EVALUATION OF THE EFFECT OF ADVERTISING ON MARKETING OF PHARMACEUTICAL PRODUCT IN NIGERIA

(A CASE STUDY OF SOME SELECTED COMPANIES)

BY

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DECLARATION

I Safiya Mu'azu Ahmed hereby declare that this project has been solely written by me based on research work. Also all, material used in the study have been duly acknowledged in the references.

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STUDENT'S NAME	**SIGNATURE**	**DATE**

CERTIFICATION

This project report titled "**EVALUATION OF ADVERTISING EFFECT IN MARKETING OF PHARMACEUTICAL PRODUCTS IN Nigeria" (a Case Study of Zaria Pharmaceutical Limited and SmithKline Beecham Pharmacy)** meets the regulations governing the award of M. B. A (master of Business Administration) of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

PROJECT SUPERVISOR	**SIGNATURE**	**DATE**
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DEDICATION

This is dedicated to Sarah, Ibrahim, Aliyu and my beloved husband Engr. Ayuba Sa'eed for being my greatest source of inspiration.

May God reward them abundantly.

ACKNOWLEDGEMENT

I am very grateful to Almighty Allah for giving me the desire, courage and chance to complete my master program, M.B.A (Business Administration). In addition, I thank God for his guidance and protection given me to overcome all sort of difficulties encountered during the period of the course and also seeing me through successfully.

My special thanks and appreciation to my supervisor, Hajiya Safiya Adamu whose patience, guidance and constructive criticism made this work a success.

I wish to express my thanks and appreciation to all those who have contributed in one-way or the other in helping me to complete this project. I am very grateful to my parents, uncles and aunts, brothers and sisters for their immense moral support, which saw me through the duration of study.

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ABSTRACT

Given the competitive nature of the business world today, firms must be up on their toes in order to meet the ever-increasing challenges of the economy. One vital way to succeed is for a firm to be able to strategically market its products or services.

With the present level of increasing and cutthroat competition in the pharmaceutical industry, companies must be prepared not just to provide the services, but to do so qualitatively and aggressively if they must survive.

The researcher has therefore decided to conduct this research analytically and empirically to determine the effective application of advertisement as a marketing tool in the selected pharmaceutical companies.

The findings have shown that the pharmaceutical companies have only just begun to grasp the full meaning and understanding of advertisement and its application to business. Unfortunately, there are still to be found traits of weak database, poor communication system, inadequate marketing skills of the staff.

The efforts of the selected pharmaceutical companies have been sufficiently discussed and suggestion have be proffered on ways to improve on their advertising strategies generally.

It is therefore hoped that scholars in the field of marketing in general, will find this material interesting.

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CHAPTER ONE

THE BACKGROUND OF THE STUDY

1.1 BACKGROUND OF THE STUDY

There has been industrial expansion, which resulted in massive production, competition and aggressive selling. These developments forced producers to seek out buyers for their products. Advertising was therefore recognized by business enterprises as a profitable method of building demand for their product.

Marketing of pharmaceutical products demands a high degree of professionalism and knowledge thus the use of advertising as a selling tool does not automatically provide a profit to an organization, its improper use may contribute to loss just as its correct use may enhance a company's profits. The business firm needs to make a careful and proper decision regarding the policies and methods of advertisement to use. Such factors as the financial position of the firm, the type of products the firm produces, the market segment it seeks to serve efficiently and effectively determine the advertising policies and method to be adopted by the firm within its competitive environment.

Advertising has been identified as an effective and economical means of influencing consumer demand and to build enough product recognition among customers to enable them select among competing products. A definition by the institute of practitioners in advertising states that: advertising presents the most persuasive possible selling message to the right prospect for the product or service at the lowest

possible cost: a definition by Weilbacher (1979) states “as those activities by which visual or oral messages are addressed to the public for the purposes of informing them and influencing them either to buy merchandise or services or act to be inclined favorably towards ideas, institutions or persons featured. The activities included in advertising are messages carried in newspapers and magazines, outdoor boards and in circulars of all kinds, whether distributed by mail, person, through tradesman or by inserts in packages, dealer help materials, window displaying, store signs, radio broadcasts, motion pictures used for advertising and novelties bearing advertising messages or signature of the advertiser.

The pharmaceutical companies are facing a number of challenges from the economy such as inflation and adverse competition within the pharmaceutical industry. This alerted every business enterprise of the importance or significance of advertising in its marketing efforts. Advertising bridges the gap between producers and consumer, it serves effective weapon to fight competition, create awareness about the existence of a product, increases demand and sales volume of an enterprise. At this point it is important to state that an enterprise needs advertising for development and expansion and consumer acceptance of its product.

1.2 STATEMENT OF THE PROBLEM

The Nigerian business environment is facing dynamic and adverse economic challenges. There has been increased aggressive

competitions as more firms are diversifying into the industry and the economy becoming more depressed, thus resulted to a decrease in the demand of products and service by consumers. Economic factor such as the structural adjustment programme (SAP) in Nigeria which includes devaluation of currency has resulted to a decrease in consumers purchasing power etc. similarly the pharmaceutical companies are experiencing the same thing such that some pharmaceutical companies have had to be bought over e.g. sterling health had been bought over by SmithKline Beecham.

This study therefore seeks to study the extent to which and how advertisement has been used by the selected pharmaceutical companies as a marketing tool, its impact on the performance of these companies and suggest how it can be effectively used to improve their sales and thus increase turn over (profits).

1.3 HYPOTHESIS

Hypotheses are specified statements of theory in testable form, which enable the researcher to reach a conclusion. In conducting this research, the following assumptions were made:

a. That advertisement is very important as part of an organization's marketing strategies.

b. A firm needs advertisement to reach its target market.

c. A business survival depends on its ability to meet the needs and wants of the customers.

1.4 PURPOSE OF THE STUDY

This research aims at examining the role of marketing in the pharmaceutical industry and to identify the advertising strategies adopted by the selected pharmaceutical companies, which makes its possible for these firms to be capable of making optimal and timely responses to the changes in the market place. At this point the researcher shall assess the following:

1. Ways of performing marketing functions in the pharmaceutical industry.
2. The extent to which the Nigerian pharmaceutical marketing tool.
3. The importance of advertising for effective marketing of pharmaceutical products in Nigeria.
4. Appraisal on the effective advertising strategies that these companies can use in Nigeria within the competitive environment.

1.5 SIGNIFICANCE OF THE STUDY

Marketing being the heart of any business and the process that pulls together various aspects of marketing variables to achieve organizational objectives makes this study worthwhile, since advertisement as a marketing tool enhances the marketing effectiveness of a business firm in its competitive environment.

Businesses at present are adopting aggressive marketing strategies aimed at edging out competitors and maintain in a leading position within the industry.

