A REVIEW OF THE IMPACT OF ADVERTISING ON CONSUMER PATRONAGE IN FOOD AND BEVERAGES INDUSTRY

(A CASE STUDY OF NESTLE FOODS PLC, KADUNA)

BY

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DEPARTMENT OF BUSINESS ADMINISTRATION

AHMADU BELLO UNIVERSITY, ZARIA

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A PROJECTSUBMITTED TO THE POST-GRADUATE SCHOOL. AHMADU BELL0 UNIVERSITY. ZARIA, IN PARRTIAL FULFILLMENT 0FTHE REQUIREMENTS FOR THE DEGREE OF MASTERS OF BUSINESS ADMINISTRATION (MBA)

DEPARTMENT: BUSINESS ADMINISTRATION
FACULTY: ADMINISTRATION
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ZARIA.

DATE: JUNE

DECLARATION

I, Isiaka Ayorinde Ajibola, hereby declare that this project is as a result of my absolute independent work and that it has not been previously submitted elsewhere.

I also declare that the works of other authors are fully acknowledged where appropriate.

Signature: 

Date: 7/6/95

CERTIFICATION

This project report entitled "A Review of the Impact of Advertising on Consumer Patronage n Food and Beverage industry: A case study of Nestle Foods Plc, Kaduna" by Isiaka Ayorinde Ajibola meets the regulations governing the award of the degree of Master of Business Administration (MBA) of Ahmadu Bello University, Zaria, and is approved for its contribution to Knowledge nd literary presentation.

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DEDICATION

To the Almighty ALLAH for His guidance and providence.

And to my father, Mallam Yusuf Oloye-Ajibola and mother, Madam Fatimah Yusuf Ajibola.

ACKNOWLEDGEMENT

My gratitude goes to the Almighty Allah, for giving me the peace of mind and ability to complete this course. First and foremost I must not fail to appreciate the necessary assistance and guidance provided by my able supervisor, Mr. John Yere. To him, I am profoundly grateful.

Most importantly my appreciation and gratitude goes to my humble wife, Mrs. Bolanle Ramata Ajibola for her love and care during the course of this work.

I am also very appreciative of the contribution and relevant suggestions made by Mallam Abubakar Muhammad Chatta in bringing this project to this standard.

To my friends too numerous to mention, I say thank you for every affection and ideas we shared together during the course.

Finally, I am very grateful to my colleagues at Media Trust who contributed one way or the other to the research work.

ABSTRACT

This project work is mainly concluded to review thc impact of Advertising oil consumer patronage in hood and Beverage Industry, while Nestle Foods Plc was used as a case study.

Esscnlially, a lot of related literature was reviewed so as lo acquire more knowl edge winch served as guide and frame work for analysis and interpretation of thc study Historically survey research methods were used for the study which involve utilization of documentary, validated questionnaire and personal interviewed as the appropriate instruments in gathering relevant data for the study. The researcher selected a simple size of 20 management staff and 100 consumers out of an estimated population of 35 management staff and 1025 consumers respectively. The simple selection was done using a simple random sampling technique

Howcver, the researcher utilised a simple percentage method of analysis complc mailing the tabulation of the data for presentation, analysis and integration of data gathered.

from the presentation, analysis and interpretation of the data gathered, the hy pothesis already formulated was proved. The working hypothesis which states that "Advertising has a positive impacl on consumer patronage of Nestle food products" and "Advertising increases consumer patronage, i e, increase sales of Nestle Food prod-ucls" were accepted. Therefore, the respective Null hypothesis were rejected.

Among the findings of the. study is that Maggi cube product was more patronised than any other products of the company. And that the company's advertising activities are very effective

Howcver, some shortcomings were observed during thc course of the study. And finally some recommendations were made among which is that the company should design and implement intensive promotional strategies thai embraces the company's product to enhance positive attributes and image for their products. This is in view of the stiff competition in the industry.

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CHAPTER ONE

1.1 INTRODUCTION

AFTER the second world war, in 1945, the sellers' market changed into buyers' market where the buyer dictates the pace. Goods were available, consumers income advanced and competition between organisation increased. Thus, new approaches to marketing were needed and manufacturers were not just producing and selling outright their products and services rather they had to stimulate their customers to patronise them. This new development in marketing have helped the consumers to be selective in their purchases of goods and services as there existed so many product substitutes, and to encourage consumer, there is the birth of production.

In today's market where competition aboard , many producers produce similar products and services to the same market and these products and services are meant for the same target, consumers and these consumers are expected to purchase these various products, or services from the producers. As a result of these, many questions have been asked such as; how do I as a producer get my product known? How do I encourage seller of the product? These question can be answered by advertising, because it communicates, persuades, informs and encourage consumers to buy products or services. However, in one way or the other, advertising is being undertaken in several forms by producer or seller either knowingly or not. But to succeed in today's market a producer or seller has to promote his product to be able to attain solvency.

To be precise, in Nigeria today, promotional activities have striven tremendously in the recent years. This is due to increased productivity which thereby increases the number of brands in the market many of which are seriously competing for shares in the same market. These activities in the market exerted an upward pressure on manufacturers for the demand of promotional activities. Also, the opportunities provided by the growth of huge supermarkets, large scale mixed retailing, have created the need for an aggressive on the shelve competition promotion both to "sell in" and "sell out". The impact is often greater in developing countries like Nigeria where the economy is fragile, and manufacturers attempt to stimulate demand for their products and services through promotion. They are not satisfied merely to produce and leave to chance that

consumers will be aware of the products since most competitors brands are found in all the outlets.

Therefore, in view of the intense competition between companies producing similar products, tremendous concentration has to be placed on the promotional programmes in individual firms. Essentially, in this period of economic recession, consumers are very much selective in their buying behaviour, and full promotional programme is needed to influence the purchase of the company's products and services.. Promotion is only a part of the marketing strategy, but it is an important part because it links the seller with prospective buyers hoping to convince them (prospective buyers) that the seller has the product or service they are looking for.

However, for a company to carry out promotion effectively and efficiently, it must involve various activities such as advertising, sales promotion personal selling, publicity and public relation to communicate the attributes, benefits of the company's products and services and the image of the organisation.

Most importantly, to communicate to your target audience is not something that is done reluctantly, it must be planned and communicated to potential buyers. A company that wants to communicate well to its customers, must have advertising agencies to develop effective advertisement, sales promotion specialists to design sales incentive programmes and public relation firms to develop corporate images. The company also must train their sales people to be friendly, helpful and persuasive to their customers. Also, it should be known that there must be a blend of advertising, personal selling, sales promotion and publicity to the proportion that is expected for achieving a desired market share.

Basically an advertisement is aimed at achieving two general effects, namely, communication and sales. To be precise, it is considered as a form of education directed towards an audience to inform them of availability of a product, where to find the product and to persuade them by reminding them of the benefits, uses, how to use, new uses and others they would derive if they purchase the product. Amarchant and Varaharaja (1979, page 89) summarised it in their own words as follows; "Advertising

helps to sell on mass scale by persuading new buyers and extending the persuasion which enable consumer to repurchase the product." In essence, the volume of sales can be increased by "blowing your own trumpet " through the use of appropriate promotional strategy especially advertising. This is because if you don't blow your trumpet your competitors or any other person or organisation will not do it for you.

Also, it should be noted that increase in volume of sales does not absolutely depend on promotion or advertising alone. For instance, a poor quality or inferior product can not see the light of the day no matter the aggressiveness and effectiveness the advertisement may be. That is, application of other marketing mix and strategies are essentially relevant in the success of any product or service.

In some quarters, advertising is believed to deceive or force people to purchase products which ordinarily they would not buy. But this is a matter of erroneous opinion. The fact that you convince another person to do something does not constitute force. Also if your idea does not sound beneficial to your partner or customer, he is not likely to be convinced. Therefore, it is a case of mutual benefit or consent. And as such when advertising is viewed economically rather than psychologically, it will not be seen as an act of force or deception. To further oppose this erroneous view, Daniel (1977, page 512) observed that "not only does advertising involve the production of quality product, it also stimulates economic growth." And Avens (1982, page 12) clearly, stated that "it accelerates the success of a good product or service and failure of unacceptable products."

However, the marketing activities of any business enterprise determine the success of the enterprise that is looking at the level of sales and sales management aspect of the enterprise. The marketing mix applied and the marketing techniques and strategies evolved largely depend on the situation and the management decisions by the organisation concerned. And also the consumers are constrained due to the economic hardships which reduce their level of patronage for consumer goods. Hence, every business organisation seeking for profit maximisation would have to evolve appropriate, effective and efficient marketing strategies capable of cancelling out or minimising these problem. That is, an aggressive marketing strategies is required for survival of

companies especially those into production and marketing of consumer goods like the food and beverage industries.

Also, the food and beverage industry in Nigeria today has become a highly competitive industry. Therefore, to reach a larger proportion of the industry target market and to motivate or influence the customer's attitude to purchase is inevitable. That is, a company in this industry whose desire is to obtain larger market share needs aggressive promotional strategies, while advertisement/advertising cannot be overlooked in this regard.

Most importantly, *Nestle Food Plc* as one of the leading company in Food and Beverage industry has other competitors to contest with for the market share of the industry. It is the researcher's intention to review the impact of *Nestle Food Plc's* advertising activities and strategies on the patronage of their products by consumers and also determine to what extent has it increased the company's market share in the industry.

1.2 STATEMENT OF GENERAL PROBLEM

The present economic situation in Nigeria couple with the stiff competition among companies especially in the food and beverage industry has led to the squeeze in the market share of every company in the industry and also the scramble for attaining a larger market share by the companies heighlighted.

