

THE INFLUENCE OF ADVERTISING ON
INDIVIDUAL CONSUMPTION PATTERN:
A CASE STUDY OF AHMADU BELLO UNIVERSITY STUDENTS AND
TEACHERS IN ZARIA METROPOLIS

PRESENTED BY

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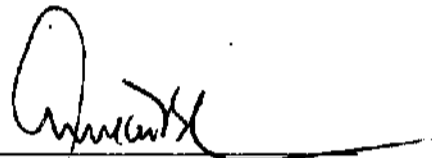
A PROJECT SUBMITTED TO THE DEPARTMENT OF BUSINESS
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DEPARTMENT OF BUSINESS ADMINISTRATION, FACULTY OF
ADMINISTRATION. INSTITUTE OF ADMINISTRATION, ZARIA

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DECLARATION


I hereby declare that this project titled: **THE INFLUENCE OF ADVERTISING ON INDIVIDUAL CONSUMPTION PATTERN: A CASE STUDY OF AHMADU BELLO UNIVERSITY STUDENTS AND TEACHERS IN ZARIA METROPOLIS** has been written by me and thus the product of my effort. To the best of my knowledge, no one has done a similar work at the time this Project was being conducted. That all the sources of information not original to the study have been duly acknowledged by way of references.


NWANKWO, B.C.,

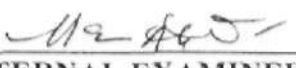
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CERTIFICATION

This Project entitled: **THE INFLUENCE OF ADVERTISING ON INDIVIDUAL CONSUMPTION PATTERN: A CASE STUDY OF AHMADU BELLO UNIVERSITY STUDENTS AND TEACHERS IN ZARIA METROPOLIS** by **NWANKWO BENJAMIN CHUKWUMA** meet the regulation 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 and literary presentation.


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DEDICATION

*Dedicated to my loving mother, Mrs. Esther
Nwankwo*

ACKNOWLEDGEMENT

I hereby acknowledge the abundance of the love of God, my creator and His increasing Grace shown to me, having sustained me thus far. His divine care, protection and provision is beyond measure.

I would also like to express my sincere and deep gratitude to my Supervisor, Mr. A.B. AKPAN for his guidance and brotherly co-operation towards this research work.

I also acknowledge the great role of my Lecturers and Mr. Beyioku Kolawole Samson (KASAGA), my colleague for his contribution towards this programme.

I express my gratitude to my wife and children for their understanding and support throughout the programme.

ABSTRACT

Advertising as a term has attracted a lot of controversy in its definition and concept in recent times. This has been in the aspect of its intent and role as a marketing tool.

Despite such mixed-feelings, the use of advertising still remains essential in marketing. This research work looks at the use and effectiveness of advertising in all its forms in the purchase and consumption pattern among the students and teachers of Ahmadu Bello University in Zaria metropolis.

At the end of this study, conclusion and recommendations will be provided where necessary based on the research findings.

TABLE OF CONTENT

TITLE PAGE	i
DECLARATION	ii
CERTIFICATION	iii
DEDICATION	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vi
TABLE OF CONTENT	vii
CHAPTER ONE	
1.1 INTRODUCTION	1
1.2 STATEMENT OF THE PROBLEM	2
1.3 SIGNIFICANCE OF THE STUDY	2
1.4 OBJECTIVE OF THE STUDY	3
1.5 SCOPE AND LIMITATION OF THE STUDY.	3
1.6 HYPOTHESIS	3
1.7 DEFINITION OF TERMS	3
FOOT NOTE	6
CHAPTER TWO	
2.1 LITERATURE REVIEW	7
2.2 HISTORICAL PERSPECTIVE OF MODERN MARKETING	13

2.3	CONSUMPTION THEORIES AND CLASSICAL ECONOMISTS	15
2.4	COMMUNICATION PROCESS	16
2.5	TYPES OF ADVERTISING	18
	FOOT NOTE	19
 CHAPTER THREE		
3.0	RESEARCH METHODOLOGY	21
3.1	METHOD OF DATA COLLECTION	21
3.2	DATA ANALYSIS TECHNIQUES	22
3.3	POPULATION OF STUDY	24
 CHAPTER FOUR		
4.0	DATA PRESENTATION AND ANALYSIS	28
4.1	DATA PRESENTATION	28
4.2	TEST OF HYPOTHESIS	38
4.3	INTERPRETATION OF DATA	46
	REFERENCES	48
 CHAPTER FIVE		
5.1	SUMMARY	50
5.2	CONCLUSION	50
5.3	RECOMMENDATION	51
	BIBLIOGRAPHY	53

CHAPTER ONE

1.1 INTRODUCTION

The success or failure of any product in the market depends on its marketing mix strategy in which promotion is but one. Advertising is one of the promotional tools through which marketing objectives can be achieved.

There are so many definitions of advertising but the most widely used and accepted one is that developed by the American Marketing Association that “Advertising is any form of non-personal presentation of goods and services or ideas for action openly paid for by an identified sponsor¹. The idea is the message, which can come through billboard, newspapers, radio, television etc. In most advertisement, three objectives are paramount:

- (a) Information objective
- (b) Persuasive objective
- (c) Reminding objective

How are these objectives achieved? To what extent can advertising influence the purchase and consumption pattern of Ahmadu Bello University students and teachers in Zaria metropolis? Based upon the above premise, one is posed to examine whether advertising does matter or not, in the purchase and consumption pattern of an individual.

Literature has also revealed that the consumption pattern of individual is influenced by a large number of interrelated factors such as demography, family size, wealth, interest rate, income distribution² etc.

However, it is the influence of advertising as a potent promotional tool that will be examined in this research study.

Theodor Harder asserted that “advertising has long been regarded as an area for intuitive business activity, primarily because it seems to be governed entirely by creative ideas³”. This advertising creativity, thus serves as to bedrock by which most of the purchase and consumption pattern of an individual can be influenced.

However, William Stanton subscribed to the persuasive role of advertising by saying that “the ultimate effect of advertising is to modify the attitude and or behaviour of the receiver of message⁴”. Nevertheless, advertising role can be achieved by deception, otherwise known as deceptive advertising.

1.2 STATEMENT OF THE PROBLEM

The following research questions will be examined:-

- (a) Does advertising influence the purchase and consumption pattern of the Ahmadu Bello University students and teachers in Zaria metropolis?
- (b) Through which communication media can advertising messages be easily passed to Ahmadu Bello University students and teachers in Zaria metropolis?

1.3 SIGNIFICANCE OF THE STUDY

The study will show the scope and limitation of advertising in influencing the purchase and consumption pattern of a market segment.

Similarly, the study will clarify whether advertising does matter or not in the purchases and consumption behaviour pattern of Ahmadu Bello University students and teachers in Zaria metropolis.

1.4 OBJECTIVES OF THE STUDY

The objectives of this research study are:-

- (a) To examine the influence of advertising on five selected consumer products on the purchase and consumption pattern of the Ahmadu Bello University students and teachers in Zaria metropolis. These selected consumer products are:-
 - (i) Toothpaste
 - (ii) Beer
 - (iii) Soft drink
 - (iv) Cigarette
 - (v) Detergents
- (b) To determine whether the Ahmadu Bello University students and teachers in Zaria metropolis exhibit similar purchase and consumption pattern.

1.5 SCOPE AND LIMITATION OF THE STUDY

This study concentrate only on the consumption pattern of Ahmadu Bello University students and primary/secondary school teachers in Zaria metropolis. Hence, the study is valid only within this sample frame. Any application outside the scope of this research study may or may not be valid.

1.6 HYPOTHESIS

The purchase and consumption pattern of Ahmadu Bello University students and teachers in Zaria metropolis is influenced by advertising.

1.7 DEFINITION OF TERMS

Generally, words or terms are subject to many interpretations, however, the following terms will imply the definition given to each of them.

(1) Advertising: The process of informing others of the existence and availability of a product and of creating a demand for the product.

“Advertising is any form of non-personal presentation of goods and services, or ideas for action openly paid for by an identified sponsor”.

Advertising is a marketing tool whose sole aim is to build preferences for advertised brands of services. It majors on superior performance, on benefits that products can offer, on the special qualities of various brands (Chris A. Doghodje).

(2) Action evaluation: Is a form of learning

(3) Attitude: Learned predisposition evidenced by the behaviour of an individual or group of individual to evaluate an object or class of object in a consistent or characteristic way.

(4) Brand: A word, phrase or symbol attached to or referring to a good product line.

(5) Brand loyalty: Brands perceived by a group of consumers to offer the “best” combination of attributes will be purchased more often by that group of consumers.

(6) Competition: A market condition where there are very large numbers of producers of a good who serve very large numbers of consumers. No producer or consumer controls price.

(7) Consumer products: Goods sold to and used by the ultimate consumer.

(8) Consumption: The act of use or utilisation of a product or service.

(9) Cultural environment: All the mores and customs that characterise a society.