Therefore the research will be significant to the pharmaceutical companies and companies of other industries as it will identify and explain the appropriate and proper use of the different mode or advertising in order to effectively and efficiently achieve organizational objectives.

1.6 SCOPE AND LIMITATION

This study focused on the effective and efficient use of advertisement as a marketing mix strategy by the selected pharmaceutical companies and the impact it has on the overall success of the company.

As a case study, the following pharmaceutical companies were selected: Zaria pharmaceutical company limited (ZARINJECT) Zaria, and SmithKline Beecham (Nig.) Plc Kaduna.

The time provided for the collection of information is relatively short as such, it becomes difficult to come out with a much more detailed work. This has a direct influence on the sample size.

Consequently. Among the problems is the concealment of vital information due to the nature of research i.e. advertising. Most organizations are sensitive and careful thus try to conceal any vital information of their marketing efforts so as to prevent other competitors know the strategies used by them.

In the course of this research it has been discovered that many companies in Nigeria do not keep a documented information about their marketing operations.

1.7 HISTORICAL BACKGROUND

1.7.1 SMITHKLINE BEECHAM NIG. PLC

SmithKline Beecham Nigeria Plc, an affiliate of SmithKline Beecham worldwide was incorporated in Nigeria on 23rd June, 1971 and commenced business on 1st July, 1972, under the name Beecham limited. The company has its head office at Ojota, two factories in llupeju and Agbara and distributed its products through a network of twenty-four sales deports in strategic locations throughout Nigeria.

At the llupeju factory established in 1972 over the counter (OTC) medicines, pharmaceutical and oral care products are manufactured. This list include Phensic, Panadol range, Andrews Liversalt, Zental, Tagament, Macleans and Aquafresh. At Agbara, opened in 1982, health drinks are produced such as Lucozade Boost, Ribena (Concentrate and ready to drink) and Lucomalt.

The change of name of SmithKline Beecham Nigeria Plc resulted from the merger of Beecham group (UK) and SmithKline Beecham corporation (USA) in 1989 following the merger two of their affiliated Nigerian companies, SmithKline and French Nigeria limited (SK & F) and omnipharm limited went into voluntary liquidation while the biggest affiliate Beecham limited because the operating unit of the new organization in Nigeria.

On the 29th August, 1994, SmithKline Beecham announced in London the acquisition of sterling Wintrop inc, a wholly-owned health care subsidiary of the Eastman Kodak. The acquisition was a very major step

in SmithKline Beecham's goal of becoming one of the world's leading health care companies and also makes it the world leader in Over the counter (OTC) medicines.

1.7.2 ZARIA PHARMACEUTICAL COMPANY LIMITED

The Zaria pharmaceutical company limited (ZPC), located in the historic city of Zaria, Kaduna state, Nigeria, it is a wholly owned pharmaceutical company of the Kaduna state Government. It began as an idea in 1981. Twelve years later, on 5th may, the Kaduna State ministry of health and social development acting for and on behalf of the Kaduna State Government, signed an agreement with consortium Voist Alpine-Austroplan of Austria for the supply and installation of machinery for a syringe manufacturing plant at about ₦714 million. The foundation stone of the factory was laid on 24th January, 1996 by the head of state commander-in-chief of the federal republic of Nigeria, the late General Sani Abacha, GCON, MNI ably represented by the then chief of Naval staff Mike Okhai Akhigbe.

Zaria pharmaceutical company has chosen "a plus to quality health care" as its operating philosophy. Since the mission in ZPC is "to manufacture high quality disposable syringes and hypodermic needles at economically affordable prices" in bid to provide functional healthcare delivery system and Nigeria and worldwide. Thus, efforts are therefore geared towards the maintenance of the highest pharmaceutical standards, Good manufacturing practice, (GMP), Good laboratory practice (GLP) amongst other quality procedures.

Again, never in the history of Nigeria has a syringe been so subjected to extensive clinical trials in major university teaching hospitals with excellent results as ZARINJECT. The results of clinical trials confirmed clinical efficacy safety and sterility on the 2ml, 5ml and 10ml ZARINJECT syringes. ZARINJECT compared with other imported brands that are registered and gazetted by NAFDAC is much better. ZARINJECT became the first brand of disposable syringes and hypodermic needles to be formally launched into the Nigerian pharmaceutical market.

CHAPTER TWO

LITERATURE REVIEW

2.1 ADVERTISING: GENERAL OVERVIEW

Over time various definitions of advertising have appeared. The problems of defining this term arise from the nature of its historical development, conditions and perceptions. Many people think of advertising as only communicating and promotional efforts. Therefore, you may be surprised to leaven that communicating and promotional functions are two of the basic parts of advertising. Any definition that centers on just communicating will be too narrow and inadequate even in Nigeria.

However, this study work is to carry out a review of various inadequate even in Nigeria.

However, this study work is to carry out a review of various definitions presented by different scholars.

Kotler (1991) on his part defined advertising as “any paid form non-personal presentation and promotion of ideas goods or services by an identified sponsor”.

Advertising could be seen as a paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message.

Note that certain keywords (“paid”, “non-personal”. “media” and “identified’) are used to distinguish advertising from the many other forms of communication.

In marketing, we look at advertising in relation to personal selling, pricing packaging and other marketing tools that may be used to accomplish our marketing objective.

Some people call advertising “salesmanship in print”, although that definition seriously shortchanges advertising. Much of today’s advertising should more properly be called image-producing. It is designed to build or perpetuate a brand and corporate image.

David Bernstein holds that advertising is the origination and / or communication or ideas about products in order to motivate consumers towards purchase.

A glance at anyone of the thousands of newspapers and magazines will reveal that a very large number of people are advertisers. They may be individuals offering to sell houses, car; they may be employers seeking staff; manufacturers of goods and suppliers of services advertising on a regional, national or international scale.

Moralists are sometimes worried about the unrealistic ideas and situation projected by advertisements, as if these Cinderella illusions are likely to give people false values and objectives or lead to a big let down. No advertiser really tries to cheat people into believing that if they use his product they will become tycoons, raving beauties or great lovers (as in the adverts of soaps). It is easy for the critic, looking coldly but not very analytically at an advertisement which pictures a man in a new Jones Bros suit being promoted by his boss, to say this is impossible in the case of every buyer of such a suit. Of course it is impossible in every case

but unless the advertisement made its dramatic appeal, its impact, would go unnoticed. And this is the point that has to be understood about advertising. Unless attention is attracted the message will go unread or unheard and consequently unheeded. To attract attention in the first instance the advertisement must be larger than life. Advertising skills have to be employed, using words, pictures, colour, size, movement, position, date, timing and so on to entice the reader, viewer, listener or passerby to stop look listen, read take interest and act.

The advertising campaign is usually a triple operation requiring the combined efforts of the advertising agency and the media owner.

