Title Page

ADVERTISING AS A TOOL FOR EFFECTIVE COMMUNICATION: A CASE STUDY OF P.Z. INDUSTRIES PLC, KADUNA

BY

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A PROJECT WORK SUBMITTED TO THE POSTGRADUATE SCHOOL, AHMADU BELLO UNIVERSITY, ZARIA; IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF BUSINESS ADMINISTRATION (M.B.A).

NOVEMBER, 1997

DEDICATION

To my lovely wife Rahinatu.

DIGITIZED

DECLARATION

I hereby declare that this project has been written by me, and that it is a record of my own research work. It has not been presented in any application for MBA. All sources of information and were applicable, other writers' views have been duly acknowledged.

ACKNOWLEDGEMENT

My greatest gratitude goes to Almighty Allah for having me through from my childhood to this stage of my life. My appreciation goes to my supervisor Mal. Sani Abdullahi and to my children Fatima, Aisha and Sani who supported and encouraged me all right to the end.

CERTIFICATION

This project entitled Advertising As a Tool For Effective communication: A Case Study of P.Z. Industries PLC, meets the requirements governing the award of Masters degree in Business Administration A.B.U. Zaria, and is approved for its contribution to knowledge and literary work.

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ABSTRACT

Advertising as an economic catalyst will the attributes of persuasiveness to and inform activities has an important contribution to make in terms of increasing a firm's sales and profitability, and helping consumers in making their choice of demand or spending the income wisely.

This project has been undertaken to examine the effectiveness of advertising on consumer behaviour and have it is communicated especially on consumer goods in general.

Chapter one brushes on the general allowing advertising, while chapter two explains fully advertising, how it is used and its relatedness you communication and allowing in general. Chapter three is concerned with gathering responses from different people through questionnaires, and how they use advertising practically and how effective it is. Chapter five explains the responses the findings revealed how consumers react or are motivated towards advertising and summarising the research work and recommends to the organisation on how to increase sales.

This write-up is intended to define clearly and to throw some light and bring the real picture and signature of the subject advertising and its role in business enterprises taking a case study of P.Z. Industries Plc, Kaduna.

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CHAPTER ONE

1.1 INTRODUCTION

Advertising has become a widely spread activity used by most commercial organisations, and used increasingly by government and public authorities. It is the main stay of the media of communications. It consist of the combination of persuasive ideas in order to arouse the consumers crave for the product.

Advertising is a branch of business concerned with selling goods and services, also it seeks to inform consumers of the characteristics of the available product and new ones to cause. It also influences consumers by altering demand.

There are specific definition of advertising which had been defined in various ways. Welster defined advertising as "any firm of public announcement intended to aid directly or indirectly in the sale of a commodity, in security employment etc.

Berstain (1974) said that "advertising is the origination and or communication of ideas about produce in order to motivate consumers towards purchases".

Advertising is also used for recruiting purposes, for information of things wanted as well as things to be sold, for making public announcements that are not commercial, churches, government and political parties make use of advertising. It represents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.

Owing to the fact that advertising is new found everywhere, and various people have defined it in various ways, there is the need to appraise its worth as

a marketing tool for effective communication. It is note worthy to say that advertising has been going on for at least five thousand years.

Tracing the growth of advertising will help to clear the air an whether advertising is a waste of money or not. Efforts to persuade men to buy something can be traced to thousands of years, but the tools, specialisation, social and economic vices as well as the agencies that carry out this work of advertising are of recent development and only came to its present refined state since 1900.

In early advertising the aim was mainly to announce what was for sale and remind people to know it. The attempt to persuade or convince people was lacking. This important refinement did not start until the development of printing in the west. With printing, the advertiser could expand and lengthen his message beyond the limitations of a simple sign. He uses this new found space to add persuasive reasons for people to buy what he had to sell.

Until the introduction of printing in Europe in the 15th century, advertising existed in forms only, shop sign, town cries and wall signs. Selling goods in ancient times involved personal salesmanship. A good example of past advertising was sign of diary in Rome.

The first issue of colonial American's first successful newspaper published in 17-4, contained an advertisement promoting the newspaper as a medium for advertises. In 1729, Benjamin Franklin often regarded as the father of American Advertising and public relation began publishing his Gazette advertising and publicity. He put advertisement before editorial in the top head of the first issue of the Pennsylvania Gazette. Since the introduction of technology and

industrialization in Nigeria advertisement made it possible to expand production and to replace hand labour with power drive machine. This opened now markets for producers and manufacturers as they had a wide variety of consumers on which to focus on.

1.2 STATEMENT OF THE PROBLEM

Advertisement has been accused of being misleading, wasteful and even harmful. These are the accusations that advertising must bear for being such an obvious and intensive tool of bringing goods and services to the knowledge of the consumers.

The problem facing advertising may be seen from the generous spite of Raymond William on adverts thus. "Advertising is the consequence of a social failure to find means of a public information and decision. Advertising debases society by the find of attitude it encourages. If stereotypes children's attitude from the normal to that of diligent behaviours. The major criticism of advertising are:

1. It has tended to make the people stereotyped in through and action has created frustration in them and has catered for mediocrity in cultural tastes.
2. The public is urged or scared into buying and using objects doubtful value, and in cases of patent medicines and cosmetics, products that are destined harmful are sold as cures or as non injurious remedies.
3. From the social point of view advertising represents a waste, since the essence is to divert users of one product to another.

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4. Economically, advertising costs, it increases the cost of marketing hence the price of products.

5. Advertising makes men materialistic, a greater part of our increase is spent on materialistic things we see in television.

6. Advertising defeats itself by making exaggerated claims for save products.

Advertising is often subjected to public criticizing, yet this fact is part of its basic strength. For operating in the public highlight, demanding incessant public attention as no other form of business activity does. Can result only in subjecting it to perpetual scrutiny and appraisal. It is criticized that advertising has been misused to increase prices, monopolize markets and restrain trade.

1.3 HYPOTHESIS

In order to give focus to lines of enquiry and provide check points against which interviews questionnaires could be compiled, the researcher is guided by formulating the following hypothesis.

1. Advertising stimulates the sales of a company's products, in other words, advertising pushes the demand curve upwards.

2. Advertising enable the company to make consumers aware of the existence of its products.

3. Advertising messages are not directed to the majority of consumers but the elite class.

1.4 LIMITATIONS AND SCOPE OF THE STUDY

Research work of any kind cannot be carried out without one form of problem or the other. The main problem encountered in this study had to do with financial and time constraints because of other academic engagements. The major limitation was the inaccessibility to the deserved volume of data and information on the subject matter.

Inadequate material in the library especially up to date information consumed time and make it impossible for an elaborate study to be carried out on the subject matter. Moreover, there is the subject of language barrier when contacting related consumers was the aim of obtaining their oppression. Besides, the problem of management, they usually find flimsy excuses by complaining of too much work and they do not want their company's confidential documents to be exposed to outsiders especially their competitions. Therefore any conclusion to be drawn from the study should take into consideration the limitations enumerated above.

In an attempt to minimise the amount of work involved in filling the questionnaire, Kaduna metropolis is viewed as an area of study and information specifically direct at PZ industries Nigerian Ltd, Kaduna and its customers. This research work should concentrate on a period of 4 years between 1994-1997. The study is restricted to product advertising with regard to its effectiveness in reaching potential customers. It does not attempt to cover either the wide area of advertising or all of its ramifications.

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1.5 PURPOSE OF STUDY

In view of the notion about advertising, it is expedient to state that firms and companies pay large sum of money on advertising, in the expectation of increased market scare, increased profitability.

The purpose of this study will be

i. Identify advertising as a tool in building the overall company image.

ii. Show that advertising is an unavoidable tool in the hands of a successful business

iii. To suggest alternative ways of combining the marketing mix.

iv. To show the importance of communication to advertising.

v. To suggest ways how to effectively communicate with consumers.

In general terms it is not the abundance of material things but our attitude towards them that might be bad. If we use things unwisely or view them in a manner that will reduce the satisfaction we gain from them. If indicates a kind of consumption illiteracy breeds a local approach to product distribution. The best protection against this consumption illiteracy in this area is the development of high literacy in consumption. In doing this we have to identify the various types of advertising, asses them in the light of what they are meant to achieve and make value judgement on them. Various methods research projects work are questionnaire and interview.

