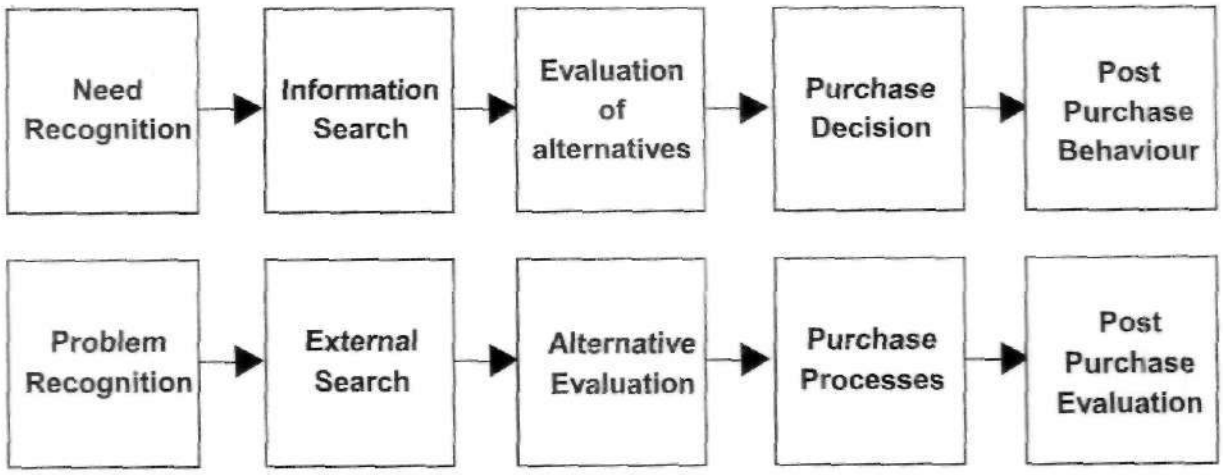
Inputs are marketing stimuli consisting of 4ps - price, products, place and promotion which enter the black box (which has been subject of speculation, theory and experiments for many years) they are then turned into observable buyers response-product choice, brand choice, dealer choice, purchase timing and purchase amount.

What is important to the marketers is how the stimuli are changed into responses in the black box, which has two parts, first, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyers decision process itself affects the buyers behaviour[14].

According to Chisnal[15], models should not be thought as the final word: they need to be continuously reviewed and up-dated if they are to be useful in planning marketing strategies. "Markets are dynamic phenomena, and changes in market response should be expected".

The steps in buying programmes of activities has been variously described by Kotler's[16] analyses and a comparative model devised by Engel, Kollat and Blackwell[17] as given in Figure 2:2.

Fig. 2.2. Comparative Decision - Process Model of Buying Behaviour



Source: Engel, Kollat and Blackwell: Consumer Behaviour

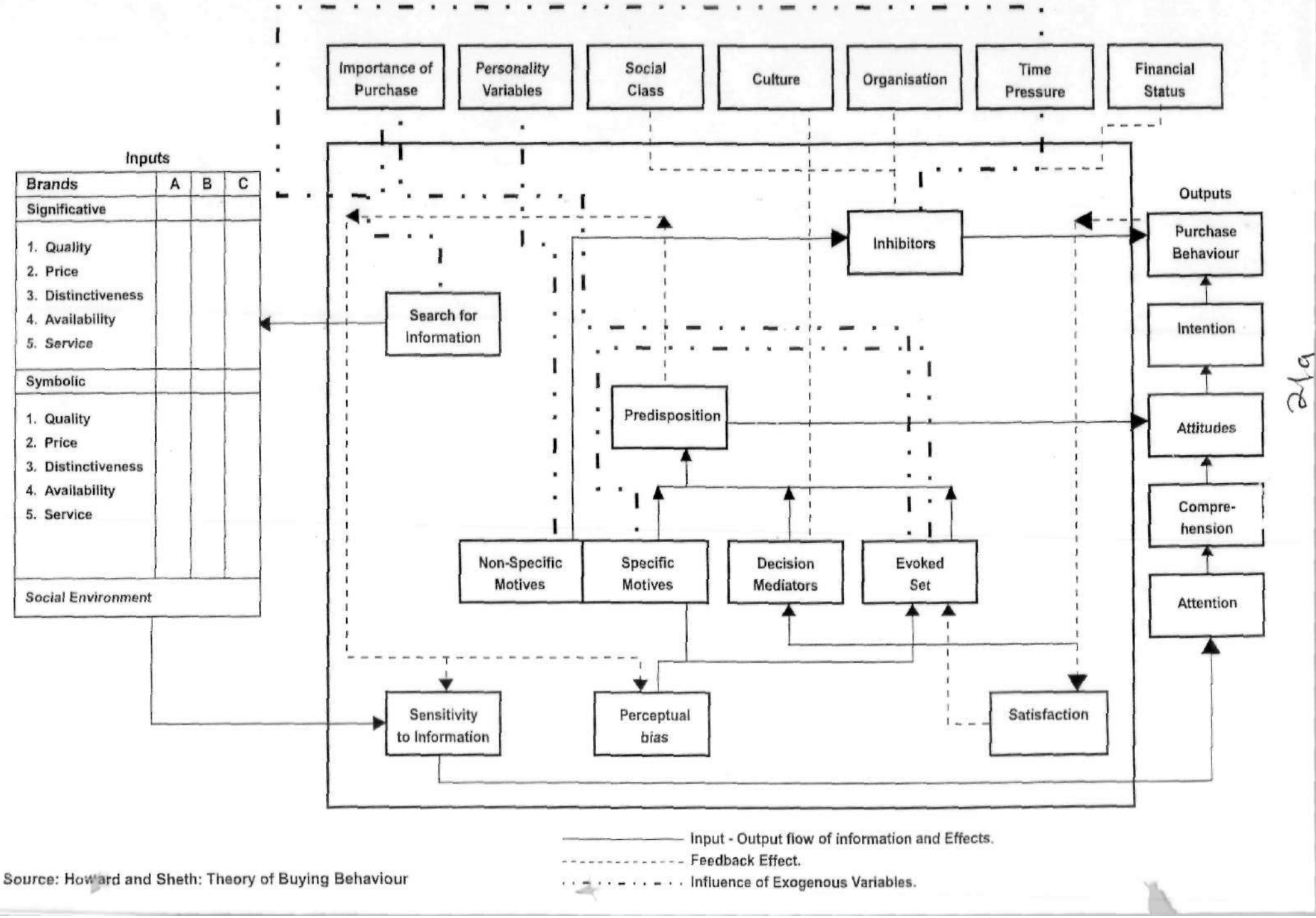
It is noted that the starting point is the need recognition or problem recognition. Needs may be defined as wants, wishes, motives or drives[18]. From this stage, a prospective purchaser seeks to find ways of reducing the tension caused by the activated need, and so proceeds to the second stage informative search by Kotler or External Search by Engel and Kollat, which suggest that ownership of a certain type of product or brand will be likely to satisfy an aroused need. A consumer will be disposed to take the next step in decision process. The decision to purchase will be made up of several sub decisions which may cover specific aspects of a product such as price, method of payment, quantity, favoured brand, place of purcahse etc. The fourth sequential stage - purchase decision and purchase process - is the use of behaviour, which is concerned with studying consumer behaviour, who have purchased a particular product. The consumption habit of consumer warrants research to establish not only their present needs but also to form some reliable guide as to their latent and final need.

The final stage which is post-purchase behaviour or evaluation will be critical for the successful long - term marketing strategies of suppliers. Unless a customer feels satisfied about the particular product which he bought in expectancy of receiving certain benefits, he will be reluctant to buy the same brand again.

The third model to be considered is the Howard Sheth Model[19], which is based on Howard earlier pioneering study in 1963[20], and it analyses four distinct set of factors in the buying process.

The central rectangular base of the model (Fig. 2:3) are shown variables that affect the state of the buyer. To the left of the diagram, the inputs (stimuli) to the buying situation analyzed, these are shown originating from the market and social environment. At the right hand side are the five outputs, representing the various decisions which could be made by a buyer related to a specific problem.

Fig. 2.3 The Howard Sheth Model of Buying Behaviour



Source: Howard and Sheth: Theory of Buying Behaviour

Intervening between input and output are seven factors known as exogenous variables[21].

Howard and Sheth comment that their theory of buying behaviour has four major components:

Stimulus variable (inputs)
Response variable (outputs)
Hypothetical constructs
Exogenous variables.

They distinguished between significance stimulus input variables, which are communicated via the actual brand product in the area of pricing, quality, service, distinctiveness and symbolic variables, which are communicated in directly ie, through salesmen, the mass media etc.

The response variables form a hierarchy similar to several popular models such as AIDA (attention, interest, desire action); the latter of advertising effectiveness postulated by Lavidge and Steiner; and the adoption process in innovating product typified by Rodger. However, Howard and Sheth draw attention to the comprehensive nature of the output in their model which covers a complete set of buying responses.

Attention relates to the selectivity of a buyer to information comprehensive reflects the store of knowledge about a product type and brand which the buyer process. Attitude concerns the buyers evaluation of relative ability of the brand to satisfy his need. Intention to buy reflect both the buyers predisposition to buy and the inhibiting factors which he envisages will be likely to be present. Purchase behaviour is an overt act of purchase which forms a buyers predisposition. Importance of purchase refers to the assessment by an individual buyer to the comparative importance of a particular class of product related to the other products purchased. Closely related to these are the variables. Time pressure and financial status, the former may inhibit search for comparative data while the later may affect buying behaviour - less expensive brand, level of disposable income, credit status etc. Personality variables are concerned with analyzing the influence of personality trait or buying behaviour, while organization refers to the group which are influential in both industrial and consumer buying decision. Culture on the other hand means pattern of behaviour, which are

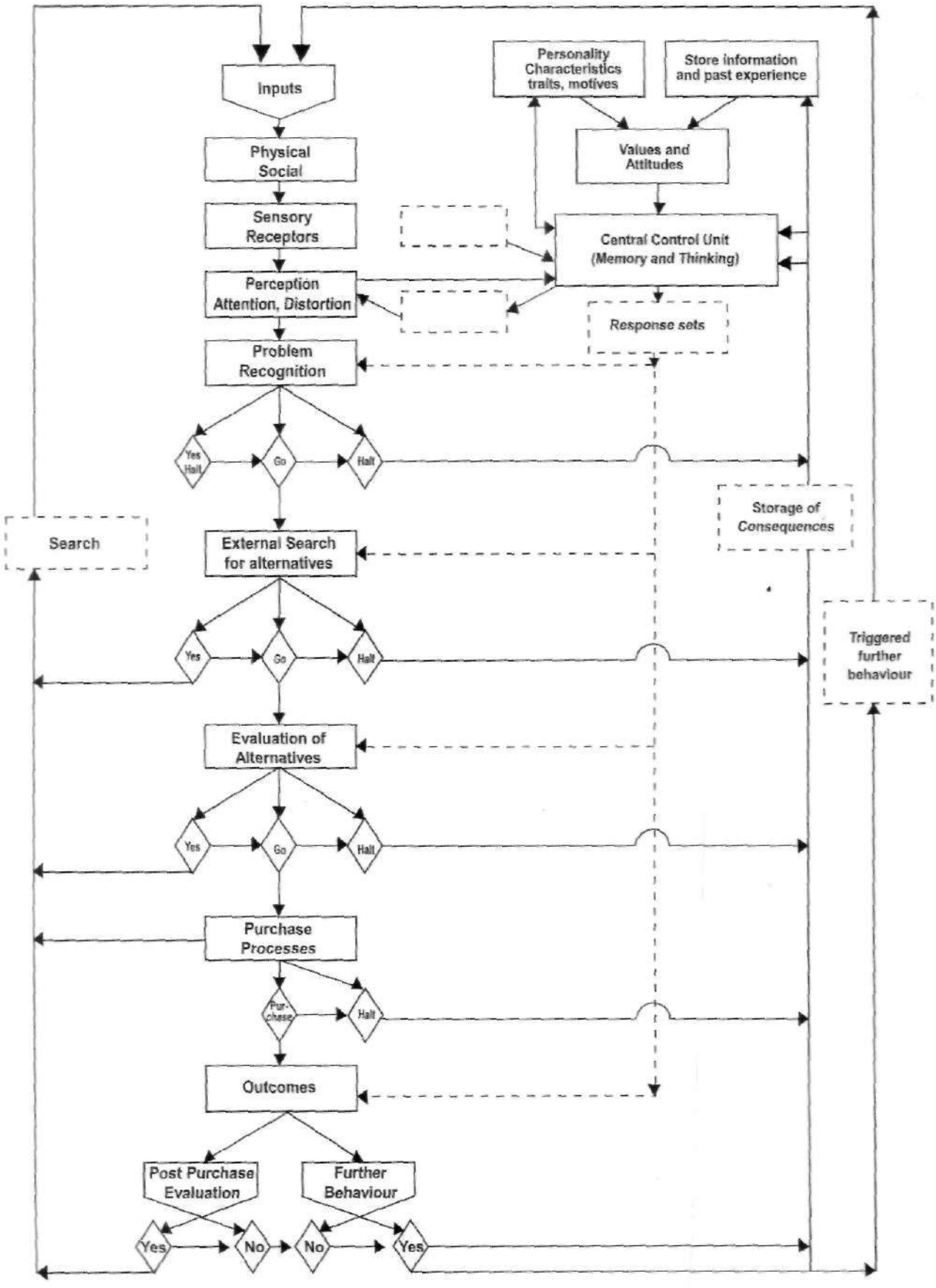
transmitted from member to member by symbolic and constituting the distinctive achievement of human group[22]. Hypothetical constructs are their inter relationship result from integrating Hull's learning theory (1943, 1952) Osgoods cognitive theory (1957) and Berlyne's theory of exploratory behaviour (1963) together with other ideas. Two classes of constructs are identified as these concerned with perception and those related to learning.

The next model to be considered is the Engel, Kollat and Blackwell Model[23]. This model of buying behaviour is shown in Figure 2.4. It analyses the behaviourial influences that affects the purchasing decision from the earlier stages of awareness of need, through to the final stage of post purchase evaluation. This sequential approach based on the decision process model of buying behaviour takes account of the multiple influences to which the buyer is exposed.

The contribution of the three fundamental process:
(a) motivation and arousal
(b) perception and
© learning are discussed by authors.

The nature of personality characteristics and attitude formation and structure together with the influence of social and cultural aspects of buying behaviour are also examined.

Fig. 2.4 The Engel, Kollat and Blackwall complete model of buying behaviour



Source: Engel, Kollat and Blackwell: Consumer Behaviour

Engel, Kollat and Blackwell's general approach to the problem of forming a theory of buyer behaviour illustrated the complexity of the subject they have emphasized the necessity to investigate thoroughly the behaviourial factors which may be particularly powerful in some buying situations. Broadly considered consumer behaviour and human behaviour would be nearly synonymous field of study, since the consumption of economic goods pervades almost every activities in which human beings are involved.

Field One: From the Source of a message to the/Consumer's attitude.

