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THE EFFECTS OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR

A Case study of Evans Medical PLC, Agbara

BY:

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CERTIFICATION

ADEMOLA D. RAUF-BABAYATO, a post-graduate student in the Department of Marketing and with Registration No. PG/MBA/93/18191 has satisfactorily completed the requirements, for course and research work for the degree MBA in Marketing. The work embodied in this project is original and has not been submitted in part or in full for any other diploma or degree of this or any other University.



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HEAD OF DEPARTMENT

DR. ALEX. N. IFEZUE



.....
SUPERVISOR

DR. ALEX. N. IFEZUE

To Dad,

Who is no more,

To Mum and Wife,

Who are around,

To my daughter,

Who has just come,

and

To the glory of the Lord - "Malik Yaomideen".

ACKNOWLEDGEMENT

A project of this nature can never be wholly completed alone without support and inputs from various ends.

First on the list is our heavenly Father who made everything possible through Divine guidance.

On the surface of the earth is my dear mother who would not mind staying awake all night in prayers for my success.

The understanding and total support of my wife, Mrs. Hameedat Babayato was unparalleled throughout the duration of the programme and the completion of this project. She is mine forever.

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My friend and colleague, Tunde Ajasa helped a lot in gathering materials for this job. I can never forget his contributions.

My boss at work - Mr. D. F. Adisa deserves multiple commendation. Without his support, I wouldn't have enrolled for the program and without his encouragement, I may have "chickened out" in the face of incessant strikes.

Finally, I give kudos to Wale Babalola and Ngozi Madu for the typography. They did a good job.

A. D. RAUF-BABAYATO

ABSTRACT

The study focuses on the effects of advertising appeals on the company's target market, which is made up of consumers of different educational levels. Evans Medical PLC, a publicly quoted healthcare company with its major focus on the manufacturing and marketing of pharmaceuticals of therapeutic importance and baby food has been advertising its products without really knowing the effects which it has on its target market made up of consumers of different educational levels.

The objectives are:

1. To find out the nature of the responses of literate and illiterate consumers of the company's products;
2. to determine the extent to which well-designed and executed advertising can modify the buying behaviour of the consumers of the company's products;
3. to find out whether there are other factors apart from advertising affecting the company's consumers' choice of its products; and
4. to proffer some recommendations that are in line with our observations.

The secondary source and survey method of data collection with structured questionnaire was used.

As an insider, one had access to some information on the subject matter. This, with the review of related literature provided major source of the secondary data used. The questionnaire was structured to generate responses from viewers of both print and broadcast media with additional delineation parameters in terms of Sex, Age, Marital Status, Education, Occupation and Income level.

The results of the research after detailed analysis revealed quite a number of issues with some, supporting our assumptions stated in hypothetical form rejecting on hypothesis. Basically, the findings showed that:

- Advertising has some modifying effect on consumer behaviour
- Radio and T. V. have the widest reach
- All the respondents like one form of advertisement or the other
- The level of education plays a prominent role in people's perception of advertising
- There are other factors apart from advertising that influence the behaviour of consumers and that they can react either positively or negatively to advertisement.

The conclusion drawn at the end was that advertising does have effect on the buying behaviour of consumers in so far as it alters the demand for a

Company's products and services thus fulfilling the marketing primary function of increasing sales.

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CHAPTER ONE

1.0 INTRODUCTION

Advertising has been called a powerful sales/marketing tool. For any business to succeed, especially in these times when competition has become tough, an efficient and effective marketing program is a must. Marketing is a creative activity that focuses on finding and servicing customer. A good marketing program must co-ordinate effectively the marketing mix of which promotion is a part. Advertising is a powerful promotional tool and a vital aspect in communicating to consumers and helping to sell goods, services, images and ideas.

Advertising has long been a fascinating socio-political topic, which both poses problems and evokes controversy. As Nigeria has developed as a market economy so has advertising. New agencies have emerged, more media have been established and one consequence of this growth is the increasing impact of advertising on the society. As Kotler (1988:427) has said, "Advertising permeates almost all facets of our society's everyday life. Whenever we scan a magazine or newspaper, listen to a radio, watch a television program, open our mail and walk down an urban street, the chances are, we will be exposed to commercial messages".