1.6 SIGNIFICANT OF THE STUDY

This research project work is intended to help marketing managers, especially consumer goods manufacturers, commercial firms advertising media

organisation and practising accountants. This will help advertisers choose possible advertising objectives that will be make informative and move persuasive. If will pin-point areas where advertisement should be concentrated and how to reach the customers effectively. It will also enable the advertisers to identify best methods of communicated. This will give the advertiser a focused view of attention which will lead to better sales and profitability.

1.7 DEFINITIONS OF KEY TERMS

ADVERTISING

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

MEDIA

Channels of communicating ideas or messages of various audiences e.g. newspapers, magazines, limit media, Radio, Television (broadcast media) outdoor advertising, not standardized signs, transit advertising (out of home media).

ADVERTISING AGENCY

An independent company, that provides advertising service and sometimes general marketing to its client.

COMMUNICATION

An exchange of information, ideas, concepts, feelings, and so on, between two or more people.

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CONSUMER

An individual who exercises through the right of acquisition and use of goods and services offered for sales by marketing historians.

CONSUMER BEHAVIOUR

Buying habit or patterns of behaviour, consuming public either in general or in specific groups.

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CHAPTER TWO

2.1 LITERATURE REVIEW

Webstar defines advertising as "any form of public announcement intended to aid directly or indirectly in the sale of a product.

According to Stanton P.577:- "Advertising consist of all the activates involved in presenting to a group non personal, oral or visual, openly sponsored message regarding a product, service or idea.

Benstain (1974) defined advertising as:- "The origination and or communication of ideas about product in order to motivate consumers towards purchase".

But generally advertising can be classified as any paid of non personal presentation and promotion of ideas, goods, or services by an identify sponsor.

From the foregoing, advertising is a promotion method designed to reach a mass audience messages are delivery through mass media which bring the marketer to the consumer or audience. Advertising time or space is purchased by the firm directly. Therefore the advertiser has control over control over content and style. The advertiser is then assumed of being identified as the sponsor.

In considering advertising some points or phrases need to be understood first that.

1. There is a difference between advertising and advertisement. The advertisement is just the message itself. Advertising on the other hand is process, a programme or series of activities necessary to plan and prepare the message and get it to the intended market.

2. In advertising the identify of the sponsor is not hidden from the audience. Also payment is made by the sponsor to the media which carry the message.

These two characteristics give a clear picture of advertising and distinguish it from promotion as they are so often mixed up.

According to Jone et al (1980), a large amount of money is spent every year on advertising in Nigeria. The principal forms are through the medium of the press and television. These are the mass expensive means of advertising particularly as they brought to the notice of the greatest number of people both regionally and nationally.

Advertising has now become a necessary spent of the expenses of every firm which wishes to maintain and extend its sales. Firms embarking on advertising should know the art of communicating to the audience as best as possible. So that their messages can be understood.

Hanson, 1974, stated that "there is no economic objections to purely informative advertising. Most advertising, however, i.e. of the persuasive or competitive kind, aim at persuading people to buy one thing rather than something else. Advertising is a selling cost particularly associated with imperfect competition, since under perfect competitive there would be no advertising of a competitive kind, the product of all producers being considered to be homogenous in those conditions, although an industry as a whole might advertise".

The best place to start when considering the ethics, role and economics of advertising is with the truth. That advertising should not be untruthful, that is

should not mislead people and must surely be right. Now what do we mean by truth? According to one school of thought, it states that whatever works for you is truth. Advertising should be carried out in the light of what it is meant to serve-information function and how it is communicated.

According to Manrice Zxinkin: the advertiser has to tell the truth. It is useless to advertise a detergent as washing white, which does not wash white. The public will buy one packet and never buy a second". In this case the advertiser would lose his money and amount to a waste of time. If the organisation or advertiser wishes to remain in business he has to promise performance that his goods can match. It is in this area of performance that the greatest responsibility of the advertiser lies.

Dun (1974) emphasizes that advertising from its origin has been a paid, non personal instrument of communication and promotion as a supplementary activities to make advertising were effective "to understand advertising, he categorised it in this way: retail or general product or institutional, director or indirect, primary or selective. Again, it is a theory, part art, science. In its scientific nature, he argues that today's research methodology and by computers, have came with a mass facts and have systematized much of what we know about advertising. From these facts have arisen principles which some will call "Scientific". Advertising is an agent of choice. One of the most benefits of advertising is that if facilitates the consumers becoming an active rather than a passive agent in the economic cycle. The customer, in order to make purchasing decision, he must be informed, he must have to receive his information from different sources and advertisement is one of the sources.

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From my research so far, I have came to realize that some schools of though and economist claims as economic waste. Whether there is waste in advertising is a question which even the most biased apostle of advertising would hesitate to answer in the negative. We can say to a certain extent that there is a waste in the government, church and even in education. But this would hardly defend a conclusion that either government or education is a waste per sec. If a firm could never undertake an action that adds more to its gains than to its losses, the annual investment of more than 11 million dollars advertising by American sellers.

Another economic function of advertising is that it creates product awareness and interest. what should be done is the replacement of more costly methods. This does not mean however the complete elimination of cost. It costs more to make a personal call on a house wife or business executive than to deliver a message by means of communication media to the same house wife or executive. Another way in which advertising can increase production and lower cost is by increase competition.

There are variations in the role of advertising based on the nature of the products and its markets. The products stage in its life cycle and the strategy decisions of individual firms. One key characteristic is the number of potential customers in a market. Some products are sold to just a few, who can readily be identified and reached by personal contact. But such instances can be attributed to industrial products such as automobile parts instead of consumer goods. The role of advertising and marketing communications in general changes as a

products passes through its life cycle. During the early part of the cycle, consumers are generally unaware of it, lack basic knowledge about the product and its uses. Under these conditions, advertising is designed to provide basic information and to encourage initial trial of the product partly because sales volume is so low during this stage, advertising expenditures and likely to be very high in relation to sales.

From what I have gathered, a large number of consumers actually prefer to buy goods that are widely advertised. It can generally be said that advertising is used to stimulate demand and create wants of which consumers were previously unaware.

2.2 TYPES OF ADVERTISING

Advertising can conveniently be classified according to its functions. Collectively these various forms of advertising close the perceptual gap which exists between producers and consumers of goods and services-Wright and Zeight, P. 123.

i. NATIONAL ADVERTISING:-

This advertising is that which is sponsored by manufacturers, wholesalers, or other producers. Therefore emphasis is on consumer products. The objective is to get customers to purchase his product at any retail outlet which may stock the item. In national advertising the message says "Buy Brand" irrespective of where the purchase is going to take place. The term 'National' advertising refers only to the level of the advertiser and has no

relation at all to geographic coverage. For example, if a manufacturer places a single advert in say NTA Kaduna, this is still a national advertising.

ii. RETAIL ADVERTISING:-

This is the advertising place by retailers. In retail advertising emphasis is on the store. He is basically saying, "Buy X brand in our store" A retailer does not care what product or brand you buy, as longer as you buy it in his store. Consequently, his advertisement often appeal to patronage motive, showing you what service he offers and why it is to your advantage to buy at his store.

iii. CORPORATIVE ADVERTISING:

Manufacturers of speciality goods tends to have special interest in the advertising efforts of their dealers. To him, after his national campaign has been launched, potential buyers should not have problems in finding the outlets where these items are sold. To solve this problem, the manufacturer goes into corporative advertisement or regular adverts of a local store. The product is a nationally advertised brand, while the signature is that of a local retail will manufacturer often provides the retailer with the material or guidelines from which the advert is actually produced. Thus assuring that the message says what the manufacturer wants it to say. The media costs are often shared.

iv. BUSINESS ADVERTISING:-

Here advertising is classified according to nature of the market. In business advertising, industrial goods rather than consumer goods are involved. Prospective users must be informed about the existence of the products and often they need persuasion to purchase them. Business advertising is therefore, the advertising designed to communicate with buyers acting in a role of "producer" rather than consumer. This can be subdivided into four categories.

i. Trade Advertising:- Which is from manufacturer to the retailer or the middlemen. The appeal is "Buy this product to resell in your store at a profit". Trade advertising uses such media as direct mail and specialised business publications, and may also, be directed to the operators of service establishments.

ii. Industrial Advertising:-This is the advertising meant for manufacturers. Manufacturers of industrial goods also need to sell their goods to other producers. Personal selling is very important here with the advertising used to speed up the sales process and reduce the cost of personal selling. Prospective buyers are fewer and they tend to be in concentrated geographic locations.