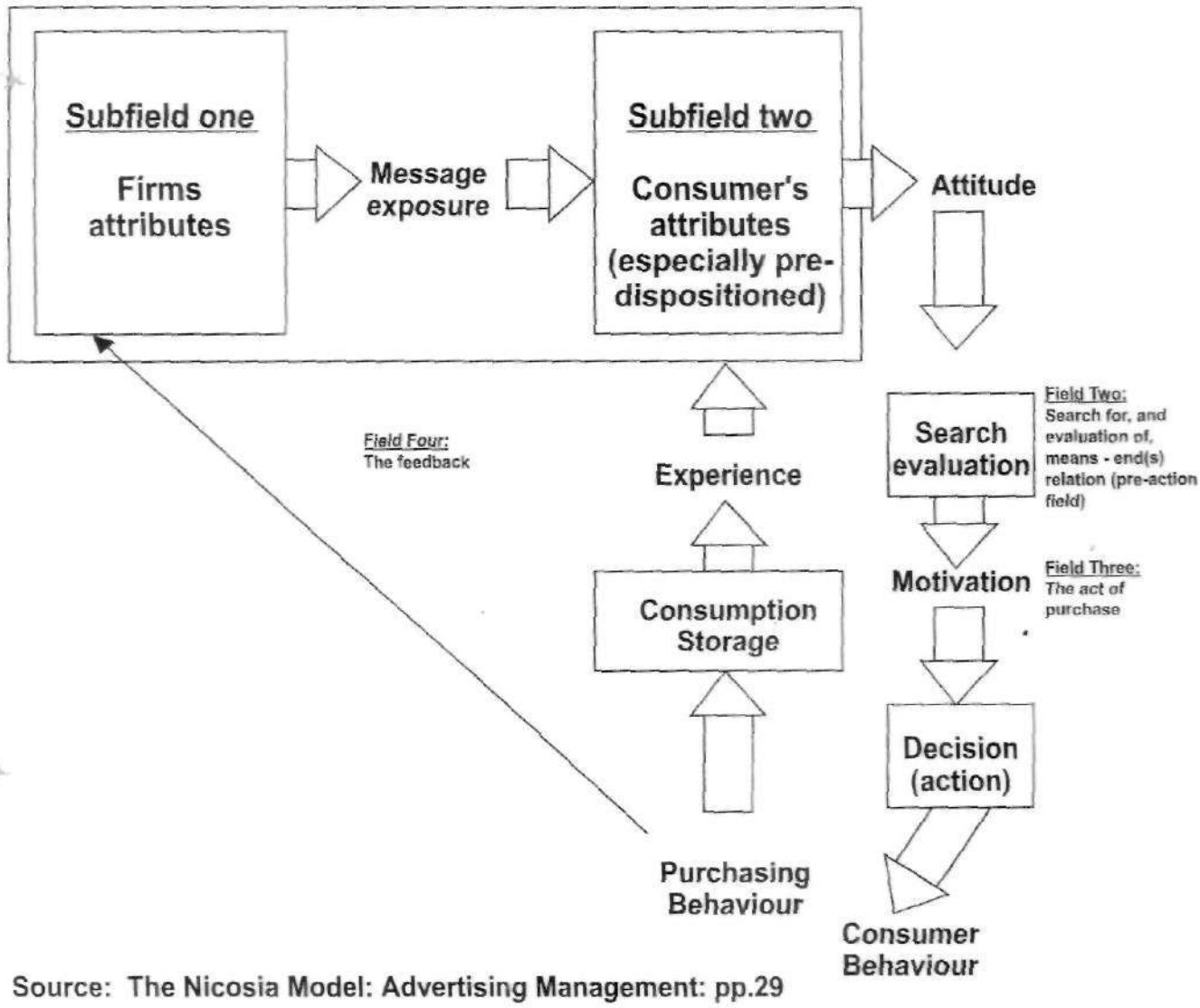
This is based on the techniques of computer (low charting with feed back loops Nicosia[24] believed the simulation techniques are effective in explaining in greater depth the structure of a consumer decision process, and are useful in predicting consumer behaviour. Briefly Nicosia identified four basic 'fields' in his flow chart, these are shown in Figure 2.4 . It is assumed that neither the firm nor consumer had any previous experience directly related to a specific product or brand the starting point is truly zero. Each of the four building blocks or fields should be viewed, according to Nicosia, as a sub-program of the overall compute program throughout which a number of invariant cognitive and other psychological actives (e.g. Physical and cognitive perception selective exposure) take effect.

Field one covers the flow of messages from its origin (the firm advertising a product) to the ultimate reception and internationalization of message by the consumer. This field of activities has two sub divisions: sub field one, include attributes of Company and its product and media characteristics. Sub find two is concerned with environmental factors, personality characteristics and cognition actors affection, the reception of the massage. Field two here are internal and external search process. In evaluating process, data from both internal and external sources are weighed up by consumer who will want to achieve some degree of consistency in belief (cognition) and attributes concerning specified products and brand advertisement.

Field three covers the 'possible transformation of the motivation into an act of purchase'. The outcome will be affected by several factors, such as the availability of the particular brand advertised, if purchase occurs, field four will consist of storage and use of the product; the output in feedback which may or may not result in repeat purchases. The feedback closes the 'customers' look by linking field four and sub field two of field one. Likewise, the output of field three (purchase decision)_ is also the input into field one, sub field one, thereby closing the 'firm's loop'.

Fig. 2.5: Nicosia Model

Field One: From the Source of a Message to the Customer's attitude



Source: The Nicosia Model: Advertising Management: pp.29

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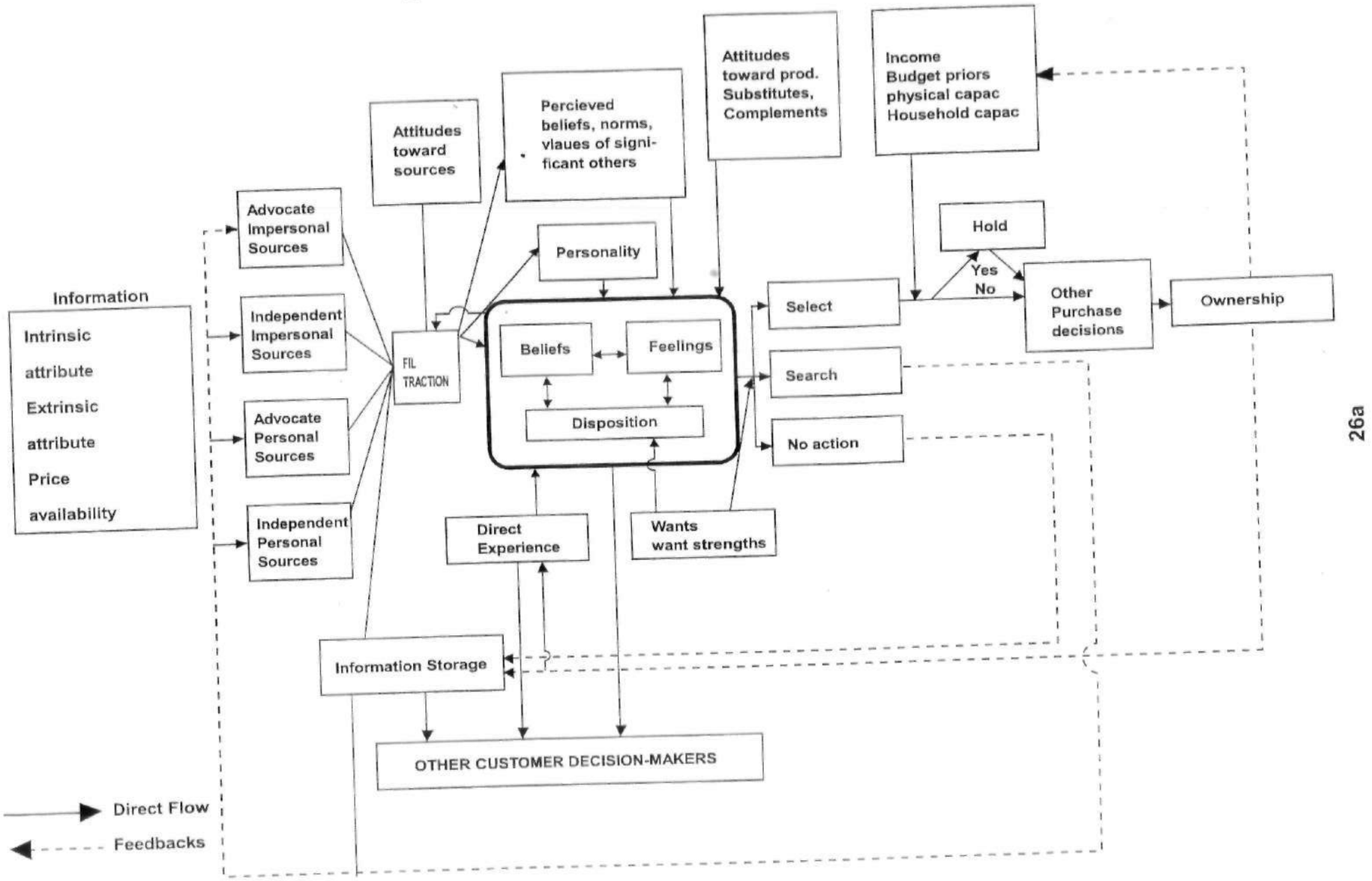
The Andreasen Model:

This model develops a general model of consumer (buyer) choice behaviour built upon several conceptions about attitude formation and change drawn from social psychology. Alan R Andreasen, the originator of the model, stated that the key to attitude change is exposure to various kinds of information, the exposure may be voluntary or involuntary: the entire process from stimulus to outcome comprises an information - processing cycle, which involves from fours stages viz; input stimuli, perception and filtration, disposition changes and various feasible outcomes[25].

Attitude formation and change are central concept in Andreasen's model[26]. Selective perception and distortion of product information may occur, effectively changing or eliminating the communication planned by the marketer. Marketer who seeks to influence attitudes towards their products also should bear in mind that channels of communication themselves are subject to perceptual judgment.

Andreasen considered that his model of buying behaviour would be viewed as a useful guide for integration of much of the diverse literature in behaviourial studies. In evaluating the model, it is desirable to bear in mind the relationship between attitudes and behaviour in complex and unidirectional influence should not be assumed.

Fig. 2.6: The Andreasen Model of Complex Consumer Decisions



Source: Andreasen Alan Attitudes and Consumer Behaviour pp. 1-16

2.3 FACTORS AFFECTING CONSUMER BEHAVIOUR

CULTURAL FACTORS:

Culture, according to Kotler and Armstrong[27], is one of the most basic cause of a person's wants and behaviour. Human behaviour is largely learned, growing up in a society, a child learns basic values, perceptions wants and behaviour from the family and other important institutions. They claimed that marketers are always trying to spot cultural ship in order to discover new products that might be wanted.

It is noted however, by Bovee and Arens[28] that culture do change overtime as old pattern gradually give way to the new cultural ways.

Sub Culture:

Each culture contains small subcultures or group of people who shared value system based on common life experiences and situations. Sub cultures include nationalities, religion, racial groups and geographic regions. Many subcultures make up important market segments and marketers often design products and marketing programmes to their need[29].

Personal Factors:

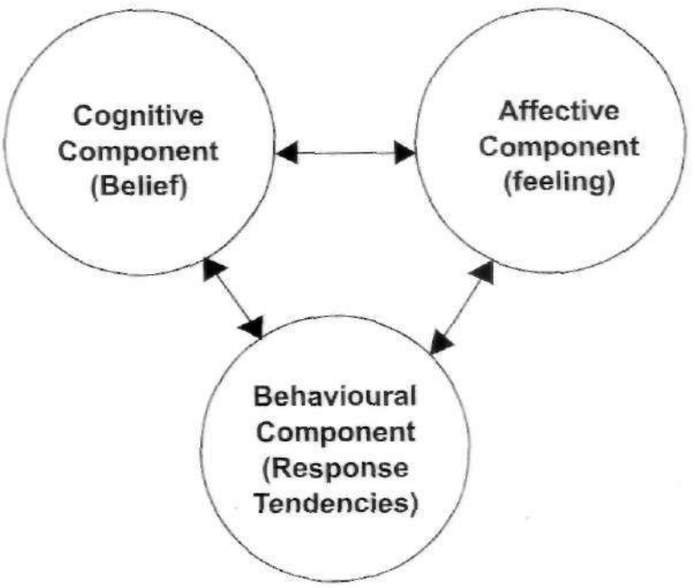
These according to Kotler and Armstrong[30] include Age and life cycle stage. People change the goods and services they buy over their life time such as taste in food, clothes, furniture etc, buying is also shaped by the stages of family life cycle - young, middle aged and other marketers often define their target market in times of life cycle.

Occupation:

A person's occupation affects goods and services bought, blue collar workers tend to buy more clothes, while white collar worker, buy more suits.

This can also affect choice ie expendable income savings or borrowing power. Marketers of income-sensitive goods watch trends in personal income, savings and interest rate. If economic indicators points to a

Figure 2.8 Component Consistency



Source: Musa Samdi lecture note on Consumer Behaviour

2.6 ATTITUDES CHANGES STRATEGIES:

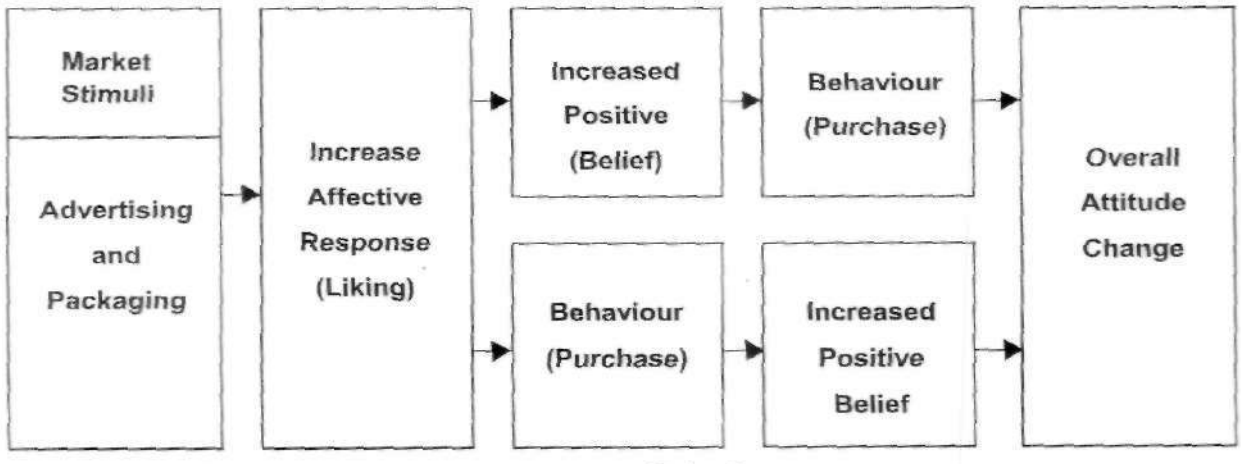
Consumers attitudes can be formed or changed through personal contact with influential persons such as respected friends, relatives and experts. For his to happen, however, the person must be perceived to some degree as an expert, trust worthy, likeable or prestigious. Advertisers often use actors and actresses or musicals to depict these[65].