(10) Dissonance: A form of tension arising out of uncertainty about the rightness of a decision.

- (11) **Emulation:** Tendency to pattern behaviour after the example set by others.
- (12) **Influence:** Ability to affect one' purchase and consumption pattern.
- (13) **Learning:** A change in behaviour in response to a stimuli.
- (14) **Marketing mix:** Combining product, distribution channels, pricing and promotion in the sale and distribution of goods.
- (15) **Marketing segmentation:** Certain groups of consumers with similar preference functions may perceive a subset of the total number of brands as being closer substitutes than the other brands.
- (16) **Motivation:** Activation of internal forces that impel action.
- (17) **Need:** Internal forces that prompt behaviour towards satisfaction.
- (18) **Perception:** Interpreted stimuli.
- (19) **Personality:** Persistent characteristics that make one person different from everyone else.
- (20) **Promotion:** To sell ideas to others.
- (21) **Purposive action:** Deliberate action with a specific purpose.
- (22) **Reference group:** Collection of people, real or imaginary, to which a person looks for guidance in structuring his behaviour pattern.
- (23) **Satisfier evaluation:** Any intellectual or empirical assessment of the various alternative action options available at the time of motivation.
- (24) **Social class:** Where a person or family is positioned in relation to other members of the society.
- (25) **Tension:** Mental, strain or excitement.
- (26) **Utility:** Want satisfying power of a product or service.

FOOTNOTE

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CHAPTER TWO

2.1 LITERATURE REVIEW

The earliest evidence of man's attempts to communicate a visual message to his fellow men was by Egyptians and subsequently by the Greeks and Romans. These signs were designed to communicate the simple and indisputable fact of man's trade. Such early form of visual communication and the subsequent advent of printing press and the development of the art of communication during the last century clearly influenced the birth and growth of advertising.

Advertising has thus, become one of the four major tools companies use to direct persuasive communication to target buyers and public. It consists of non-personal form of communication conducted through paid media under clear sponsorship.

"The purpose of advertising is to enhance potential buyers' responses to the organisation and its offerings. It seeks to do this by providing information, by channelizing desire and by supplying reasons for preferring a particular organisation's offer¹". In essence, advertising is supposed to create a behaviour change on the audience in which it is directed to; the extent of this behaviour change will depend on the wordings of the advertising message.

Rom-J. Marketing asserts that advertising informs and sells². Further, he enumerated the purpose of advertising as follows:-

- (a) to create awareness
- (b) to remind customers and potential customers.
- (c) to alert and sensitize all members of the marketing channels.

- (d) to pre-sell products and ideas.
- (e) to reach a selected target audience
- (f) to reduce customer dissonance.

In his Madison Avenue, U.S.A., Martin Mayer sounded a sceptical note by saying "only the very brave or the ignorant ---- can say exactly what advertising does in the market place³".

Considering the amazing variety of products consumer seek, it is not possible to cite any simple and single motive that they are trying to satisfy. Whereas, the industries buy goods and services primarily for the purpose of earning a profit; consumers buy products and services to attain a variety of need satisfactions⁴.

Consumers vary tremendously in their ages, income, educational levels and tastes. Marketers and advertisers have found it worthwhile to distinguish different groups in the market place and develop products and services tailored to their needs. A consumer could buy a product for many other reasons apart from its uses. Cognition, motivation and personality are some of the factors that can influence a buyer when purchasing a product. Several researchers on advertising and marketing felt that attitude changing should be a primary goal of promotional strategy. Cornelius Dubois, for example, showed that the better the attitude level, the more the users are held and the more non-users are attracted⁵.

One of the earliest explanations on how advertising works, is based on the stimulus response theory of learning; in which advertising is perceived as a stimulus and the purchasing behaviour as the intended and desired response. However, it is clear that advertising, even when very intense does not lead automatically to purchase, and it has been postulated that the act of advertising is the culmination of a whole sequence of events.

"The complexity of buyer behaviour will of course vary with the type of purchase. Howard has suggested that consumer buying can be viewed as a problem solving activity and has distinguished three classes of buying situations⁶".

- (a) Routinized response behaviour: The simplest type of buying behaviour occurs in the purchases of low cost, frequently purchased items. The buyers are well acquainted with the product class, are aware of the major brands and their attributes and have a fairly well defined preference order among the brand.
- (b) Limited problem solving: Buying is more complex; when buyers confront an unfamiliar brand in a familiar product class. It requires information before making a purchase choice.
- (c) Extensive problem solving: Buying reaches its greatest complexity; when buyers faces an unfamiliar product class and do not know the criteria to use.

Behavioural scientists believed that people are problem solvers and that individuals are motivated by drives or needs, that unsatisfied need lead to solve that problem. How the individual solves his problem depends on his own make up and his environment.

The basic problem solving consists of five steps:-

- (a) Becoming aware or interested in the problem.
- (b) Gathering information about possible solutions.
- (c) Evaluating alternative solutions perhaps trying some out.
- (d) Deciding on the appropriate solution.
- (e) Evaluating the decision⁷.

The adoption process which explains how new ideas are learned and accepted is similar to the problem solving process, but it makes clearer the role of learning and

the potential contribution of promotion in a marketing mix. The adoption process for an individual moves through fairly definite stages as follows:-

- Awareness
- Interest
- Evaluation
- Trial
- Decision
- Confirmation

Literature has revealed that consumers' spending behaviour is influenced by a large variety of interrelated and complicated factors. Max. A. Gellier said; "The actual position of the consumer in our modern economic life however, is far from being sovereign. Technological development which has produced multiplicity of similar products has made the consumers choice or selection more difficult⁸".

The Howard Sheth buyer behaviour model identifies the following four exogenous variables:-

- (a) Importance of purchase
- (b) Personality traits
- (c) Financial status
- (d) Time pressure and social organisational setting⁹.

"The consumer's immediate social and organisational setting will influence his buying motives over search and evaluation behaviours¹⁰".

Group influence has also been seen particularly important on individuals. James E. Stafford¹¹ studying ten groups of women who were either close friends, neighbours or relatives, who went ashopping together, gave them a common experimental task to perform. He found that the leader influenced group members; in

that the higher the degree of brand loyalty exhibited by the group leader, the more likely were the members to prefer the same brand.

A more comprehensive model of consumer behaviour and thought process was developed by Joe Kent Kerby¹².

This is shown in 2:1 below

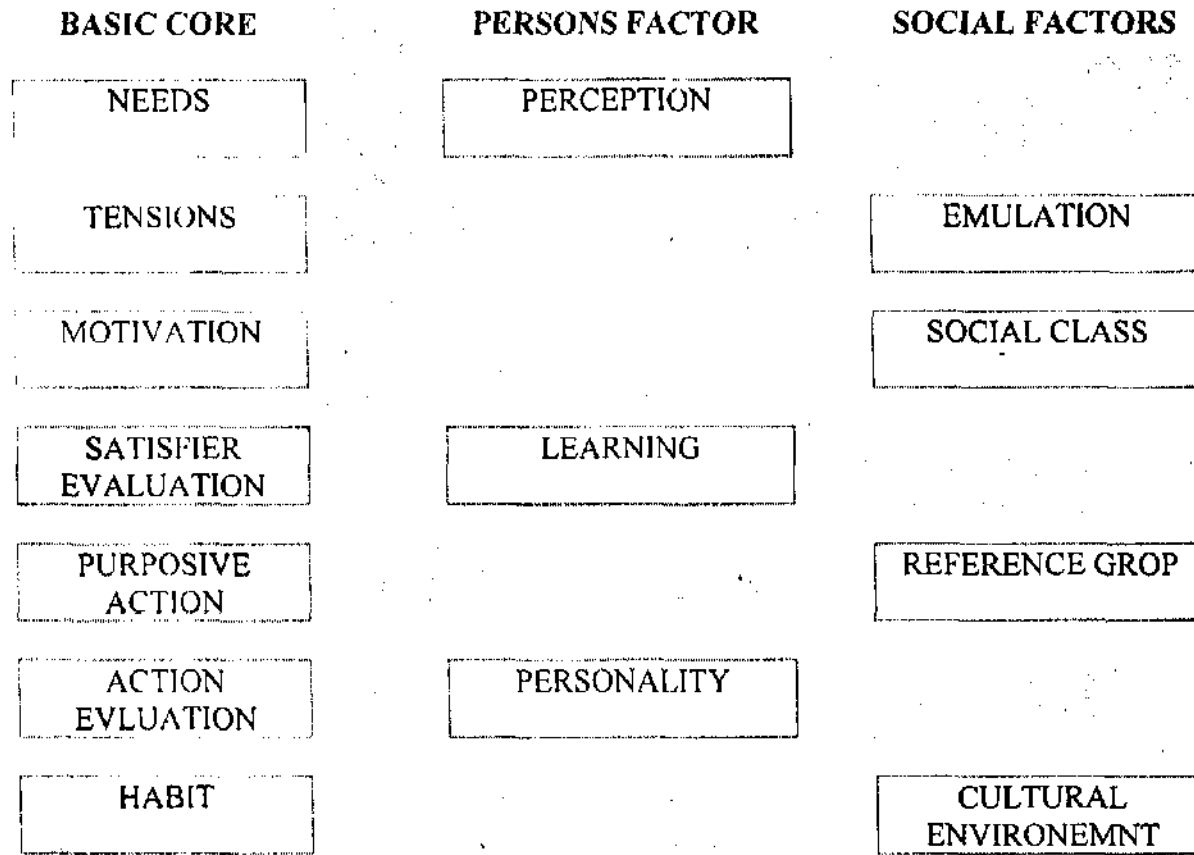


Fig. 2.1: General Model of Consumer Behaviour and thought Process

M - denotes a meditational centre in which all the external stimuli received by the individual are interpreted, evaluated and related to each other and to the various internal control elements and persons factors.