THE ADVERTISER

The advertiser is the organization having something to sell, which it wishes to advertise. To the advertising agency, this organization is the client or account. It has an advertising department with an advertising manager in charge. The advertiser has control over the content of his announcements, subject to it satisfying legal and voluntary restraints.

THE ADVERTISING AGENCY

An advertising agency provides a team of experts who advice campaigns for their clients who are referred to as accounts. The agency executive who deals with the clients' advertising manager is known as the account executive. The agent of the client, paradoxical though this may seem, is shown by the legal situation that the advertising agency acts as principal in a dispute and is responsible to the media owners for the clients debts.

THE MEDIA OWNER

Advertising media include the press, commercial radio and television, outdoor, transportation, cinema screen, direct mail, exhibitions, points of sale and many specialized means of conveying advertising messages. The media owners are the publishers, broadcasting contractors, billposting contractors, exhibition promoters, cinema advertising contractors and son on. Their executive is usually called an advertisement manager buys and an advertisement manager sells: it is confusing when media owners misuse these terms.

It is important that these three sections of advertising work harmoniously together.

Sometimes the word publicity and advertising are interchangeably used.

The distinction between advertising and publicity was well made by Dr.N.H. Borden.

Advertising includes those activities by which visual or oral messages are addressed to the public for the purpose of informing them and influencing them either to buy merchandise or to act or be inclined favourably toward ideas, institutions, or persons featured. As contrasted with publicity and other forms of propaganda, advertising messages are identified with the advertiser either by signature or by oral statement. In further contrast to publicity, advertising is a commercial transaction involving pay to publishers or broadcasters and others whose media are employed.

You do not necessarily have to buy publicity. Some times you get it whether you want it or not.

Whatever way advertising is defined, it plays an important role in influencing consumers and customers of goods and services.

2.2 IMPORTANCE AND EFFECTIVENESS OF ADVERTISING

Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible to target customers. Companies must also communicated with their present and potential customers. Every company is inevitably cast into the role of communicator and promoter. One of the major ways of communication between the company and public is through advertising.

Professor Theodore Levitt study to determine the relative contribution of the company's reputation (build mainly by advertising) and the company's sales presentation (personal selling) in producing industrial sales. States as follows:

- A company's reputation improves the chances of getting favourable first hearing and an early adoption of the product. Therefore corporate advertising that can build up the company's reputation will help the company sales representatives, thus increase in sales.
- Advertising cannot in and of itself cause sales. It can only help or contribute towards sales success. Rather, all the marketing elements must pull together in combination and

in the right sequence. To borrow Bernstein's analogy, a single mix element is like a thread. Alone it is pretty weak, but when intertwine with all the other threads, it contributes to the force and strength of a rope. Threads cannot cause sales, ropes can!

- Advertising increases distribution. It brings before the public the advantages of buying the goods and services offered. It awakens new desires and inspires consumers to work harder to earn money to satisfy such desires. Thus it is a force that makes it possible to sell more merchandise.

Advertising is mass selling, without which mass production could not function. It makes possible larger production and lower unit manufacturing costs.

It enables the manufacturer to extend his market speedily and to place his goods in stores all over the country and in many cases all over the world in a short space of time.

Advertising as a means of communication has some influence on a person's AOB i.e. attitudes opinions and beliefs. Thus, people are more likely to respond to persuasive communication of any sort if they are in line with the person's predisposition. In other words, advertisement is more likely to be effective if it tells people what they want to hear or is consistent with their past beliefs.

ADVERTISING EFFECTIVENESS

It is had to measure the sales effectiveness of advertising. By the very nature of the marketing use, all elements – including advertising are so intertwined that it is nearly impossible to measure the effect of any by itself. Factors that contribute to the difficulty of measuring the sales impact of advertising are:

(i) **Different objectives:** though all advertising is ultimately intended to increase sales, individual ads may not be aimed at producing immediate results. Some ads simply announce new store hours or service policies. Other ads build goodwill or contribute to a company's image.

(ii) **Effect over time**: Even an advert designed to have an immediate sales impact may product results weeks or months after it appears. An ad may plant in the consumer.

(iii) **Measurement Problems**: Customers cannot usually say when or if a specific ad influenced their behaviour, let alone if caused them to buy. Human motivation is too complex to be explained by a single factor.

Inspite of these problems, marketers try to measure advertising effectiveness because they must – and some knowledge is better than none. As ad's effectiveness may be tested before it is presented to the target audience, while it is being presented or after it has completed its run.

METHODS USED TO MEASURE EFFECTIVENESS

Ad effectiveness can be measured directly and indirectly

(a) **DIRECT TEST** this measures or predicts the sales volume attributable to an ad or a campaign can only be used with a few types of ads. Tabulating the number of redemption of a few types of ads. Tabulating the number of redemption of a reduced-price coupon incorporated in an ad will indicate its effectiveness. Coupons frequently are coded so they can also be traced to the publications from which they came. Another direct test that is used to predict sales measures the number of inquiries received from an ad that offers additional information to prospects who call or write in.

(b) **INDIRECT TESTS:** Most other measures are indirect tests of effectiveness, or measures of something other than actual behaviour. One of the most frequently used measures is **advertising recall.** Recall tests are based on the premise that an ad can have an effect only if it is perceived and remembered. Three common recall tests are

- **Recognition**: showing people an ad and asking if they have seen it before.
- **Aided recall:** asking people it they can recall seeing any ads for a particular brand.
- **Unaided recall:** asking people if they can remember seeing any ads within an identified product category.

Refinements are constantly being made in advertising testing. Developments in areas such as laboratory test markets and computer simulation hold promise for the future.

2.3 ADVERTISING OBJECTIVES

The purpose of advertising is to sell something i.e. a good, service, idea, person or place, either now or later. This goal is reached by setting specific objectives that can be expressed in individual ads that are incorporated into our advertising campaigns.

Kotler (1991) states that:

"the first step in developing an advertising program is to set the advertising objectives. These objectives must flow from prior Decisions on the target market, market Positioning and marketing mix. The Marketing mix strategies define the job that Advertising must do in the total marketing Program"

Typical objectives as stated by Michael J. Etzel and others are as follows:

(i) support personal selling: Advertising may be used to acquaint prospects with the seller's company and products, easing the way for the sales force.

(ii) Improve dealer relations: Wholesalers and retailers like to see a manufacturer support its products with advertising.

(iii) Introduce a new product: Consumers need to be informed even about line extensions that make use of familiar brand names.

(iv) Expand the use of a product: Advertising may be used to lengthen the season for a product; increase the frequency of replacement or increase the variety of product used.

(v) Counteract substitution: Advertising reinforces the decisions of existing customers and reduces the likelihood that they will switch to alternative brands.

Philip Kotler (1991) further stated that advertising objectives can be classified as to whether their aim is to inform, persuade, or remind.