Kotona[66] has defined attitude change as '..... a finding that at a given time, a significantly higher or lower proportion of the population holds certain attitudes than at an earlier time'. Chisnal[67], point out that attitude change is a problem, which has been studied at length, and it is a matter of immense importance for those who are trying to influence behaviour, politicians, businessmen, particularly those in marketing Management.

Chisnal[68] further points out, that factors affecting attitude change are extremeness ie attitude that resist change, multiplexity, ie those include complex attitude, inter connection, the interrelations that exist between some attitude consonance. Consistent attitude tend to be stable, there is consonance among component, strength and number of wants served by attitudes.

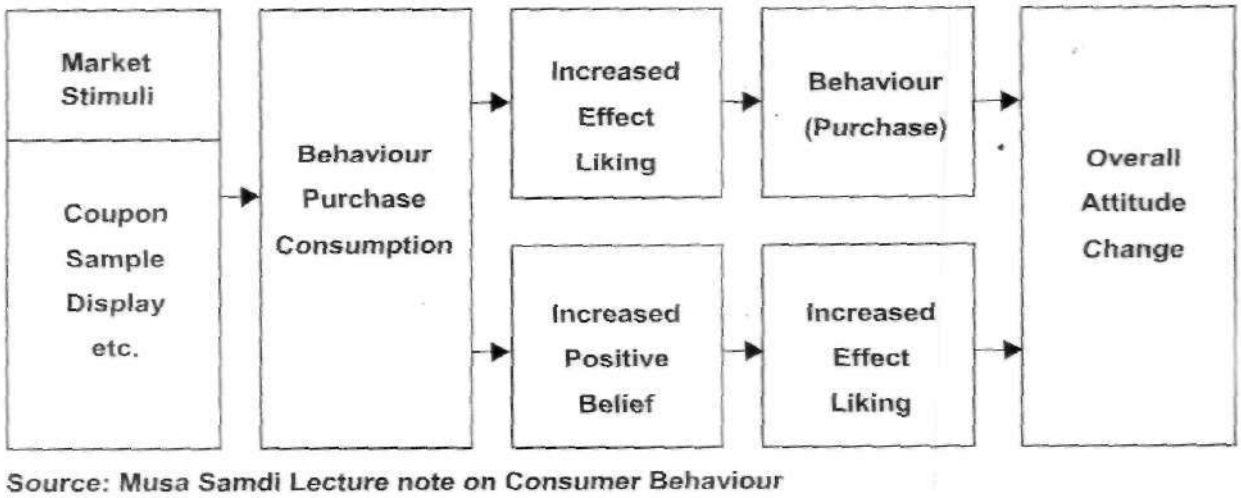
Attitudes change strategies relating to any change in one of the attitudinal components affects the other[69]. Change in Affective Components increased likeness will lead to tendency to purchase more. A common way of doing these is through classical conditioning. Music, pictures, human, advert with celebrity used favourable preferences with brand name packaging attractive advert with celebrity. Advert repetition.

Figure 2.9: Change in Affective Component



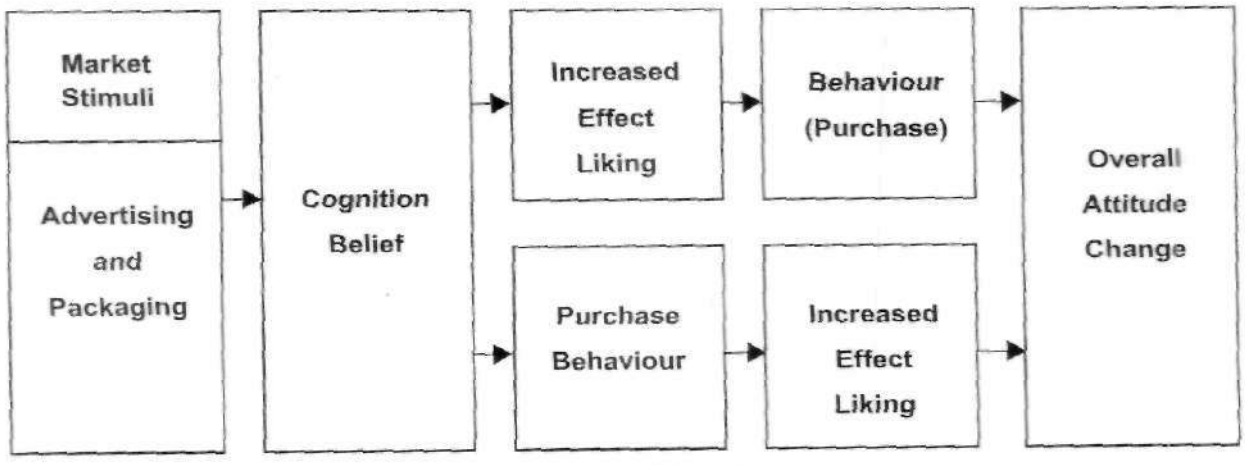
Source: Musa Samdi Lecture note on Consumer Behaviour

Figure 2.10: Change in Behaviour (Conative) Component



Source: Musa Samdi Lecture note on Consumer Behaviour

Figure 2.11: Change in Cognitive Component



Source: Musa Samdi Lecture note on Consumer Behaviour

Change in Behaviourial Component (Conative):

Market can be stimulated through coupon, sample display of our own product and advert could be used to draw attention which will eventually lead to purchase and consumption behaviour this will lead to conviction by increasing positive belief and likeness which will lead to an overall attitude change.

Purchase, consumption and conviction of our product through sample display and coupon will lead to increased positive likeness and this will eventually lead to believe in our product.

Change in Conative Component:

This is the most common component in changing attitudes. Our components or basic structures are of importance here. These are through change in belief, shift in importance, add beliefs to already existing ones to increase likeness and effect purchase or you change ideas. These can be achieved through advertising, through packaging and idea about the product.

2.7 PERCEPTION:

Perception has been described as 'to observe through the senses;' and the following model has been given by Young[70].

Personal factors modifying the effect of the various stimuli which influences perception. Behind every act of perceiving is the individual's past history of experience. Previous experience has build up relatively stable cognitive organization within in the individual which determine the meaning of a particular percept[71].

Perceived differences in products may not necessarily depend on intrinsic qualities, consumers evaluate product against background of their experiences, expectation and a social perception is seldom an objective, scientific assessment of comparative value of competing brand of product. It is personal interpretation of information about a specific product which

has been successful in attaining a level of significance in a particular consumers mind.

Perception is activated by a stimulus situation which is made up of a variety of stimuli. According to Keith Williams[72], perception is a dynamic process and is as much influenced by our attitudes and beliefs. Motives and past learning as it is by the character of the stimuli themselves.

Gestalts psychologist[73] who have carried out researches on perception argued that it involves more than grouping together a series of stimuli.

Perception is governed by cognitive and in this expectation and habitation are important, expectation can be understood as association between stimuli presently working on the sense organs and other stimuli previously experienced with the present stimuli[74].

Habituation may be seen in connection with expectations and perceived complexity. The immediate effect is a new stimuli object is a rise in arousal.

2.8 FACTORS AFFECTING PERCEPTION:

According to Stanton[75], a person's perception are shaped by three set of influences.

1. The physical characteristics of the stimuli
2. The relation of the stimuli to their surrounding
3. Condition within the individual.

Chisnal[76] uses cognition which refers to the mental process of knowing, perceiving and judging which enables him to interpret the world about him as governing perception. He points out that cognition[77] are affected by stimulus factors and personal factors and that these factors interact to produce an individuals personal set of concepts which affects his economic, social and cultural activities.

Our senses perceive the shape, colour, sound, feel, smell and taste of stimuli, and our behaviour is then influenced by these physical perception. Figure 2.11 on perception depicts the influence of major determinants on perception. From the diagram, we depict the major influencing or

determinants of perception which could also be factors affecting perception.

Unlike Chisnal stimulus and personal factors, Loudon[78] grouped this factors under External and Internal process or factors.

Internal factors include our stimuli situation which is made up of a variety of stimuli. This include unit of energy light and sound. For example, colour advert attract more attention than black and white[79].

The sensory receptors are commonly known as the five senses. Vision, Hearing, Taste, Smell, Touch and are known as approximate values for absolute threshold[80]. Perception is also influenced by the direct input of immediate sensory data[81].

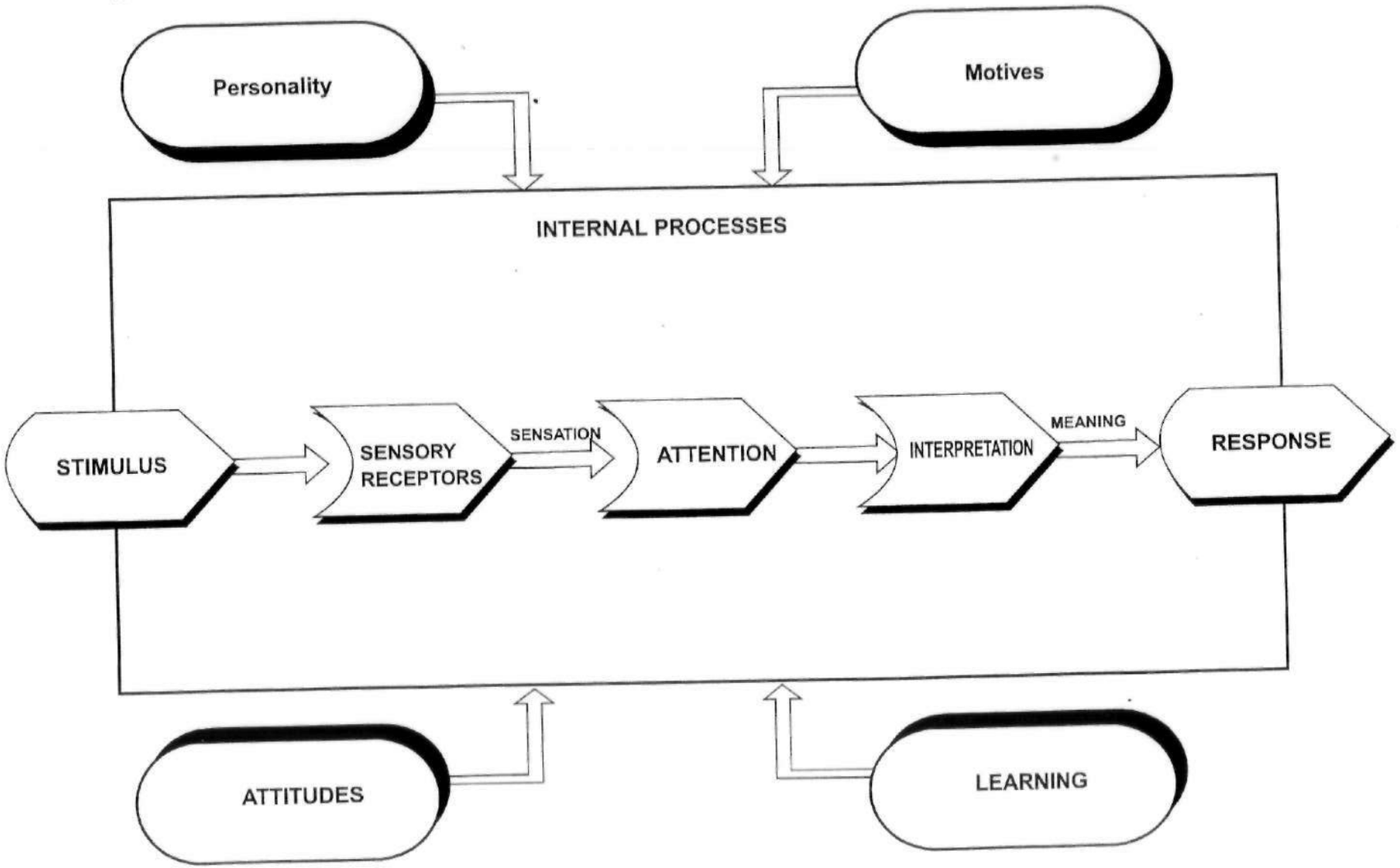
Attention: This is affected by internal and external factors. Internal factors include - interests, needs and motives[82]. Our needs and interest determine not only what will arouse our attention, but also what will hold it[83].

Interpretation: This according to Loudon[84] include several function to derive meanings from sensations reaching our attention. The comparison of past experiences is organized here. This divided into two sub process organization and categorization. Organization involves comparison while categorization is deriving meaning from a stimuli.

Response: This Loudon says is the end of the perceptual process and it involves no overt behaviour but fosters changes towards an information e.g.. An advertisement.

External factors affecting perception are factors that influence the internal process of perception, according to Stanton[85], there are socio cultural and psychological forces which include, culture, social group and psychological forces which form part of that person's frame of reference. But from the diagram, Loudon uses personality, motives, learning and attitude as factors, which are still part of those propounded by Stanton, that would affect perception.

Fig. 2.12: Perceptual Process



Loudon and Della Bitta Consumer Beh. Concept & Application pp. 331-335

2.9 INFLUENCING THE CONSUMER PERCEPTION TOWARDS THE ORGANIZATION'S PRODUCTS.

In discussing this perceptual constancy[86] would be discussed briefly. This is associated with tendency of audience members to perceive messages in the way they are accustomed to perceiving them, even though the stimuli change. This is as a result of peoples inner needs. The point here is that a person tends to perceive a situation in a particular way and continues to perceive it in that way. This principle might be illustrated by a woman who has used a certain detergent for years and is more likely to accept an advert for it. Therefore, copy in adverts can be used to ask the audience to think carefully and to recognize the superiority of product rather than just to buy by habit.

From Figure 2.11, we discovered the factors affecting perception or influencing perception and in influencing the consumer perception towards the organizations product, this factors have to be uppermost in our minds,.

Since perception is a process that does not only affect, but direct sensory cues and is also influenced by individuals past experiences, learning and attitude, we can influence our consumers by packaging and fixing adverts that can change their beliefs, likeness and behaviour toward article being purchased. Through learning which can influence our customers ability to identity stimulus attributes used in discriminating and leveling[87] our product will be brought to the notice of the customer.

We can also influence consumers perception towards organizations product by creating a stimulus situation, (either by an advert involving a celebrity with very attractive setting and using good musical background) to stimulate their sensory receptors (by the vision and what they hear in the advert), these will lead to attention (that is by listening) and interpretation of the advert which will eventually lead to response - purchase.

In influencing a consumers perception towards organizations product, we have to consider the following factor: personality, motives, attitudes, learning, cultures, social group influences etc.

For example in influencing customers perception through preference brand, we can use slogans e.g.. Rank Xerox, we thought the world to copy, always coca cola, white teeth get close up etc.

Sex symbols could be used in influencing personality by stimulating a situation either through product packaging or through advertising, but these should be used with caution and should not be over emphasized.

Similarly, retail stores should be an influencing factor since, consumer's patronage of retail stores can be influenced by their perception of store image or personality[88].

Finally, a product does but exist by itself, a product exist in the marketing only if consumers perceive that it will satisfy their want. Moreover, a product will be perceived by different customers differently, so therefore in advertising, we try to strike out unlimited advertising exposure, so we strive for the selective exposure that will fall within the target markets range of selective perception.