Hence, in the struggle to remain a float in the business, companies over the years evolved and applied several marketing strategies. *Nestle Food Plc* is one of the many companies faced with these problems in the industry. However, *Nestle Food Plc* was able to sustain itself, that is, in spite of all odds, it survived these crises and presently, is one of the leading companies in the industry. As a manufacturer and marketer of food and beverage products throughout Nigeria, several survival marketing strategies would have been evolved and applied in containing and surviving these threats.

But the concern of this study is the investigation of the role and essentially the impact of advertising as one of the marketing strategies used in solving these problems.

1.3 STATEMENT OF HYPOTHESES

Hypothesis is a set of proposition s that attempt to explains the subject matter under study, that is, a statement generated in respect of variables under study which needs to be proved either right or wrong upon which on acceptance or rejection decision is made. To validate this study therefore, the following hypotheses were formulated to be tested and proved in chapter five;

Hypothesis I

HI: Advertising has a positive impact on consumer patronage of Nestle Food products.

Ho: Advertising does not have a positive impact on consumer patronage of Nestle Food products.

Hypothesis II

HI: Advertising increases consumer patronage, i.e. increase sales of Nestle Food products.

Ho: Advertising increases consumer patronage, i.e increase sales of Nestle Food products.

1.4 AIMS/OBJECTIVES OF THE STUDY

The objectives of this study is wholly based on the problems identified above and therefore, the study will specifically aim at the following:

(a) To determine whether there is a positive impact of advertising on consumer patronage.

(b) To determine if the applied advertising strategies increase customer patronage or not

(c) To determine if the relevant techniques, principles, rules and regulation guiding advertising are applied accordingly.

(d) To examine the associated problems of advertising in the present situation and suggest some recommendation for solving the problems.

(e) And finally, to recommend better ways of applying advertising to increase consumer patronage for the company products.

1.5 SIGNIFICANCE OF THE STUDY

The implication of this research work will have relevance on the management of Nestle Food plc especially, its sales management activities.

Also the study, will be of benefits to scholars and professional, that would be carrying out similar investigation in the future. And to the researcher, the study would serve as a partial fulfilment of the requirement for the award of Masters Degree in Business Administration (MBA) on the completion of the course.

1.6 SCOPE OF THE STUDY

Specifically, the subject matter of this study is limited to *Nestle Food Plc*. But where necessary, a comparative analysis and distinction are made for substantiating our results and findings. Therefore, all data used are collected from Nestle Food Plc, Kaduna while responses from respondents were collected, presented, analysed and interpreted within Kaduna metropolis only.

1.7 LIMITATIONS OF THE STUDY

A study of this magnitude demands a lot of money, time, coverage and energy. These were not adequate enough at the disposal of the researcher in conducting the study.

Also, lack of effective response from respondents and management staff of the company served as another bottle-neck in this regard.

And finally, the typical Nigerian person is very concealing person or individual. Hence, the idea of privacy is paramount to them and obtained information from a person might be fake or pine illusions.

CHAPTER TWO

2.0 LITERATURE REVIEW

This chapter would dwell extensively on reviewing relevant related literature on the subject matter of this study. The main sources for this review will consist of views and comments of experts, scholars and professionals in the field of marketing management and other related disciplines.

Essentially, the review would be carried out in sub-topics to enable the users of the study, to fully grasp the variables under investigation.

2.1 ADVERTISING AND ADVERTISEMENT

Advertising is controversial. It is both praised and damned. Proponents of advertising say it is the spark plug of the economy - that it reduces the unit cost of a product by creating mass demand. Detractors of advertising say it is wasteful that consumers pay more for a product that is advertised than they would if it were a popular subject of conversation. It plucks the strings of emotions and flashes data to the minds of consumers or consuming public, day and night, year round.

In defining advertising, Reichart (1977, 4) defined advertising as "an identified sponsor's paid sales message about a product, a service or an idea delivered in a communications medium such as newspapers and television to an audience which is representative of a marked for the offering".

Wesbster dictionary defined advertising as any form of public announcement intended to aid directly or indirectly in the sale of a commodity in securing employment.

Roser Reeves who made history as the creative head of one of the largest advertising agencies, Ted Bates & Company, defined it as "the art of getting a unique selling proposition into the heads of the most people at the lowest possible cost". His use of the wood 'art' is rich with meaning. He said that parts of the advertising process

are pure business. Other parts might fairly be called science such as comparisons of market penetration by various media. But the actual creating of advertisement is an art. And the overall procedure of deciding what message to advertise, where and to whom to advertise it, how to express it and how much to invest in each step.

Stanton (1987, 4) defined advertising as "all the activities involved in presenting to a group a non personal, oral or visual openly sponsored message regarding a product, service or idea". He said that this message called advertisement is disseminated through one or more media and is paid for by the identified sponsor. He noted that there is a significant distinction between advertising and an advertisement. The advertisement is the message itself while advertising is a process - a programme or series of activities necessary to prepare the message and get it to the intended market. Another point is that the public knows who is behind the advertising because the sponsor is openly identified in the advertisement. He said that payment is made by the sponsor to the media that carry the message.

Further to his definition Reichart beliefs that the attributes that advertisements have in common are mostly creative, that every advertisement has to have an idea, words or pictures or both. He believes that the differences among various kinds of advertising are considerable. That advertising strives for different objectives, serves different businesses, appears in different media and pursues different audiences.

Jeffkins (1985, 5) said "Advertising presents the most persuasive possible selling message to the right prospect for the product or service at the lowest possible cost".

In Kotler (1997, 637) Advertising was defined as "any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor".

Wright, Warner, Winter (1962, 6) defined advertising as "any paid form of non personal presentation and promotion of ideas, goods, and services by an identified sponsor". They believe that advertising is an exciting, dynamic and truly challenging marketing activities often misunderstood but essential to business and industry. They agreed that advertising is a powerful communication force and a vital marketing tool helping to sell goods, services, images and ideas through channels of information and persuasion.

Advertising is a controlled and identifiable information and persuasion means of mass communication media.

This definition was recommended by American Marketing Association (AMA). However, they went further to scrutinise the words used in the definition as follows:

a. **Paid form:** When products or services are mentioned favourably in the media, newspapers, magazines, radio, or television, the item appears because it is presumed to provide information or entertainment for the audience.
b. **Non personal presentation:** Personal selling takes place when a personal face to face presentation is made. But advertising complements personal selling since it is done in a non personal manner through intermediaries or media.
c. **Ideas, goods, services:** Here advertising is concerned with much more than the promotion of tangible goods. That is, though it is designed to help sell goods and services, it is being used increasingly to further public interest goals.
d. **An identified sponsor:** This distinguishes advertising from propaganda. Propaganda attempts to present opinion and ideas in order to influence attitudes and actions, so does advertising. Often the propagandist remains anonymous and the source of the idea is unknown which makes evaluation difficult. Advertising on the other hand discloses or identifies the source of the opinions and ideas it presents.

Baker (1991, P. 368) borrowed the AMA definition which he said is certainly a very succinct statement and merits some elaboration. He saw advertising as a means of spreading information. He went further to analyse advertising as follows: That for advertising to be paid for means it's a commercial transaction which distinguishes it from publicity. That it is non personal in the sense that advertising messages, visual, spoken or written are directed at a mass audience and non directly at the individual (as is the case in personal selling. Finally advertisements are identifiable with their sponsor or originator which is not always the case with publicity or propaganda.

The ultimate purpose underlying all Advertising is increased awareness. Firms therefore invest in advertising expenditures in the expectation of an improvement in profitability.

2.2 OBJECTIVES OF ADVERTISING

Mathews, Levit, & Frank (1964, 12) listed the following as specific objectives of Advertising:

1. To build primary demand,
2. To introduce a price deal,
3. To inform about a product's availability,
4. To build brand recognition or brand preferences or brand insistence.
5. To inform about a new product's availability or features or price.
6. To help salesmen by building an awareness of a product among retailers.
7. To create a reputation for services, reliability or research strength
8. To increase market share.
9. To modify existing product appeals and buying motives.
10. To increase frequency of use of a product.
11. To inform about new uses of a product.
12. To increase the number of quality of retail outlets.
13. To build the overall company image.
14. To effect immediate buying action.
15. To reach new areas or new segments of population with existing areas.
16. To develop overseas market.

2.3 THE ROLE OF ADVERTISING IN THE MARKETING MIX

The Association of Advertisers (New York 1961) stated these roles as:

1 To increase demand to the point where economies of scale are achieved. The advertiser may wish initially to build primary demand for the product group as a whole, anticipating that he will benefit proportionally from the overall growth of the market. Once product acceptance has been achieved, advertisers usually concentrate on building brand recognition and loyalty. The building of a brand image in a competitive, mature market has other benefits in addition to maintaining or improving the firms competitive position. Brand recognition and brand loyalty relieve the producer of his dependence on the distributive channels.

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2. Information gathering invariably precedes the purchase of a product to some

degree and, clearly, the ready availability of such information in the form of advertisements reduces the prospective purchaser's dependence on personal selling.

3. Most firms are subject to a fluctuating demand for their output but its seasonal or secular advertising can do much to minimise such fluctuations though its impact is greatest in the case of seasonal variations.

4. It is maintained that advertising improves profitability in a less tangible way by creating goodwill for the firm as a whole and by improving the morale of its employees.

2.4 ADVERTISING CAMPAIGN PLANNING

The determination of the advertising objectives is an essential prerequisite to the formulation of a campaign plan. The management gives its advertising agency a clear statement of what it wishes to achieve and the agency's responsibility is to devise a campaign that will maximise the return on the appropriate budget allocated.

1. First stage is the recognition of a business opportunity. Once identified, the marketer will undertake marketing research as a basis for quantifying the nature and extent of this opportunity. As a result a consumer profile is drawn up stating the demographic characteristics of the potential customers, geographical location of the market, the frequency and method of purchase.
2. Armed with this blue print, the next stage in the process is the development of a product to satisfy the demand represented by recognition of the original opportunity. Once developed, the product will be tested and the agency is brought in or contracted. The agency suggests the appropriate name and package taking into consideration product features, competitors, consumer profile, intended price bracket, channels of distribution etc. Other reasons for bringing in the agency is to discuss the method of launching the product aand test marketing.