- **Informative advertising**: Figures heavily at the pioneering stage demand. Example the producers of Lucozade had to inform consumers of nutritional benefits and its many uses.
- Persuasive advertising: Because important in the competitive stage, where a company's objective is to build selective demand for a particular brand. Most advertising has moved into this category. Some persuasive advertising has moved into the category of comparison advertising, which seeks to establish the superiority of one brand through specific comparison with one or more other brands in the product class. This is to encourage switching to brand and changing customer's perception of product attributes.

*__Reminder advertising__: Is highly important in the mature stage of the product to keep the customer thinking about the product.

The choice of advertising objective should be based on a thorough analysis of the current marketing situation. For example., if the product class is mature and the company is the market leader and if brand usage is low, the proper objective should be to stimulate more brand usage.

From the above, it can be concluded that clear advertising objectives help in solving decision problems involved in an advertising programmes.

2.4 ADVERTISING STRATEGY

Any form of advertising should be capable of giving specific information and to persuade people to buy.

Specific information – is that giving exact details of price, dimensions, colour and other concrete facts.

While persuasive matter – takes several forms such as exhortation almost an order to buy something, tempting claim that the product will do something over and above its normal uses for instance, the normal use to soap is to help get you clear. If it is scented it will also made you smell sweet – which could be put forward as a claim by the advertiser.

William (1979) defines advertising strategy as:

> "what advertising will communicate about
> the product and service, or institution and it
> specifies how communication about the
> product, service or institution will be related
> to the consumer needs, wants, desires and dream"

From the above definition given by William, it could be seen that product, service or institution performance forms the basis of an effective advertising.

This makes it necessary to study the various classification of advertising from which a company decides its strategy mix.

Advertising can be classified according to:

1. The target audience, either consumers or businesses.
2. What is being advertise, a product versus an institution.
3. The objective sought, the stimulation of primary or selective demand.

1. **CONSUMERS AND BUSINESS-TO-BUSINESS ADVERTISING**

An ad is directed to either consumers or businesses, thus it is either consumer advertising or business-to-business advertising. Retailers by definitions sell only to consumers; therefore, they are the only organizations that are not faced with this choice. The publisher of a magazine for example, must decide what portion of its advertisement budget will be used to attract businesses to advertise in the magazine, and what portion will go toward selling magazines.

2A. PRODUCT AND INSTITUTIONAL ADVERTISING

All advertising may be classified as product or institutional. Product advertising focuses on a particular product or brand. It is subdivided into direct action and indirect action product advertising.

*__Direct action advertising__ seeks a quick response. For instance, a magazine advert containing a coupon may urge the reader to send or call immediately for a free sample. Or a supermarket ad in a local newspaper this week's specials.

*Indirect action advertising is designed to stimulate demand over a longer period of time. It is intended to inform or remind consumers that the product

exists and to point out its benefits. Most network TV advertising is indirect action, whereas much local television advertising is direct action

2B INSTITUTIONAL ADVERTISING

Presents information about the advertiser's business or tries to create a favourable attitude – build good will – toward the organization. In contract to product advertising, institutional advertising is not intended to sell a specific product. Its objective is to create particular image for the company. Ford for example, has spent millions over the years communicating its corporate philosophy with the **"Quality is Job"** campaign.

2C PRIMARY DEMAND AND SELECTIVE DEMAND ADVERTISING

Primary demand advertising is design to stimulate demand for a generic category of product such as coffee, oranges, etc. in contrast selective demand advertising is intended to stimulate demand for individual brands such as Folgers coffee, sunlight orange.

Primary demand advertising is used in either two situations:

(i) the first is when a product is in the introducing stage of its life cycle. This is called pioneering advertising, the objective is to inform not to persuade the target market.

(ii) The other use of primary demand advertising occurs throughout the product life cycle and therefore is considered demand-sustaining advertising. It is usually done by trade associations trying to stimulate or sustain demand for their industry's product.

Selective demand adverting is essentially competitive advertising. It pits one brand against the rest of the market. This type of advertising is employed when a product is beyond the introductory life cycle stage and is competing for market share with several other brands. Selective demand advertising emphasizes a brand's special features and benefits- its differential advantage.

Selective demand advertising that makes reference to one or more competitors is called comparative advertising.

2.5 THE ROLE OF CORPORATE ADVERTISING IN INDUSTRIAL MARKETING

Professor Theodore Levitt sought to determine the relative contribution of the company's reputation (built mainly by advertising) and the company's sales presentation (personal selling) in producing industrial sales. Purchasing agents were shown filmed sales presentation of a new but fictitious technical product for use as an ingredient in making paint. The variables were the quality of sales presentation and whether the salesperson came from a well known but credible company, or an unknown company, a less known company. Purchasing agent reactions were collected after viewing the films.

The findings were as follows:

1. A company's reputation improves the chances of getting a favourable first hearing and an early adoption of the product. Therefore corporate advertising that can build up the company's reputation will help the company's sales representatives.

2. Sales representatives from well-known companies have an edge in getting the sale if their sales presentations are adequate. If a sales presentation from a lesser-known company makes a highly effective sales presentation that can overcome the disadvantage. Smaller companies should use their limited funds to select and train good sales representatives rather than spend the money on advertising.
3. Company reputations will help most where the product is complex, the risk is high and the purchasing agent is less professionally trained (quoted by Philip Kotler [1991]).

2.6 MEDIA SELECTION

The appeal and target audience determines the choice of media.

Advertisers need to make decisions at each of three successive levels to determine which specific advertising medium to use.

1. Which type of medium will be used? Newspaper, televisions, radio, magazine or direct mail, billboards, yellow pages.
2. Which category of the selected medium will be used? Television has network and cable, magazine include general interest and special interest categories and there are national and local newspapers.
3. Which specific media vehicle will be used? An advertiser that decides first on radio and then on local stations must determine which stations to use in each city.

SOME GENERAL FACTORS THAT INFLUENCE MEDIA CHOICE

1. **Objective of the advert:** The purpose of a particular ad and the goals of entire advertising influence which media to sue. For example, if the campaign goal is to generate appointment for sales peole, the company may rely on direct mail. If an advertiser is to induce quick action, newspaper or radio may be the medium to use.
2. **Audience coverage:** The audience reach by the medium should match the geographic area in which the product is distributed. Furthermore, the selected medium should reach the desired types of prospects with a minimum of waste coverage.

   Wasted coverage occurs when an ad reaches people who are not prospects for the product.
3. **Requirement of the message:** the medium should fit the message. For example, magazine provides high quality visual reproductions that attract attention along with printed messages that can be carefully read and evaluated. As a result, customers prefer magazines as a source for food ads and direct mail technical industrial products.
4. **Time and Taxation of the Buying Decisions:** If the objective is to stimulate or purchase the medium should reach prospective customers when and where they are about to make their buying decisions. Research by Radio Advertising Bureau shows that Radio scores the highest in immediacy of exposure.
5. **Media Cost:** the cost of each medium should be considered in relation to the amount of funds available to pay for it and its reach or

circulation. To compare various medium. Advertisers use a measure called cost per thousand (CPM) which is the cost of reaching a thousand people one time each. With a particular ad.