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iii. Farm Advertising:-This is advertising from manufacturers to farmers and their families.

iv. Professional Advertising:- This is the advertising aimed at the professional person and not by him. Professional advertising is similar in many ways

to trade advertising, only that the professional does not buy goods for resell. His or her role is to prescribe or recommend to the client the purchase of certain products.

Personal selling is very important in reaching professional people. Adverts in professional journals such as the medical, economics, architectural forum tell how the client of the reader can benefit from the use of the product. Direct mail and product samples are also used by the manufacturers.

We can also classify advertising with emphasis on the strategy behind the advertising rather than the sponsors of the advertising. They include the following.

a. Primary and Selective Demand:- The aim of primary demand advertising is to stimulate demand for a class or category of product. For example, if the Nigerian Beverage Association representing many Beverage producers notice a drop in consumption it may start to advertise to create more demand for Beverage in general. The goal here is increased beverage consumption regardless of the brand.

At the same time, producers of various brands such as Milo, Cocovita etc. will continue to advertise to increase market share. This goal is achieved through selective demand advertising. It stresses the superiority of a particular brand over the other.

b. Product Reputation:- In this advertising the marketer is stimulating the market about his products or services. Product advertising is further subdivided into Direct Action and Indirect Action advertising. With direct action the seller is seeking a quick response to his advertisement. While

indirect action advertising is designed to stimulate demand for a longer period of time. Here customers are informed of the benefits of the products so that they can develop favourable attitudes towards them.

c. Institutional Advertising:- This is aimed at creating proper attitude towards the seller, and to build good will rather than sell a specific product or service. Institutional advertising is subdivided into 3 categories namely Patronage Institutional advertising where a seller tries to appeal to the buyers patronage motives as against his product buying motives. Public Relations Institutional Advertising is used to create a favourable image among employees, stockholders or the general public. For example, if a major pollutant like the Benue cement runs an advert telling the public what it is doing to clean up the streams it is polluting. Public service Institutional Advertising is illustrated by adverts using the public to support a drive to save alcoholics or drug addicts

2.3 OBJECTIVES OF ADVERTISING

For any advertising to take place the advertiser has to consider certain objectives in which the advertisement will be most effective. Some of the basic objectives considered are:-

1. To create a favourable image of an organisation: This is used to enhance the public's confidence in it and its products or services. A company that succeeds in developing the goodwill of the public can aspire to sell more of its products.

2. To correct Misconception:-Misunderstandings may seriously affect a company's sales and profits, or the attitudes of the membership, financial support and volunteer aid of a non-profit association.

3. To Secure and keep good suppliers:- Manufacturers and merchants advertise in trade papers and business magazines to interest suppliers in selling their products to the manufacturers and merchants.

4. To win the good of Community Neighbours:- Community Newspaper advertising informs neighbours in plant cities about the operation of an industrial firm and contributions of the company to the welfare of the community.

5. To Inform Government Officials:- Advertising is used to discuss the issue involved in pending registration and to seek the support of city, state and national government officials. Voters are also appraised through advertising.

6. To Win the Goodwill of Employees:- Advertising in employee magazines give employees facts about company operations, helps to dispel rumours and create a better understanding between workers and management.

7. To Inform and Serve Consumers:- Advertising give consumers information about a company's contribution to the public welfare and develops a favourable corporate image. Bernard R. Canfield & H. Frizzier Moore P.160.

2.4 CHOICE OF MEDIA USED IN ADVERTISING

The choice of media used in any advertising depends entirely on the firm and how it wishes the advert to be communicated. Some firms may wish to only to communicate to a certain group of people and therefore may use magazines which is directed to that group or they may wish to reach a wider audience therefore they will use Radio as their means of communication which will reach more people. Nevertheless the most common media in which we can choose from is:

1. Broadcast Media

(a) Radio (b) Television

Radio and Television stations rely on waves passing through the air and ground around us to carry their messages. Broadcasting is persuasive, that is, it is everywhere. The broadcast media process to be the mass personal of all. Be it taped or live programme the listener or viewer has the feeling of another human beings presence. Broadcasting is time oriented and fleeting while print is space-oriented and relatively speaking permanent.

2. PRINTED MEDIA

(a) Publication media (Newspapers & Magazines)

(b) Direct Advertising (Direct Mail & Specialities)

Special characteristics of newspapers and magazines are its flexibility in the sense that it reach the audience daily, if they wish. Because of this flexibility copy can be material with recent important news or local events. We also classified and display advertising which are two broad divisions of advertising

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within the pages of a newspapers. Classified advertising consists of adverts placed on special pages and column set aside for the purpose.

Local and National (General) Advertising:- Advertising is local or retail when the advertiser sells directly to consumers through one or two local retail stores he alone owns and controls. While National (general) advertising is that placed by an advertiser not a local or retail advertiser, but usually a manufacturer, advertise his brand of merchandise.

In Direct Advertising it includes folders, leaflets, letters, broadsides, booklets and magazines, which is used in communicating with employees, stockholders customers, dealers and distributors. This medium, including direct mail, has a personalised appeal, minimum waste circulation, great flexibility in timing and coverage and ample space to tell a complete story.

3. Outdoor and Transportation Advertising:- This method is used to transmit institutional and public service message to the general public which includes posters, painted bulletins, electric spectaculars, car and bus cards and station posters. They reach a large audience at comparatively low cost, command attention, can be concentrated in a section of a city, state or region. It also makes a strong impact through colour, movement and illumination.

4. Motion Pictures and Miscellaneous:- Theatrical motion picture advertising is available in commercial theatre in most cities. While non-theatrical firms are an important medium of communication with employees and the community through showings to schools, clubs, churches and other groups.

A large volume of public relations advertising appears in speciality media, including calendars, ash trays, pens, book matches and similar novelties. These items are often used as gifts in connection with plant openings, open house, shareholder meetings and anniversary celebrations.

2.5 COMMUNICATION PROCESS

A process is a systematic series of actions directed to some end. The communication process therefore is a series of systematic actions directed to the end that information is passed from one place to another. From this we can see that communication requires some planning and order in its operation.

A consumer behaviour is almost always the result of some firm of communication. Our opinion, thought, both public and private, attitudes, moods and cognitions are the products of innumerable communications, some direct and land, others sublet, scheduled and indirect.

The communication process consist of two basis components, three activities and one output.

COMPONENTS

A sender-The persons or group of persons who have some thought, idea or concept to be transmitted to others.

Receiver- The person or persons who are the targets of the thought transmitted.

ACTIVITIES

Encode- To translate what the source wishes to communicate into effective symbolism for transmission.

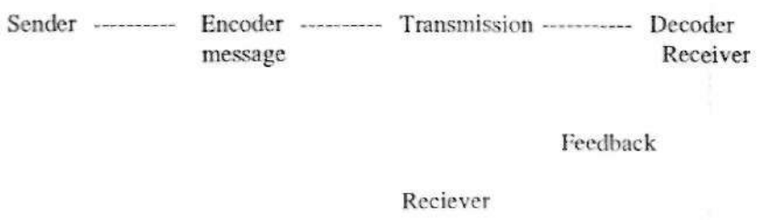
Decode- To interpret the symbolism transmitted for the receiver.

Transmission- Conveyance thought or idea through effective channels between the sender and receiver.

OUTPUT:

A Message-The thought, idea or concept which is transmitted between components.

THE COMMUNICATION PROCESS



2.6 COMMUNICATION RELEVANT TO ADVERTISING

Communication is said to be a push-pull process. A message is sent and some response, called feedback is evolved. This feedback is a reverse communication and contains all the elements of the original communication.

For advertising to be effective there has to be understanding between the sender and receiver. The communication has to be complete. The sender which is the most important factor of communication for he is one transmitting the thought, ideas to others. For a message to be effective there has to be some considerations namely, the message must be built around symbols to related to a consumers experience, the message must arouse personality needs, also it must suggest solutions to the needs aroused.

Advertising agencies must consider these important parts when trying to reach out to their customers, there has to be understanding "decoding" for the message to be effective.