2.10 ADVERTISING STRATEGY:

Advertising strategy is the core of the planning process. It determines what the essential purpose of the advertising and associated activities is to be[89].

We believe that advertising strategy must encompass the totality of what a product or service is, and how it is sold to the consumer. It embodies the products and services' reason for being; it is the products most important property; it is the differentiating principle that the product embraces. Strategy welds all of the marketing factors into a cohesive unity that will achieve the end[90].

Strategy issues according to Wright and Zeigler[91] arise in two major areas, selecting the media and creating advertisements.

Selecting Advertising Media:

The media selection process can be described as matching the audience for a specific medium, with the media habits of persons in the target market. The budget established by advertising managers are spent for the use of media that have been recommended by the advertising agency,. The cost of time and space in media absorb the major portion of money advertising budget. What is sought in media selection is the delivery of effective advertising messages to the greatest number of prospects at the lowest possible cost. No one kind of medium can be thought of as being better

than all others, and few advertisers rely on single product medium. The medium planner seeks to find the right combination for a particular advertiser.

Creating Advertising Messages:

The Association of National Advertisers hold that the value of an excellent advertising message may be 10 or more times greater than a mediocre message. This is true whether we are measuring consumer attitudes, preference for the product or final sales result.

The creation of the advert message, like the selecting and scheduling of media is one of the primary functions of the advertising agency. One important principles of copy writing is to emphasize or concentrate on a certain selling idea or theme.

The Campaign Theme[92]:

Every advertising campaign should have a basic theme that reflect the campaign objective. This these should appear in every advertisement. The theme may or may not incorporate the whole unique selling proposition (U.S.P.) without a basic theme to furnish continuity and focus. An advertising campaign becomes little more than a collection of unrelated messages.

Coca-Cola provides an excellent example of the use of the campaign theme. In 1969, their theme was "Its the real thing". This was changed in 1976 to "Coca Cola adds life ..." In 1979, it became "Have a Coke and a smile", then it moved on to "Coca Cola is it" in the 1980s and now in the late 1990s, to date its campaign theme is "Always Coca Cola.

2.11 CHANGING ATTITUDES AND PERCEPTION THROUGH ADVERTISING.

According to Vance Packard[93], for more than we realize in the pattern of our every day lives large scale of efforts are being made, often with impressive success to channel our thinking habit, our purchasing decisions, our thought processes to the use of insights gleaned from psychiatry and the social sciences. Typically, these efforts take place beneath our level of

awareness, so that the appeals which move us often are in a sense 'hidden'.

This passage, typically, refers to advertising and its hidden ability to affect our attitudes and perception. Attitude is the acquired mental position we hold in regard to some ideas or object. It is the positive or negative evaluations, feelings, or action tendencies that we have learned and cling to. To advertisers, gaining positive consumer attitudes is critical to success. Like habit, attitudes must be either capitalized upon or changed[94].

Perception on the other hand is a process by which an individual maintains contact with his environment[95] and elsewhere as "the process where by an individual receives stimuli through the various cases and interpret e them[96]. Stimuli here refers to set of advertisements.

Attitudes and perception can be acquired or modified through information exposure - advertisement. Advertisement can influence our attitudes thereby causing likeness to changing our belief and action ie purchase of a product. It can also influence or change our perception through stimulating our sensory receptors to attention, interpretation and response that is purcahse of the product. There are other factors that can affect these processes mentioned above, they include group membership, environment, motives, personality, learning and even attitudes can affect perception and perception can in turn affect attitudes.

The following advertisement techniques can be used to change our attitudes and perception.

APPEALS:

Positive Appeal.

Chisnal[97], relates positive appeals to the benefits - physical, psychological or mix of both which customers seeks when considering the purchase of a product or service. This information by advertising can stimulate of senses to believing in the benefit enumerated thereby changing our attitudes and perception towards the advertisement.

Fear Appeal:

This stresses the unfavourable physical consequences of not taken a

suggested course of action and this can change perception, since personal beliefs will be influenced about the product or brand of food[98]. For example, the cigarette advert, where government warn as to its dangerous effect to health.

Humour Appeals:

This is concerned with the accompanied Humour in advertising and associated laughter in term of the forgoing list, it probably involves feelings such as urgency, energy, cheer, joy and happiness. These normally perceived favorably thereby affecting the attitude towards brand[99].

Repetitive Advertising:

John Watson[100], S-R. Model of Advertising stressed the importance of frequency and recency of exposure to advertisement by large audiences. This, he believes can change buying influences through constant flow of advertising of branded product which become etched on their receptive mind of customers. Chisnal[101] on the other hand points out that perception about people and object may change as more information becomes available. Wright and Zeigler[102], further claimed that repetition can result in increased liking for the repeated stimulus. Kassarjian[103] believe that massive repetition of an advert may be sufficient to induce a customer to purchase a product advertised.

SOURCE CREDIBILITY:

This include the use of celebrity, experts opinion leaders, typical satisfied customer announcers in advertising[104].

There is a positive relationship between source credibility and attitude change as consumers seems to place greater confidence in a trustworthy source and hence are more receptive to what is said even when there is a substantial deviation from their own position[105]. Emotions are evoked that is stimulated and perception is also changed.

CONCLUSION DRAWING:

According to Wright and Zeigler[106], in recent years, growing use has been made of what some now call "cool commercials". A cool message is

instructed; powers are told a fragment of the story that each person must fill in from imagination. The "hot message" on the other hand is a structed, logical and sequential. The cool commercial is more appropriate to build a long range image, when the basic product is emotional (for example perfume, make up or designer jeans).

Finally, we can change attitudes and perception by the use of *one sided vs two sided messages* that is by telling them (consumers) the present benefits of using product and presenting them also with the bad side of the product also distractions can be used in message structured characteristics to change attitudes and perceptions towards advertising[107].

2.12: EFFECTS OF ATTITUDES AND PERCEPTION ON ADVERTISING.

Advertising does not operate in a vacuum. It influences and is influenced by a lot of factors and notable are the attitudes and perception of the audience. Since advertising cannot be successful without an audience of some kind, it is generally acknowledged that different 'target' audiences tend to have different orientation towards the conception of certain types of products.

The effect of attitudes and perception of a product would lead to awareness, evaluation of the product, inquiry and purchase decision[108].

Attitudes and perception on advertising would lead to a positive role in reducing the level of confusion, distrust, dissatisfaction and disappointment which would otherwise exist. Effects of Attitudes and perception towards advertising will lead to changing consumers' attitudes towards specific product and services was considered to be very useful method of assessing the effect of advertising.

A considerable amount of research has shown that thought and feelings can be evoked by an advertising leading to favourable attitude to the advert and to favourable brand attitude.

According to Researchers, Mackenzie Lutz Belch[109], attitudes and perception of an advert leads to an intention of whether to buy a product or not.

Classical conditioning, according to Arker Rajeev and Myer[110], has a positive effect by leading to likeness in the human being, thereby leading to inquiry and eventual purchase of the product.

Another effect is the creation of warmth. Aaker and Bruzzone[111] point out that, attitudes and perception on advertisement lead to warmth dimensions been created from commercials that utilizes sentimental/family/kids/friends/feeling in feel good about yourself creative approaches relaxes one and leads to likeness of the brand.

There is a potential for a direct casual link between attitudes and perception towards an advertisement and the perceive attitude and behaviour towards the brand. Mitchell and Olson[112] demonstrated that the attitude towards an advert provides an impact over and above any ability of the advert to communicate attribute information.

Finally, it can be said that the effect of attitudes and perception on advertising would lead to change on our cultural, sociological and economic values this will in turn affect our individual psychological factors which include cognition, traits, motivations personality, learning etc, which will in turn create advertising awareness and eventual purchase.

2.12 MEASURING ADVERTISING EFFECTIVENESS:

Advertising is about communication. So to be effective it must be based on[113]:

1. A precise definition of whom we are trying to communicate
2. A clear understanding of what we need to communicate
3. Some understanding of what effect we expect the communication to have and also (much more difficult)
4. An understanding of how the communication process work.

A lot of theories and statements have been put forward for measuring the effectiveness of advertising. Some will be discussed below[114]:

THE STARCH MODEL AND AIDA:

Daniel Starch put forward in early 1920s, the idea that in order to be effective, any advertising

- ***must be seen***
- ***must be read***
- ***must be believed***
- ***must be remembered***
- ***must be acted upon.***

This is a very useful rule of thumb or check-list against which measures whether an advertisement seems likely to include.

An alternative which is still often used as a quick check is the AIDA Model which suggest that an effective advert is one which

- command attention
- leading to interest in the product
- And thence to desire to own or use the product
- And finally, Action (normally purchase or at least a step towards it e.g.. Completing an enquiry coupon).

THE DAGMAR MODEL:

In 1961, Russell Colley published a book titled "Defining Advertising Goals for measured result" (DAGMAR for short). The main conclusions were expressed in the following quotation. All commercial communication that weight on the ultimate objective of a sale must carry a prospect through four levels of understanding.

The prospect must first be aware of the existence of a brand or company. He must have a comprehension of what the product is and what it will do for him. He must arrive at a mental suspicion or conviction to buy the product. Finally, he must stir himself to action.

This is an improvement on the earlier models because it recognizes the need to take account of the recipient's reaction and does not deal purely with the massage as such yielding an automatic response. Reliance on attitudes is one of the strength of DAGMAR procedure, because it forces an explicit and specific statement of the objectives of an advertising term that are measurable with attitude variables.

A SCALE OF IMMEDIACY:

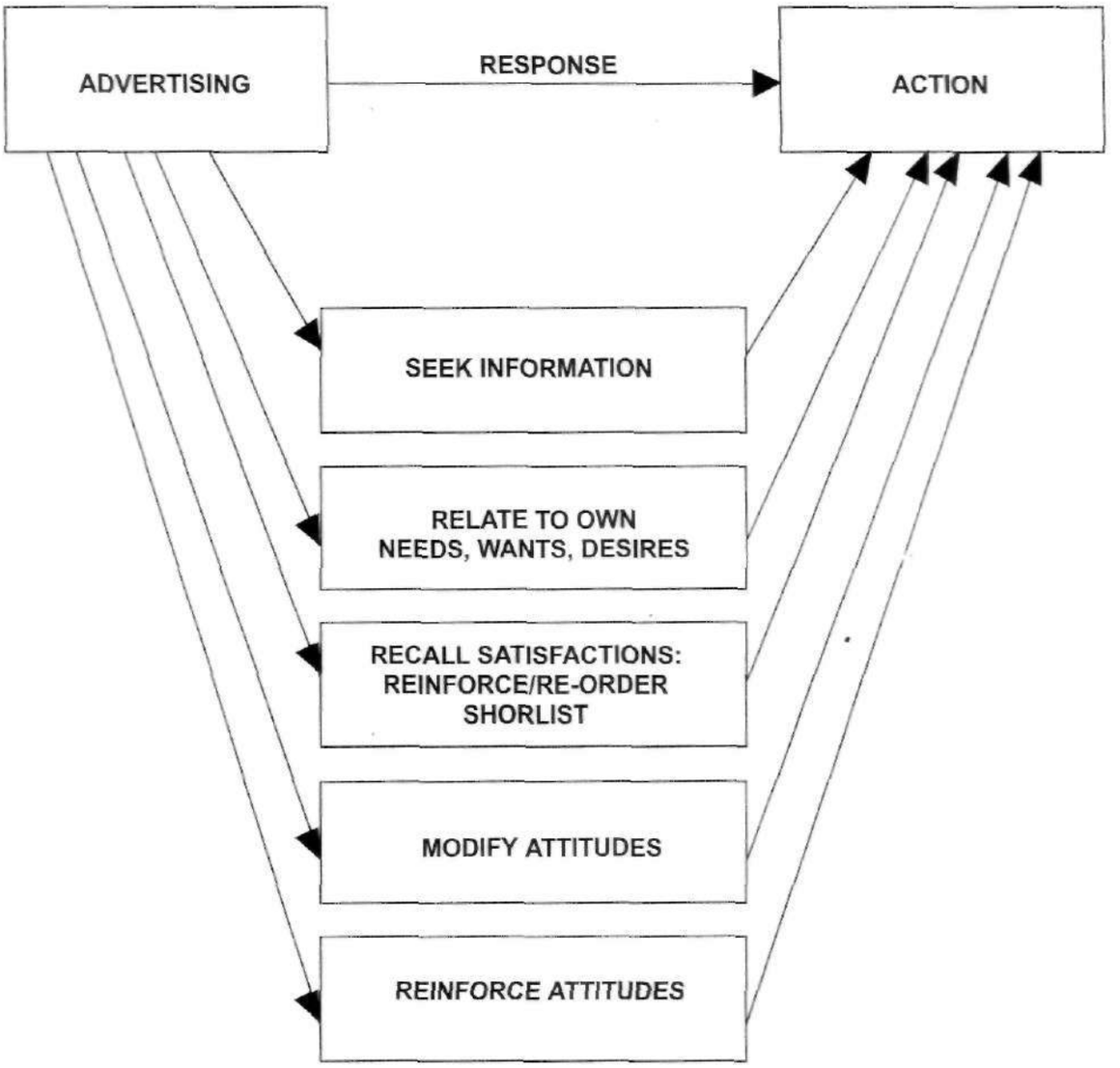
Stephen Kings, has drawn attention to the discrepancy between he various theories of advertising and largely pragmatic ways of measuring effectiveness. He suggested that trying to produce advertisement or evaluate their effect without having some theory of how they are meant to work[115].

Kings middle course is to suggest that advertising operates in a number of different ways according to his scale of immediacy in Figure 2.13[116]. He goes on to relate the scale to the following kind of advertising.

1. Direct (selling off the page)
2. Seek information (or tell me more advertising)
3. Relate to own needs, wants, desires (that 'what a good idea' response).
4. Recall satisfaction, reinforces (re-order, short list (the 'that remind one' response)
5. Modify attitudes
6. Reinforce attitudes (common with established brand leader product such as peril, Heinz soup, collages cornflakes).

SCALE OF DIRECT/INDIRECT RESPONSES TO ADVERTISING:

Fig. 2.13: King's Scale of Immediacy



Source: Stephen Kings, Willmshurst: The Fundamental of Advertising pp. 195

BASIC MARKET RESEARCH METHODS;

These are research techniques used in measuring advertising efficiency are; sampling, questionnaires, analysis, Ad Hoc and continuous research panel and audit.