2.7 DIRECT MAIL

Direct mail is the most personal and selective of all media. However, because direct mail goes only to the people the advertiser wishes to contact, there is almost no wasted coverage. The advertiser using direct mail is able to make sure of getting it into the hands of people likely to be interested. Advertising material about new drugs or medical equipment for instance, can be mailed to all doctors. Doctors like anyone else tend to get fed-up with junk mail-but a feeling that might be news of drug that will help them causes them to be more patient.

Reaching the prospect does not; however ensure that the message is received. Direct mail is pure advertising; it is not accompanied by editorial. Therefore a direct mail ad must attract its own readers.

2.8 PHARMACEUTICAL MARKETING IN Nigeria AND THE INFLUENCE OF GOVERNMENT

Pharmaceutical products have been classified under two groups or classes for proper and safe marketing. These are:

(i) The Over the counter (O.T.C.) pharmaceutical products; and

(ii) Ethnical pharmaceutical products.

(i) Over the counter (O.T.C.) pharmaceutical products: Are those medicines and drugs that have wide range of safety, less poisonous as regards their side effects, when used by men or

animals for treatment, prevention of diseases, restoring, correcting or modifying organic functions. These pharmaceutical products can be handled, transported and marketed by both qualified and semi-qualified personnel. O.T.C. pharmaceutical products can be addressed in magazines, television, radio, outdoor billboards, stickers, newspaper, etc. without hindrance and can be utilized without prescription thus are called non-prescription drugs. Example of such drugs in the Nigeria market are Panadol (Paracetamol), Phensic, Daga, etc.

(ii) Ethnical pharmaceutical products. This class of drugs are also called prescription drugs (poisonous) drugs that are only utilized by obtaining appropriate information from a qualified person. This is because of their narrow margin of safety, high side effects and is very poisonous chemicals and natural products thus the need to be highly controlled. Their handling, transportation and marketing activities can only be done by a qualified person (the pharmacist). In Nigeria, there are laws and regulations guiding the handling, marketing and advertisements of such products,. Ethnical pharmaceutical products can only advertised in professional journal, magazines and direct mail to professionals. Such products in Nigeria market include, Nivaquine, Chloroquine, Ampicillin to mention a few.

Pharmaceutical marketing in Nigeria has been in existence since the colonial era. Most of the pharmaceutical companies were national distributors, wholesalers and acted as manufacturers representatives such companies include Kingsway chemists, major and Co, J.L.Morison etc.

These national distribution employed indigenous staff (pharmacists) who were opportune to leave the techniques of the trade on the job and after acquiring relevant experiences pulled out from these foreign companies to form their own separate companies thus became direct competitors of their former masters. Companies like Roche and Sandoz pulled out of Kingsway Chemist, S.K. Becham left J.L. Marison and so on.

The increase in National oil earning during the seventies resulted in an increased buying behaviour (power) of both institutions and individuals. This increase in demand led to massive drug imports, drug smuggling across the border as well as increase in marketing activities and competition among drug marketers. As such pharmaceutical companies were forced to strive intensely for survival in the market place.

Pharmaceutical marketing managers, sales representatives, salesmen were faced with intense pressure from competitors. This as a result, forced the companies to make use of various promotional tools and activities such as drug samples presentation, literatures, direct mails to induce doctors, to prescribe and pharmacist to recommend

stock and dispense such products. Sponsorship to conferences and local clinical trials were massively used to gain doctors' patronage. Electronic and print media were patronized by these drug companies to advertise their drugs. Pharmaceutical promotions were accused of mounting excessive advert pressure for their products, while Nigeria and similar Third world countries were called dumping found for substandard drugs.

Despite the austerity measured of 1978 resulting from fluctuating oil fortunes, the introduction of the import inspection scheme and the controversial forum 'M' the pharmaceutical import boon of seventies continued to the end of that decade and even spilled over to the early eighties enhanced by the emergent political extravagance of the second republic. The Nigerian drug market is quite likely to be described as a buyers market because companies were highly competitive amongst themselves and engaged in aggressive marketing activities so as to maintain existing customers and induce potential customers' patronage. Thus buyers dictated the trends and terms of trade at that time.

However, the market situation began to change from 1982 and the signs fully emerged in 1983 as a result of shortage of drugs in the country due to the complicated formulization involved in processing import bills and the unwillingness of the parent companies overseas to continue invoicing their indebted subsidiaries in Nigeria.

The military in 1984 placed drugs and pharmaceutical products under import license and even went ahead to increase import duties on pharmaceutical products to 25%. These changes brought about shortage

of drugs in the country, which is also caused by the uncontrolled growth in population thus demand for pharmaceutical products quickly outstripped supply. The massive press advertisement of pharmaceutical products by these companies were suddenly withdrawn. Most companies quickly adjusted the price of their drugs upwards and abolish credit facilities. Some companies had to reduce the mandatory 15% discount for wholesalers to 10%. Many drugs' and pharmaceutical products' prices are skyrocketing with the multinational companies changing prices almost ever day.

However, the market situation has improved as the environment becomes more competitive with the diversification of many businesses into the pharmaceutical sector for more projects.

The pharmaceutical industry in Nigeria is still in its infancy. Most of the pharmaceutical companies in Nigeria with the exception of a few are merchandising companies dealing mainly with finished pharmaceutical products. Even the so-called manufacturing firms only engage in completing steps in the manufacturing process having obtained the ready made inputs from overseas countries. Many of the manufacturing companies still buy finished goods from their parent companies and sell in Nigeria.

There has been about three thousand (3,000) different brands of pharmaceutical products both ethnical and over the counter (O.T.C.) preparation in the Nigeria market. However, the number had been

reduced tremendously due to the current policy of the government and the relentless effort of its agency.

NATIONAL AGENCY FOR FOODS AND DRUGS ADMINISTRATION AND CONTROL (NAFDAC)

NAFDAC had been on the move to eradicate and flush out all unauthorized pharmaceutical products and foods from the Nigerian market for the safety of the population health and lives at large.

Nigeria indigenous pharmaceutical companies face particular problems in marketing their products. The major problem has to do with the severe competition from imported products which are sometimes less qualitative and cheaper. Another pressing problem is that the Nigerian products are usually regarded to be inferior and less qualitative. The policy regulating advertisement of pharmaceutical products may also be a hindering block to the efficient performance and operation of pharmaceutical companies, since pharmaceutical products are not advertised anyhow.