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2.7 COMMUNICATION AND ITS SOURCE EFFECT

All communications originates from a source, and this source has a marked bearing on the subsequent interpretation of the message. Michael J. Baku, P. 284.

We should from the beginning note some differences between two major sources.

a. The source-the organisation which is responsible for the generation of the message, and pays for its communication in promotional channels.

b. The perceived source- this according to Baker is the consumer reception of the origin of the message.

The differentiation is pertinent because consumers often identify messages with the communication (sales agent, personality in the TV commercial) or the channel (Tell magazine, reader's digest, radio Kaduna) rather than the company behind the message. Some source is more effect are note worthy.

1. A source is more persuasive when his audience perceivers his as high, rather than low in credibility.
2. A source's credibility, and thus his persuasiveness, is reduced when his audience perceives that the source has something to gain from his persuasive attempts.

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3. The opinion changes attributed to a high-credibility source decreases, whereas the opinion change induced by a low-credibility source increase.
4. Reinstatement of a high-credibility source sometime after his initial message presentation results in higher opinion change retention than if no reinstatement occurs.
5. A communicator increases his influence if it first expresses some views already held by his audience, following by his intended persuasive communication.
6. A communicator increases his persuasiveness if at the beginning of his message he states that his position on the topic is as the same as that of his audience, even though he may argue against that position.
7. The more similar members of an audience perceive the source to be themselves, the more persuasive the communicator will be.
8. What people think of a communicator's message affects what they think of him (his image).
9. A source is more persuasive when he holds a positive rather than a negative, attitude towards himself, his message and his receiver.
10. The more powerful and attractive a source is perceived to be, the more influence he has on a receiver's behaviour. Delozier, K Marketing communications process.

It is note worthy in this aspect to understand that communication takes place when there is understanding, agreements on ideas communicated.

2.8 MARKETING:- DEFINITIONS AND VIEWS

The production side of any business creates the goods and services which the particular business or firm offers to the public in order to justify its existence in the economic scene. Mere production is not enough, steps must be taken to see that these items reach the houses, offices and places where they are to be used, because unused goods and services are as pointless as unreceived message in a communication process. The performance of this function which is the primary duty of marketing involved more than the mere physical distribution of the product. It involves buying, selling, standardisation and grading, financing, risk bearing and the gathering of market information. Marketing encompasses the entire business. It is the whole business seen from the point of view of its final result. that is from the customers point of view. (Peter Ducter).

The institute of marketing defines marketing as "Marketing is the management process responsible for identifying, anticipating and satisfying customers requirements profitability." The marketing concept puts customers at the centre of the company's activities. The business is then concerned with satisfying customer's needs at a profit.

Marketing implies integration of all functions in motivating any type of goods or services from production to the final user. Marketing means acceptable of precise and exacting performance standards.

It is important to put advertising in its proper prospective within marketing because in mass cases, the effects of advertising cannot be isolated from the designs, packaging and sales promotion. Any appraisal of advertising on society

must take this into account. Moreover, advertising and other marketing activities are frequently alternative ways of achieving a given objective, and can be substituted for one another to some extent.

The accepted definition of marketing includes all of business activities through which goods and services are distributed to consumers, industry and government and other end users and all of the means by which companies communicate with their customers. Personal selling, sales promotion and advertising. Even it relate advertising to other firms of marketing communications which are more direct substitute for advertising than are other components of the marketing process.

Advertising is one part of a total marketing programme and the most important, it is the nature quality and design of the product itself. The product is sometimes viewed as something different from marketing rather than as a part of it. But in a competitive economy where the manufacturer's task is to meet consumer need more effectively than they are met by other producers, marketing must begin before a producer is designed and produced. Other elements of the manufacturer's marketing mix including pricing, product service, channels of distributions and sales promotion. Each of these elements requires analysis and decision making by marketing executive in a manufacturing company. When a new product is just introduced, the manufacturer has wide area in designing the marketing programme and may consider several different approaches. Later, the marketing mix employed for a product will be reviewed periodically and modified from time to time.

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People need or want to know what products and services are available to them. With the great multitude of items that are produced for human consumption it is no easy to keep oneself informed of the existence if such items.

2.9 ELEMENTS OF MARKETING MIX IN ADVERTISING

Larry Rosenbery believes that the marketing concept of an organisation is a water of customer orientation. He states that the organisation determines the needs and wants of target markets and adopt itself to delivering the desired satisfaction more effectively and efficiently than its competitors.

Before considering the marketing mix we shall first determine between marketing and selling. Selling is simply that part of marketing concerned with persuading customers to acquire the product or service which best matches an organisation's human, financial and physical resources with its customer's wants. While Martin Christopher define marketing as "the ways in which an organisation matches its own human, financial and physical resources with the wants of its customers."

Selling is said to be a universal human occupation, almost every lives by selling something. However, selling is not about half truths or exaggerated claims for the product or service offered. These false claims are folly because they reflect, they are counter-productive. While marketing is concerned with the careful integration of the four Ps.

The marketing mix consists of four elements, always referred to as 4 Ps, these elements are:-

1. Product/Service:- This element takes into account decisions relating to product planning, Branding, Packaging, servicing.
2. Promotion:- This element includes decision relating to advertising, personal selling, sales promotion, publicity.
3. Place:- This element includes decisions relating to channels of distribution and physical distribution.
4. Price:- This consist of decisions relating to what should be the price of a product or service.

2.10 STRATEGY FOR EFFECTIVE MARKETING OF PRODUCTS

A manufacturer needing intensive distribution may use many different channels. For example, a food producer can deal direct not only with large supermarket chains but also with the many brokers and wholesalers who represent large and small independent grocery channels will be a reflection of the use of different channels will be a reflection of markets geographic dispersion or variations in typical order size. For example, a producer may establish his own selling organisation within an urbanised, concentrated market but in order the will deal with agents, wholesalers and retailers who maintain contact with his group of consumers. Similarly, a manufacturer may wish to service his very large customers directly while leaving the smaller orders to marketing middlemen. This pattern is particularly common in the distribution of industrial products and suppliers.

When a manufacturer desires to exercise control over how middlemen handle his product, he may engage in selective distribution. R.J. Holloway, marketing in changing environment, P397.

This arrangement is used when the grand image is sufficiently strong and buyers will actively seek it out at only a limited number of retail outlets.

Exchange distribution is the extreme case of selective distribution. According to this policy, a manufacturer may impose rather stronghold requirements on the activities of resellers. As an example, resellers may be discouraged from carrying a competing line of goods. Exclusive distribution agreements may be defined by formal attract containing any or all of the following matters (Beckman and Davidson, 1967)

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology tend to connote all national and scientific means made and process of findings facts, research can be seen as the process of arriving at a dependable solution to a problem through planned and systematic collection, analysis and interpretation of information or data.

To facilitate the collection of data for the study, the combination of data source were used. These were primary and secondary source of data.

PRIMARY SOURCE OF DATA

The only ways of obtaining the information that has not being seen or put into written or documented anywhere before. To get this primary source of data, questionnaires were specifically designed for the purpose. The research is also adopted interview method and informal discussions. Another source of primary data collection technique used was personal interview with chosen members of staff within the organisation and some members of the consumers. The purpose was however, to confirm some of the information filled in the questionnaire as well as to administer and collect information that are not contained in the questionnaire.

SECONDARY SOURCE OF DATA

Collection was those already available, originally collected previously for some other purposes. The Secondary source of data collection is largely through the survey of documents, reports in business magazines, journals, textbooks and

as well as selected literature from the library, also internal company records, Government, private business firms, trade professionals and business associations.

It is pertinent to note that two questionnaires were designed to collect relevant information for this study. The first set of questionnaire is adopted to get the official views and opinion of the executives of the manufacturing concerned on the impact of advertising in sales stimulation and awareness creation.

The second set of questionnaires is designed to acquire information concerning consumer's opinion on the effectiveness of advertising as well as advertising influence on consumer purchase decisions.

Information discussion will also be held with the sales representatives and sales manager of PZ PLC Kaduna and oral interviews shall be conducted with selected consumers.