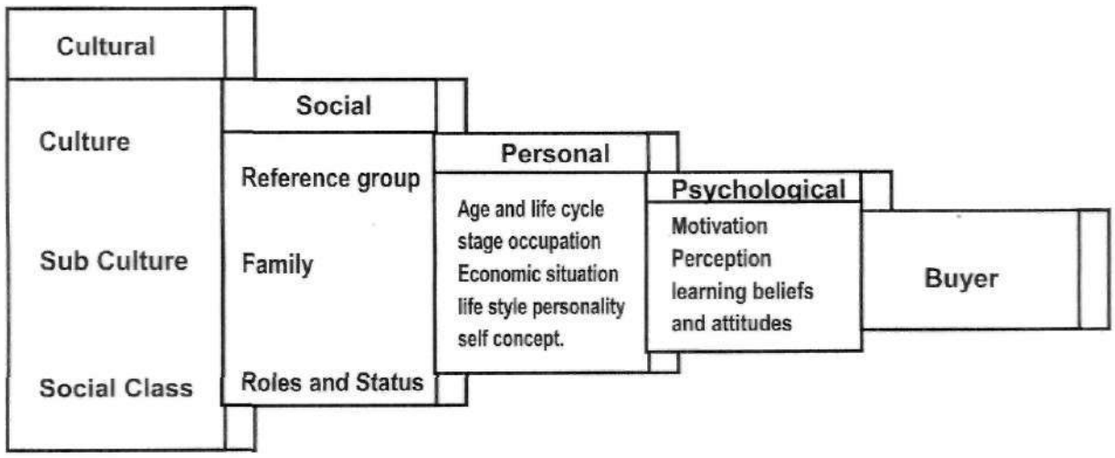
The final model to be used is the Lavidge and Steiner model[117], will be shown below. This hypothesis essentially posits an increasing probability of purchase as an individual moves through the stages of Awareness - Knowledge - Liking - Preference - Conviction. One of the more extreme but logical appealing, implication of the hierarchy is that sales can be dispensed with as a criterion of effectiveness and intermediate variables used instead[118].

Fig. 2:14: A Model for Predictive Measurement of Advertising Effectiveness

Related behavioural diamensions	Movement toward purchase	Examples of types of promotion or advertising relevant to various steps	Examples of research approaches related to steps of greatest applicability
	PURCHASE		
CONATIVE - *the realms of motives* Ads stimulate or direct desires		Point-of-purchase *Retail Store ads* Deals "Last-Chance" Offers price appeals	Market or sales test *split-run tests* Intention to purchase Projective techniques
	CONVICTION		
AFFECTIVE - *the realm of emotions.* Ads change attitudes and feelings	PREFERENCE	Competitive ads *Argumentative copy* "Image" ads Status Glamour appeals.	Rank order of preference *for brands rating scales* image measurements, including checks list and semantic differentials projective techniques
	LIKING		
COGNITIVE - the realm of thoughts Ad provide information and facts	KNOWLEDGE	Announcements Descriptive copy classified ads slogans *jingles, slay writing* Teaser Campaign	Information questions play-back analyses Brand awareness surveys Aided recall.
	AWARENESS		

Source: Lavidge and Steiner

Fig. 2.7 Factors Affecting Consumer Behaviour



Source: Philip Kotler: **Marketing Management.** pp.165

recession marketers can take step and re design. This according to Wright and Zeigler[31], is a person's pattern of living. This term describes a distinctive mode of living or turn the phrase around a "style of living", life style variables describes how people go about their daily routine. Psychographic is a term closely related to the concept of life-style. It is a quantitative research procedure which seeks to explain why people behave as they do and why they change their current attitudes.

Social Class:

This is the process of social strategication. And is a general term where people in a society are ranked by other members into higher or lower social positions[32].

A social class is a group of the population whose members hold comparative positions in socio economic[33]. Six class system were developed by Warner[34].

Upper - Upper class	ie the Aristocratic class
Lower - Upper class -	The newly rich, this is the Nouveau Riche
Upper - Middle class -	The professional men and consist of moderately successful men and women
Lower - Middle class -	This consist of the white-collar workers ie the common man or average man
Upper - Lower class -	This is the class of the "poor but honest" folks ie the "ordinary working class" It is the largest of all classes
Lower-Lower class -	This group consist mostly of unskilled workers, unassimilated ethics, those who are sporadically employed.

Social class has different priorities for spreading of its discretionary income, these preferences are not so much a result of different income, it is assumed for example, that lower - class families spend more time watching TV than upper class families, also upper middle class families are generally more critical of advertising and suspicious of emotional appeals[35].

Reference Group:

This is any collection of people that help to shape the attitude and behavior

of individual. It can be formal in nature as found in church fraternal and social organization or informal, such as friendship[36].

Reference groups help in the socialization of individuals. The process by which a new member learns society's value by system, the norms and the required behaviour patterns of the society and its organization or of the group that the person is entering.

Family:

According to Wright, Winter and Zeigler[37], most of our personal attitudes were developed within the context of our immediate family. Certainly, the influence of family member is important when products for family use are being purchased. Loudon[38], stated that the family is a primary group and reference group and there two factors, however these are not the sole reason for the strength of the family influence, rather it is, first, the first that the bonds within the amity are likely to be more powerful than those in small groups.

PSYCHOLOGICAL FACTORS:

According to Stanton[39], psychological factors include, perception, motivation, learning, attitudes and beliefs.

Motivation:

This is the way people act or behave because they are motivated, and a need must be aroused, or stimulated before it can serve as a motive.

Maslows theory which is perhaps the most widely known hierarchy, classified motives and used concepts of deprivation to order basic motive hierarchy[40]. According to hierarchical order;
The First stage deals with basic psychological needs: Motives for basic body requirements e.g. Water, Food, Oxygen etc.

The Second stage deals with safety: Motives for security, protection, stability in one's life.

The Third stage deal with love and affection: Motives oriented towards affection and affiliation.

enduring properties which influence them to respond in certain characteristics ways[44]. However, the greatest amount of study regarding relevance of personality to consumer behaviour has involved traits and theories. Several major concept of personality[45] include:-

Psychoanalytic Personality Theory:

Friend Theory states that strong in born drives and urges such as aggression and sex he related them to the id that avoids tension and seeks pleasure. The ego, which deals with the real world, because of the limitation of the id and the super ego, which constitute the moral part of the individuals strive for perfection[46].

Social theorems, stimulus, response theories etc all form basis which affect consumer behaviour.

Attitudes:

It is observed according to Wright Winter and Ziegler[47] that a change in the attitude leads to a change in behaviour. The entire theory of persuasion assumption is based on this. Bedford and Corer, states that attitudes is related to behaviour and therefore based upon one's attitudes towards something, an individual is predisposed.

2.4 ATTITUDES:

Allport[48] remarked that "the concept of attitude is probably he most distinctive and dispensable concept in contemporary American social psychology. No other term appears more frequently in experimental and theoretical literate .... As may be expected of so abstract and serviceable term.

Attitudes are characterized, therefore, by a predisposition or state of redress to act or react in a particular way to certain stimuli, attitudes influence the lives of every one, and affects the way in which individuals judge and react towards other people, objects, and events. In advertising research[49] for instance, the changing of consumer's attitude towards specific product and services was in the associated area of public opinion formation. Katz[50] has drawn attention to the importance of attitudes.

Formation of Attitudes:

Attitudes tends to develop selectively - people pick and choose according to their needs, past and present. As they develop and gain experiences of life, increasing their responsibilities, and acquiring an ever growing number of needs, attitudes towards product phenomenon are likely to change.

Attitudes may be acquired by influences arising from four principal sources: Information Exposure, Group membership, Environment, Want Satisfaction[51]. Chisnal, further claims that the role of cognition in individual behaviour, personal factors such as subjective perception affects the reception of information by individual messages from commercial sources e.g Advertising may change attitudes.

Ballachey[52], considers it inevitable that in a complex world, any single individual should have to depend on what 'experts' tell him. The authority may be correct ..... or honestly mistaken or may deliberately falsify facts for his own end. Learning also plays an important part in cognitive activities. Attitudes may be generated from information collected in a systematic way.

People tend to belong to groups whose behaviour attract them and attitudes are also formed from membership of group top which individuals are also formed from membership to which individuals belong. Primary groups such as family are held responsible for the development of attitudes.

Environmental influences also affect the formation and development of attitudes. This is related to a classical comprehensive study by new Comb's[53] Researches at Bennington College during the period of 1935 - 9, when young women in the expensive American College arrived at the College for the first time. They held conservative political beliefs absorbed from parents. But being exposed to an intelligent environment, their views tended to become more progressive and liberal.

Chisnal[54], further noted that attitudes can be influenced by the wants of individuals and by the degree of satisfaction which they will tolerate.

A considerable number of studies have explored the relationship between customers attitudes and their buying behaviour. Those conducted according to Loudon[55], have yielded mixed result. Although, a number of traditional

studies have founded a positive relationship between attitudes measures and behaviour. It is also true that a great success may not have been enjoyed.

However, Aaker and Myer claimed that attitudes can be measured directly by asking a respondent to indicate whether he or she likes or dislikes a brand. The indirect approach rely on deriving a measure from other kinds of consumer response[56].

2.5 COMPONENTS OF ATTITUDES:

A general acceptable major frame work of defining attitude is in terms of the cognitive - affective - conative paradigm so common in psychology[57].

Cognitive Component:

This refers to the belief ie, knowledge about the particular object of an attitude. It is how the attitude is perceived, its conceptual connotation[58]. As Arch[59], points out "..... beliefs depends on available data; therefore differences in information and knowledge. Attitudes are directed toward a phenomena that are known to exist. Aaker further stressed the importance of the cognitive component of an attitude, because the belief about an object tends to control the change that may take place in an attitude.

The Affective Component:

This is the feeling component of an attitude. It relates to the emotional content of either likes or dislikes of a particular object[60]. It embodies positive and negative feelings[61], these feelings may be derived from personality traits, motives, social norms etc.

The Conative (Behaviourial) Component:

This component or action tendency of an attitude, concerns the disposition to take action as some kind. There is a readiness to display particular behaviour towards some specific object. This does not mean that there is necessarily a direct relationship between attitudes and behaviour.

Attitude Component Consistency:

It is generally acceptable and believed that the attitude components are highly consistent change in any one will affect the others. This follows that changes in one component tends to be the same in the other. It shows that we can influence behavior by providing information, music or other stimuli influence (a belief or a feeling)[62].

If the 3 components are consistent, consumer will after listening to our sales personnel, attend to our advert or examine our packages. This is also the congruenty theory[63], which is often used by marketers and advertisers as they use hired celebrities to endorse brands, services, organization and courses.

Figure 2.8 comprises of the 3 attitudes component[64] which tend to be consistent, but may be reduced by lack of need for attitude object inability to acquire failure to consider purchase alternatives, will held affective and cognitive component, joint decision making etc.

Lastly, Chisnal[119] used the following methods for measuring the effectiveness of advertising messages, which were ranked as follows:-

1. Sort and count, e.g.. Coupon response
2. Group or panel discussion
3. Recall tests
4. Comparison of sales result (monthly, quarterly or annually)
5. Psychological depth interviews
6. Folder tests
7. Salesmen's monthly reports
8. Annual market research survey
9. Dealer's report
10. Mathematical models.

Feedback of the effect of marketing communications should not be confined to messages via the mass media. It would be logical to extend feed back measurements to include comprehensive assessment of the effectiveness of representatives.

2.14 ATTITUDES AND PERCEPTIONS OF CONSUMERS TOWARDS ADVERTISING:

In recent years, the development of Newspapers, Magazines, Billboards and Television adverts show that a hidden technique is being used to stimulate the thinking and behaviour of consumers/audiences towards organization's product or services.

One of advertisers key function is to shape or reinforce the attitudes and perception of customers towards the organizations product. Advertising campaign are concerned with changing consumers' attitudes and perceptions towards specific products and services.

Researches carried out in 1972 and 1981[120] by the Advertising Association in UK shows, that there is an increasing awareness and likings towards advertising. For example in 1972, it was discovered that 12% disliked advertisements in Newspapers, while 24% disliked TV Commercials. These changed in 1981 to 10%, disliking adverts in Newspapers and 15% disliking TV Commercials.

A very small proportion expressed consistent attitudes of dislike and

disapproval towards advertising and the main reason for this they claimed was that it lead to a stereotyped life style, its misleading effect, others dislike techniques used etc, but from 1972 to 1981, there has been a lot of improvement to these views by people towards advertisements.

The attitudes and perception of children towards advertisement is highly favourable. An article in the Harvard Business Review[121], during 1972 refers to marketing practices which affect children ....'perhaps, the hottest, issue involving consumer activities and markets ....' and centered around Television advertisements. In general, children under 12 are more vulnerable to commercial pressures and are more aware of the nature and purpose of commercials since they were able to organize the impression received and to recall them in a coherent, unified sequence.

Favourable attitudes and perception towards advertising lead to creation and changes in taste and behaviour, it is logical, therefore, to include attitudinal measures in formulating advertising strategies.

There is a complex relationship between attitudes/perceptions and behaviour and these relationship is in two ways, attitudes and perceptions affects purchase behaviour and also it reinforces or amend attitudes and perception related to specific product and band.

A lot of critics have argued that advertising is economically wasteful and socially undesirable, this is not the majority view and the arguments used and ultimately on (partly subjective) judgments on either side about the nature of the way people make purchase decision. Since the consumers has the power to choose and exercise it ruthlessly.

Since the process of advertising, is to achieve an interest to the product of the organization, the attitudinal and a perceptual tendencies capable of influencing the consumer to be served in the market place. And there should be effectively measured to discover if the impact of the advertisement (which involves a huge expenditure) is been achieved.

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CHAPTER THREE

3.0 RESEARCH METHODOLOGY:

A research is the process of arriving at dependable solutions to problems though the planned and systematic collection, analysis and interpretation of data[1], while a research methodology is the basic conceptual framework on which the whole research activity is to be carried out[2].

3.1 INTRODUCTION:

In carrying out a research project, various methods are normally used. In this chapter, the Researcher will concentrate on the following; Research design, statement of Research questions, justification for Approach used, sources of data collection, methods of Data Collection/Instrument used, Population and sample size and finally the proposed method of Data Analyses to be used in the study.

3.2 RESEARCH DESIGN:

A Research design is the plan for a research project, it provides guidelines which directs the researcher towards solving the research problem and this may vary depending on the nature of the problem being studied.

They help the Researcher to develop a mental image of the structure for gathering data and the analysis that will follow[3].

PROCEDURES:

Here, the Researcher determines the population to use or if a sample is to be picked in this study, a sample is to be studied from the members of the population, due to the size of the population.

NATURE:

The nature of the research design include experimental, historical, exploratory, casual, discriptive/survey, etc, some of these research designs can reveal useful data through desk or field research.

For the purpose of this research work, the descriptive/survey research

method will be applied.

DESCRIPTIVE/SURVEY RESEARCH METHOD:

The descriptive method gives a picture of a situation or a population as a pre-requisite top inferences or generalization[4], while the survey method studies both large and small proportion by selecting and studying the sample so chosen from the population undertaken in the study[5].

3.3 STATEMENT OF RESEARCH QUESTION:

Due to the different views held with respect to the impact of advertising on Attitudes and Perceptions the following research questions will be dealt with in the course of this study.

1. The main reason behind the production of goods and services is to get the goods/services to the consumer's attention. Has advertising achieved this aim and has it influenced a change of attitude on customers' perception of advertising?

2. Advertising is supposed to influence the attitudes and perception of consumers towards product patronage by use of influential factors in copy development and message design. How far can this contention be validated? Can the influence of adverts on consumers be qualitatively measured?

3. Has advertising been seen as more of entertainment than product/service purchase inducing tool?

4. Products advertised are supposed to be perceived favorably by the consumers. Has these been achieved or has the significance variables (quality, price, distinctiveness, availability and service) led to wrongful attitudes and perception of advertised consumer goods.