From figure 2:1 above, a logical flow model was also developed by Joe Kerby as shown below in Figure 2.2.

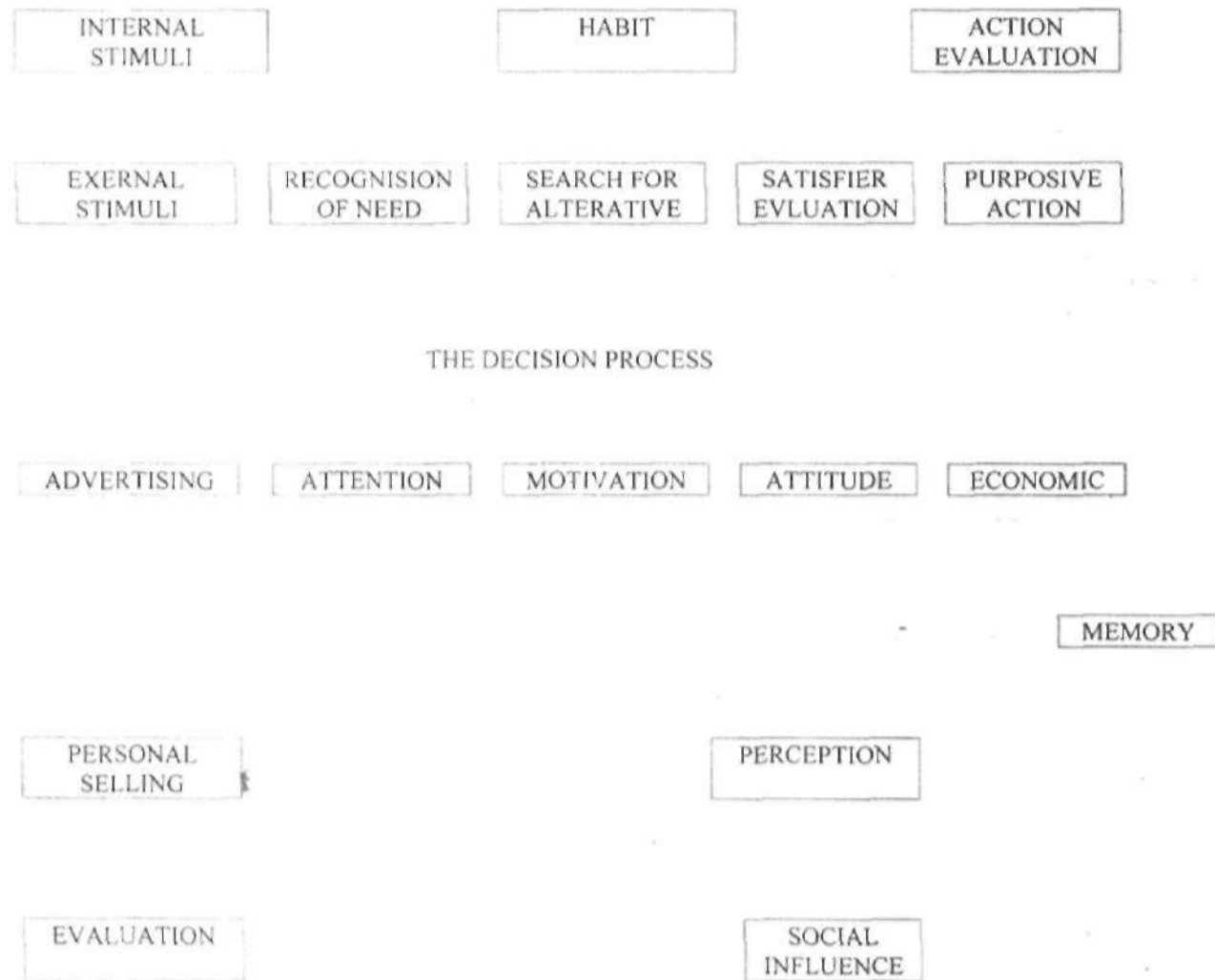


FIG. 2:2: LOGICAL FLOW MODEL

The model elements fits together in governing a particular buying decision.

In explaining the mode, Joe Kent Kerby said "Let us suppose that need has been placed in tension. The person experiencing this need will be motivated to find and obtain some object that will provide the need satisfaction. Normally, he will want to have some assurance before purchasing it, that the object selected will be suitable. To obtain that assurance, he will probably evaluate several possible alternatives. After this evaluation, one will be satisfied and an evaluation of the approach used will be placed on file for future reference in the event that similar circumstance arises. If frequent reselection of the same object is made as need cycle between tension and

equilibrium a consistent pattern will tend to emerge and the person will have developed a habit¹³.

2.2 HISTORICAL PERSPECTIVE OF MODERN MARKETING

Marketing is a crucial human invention it embraces the activities we engage in to satisfying economic needs and wants. Early in man's history, it became clear that no household could be economically self-sufficient for long. Specialisation in production and the exchange of items produced with items needed were introduced. Thus marketing was born.

The 1970's and early 1980's have spelt hard times for most of the world's consumers and business firms. The 1973 oil crisis set of a round of further crisis, material and energy shortages, rampant inflation, economic stagnation, rising unemployment etc. These developments turned people from a mood of optimism to one of pessimism.

Throughout the 1960s, consumers in industrial nations enjoyed real gains in income and spent their money on a growing number of goods and services, new cars, television, foreign travels, higher education etc.

The succession of crisis starting in the 1970s robbed everyone of these dreams. Prices shot up, incomes stagnated, competition became keener, foreign goods invaded domestic markets and hurt domestic firms, bankruptcies mounted. Yet one fact stood out: human needs and wants abounded. Economic stagnation did not come out of satiety or the cessation of wants but out of failures of the world economic system to work. It halted and needed to be kicked into action again. The key to recovery could not rest alone on government adopting appropriate fiscal and monetary policies. Business firms had to do a better job of identifying and delivering strong needs,

innovating better products and advertising and delivery them more efficiently so that consumers could afford them. In the past, too many companies saw the task as simply selling what they made. When customers interest flagged, these companies broaded their sales profile to try harder.

The answer in the long run is to monitor the customer's changing needs and wants and to adjust the company's product, services, methods of distribution to the new needs and wants of the market place. This answer is called marketing philosophy. It is the difference between calling on a customer and saying, tell me what I can do to help you make or save money and achieve your objectives better. The sales approach is product centered, the marketing approach is consumer centered.

Thus, we can now define marketing as a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Fig. 2:3

While in most manufacturing organisations all promotional function i.e. advertising, personal selling, publicity and sales promotion are handled singly by the marketing department, in others where sales and marketing are considered as two different department like in the case of Lever Brothers Nig. Plc, the marketing department handles only the research and development aspect while the sales department implements the research findings through promotion.

For any discussion on sales promotion to be complete, it is necessary to treat it side by side with all the other elements of the promotion mix stated above. This is more so because these promotional mix element are just a posed since none of them succeeds as a promotion without the influence of the others. It is in view of the above

that sales promotion alongside with the other promotion mix is chosen to be discussed as seen by some authors in the marketing context.

2.3 CONSUMPTION THEORIES AND CLASSICAL ECONOMISTS

The classical economists believed in consumer sovereignty. Their stand was that production system could become standstill, if there is no adequate demand for the produced goods, and likewise consumer demand could be jeopardised if the production system is subfunctioning.

Adam Smith states that "consumption is the sole end and purpose of all production, and the interest of the producer ought to be attended to only so far as it may be necessary for promoting that of the consumer. The maxim is so perfectly self-evident that it would be absurd to attempt to prove it¹⁶". This is an indication that the wheel of production could be at a standstill without adequate consumer demand.

The consumption theories of Milton Freidman France Modighani Maynard Keynes, James Duesenberry and Ruth, P. Mack (Mrs.) can also be used in explaining the nature of consumption pattern of an individual.

Maynard Keynes asserted that individual real consumption pattern of a household is determined by the level of disposable (after tax) income. He quotes "The fundamental psychological law ... is that men are disposed, as a rule and on the average to increase their consumption as their income increases, but not by as much as the increase in their income¹⁷".