It has become virtually impossible to escape contact with some form of advertising or the other. Advertising tells us what to eat and drink, what to wear, and almost how to live.

Advertising has thus become a potent environmental factor, influencing not only consumers but also indeed society as a whole and modifying its perceptions, attitudes, aspirations and value system and is in return influenced by society.

In this study, the influence and general contributions which advertising offer to marketing and its effectiveness in causing sales or attitude change will be examined. This study will examine critically the influence of advertising on consumers buying behaviours, their choices and perception of goods and services.

It is hoped that this study will not only be useful to business firms in determining their advertising needs but also to others who have interest in advertising and its effects.

1.1 FOCUS ON EVANS MEDICAL PLC

1.1.1 HISTORY AND GROWTH OF GLAXO (NIG)

Evans Medical Plc (formerly Glaxo Nig Plc) is a Pharmaceutical company which has its major focus on the manufacturing and marketing of medicines (i.e. drugs of therapeutic importance) and ranges of baby food in Nigeria. It is a multinational company with its parent company in the United Kingdom.

The company was established in Nigeria in the year 1954 when the major activity then was marketing of some foreign products to the Nigerian public. The most important product then was Allenbury's Glucose D. The company's first factory was built at Apapa along Creek Road in 1960 and since then, the company has been involved in not only marketing but also in manufacturing of some of the products it obtained from Glaxo Group (U.K) (i.e. the parent company).

The ownership of the company is by 60% and 40% local shareholders and Glaxo Group (U.K) respectively. This resulted from the Federal Government indigenisation decree, which stipulates that multinational companies must have their ownership extended to indigenes.

The range of products that had been dealt with by the company has tremendously increased and improved from 1960 till date and this is a reflection of the growth that has been recorded by the company. Past 1960 era, the range of products include Allenbury's Glucose D, Calamine Lotion (Evans), Children's Tonic (Evans), Guaninycin Tablets and Suspension. Pacetin Tablets, Trandate to mention just a few.

In view of the growing challenges in the Pharmaceutical world, the need for the company to cope with these growth prompted the construction of a more sophisticated manufacturing unit which was commissioned in 1982. The complex is situated in Agbara Industrial Estate of Ogun State and is equipped with the modern equipment to facilitate the company's operations. It has all the manufacturing operations computerised and the techniques standardised.

One of the philosophy of the company's continuous growth is based on the principle of business diversification. It is in view of this that the company in 1988 went into the manufacturing and processing of Baby food. The Baby food plant was commissioned in 1989 and the first Baby food (Babeena) was produced.

Furthermore, in line with the philosophy of diversification, the company acquired 500 hectares of land to establish a farm in Ado-Odo and 300 hectares in Katchia near Abuja. On this farm the company grow Pineapple, Ginger, Cassava, Paw-Paw some of which they use as input in the manufacturing process and the rest for commercial purposes.

Evans Medical has been aggressive in its business operations. In an attempt to increase its revenue base, it has been exploring the International markets opportunities. This is done by exporting drugs and

baby food to some West African Countries, which include Ghana, Sierra Leone, Gambia, and Liberia, and is expected to extend to the entire Africa.

Since 1991, Evans Medical Plc growth has been very remarkable which is indicated by the progressive growth in the yearly turnover of the company since then. In 1991, the company's turnover was =N=130 million and 85% of this is from locally manufactured products. In 1992 and 1993 financial year, the company's turnover were =N=163 million and =N=258 million respectively. Furthermore, the investment in the factory is =N=500 million.

The company's market capitalisation is =N=50 million putting it in the top 20 on the Lagos Stock Exchange as at 1993.

With this growth, Evans Medical Plc management saw the need for regional representation that necessitated the establishment of three branches. The Western branch (headquarter in Apapa), Eastern branch (headquarter in Aba) and Northern branch (headquarter in Kano).