2.5 ROLES OF ADVERTISING:

1. It makes consumers aware of the existence of new products, services or ideas and the continued existence of old ones.
2. Advertising informs and educates the people on how to make use of the product or service.
3. Advertising informs people where to obtain goods and services.

4. Advertising improves the quality of goods and services. This happens in two ways. First as a form of competition, advertisers improve the quality of their goods in order to capture the best share of the market. Secondly, advertisers conduct consumer research to ascertain what users feel about their products and services.

5. Advertising associates specific goods and services with identifiable producers so that the merits and demerits of such goods and services become easily attributable to particular manufacturers.

2.6 TYPES OF ADVERTISING

1. **Informative:** Informative Advertising is designed to make members of the public aware of new facts and about things they have not heard of before. This type of advertising is mostly used to call the attention of the audience to the existence of new goods, products and services in the market. It is also to inform people about particular events taking place in the future. The existence of vacancies for employment and other things that members of the public should know are brought to their notice through informative advertising.

2. **Persuasive Advertising:** This calls on the people to buy and use a product or service irrespective of what their attitude may be towards such a product or service. Various devices and well chosen words are used to make people believe in the advertising appeal. Persuasive advertising is usually repetitive. Specifically, it is used to induce people to buy the advertisers product or service rather than that of the other competitors. It attempts to convince the audience that one's product is better than the other and to keep the name of one's product in the minds of the consumers.

3. **Competitive Advertising:** This seeks to persuade the people to use a particular type of product in preference to another, it is mostly used to advertise goods that have many substitutes like detergents, toothpaste, toilet soap, beer and other beverages. It can be used to break through a monopoly.

4. **Mass and Specific Advertising:** This takes place when producers of a particular line of goods decide to advertise for the general particular brand. Examples are found in adverts such as "Hand lotion softens your palm". "Use hair cream, a woman's beauty is in her hair". In this case the advert is not specific.

2.7 ADVERTISING: PLANNING & IMPLEMENTATION

Advertising planning and implementation is a co-ordinated process build around a single idea that is designed to reach a predetermined goal. When developing an advertising plan, a firm should first establish the advertising goals. This goal and the buying motives of the customers will determine what appeals will be used. Assume that the goal of an advert put on by an airline is to introduce its new jumbo jet service. Then the advertising theme will be designed to appeal to the customers' desire for a special quiet and restful top or fine food and courteous services. An advertising planning programme will consist of a series of related, well-timed carefully placed adverts that will reinforce the personal selling and sales promotion efforts.

The following steps will be necessary in advertisement planning by an organisation.

1. Identify the target audience, know their requirements, profile them according to their socio economic status to avoid waste of advertisement effort.
2. Determine the communication objective.
3. Design a message with the audience in view, taking into consideration of the target audience and objective of the message.
4. Select the communication channels, the advocate channels which represent the salesmen, sales representatives, marketing executives. The expert channels like neighbours, who might have bought and used a product and sold the idea to other people.
5. Decide on the advertising mix: The media (Print and Broadcasting) exhibitions direct mail (sales letters, brochures) outdoor or indoor advertising.
6. Allocate the total advertising budget. Finally the services of an agency is contracted for implementation and coordination.

2.8 ADVERTISING BUDGET

Advertising budget is established after determining the advertising objectives. The budget is planned to achieve sales goal set by the organisation.

Advertising expenditures in relation to total marketing costs vary widely. In general the percentage of advertising expenditure is a greater proportion of marketing costs in the case of consumer than of industrial goods and services. Too frequently, the basis for an advertising budget is completely subjective. Marketing research, costing

studies and operations research are increasingly assisting in determining the appropriate budget to be allocated to advertising and promotion elements of the marketing mix.

According to Giles (1978, 97) the report on advertising compiled by the confederation of British industry in 1967 draws attention to an average of 15% of sales spent on advertising by US cosmetic companies as against 2.7% expended by an Avon company. Thus it is said that organisations vary considerably in how much they spend on advertising. Advertising budget is set in many basic ways.

a. **Affordable Method:** This is a situation where advertising budget is set based on what is available. It leads to an uncertain annual promotion budget which makes long range market planning difficult.

b. **Percentage of Forecasted Sales:** Here the advertising budget for the forthcoming years is based upon the forecasted level of sales to be achieved during the forthcoming year. This method has the disadvantage of using circular reasoning in viewing sales as the result. It leads to a budget set by the availability of funds rather than by market opportunities.

c. **The Competitive Method:** In the following the competition method of determining the advertising budget, an advertiser is influenced primarily by how much other firms in similar businesses are spending. According to Reicherf (1972, 91) the advertiser has to find out how much advertising his competitors are doing before he can set up a likewise budget.

d. **The Diminishing Returns Method:** The diminishing returns method of setting advertising budget rests on the simple process of continuing to spend money on advertising up to the point where it is no longer profitable to do so in terms of traceable sales.

Reicherf (1972, 92) said that this budget method sometimes called the mail order method is based on the reasoning that such mail order advertising should be increased up to the point where maximum profits accrue from the sales directly traceable to the advertising.

e. **Research Objective Method:** The Research objective method, sometimes called the job or task method, is the most logical and best way to set an advertising budget. Here the first step is to establish each objective. Next advertising specialists estimate

the kinds and amounts of advertising needed to accomplish the objectives. A total estimate is then assembled. If such a cost figure is reasonably in line with top management judgement of the amount that can be spent for advertising, weighed with all the firms other financial considerations, that figure gets the approval. If it is out of line, the figure gets negotiated and the advertising director has his department and agency make the necessary adjustments.

2.9 CONTROL OF ADVERTISING

According to Giles (1978, 99) "Advertising is subject to restrictions in various media, imposed by both internal and external bodies. Some of these voluntary and statutory controls are outlined as follows":

a. **The British Code of Advertising Practice:** This code is accepted by all organisations operating advertising media - press, television, cinema, posters, direct mail. The code was first published in 1962 and revisions are made from time to time, but many voluntary control systems had been applied long before that. That code states that no advertisement contravening the code may be accepted for publication. The code covers such matters as:

i. Public decency
ii. Exploitation of superstition
iii. Appeals to fear
iv. Misleading descriptions and claims, including scientific terms, testimonials, price, guarantees, imitations, medicines, mail order, advertisements addressed to children.

b. **The Advertising Standard Authority:** This body was established in 1962 and is financed by, the British Advertising Association. It comprises the chairman and ten members whose authority, in addition to keeping in touch with the committee responsible for the control and revision of the advertising code, adjudicates on general advertising issues and special disputes amongst advertising bodies. It deals with complaints from the public and investigates action or non action on reposted breaches of the code.

c. **Statutory Controls:** Also are many acts of parliament restricting or controlling particular aspects of advertising. Department of Trade makes orders defining terms when used as past of the trade description of goods or require specified information to be given with goods or in advertising for goods. The act and regulations are designed to prohibit false advertising and labelling of a food or drug and detailed requirements

are set down particularly in connection with labelling.

d. **The Television Act:** This act was established to control advertising in such a way that advertisements are inspected before they are shown to the public. The television authority set up by that act has the statutory power to inspect every advertisement before it is transmitted. Such a rigid control exists in other media only in the case of medical products where for example Nigeria Medical Association (NMA) sets up a voluntary control system to which all members subscribe. Television programme contractors may screen only advertisements which have been passed by NMA.

e. **Other Codes and Standards:** Individual organisations within the advertising industry endeavour to control advertising standards by setting their own very specific regulations for membership or for accepting advertisements amongst these are:

i. The Bye laws to the standards of practice of the institute of practitioners of advertising.

ii. Regulations covering the acceptance of advertising for display issued by Association of Advertising Practitioners of Nigeria (AAPN).

iii. The standards of practice regulating contracts for localised advertising.

iv. Form of application by an advertising agency for recognition by the Newspaper Proprietors Association of Nigeria. (NPAN).

v. Standard conditions of insertion of advertisements in newspapers.

vi. Advertising film standard conditions agreed by the screen advertising association and the institute of practitioners in advertising.

2.10 STEPS IN ADVERTISING

The advertising decision making is a five step process consisting of objectives setting, budget decision, message decision, media decision and advertising effectiveness evaluation as discussed as follows.

1. Advertisers need to establish clear goals as to whether the advertising is supposed to inform, persuade or remind buyers. To inform involves telling the market about a new production, suggesting new uses for a product, informing the market of a price change, explaining how the product can be used, describing the various available after sales services. Correcting any false impressions, reducing consumers fears and building a company's image. To persuade aims at building brand preference, encouraging consumers to switch over to the advertisers brand, trying to change the consumer

perception of the product attributes, persuading them to buy now. It reminds consumers that the product is still in existence, that it will be needed in the near future, reminding them about where they can buy it and keep it in their minds during the products off seasons.

2. The advertising budget can be established on the basis of what is affordable, as a percentage of sales, on the basis of competitors expenditures or on the basis of objectives and tasks the affordable method is based on what the company can afford. This means that if the company has sufficient fund, it can spend them on advertising. The percentage of sales method is used based on a specified percentage of their past, current or anticipated sales. In competitors parity method, the company sets their advertising budgets specifically to match what their competitors are spending on advertising. The objective task methods are used to determine the tasks that must be performed to achieve these objectives and then estimating the cost of performing these tasks.

3. **Message Decision:** Given that advertising objectives has been set and a budget has been set and a budget has been allocated, the next is to develop a creative message that will carry the advertisement. This requires developing a number of alternative messages that will help the product again acceptance and proper positioning in the market. Also is the selection and evaluation of message out of a large number of alternative messages.