James Duesenberry¹⁸ inferred that the differences in consumption behaviour could be explained by the differences in the relative income. He assumed that the consumer derive utility, not from an absolute level of consumption but from a level

that is judged in relation to both consumer's own past standards and the consumption standards of others.

The permanent income hypothesis¹⁹ is of the opinion that the consumer takes into account, future income and future consumption possibilities, when planning current consumption; changes in current income (measured income) will only affect current consumption by way of resulting changes in wealth.

Also Ruth P. Mack²⁰ arrived at a conclusion that cross sectional consumption function depends upon the time period over which the flow of income and consumption are measured.

The life cycle hypothesis²¹ states that the household current consumption (defined as non-durable consumption plus the rental value of consumer durables) is proportional to its total resources; the factor of proportionality depending on the interest rate used to discount future income, taste and age of household.

2.4 COMMUNICATION PROCESS

The information in which advertising wants to pass to a target audience must be able to get the attention of the audience. Researchers have demonstrated that the audience not only evaluate the message but also the source of the message in terms of its trustworthiness and credibility. These studies have also shown that some persons are more easily persuaded than others.

The AIDA model shows the buyer as passing through successive stages of Awareness, Interest, Desire and Action. The hierarchy of effect model shows the buyer as passing through stages of awareness, interest, evaluation, trial and adoption. The communication model shows the buyer as passing through stages of exposure, reception, cognitive response, attitude, intention and behaviour. Most of these

differences are semantic, the communicator normally assumes that buyers pass through these stages in succession on the way to purchase. However, there is some evidence that the stages can occur in different orders²².

Lasswell²³ suggested that communications involve five major questions: who ... says what ... in what channel ... to whom ... with what effect. The “who” refers to the communicator (source of communication); the “what” is the message; the “channel” includes the various media of communication, the “whom” is the audience; and the “effect” refers to what the message do to people or make them do.

Different audience may perceive the same message in different ways and interpret the same word differently. The information which the advertising wants to get across which in some cases could be distorted by noise has to be encoded into *transmissible form, transmitted and decoded by the receiver*. It is when the message intended by the sender is perceived by the receiver in the way and manner originally intended by the sender that there is actual communication of advertising message.

The nature of this process can be explained by communication process shown below in Fig. 2:4.

The source delivers the message to receive which could come via magazines, television, newspaper, billboards, etc. The source receives an immediate feedback from the receiver. The feedback could be negative or positive depending upon whether the message is perceived as intended or not (Encoding vs Decoding).

Finally, advertising messages must seek not only to be understood but to understand.

2.5 TYPES OF ADVERTISING

Basically, there are only two kinds of advertising , product and institutional advertising.

(1) Product advertising focuses on specific product or service and usually make no reference to the price of the product or service. It is concerned with selling a product. There are three variants of product advertising:-

(a) Competitive advertising: This stimulates selective demand by selling a specific brand rather than a general product category. Competitive advertising may be either direct or indirect. The direct type is aimed at immediate buying action; while the indirect type is intended to point out product virtues so that when the customer is ready to buy, he will buy that product.

(b) Pioneering advertising: This is aimed at building primary demand for a specific product category. It is needed in the early stages of the adoption process to inform potential customers about a new product.

(c) Reminder advertising may be useful when the product has achieved a favoured status in the market probably in the maturity or sales decline stage; the advertiser just want to keep his product name in the mind of the public.

(2) Institutional advertising stresses the firm's overall quality, its established reputation and its effort to cope with social problems. It is intended primarily to develop goodwill towards the company or industry.

FOOTNOTES

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CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 METHODS OF DATA COLLECTION

Questionnaire was the instrument of primary data collection of this study. The questionnaire comprises both close and research questions that guarantee a greater uniformity of responses from the respondents; and open end research questions that represent a concrete illustration of operationalization process.

The questionnaire was drawn on five selected consumer products viz:

- Toothpaste
- Beer
- Soft drinks
- cigarette
- Detergents

The influence of, regular advertising, level of income, social status and class, reference and family group, habit and attitude were manipulated on these five consumer products in form of both open and close-end questions. Respondents were then asked to indicate the most influencing of these factors on their purchase and consumption pattern.

Also, respondents were asked to express their consumption of these five consumer products in terms of frequency of purchase, and to further describe the effect of the variables - regular advertising, level of income, social status and class, reference and family group, habit and attitude in terms of degree of importance by a three points scale of very important, important and less important and to answer either

yes or no whether they would purchase, consume and be aware of the five selected consumer products without advertising.

Respondents were also asked to indicate which of the media of communication they read or listen to regularly and to describe them in terms of their effectiveness in advertising. These communication media include (i) Radio (ii) Newspapers (iii) Television (iv) Magazine (v) Billboard (vi) others unspecified.

3.2 DATA ANALYSIS TECHNIQUES

At the end of the study, the data collected was analysed using tabulations, percentages and statistical computations (chi-square test) to support the findings and test the validity of the hypothesis.

There were three analysis of the responses of the sample:-

- (i) Analysis of the responses of students, Ahmadu Bello University Zaria
- (ii) Analysis of teacher's response in Zaria
- (iii) Aggregate analysis of both (i) and (ii) above.

Facts about the five selected consumer products

(A) **TOOTHPASTE:** They are used in washing mouth. Brands include Close-Up, Maclean, Pepsodent,

Daily need, Aqua Fresh, Aqua Mint and others.

(B) **BEER:** This is a product of barley, hops and other chemical compounds. There are different brands of

beer in Nigeria. These are Gulder, Guinness, Star, tusk, "33" Export and Rock to mention a few.

Gulder advertisement runs as follows:-

"Unequaled

Unparalleled

... the ultimate while

Guinness advertisement runs as follows;

ENJOY THE ACTION'GUINNESS - THE ACTION

(C) **SOFT DRINK:** This include Coca-cola, Fanta, Pepsi-cola, 7Up, Bitter Lemon and others. They are sold about N12 per bottle in most retail shops. It is sometimes used as refreshment.

(D) **CIGARETTE:** They are made from tobacco. Different brands exist: Gold Leaf, Rothmans, Benson & Hedges and others. Consumers of this product are called smokers.

Gold Leaf advertisement says,

"Player's Gold Leaf taste so good.

Player's Gold Leaf gives you the satisfying good taste as good tobacco.

And you know only specially selected tobacco goes into Player's Gold Leaf.

Rush --- golden --- and every good you can depend on it".

(E) **DETERGENTS:** They are soapless soap obtained from petroleum. They include 'Omo', 'Elephant;

Surf. These detergents do not produce dirty scum when used in hard water as their calcium salt is soluble. Hence, they are mainly used for washing.

They are usually advertised on television, radio and newspapers. Wording of Omo and Elephant advertisement is written below:

“Omo washes brighter and cleaner”

“Elephant blue detergent washes cleaner, brighter”.

3.3 POPULATION OF STUDY

The population of study comprised Ahmadu Bello University Zaria and teachers in Zaria metropolis. There was no discrimination in sex of the sample both male and female was used for the study. Minimum age of respondent was 18 years, while their income category is as shown in Table I below:-

TABLE 1: INCOME CLASS CATEGORY

INCOME CLASS	PERCENTAGE OF RESPONDENT
Below N1000	38
N1001 - N2000	15
N2001 - N4000	26
N4001 - N8000	21
N8001 and above	0
TOTAL	100

Nevertheless, the population of study has attained a minimum education level of at least secondary school or teacher training education.

LOCATION OF STUDY

The study was carried out in five areas of Zaria metropolis:

- (a) Ahmadu Bello University Samaru
- (b) Ahmadu Bello University Kongo Campus
- (c) Samaru village
- (d) Tudun Wada area
- (e) Sabon Gari area

SAMPLE AND SAMPLING DESIGN

The units of study were Ahmadu Bello University and Teachers in Zaria metropolis; and the sample was drawn from these units. In overall, three hundred and seventy-two questionnaires were distributed between these two units of study.

Ahmadu Bello University (Samaru Campus & Kongo Campus) sample was drawn from eight zones. Each zone being represented by hall of residence of students. None of these halls have a student capacity that is less than five hundred (500). This minimum student capacity level was then used as the basis of administering questionnaires to each zone.

Each number of questionnaires were issued to each zone and their response rate was established as is shown in Table II below:-

TABLE II

	NUMBER OF QUESTIONNAIRES ISSUED	NUMBER OF QUESTIONNAIRES RETURNED	RESPONSE RATE (%)
Zone A: Ghetto Hall	24	20	83.3
Zone B: Alilu Akilu Hall	24	20	83.3
Zone C: Saduana & Bedde Hall	24	24	100
Zone D. Akenzua Hall	24	20	83.3
Zone E: Suleiman Hall	24	24	100
Zone F: Danfodio Hall	24	20	83.3
Zone G: Amina Hall	24	20	83.3
Zone H: Alexandra Hall	24	24	100
Total	192	172	89.5

Zones A, B, D, E and F are exclusively men halls while Zones C, G and H are women's hall. However, zones C, E and recorded 100% response and zones A, B, D, F and G recorded 83.3% response. Nevertheless, every member of the population in this sample had equal chance of being represented.