3.2 RESEARCH POPULATION

Our research will focus on Kaduna Metropolis only. Towards this end, eighty (80) questionnaires were distributed to consumers, but only fifty were received by the researcher. Out of the fifty who responded, from (8%) were business executives, seven (14%) were public servants and lastly, thirty nine (78%) were students and assorted group of consumers from various walks of life. It is necessary to tabulate the responses to enhance a clear understanding of the respondents response. Percentage method was used in the computer.

Besides, oral interview was also held with the salesman and distributors of the firm that stand as the study for this research work. On the whole, four

salesmen and two distributors were interviewed and all of them (100%) responded positively to questions asked by the researcher.

3.3 RESEARCH SAMPLE

The purpose of the sampling is to ensure greater accuracy of representation when the total population comprises several groups.

For this study, random sampling techniques has been employed. This is a substitute of chance for judgement in determining what member of the population are selected for the sample. Therefore, by judgement 80 questionnaire were distributed to consumers in which the respondents were business executives, public servants and students, and assorted groups of consumers from various walks of life. Oral interviews were held with salesmen and distributors of the firm, there was (100%) positive response to the questions asked by the research.

3.4 DATA COLLECTION METHOD

The data collection method used for this study are collected or obtained from both primary and secondary sources. The followings are some of the data techniques used.

Questionnaires:-

They were specifically designed for this study. They were in printed form containing questions to be conserved and were self administered. Although questionnaire seek specific information about defined problem, people unlike machines are bound to respond differently to some stimulus. Hence the

questionnaires were collected, analysed and interpreted in line with peoples responses.

INTERVIEW METHOD

Interview as data collection techniques are meeting in which the investigator directs questions at the subject and records the obtained responses. These are often face to face interaction, although it can as well take place on the phone.

DOCUMENT SOURCES

The documentary source is extracting information from already published documents for the purpose of research. This type of data collection sales time and labour which would have been employed for field work. Thus, information were collected from newspapers, magazines, journals, textbooks, lectures delivered and past work of other people in related field to enhance the accuracy of findings.

3.5 DATA ANALYSIS METHOD

In this chapter, the data obtained from questionnaire administered to the organisation executive and consumers coupled with the data obtained through informal discussion, interview and observations will be interpreted and analysed with a view to throwing more light into the impact of advertisement on the sales of consumer goods.

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CHAPTER FOUR

4.1 HISTORY OF P.Z. PLC

The company had its beginning in Sierra-Lone when Mr. G.B. Zochonis and Mr. G.H. Peterson met in Freetown in the 1870's and formed a trading company by the name of Peterson, Zochonis and company limited which was incorporated as a private company under English law in February 1886 the office was transferred from Liverpool to Manchester which has remained the headquarters of the group ever since.

The main business of the company was that of general merchant and was active for many years in the export of West African produce such as, cotton, maize, groundnut, palm produce, coffee, cocoa, cassava and hides and skins. The company had a number of trading posts throughout West Africa which it served by operating four small coastal sailing schemers.

The first branch in Nigeria was Opened in Lagos in 1899. In 1903 a brand was established at Calabar and by 1912 the Nigerian branch included Ibadan, Oshogbo, Ilorin and Kano. At present, the company operates branches in most major cities and towns of the federation, since the end of the last century, the company's business has expanded throughout Nigeria and has been significantly diversified. The company's operations are at present organised into three departments.

THE TECHNICAL DEPARTMENT

Specialises through its branches and the stores of approved dealers through the company acts through this department as major stockists and suppliers of a

comprehensive range of equipment to the electrical contracting industry, and of all types of lighting fittings, including domestics commercial, industrial and street lighting.

THE GENERAL MERCHANDISE DEPARTMENT

With connection through leading manufacturers in Nigeria and all over the world. Suppliers on a whole scale basis a wide range of hardware, building materials, food-stuffs, haberdashery and sundry materials.

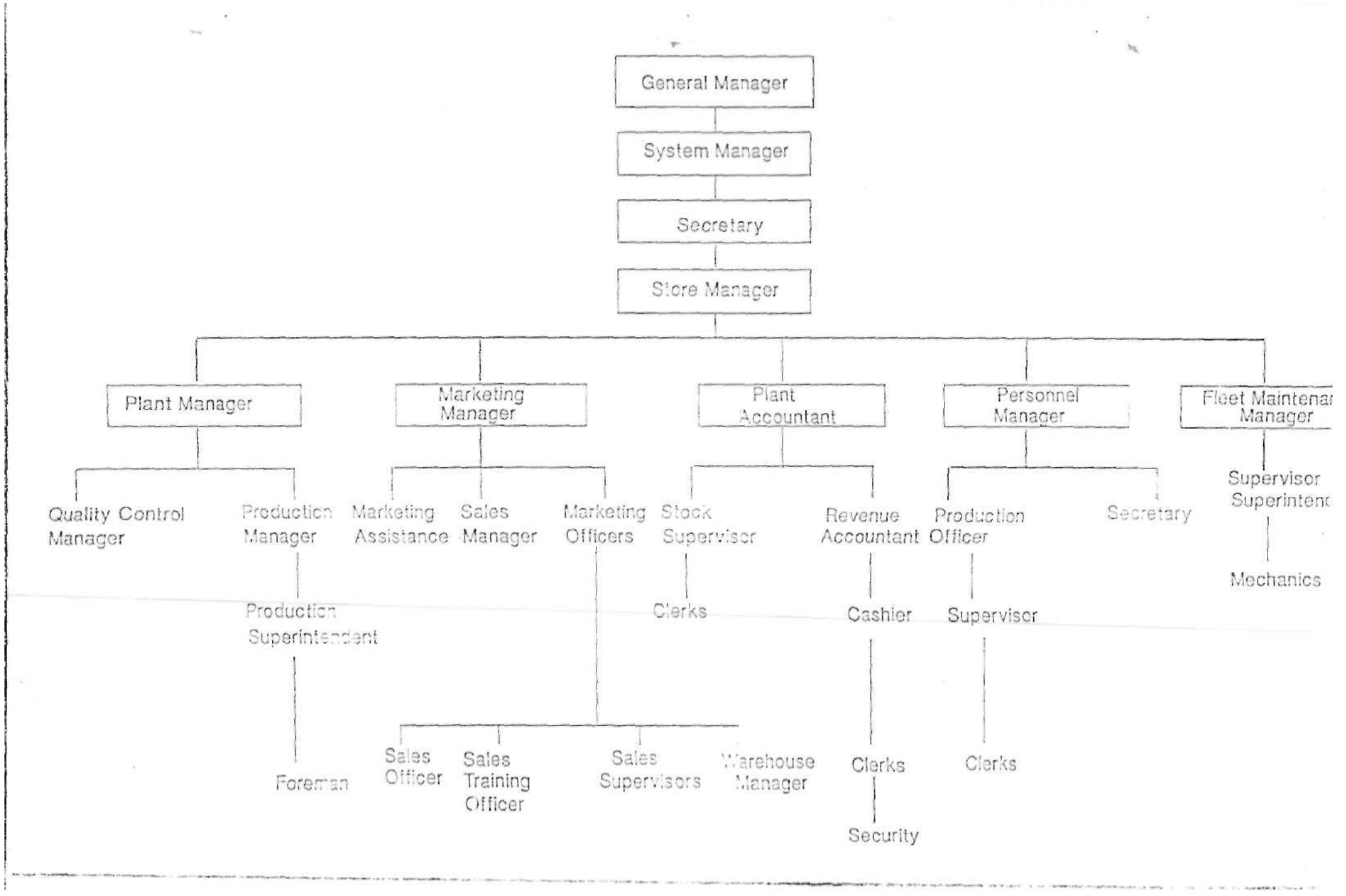
THE DEPOT SERVICES DEPARTMENT

Offers warehousing and delivery services to local manufacturers this enabling them to maintain stock at all major centers for supply to their distributors.

The Nigerian Branch was incorporated in August 1969 as Peterson Zechonis and company (Nigeria) Limited and as wholly owned subsidiary of Peterson, Zochonis & Company Limited of Manchester, England and in 1973 offered 40% of its share capital to the Nigerian public. By a scheme of arrangement under section 197 companies Decree 1968, the company merged with PZ Industries Limited (Formerly ALL) under the scheme PZ industries Limited acquired the whole of the share capital of the company.

4.2 ORGANISATION CHART OF PZ PLC

The Kaduna brand uses the line and staff form of organisation structure in Operation.