4. **Media Decision:** The vital decision stage is to find out an effective media that will carry the advertisement message. Among the various media types are the print media (newspapers, magazines, handbills, calendars, newsletters), the broadcast media (which includes radios, televisions, cinema), the outdoor media (billboards, posters, stickers, point of purchase display), the transit or transportation media (pictures, posters, stickers pasted on the body of moving vehicles) and direct mail (sales letters, brochures, catalogues, price lists). The media decision calls for defining the reach, frequency and impact goals; choosing among major media types, selecting specific media vehicles; and scheduling the media.

5. **Advertising Evaluation:** This is the final stage in the decision process. The advertising campaign is evaluated in three stages: Before, during and after it has been carried out.

2.11 CONSUMERS AND CONSUMER BEHAVIOUR

According to Schiffman and Kanik (1978, 704) "Consumers are of two different consuming entities. Personal consumers who buy goods and services for their own use or for household use and organisational consumers who buy products, equipment and services in order to run their organisation". He went further to say that consumers play vital role in the health of the economy both local, national and international. That the decisions consumers make affect the demand for basic products, even the success of industries and failure of others. They summed up these decisions or attitudes by consumers as their behavioural pattern. This consumer behaviour which is an integral factor in the flow of all business in a consumer oriented society serves as an inter disciplinary measure that investigates the decision making activities of individuals in their consumption roles. As a result of this argument, Schiffman and Kanik defined consumer behaviour (1978, 6) as "the behaviour that consumers display in searching for, purchasing, using, evaluation and disposing of products, services and ideas which they expect will satisfy their needs". Consumers through their patronage of goods determine the sale of those goods, the production rate, brand of goods to be produced, packaging, even colour. Consumer behaviour studies how individuals make decisions to spend their available resources on consumption related items, what they buy, why they buy it, how they buy it, when and where they buy it and how often. Consumers use and post-purchase evaluations of the products they buy, the disposal of their once new purchases and the frequency of replacement determines production of certain industry goods and makes industry aware of the subtle influences that will determine their choice of products or services to provide. The idea of marketing concept is that the consumer is central to the sale of any product. He determines the marketing objective in the total production orientation. Therefore the knowledge of consumer behaviour facilitates development of successful marketing strategies and strategic planning adds to developing a long range game plan to ensure the company's survival, its profitability, its growth and its perpetuity. Consumer characteristics serve as the most common basis for market segmentation in terms of geographic, demographic, psychological, socio-cultural, user behaviour, usage situation. Schiffman and Kanik (1987, 103) believes that "consumers are motivated to get the best out of them through developing new ideas and new copy appeals". They said that "needs of consumers and goals are interdependent and change

in response to the individual's physical condition, environment, interaction with other people and experiences". That is as their needs become satisfied, new higher order needs emerge which must be fulfilled. As a result consumers with different needs may seek fulfilment through selection of the same goals and people with the same needs may also seek fulfilment through different goals.

2.12 EFFECTS OF ADVERTISING ON CONSUMERS

Advertising and its effect on consumer behaviour will generally be more difficult to measure. However advertising stimulates interests of the consumer and this interest will have to be converted into a behaviour that seeks for distribution of goods and arrangements in packaging. Also advertising creates brand image in the minds of consumers as follows:

1. Awareness of the existence of the brand.
2. Recognition of the brand in retail outlets.
3. Persuasion to try the brand by making purchase.
4. Retention of loyalty to the brand by making repeated purchase in the future.

Howard (1984, 104) says that consumer brand preference is a delicate flower, It is not likely to deal with easily in the fierce heat of competitive pressure unless it is irrigated regularly by means of a brand advertising to create and to maintain a favourable image, at the product in the mind of the consumer. However the ultimate effectiveness of one's advertising campaign can be judged only when the display of several competing brands, consumers decides to buy your product because it is the one which has achieved the most lasting impression on his mind.

2.13 CONSUMER PROTECTION IN ADVERTISING

There are many ways by which businesses can deceive consumers. These include producing low quality goods and selling goods that are dangerous to the health of members of the public. Sellers themselves can also supply goods and services to consumers under terms that are not in the interests of the consumers, and which the consumers accept unknowingly at the time of sale. The consumer needs to be protected

from unscrupulous advertising agencies who make exaggerated or false claims about their goods and services. The following are various reasons why some consumers are easily deceived by advertisers:

1. Advertising employs many scientific and electrical devices which tend to over exaggerate the quality and effectiveness of products and services.
2. Modern technology has resulted in many new inventions. Thus there are many varieties of goods in the market. Most of these are substitute and composite goods. The strong claims made on these goods by advertisers can be misleading. Consequently, undiscerning consumers may be persuaded to purchase such goods only to discover later that they have been deceived.
3. The packaging of products which is also an advertising device is another factor that may mislead the consumer. Some products are over decorated and lavishly packaged to give the impression that the contents are valuable.

However various measures have been taken to address these issues such as:

1. Better communication with consumers through freedom by consumers to register a complaint, ask about service or get product usage information.
2. More and better information for consumers through improvement by companies of their point of sale information like publishing instructional booklets on the use and care of products.
3. Companies have improved their product through introducing many product safety, changes and pollution reduction measures.
4. More carefully prepared advertising - many advertisers are extremely cautious in approving agency - prepared adverts in sharp contrast to past practices. Advertisers are involving their legal department in the approval process.

2.14 CONSUMER PATRONAGE

The consumer market consists of all the individuals and households that buy or acquire goods and services for personal consumption. The consumer patronage or behaviour then involves those acts and decision processes. The individual consumer follows or is directly involved in obtaining and using economic goods and services. Consumer patronage can also be defined as the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products, services and ideas which

they expect will satisfy their needs.

Consumers vary tremendously in age, income, educational level, taste and mobility patterns. These indices actually determine the mode or level of behaviour consumers display in acquiring and disposing their products and services, as a result goods and services are grouped or segmented and tailored to their needs. The way consumers respond to different product features, prices, advertising appeals is got through research. According to Kotler (1991, 165) "consumer patronage is influenced by many factors among which are culture, social class, reference groups, family, economic circumstances, beliefs and attitudes, motivation learning, perception, life style etc." All these factors contribute to shape a consumer and expose him to new behavioural patterns, influencing his attitudes and self concept, and create pressures for conformity which affects his actual product and brand choices. Consumer decision making varies with the type of buying decision. Complex and expensive purchases are likely to involve more buyers deliberation and more participants.

Consumers go through complex buying behaviour when they are highly involved in a purchase and are aware of significant differences among brands. Consumers are highly involved in a purchase when it is expensive, bought infrequently, risky and highly self expressive. Typically the consumer does not know much about the product category and has much to learn. For example a person buying a personal computer may not even know what attributes to look for. Many of the product features carry no meaning: 16K memory, "disk storage" "screen resolution" "basic language and so on. This buyer will pass through a learning process characterised by first developing believes about the product, then attitudes and then making a thoughtful purchase choice.

Sometimes the consumer is highly involved in a purchase but sees little difference in the brands. The high involvement is again based on the fact that the purchase is expensive, infrequent and risky. In this case the buy shops around to learn what is available but will buy fairly quickly because brand differences are not pronounced. The consumer may respond primarily to a good price or to purchase convenience. For example, carpet buying is a high involvement decision because it is expensive and self expressive, yet the buyer may consider most carpeting in a given price range to be the

same. After the purchase the consumer might experience dissonance that stems from noticing certain disquieting features of the carpet or hearing favourable things about other carpets. The consumer is alert to more information that might justify his or her decision to reduce the dissonance. In this example, the consumer first acted, then acquired some new beliefs, and ended up with a set of attitudes.

In habitual buying behaviour many products are bought under conditions of low consumer involvement and the absence of significant brand differences. Example in purchase of both, consumers have little involvement in this product category. They go to store and reach for the brand. If they keep reaching for the same brand, it is out of habit, not strong brand loyalty. Evidence that consumers have low involvement with most low cost and frequently purchased products. It is therefore seen that consumers do not form a strong attitude toward a brand but select it because it is familiar. After purchase, they may not even evaluate the choice because they are not highly involved with the product. So the buying process is, brand beliefs formed by passive learning, followed by purchase behaviour, which may be followed by evaluation.

Some buying situations are characterised by low consumer involvement but significant brand differences. Here consumers are often observed to do a lot of brand switching. An example occurs in purchasing Trebor sweet. The consumer has some beliefs, chooses a brand of sweet without much evaluation, and evaluates it during consumption. But next time, the consumer may reach for another brand out of boredom or a wish for a different taste brand switching occurs for the sake of variety rather than dissatisfaction.

2.15 REACTIVE MARKETING TO CONSUMER BEHAVIOUR

Marketing is a process of providing customers with parts of a potential mosaic (form framework) from which they as artists of their own lifestyles, can pick and choose to develop the composition that for the time seems the best. Marketers play certain roles in every stage of the consumers patronage or behavioural patterns. These include:

1. Marketers' duties are to distinguish different consumer groups or segments and develops products and services tailored to their needs.

2. It is the duty of the marketers to identify the reference groups of their target customers.
3. In the case of purchase of expensive products and services, the marketer needs to determine which member of the family normally has the greater influence in choosing various products.
4. In personal factors such as age and life cycles stage, economic circumstances - divorce, widowhood, remarriage and their effect on consumption behaviour.
5. In occupation, marketers should try to identify the occupational groups that have above average interest in their products and services. The company can even specialise their products for certain occupational groups. Thus computer software companies will design different computer software for brand managers, engineers, lawyers and physicians.
6. During certain economic circumstances, the marketers of income-sensitive goods pay constant attention to trends in personal income, savings and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition, and reprice their products so that they can continue to appeal to target customers.
7. For lifestyle, marketers will search for relationships between their products and lifestyle groups. A personal computer manufacturer might find that most buyers fit the VALS (Computer model) description of achievers. The marketer may then aim the brand more clearly at the achiever's lifestyle. Advertising copy writers can then draw on symbols that appeal to achievers.
8. Personality and self concept - marketer uses concepts related to personality - a person's self concept or self image, for example a manager may see himself as *highly accomplished and deserving the best. To this extent will favour a computer* that projects the same qualities. Marketers will try to develop brand images that match the self image of the target marketers.
9. Learning theory teaches marketers that they can build up demand for a product by associating it with strong drives, using motivating cues and providing positive reinforcement. A new company can enter the market by appealing to the same drives that competitors use and providing similar configurations because buyers are more likely to transfer loyalty to similar brands than to dissimilar brands. In this case the company will design its brand to appeal to a different set of drives and offer strong cue inducements to switch.