In the administration of questionnaires to the teachers in Zaria metropolis, the following schools were used and their response rate thus determined as is shown in Table III below:

TABLE III:

	NUMBER OF QUESTIONNAIRES ISSUED	NUMBER OF QUESTIONNAIRES RETURNED	RESPONSE RATE (%)
(1): Women Teachers College Kongo	30	30	100
(2): Barewa College	30	30	100
(3): Chindit High School (Depot)	30	30	100
4: Therbow Nursery/Primary School (PZ)	30	22	73.3
(5): Federal Govt. Girls' College, Zaria	30	26	86.6
(6): Demonstration Secondary School, Zaria	30	30	100
Total	180	168	93.3

Almost all the schools recorded a 100% response with the exception of Federal Government Girls' College and Therbow Nursery/Primary School, PZ (Zaria) that recorded 86.6% and 73.3% respectively.

3.4 CONSTRAINTS

This methodology does not recognise all products and respondents attribute that cannot be qualified or expressed.

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

4.1 DATA PRESENTATION

This data presentation is based on three hundred and forty (340) questionnaires returned out of three hundred and seventy-two (372) administered.

However, the following research questions would be examined:-

- (a) Does advertising influence the consumption and purchase pattern of Ahmadu Bello University students and teachers in Zaria metropolis?
- (b) Through which communication media can message be easily passed to Ahmadu Bello University students and teachers in Zaria metropolis?

Data gathered will be used to test the following basic hypothesis:-

The purchase and consumption pattern of Ahmadu Bello University students and teachers in Zaria metropolis is influenced by advertising.

The analysis is divided into three parts:-

- (a) Analysis of the responses of the Ahmadu Bello University students
- (b) Analysis of the responses of teachers in Zaria metropolis
- (c) Aggregate analysis of (a) and (b) above.

ASSUMPTION

It is assumed in this analysis that the respondents responses were given in good faith without any bias or element of subjectivities.

Also, it is assumed that all brands of the selected consumer products are the same both in quality and quantity. Hence, consumers taste is therefore considered the same for each product.

Does advertising influence the consumption and purchase pattern of the Ahmadu Bello University students and teachers in Zaria metropolis?

This research question is analysed using the tables and respondents' responses to questions that follow.

How frequently do you consume the following products?

- (a) Toothpaste
- (b) Beer
- (c) Soft drinks
- (d) Cigarette
- (e) Detergents

TABLE IV: STUDENTS

N = 172	Very regular		Regular		Occasional		Not applicable	
	f	%	f	%	f	%	f	%
Toothpaste	124	72	40	23	8	5	0	0
Beer	12	7	16	9	60	35	84	49
Soft drinks	48	28	72	42	52	30	0	0
Cigarette	8	5	4	2	8	5	152	88
Detergent	76	44	88	51	8	5	0	0

Table IV above shows that 72% of the students are very regular consumer of toothpaste, 23% are regular consumer while 5% are occasional consumer. This shows that about 95% of the students are frequent purchaser and consumer of toothpaste. Nevertheless, none said he never consumed toothpaste. The reason for this high frequency of consumption may not be unlikely that toothpaste is a necessity and its consumption is therefore paramount.

About 50% of the respondents are the totals, they do not consume beer at all, while those who are occasional consumers are about 35%, and less than 13% are either very regular or regular consumer combined.

We can infer from the above results that majority of the students do not consumer beer and as such they cannot in anyway be influenced by advertising on beer.

Results for cigarette also showed that majority of the students are non-smokers. About 88% said they do not smoke while 5% said they are either occasional smoker or very regular smoker of cigarette.

From the above analysis in Table IV, it is seen that about 70% of the respondents consume soft drinks regularly while the remaining 30% are occasional consumer.

About 95% of the respondents are regular consumer of detergents, only 8% are occasional consumer. This figure indicates the importance students attached to detergents, possibly because of its ease of utilization.

TABLE V: TEACHERS

N = 168	Very regular		Regular		Occasional		Not applicable	
	f	%	f	%	f	%	f	%
Toothpaste	88	52	48	29	16	10	16	10
Beer	8	5	12	7	52	31	96	57
Soft drinks	56	33	56	33	48	29	8	5
Cigarette		2	8	5	12	7	144	86
Detergents	108	64	52	31	8	5	0	0

About 52% of the toothpaste consumer among teachers are very regular consumer, while 29% are regular consumer. This indicates that over 80% of teachers

are regular consumer toothpaste. Nevertheless, the figure for occasional and non-consumer stood at 10% respectively.

Majority of the teachers do not consume beer. About 31% are occasional consumers while about 5% are regular consumers. The results imply that majority of teachers are also teetotals.

Both very regular and regular consumers of soft drinks stood at about 66% of the teachers, occasional consumers stood at 29% while non-consumers were about 5%.

A very high percentage of teachers respondents are non-smoker. About 86% do not consume cigarette while only 2% are very regular consumers and about 5% are regular consumers.

Over 90% of the teachers do consume detergent regularly, while there were non-consumers of detergents, occasional consumer stood at 5%.

AGGREGATE: TABLE VI

N = 340	Very regular		Regular		Occasional		Not applicable	
	f	%	f	%	f	%	f	%
Toothpaste	212	62	88	26	24	7	16	5
Beer	20	6	28	8	112	33	180	53
Soft Drinks	104	31	128	38	100	29	8	2
Cigarette	12	4	12	4	20	6	296	87
Detergents	184	54	140	41	16	5	0	0

The respondents indicated regular consumption of toothpaste with about 88% response. About 5% do not consume toothpaste.

Also majority of the respondents do not consume beer. While 53% are teetotals, only 6% expressed a very regular consumption of beer.

About 69% of the respondents described the frequency of their consumption of soft drinks as regular, 29% are occasional consumer, while 2% are non-consumer.

However, about 87% of the respondents are non-smokers while about 4% are very regular and regular consumers respectively. Only 6% expressed occasional consumption.

None of the sample expressed none consumption of detergents. About 95% are both very regular, and regular consumer of detergents, while about 5% are occasional consumer.

What factor influences most of your consumption pattern?

For the five consumer products, six variables were listed as choices for the respondents to choose from. These variables are:

- (a) Regular advertising
- (b) Level of income
- (c) Social class and status
- (d) Reference and family group
- (e) Habit and attitude
- (f) Others unspecified

TABLE VII: STUDENTS

N = 172	Toothpaste		Beer		Soft Drink		Cigarette		Detergent	
	f	%	f	%	f	%	f	%	f	%
Regular advertising	12	7	8	5	16	9	0	0	36	21
Level of income	8	5	12	7	12	7	0	0	40	23
Social class and status	12	7	28	16	8	5	8	5	4	2
Reference/family group	8	5	0	0	4	2	0	0	12	7
Habit and attitude	120	69	36	21	112	65	44	26	56	33
Others unspecified	12	7	88	51	20	12	120	69	24	14

Table VII above shows that majority of the students consumption of toothpaste is being influenced by habit and attitude. About 69% rated habit and attitude as the most influencing while reference and family group was the least (about 5%).

The most influencing factor for the purchase and consumption pattern of beer could not be identified by the students. About 51% of the students choose other unspecified factor as most influencing. Nevertheless, the influence of habit and attitude was rated second (about 21%) while reference and family group was rated least.

Also, the consumption and purchase pattern of soft drink was mostly influenced by habit and attitude. About 65% rated habit and attitude as most influencing followed next by other unspecified with about 12% response. Advertising has 9%, reference and family group came least.

About 69% of cigarette smokers could not identify which factor mostly influence their consumption and purchase pattern. Regular advertising, social status and class, reference and family group exacts no influence on the purchase and consumption pattern of the cigarette smokers among the students.

However, habit and attitude was rated as the most influencing in the purchase and consumption pattern of detergent income level came next with about 23% while social status and class exact least influence with about 2% response.

TABLE VIII: TEACHERS

N = 172	Toothpaste		Beer		Soft Drink		Cigarette		Detergent	
	f	%	f	%	f	%	f	%	f	%
Regular advertising	28	17	0	0	8	5	0	0	40	24
Level of income	16	10	12	7	8	5	4	2	12	7
Social class and status	4	2	20	12	28	17	4	2	4	2
Reference/family group	8	5	16	10	16	10	0	0	16	10
Habit and attitude	88	52	40	24	80	48	20	12	68	40
Others unspecified	24	14	80	48	28	17	140	83	28	17

Table VIII shows that about 52% of toothpaste consumers among the teachers are mostly influenced by habit and attitude. This was followed by regular advertising with 17% response. The least influencing factor was social status and class.