General Manager
System Manager
Secretary
Store Manager
Plant Manager
Marketing Manager
Plant Accountant
Personnel Manager
Fleet Maintenar Manager
Quality Control Manager
Production Manager
Marketing Assistance
Sales Manager
Marketing Officers
Stock Supervisor
Revenue Accountant
Production Officer
Secretary
Supervisor Superintend
Mechanics
Production Superintendent
Clerks
Cashier
Supervisor
Foreman
Sales Officer
Sales Training Officer
Sales Supervisors
Warehouse Manager
Clerks
Clerks
Security

4.3 PRODUCTION AND MARKETING IN P.Z. PLC

According to Kotler (1980) "Product is the most important element in the marketing mix". He further said that a product means anything that can be offered to the market for attention acquisition, use or consumption, it includes physical objects, services, personalities, places organisation and roles.

Stem (1966) suggested two ways in which a product can be sold to customer, though persuading him to adjust demand and requirements to the characteristics of the product as it exists, or by adjusting the characteristics of the product to the wants and desires of customers.

Stult (1976) suggested that firms should strive to develop a product image compatible with the customer image. Then went further to say that the objective in product making matching is to balance Government Revenue consideration as to arrive at a highly profitable product assortment.

A firm product offered is only one of many competing for attention of the customers at any point in time. So to be a successful market, product positioning involves the creation of unique or district qualities in products or services and using such qualities to gain favourable consideration from customer over other competing products.

According to Webster Jr. (1974) "New products are the life blood of any dynamic and growing business". Competition, changing customer preference, and evolving technology work to bring about the eventual demise of every product.

Developing a new product is however, not easy, it involves careful planning. The new product development process consist of eight stages, according

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to Kotler (1980). Idea generation, idea screening, concept development and testing, marketing strategy and development, business analysis, product development, test marketing and commercialization. The purpose of this process is to decide whether to drop the idea or develop it further.

A product sales position and profitability is expected to change overtime. The product life cycle is on attempting to recognise district stages in the sales history of the product. By identifying the stage a product is headed to, firms can formulate marketing plans.

The policies formulated by PZ Plc possess standard of producing quality goods and guides to successful business. Therefore PZ Plc produces household goods at cheap rates for the populace within the environment.

MARKETING IN PZ PLC

The PZ Plc has various lines of products, that is the technical department which produces comprehensive electrical equipment to industrial and domestic use. Its branches and stores of approved dealers are throughout the country sales and servicing.

The General Merchandise debarment is most popular section of the PZ Plc with connection through leading manufacturers in Nigeria and all over the world. Its products include detergent, soaps and pharmaceutical, hardware, food stuffs and sundry materials. Its marketing is through the various depot located in twenty three major cities in Nigeria and through its distributors all over Nigeria.

The depot services department offer warehousing and delivery services to local manufacturers; thus enabling them to maintain buffer stock at all major centres for supply to their distributors.

The branches of product have a distinctive and identities. It improves on product yearly. New products are launched into market to meet up with the competition producing similar product include the introduction of new haircare range soap and detergent and flourish between 1991-1994 have performed very well and gain ground in the markets. Consumers acceptance and popularity as excellent quality.

New product development aspect is very important to PZ Plc. the company has a special product development team which comprise of skilled, high calibre personnel from the marketing department finance (Accounting), lead processing and production department research development unit. The idea of a new product stem from one or more of the following reasons.

1. Market Requirement
2. Gap in the market, for example a price gap or a product gap
3. Stock of raw materials
4. Competition i.e. to keep in line with its competitors.
5. To maintain market share i.e. to continue to have its product for its customer.

The product development team marks strategies decision frequently based on information gathered from marketing departments and they are always in touch with the consumers, The research is done through its depot and sent back to Lagos where the decision made on such report. The strategies decision maker is to study consumer demands, requirement, comments on its product, market response on product i.e. on price, taste and quality. Because of these varying

requirements, PZ Plc adopted the strategy of product classification. These strategies serve as major basis for segmentation and also simplify the major function of pricing promotion and distribution.

PZ Limited Plc views promotion as a vital part of its marketing strategy. Promotional activities are carried out throughout the entire country. From its headquarters in Lagos to the various depots. This is done through mass media, magazines, dailies and television and monitored by other offices in the country.

4.4 ADVERT AS A TOOL OF COMMUNICATION IN P.Z. PLC

The basic function of advertising for the majority of advertiser is to sell goods and services at a profit. The value of advertising to the public is offering a wide variety of choices and benefit to people with money to spend to satisfy their particular wants and desires.

Recognising those things to be so, one must further realize that advertising is only one operation in the overall marketing mix. Its function being to sell the market (i.e. those people who the manufacturer wishes to buy his product) all about the product, its superiority over the competition, its ability to do the job more easily, its price, its advantages to the user and its availability.

Good Advertising must have good content and must not be dull and uninteresting. It should sell the product or service. It must not be a "clever" advertisement that makes the reader say "what a good advertisement rather it must prompt the reader into saying 'I never know that before. I must try this product.

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PZ Plc uses advertise in the newspapers, Radio, Television and Publication, But its most widely used medium is the radio, duet to its wide acceptance and cheapness, also coupled with the wide range of languages used it is more accepted by the populace.

Also personal selling is used as a means to create awareness and increase sales. With these mediums used in advertising consumers are effectively reached throughout the nation. PZ Plc can proudly boast of having one of the more leading share in the market with its products consumed nation-wide by all levels and class of the population.

4.5 PROBLEMS OF P.Z. PLC

The manufacturing organisation in Nigeria (MAN) and PZ Plc and other firms have mutual responsibility of ensuring the economic growth of the nation.

PZ Plc needs to harmonise its policies as its affects its operation in the country. Such policies must not only be consistent but also should be implemented to the later. PZ Plc should embark on a regular analysis and review of the opportunity and threats of business operations in the country and take appropriate measures promptly. To this end, the operation of business that does not attain agreed targets of policies contents should be suspended.

Nigerian government should also seek further help from the manufacturing association of Nigeria to increase its role in the conduct of manufacturing organisation in the country. Thus the manufacturing association of Nigeria can do by regulating, moderating and even interviewing to Southern up the relations

between manufacturing organisation and the government. In this regard, the MAN can provide the manpower to help in handling complex jobs in a firm.

The PZ Plc on its part needs a moral responsibility to reduce threats or control measures for problems such as political, inflation, ban on imparts and pricing.

The company needs to get involved in more social responsibilities especially in areas aimed at raising amenities to motivate the workers. The company should work in hand with MAN to provide basic products for the Nigerians such as soaps, detergents and toiletries. PZ Plc should also help the public by providing job opportunities for the unemployed. This can be achieved through embarking on more investment and building new factories for view products.

P.Z. Plc should emphasis on its activities of industrial production to make more meaningful positive impact on the economy rather than adopting the strategy of closures and mergers which leads to retrenchment and all its repercussion. The company can further encourage local sourcing of raw materials. To this end, PZ Plc should further diversify into relevant business.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 DATA PRESENTATION AND ANALYSIS

Since the objectiveness of advertising as a means of communication, a representative respondent who is directly connected with the estimation of advertising budget and evaluation of its effects on the sales and total market share was questioned through an administered questionnaire. The respondent being the marketing manager of PZ Nigeria PLC, Kaduna.

TALBE 1

OPINION OF SALES MANAGER PZ PLC KADUNA AS TO WHETHER ADVERTISING INCREASED SALES RETURNS

Opinion	Strongly Agree	Strongly Disagree	No Opinion
Sales	(100%)		
Manager			

SOURCE Interview questionnaires

From table 1 above we can observe that the executive which heartedly agreed that advertising increases sales returns. A typical case of increase in sales was that of previous toiled soap brand. When the product was initially introduced in Nigeria the company could only sell few cartons per day. As a result of the fall in expected returns, the company decided to embark on a vigorous advertisement programme to provide the product. The result was an increase of cartons for day indicating an increase over the previous sales quality.

In order not to base conclusion on just the opinion of the above respondent, two distributors of the company were informally and orally interviewed concerning the possible correlation of advertising to sales stipulation.