10. Beliefs and attitudes: Belief is a descriptive thought that a person holds about something. While an attitude describes a person's enduring favourable or unfavourable cognitive education, emotional feelings and action tendencies toward some object or idea. The manufacturers are very interested in the beliefs that people carry in their heads about their products and services, these beliefs make up product and brand images and people act on their images. A situation where these beliefs are wrong and inhibit purchase, the manufacturer or marketer will launch a campaign to correct these beliefs. On the other hand the marketer will be well advised to fit its products into existing attitudes rather than try to change peoples attitude.
11. In consumers buying roles or decision making process, the marketer needs to identify these roles because they have implications for designing the product, determining messages and allocating the promotional budget. For example, if the husband decides on the car make, then the auto company will direct advertising to reach husbands. The auto company might design certain car features to please the wife, knowing the main participants and their roles helps the marketer fine tune the marketing programme.
12. In complex buying behaviour, the marketer of a high involvement product must understand the information gathering and evaluation behaviour of high-involvement consumer. The market have needs to develop strategies that assist the buyer in learning about the attributes of the product class. Their relative importance, and the high standing of the company's brand on the more important attributes. The brands features, use mainly print media and long copy to describe the brands benefits and motivate store sales personnel and the buyers friends to influence the final brand choice.
13. In habitual buying behaviour marketers of low involvement products with few brand differences will use price, and sales promotion as an incentive to product trial, since buyers are not highly committed for any brand. In advertising the low involvement product the advertising copy should stress only a few key points like visual symbols and imagery because they can easily be remembered and associated with the brand. The advertising campaigns should go for high repetition with short duration messages. In addition marketers can try to convert the low-involvement product into one of higher involvement. This can be accomplished by

linking the product to some involving issue, as when close up toothpaste is linked to avoiding cavities. Or the product can be linked to some involving person situation, for instance by advertising a coffee brand early in the morning when the consumer waits to take off sleepiness. Or the advertising might seek to trigger strong emotions related to personal values or ego defence. Or an important product feature might be added to a low involvement product, such as by fortifying a plain drink with vitamins.

14. In researching the buying decision process for any given product, marketers can interview a small number of recent purchasers, asking them to recall the events leading to the purchase of the product. Finally after some purchases, the consumer might experience dissonance that stems from modifying certain disquieting features in the product, may be thorough hearing favourable things about other products. Their marketing duty here it to supply beliefs and evaluations that help the consumer feel good about his or her brand choice.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

This chapter dealt with the procedures used in data collection, that is, the processes and methods through which information were gathered for analysis in the next chapter. Essentially, the tools or instruments used, the technique of analysis and selection of sample and the sample size chosen out of what population is discussed.

3.1 RESEARCH METHODS OR APPROACHES USED

It is very important that researcher ensures that methods or approaches used conform with the study in question, this is because accurate data collection depends on methods used for a particular research study.

Therefore in carrying out this study, the researcher saw the need for the use of historical research method as a beginning. This emanated from the fact that the food and beverage industry in Nigeria has a past, without which it would have been difficult to talk effectively about what is happening now. However, in using historical method, emphasis was in past related documents of companies in the industry.

Also, bearing in mind the dynamism of our business environment, it becomes necessary to undertake field study rather than relying absolutely on what other people have written on the subject, hence, the utilisation of survey method with instruments such as questionnaire and personal interview is highly relevant.

3.2 JUSTIFICATION FOR APPROACHES OR METHODS USED

The researcher considered historical and survey techniques suitable because they would enable him to collect all the relevant facts and necessary information regarding the study. They would also allow detail investigation into topical issues and help to reveal certain facts that could have remained covered.

3.3 INSTRUMENTS OR TOOLS USED

For this study, the researcher used the following relevant instruments in obtaining his data which were analysed in the next chapter;

a) Documentary sources
b) Validated questionnaire
c) Personal interview

a. **Documentary sources**

In the course of this study, the researcher used published books, journals bulletins newspapers and documents from Food and Beverage companies. The information obtained were comprehensively and extensively utilised in chapter two for the literature review and other chapters where the need arose.

b. **Validated questionnaire**

The researcher designed and administered two sets of questionnaires, that is, management questionnaires and consumer questionnaires for gathering the relevant information required for the study. However, a close-ended, structure and undisguised questionnaire were administered in this regard, and less than the number administered were returned filled by the respondents. But the number of questionnaires returned filled were adequate and substantial enough for the analysis required.

c. **Personal interview**

To avoid the shortcomings of the above two instruments discussed, the researcher created time to meet and have personal discussions with some management staff of Nestle (Nigeria) Plc., Kaduna and some consumers of their products on the subject of the study. However, the information obtained was very useful in conducting this study as it assisted the investigator in obtaining the exact and precise feelings of the management staff and consumers on the impact of advertising on their products.

3.4 RESEARCH POPULATION AND SAMPLE SIZES

In conducting this research study, the investigator used a sample size of 20 management staff and 100 consumers chosen out of an estimated population of 35 management staff and 1025 consumers respectively.

3.5 SAMPLING PROCEDURE EMPLOYED

The researcher used a simple random sampling technique. In this methods, the sample was chosen in such a way that each subject of observation of the population had the same probability of being selected. This method was employed because of the advantages derived from its use since it enables the reliability of the results to be measured with mathematical exactness or confirmation.

3.6 JUSTIFICATION FOR SAMPLE SELECTION PROCEDURE/SAMPLE SIZE

The simple random sampling technique was employed because of its relevance to the topic under study, it is believed to be a simple method of obtaining objective data in an investigative research of this nature. That is, it was adopted for convenience and it is also unbiased.

However, in as much as the entire population cannot be surveyed a fractional part can be used in this regard to serve as a true representative of the whole population. Therefore, the sample size employed is substantial enough as the representative of the entire population. That is, the sample size is adequate in this regard.

3.7 STATISTICAL TECHNIQUES USED IN ANALYSING DATA

The investigator used the tabulation and simple percentage technique in analysing the data. This was prompted by the fact that the nature of the questionnaire called for it, coupled with the number of the respondents. Hence, responses on all questions are converted to percentages, tabulated and sequentially arranged for easy and more accurate analysis.

CHAPTER FOUR

PRESENTATION OF DATA

In this chapter, the researcher present and analyses the data collected from NESTLE Food Plc, Kaduna, and some of its customers based on the questionnaires administered. These data are going to be presented, analysed and interpreted in a tabular form based on the responses of the respondents. To ease the interpretation of these data, the statistical tool used is the percentage method for analysis and tabulation of the data as below.

4.1 PRESENTATION AND ANALYSIS OF MANAGEMENT QUESTIONNAIRES

Question 1. Status of Officer Responding

Table 1: Responses to Question 1

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Lower Management	-	-
b) Middle Management	17	85%
c) Top Management	3	15%
TOTAL	**20**	**100%**

The table above shows that 17 of the respondents representing 85% are of the middle management of status that responded while 3 respondents representing 15% however are of top management status officers that responded.

Question 2: How long have you been with this Company

Table 2: Response to Question 2

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a. 1 - 5 Yrs	4	20%
b. 6 - 10 Yrs	10	50%
c. 11 - 15 Yrs	6	30%
d. 16 - 20 Yrs	-	-
e. 20 and above	-	-
TOTAL	**20**	**100%**

From the above table, 10 respondents representing 50% agreed that they have been with the company between 11 - 15 years. However, respondents representing 20% have been working with the company between 1 - 5 years.

Question 3: Does your Company Advertise its Product?
Table 3: Response to Question 3

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a. Yes	20	100%
b. No	-	-
TOTAL	20	100%

ANALYSIS AND PRESENTATION

From the table above, all the 20 respondents representing 100% agreed that the company advertises its products.

Question 4: If yes through which Media/Channels?
Table 4: Response to Question 4

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a. Radio	4	20%
b. Television	12	60%
c. Newspaper	4	20%
d. Magazines	-	-
e. Others (Specify)	-	-
TOTAL	20	100%

From the above table, 12 respondents representing 60% were of the opinion that the company uses Television as a media or channel for advertising, while 4 respondents representing 20% were of the opinion that the company uses radio as a channel and the remaining 4 respondents, representing remaining 4 respondents representing 20% said Newspaper as a media for advertising.

Question 5: How often does your company Advertise?
Table 5: Response to Question 5

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Weekly	12	60%
b) Daily	-	-
c) Fortnightly	4	20%
d) Monthly	4	20%
e) Others (Specify)	-	-
TOTAL	20	100%

The Above Table 4 respondent representing 20% said forthnightly while another 4 respondents representing 20% said monthly for company's advertisement. Also, 12 respondents representing 60% said weekly.

Question 6: What is your company's Advertising objective(s)
Table 6: Response to Question 6

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Profit oriented	3	15%
b) Image making	4	20%
c) Increased market share	-	-
d) Customer education	3	15%
e) Others (specify)	-	-
f) All of the above	10	50%
TOTAL	20	100%

From the above table, 3 respondents representing 15% were of the opinion that their company's advertising objective is profit oriented, another 3 respondents representing 15% said is for customer oriented, another 3 respondents representing 15% said is for customer education, while 4 respondents representing 20% said is for image creation. However 10 respondents representing 50% were of the opinion that the company's advertising objective consists of all the above options.