2.9 ADVERTISING BUDGET

After determining the advertising objectives, the company can proceed to establish its advertising budget fro each product. The role of advertising is to shift the product's demand curve upward. The company wants to spend the amount required to achieve the sales goal. But how does a company know if it is spending the right amount? If the company spends too little, the effect is insignificant. On the other hand if the company spends too much on advertising, then some of the money could have been put to better use such as improving working conditions of

employees. Some critics charge that consumer packaged goods firms tend to overspend on advertising and industrial companies generally under spend on advertising.

Industrial companies rely heavily on their sales force to bring in orders. They do not spend enough on advertising to build customers awareness and comprehension. They underestimate the power of company and product image in pre-selling industrial customers.

Professors Gary L. Lilen (quoted from Philip Kotler [1991]) direct a five year study called the ADVISOR project, which examined how industrial marketers set their advertising budgets.

Data on various marketing factors were collected on sixth-six industrial products from twelve companies. The study sought to develop marketing expenditure norms for industrial marketers. Industrial marketers tended to make a two-step decision on total marketing as a percentage of sales (the M/S ratio) and second, how much to spend on advertising. As a percentage of the marketing budget (the A/M Ratio). When these ratios are multiplied, they give A/S ratio, namely the advertising to sales ratio.

There are some factors suggested by marketing managers that could lead to spend more or less than the normal amount on advertising or marketing.

- Stage in lifecycle: frequency of purchase, product quality, uniqueness and identification with the company, market share concentration of sales, growth rate or customers.

- The M/S ratio fell as the product life cycle progressed.
- The higher the product quality or uniqueness the higher the A/M.
- The higher the market shares the lower the M/S ratio.
- The higher the customer growth rates the higher the M/S and A/M ratio.

2.10 PHARMACEUTICAL PRODUCTS OF SMITHKLINE BEECHAM NIG. PLC

PRODUCTS

The primary product areas include the following:

A. ANTI-INFECTIVES

- Augmentin – for treating bacteria infection, many of which are resistant to over antibiotics.
- Amoxil – is a broad spectrum antibiotic.
- Suprapen and penbritin.

B. GASTROINTESTINAL

- Tagament for treating peptic ulcers and other gastrointestinal disorders.
- Kytrl, to control nausea and vomiting associated with cancer therapy.
- Andrew antacids for stomach up-set, etc.

C. CENTRAL NERVOUS SYSTEM

- Kytril
- Seroxat.

D. ANTIRHEUMATIC AGENTS

- In this group are Reflifex / Relafer, a particularly well-tolerated drug for treating arthritis.

- Odol, mouthwashes
- Cersodyl, treatment gel and mouthwash.

E. RESPIRATORY TRACK PRODUCTS

- Contacm a cough cold medicine.
- Eskornade, a cough and cold medicine.

F. ANTIBIOTICS

- Augmentin
- Ampiclox and amoxil

G. VITAMINS AND NATURAL MEDICINES

- Geritol, vitamins
- Scotts, a cod-liver oil product
- Vivarin, a stimulant

2.11 PHARMACEUTICAL PRODUCT OF ZARIA PHARMACEUTICAL COMPANY LIMITED

PRODUCT

ZARINJECT is the brand name of the high quality disposable syringes and hypodermic needles that is manufactured and sold by the Zaria Pharmaceutical Company in 2ml. 5ml and 10ml capacity. ZARINJECT is manufactured by using the most modern injection molding machines and materials from polypropylene (PP) and High Density Polyethylene (HDPE) for the barrels and plungers respectively.

The ZPC production department is equipped with the latest state-of-the-act equipment in injection molding, printing, assembly and packaging. The Quality Control Unit is manned by skilled pharmacists and other professionals. The laboratories are highly specialized and well equipped to ensure effective microbiological, physical and chemical tests to safeguard quality, ensure standards, compliance and conformity with Good Laboratory Practice (GLP) on the raw materials from preliminary production to the finished products. Quality is deliberately and continuously built into the product.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter seeks to explain the methods used in carrying out the case study of two selected pharmaceutical companies in Nigeria with the aim of evaluating advertising effect on their overall performance.

3.2 TYPES OF RESEARCH

There are five main methodological approaches of handling research namely: historical, descriptive, experimental, developmental and case/field study method.

a. HISTORICAL RESEARCH

This deals with determination, evaluation and explanation of past events essentially for the purpose of gaining a better and clearer understanding of the present, and making a more reliable prediction of the future. The researcher is expected to:

i) Define the problem and formulate hypothesis

ii) Collect and critically analyze data

iii) Interpret and report findings.

Historical research differs from scientific research because it is not based on experimentation but on the records of observations, which cannot be repeated, although similar events may occur.

b. DEVELOPMENT RESEARCH

This can be either cross-sectional or longitudinal study. In the cross-sectional studies, the data are collected at one point in time, but different sub-groups are sampled. In a longitudinal study, data are collected on the same person or group at different points in time, for example, we may want to find out how certain human characteristics, lets say memory retention varies with age.

c. EXPERIMENTAL RESEARCH

Experimental research is a process that provides a systematic and logical procedure for identifying and evaluating the relationship between variables that create a particular state of affairs under controlled conditions. The researcher will be able to answer such. Such question as "if a certain relationship exist between some variables under conditions, what sort of state of affairs would be created?"

d. DESCRIPTIVE ANALYSIS

This involves the collection of data for the purpose of describing and interpreting existing conditions, prevailing practices, beliefs, attitudes, on going process etc. however, the central purpose of descriptive research is not just the descriptive research is not just the description of what is but the discovery of meaning.

e. CASE/FIELD STUDY RESEARCH

For this research work, the case study approach is used. Case study is the detailed description and analysis of the chosen situation of a

person, community, event or institution for the purpose of understanding the application that can be drawn into the present situation under study.

3.3 METHOD OF DATA COLLECTION

In this research work, the main sources of data are the secondary and primary sources.

The primary data needed for the evaluation of advertising in the marketing of pharmaceutical products of the selected companies was obtained by both the interview and questionnaire methods. This was done by interviewing the marketing management functionaries and administering questionnaires to company's officials.

3.4 METHOD OF DATA ANALYSIS

Information gathered for this study work was analyzed through the use of relevant statistical method. However, for the purpose of this research, simple percentage method was used.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This chapter attempts to analyze and interpret the data collected in this research work. The data used for the analysis have been obtained from the published annual reports and journals of the selected companies, responses to questionnaires and interviews. Specially, the analysis seeks to describe the performance of advertising activities by the marketing deportment of each of the selected pharmaceutical companies and the contribution of advertisement to the overall sales turn over of the companies.

4.2 ANALYSIS AND INTERPRETATION OF DATA OBTAINED AS A RESULT OF PERSONAL INTERVIEW

4.2.1 SMITHKLINE BEECHAM COMPANY'S ADVERTISEMENT PROGRAMME

SmithKline Beecham Company plans its advertising and budgeting of advertising funds is the sole responsibility of the marketing department of the company.