Also, majority of the beer consumers among teachers choose other unspecified factors as most influencing. Nevertheless, habit and attitude was the next most influencing factor with about 24% response. There was no influence of regular advertising on the consumption and purchase pattern of teachers.

Soft drink consumers are mostly influenced by their habits and attitude, while regular advertising and income level was the least influencing with 5% response respectively.

About 83% of cigarette consumers indicated other unspecified factor as most influencing. This was followed by habit and attitude with 12% response. Regular advertising, reference and family group were never indicated as affecting their purchase and consumption pattern.

Consumption of detergent was mostly influenced by habits with 40% response. Social status and class was the least influencing. Overall, habits and attitude dominated as the most influencing.

TABLE IX: AGGREGATE

N = 240	Toothpaste		Beer		Soft Drink		Cigarette		Detergent
	f	%	f	%	f	%	f	%	
Regular advertising	40	12	8	2	24	7	0	0	76
Level of income	24	7	24	7	20	6	4	1	52
Social class and status	16	5	48	14	36	11	12	4	8
Reference/ family group	16	5	16	5	20	6	0	0	24
Habit and attitude	208	61	76	22	192	56	64	19	124
Others unspecified	36	11	168	49	48	14	260	76	52

From Table IX habit and attitude also dominated as the most influencing factor on the consumption pattern of toothpaste by the respondents. While 61% of the respondents rated habit and attitude as the most influencing, social status and class, reference and family group was the least influencing with 5% response.

Majority of the respondents choose other unspecified factor as the most influencing factor in their purchase and consumption pattern of beer. However, habit and attitude was rated next by 22% of the respondents, advertising was however the least influencing.

Finally, the consumption pattern in aggregate of soft drinks, cigarette and detergent by the respondents followed the same pattern as reported by Tables VII and VIII.

How would you describe the effect of variables?

(a) Regular advertising (b) Level of Income (c) Social Status and class (d) Reference and family group (e) Habit and attitude (f) others unspecified; on your consumption and purchase pattern?

The result shown below was reported by the respondents.

TABLE X: STUDENTS

N = 172	Regular Advertising		Level of Income		Social Status /Class		Reference / Family Group		Habit/ Attitude		Others Unspecified	
	f	%	f	%	f	%	f	%	f	%	f	%
Very important	24	16	80	47	20	12	20	12	84	49	24	14
Important	72	42	80	47	72	41	40	23	76	45	40	23
Less important	72	42	12	6	80	47	112	65	12	6	108	63

Only 16% of the students expressed very important for advertising as affecting their purchase and consumption pattern. 42% of each of the students said advertising was less important and important respectively.

About 47% described level of income as very important and important respectively, while only 6% rated level of income as less important.

However, majority of the students rated social status and class as less important, only 12% rated it as very important.

Habit and attitude was described by 49% of the students as very important, and 45% described it as important, while 6% described it as less important.

Reference and family group and other unspecified factor was described as less important by majority of the students.

In overall, level of income, habits and attitude was rated to be very important by majority of the students.

TABLE XI: TEACHERS

N = 168	Regular Advertising		Level of Income		Social Status & Class		Reference & Family Group		Habit & Attitude		Others Unspecified	
	f	%	f	%	f	%	f	%	f	%	f	%
Very important	56	33	120	71	40	24	60	36	96	57	8	5
Important	56	33	20	12	80	48	68	40	56	33	48	29
Less important	56	33	28	17	48	29	40	24	16	10	112	63

Equal weight was given to advertising in terms of very important, important and less important by the teachers (33%).

71% of the teachers described level of income as very important while only 17% described it as less important.

The importance of social status and class was undaunted. 48% of the teachers said it is important, 24% said it is very important. This in total implies that about 72% of the teachers believed social status and class as important in influencing their preferences.

The influence of reference and family group was seen to be important in 40% of responses and 24% said it is less important. However, 36% believed it is very important.

Habit and attitude was seen to be very important in 57% of the responses, 10% said it is less important and 33% said it is important.

In overall, level of income, habits and attitude were seen to be most important, in not less than 80% of the responses. Advertising was not seen to be very important in the overall situation.

AGGREGATE TABLE XII

N = 340	regular advertising		level of income		social status & class		reference & family group		habit & attitude		others unspecified	
	f	%	f	%	f	%	f	%	f	%	f	%
Very important	84	25	200	59	60	18	80	24	180	53	32	9
Important	128	3	8100	29	152	45	108	32	132	39	88	26
Less important	128	38	40	12	128	38	152	45	28	8	220	65

Income was seen to be most important by majority of the respondents, this was followed by habits and attitude as affecting their consumption and purchase patten.

INCOME CLASS TABLE XIII

	students		teachers	
	absolute	relative	absolute	relative
Below N1000	128	74	0	0
N100 - N2000	24	14	28	17
N2001 - N4000	16	9	72	43
N4001 - N8000	4	2	68	40
N800 and above	0	0	0	0
Total	172	100	168	100

AGGREGATE

	Absolute	relative
Below N1000	128	38
N1001 - N2000	52	15
N2001 - N4000	88	26
N4001 - N8000	72	21
Above N8000	0	0
Total	340	100

Majority of the students fell in the income class below N1000, while majority of the teachers are within the range N2000 - N8000.

None of the teachers or students each above N8000, also none of the teachers earn below N1000.

Would you purchase, consume and be aware of the five selected consumer products without advertising?

The responses from the above questions was used to test the hypothesis that: the purchase and consumption pattern of Ahmadu Bello University students Zaria is influenced by advertising.

4.2 TEST OF HYPOTHESIS

Ho: The purchase and consumption pattern of Ahmadu Bello University students and teachers in Zaria metropolis is influenced by advertising.

Hi: The purchase and consumption pattern of Ahmadu Bello University students and teachers in Zaria metropolis is not influenced by advertising.

This is a one-tailed test and the critical region is to one side of the distribution with area equal to the level of significance.

RULE OF THUMBS

Expected frequencies are computed on the basis of hypothesis Ho. If under this hypothesis the computed value of χ^2 , given by the equation 2

$$\chi^2 = \sum \frac{(of - ef)^2}{ef}$$

where of = observed frequencies

ef = expected frequencies

χ^2 = chi-square

is greater than the critical value $\chi^2_{0.95}$, it would then be concluded that the observed frequencies differ significantly from expected frequencies and would therefore reject Ho at $\chi^2_{0.95}$ critical value. Otherwise, the hypothesis Ho would be accepted or at least not rejected.

TABLE XIVA: STUDENTS OBSERVED FREQUENCY

	toothpaste	beer	soft drink	cigarette	detergent	total
Yes	68	16	50	6	46	186
No	18	70	36	80	40	244
Total	86	86	86	86	86	430

TABLE XIVB EXPECTED FREQUENCY

TOOTHPASTE	BEER	SOFT DRINK	CIGARETTE	DETERGENT
$\frac{86 \times 186}{430}$ = 37.2	$\frac{86 \times 186}{430}$ = 37.2	$\frac{86 \times 186}{430}$ = 37.2	$\frac{86 \times 186}{430}$ = 37.2	$\frac{86 \times 186}{430}$ = 37.2
$\frac{86 \times 244}{430}$ = 48.8	$\frac{86 \times 244}{430}$ = 48.8	$\frac{86 \times 244}{430}$ = 48.8	$\frac{86 \times 244}{430}$ = 48.8	$\frac{86 \times 244}{430}$ = 48.8

TABLE XIVC: calculation of χ^2

of	ef	of - ef	$\frac{(of - ef)^2}{ef}$
68	37.2	30.8	25.500
16	37.2	-21.2	12.080
50	37.2	12.8	4.404
6	37.2	-31.2	26.166
46	37.2	24.8	2.080
18	48.8	-30.8	19.438
17	48.8	21.2	9.208
36	48.8	-12.4	3.350
80	48.8	31.2	19.946
40	48.8	-8.8	1.586
		total	123.764

$$\text{Degree of freedom}^2 = (c-1)(r-1)$$

where c = number of column
r = number of row

$$(5 - 1)(2 - 1) = 4$$

$\chi^2_{0.95}$ at 4 degree of freedom = 9.49.

Since the computed value of χ^2 is greater than the critical value $\chi^2_{0.95}$ at 4 degree of freedom. It could then be concluded that the observed frequency differ significantly from the expected frequency and thus the null hypothesis H_0 will be rejected.