3.4 JUSTIFICATION FOR APPROACH USED:

The aim of very advertising message is tailored towards affecting the consumers attitudes and perception. In this regards therefore, the descriptive/survey approach was employed to test the cause and effect

between advertising and consumers' attitudes and perception.

This is the most suitable approach because it will enable the researcher to come face to face with consumers, secondly, they can explain how they feel about advertising. Also, since descriptive research is an interpretation of experiential phenomenon, it will enable this to be felt in every consumer (both existing and potential).

Therefore, it provides an insight into how consumers attitudes and perceptions could b e used effectively to mold advertising messages to achieve effective advertisements.

3.5 SOURCES OF DATA COLLECTION:

Data are classified as either primary or secondary. This classification is based on two possible sources of data - Primary sources - Secondary sources.

PRIMARY SOURCES OF DATA COLLECTION:

Primary data are data in their original form, expressly collected for specific purpose[6]. The main advantage of obtaining such data is that the exact information wanted is obtained. Primary data include interview, questionnaire, observation, discussion, experiments etc.

In the course of this research work, primary sources of Data Collected will be employed.

SECONDARY SOURCES OF DATA COLLECTION:

Secondary data are data collected from some other purposes from already existing documents[7]. In this study, the researcher used secondary sources for collecting information.

3.6 METHOD OF DATA COLLECTION/INSTRUMENT USED:

Data collection simply put is information gathering this could be effectuated through verbal or written questions.

For the purpose of this study, the researcher will use the following:

Primary Data and the following instruments will be used:

INTERVIEW METHOD:

This is a technique used by the Researcher for collecting face- to - face information from the interviewee. It serves as a ground clearing device. This is used for collecting information not covered by questionnaires and other methods.

The interviews to be conducted will be with two manufacturing firms (the producers of the products).

The research through the use of interview will be able to ask questions with relation to effects of advertising and measurement etc.

QUESTIONNAIRE:

A questionnaire is a set of questions designed to gather information/data for analysis, the result which are used to answer the research questions or used to test relevant hypothesis[9].

The Researcher in the course of this study will use questionnaire to collect information from respondents. Two different sets of questionnaire will be served;

one to customers
one to middleman.

In other to determine the attitude and perceptions of consumers towards advertising.

The questionnaire served to consumers will enable the Researcher to know why consumer purchase products, and if advertising is responsible and if its impact is felt by the consumers.

The questionnaires served to middlemen, is to enable the Researcher know how the consumer purchase and why they do (and if advertising has any impact) that is the point of view of the middlemen who come into actual

contact with the consumers in the cause of their purchases.

OBSERVATION:

The observation method will be used to supplement interviews and measure the effectiveness and reliability of the interview method. In this study, the direct and indirect observation methods will be used.

DIRECT OBSERVATION METHOD:

This method provides data that fit carefully into pre-determined categories, the investigator has designated[10].

For this research, direct observation made will include the number of customers buying products/brands, their attitudes towards products, how they pick their brands, their complaints and behaviour will be observed.

INDIRECT OBSERVATION METHOD:

The data to be obtained from this method will be secured from observation made by others. Here the Researcher sought information from persons who have had direct experience with consumers phenomena towards advertisements. Here middle men (Retailers) will be asked to describe consumers/customers attitudes and perception of products, what attract them, what motivate them, and how they respond to adverts viewed.

The Researcher will critically assess advertising messages and its effect on consumers.

3.7 POPULATION AND SAMPLE SIZE:

POPULATION OF THE STUDY:

Population is defined as a set of data that consist of all conceivably possible (or hypothetical possible) observation of a certain phenomenon. It refers to the number of people, objects, firms etc that conforms to some specifications.

The Research population for this study is estimated at 300,000 consumers and 50,000 middlemen who are involved in the sale or purchase of the

products under study (Detergents, Toothpaste and milk).

STUDY SAMPLE SIZE:

A proportion of a population selected for study is referred to as a sample. It is the number of elements drawn, from the larger group. For the purpose of this study, the information collected from the subsets of the population will be used to make inference on the larger group. To be effective and accurate, however, it is always adviceable to make the sample a true representation of the population.

From the estimated population 500 customers and 100 middlemen will be chosen randomly as the respondents. The figures chosen will give a likely representation of opinion of the whole respondents.

SAMPLING PROCEDURE EMPLOYED:

Sampling procedure refers to the method used in choosing the elements in the population that form a true representative of the entire population. This method could either be probability or non probability sampling.

For the purpose of this Research work, the sampling method is used to obtain the sample size for a thorough and un- bias study. The middlemen and the consumers will be chosen randomly.

3.8 METHOD OF DATA ANALYSIS:

Data Analyses refers to those techniques whereby, the investigator, exacts from the data information, that was not apparently there before and which will enable a summary description of the subject under study to be made.

I this study the Researcher will use simple percentage to analyze the data and chi-square for the proof of hypothesis.

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CHAPTER FOUR

4.0 PRESENTATION AND ANALYSIS OF DATA:

This Chapter concerns the presentation and analysis of data obtained in the course of the research work. These data obtained are through questionnaires, interviews and observation.

From the data obtained, hypothesis will be tested using chi square method, findings will be stated and discussions carried out, this will be in order to ascertain if Attitudes and Perceptions of Consumers are actually influenced through advertising.

4.1 INTRODUCTION:

In this Chapter, an in depth analysis of the data obtained from the research work is presented. The approach is to classify the data into relevant groups and analyze them on the basis of some identified criteria.

The different sets of data would be analyzed separately in other to determine the attitudes and perceptions of consumers towards advertising. The data used here were obtained from questionnaires, interviews and observations. The information with respect to this data were obtained from consumers, middlemen and manufacturing companies in Kaduna Metropolis, therefore an assessment would be carried out in this chapter that would help us to ascertain if attitudes and perception are actually influenced through advertising.

4.2 DATA PRESENTATION:

The data obtained will be presented in tabulated form. The population examined is made up of consumers and middlemen. The researcher took a sample of 100 Respondents representing middlemen and a sample of 500 Respondents representing consumers. The questionnaires were administered personally using simple random sampling technique. The data obtained are presented below.

QUESTIONNAIRES TO CONSUMERS:

1. Do you like advertisements?

Table 4:01

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	471	94
NO	29	6
TOTAL	**500**	**100**

2. If the answer to Q1 is 'No', would it be as a result of?

Table 4:012

VARIABLE	NO OF RESPONSES	PERCENTAGE
LACK OF TV.	-	-
LACK OF RADIO	4	14
INABILITY TO READ NEWSPAPERS/MAGAZINES	6	21
DISLIKE FOR ADVERTS	19	65
TOTAL	**29**	**100**

Note: Refer to Table 4.01

3. If 'yes', why do you like advertisements?

Table 4:03

VARIABLE	RESPONSES	PERCENTAGE
CREATE AWARENESS	188	38
IT IS EDUCATIVE	50	10
GIVES PRESTIGE TO PRODUCTS	40	9
ALL OF THE ABOVE	193	43
TOTAL	**471**	**100**

Note: Refer to Table 4.01

4. Which medium do you like?

Table 4:04:

VARIABLE	NO OF RESPONSES	PERCENTAGE
TELEVISION	348	70
RADIO	57	11
NEWSPAPER/MAG.	54	10
BILL BOARDS	41	9
TOTAL	**500**	**100**

5. Do you read, watch or listen to milk, detergent and toothpaste advertisements?

Table 4:05

VARIABLE	NO OF RESPONSES	PERCENTAGES
YES	462	92
NO	38	8
TOTAL	**500**	**100**

6. Do you use any of the aforementioned products?

Table 4:06

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	478	96
NO	22	4
TOTAL	**500**	**100**

7. If 'yes', how did you get the information?

Table 4:07

VARIABLE	NO OF RESPONSES	PERCENTAGE
FRIENDS	54	11
FAMILY	50	10
NEWSPAPERS/MAG	67	13
ELECTRONIC MEDIA	329	66
TOTAL	**500**	**100**

8. Do you think every product should be advertised?

Table 4:08

VARIABLES	NO OF RESPONSES	PERCENTAGE
YES	385	77
NO	115	23
TOTAL	**500**	**100**

9. What factors motivates you to buy a product?

Table 4:09:

VARIABLE	NO OF RESPONSES	PERCENTAGE
ADVERTS	97	20
QUALITY	225	45
PRICE	22	4
ALL OF THE ABOVE	156	31
TOTAL	**500**	**100**

10. Do you attach more importance to Price, Quality, Availability and Distinctiveness than Advertising?

Table 4.010:

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	396	79

NO	104	21
TOTAL	**500**	**100**

11. Are you aware of Toothpaste, Milk or Detergent brands through Advertisement?

Table 4.011:

VARIABLE	**NO OF RESPONSES**	**PERCENTAGE**
YES	425	85
NO	75	15
TOTAL	**500**	**100**

12. Is the advertisement of product being carried out at the right time?

Table 4.012:

VARIABLE	**NO OF RESPONSES**	**PERCENTAGE**
YES	393	79
NO	107	21
TOTAL	**500**	**100**

13. Do you think Advertising compels product purchase?

Table 4.013:

VARIABLE	**NO OF RESPONSES**	**PERCENTAGE**
YES	393	79

NO	107	21
TOTAL	**500**	**100**

14. Do you remember any product advertising slogan?

Table 4.014:

VARIABLE	**NO OF RESPONSES**	**PERCENTAGE**
YES	379	76
NO	121	24
TOTAL	**500**	**100**

15. Are you satisfied with the product you buy through Advertising impulse?

Table 4.015:

VARIABLE	**NO OF RESPONSES**	**PERCENTAGE**
YES	399	80
NO	101	20
TOTAL	**500**	**100**

16. What motivates you to respond to Advertisement?

Table 4.016.

VARIABLE	NO OF RESPONSE	PERCENTAGE
ENTERTAINMENT	214	43
COMPANY IMAGE	110	22
PURCHASE COMPULSIVENESS	50	10
NONE OF THE ABOVE	126	25
TOTAL	**500**	**100**

17. Does Advertisements encourage you to buy a particular product among Alternatives?

Table 4:017

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	416	83
NO	84	17
TOTAL	**500**	**100**

18. What do you enjoy in Advertisements?

Table 4.018

VARIABLE	NO OF RESPONSE	PERCENTAGE
DRAMA/COMICAL FEATURES	43	9
THE PRODUCT	101	20
ENTERTAINMENT' S ASPECT	200	40
ALL OF THE ABOVE	156	31
TOTAL	**500**	**100**

19. In your view, should Advertising continue?

Table 4.019

VARIABLE	NO OF RESPONSE	PERCENTAGE
YES	477	95
NO	23	5
TOTAL	**500**	**100**

QUESTIONNAIRE TO MIDDLEMEN

1. Does Advertising influence purchase?

Table 4.001:

VARIABLE	NO OF RESPONSE	PERCENTAGE
YES	90	90
NO	10	10
TOTAL	**100**	**100**

2. Does it help customers choose between brands?

Table 4.002:

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	88	88
NO	12	12
TOTAL	**100**	**100**

3. Does Advertising increase sales?

Table 4.003:

VARIABLE	NO OF RESPONSE	PERCENTAGE
YES	89	89
NO	11	11
TOTAL	**100**	**100**

4. Do Advertised Brands sell more than the others?

Table 4.004:

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	81	81
NO	19	19
TOTAL	**100**	**100**

5. What is the response of consumers towards advertisements of milk, detergents and toothpaste?

Table 4.005:

VARIABLE	NO OF RESPONSE	PERCENTAGE
VERY HIGH SALES	51	51
HIGH SALES	47	47
LOW SALES	2	2
VERY LOW SALES	-	-
TOTAL	**100**	**100**

6. How do you regard the influence of advertising?

TABLE 4.006

VARIABLE	NO OF RESPONSES	PERCENTAGE
CREATE AWARENESS	37	37
STIMULATE DEMAND	6	6
IDENTIFY PRODUCT	4	4
ALL OF THE ABOVE	53	53
TOTAL	**100**	**100**

7. Do Price, Quality, Availability and Attractiveness influences on demand overshadow the influence of Advertising?

TABLE 4.007

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	72	72
NO	28	28
TOTAL	**100**	**100**

8. Are these influences responsible for the wrongful perception and attitudes of advertised products

Table 4.008:

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	86	86
NO	14	14
TOTAL	**100**	**100**

9. In your opinion, as a middle man, will you advertise your product?

Table 4.009:

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	89	89
NO	11	11
TOTAL	**100**	**100**

10. Does Advertising actually deceive customers into forced purchasing?

Table 4.0010

VARIABLE	NO OF RESPONSES	PERCENTAGE
YES	48	48
NO	52	52
TOTAL	**100**	**100**

4.3 ANALYSIS OF DATA:

The analysis of data collected involves the tabulation of Data presented above. The analyses will now be based upon interpretation of this data.

The data is analyzed using simple percentage, these will be explained below.

QUESTIONNAIRE TO CONSUMERS:

1. Do you like Advertisements?
   Table 4.01: This Table reveals 94% of the Respondents representing 471 consumers liking advertisements, while the remaining 6% representing 29 Respondents out of the 500 Respondents disliking advertisements.

2. If the answer to Q is 'No', would it be as a result of?

   Table 4.02: This table indicates 4 respondents representing 14% as not liking adverts because they lack radios, 21 percent standing for 6 respondents disliking adverts because of their inability to read newspapers/magazines, while remaining 19 standing for 65 dislike advert. No analyses was made for he first response as no respondent indicated the they lack of television was the reason for their dislike of adverts.

3. If 'yes', why do you like advertisement.

   Table 4.03 affirms that 38% of the Respondents representing 188 Respondents like adverts because it creates awareness, 10% representing 50 Respondents like adverts because it is educative, 9% representing 40 Respondents because it gives prestige to the product and the remaining 193 Respondents representing 43% like adverts because it creates awareness, it is educative and gives prestige to the product.

4. Which medium do you like?

   Table 4.04: The interviewees here, majority of them like Television medium of advertising representing 70%, that is 348 out of the 500 Respondents. While 57 Respondents representing 11% prefer Radios, 54 Respondents representing 10% like Newspapers/Magazines, while the final 41 Respondents representing 9% prefer ill Board adverts.

5. Table 4.05 which is in response to those who read watch or listen to milk, detergents and toothpaste advertisements authenticates 462 representing 92% as those who read, watch or listen to these brands of products adverts while the remaining 8% representing 38 Respondents are those who do not watch such advertisements.

6. Do you use any of the aforementioned products.

   As shown in Table 4.06 above, 478 out of the 500 Respondents representing 96% are those who used any of the products mentioned in Table 4.05, while 2 representing 4 % of the Respondents are those who do not use them.

7. If 'yes' how did you get the information?

   The tabulated data in Table 4.07 shows that 11% which is 54 Respondents got their information about these convenience products from friends, 10% representing 50 got their information from family members, 13% representing 67 got their information from Print Media while the remaining 66% representing 329 Respondents obtained information from Electronic media.

8. Do you think every product should be advertised?

   The analysis on Table 4.08 indicated 385 Respondents representing 77% out of 500 and 100% choosing yes showing that every product should be advertised. On the other hand, 115 Respondents representing 23% feel that every product should not be advertised.