TABLE 2

Opinion	No. Of Respondent	Percentage
Yes	2	100
No	-	-
Total	2	100

Source:- Filed Survey

From the above table, we can deduce that the two distributors agreed that advertising stimulates sales. Furthermore, the researcher asked the respondents whether advertising stimulates their rate of consumption of the company's products. (see Appendix B question 8)

TABLE 3

DOES ADVERTISING STIMULATES YOUR RATE OF CONSUMPTION OF THE COMPANY'S PRODUCTS

BRAND OF PRODUCTS

Opinion	No. Of Respondent	Percentage
Yes	45	90
No	5	10
Total	50	100

SOURCE:- Interview questionnaire

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Ninety percent (90%) of the respondent hold the view that advertising stimulates the rate of consumption of the company's product while only ten percent (10%) of them are indifferent as the above table 3 depicts. This will indicate that there is communication in advertising.

When consumers representative on when the researcher administered questionnaire responded as to whether, advertising influence them or not in making a purchase of the company's brand of products, most of them responded positively (see Appendix B. Question 5).

TABLE 4

HAS ADVERTISING INFLUENCED YOU IN MAKING A PURCHASE OF THE COMPANY'S PRODUCTS?

Opinion	No. Of Respondent	Percentage
Yes	42	84%
No	8	16%
Total	50	100

SOURCE:- Interview Questionnaire

Table 4 shows that eighty four (84%) out of the fifty respondents agreed that advertising has a positive effect on their purchase behaviour of the company's products but only a reliable number of eight (16%) disagreed that advertising has not influenced them in making a purchase.

Advertising as shown in chapter two (literature review) is a means of communicating with consumers and in the case great awareness of a products

existence and availability of potential consumers. The researcher saw the need to enquire if consumers are made to be aware of the company's product.

TABLE 5

HOW DO YOU BECOME AWARE OF THE COMPANY'S PRODUCTS?

Opinion	No. Of Respondent	Percentage
Through Advertising	50	100%
Through Personal Contract	-	-
Total	50	100

Table 5 above indicated that the entire respondents gave positive (100%) response that they were made to be aware of the company's product through advertising and not through personal contact.

A field survey was carried out by the researcher as to ascertain the sample of products advertised and which brand do consumers cherish or like most. (see appendix B Question ii).

TABLE 6

Brands	No. Of Respondent	Percentage
Lux	30	60%
Eleph	15	30%
Premier	5	10%
Total	50	100%

Source: Interview Questionnaire

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The above survey and findings shorts that and 7 the fifty respondents more than half of them prefer to the others. That is thirty (60%) of the respondent prefer Lux brand, fifteen (30%) cherished elephant blue detergent and five (10%) like premier. The respondents opinion buttress the fact that continuous advertising not only stimulates sales, but also create customer loyalty and hence market expansion. If should be agreed that in Nigeria television Network service (NTA), Advertisement of lux is regular on air compared to other two brands named above.

Having stated that the objective of the study is to examine the effectiveness of advertising as a means of communication, the researcher saw the need to find out which media reaches the consumer more easily and why? (se Appendix A Question 6).

TABLE B

ADVERTISING MEDIUM	PERCENTAGE EXPENDITURE
Radio	32
Television	24
Newspaper	9
Magazine	15
Sign Post	18
Others	2
Total	100%

Source Interview Questionnaire

From the above discussion carried out with the respondent the researcher deduced that radio reaches the consumer more easily. This could be due to the cheapness of the radio and the wide coverage of the radio. Also radio can broadcast in different languages so that many audiences can listen and understand. The next media is the television, this could be because it has the advantage to make use of brand, motion and sight simultaneously. In addition, television enables target market to see products in use and actual pronunciation of names. The third medium is newspaper, they promote intensive coverage of the market and appeal to a very wide audience since they reach all economic classes. It has geographical selectivity, a flexible means of delivering message and one of the cheapest media to use in comparative terms with other media. The fourth is magazine, this medium appeals to general audience as well as to special groups, men, women, young people, sport cover and so forth. Unlike newspapers, it is designed to be read at leisure and has a high exposure rate. Last is the sign post which are mounted on special structures called coaching located at suitable sites along the roads. They also involve the use of bill boards and others signs and displays as advertising media.

5.2 DISCUSSION OF THE RESEARCH FINDINGS

From the presentation and interpretation of the data collection, the research has been able to prove that the products are economically viable proper advertisement campaign and strategy does stimulate the sales of the company's product. In table 1 we saw that the marketing/sales manager strongly agreed that

advertising has considerably increased the sales returns of the organisation. Also when the salesman and two distributors of the company were informally used(see table 2) they also consented that advertising has positive correlation with sales stimulation there fire communication has been effective.

Thus, from the data analysis and interpretation, one can draw a conclusion that, basically the goal of advertising is to stimulate sales growth among other and that effective communication has to take place before this is prolong implemented. Marketers advertise in order to achieve action in the market place, in other words, to sell their goods and services. The general goal is to stimulate sales by pushing the demand curve for a product to the right. As shown in figure below. If advertising does its properly, for a given price a grater quantity of the product will be sold.

IMPACT OF ADVERTISING AS A SHIFT TO THE RIGHT IN THE DEMAND CURVE

TABLE A Price

Price (Per Item)	12	10	8	6	4	2
Without Advertising Prod Demanded	50	90	150	200	250	350
With Advertising Prod. Demanded	150	200	250	300	370	490

Source Interview Questionnaire

Note that price therefore, is not the only concern of consumers. Advertising when effectively planned to make consumers demand the product so intensively that the

price factors are greatly reduced or not considered.

The question does advertising enable the company to make consumers aware of the existence of its product has also been proved right by the facts and figures devised from the researchers administered questionnaire responded as to weather they are made to be aware of the company's produces through advertising or through personal contact, the entire respondent (100%) gave positive response that they were made to be aware of the company's product through advertising and not through contact.

It could therefore be said that the social changes in an environment constants affect a product image, even though the brand name requires unchanged. Hence, product go through rehabilitation during the span of its life and so, do its images go through changes. It is in regular advertising that helps keep; the product and the society within the same place.

5.3 SUMMARY

This study is directed towards an investigation of the impact of advertisement as a tool for effective communication in PZ Limited Kaduna. The study is strictly related to the Nigerian context 6 with the PZ industries Limited, Kaduna as the case of study serving as the source of information related to the scope of the research.

In the introductory part, the researcher presented the problem of advertising and its importance to the consuming society and producers. This chapter also embraces scope and limitation of the study. Include in this section were series of

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problems (e.g. unwillingness of the executive to release their confidential documents, unavailability of related literatures, lack of fund and time constraint) which the researcher faced.

It was hypothesized that:-

1. Advertising creates awareness on raw products in the market.
2. Advertising stimulate the sales of a company's products, on other words, advertising pushes the demand curve upwards.
3. Advertising enables the company to make consumers aware of the existence of its products.
4. Advertising message are not directed to the majority of consumers but the elite class.

Finally, the chapter scheme has been divided into five chapters or parts viz: Introduction, Literature review, research methodology, history of case study, summary, conclusion and recommendation.

In chapter two, the researcher attempted to trace the historical evolution of advertisement fundamental concepts in advertisement and a review of existing literature concerning the theory of advertising as relating to the sale of consumer goods. Sir Winston Churchill, viewed advertising from the societal stand point and sees it as persuasive in rendering society a better standard of living. The chapter also focuses on communication and its process in relation to consumer goods. Also, this chapter went further to discuss marketing and its relevance to advertising.

In chapter three, the researcher gave a brief method of data collection techniques among which questionnaires and interview methods were conducted. In chapter four, the researcher attempted to give a history of the case study, with its organizational chart and products produced in the organisation. This chapter also include problems facing PZ Industries Limited with special emphasis on advertisement as a tool of communication in the organisation.

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5.4. CONCLUSION

Any prospective consumer lives himself and is completely indifferent to the producer and his company. He wants to buy benefits. It is up to the advertiser to highlight the benefit of his products as an inducement to buy. A Levity (1978) put it, the human audience demands symbolic interpretation in everything he does, and knows without symbolism he would be even more confusing and anxiety ridden than it is, but what the consumer implicitly demands that is shall be. Thus the consumer consumers nothing but expected benefits, the promise. "Thus, advertising helps the consumer to perceive goods and services as fulfilling various needs he might otherwise overlook hence, helping the consumer in brand recognition, brand preference, brand insistence and consumer loyalty.