TABLE XVA: TEACHERS OBSERVED FREQUENCY

	toothpaste	beer	soft drink	cigarette	detergent	total
Yes	68	16	50	12	56	202
No	16	68	34	72	28	218
Total	84	84	84	84	84	420

TABLE XVb: EXPECTED FREQUENCY

TOOTHPASTE	BEER	SOFT DRINK	CIGARETTE	DETERGENT
$\frac{84 \times 202}{420}$ =40.4	$\frac{84 \times 202}{420}$ =40.4	$\frac{84 \times 202}{420}$ =40.4	$\frac{84 \times 202}{420}$ =40.4	$\frac{84 \times 202}{420}$ =40.4
$\frac{84 \times 218}{420}$ =43.6	$\frac{84 \times 218}{420}$ =43.6	$\frac{84 \times 218}{420}$ =43.6	$\frac{84 \times 218}{420}$ =43.6	$\frac{84 \times 218}{420}$ =43.6

calculation of χ^2

of	ef	of - ef	$\frac{(of - ef)^2}{ef}$
68	40.4	27.6	18.854
16	40.4	-24.4	14.736
50	40.4	9.6	2.280
12	40.4	-28.4	19.964
56	40.4	15.6	6.022
16	43.6	-27.6	17.470
68	43.6	24.4	13.654
34	43.6	-9.6	2.112
72	43.6	28.4	18.498
28	43.6	-15.6	5.580
		total	119.170

degree of freedom = 4
 $\chi^2_{0.95} = 9.49$

since the computed χ^2 is greater than the critical value $\chi^2_{0.95}$. The hypothesis H_0 is thus rejected.

AGGREGATE TABLE XVIA: OBSERVED FREQUENCY

	toothpaste	beer	soft drink	cigarette	detergent	total
Yes	136	32	100	18	102	388
No	34	138	70	152	68	462
Total	170	170	170	170	170	850

TABLE XVIB: EXPECTED FREQUENCY

TOOTHPASTE	BEER	SOFT DRINK	CIGARETTE	DETERGENT
170 x 388 850 =77.6	170 x 388 850 =77.6	170 x 388 850 =77.6	170 x 388 850 =77.6	170 x 388 850 =77.6
170 x 462 850 =92.4	170 x 462 850 =92.4	170 x 462 850 =92.4	170 x 462 850 =92.4	170 x 462 850 =92.4

TABLE XVIC: CALCULATION OF χ^2

of	ef	of - ef	$\frac{(of - ef)^2}{ef}$
136	77.6	58.4	43.94
32	77.6	-45.6	24.94
100	77.6	22.4	6.46
18	77.6	-59.6	45.76
102	77.6	24.4	7.66
34	92.4	-58.4	36.90
138	92.4	45.6	22.50
70	92.4	-22.4	5.42
152	92.4	59.6	38.44
68	92.4	-24.4	6.44
		total	238.46

Degree of freedom = 4
 $\chi^2_{0.95} = 9.49$

since computed χ^2 is greater than the critical value $\chi^2_{0.95}$. The hypothesis H_0 is thus rejected.

Going through Tables XIV - XVI, it could be seen that advertising does not affect the purchase and consumption pattern of Ahmadu Bello University students and teachers in Zaria metropolis. This is deduced from the wide significant difference between the computed χ^2 and the tabled value of $\chi^2_{0.95}$ at 4 degree of freedom.

However, various reasons were adduced by the respondents for this behaviour.

Nevertheless, three reasons were common among the respondents:-

- (a) That a necessity does not require advertising.

- (b) Once an habit has been formed about a product brand, advertising will not affect the purchase and consumption pattern.
- (c) Taste and quality affects purchase and consumption pattern.

Through which communication media could advertising message be easily passed to Ahmadu Bello University students and teachers in Zaria metropolis?

Below is the analysis of media exposure frequency as indicated by the respondents:-

TABLE XVIIA: STUDENTS MEDIAL EXPOSURE

	absolute	relative
Radio	28	16.3
Newspaper	64	37.0
Television	28	16.3
Magazines	4	2.1
Billboard	4	2.1
Others unspecified	44	26.2
Total	172	100

Table XVIIA above shows that students are more exposed to newspaper than any of the communication media.

While 37% of the students do read newspapers regularly, only 2% indicated that they read magazines and billboard regularly.

Radio and Television have equal relative exposure to the respondents, while 26% cannot specify.

TABLE XVIIIB: TEACHERS MEDIA EXPOSURE

	absolute	relative
Radio	28	17
Newspaper	36	21
Television	32	19
Magazines	0	0
Billboard	0	0
Others unspecified	72	43
Total	168	100

Table XVIIB shows that teachers are more exposed to newspaper than any of the other communication media.

However, about 43% indicated other unspecified media.

None of the teachers read magazines or billboard, but the percentage of those listening to radio and television were about the same.

AGGREGATE TABLE XVIIC MEDIA EXPOSURE

	absolute	relative
Radio	56	16.5
Newspaper	100	29.4
Television	60	18
Magazines	4	1
Billboard	4	1
Others unspecified	116	34.1
Total	340	100

Majority of the respondents in Table XVIIC above indicated exposure to other unspecified media. Nevertheless, the respondents are exposed to newspapers more than radios, televisions, magazines or billboards.

The respondents scarcely read magazines or billboards.

In terms of media advertising effectiveness, the respondents indicated the following:

TABLE XVIII A: STUDENTS

	radio		newspaper		television		magazine		billboard		other unspecified	
	f	%	f	%	f	%	f	%	f	%	f	%
N = 172												
Efficient	112	65	72	42	148	86	52	30	72	42	24	14
Less efficient	60	35	96	56	24	14	112	65	72	42	68	40
Very poor	0	0	4	2	0	0	8	5	28	16	80	47

The result from Table XVIII A shows that television is the most efficient of all media in terms of advertising effectiveness. However, other unspecified communication media was least efficient.

In overall, television and radio recorded 100% for efficiency in terms of advertising among the students.

TABLE XVIII B: TEACHERS

	radio		newspaper		television		magazine		billboard		other unspecified	
	f	%	f	%	f	%	f	%	f	%	f	%
N = 168												
Efficient	128	76	92	55	136	81	48	29	28	17	24	14
Less efficient	24	14	68	40	20	12	112	67	108	64	72	43
Very poor	16	10	8	5	12	7	8	5	32	19	72	43

About 81% of the teachers respondent described television as efficient in terms of advertising than any of the communication media. This was closely followed by radio with 70% response.

Nevertheless, over 60% of the magazines and billboard readers among teachers described it as less efficient.

Notwithstanding, newspaper is most efficient in advertising as it relates to other media.

AGGREGATE TABLE XVIII C

	radio		newspaper		television		magazine		billboard		other unspecified	
	f	%	f	%	f	%	f	%	f	%	f	%
N = 340												
Efficient	240	71	164	48	288	85	100	29	100	29	48	14
Less efficient	84	25	164	48	44	13	224	66	172	51	140	41
Very poor	16	5	12	4	12	4	16	5	60	18	152	45

The respondents showed that television is the most efficient medium of communication in terms of advertising. The least efficient medium was others unspecified.

However, television dominated as the most efficient medium in terms of advertising.

4.3 INTERPRETATION OF DATA

The analysis of the research data revealed the following facts that are characteristics of the purchase and consumption pattern of the Ahmadu Bello University students and teachers in Zaria metropolis:-

(a) Majority of the Ahmadu Bello University students are non-smokers and do not consume beer. This is validated by the results of Table IV where 88% and 49% revealed that they did not smoke cigarette or drink beer respectively.

Also Table V indicated that about 85% of the teachers are non-smokers while 57% did not consume beer. These interpretations are further clarified by the aggregate analysis of Table VI. However, majority of the respondents are regular consumers of toothpaste and detergent.

It can then be deduced from the above analysis that there is a sort of homogeneous consumption behaviour pattern of both the Ahmadu Bello University students and teachers in Zaria metropolis. They both exhibit similar consumption characteristics.

(b) In most of the selected consumer products, the effect of habit and attitude dominates as the most influencing factor affecting the purchase and consumption pattern of the respondents. In Table VII, 69% of the students disclosed that habit and attitude as the most influencing factor affecting their purchase and consumption pattern of toothpaste. Similarly, respondents clearly indicated habit

and attitude as mostly influencing their purchase and consumption pattern of detergent and soft drink.

Majority of cigarette smokers and beer consumers specified other factors as mostly influencing their purchase and consumption pattern. Nevertheless, habit and attitude came next in most cases. This was clearly shown by Table IX.

(c) Advertising is not as important as the effect of level of income, habit and attitude in influencing the purchase and consumption pattern of the respondents. Most of the respondents rated habit and attitude above 80% in most cases. This is validated by Table X.

(d) Advertising does not in any way influence the purchase and consumption pattern of the Ahmadu Bello University students and teachers in Zaria metropolis. This was shown clearly by the result of the chi-square tests of Tables XIV - XVII.

However, there was no uniformity in the reasons given by the respondents why advertising will not affect their awareness, purchase and consumption of the selected consumer products. Three reasons are expressed in most cases:-

- (i) A necessity does not require advertising.
- (ii) Once an habit has been created about a product, advertising will not affect the purchase and consumption pattern.
- (iii) Taste and quality affects consumption and purchase pattern.
- (iv) Despite the divergence in income distribution between the students and teachers, the former exhibit a higher marginal propensity to consume than the latter, this being an inference from Tables IV - VII.
- (v) Students read newspaper more than any of the communication media as shown by Table XVII. However, 2% of the students read magazines and billboard, while teachers do not read magazines and billboard at all.