9. What factors motivate you to buy a product?

   The analysis on Table 4.09 is that 45% which is 225 out of the 500 Respondents are motivated by quality to purchase, 20% which is 97 Respondents of the 500 Respondents are motivated by adverts, 22 Respondents standing for 4% out of 100% are moved by the price of the product while the remaining 156 which is 31% of the total Respondents are moved by all of the factors mentioned above.

10. Table 4.010 deal with if more importance is being attached to price, quality, availability and distinctiveness, than advertising? The

analysis here as presented on this table is that 396 out of the 500 is 79% and these are the people who choose yes indicating that they attach more importance to the significance factors mentioned above, while 104 out of the 500 Respondents which is the remaining 231% are those who attach more importance to the advert watched.

11. Are you aware of Tooth paste, Milk or Detergent brands through advertisements?

The 11th question analyzed and presented on Table 4.011 revealed that 425 out of the 500 Respondent interviewed represented 85% and these are people who ticked yes, indicating that they were aware of these brands through advertisements while the remaining 75 Responses are from the customers who claimed they were nota ware of these brand advertisements. They in turn stand for the remaining 15%.

12. Is the advertisements of Products being carried most at the right time?

The analysis on Table 4.012 reveals 393 out of the 500 Respondents representing 79% adhering to these assertion, while the remaining 21% representing 107 out of 500 of the Respondents refuting this assertion.

13. Do you think Advertising compels product purchase?

Here in Table 4.013, the analyzed data is thus. 393 out of 500 Representing 79% affirmed that advertising compels them to purchase a product while 107 out of the 500 representing 231%disagree with this view.

14. Do you remember any product adverts slogan?

Table 4.014 showed that 379 out of 500 Respondents that is 76% of the 500 claimed that they could remember an advertising slogan, while the remaining 24% of 500 that is 121 Respondents ticking No indicating the they could not remember any advertising slogan.

15. Question 15, analyzed in table 4.015 which asked consumers if they

were satisfied with the product they bought through advertising impulse, revealed that 80% of the 500 Respondents, which is 399 were satisfied while the remaining 101 Respondents which is 20% of 500 Respondents were not satisfied.

16. What motives you to Respondent to Advertisement?

The Response here indicated in Table 4.016 above is analyzed thus; 214 out of 500 Respondents represent 43%, 110 out of 500 is 22%, 50 out of 500 Respondents is 10%, 126 out of 500 is 25%, they respectively (starting from the first) choose entertainment, company image, purchase compulsiveness and none of the above.

17. Does advertisements encourage you to buy a particular product among alternatives?

The analyses to the question is presented in Table 4.017. Here, out of the total 500 Respondents, 416 are encouraged by advertisements and this represents 83% while the remaining 84 who said No are 17% of the total 500 Respondents.

18. What do you enjoy most in advertising?

Table 4.018 reveals the Responses to the question, here out of the 500, 43 which is 9% claimed that Drama/Comical Features was what they enjoyed most in advertising. 101 which is 20% of the 500 enjoyed the product itself, 200 which is 40% of the total 500 Respondents enjoy the advertising entertaining aspect, while the remaining 31% enjoyed all the features of advertising mentioned above.

19. The 19th Table - 4.019 revealed responses by consumers on their views as to advertising continuity, of the 500 Respondents interviewed. 477 which is 95 are of the view that advertising should continue, they choose yes, on the other hand, 23 chose 'No' and this stands for 5%.

QUESTIONNAIRE TO MIDDLEMEN:

1. Does Advertising influence purchase?

The analyses on Table 4.001 is 90 out of 100 Respondents, representing 100% choosing yes, indicating that advertising influences purchase, while the remaining 10% of the 100 Representing 10% disagreeing with this view.

2. Does it help customers choose between brands?

   88 out of 100 is 88% who choose 'yes', while 12 out of `100 which is 12% choose 'NO' indicating that advert does not help customers choose between brands.

3. Does Advertising increase sales.

   Table 4.003 authenticated this fact, since 89 Respondents out of 100 representing 89% claim that advertising actually increased sales while 11 middle men representing 11% disagreed.

4. The fourth table, 4.004 answers the question of Advertised brand sales that is if it sells more than others. Here, 81 of 100 middlemen responses is 81% agreeing to these fact, while 19 which is 19% of the Respondents disagreeing to the view.

5. Table 4.005 is on the response of middlemen toward the advertisements of milk, detergents and toothpaste and these is with respect to the sales volume.

   51 out of 100 Respondents is 51% and they claimed that the response of consumers towards advertising leads to very high sales, 47% which is 47 Respondents claimed that it led to high sales, 2 Respondents out of the 100 Respondents which is 2% claimed the tit led to low sales while none of the middle men choose very low sales.

6. How do you regard the influence of advertising? The analysis to the question is presented in Table 4.006 and these revealed 37 out of the 100 Respondents representing 37% regarding the influence of advertising as creating awareness. 6 Respondents that is 6% of the total respondents viewed it as a stimulated to demand. 4 which stands for 4% of the Respondents as leading to the identification of products while 53 out of the 100 middlemen which is 53% claimed

that the influence of advertising includes all of the alternatives enumerated above that is by choosing all of the above.

7. With regards to Table 4.007, which is in respect to the influence of price, quality, availability and attractiveness on demand and its impact to advertising. We analyzed 72 Respondents out of the 100 as representing 72% while 28 (28%), 72% representing 72 Respondents took yes that is believing the effect of these significance variables on demand over shadowing the influence of advertising while 28% believe otherwise.

8. Are these influences responsible for the wrongful perception and attitudes of advertised products?

   Table 4. 008 revealed the analysis, 86 out of 100 Respondents is 86% and they choose yes while 14 that is 14% choose No.

9. Table 4.009, is on the opinion of middlemen if they will advertise their products. 89 (89%) out of the 100 Respondents indicated yes, that is they will advertise their products, while the remaining 11 (11%) will not advertise their products.

10. Does Advertising actually deceive customers into forced purchasing?

    In the Tabulated Table 4.0010 presented above,. 48 of the middlemen interviews representing 48% of the 100 respondents agreed to this question, while the remaining 52 (52%) disagreed with this view.

4.4 TESTING OF HYPOTHESIS.

Hypothesis testing is a formal; procedure often employed in social and scientific research to test operational statement inform of theories or models[1].

The 3 operational statements of our research hypothesis will be tested by appropriate statistical test with data at our disposal. In this project responses of the interviewee in the questionnaires administer are further diagnosed to check their significance to the various assumptions and this is

to allow an objective conclusion to be drawn.

The invaluable tool for this most important test is the chi - square (x2). Associated with the chi square (x2) analysis are:

- The significant level of error, here it is 5% (0.05).
- Degree of freedom (df), to be calculated for each test is: df = (c-1) (r-1).
- Chi square test formula: $x2 \frac{(o1 - ei)2}{ei.}$

Representing: oi: for observed frequency
ei: for expected frequency (calculation will be shown in appendix).

TEST OF HYPOTHESIS ONE:

HO: Advertising influences on consumers has no significant impact on the purchase of products

H1: Advertising influences on consumers has a significant impact on the purchase of product.

Four degree of freedom at 5% significant level expected frequently - 9.488. Reject HO if x2, 0.05 = 9.488.

Table 4.1

Tables	**oi**	**ei**	**oi-ei**	**(oi-ei)2**	**$\frac{(oi-ei)2}{ei}$**
4.011	425	415.30	9.70	94.09	0.227
	75	84.70	-9.70	94.09	1.111
4.013	393	415.30	22.30	497.29	1.197
	107	84.70	22.30	497.29	5.871
4.017	416	415.30	0.70	0.49	0.001
	84	84.70	0.70	0.49	0.006

4.001	90	83.05	6.95	48.30	0.582
	10	10.95	6.95	48.30	2.850
4.002	88	83.05	4.95	24.50	0.295
	12	16.95	-4.95	24.50	1.445
TOTAL	**1700**	**1700**	**0.00**		**13.585**

In the above test, the critical value or expected value of (x2) is 9.488.

From the calculation above, the observed value x = 13.585 is more than the expected or critical value. Since the observed value is significantly more than the expected value, the Null Hypothesis which indicates that "Advertising influences on consumers has no significant impact on purchases" is rejected.

Therefore, the alternative hypothesis which indicates that "Advertising influences on the Consumers has a significant impact on purchases" is accepted.

TEST OF HYPOTHESIS TWO:

HO: None realization of Advertising influences on consumers perceptions and attitudes is responsible for low product patronage.

H1: None realization of advertising influences on consumers perceptions and attitudes is not responsible for low product patronage.

Thee degree of freedom (df) at 5% significant level expected frequency (x2) = 7.815.
Reject HO if x2 0.05 - 7.815.

Table 4.2

Tables	**oi**	**ei**	**oi-ei**	**(oi-ei)2**	**(oi-ei)2** / **ei**

4.013	393	407.92	-14.92	222.606	0.546
	107	92.08	14.92	222.606	2.417
4.017	416	407.92	8.08	65.286	0.160
	84	92.08	-8.08	65.286	0.709
4.003	89	81.58	7.42	55.056	0.675
	11	18.42	-7.42	55.056	2.989
4.004	81	81.58	-0.58	0.336	0.004
	19	18.42	0.58	0.336	0.018
TOTAL	**1200**	**1200**	**0.000**		**7.518**

The test shows that the observed value (x2) 7.518 is less than the expected (xc2) or critical value at the degree of frequency within 0.05 significant level of error 7.915. Thus, it favours the Null Hypothesis, the contention that "None realizations of advertising influences on consumers perceptions and attitudes is responsible for low product patronage" is tenable. Therefore, the Alternative Hypothesis on Consumers perceptions realization of advertising influences on Consumers perceptions and attitudes is not responsible for low product patronage stands rejected.

TEST OF HYPOTHESIS THREE:

HO: Wrongful attitudes and perceptions of Consumers towards Advertised Product is as a result of the significative variables in the product.

H1: Wrongful Attitudes and Perceptions of Consumers towards Advertised Product is not as a result of the significative variables in the product.

Two degree of freedom at 5% significant level expected frequency - 5.991.

Reject HO if x2 = 0.05 = 5.991.

X2 calculation,

Table 4.3

Table	-oi	ei	oi-ei	(oi-ei)-2	(oi-ei)2 / ei
4.010	396	395.72	0.28	0.078	0.0002
	104	104.28	-0.28	0.078	0.0007
4.007	72	79.14	-7.14	50.98	0.664
	28	20.86	7.14	50.98	2.444
4.008	86	79.14	6.86	47.06	0.595
	14	20.86	-6.86	47.06	2.256
TOTAL	**700**	**700**	**0.00**		**5.934**

The test shows that the observed value (x2) 5. 934 is less than the expected xc2 or critical value at 2 degree of freedom within 0.05 significant level of error 5.991.

Therefore, we accept HO which indicated that "Wrongful Attitudes and Perceptions of Consumers towards Advertised Product is as a result of the significative variables in the product". And we reject H1, which states that "Wrongful Attitudes and Perception of Consumers towards Advertised Product is not as a result of the significative variables in the product.

4.15 FINDINGS AND DISCUSSIONS:

FINDINGS:

From the investigated hypothesis emanated the following findings:-

The conclusion from the analysis of the first hypothesis is that Advertising has the ability to influence Attitudes and Perceptions of Consumers thereby moving them into purchasing. This was further substantiated from the interview conducted (appendix) and the observation made.

In addition credence is also given to back this finding by the responses of

consumers and middlemen found ion tables 4.011, 4.013, 4.017, 4.001 and 4.002.

From these conclusions, another possible discovery made is that Advertising leads to the success of any venture, since awareness of the product is discovered through this medium.

From, the test of the second hypothesis above which assumed that None Realization of Advertising influences as being responsible for low product patronage. From this statement, it is logical to note that if consumers attitudes and perceptions are not influenced by advertising, there will be low product patronage.

From the above statement, it was deducted that the awareness being created by advertising can not be achieved if the attitudes and perceptions of consumers are not influenced, there will be low product patronage via sales.

From the above, we can conclude that if attitudes and perceptions of consumers are influenced by advertising, there will be product patronage as sales will increase.

This acceptance is further authenticated by the scenario in table 4.013, 4.017, 4.003 and 4.004.

On the basis of the third hypothesis, it was discovered that advertising actually creates awareness by influencing the attitudes and perception of the consumers but these could be wrongly perceived due to the price, quality, quantity, availability and attractiveness of the product.

In addition to these, other findings relating to the results, we discovered from our interviews and observations that there was a problem with respect to the state of the economy and purchasing power of the consumers which has led them into purchasing low priced products for example detergents and milk products brands through widely advertised influences, customers attitudes and perceptions but due to the down turn in the economy and the resultant effect of the consumers purchasing power they go for the same brand tied in nylon in cheaper quantities and prices.

Quantity is also a significative variable that influences purchase and therefore if advertised product do not fit the quality envisaged, it will lead

to wrongful attitudes and perceptions.

It should be noted here that the significative variables do not over shadow the effect of advertising since the attitudes and perceptions of consumers are successfully being influenced through advertising, the significative variable come into play in the market through this firms a significant part of the product advertised.

OTHER FINDINGS:

In addition to the above, other findings emanating from these research work are as follows:

1. Advertising has a strong impact on the attitudes and perceptions of the consumers as a result of the entertaining aspect, this gingers them into product purchase.

2. It was discovered that some advertisers do not use the right medium to reach some of their prospective customers especially those in the rural areas.

3. Through this research work, the researcher found out that the influence of advertising is so strong on the attitudes and perceptions of the consumers that it influences them into purchasing products that they don't require at times.

4. The Researcher also discovered that illiteracy and inability to reach electronic media were some of the reasons responsible for the dislike of adverts.

5. The Researcher also observed that so many customers do not buy products that are not advertised.

6. Emanating also is that television medium was the most liked and most popular media.

7. From our research, it was noted that the youths and young ones are greatly influenced through advertising and they form a great proportion of the viewing audience.

8. We also discovered another form of advertising used by some manufacturing companies, these involves the use of leaflets and dressing attractively in the advertised product image that is by wearing T shirts and face caps carrying the advertised product logo, printed all over them. These form of advertising involves going from place to place that is home to home, village to village distributing the leaflets, these enables them penetrate areas that adverting could not reach, it also gives them a chance to get to illiterate and personally explain the use of the product themselves.

9. It was also discovered that advertised products beat competition by being market leaders due to the awareness created through advertising.

10. Finally, we found out that advertising educates and crates awareness in the minds of illustrates.

DISCUSSIONS:

Results would be discussed here generally, linking some of the related ones to theories and models propounded, also they will be related to see if the notion propounded by critics is true. In the first hypothesis, the significant influence of advertising on the consumer is revealed, this influence result in product purchase. Table 4.01, affirms consumers likeness for adverts, Tables 4.016 and 4.018 showed that the entertaining aspect of adverts was what they like, the likeness of adverts from these study can be related to the studies conducted in Britain in 1972 and 1981[2] by the advertising association revealing the increase in the likeness of adverts as stated in Chapter two.

From these studies, we deducted that adverts create awareness, this is also proved in these research from consumers response in Table 4.03 and Table 4.003 of middlemen responses.