The company's objectives of advertising are to create and increase sales and more importantly to create brand image of their products.

Advertising agencies are used to effectively design and print advertisement that is capable of attracting and influencing prompt consumer response to advertisements made. The advertisement of products like Ribena, Lucozade,

Boost and others like Maclean toothpaste etc. is handled by advertisement agents.

On media selection, the company had adopted the newspaper, television and radio media as a means of advertising. The company in the past had sponsored programmes on television such as Samanja and many others. The Over the Counter (OTC) products are usually advertised via posters, sponsored sports etc. while the ethnical products are advertised in professional medical magazines or journals of doctors and pharmacists such as Pharma-news, medi-consult and medical digest.

The major advertising problems of the company are that not all its products can be advertised through the electronic media.

The managers all agreed that there is a rise in demand whenever adequate and effective advertising is made, which in turn results to increased sales. The company also depends on its sales volume to evaluate media effectiveness.

4.2.2 ADVERTISEMENT IN ZARIA PHARMACEUTICAL COMPANY

The marketing manger of Zaria pharmaceutical company indicated that his department does the planning; organizing while allocation of funds to advertising is carried out by the Board of Directors.

The most important in the company's advertising objectives is to create awareness of the existence of the company and its product, which is new in the market, since the company is about the first of its kind in West Africa sub-region and almost the largest syringe manufacturing company in Africa. The objective to create awareness is not only within

Nigeria, but also includes countries like Ghana, Niger, Guinea and Cote d' Ivoire.

The company makes use of magazines, posters, billboards and electronic media in advertising its product. Advertising is used more than other promotional tools to create awareness, but the company had emphasized on publicity at the initial stage because they are just coming into the market as a completely new pharmaceutical company and there is the need to make their existence known to the public, particularly government and corporate organizations both within the country and West African sub-region.

The effect of the overall advertising efforts of ZPC on sales volume have been agreed by the managers as quite encouraging since whenever an effective advertising is made, it has been noted there is always an increased demand of the company's product, thus lead to a rise in sales.

Zaria Pharmaceutical Company faces some problems with regards to their advertising programme. These include the high cost involve in printed media, however, the solution used to cater for such problem is y reducing the space and putting more efforts in the electronic media. Another major problem is the absence of an independent advertising department. There is also the problem of delay in releasing of fund for an advertising program because the Board of Directors have to meet before such fund is released. These causes delay and sometimes inhibit some adverts that require urgency.

4.3 QUESTIONNAIRE, DATA ANALYSIS AND INTERPRETATION

The data used in this research were obtained as a result of the responses to the questionnaires provided for management and marketing staff of the two selected companies under study. A total of 23 questionnaires were returned for analysis, out of the 20 issued to Beecham and 16 issued to ZPC.

TABLE 4.1 QUALIFICATIONS

QUALIFICATION	BEECHAM	ZPC	NO	%
PH.D	–	–	–	–
M.A, MBA, MSC, M.PHARM	1	1	2	8.7
B.A, B.Sc, B. PHARM, MBBS	2	2	4	17.4
H.ND,HNC	3	1	4	17.4
DIPLOMA	5	4	9	39.1
WASC, SSCE, GCE	1	3	4	17.4
TOTAL	**12**	**11**	**23**	**100**

TABLE 4.2: SPECIALIZATION

SPECIALIZATION	BEECHAM	ZPC	NO	%
MARKETING	5	6	11	47.8
FINANCE	1	1	2	8.7
MANAGEMENT	2	3	5	21.7
ACTUARIAL SCIENCE	–	–	–	–
PHARMACY	4	1	5	21.7
TOTAL	**12**	**11**	**23**	**100**

In this section, personal information about the respondents is analyzed, such as qualification and area of specialization.

The breakdown in table 4.1 shows that majority of the staff in both companies are Diploma holders as 17.4% are Higher Diploma holders

and 39.1% are Ordinary Diploma holders. Both companies have highly qualified staff as Beecham have six respondents, one with MBA, two with B.Sc/B. Pharm and three HND holders. Zaria pharmaceutical also has qualified staff. Respondents to the questionnaire show that one is an MBA degree holder, two B.Sc/B. Pharm and one HND holder.

Beecham seems to have more specialists in pharmacy than ZPC as the table shows four respondents of Beecham are specialists while one respondent from ZPC. From the table, a total of 47.8% of the staff specialized in marketing. This include the need for more effort to be made by the companies to employ more staff in the area of marketing and send employed staff of the companies on training in the area of marketing.

TABLE 4.3: COMPANIES CURRENT ADVERTISING OBJECTIVE

ADVERTISING OBJECTIVES	BEECHAM	ZPC	NO	%
To Create Sales	1	2	3	13.0
To Create Awareness	1	3	4	17.4
To Create Brand Image	3	1	4	17.4
All of the above	7	5	12	52.2
TOTAL	**12**	**11**	**23**	**100**

In analysis the above data, responses show that creation of sales, creation of awareness and creation of brand image are the major advertising objectives of the pharmaceutical companies under study. Twelve of the 23 respondents confirm this. A critical look at the

individual companies shows that about 5 of the 11 respondents from Zaria Pharmaceuticals indicate that the company's advertising objective is to create sales and to create awareness; this is because the company produces Over-The Counter (OTC) product only which can be advertised without restrictions and it is still very new in the market.

As for Beecham creation of brand image is the main objective since they have to compete vigorously with many other existing pharmaceutical companies that manufacture same products e.g. Glaxo, May and Baker.

TABLE 4.4: EVALUATION OF EFFECTIVENESS OF MEDIA

EVALUATION	BEECHAM	ZPC	NO	%
By Research	5	2	7	30.4
Sales Volume	5	7	12	52.2
Salesmen's Report	1	1	2	8.7
All Of The Above	1	1	2	8.7
TOTAL	12	11	23	100

The table above shows that 30.4% of the staff agreed that they evaluate the effectiveness of the media they use in advertisement through research. The largest fraction of Zaria Pharmaceutical Company staff i.e. 7 out of the 11 respondents stated that sales volume is the major factor

used in evaluating the performance of any media being used in their advertising programme

TABLE 4.5 EFFECTIVENESS OF ADVERTISING AGENCY

AGENCY EFFECTIVENESS	BEECHAM	ZPC	NO	%
Very effective	10	7	17	73.9
Fairly effective	1	2	3	13.0
Uncertain	1	2	3	13.0
TOTAL	12	11	23	100

To confirm the effectiveness of advertising agencies, the data above reveals that these agencies have been very effective as 73.9% the respondents affirms this.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

This work or study sought to evaluate the advertising programme of the selected pharmaceutical companies i.e. SmithKline Beecham (Nigeria) Plc and Zaria pharmaceutical company and assess the effect of advertising on sales.