This has helped in broadening the profit base of the company and also makes its products known nation-wide. The company staff number is not less than 1,000 consisting of 800 in Agbara and the rest at the various Depots (including field staff).

It is worth mentioning that the company changed its name from Glaxo Nig Plc to Evans Medical Plc on 1st April, 1994 when Glaxo U.K decided to establish a new subsidiary Glaxo Nigeria Limited in Nigeria to solely market their prescription drugs. This subsidiary was later merged with Wellcome to form Glaxo Wellcome Nigeria Limited. Glaxo Wellcome UK still holds 40% shares in Evans Medical Plc.

1.1.2 CAPACITY AND PRODUCT - MIX OF THE COMPANY CAPACITY

The major areas of production are Tableting and Liquid preparation. These include the locally manufactured and imported finished products. For the locally manufactured Tablets, there is Tableting capacity of 800 millions Tablets per annum. This is high capacity for the company to consume all alone.

The liquid manufacturing capacity is 3 million litre per annum. The capacity current usage for the company is 20% for Tablets and 15% for liquids.

In view of this low capacity utilisation, the company goes into contract manufacturing for some other companies such as Pfizer, Beecham, Wonder Foods etc.

This apart from increasing the revenue base of the company also increase its capacity utilisation.

PRODUCT - MIX

The product range of the company can be classified into 2:

- [i] The locally manufactured brands and
- [ii] The Imported Brands.

The locally manufactured brand of products can be further classified into Pharmaceuticals and Baby products.

It is note-worthy to mention that some of the Imported product shall be manufactured locally in due course as their manufacturing unit is either been constructed or have been contracted out for establishment.

The product mix of the company shall be tabulated below:

TABLE 1.1 (PRODUCT LIST)

PRODUCTS	STATUS	CLASS OF PRODUCT
Babeena	Locally manufactured	Baby Food
Mameal	Locally manufactured	Baby Food
Allenbury's Glucose D	Locally manufactured	Baby Food/Energy Drink
Multivite Tablets	Locally manufactured	OTC (Non prescription Drug)
Multivite Drops	Locally manufactured	OTC (Non prescription Drug)
Multivite Syrup	Locally manufactured	OTC (Non prescription Drug)
Calamine Lotion	Locally manufactured	OTC (Non prescription Drug)
Chloroquine Syrup	Locally manufactured	OTC (Non prescription Drug)

TABLE 1.1 (PRODUCT LIST)

PRODUCTS	STATUS	CLASS OF PRODUCTS
Chloroquine Tablets	Locally manufactured	OTC (Non prescription Drug)
Cofta Syrup	Locally manufactured	OTC (Non prescription Drug)
Cofta Tablets	Locally manufactured	OTC (Non prescription Drug)
Dequadin Lozenges	Locally manufactured	OTC (Non prescription Drug)
Dequadin Paint	Locally manufactured	OTC (Non prescription Drug)
Ferbelan Tonic	Locally manufactured	OTC (Non prescription Drug)
Fersolate Tablets	Locally manufactured	OTC (Non prescription Drug)
Folic acid Tablets	Locally manufactured	OTC (Non prescription Drug)
Paracetamol Elixir	Locally manufactured	OTC (Non prescription Drug)
Paracetamol Tablets	Locally manufactured	OTC (Non prescription Drug)
Tablets Vit B Complex	Locally manufactured	OTC (Non prescription Drug)
Celgard-C Syrup	Locally manufactured	OTC (Non prescription Drug)
Celgard-C Tablets	Locally manufactured	OTC (Non prescription Drug)
Celgard-B Plus Syrup	Locally manufactured	OTC (Non prescription Drug)
Celgard-B Plus Tablets	Locally manufactured	OTC (Non prescription Drug)

Source: Product mix of Evans Medical Plc as at 1996.

1.1.3 EFFECTS OF ADVERTISING ON EVANS PRODUCTS

Advertising has had positive effects on the sales of the company's products (especially the baby food ranges) as indicated by the growth in sales relative to promo spend shown below.