Question 7: Who is responsible for Advertising?

Table 7: Response to Question 7

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) The board of directors	-	-
b) Finance Dept.	-	-
c) Production Dept.	-	-
d) Personal Dept.	-	-
e) Marketing Dept.	20	100%
f) Others (Specify)	-	-
TOTAL	20	100%

From the above table all the 20 respondents representing 100% indicated that the marketing Dept. is responsible for advertising.

Question 8: Does your company carry out its advertising through an Agency?

Table 8: Response to Question 8

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Yes	20	100%
b) No	-	-
TOTAL	20	100%

The above table shows that all the 20 respondent, representing 100% agreed that their company carry out its advertising through an agency.

Question 9: How adequate is the provision of your company's Advertising Budget?

Table 9: Response to Question 9

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Very adequate	8	40%
b) Adequate	12	60%
c) Below adequate	-	-
d) Not adequate	-	-
e) No comment	-	-
TOTAL	20	100%

From the above table, respondents representing 40% agreed that there is more than adequate provision for their company's advertising budgets. While, 12 respondents representing 60% indicate that the company made adequate provision for their advertising budgets.

Question 10: Doest your company's Advertisement reach its target audience?

Table 10: Response to Question 10

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Yes	20	100%
b) No	-	-
TOTAL	20	100%

From the above, table all the 20 respondent which represents 100% indicated that their company's advertisement reach its target audience.

Question 11: What mode of advertising does your company carry?

Table 11: Response to Question 11

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Intensive	4	20%
b) Selective	16	80%
c) Specific	-	-
d) Others (specify)	-	-
TOTAL	20	100%

From the above table 4 respondents representing 20% indicated intensive mode of advertising while 16 respondents representing 80% indicated a selective mode of advertising.

Question 12: Do you think your company's advertisement influences customer patronages of your products?

Table 12: Response to Question 12

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Yes	20	100%
b) No	-	-
TOTAL	20	100%

From the above table all the 20 respondent which represents 100% indicated that their company's advertisement influence customer patronages of their products.

Question 13: If yes, raate, their responses toward your company's advertisement

Table 13: Response to Question 13

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Very high	-	-
b) High	20	100
c) Low	-	-
d) Very low	-	-
e) No comment	-	-
TOTAL	-	100%

From the above table all the 20 respondents representing 100% agreed rated customer's responses toward company's advertisement as being high.

Question 14: Do you think that your company's advertisement increase your sales?

Table 14: Response to Question 14

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Yes	20	100%
b) No	-	-
TOTAL	20	100%

From the above table all the 20 respondents which represents 100% indicated that company's advertisement increases the company's sales.

Question 15: Advertisement increases your sales, by what percentage?
Table 16: Response to Question 16

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) 0 - 25%	-	-
b) 25 - 50%	-	40%
c) 50 - 75%	12	60%
d) 75 - 100%	-	-
TOTAL	20	100%

From the above table, respondents representing 40%, indicated that the company's sales increase by percentage between 25-50 percent, while 12 respondents representing 60% said is between 50 - 75 per cent increase.

Question 16: Does your company carry out other promotional activities?
Table 16: Response to Question 16

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) yes	20	100%
b) No	-	-
TOTAL	20	100%

From the above table all the 20 respondents which represents 100% agreed that the company carry out other promotional activities.

Question 17: Which of these promotional activities does your company carry out of oftently?
Table 17: Response to Question 17

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Advertising	-	-
b) Personal seeking	-	-
c) Sales promotion	-	-
d) Publicity	-	-
e) Others (specify)	-	-
f) All of the above	20	100%
TOTAL	20	100%

From the above all the 20 respondents representing 100% indicated that all of the above promotional options forms the basis for promotional activities oftenly carried out by the company.

Question 18: Compare the effect of your company advertisement on Customer pagronage to other companies i the same industry with you

Table18: Response to Question 18

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Most effective	12	60%
b) More effective	8	40%
c) Less effective	-	-
d) Cannot say	-	-
TOTAL	20	100%

From the table above, 12 respondents representing 60% indicated that the company's advertisement have most effect on customer patronage compared to other companies in the same industry while 8 respondents representing 40% said that the company's advertisement is more effective than other companies as regard customer patronages.

Question 19: Which of your company's products do your company advertise regularly?

Table 19: Response to Question 19

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Maggi Cubes	20	100%
b) Noddles	-	-
c) Milo	-	-
d) Nescafe	-	-
TOTAL	20	100%

From the above table all the 20 respondents representing 100% agree that Maggi Cubes is the product that the company advertise regularly.

Question 20: Which of your company's products do your customers pattronise most?
Table 20: Response to Question 20

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Maggi Cubes	20	100%
b) Noddles	-	-
c) Milo	-	-
d) Nescafe	-	-
TOTAL	20	100%

From the above table the data shows that all 20 of the respondents representing 100% agree that Maggi Cubes is the company's products that customers patronise most.

Question 21: Your company'ss advertisement
Table 21: Response of Question 21

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
a) Continual	20	100%
b) Seasonal	-	-
TOTAL	20	100%

From the above table all 20 respondents representing 100% agreed that the company's advertisement is a continual process.

CUSTOMER/DISTRIBUTOR QUESTIONNAIRE

4:2

Question 1: How long have you been a customer/distributor of Nestle Food products

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) 1 -1 Yrs	8	40%
b) 6 - 10 Yrs	-	-
c) 11 - 15 Yrs	8	40%
d) 11 - 15 Yrs	-	-
e) 20 Yrs & above	4	20%
TOTAL	20	100%

From the above table the data shows that 8 respondents representing 40% indicated between 1 -5 years, while another 8 respondent representing 40% indicates between 11 - 15 years and another 4 respondent representing 20% falls between 20 years and above.

Question 2: How did you get to know this company?
Table 2: REsponse to Question 2

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Friends	-	-
b) Relations	8	40%
c) Staff	-	-
d) Advertisement	12	60%
e) Others (specify)	-	-
TOTAL	**20**	**100%**

The above table, shows that 8 respondents representing 40% indicated that they know the company through relations, while 12 respondents representing 60% indicated that it was through advertisement.

Question 3: If it is through advertisement, through which of the media?
Table 3: Respond to Question 2

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Radio	4	20%
b) Television	14	70%
c) Newspaper	2	10%
d) Magazines	-	-
e) Others (specify)	-	-
TOTAL	**20**	**100%**

Question 3 (Analysis)

The above table, shows that 14 respondent, representing 70% received their advertising information through television, 4 respondent, representing 20% was through radio and 2 respondents representing 10% was through Newspaper media.

Question 4: How frequently do you notice the company's advertisement?

Table 4: Response to Question 4

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Daily	2	10%
b) Weekly	10	59%
c) Fiortnightly	4	20%
d) Monthly	4	20%
e) Others (specify)	-	-
TOTAL	20	100%

From the above table 2 respondents representing 10% indicated that frequent notice of company's advertisement is daily while 10 respondent representing 50% indicated weekly. Another 4 respondent representing 20% indicated fortnightly and another 4 respondent representing 20% indicated monthly

Question 5: You patronise the company because of its quality products?

Table 5: Response to Question 5

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Location	-	-
b) Quality product	16	80%
c) Personnel	-	-
d) Advertisement	4	20%
e) Others (specify)	-	-
TOTAL	20	100%

The table above shows that 16 respondent representing 80% patronise the company because of quality products, which 4 respondent representing 20% agreed that patronage of the company is because of its advertisement.

Question 6: Does the company's advertisement make you purchase its products?

Table 6: Response to Question 6

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Yes	20	100%
b) No	-	-
TOTAL	20	100%

The above table shows that all 20 respondents representing 100% agree that company's advertisement make them purchase its products.

Question 7: How will you rate the company's advertisement?

Table 7: Response to Question 7

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Very effective	12	60%
b) Effective	8	40%
c) Not effective	-	-
d) No comment	-	-
TOTAL	20	100%

From the above table 12 respondents representing 60% agreed and rated the company's advertisement to be very effective, while 8 respondents representing 40% rated the company's advertisement to be effective.

Question 8: Which of the company's products do you patronise most?

Table 8: Response to Question 8

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Maggi cubes	10	50%
b) Noddles	2	10%
c) Milo	0	30%
d) Nescafe	2	10%
TOTAL	20	100%

The above table shows that 10 respondents representing 50% indicated that Maggi Cubes is the company's product they patronise most, while 2 respondents representing 10% indicated that Nescafe is the company's product they patronise most. However, another 2 respondents representing 10% indicated that they patronise Nescafe mostly while, 6 respondents representing 30% indicated that they patronise milo mostly.

Question 9: Compare your patronage of the company's products to products of other companies in the industry?

Table 9: Response to Question 9

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Very often	16	80%
b) Often	4	20
c) Not often	-	-
d) No comment	-	-
TOTAL	20	100%

From the above table, 16 respondents representing 80% were of the opinion that ass a matter of comparison of the patronage of the company's products to other companies, it is very much often patronise, while 4 respondents, representing 20% said it is often, when compared to patronages of other company's products.

Question 10: How will you rate the company's products?

Table 10: Response to Question 10

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Very high	16	80%
b) High	4	20%
c) Low	-	-
d) Very low	-	-
e) No comment	-	-
TOTAL	20	100%

From the above table 16 respondents representing 80% rated the company's products to be very high, while 4 respondents representing 20% agreed rated the company's products to be high.

Question 11: The relationship between management staff and customers is cordial?

Table 11: Response to Question 11

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Very cordial	12	60%
b) Not cordial	-	-
c) Cordial	4	20%
d) No comment	4	20%
TOTAL	20	100%

From the above table the data shows that 12 respondents representing 60% agreed that the relationship between management staff and customers is very cordial, 4 respondent representing 20% made no comment on the relationship between management staff and customer.