The work had been divided into five chapters. The first chapter of this writes op discusses the background of the study, purpose, scope, limitations and significance of the study. Second chapter was devoted to a review of relevant literature. Third chapter focused on research methodology. The fourth chapter is concerned with data presentation and analysis while chapter five summarized the project, useful recommendation is made and reasonable conclusions drawn from the findings of the research work.

5.2 Conclusions

To conclude this study of advertising effect in marketing of pharmaceutical product, which is a case study of two selected pharmaceutical companies, it is important to reveal that these companies understand the importance of advertising as a promotional tool.

The research has indicated that all the selected pharmaceutical companies adopt three advertising objectives,

which includes to create awareness, increase sales and create brand image.

These companies are found to have adopt relevant advertising media in addition to other promotional tools such as sale promotion, publicity, personal selling and have found the effectiveness and satisfactory end-result of advertising.
Another finding is that these companies contracted all advertising needs of their organizations to advertising agents, which have been found to be very effective.

Zaria pharmaceutical company from the findings has revealed that it does not have any advertising department; it is a function or responsibility of the marketing department.

On a critical note, the performance and effective use of advertising by the two selected companies have resulted to an increase in their sales performance thus greater yields to investors.

5.3 RECOMMENDATION

Pharmaceutical companies that are engaged in the manufacturing and marketing of pharmaceutical products in Nigeria are operating in a highly competitive environment, with imported/foreign brands (mostly from Europe and Asia) as threats.

Bearing in mind the problems enumerated above, the following recommendations, as a way of improving the advertisement programmed would be rewarding.

1. Pharmaceutical companies should aim at producing quantitative products that meets the needs and wants of customers.
2. A separate advertising department should be established which would be responsible for the planning, organizing and coordinating various advertising programmes of the company
3. There is the need to employee highly qualified and experienced staff that are professionals in marketing and advertisement; since findings reveal that only few are professionals.
4. Importance should be given to the frequent training of staff so as to enlighten and educate them on various marketing and advertising programmes and also make them adaptive to the ever dynamic technological and market environment.
5. Management should be concerned with all employee welfare and provide motivational tools that will enhance the workers' performance thus greater productivity and ensure necessary performance capable of supporting the company's advertising programmes.
6. The pharmaceutical companies should as much as possible diversify their products for an increase in profits.
7. There should be full capacity utilization by the companies since low capacity utilization will build up high overheads on existing products and ultimately low margins.

APPENDIX A

Department of administration,

Ahmadu Bello University, Zaria.

2nd October 2003.

The manager,

Zaria Pharmaceutical Company,

Zaria.

INTRODUCTION LETTER

I am a past graduate student of Business Administration, ABU, Zaria. I am undertaking a study of " an evaluation of the advertising effect in marketing of pharmaceutical products in Nigeria".

This study is being undertaken as a part of the requirement for the award of master of business administration. The researcher is therefore soliciting for your help in answering the attached interview. I assure you that all information given and opinion expressed will be treated in strict confidence and only for academic purpose.

Thank you for your co-operation.

Yours faithfully,

Mu'azu Safiya Ahmed.

APPENDIX B

Department of Business

Administration,

Faculty of Administration,

Ahmadu Bello University, Zaria

2nd October 2002

The manager,

SmithKline Beecham Nig. Plc,

Kaduna.

INTRODUCTION LETTER

I am a postgraduate student of business administration, ABU, Zaria. I am undertaking a study of " An evaluation of the advertising effect in marketing pharmaceutical products in Nigeria".

This study is being undertaken as a part of the requirement for the award of master of business administration. The researcher is therefore soliciting for your help in answering the attached interview. I assure you that all information given and opinion expressed will be treated in strict confidence and only for academic purpose.

Thank you for your co-operation.

Yours faithfully,

Mu'azu Safiya Ahmed.

QUESTIONNAIRE A

ORAL INTERVIEW QUESTIONS ON ADVERTISING PROGRAMME FOR MARKETING EXECUTIVES

1. **How does your company plan her advertising programme?**

   .....

   .....

2. **What precisely are the objectives of advertising to your company?**

   .....

   .....

3. **Do your company use advertising agencies?**

   .....

   .....

4. **If yes, why do you have to use advertising agencies?**

   .....

   .....

5. **Which of the media does your company use in your advertising programme?**

   .....

   .....

6. **How does your company plans her advertising budget?**

   .....

   .....

7. **What is the relationship of your advertising on your sales volume?**

   .....

……

8. **Which of the advertising media do you find most effective?**

……

……

9. **Can you comment generally on the relationship of advertising in comparison with other promotional efforts adopted by the company?**

……

……

10. **What problems can you say your company is facing with regards to your advertising programme?**

……

……

QUESTIONNAIRE B

QUESTIONNAIRE ON ADVERTISING PROGRAMME

1. Name of pharmaceutical company.

   a. SmithKline Beecham [ ]

   b. Zaria pharmaceutical [ ]

2. What is your highest qualification?

   a. PHD [ ]

   b. M.A., M.Sc., MBA, M. Pharm [ ]

   c. BA, BSc., B. Pharm [ ]

   d. HND [ ]

   e. Diploma [ ]

   f. SSCE, GCE [ ]

3a. What is your area of specialization [ ]

3b what is your rank/post held in the company?

4. For now long have you been in the employment of this company?

   a. 0 – 2 [ ]

   b. 3 – 5 [ ]

   c. 6 – 8 [ ]

   d. 9 – 11 [ ]

   e. 12 & above [ ]

5. What is the most specific company's current advertising objective?

   a. To create sales [ ]

   b. To create awareness [ ]

c. To create brand image [ ]

d. All of the above [ ]

6. Who is in charge of advertising programme

a. Marketing manger [ ]

b. Advertising agencies [ ]

c. Sales person [ ]

d. Advertising Manager [ ]

7. Where do you place advertising function in your organizational setup?

a. Top management level [ ]

b. Middle management level [ ]

c. Supervisory level [ ]

d. Lower management [ ]

8. How do you plan advertising programme?

a. Weekly [ ]

b. Monthly [ ]

c. Quarterly [ ]

e. Bi-annually [ ]

9. What advertising media do you use?

a. Newspaper [ ]

b. Television/ Radio [ ]

c. Magazines / Journals [ ]

d. Combination of above [ ]

e. Any other (specify) _____

10. What methods do you find effective in promoting your product?

a. Personal selling [ ]

b. Advertising [ ]

c. Sales promotion [ ]

d. Combination of the above [ ]

e. Any other (specify) _____

11. Does the company emphasize on product differentiation in its advertising? If yes, does the product differentiation emphasizes on:

a. Brand name [ ]

b. Company's name [ ]

c. Product quality [ ]

12. How is the sales performance of the company in relation to its advertising effort?

a. Very good [ ]

b. Good [ ]

c. Satisfactory [ ]

d. Poor [ ]

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