(vi) Television is the most efficient communication media in terms of advertising effectiveness among the respondents.

However, teachers believed newspaper is most efficient media in terms of advertising, while students indicated television and radio as most efficient.

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2. Ibid, page 203.

CHAPTER FIVE

5.1 SUMMARY

Advertising - the use of paid media by a seller to communicate persuasive information about its products, services or organisation - is a potent promotional tool.

The objective of consumers are to satisfy a variety of needs; the consumer is not always fully conscious of the needs that are driving his or her behaviour. Buying situation itself can vary from routinized response behaviour, limited problem solving or extensive problem solving. Buying is not a single act but a multi-component decision.

The buyer goes through a process consisting of need arousal, information search, evaluation behaviour, purchase decision and post purchase feelings. A series of interrelated factors will influence the buying outcome. Individual consumption pattern can be based on the expected income streams or current income.

Advertising message to a target audience must be able to get the attention of the audience. The audience not only evaluate the message but also the source of the message.

5.2 CONCLUSION

This research study has revealed without doubt the inadequacy of advertising alone in influencing individual consumption pattern. Although the population of study exhibited similarities in consumption pattern characteristics (as shown by the results of Tables IV-VI). It is seen that advertising did not influence the consumption pattern of majority of the respondents was discovered to be mostly influenced by their habit and attitude.

In specific, consumption pattern of products (necessities) like toothpaste is mostly influenced by habit and attitude formed by the consumers.

However, consumers of products like cigarette and beer could not explain why they consume them. Only a very low percentage adduced their consumption of these products to habit and attitude. We can then infer from the above that there are certain salient environmental and situational characteristics apart from habit and attitude which affect and determine the consumption pattern of these products which in our opinion is a fruit for further studies.

While the majority of the respondents are not prone to the power of advertising, they still believed that advertising messages through television and newspapers will be more effective than through any other media.

Finally, the divergence in income distribution between students and teachers with the consequent higher marginal propensity to consume by the former than the latter is in our opinion, the manifestation of the micro-economic analysis of the theory of diminishing marginal utility.

5.3 RECOMMENDATIONS

For the survival of any firm in a competitive, hostile and changing business environment, advertising strategies should be designed in such a way as to create; rather than destroy consumer's habit and attitude towards a product or service. This recommendation is particularly important for firms selling necessary consumable products.

Secondly, Nigerian firms should de-emphasise large investment in advertising of products or services to students, teachers and other enlightened conglomerate of

people through media like billboards and magazines. Majority of these people do not read them.

Finally, we recommend that research efforts should be concentrated on the determination of various impacts of environmental components that can influence individual consumption pattern. This is our opinion, will shed light on the combination of strategies that will yield optimum results in achieving marketing objectives with specific emphasis on sales objectives.

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QUESTIONNAIRE

- NAME (Optional)
- (2) OCCUPATION (a) Teaching () Age Sex (a) M ()
 (b) F ()
 Student () Marital Status (a) Single ()
 (b) Double ()
- (3) ADDRESS:
- (4) EDUCATIONAL QUALIFICATION
 (a) High School/Teachers College Certificate ()
 (b) Diploma certificate ()
 (c) University degree ()
 (d) Postgraduate degree ()
- (5) PLEASE TICK YOUR APPROPRIATE INCOME CLASS
 (a) Bellow N1,000 ()
 (b) N1,0001 - N2,000 ()
 (c) N2,0001 - N4,000 ()
 (d) N4,0001 - N8,000 ()
 (e) Above N8,000 ()
- (6) How frequently do you consume the following products?
 (a) Toothpaste (i) Very Regular ()
 (ii) Regular ()
 (iii) Occasional ()
 (iv) Not applicable ()
 (b) Beer (i) Very Regular ()
 (ii) Regular ()
 (iii) Occasional ()
 (iv) Not applicable ()
 (c) Soft drinks (i) Very Regular ()
 (ii) Regular ()
 (iii) Occasional ()
 (iv) Not applicable ()
 (d) Cigarettes (i) Very Regular ()
 (ii) Regular ()
 (iii) Occasional ()
 (iv) Not applicable ()
 (e) Detergents (i) Very Regular ()
 (ii) Regular ()
 (iii) Occasional ()
 (iv) Not applicable ()
- (7) Which one of the following factors influence most your purchase and consumption pattern of the following products.
 (a) Toothpaste (i) Regular Advertising ()
 (ii) Level of income ()
 (iii) Social Status & Class ()
 (iv) Reference & Family Group ()
 (v) Habit and Attitude ()
 (vi) Others unspecified ()
 (b) Beer (i) Regular Advertising ()
 (ii) Level of income ()
 (iii) Social Status & Class ()
 (iv) Reference & Family Group ()
 (v) Habit and Attitude ()
 (vi) Others unspecified ()
 (c) Soft drinks (i) Regular Advertising ()
 (ii) Level of income ()
 (iii) Social Status & Class ()
 (iv) Reference & Family Group ()
 (v) Habit and Attitude ()
 (vi) Others unspecified ()
 (d) Cigarette (i) Regular Advertising ()
 (ii) Level of income ()
 (iii) Social Status & Class ()

- (e) Detergents (iv) Reference & Family Group ()
 (v) Habit and Attitude ()
 (vi) Others unspecified ()
 (i) Regular Advertising ()
 (ii) Level of income ()
 (iii) Social Status & Class ()
 (iv) Reference & Family Group ()
 (v) Habit and Attitude ()
 (vi) Others unspecified ()
- (8) How would you describe the effect of the following variables on your purchase and consumption pattern.
- (a) Advertising (i) Very important () (ii) Important ()
 (iii) Less important ()
- (b) Income (i) Very important () (ii) Important ()
 (iii) Less important ()
- (c) Social Status & Class (i) Very important ()
 (ii) Important ()
 (iii) Less important ()
- (d) Reference & Family Group (i) Very important ()
 (ii) Important ()
 (iii) Less important ()
- (e) Habit & Attitude (i) Very important ()
 (ii) Important ()
 (iii) Less important ()
- (f) Others unspecified (i) Very important ()
 (ii) Important ()
 (iii) Less important ()
- (9) Would you purchase, consume and be aware of the following products without advertising?
- (a) Toothpaste Yes () No ()
 If 'yes' give reasons
- (b) Beer Yes () No ()
 If 'yes' give reasons
- (c) Soft drinks Yes () No ()
 If 'yes' give reasons
- (d) Cigarettes Yes () No ()
 If 'yes' give reasons
- (e) Detergents Yes () No ()
 If 'yes' give reasons
- (10) Rank the following factors to describe according to how they would influence your consumption pattern of the following products.
- (i) Regular advertising (ii) Level of income
 (iii) Social Status and Class (iv) Reference and family group
 (v) Habit and attitude
- (a) Toothpaste (i)..... (ii).....(iii).....(iv)..... (v).....
 (b) Beer (i)..... (ii).....(iii).....(iv)..... (v).....
 (c) Soft drinks (i)..... (ii).....(iii).....(iv)..... (v).....
 (d) Cigarettes (i)..... (ii).....(iii).....(iv)..... (v).....
 (e) Detergents (i)..... (ii).....(iii).....(iv)..... (v).....
- (11) Which of the following communication media do you listen to or read regularly.
- (i) Radio () (ii) Newspaper () (iii) Television ()
 (iv) Magazines () (v) Bello board ()
 (vi) Others unspecified
- (12) How would you describe the following communication media in term soft effectiveness in advertising.
- (a) Radio (i) Efficient () (ii) Less efficient ()
 (iii) Very poor ()
- (b) Newspaper (i) Efficient () (ii) Less efficient ()
 (iii) Very poor ()
- (c) Television (i) Efficient () (ii) Less efficient ()
 (iii) Very poor ()
- (d) Magazine (i) Efficient () (ii) Less efficient ()
 (iii) Very poor ()
- (e) Bell boards (i) Efficient () (ii) Less efficient () (iii) Very poor ()

THE INFLUENCE OF ADVERTISING ON
INDIVIDUAL CONSUMPTION PATTERN:
A CASE STUDY OF AHMADU BELLO UNIVERSITY STUDENTS AND
TEACHERS IN ZARIA METROPOLIS

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DEPARTMENT OF BUSINESS ADMINISTRATION, FACULTY OF
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ABSTRACT

Advertising as a term has attracted a lot of controversy in its definition and concept in recent times. This has been in the aspect of its intent and role as a marketing tool.

Despite such mixed-feelings, the use of advertising still remains essential in marketing. This research work looks at the use and effectiveness of advertising in all its forms in the purchase and consumption pattern among the students and teachers of Ahmadu Bello University in Zaria metropolis.

At the end of this study, conclusion and recommendations will be provided where necessary based on the research findings.