Question 12: Do you think the company's advertisement can influence other customers to buy more of their products

Table 12: Response to Question 12

OPTIONS	NUMBER OF RESPONDENT	PERCENTAGE%
a) Yes	20	100%
b) No	-	-
TOTAL	20	100%

From the above table all the 20 respondents are presenting 100% agreed that the company's advertisement can influence other customer's to buy more of their products.

Question 13: If no, what do you advice?

Table 13: Response to Question 13

OPTIONS	NO. OF RESPONDENT	PERCENTAGE%
a. Increase advertising budget	-	-
b. Do appropriate and intensive advertising	-	-
c. Use appropriate and adequate media	-	-
d. Engage the Service of competent advertising agency	-	-
e. All of the above	20	100%
TOTAL	20	100%

From the above table all 20 respondents representing 100% indicated all of the above for their advice.

CHAPTER FIVE

DISCUSSION OF RESULTS

In this chapter, discussion would be basically concentrated on the opinions of the respondents, in the previous chapter. Therefore, the analysis and discussion of this chapter is based upon information obtained from administered questionnaires and personal interview. Also testing and prove of hypothesis and findings would be done in this regard.

5.1 DISCUSSION OF MANAGEMENT QUESTIONNAIRE

From question one, it was indicated that 85% of the respondent, were of the middle management status, while 15% were of top management cadre. This revealed that the respondents were well informed and knowledgeable enough to give accurate information about the company's operations relating to the subject matter of this study.

However, for question two about 80% of the respondents, have worked for over is (6) years in the company. In essence, the majority of the respondents had the required experience and can express their feelings adequately and appropriate in response to the questions asked in the questionnaire.

From questions three and four, it was revealed that the company advertise its products majorly through television as a channel. But also used Radio and Newspaper sometimes.

From question five, 60% of the respondents said the company advertise its products either fortnightly or monthly. This shows that the frequency at which the company advertise its products is appropriate and adequate.

Response to question 6 reveals that the company pursue several objectives with her advertisement such as profit making, image creation, increased market share and customer education to be precise. This is because above 50% of the respondents agreed with this position. However, this position is in line with relevant advertising knowledge.

From question 7, it shows that the marketing department of the company is solely responsible for all the advertisement made by the company. This is also in line with relevant marketing knowledge and concepts.

Also in question eight (8), all the respondents representing 100% indicated the company carries out its advertisements through advertising agency. It means that every advertising activities of the organisation in properly and professionally handled. According to relevant marketing theories and principles it is necessary to use professionally trained advertising agency for a better result to be achieved.

Most importantly, question nine (9) revealed that the goods provided for advertising activities of the company is adequate considering that above 100% of the respondents agreed with this position. With regard to relevant advertising principles, theories and concepts, it is very important and of necessity to provide adequate advertising budgets to carry out advertising activities appropriately.

From question ten (10), 100% of the respondents agreed that their company's advertisement reach its target audience. This reveals that the company advertisement is effective and efficient.

But in question eleven (11), 80% of the respondents agreed that the company applied selective advertising strategy while 20% of the respondents agreed that it applied intensive advertising strategy in carrying out its marketing activities. This is also in line with relevant knowledge theories and principles of marketing.

Question twelve (12) and thirteen (13) revealed that the company's advertisement influence customer patronage of the company's products. And that the rate of patronage is high on the of the customers. Essentially, it entails that the company's advertisement is very effective and efficient as it influences their patronages.

Also, questions fourteen (14) and fifteen (15) revealed that the company's advertisement effectively increases its sales and that by between 50% - 75% increase in sales. This shows that the company's advertisement is efficient and effective and that it has achieved its desired objective(s).

From questions sixteen (16) and seventeen (17), it shows that the company carried out other promotional activities such as personal selling, sales promotion and publicity. Therefore, the increase in sales of the company and other successes of the company cannot be attributed to advertisement only. This is also in line with relevant marketing

knowledge, principles and theories.

In question eighteen (18) the respondents indicated that the company's advertisement effect on customer patronage in adequate as compared to other company in the industry.

However, question nineteen (19) and twenty (20) revealed that the company advertise its Maggi cube product regularly more than its other products and also that customers patronise Maggi cubes most than any of the company's products.

And finally, question twenty-one (21) shows that the company's advertisement is done continuously. This is also in line with relevant marketing principles and theories.

5.2 DISCUSSION OF CUSTOMER/DISTRIBUTOR QUESTIONNAIRE

From question one (1), it shows that of the company for more than 11 years. That is they have a long standing trading relationship with company and therefore, they would have a sound knowledge of every activities and operational management of the company.

From question two (2), about 60% of the respondents revealed that they get to know the company through advertisement while 40% of the respondents was through relations. This indicated that the company's advertisement is effective.

Also question three (3) and four (4) shows that the company does its advertisement mainly through Television and that the frequency of its advertisement rated to be on weekly basis. This can be said to be adequate and that it complies with relevant marketing and advertising theories and principles.

Question five (5), revealed that the customers is patronage of the company as purposely because of the quality of its products. It was also revealed that customer patronage was influenced by the company's advertisement on the other hand. This is in compliance with relevant knowledge of marketing, that is, product quality and creation of awareness for products is very essential in the market place.

In both question six (6) and seven agrees that the company's advert induces or influenced them to buy the products And that above 60% of the respondents rated the company's advertisement to be effective.

Both questions eight and nine (9) indicated that customers patronises Maggi cubes mostly among other products. About 80% of the respondents rated the patronage the company's products as compared to other companies product to be very oftenly patronised.

Also in question ten (10) about 80% of the respondents rated the quality of the company's products to be very high. This confirms the high rate of patronage of the company's products and which is in compliance with relevant marketing theories, concepts and principles.

Most importantly, in question eleven (11), about 60% of the respondents revealed that the relationship between management staff of the company and the customers is very cordial. In essence, it shows the public relation aspect of the organisation is effective and efficient and this can also be said to be one of the reasons for high patronage of the company marketing theories, concepts and principles.

Most importantly, in question eleven (11), about 60% of the respondents revealed that the relationship between management staff of the company and the customers is very cordial. In essence, it shows the public relation aspect of the organisation is effective and efficient and this can also be said to be one of the reason for high patronage of the company by customers. This is also in compliance with relevant marketing theories and principles.

From both questions twelve (12) and thirteen (13), it shows that 100% of the respondents agreed that the company's advertisement can influence other customers to buy more of the profits. And finally, all the respondents agreed that the company should apply all the following recommendations where necessary.

a) Increase advertisement budgets,
b) Carry out appropriate and intensive advert,
c) Use appropriate and adequate media,
d) Should engage the service of competent advertising agency.

5.3 PROOF OF HYPOTHESIS

Hypothesis I

Ho - Advertising does not have a positive impact on consumer patronage of Nestle Food products.

H_2 - Advertising has positive impact on consumer patronage of Nestle Food Products

Management	Favourable	Unfavourable	Total
Questionnaire			
Question 12	20	-	20
Question 13	20	-	20
Question 14	20	-	20
Question 18	20	-	20
Customer/Distributor Questionnaire			
Question 2	12	8	20
Question 5	4	16	20
Question 6	20	0	20
Question 7	20	0	20
Question 12	20	0	20
Total	**156**	**24**	**180**

Favourable = $\frac{156}{180} \times \frac{100}{1}$ = 86.67%

Unfavourable = $\frac{24}{180} \times \frac{100}{1}$ = 13.33%

From the above tabulation and calculation of the related questions in Management and Customer/Distributor Questionnaires, it reveals that majority of the respond-

ents, that is, 86 - 67% favoured the alternative Hypothesis (HI), while 13.33% of the respondents favoured the null hypothesis (Ho). Therefore, it has been proved that the alternative hypothesis (HI) which states that "advertising has a positive impact on consumer patronage of Nestle Food Products should be accepted. And furthermore, the null hypothesis (Ho), which states that "advertising does not have a positive impact on consumer patronage of Nestle Food products should be rejected.

Hypothesis II

Ho - Advertising does not increase consumer patronage, i.e increase sales of Nestle Food Products.

HI - Advertising increases consumer patronage, i.e increase sales of Nestle Food Products.

Management Questionnaire	Favourable	Unfavourable	Total
Question 10	20	-	20
Question 12	20	-	20
Question 13	20	-	20
Question 14	20	-	20
Question 15	12	8	20
Customer/Distributor Questionnaire			
Question 5	4	16	20
Question 6	20	0	20
Question 7	20	0	20
Question 12	20	0	20
Total	176	24	200

Favourable = $\frac{176}{200} \times \frac{100}{1}$ = 88%

Unfavourable = $\frac{24}{200} \times \frac{100}{1}$ = 12%

From the above tabulation and calculation of related questions in the questionnaire, it shows that majority in the questionnaires, it shows that majority of the respondents, that is, 88% of the respondents favoured the alternative Hypothesis (H1), while 12% of the respondents favoured the null Hypothesis (Ho). Hence, it has been proved that the alternate hypothesis (H1) which states that "Advertising increases consumer patronage, i.e increase sales of Nestle Food products should be accepted. However, the null hypothesis which states that "Advertising does not increase consumer patronage, i e increase sales of Nestle Food products should be rejected.

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter summarised the relevant aspects of the research study and arrived at some meaningful and useful conclusions. And finally, the chapter also advanced some recommendations for management implementation to attain a greater height in managing its marketing activities especially promotion and advertising.

6:1 SUMMARY

This research study was conducted to review the impact of advertising on consumer patronages in Food and average industry with a particular reference to Nestle Food Plc. The introductory stage of the study highlighted the statement to the problem, objective of the study, significance of the study, scope of the study, statement of Hypothesis, and limitations of the study.