As it has been in the preceding chapter, continuous advertising prolongs the products life cycle (Plc) of an economically viable product. This implies that products go through rehabilitation during the span of its life since social changes in an environment constantly affect a product image, even the brand name remains the same. Regular advertising helps in keeping the product and the society in the same plane.

Proper advertising strategies like proportionate advertising appropriations, choice of a reputable and creative agency, adequate method of measuring advertising effectiveness will culminate into sales stimulation and profit maximization for the company. Consequently, advertising enhances the corporate image. In a nutshell, advertising contributes immensely to success of a business organisation through information, awareness creation, persuasive, educative to mention a few. In addition, the seller, buyer and media benefits from advertisement. The seller is benefited by advertising primary because the buyer is informed of the particular product or services. Advertising aid the consumer in making a wise buying choice. For media, to meet his cost of publication so that he serve the public interest, the publisher must depend upon advertising media or medium. And moreover, advertising even if well planned, depended to a large extent on the availability of funds within the organisation of advertising.

Lastly, the funding presented in this study allows for a number of conclusions to be drawn with regards to the subject matter. From the research's study of the impact of advertisement in Kaduna Metropolis, he arrived at certain conclusions.

The result of the analysis of responses obtained from the respondents demonstrates the viability of advertisement as a promotional tool for creating awareness and stimulation of sales for a company's goods and services, and possibly creating demand for such goods and services. Advertising does inform the customer of what a company has to sell and what a purchase entails. The aim of advertising is to impact information on the product and influence customers to make contact and buy.

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5.5 RECOMMENDATION

Given that this study was carried out within a given scope (i.e.) impact of advertising), this poses as a constraint on the researcher to probe further into other researcher areas. There us, therefore, the need to give valuable recommendations for future research which this study could not cover. Consequently, other possible areas of research in advertising include the followings:-

i. The impact of advertising media in Nigerian marketing.

ii. The role of institutional advertising in promoting company's image

iii. The impact of advertisement in marketing industrial goods.

iv. Effective Advertising for marketers.

v. The complementary nature of advertising agency and media.

It is worthwhile that valuable recommendations could also be given for future improvement of advertising effectiveness. Primarily the researcher would start by suggesting possible solution to the identified problems facing PZ industries Nigeria Limited, Kaduna.

One of the problems facing this company is that of running the advertising campaign to the contracted specification in terms of number of relays and positioning as well as timing by advertising agency. One feasible solution in this respect is that the corporation should endeavour to monitor the activities of the agency handling its advertising campaign and should try as much a possible to give the feed back from time to time as the case may be.

The firm should also include in its advertisement campaign clearly the non-price benefits such as novelties used during sales promotion so that consumers will be aware of their right to such gifts and demand for it when not presented by the seller.

In view of the findings from this study, the researcher would like to make the following general recommendations that would help advertisers in deriving maximum benefits of advertising.

Advertising message must be interesting enough to attract attention and persuasive to fulfil its selling functions. Money spent on a brilliantly creative advertisement that does not sell enough of the product is money wasted.

Furthermore, advertisement should be planned so that the story is effective, appealing, and cheerful. Successful advertising depend as much on comprehensive planning as it does on good advertising technique. The markets first task is to research the market he wants to reach with his advertising campaign and find out how he can achieve the most easily and cheaply.

Besides, a large advertising appropriation can be quite ineffective if it is distributed at random over various product and periods during the year. It often pays to concentrate expenditure on a widespread advertising campaign rather than to spend it on several small advertisement that pass unnoticed.

Media owners should endeavour to place and run advertisements appropriately on the stimulated time and days so as to increase the effectiveness of advertisement or advertising.

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PZ Industries Limited should also open more branches (plants) and depots in the newly created states and local governments instead of the present few ones.

IN conclusion, the researcher, submits that though advertising is increasingly bearing a major industry in Nigeria, the present estimate 0.01% of the GNP Nigeria spends on advertising is extremely low. There is a need to improve on the amount. Most industrially advanced countries spend about 2% of their GNP on advertising. For example, the United State of America spends around 3% of her GNP on advertising. With the imminent industrial advancement of Nigeria, it is pertinent to increase advertising expenditure to enhance proper communication between producers and consumers.

Finally, because of multiplicity of beverages and other consumer goods in Nigerian market, the need for effective advertising to enhance the flow of information between the producers and consumers so as to boost and enhance the marketing concept. From this prospective, advertising is seen as complementary to all the other element of four Ps-products, price, promotion and place in the marketing mix.

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APPENDIX A

QUESTIONNAIRE

Dear Sir/Madam,

The objective of this research is to study "The Advertising as a tool for effective communication" This research is an partial fulfillment of the award of Bachelor of Science Degree in business administration, Ahmadu Bello University, Zaria, It should be noted that the research is purely for academic purpose only, hence information provided would remain strictly confidential and would be used for no other purpose than that which has been stated above.

Thanks.

Name:-

Rank:-

Please, tick or write where appropriate in answering the question, addition papers could be use where necessary.

1. When was Nigerian Bottling Company set up?
2. TYPE OF OWNERSHIP
   a. Partnership
   b. Private company
   c. Public Company
3. What are the objective of Nigerian Bottling Company?

   (Additional paper could be use)
4. What sort of beverage do you produce?

5. What is the nature of your market?

   a. Monopoly

   b. Competitive

   c. Oligopoly

6. Do you engages in the advertisement of your Product?

   a. Yes

   b. No

7. If Yes, which of the following medium or media do you use in advertising your product?

   a. Radio [ ]

   b. Television [ ]

   c. Newspaper [ ]

   d. Magazine [ ]

   e. Sign Post [ ]

   f. Personal contact [ ]

8. Which medium or media of advertising is most effective?

   a. Radio [ ]

   b. Television [ ]

   c. Newspaper [ ]

   d. Magazine [ ]

   e. Sign Post [ ]

9. Which of the media do you most often and why?

   Indicate the percentage of expenditure on each please

10. How often do you advertise?

a. Weekly [ ]

b. Monthly [ ]

c. Quarterly [ ]

d. Half yearly [ ]

e. Yearly [ ]

11. Does advertising increase the sales return of your organisation?

a. Strongly agree [ ]

b. Agree [ ]

c. Disagree [ ]

d. Strongly Disagree [ ]

e. No option [ ]

12. Which of your product do you advertise most and why?

13. Do you believe advertising is very necessary for sales stimulation?

a. Yes

b. No

1.4 Do you have positive market segmentation or division of market according to importance or attention?

15. Which region(S) do you concentrate most?

a.

b.

c.

1.6 What problem have you had with your advertising programme?

APPENDIX B

QUESTIONNAIRE TO CONSUMER

Dear Sir/Madam,

The objective of this enquiry is to study Advertising as a tool for effective communication. This research is in partial fulfillment of the award of Bachelor of Science Degree in Business Administration. The study is strictly for academic and would like to ensure you most sincerely that what ever information supplied by you through this questionnaire will be held confidential and used for the research purpose only.

Kindly co-operate by completing the questionnaire as trustfully as possible.

Thank you.

Name

Occupation

Marital Status: (Single/Married)

Sex: (Male/Female)

Please tick or write where appropriate in answering the question, addition papers could be use where necessary,

1. Are you aware of Nigeria Bottling company.
   a. Yes
   b. No

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2. How do you become aware of their product?
   a. Through Advertising [ ]
   b. Through personal contact [ ]

3. If it is through advertising, which of the media or medium do you set the information through?

   a. Radio [ ]

   b. Television [ ]

   c. Newspaper [ ]

   d. Magazine [ ]

   e. Sign Post [ ]

   f. Personal contact [ ]

4. Which one of the above do you consider effective and why?

5. Has advertising influence you purchase most?

   a. Yes [ ]

   b. No [ ]

6. What impact(s) has advertising media create on you and how were you affected or influenced?

7. Which of the following media influence your purchase most?

   a. Radio [ ]

   b. Television [ ]

   c. Newspaper [ ]

   d. Magazine [ ]

   e. Sign Post [ ]

   f. Others [ ]

8. Do you believe in quantity of the products as advertised?

a. Yes [ ]

b. No [ ]

9. Does advertising make you change your grand of products?

a. Yes [ ]

b. No [ ]

10. If Yes how often do you make a purchase?

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