The first hypothesis can be related to the responses in Tables 4.001 and 4.002 and 4.017 were we concluded that advertising influences purchase, influences choice of brand and leads to choice of purchase among alternatives. This sum of the fact that advertising creates awareness which leads to likeness for adverts, this likeness stimulates the consumer into purchasing, this has a relationship with the Andreasen model in Figure 2.5

which shows that exposure leads to perception and attitude change and then to purchase action, exposure here is advertisements. Also, Howard Sheth model Figure 2.3 shows that four major variable but we will consider the first one where the stimulus variable (advertising) leads to response variable, that is the effect of advertising leading to purchase (response).

In hypothesis two, it was revealed that none realization of advertising influences on the consumers attitudes and perception was responsible for low product patronage, Table 4.003 is on advertising influences and increase in sales. This showed that advertising increases sales. Responses from Table 4.014 shows that advertising has a significant impact on consumers attitudes and perceptions, this is because a significant proportion of the interviewed consumers could remember an advertising slogan, table 4.017 shows that advertising influences consumers into purchase among alternatives, it was also revealed that advertised brands sell more than others in table 4.007.

From the interview carried out (appendix III) we also realized that the effect of advertising if not realized can lead to low product patronage, these they claimed that advertising effectiveness is measured through increases in sales of the product.

Engel, Kollat and Blackwell model shows that advertising leads to awareness through motivation created, this further results into purchase and eventually post purchase evaluation. This can be explained by motivation and arousal (advertising), these will be perceived (perception) learning and attitudes (attitudes) will this lead to purchase.

From the discussions above, we say if advertising effects are not realized on the attitudes and perception of consumers product, purchase will not be realized.

The third hypothesis revealed that the significative variables (price,. Quality, attractiveness and availability were the reasons for the wrongful perceptions and attitudes of advertised products).

From Nicosian model, relationship to these factors can be developed. The first field is the information field this is the information about the product through advertising. These can be affected by the Environmental factors - significant variables and can have an effect on the final field which is the

transformation into purchase field (purchase).

Environmental factors (significant variables) can lead to wrongful attitudes and perceptions of consumers (if the information "Advertising" in the first field) thereby barring purchase.

In Table 4.007, the majority of the Middlemen interviewed claim that advertised brands sell more than the others, this is also affirmed by consumers in Table 4.017.

From our analysis and interviews, we have discovered in Tables 4.016 and 4.018 that entertainments in adverts was one of the most influencing stimulants to liking them, that means the influencing factor in advertisements on consumers attitudes and perceptions was the fun derived from the advert. These can be related to theories set up by psychologist and sociologists[3] that attitudes or behaviour is a predisposition (exposure) to respond towards an object (advertisement) relating to a feeling of satisfaction (product).

From our discussion, we can sum up the fact that advertising which had the general functions of creating awareness has been able to achieve this view through the influencing consumers' attitudes and perceptions. It thus answers the assertion by critics that advertising is economically wasteful and undesirable.

FOOTNOTES:

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2. John Wilmshurst, **Fundamentals of Advertising,** The Marketing Series, Heineman Prof. Publishers London 1985, pp 11.

3. Chisnal, Peter M: **Marketing: A Behaviourial Analysis,** Mc Graw Hill Book Coy UK Ltd., 1975 pp 5.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS:

In this Chapter, a summary of the work done is given, this will be followed by a conclusion to the research write up. Lastly, Recommendations will be made.

5.1 SUMMARY:

An understanding of people and their needs is essential for the successful marketing of goods and services, this is the brain behind this research work, whose main theme is on the relationship between Advertising and Consumers Attitudes and Perceptions with respect to purchasing.

The First Chapter, began with an introduction to the study, historical background was given, the problem of the study stated, its significance given, here hypothesis were further propounded.

Chapter Two, deals with the reviewed related write ups by authors, economists, psychologist, scholars etc. Here models were presented and related theories reviewed.

The third chapter which is on the method used in obtaining information for research, primary sources of data were used - Questionnaires were administered. Interviews conducted and observations made, a population of 300,000 customers and 50,000 middle men were chosen, 500 customers and 100 middlemen were chosen randomly as Respondents for the study.

In the fourth chapter, the data obtained was presented in tabular form and simple percentages were used to analyze the data. The chi square method was used in testing these hypothesis.

Finally, the result obtained has led us to the conclusion that advertising influences consumers attitudes and perceptions towards purchase. In the light of these, we say that the role of advertising in marketing cannot be erased because the entire success of the firm depends on it.

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5.2 CONCLUSION:

The project work has exposed salient factors about how people react to Advertisement and it confirms the fact that Advertising exerts remarkable positive influence on consumers of non durable or industrial items. Wholistically viewed advertising, is indispensable in the marketing of consumer products.

5.3 RECOMMENDATIONS:

Advertising has become one of the most important tools in marketing. It is the vehicle through which the product is brought to the knowledge of the consumers, therefore, it deserves every possible attention. In view of this fact and based on the findings of this Research work, the Researcher deems it appropriate to make the following recommendations:

1. Since Advertising is the bedrock of any product, the Researcher recommends that all company should endeavour to advertise their products, because it is the main channel through which the consumer becomes aware of the product.

2. Based on our analysis and findings, we discovered that young ones and youths form a great proportion of our viewing audience, therefore, animation should be used in our adverts to influence the attitudes and perceptions of these group into purchase.

3. Advertisers should endeavour to use relevant media to communicate valid information to the consumers in the confinement of the potential customers unless where multi-cultural set is observed. The use of leaflets and sales agents who come in direct contact with customers and prospective buyers should be encouraged, as they can penetrate rural areas and explain the use and importance of the product to illiterates.

4. Messages should harp on both the significative and symbolic variables of the product and advertising should serve as a forerunner to actual sales drive by the sales face.

5. The use of adverts in programmes should be minimized to fewer slots being televised, so that negative attitudes and perceptions are

not developed towards the product. The cost of advertising should be control so that it cannot engender bias in the product price and quality.

Advertising copy should be an intermix of infortainment in order to stimulate consumer interest and weighmen purchase action.

Blue chip organizations should endeavour to set up advertising departments, manned by advertising professionals who will be charged with the responsibility of planning advertising campaign, the company should endeavour to make use of reliable and effective advertising agencies to assist them in carrying out their advertising programme.

AREAS FOR FURTHER RESEARCH:

Advertising Research should be undertaken in the area of the influence of Significative variables (Price, Quality, Availability and Attractiveness) to advertising as we cannot claim to have been exhaustive in the dispensation of the facts about the facets of the subject.

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APPENDIX I:

Department of Business Administration,
Institute of Administration,
Ahmadu Bello University,.
Zaria,
Kaduna State.

25th October,. 1999.

Dear Sir/Madam,

I am an MBA student of the Ahmadu Bello University,. Zaria. I am conducting a Research work on the "Attitudes and Perception of Consumers Towards Advertising".

This work is purely for academic purposes and your responses would be treated with tacit confidence.

Could you please fill the questionnaire below.

Thank you for your Co--operation and contribution.

Yours faithfully,

Anavhe Mary Omokhele

CONSUMERS QUESTIONNAIRE

Please, from the following questions, tick any single answer that is most appropriate to you.

PART ONE:

1. Do you like advertisement?
   A [ ] Yes (B) [ ] No.

2. If the answer to Q1 is No, could it be as a result of?

   A [ ] Lack of Television
   B [ ] Lack of Radio
   C [ ] Inability to read Newspapers/Magazines
   D [ ] Dislike for Adverts.

3. If 'yes' why do you like advertisement?
   A [ ] Create awareness
   B [ ] It is educative
   C [ ] Gives prestige to products
   D [ ] All of the above.

4. Which medium do you like?
   A [ ] Television
   B [ ] Radio
   C [ ] Newspapers/Magazines
   D [ ] Billboards/Posters

5. Do you read, watch or listen to Milk, detergents and Toothpaste Advertisements?
   A [ ] Yes B [ ] No.

6. Do you use any of the aforementioned products?
   A [ ] Yes B [ ] No.

7. If 'yes', how did you get the information?
   A [ ] Friends
   B [ ] Family

C [ ] Newspapers/Magazines
D [ ] Electronic Media.

8. Do you think every product should be advertised?

A [ ] Yes B [ ] No.

9. What factors motivate you to buy a product?

A [ ] Advert
B [ ] Quality
C [ ] Price
D [ ] All of the above

10. Do you attach more importance to Price, Quality, Availability and Distinctiveness than Advertising?

A [ ] Yes B [ ] No.

11. Are you aware of Tooth Paste, Milk or Detergent brands through Advertisements?

A [ ] Yes B [ ] No.

12. Is the Advertisement of Products being carried out at the right time?

A [ ] Yes B [ ] No.

13. Do you think Advertising compels product purchase?

A [ ] Yes B [ ] No.

14. Do you remember any product slogan?

A [ ] Yes B [ ] No.

15. Are you satisfied with the product you buy through Advertising impulse?

A [ ] Yes B [ ] No.

16. What motives you to respond to Advertising?
    A [ ] Entertainment
    B [ ] Company's Image
    C [ ] Purchase Compulsiveness
    D [ ] None of the above

17. Does Advertisement encourage you to buy a particular product among alternatives?

    A [ ] Yes B [ ] No.

18. What do you enjoy in Advertisement?
    A [ ] Drama/Comical Features
    B [ ] The Product
    C [ ] The Entertaining Aspect
    D [ ] All of the above

19. Comment freely on Advertising influence
    .....
    .....
    .....

20. In your view, should advertising continue

PART TWO

PERSONAL DATA:

SEX: A [ ] MALE B. [ ] FEMALE.
AGE: A [ ] 15 - 24; B. [ ] 25 - 34
C [ ] 35 - 44; D. [ ] 45 - 64
E [ ] 65 and above.

APPENDIX II

Department of Business Administration,
Institute of Administration,
Ahmadu Bello University,
Zaria,
Kaduna State.

25th October, 1999.

Dear Sir/Madam,

I am an MBA Student of the above Institution and has designed this questionnaire to find out some relevant facts from you, about the "ATTITUDES AND PERCEPTION OF CONSUMERS TOWARDS ADVERTISING". This exercise is an academic and research work.

You are being assured that whatever you respond will be treated confidentially.

The Researcher is appreciate of your response,. Thank you for your contribution.

Yours faithfully,

Anavhe Mary Omokhele.

MIDDLEMEN QUESTIONNAIRE.

Please from the following questions, tick any simple answer that is most appropriate to you.

PART ONE:

1. Does Advertisement influence purchases?

   A. [ ] Yes B. [ ] No.

2. Does it help customers choose between brands?

   A. [ ] Yes B. [ ] No.

3. Does Advertisement increase sales?

   A. [ ] Yes B. [ ] No.

4. Does the Advertised brand sell more than the others?

   A. [ ] Yes B. [ ] No.

5. What is the response of consumers towards the Advertisement of Milk, Detergent and Toothpaste?

   A [ ] Very High Sales
   B [ ] High Sales
   C [ ] Low Sales
   D [ ] Very Low Sales

6. How do you regard the influence of Advertising?
   A [ ] Create Awareness
   B [ ] Stimulate Demand
   C [ ] Identify Product
   D [ ] All of the above

7. What other factors influence demand?

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

8. Do Price, Quality, Availability and Attractiveness influence on demand, over shadow advertising effect?

   A. [ ] Yes B. [ ] No.

9. Are these influences responsible for the wrongful Attitudes and Perceptions Towards Advertised Products?

   A. [ ] Yes B. [ ] No.

10. In your opinion as a middleman, will you advertise your product?

    A. [ ] Yes B. [ ] No.

11. Does Advertising actually deceive customers into forced purchasing?

    A. [ ] Yes B. [ ] No.

12. Comment freely on Advertising and from the view point of the customers?

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

APPENDIX III

INTERVIEW QUESTIONS

- Do you advertise your products?
- Why do you advertise your products?
- Which medium does your company use?
- Does advert influence purchase?
- How do you measure advert effectiveness?
- What can you say about advert effectiveness?
- What can you say about adverts in Nigeria?
- What is your company doing about adverts in Bill Board?
- How do you handle wear off due to weather effect, vandalization or defaced bill boards?
- In your view, do price, quality, availability and distinctiveness over shadow advertising effect?
- Can you comment on the advertising industry in Kaduna metropolis?

APPENDIX IV

CALCULATION FOR HYPOTHESIS ONE

The calculation for ei (expected frequency) and the degree of freedom will be shown.

TABLES	YES (ei)	NO (ei)	TOTALS
4.011	425 (415.30)	75 (84.70)	500
4.013	393 (415.30)	107 (84.70)	500
4.017	416 (415.30)	84 (84.70)	500
4.001	90 (83.05)	10 (16.95)	100
4.002	88 (83.05)	12 (16.95)	100
TOTALS	1412 (1412)	288 (288)	1700

yes ei

4.011 - 425 = $1412 \times \frac{500}{1700} = 415.30$

4.013 - 395
4.017 - 416.

4.001 - 90 = $1412 \times \frac{100}{1700} = 83.05$
4.002 - 88

No

4.011 - 95 = $288 \times \frac{500}{1700} = 84.70$

4.013 - 107
4.017 - 84.

4.001 - 10 = $288 \times \frac{100}{1700} = 16.95$

Degree of freedom (df) - (C-1) (R-1)
(2-1) (5-1)
= 4

X_2 = 9.488 = 4
degree of freedom
Sig. Level 0.05.

CALCULATION FOR HYPOTHESIS TWO:

TABLES	YES (ei)	NO (ei)	TOTALS
4.13	393 (407.92)	107 (92.08)	500
4.17	416 (404.92)	84 (92.08)	500
4.003	89 (81.58)	11 (18.42)	100
4.004	81 (81.58)	19 (18.42)	100
TOTALS	979 (979)	221 (221)	1200

yes ei

4.013 - 393 = $979 \times \frac{500}{1200} = 407.92$

4.017 - 416

4.003 - 89 = $979 \times \frac{100}{1200} = 81.58$

4.002 - 88

4.004 - 81

No

4.013 - 107 = $221 \times \frac{500}{1200} = 92.08$

4.017 - 84

4.003 - 11 = $221 \times \frac{100}{1200} = 18.42$

4.004 - 19

Degree of freedom (df) - (C-1) (R-1)

(2-1) (4-1)

= 3

$X_2 = 7.815 = 3$

degree of freedom
Sig. Level 0.05.

CALCULATION OF HYPOTHESIS THREE

TABLES	YES (ei)	NO (ei)	TOTAL
4.010	396 (395.72)	104 (104.28)	500
4.007	72 (79.14)	28 (20.86)	100
4.008	86 (79.14)	14 (20.86)	100
TOTAL	554 (554)	146 (146)	700

yes ei

4.010 - 396 = 554 x 500
700 = 395.72

4.007 - 72 = 554 x 100
4.008 - 86 700 = 79.14

No

4.010 - 104 = 146 x 500
700 = 104.28

4.007 - 18 = 146 x 100
700 = 20.86

Degree of freedom (df) - (C-1) (R-1)
(2-1) (3-1)
= 2

X_2 = 5.991 = 2
degree of freedom
Sig. Level 0.05.