Various related works of renowned authors, professionals, and experts were reviewed as guide and framework in conducting the research study. A survey method was used in collecting data using instruments such as personal interview and questionnaires. Relevant data were obtained, analysed and interpreted. The results of the study were discussed and formulated hypothesis were proved. This lead to the acceptance of the alternative hypothesis which state, that,

I) Advertising has a positive impact on consumer patronage of Nestle Food products,

II) Advertising increases consumer patronage, i.e increase sales of Nestle Food product.

Therefore, the null hypothesis were rejected.

However, conclusions were drawn from the results discussed and recommendations were made among which, is that management of Nestle Food Plc should intensify

efforts in their marketing strategies and should utilise relevant and appropriate channel/ media in advertising their product to reach their target audience.

6.2 CONCLUSIONS

In the course of this research, the investigator brought together critical analysis of the views of some renowned authors, experts and professionals with regard to advertising and its implication on customer patronage. And throughout the study it was acknowledged that most of the company's advertising activities and the related marketing efforts had serious impact on consumer patronage. These were in conformity with the relevant principles, theories and practices emphasised by the authors, experts and professionals.

Most importantly, it was proved and justified that the company carried out advertising adequately and appropriately using relevant media/channel to get to their target audience. However Television as a channel was more utilised than other channels. There was a clear indications in the study that the advertising activities of the company was successful in as much as it was proved that it actually influenced and motivated customer attitudes with respect to buying of the company's products. That is, the increase in sales of the company was attributed to the effective and efficient advertising of the company, though not absolutely. This is because some other factors were also responsible especially putting into consideration some other relevant marketing strategies applied by the company.

It was observed that Maggi Cube product had more patronage than other products of the company but the reason for this development cannot be easily established. Also it was established than the relationship between the company's personnels and the customers/distribution were very cordial and this also enhanced the company's sales level and put it better position in the industry. This can also be advanced as one of the major reasons for the customer's patronage and increase in sales of the company.

From the study it was gathered that company's advertising strategy was more of selective than intensive or specific and that can be traced to be the reason why some products, were advertised more than the others. However, the advertising programmes of the company is continuous activity while it has been established to be effective and

efficient. The study is also revealed that the company's advertising activities were carried out to achieve relevant business objectives, namely;

a) profit making
b) creation of positive image
c) increasing market share
d) customer education

Finally, it was established that the advertising budget provision of the company was adequate to accommodate every necessary advertising activities in achieving the business goals of the company. This is a clear pointer to the fact that the company's advertisement is very regular, that is, at least once a week as indicated by the study.

RECOMMENDATIONS

From the facts obtained in this study, the researcher deemed it necessary to advance the following suggestions to guide the management of Nestle Food Plc for efficient and effective marketing management especially in areas of advertising. Among which are:

a) It has been observed that the Food and Beverage industry is experiencing stiff competition while increase in market share has been the focus of very competing companies in the industry. Therefore, Nestle Food Plc should intensify its efforts through the use of result oriented marketing strategies which entails utilisation of relevant and appropriate channel/media on advertising its products to reach the target of audience.

b) Although Nestle Food Plc utilised other promotional strategies as revealed in the study, but the company should design a sustainable, viable and long-run promotional programmes that goes beyond the boundary of advertising. This should an actionable and result-oriented promotional strategies which focuses on the appropriate target market as the relevant audience. These promotional strategies in essence should be such that can be easily monitored, evaluated and controlled.

c) They company should design a viable and effective management information system to enhance its acquisition of virile information necessary for planning promo-

tional activities and programmes.

d) It has been informed that the company's performance in terms of sales with respect to promotion especially advertising is better than other companies in the industry. That not withstanding, the company should strive harder to obtain more of the market share and this can be done through aggressive marketing strategies which entails other marketing mix apart from promotional strategies.

e) The company should not relent its efforts in providing adequate budgets for relevant marketing activities and programmes, so as to be able to achieve its strategic objectives within desired period of time. This require appropriate and adequate allocation and utilisation of available resources by the company's management personnels.

f) The company should design and implement intensive promotional strategies that embraces the company product mix to enhance positive attributes and image for the products in view of the stiff competition in the industry.

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MANAGEMENT QUESTIONNAIRE

Dept. of Business Administration,
Faculty of Administration,
Kongo Campus,
A.B.U. Zaria.
20th August, 1998.

Dear Sir/Madam,

I am a post graduate student of the above mentioned institution conducting an academic based research on "The Review of the Impact of Advertising on Consumer Patronage in Food and Beverage Industry", using Nestle Food Plc. as a case study This is purely an academic exercise in partial fulfilment of the requirement for the award of Masters of Business Administration. (MBA)

Please be kind enough to fill the attached questionnaire, assuring you that your responses will be treated in absolute confidence. Thanking you in anticipation of your immense contribution to the course of advancement of knowledge in this regard.

Yours faithfully,

Isiaka A. Ajibola.

Please lick (v") Ihe answers you consider niosl suitable and appropriate.

Status of oflicer responding

a) Lower nutnagcmcnl Q]
b) Middle management [ ]
c) lop management I 1

2. I low long have you been with I his company?

a) I - I years rj~—] b) 0- 10 years *[Z* I

c) I I - IS years Q ~| (I) 16 •• 20 years
e) 20 years and above, Q 3]

3) Does your company advertises its products[7]

a' Yes 1 1 a. No [1

VA^... ^ ^
*»***,
X.

4. If yes, through which media/channel

a) Radio b) Television p ~j d) Newspaper Q]
e) Magazines Q ^ d) Others (specify) Q J

5. I low often does your company advertise[7]

a) Weekly (Z Z] b) Daily I I d) Port nightly
I)) Monthly Q ^-J e) Others (specify). |———1

0. What is your company's advertising objcclive(s)?

a) Profit oriented \———1 b) Image making c) Increased market share
1)) Customer educalioij———1 e) Others (specify) I) All of Ihe above

7. Who is responsible for advertising?

a) The board of directors b) finance Depl c) Production Depl.
b) Personnel depl e) MaiketingDe.pl. I) Others (specify)

474021 !

8. Does your company carry out its advertising through an agency?
a) Yes b) No.

9. How adequate is the provision of your company's advertising budgets?
a) Very adequate b) Adequate c) Below adequate
b) Not adequate e) No comment

10. Does your company's advertisement reach its target audience?
a) Yes b) No.

11. What mode of advertising does your company carry?
a) Intensive b) Selective c) Specify d) others (specify)

12. Do you think your company's advertisement influences customer patronages of your products?
a) Yes b) No

13. If yes, rate, their responses toward your company's advertisement.
a) Very high b) High c) Low d) Very low
b) No comment.

14. Do you think that your company's advertisement increases your sales?
a) Yes b) No

15 If advertisement increases your sales, by what percentage?
a) 0 - 24% b) 25 - 49% c) 50 - 74% d) 75 - 100%

16. Does your company carry out other promotional activities?
a) Yes b) No

17. Which of these promotional activities does your company carry out oftenly?
a) Advertising b) Personal selling c) Sales promotion
b) Publicity e) Others (specify) f) All of the above

18. Compare the effect of your company's advertisement on customer patronage to other companies in the same industry with you.
a) Most effective b) More effective c) Less effective
b) Cannot say

19. Which of your company's products do your company advertise regularly?

a) Maggi cubes b) Noddles

c) Milo d) Nescafe

20. Which of your company's products do your customers patronise most?

a) Maggi cubes b) Noddles

c) Milo d) Nescafe

21. Your company's advertisement is
a) Continual b) Seasonal

Thank you.

CUSTOMER/DISTRIBUTION QUESTIONNAIRE

Dept. of Business Administration,
Faculty of Administration,
Kongo Campus,
A.B.U. Zaria.
20th August, 1998.

Dear Sir/Madam,

I am a post graduate student of the above mentioned institution conducting an academic based research on "The Review of the Impact of Advertising on Consumer Patronage in Food and Beverage Industry", using Nestle Food Plc. as a case study This is purely an academic exercise in partial fulfilment of the requirement for the award of Masters of Business Administration. (MBA)

Please be kind enough to fill the attached questionnaire, assuring you that your responses will be treated in absolute confidence. Thanking you in anticipation of your immense contribution to the course of advancement of knowledge in this regard.

Yours faithfully,

Isiaka A. Ajibola.

Please tick (/) the answers you consider most suitable and appropriate

1. How Long have you been a customer/distributor of Nestle Food products?
a) 1 - 5 years b) 6 - 10 years c) 11 - 15 years
b) 11 - 15 years e) 20 years and above

2. How did you get to know this company?
a) Friends b) Relations c) Staff
b) Advertisement e) Others (specify)

3. If it is through advertisement, through which of the media?
a) Radio b) Television c) Newspaper d) Magazines
b) Others (specify)

4. How frequently do you notice the company's advertisement?
a) Daily b) Weekly c) Fortnightly
d) Monthly e) Others (specify)

5. You patronise the company because of its?
a) Location b) Quality Products c) Personnel
b) Advertisement e) Others (specify)

6. Does the company's advertisement make you purchase its products?
a) Yes b) No.

7. How will you rate the company's advertisement?
a) Very effective b) Effective
c) Not effective d) No comment.

8. Which of the company's products do you patronise most?
a) Maggi cubes b) Noddles
c) Milo d) Nescafe

9. Compare your patronage of the company's products to products of other companies in the industry?
a) very often b) Often c) Not often
b) No comment.

10. How will you rate the company's products?
a) Very high b) High c) Low d) Very low
b) No comment.

11. The relationship between management staff and customers is?
a) Very cordial b) Not cordial c) Cordial
b) No comment.

13 Do you think the company's advertisement can influence other customers to buy more of their products?
a) Yes b) No.

14. If No, what do you advice?
a) Increase advertising budgets
b) Do appropriate and intensive advertising
c) Use appropriate and adequate media
d) Engage the service of competent advertising agency
e) All of the above

Thank you.