SALES Vs ADVERT SPEND

<u>YEAR</u>	<u>TURNOVER</u>		<u>PROMO SPEND</u> <u>=N=m</u>	<u>Percentage Increase</u>
	<u>=N=m</u>	<u>Growth %</u>		
1991	42		4	
1992	68	+61%	5	+25%
1993	89	+31%	6	+20%
1994	120	+35%	8	+33%
1995	170	+42%	14	+75%

From the above, we can see that a drop in the percentage increase in promo-spend led to a big fall in turnover for 1993. It was only after the percentage increase in promo-spend was improved that the growth in turnover equally improved. It is worthy of note, however, that the high percentage increase in promo spend for 1995 did not translate into increase in advert slots, hence the sales growth could not be a par.

1.1.4 ORGANIZATIONAL STRUCTURE OF THE COMPANY

The organisational structure of the company shall be looked at from the following levels-

- [i] Executive Management level
- [ii] Departmental level
- [iii] Regional/Branch level

The organisational structure shall be explained as shown diagrammatically in Appendix 1.

The organisational chart shows a hierarchical relationship. At the Executive management level, we have all the business heads reporting to the Managing Director at the top.

Similarly, at the Departmental level, the respective business heads are at the top of the chart whom their Regional, Product and Medical Managers report to.

At the Regional level however, the various Regional Managers are at the top of the chart and have Field Sales Managers (FSM) reporting to them. The Sales Representatives however report to the Field Sales Managers in their respective locations.

1.1.5 PERSONNEL TRAINING AND DEVELOPMENT

The company recognises the role manpower development and training could play in the acquisition of skill in the Pharmaceutical Industry.

The training programme in Evans Medical Plc is very comprehensive as it incorporates the training needs of the employee with the various training programmes available. The training programme can be broadly classified into 2:

[i] Local Training and

[ii] Foreign Training

The type of training required by a particular employee depends on the skill already possessed, the job description and the level of the staff.

LOCAL TRAINING

This is carried out locally by giving the new employee the necessary skills required of him to carry out his job effectively and safely. To this effect, the company has a well-equipped training centre where various training programmes are conducted from time to time in line with the training needs of the company's staff.

Part of the company's training programme is the Orientation and Induction of new staff to the company's new products, technology, organisation, environment, staff and other working procedures.

It is the policy of the company that managers in their various capacities should appraise the staff under their control with the aim of identifying the training needs of such staff.

The training needs of staff could be in the area of skill improvement or development, environmental improvement, security and safety.

These are areas that in the short and long run will affect the overall performance of workers.

It is worthy of mention that the training need areas are endless as different organisations base this on their mode of operation and category of staff have different training needs. These needs could be created by the business environment such as competitor activities, new technology etc.

Sometimes, the company also embark on professional training programme which is usually common among the staff managerial status. Such professional training is conducted on behalf of the company by professional

Institutes such as Administrative Staff College, Topo and Nigerian Institute of Marketing, Lagos Business School etc.

The company also embarks on staff exchange programme, which involves sending one or two staff to Glaxo U.K in exchange for the same number of staff of Glaxo U.K. These staff will serve the foreign company with the aim of acquiring some form of training. This is common in the top hierarchy of the company's management and it is usually for a very brief length of time about 1 - 2 years.

Generally, the training policy of the company is very dynamic as it changes with the staff needs and changes in the dynamic business world.

1.2 STATEMENT OF PROBLEM

Evans Medical Plc is a pharmaceutical company, which has its major focus on the manufacturing and marketing of medicines-Drug of therapeutic importance and ranges of baby food in Nigeria.

The company has been advertising its products without really knowing the effects which it has on its target market made up of consumers of different educational levels. Experts are of the opinion that such consumers are more likely to see things from different perspectives. Furthermore, their

responses to the company's advertising appeals are expected to differ accordingly, since the decision to buy is often affected by perception.

The specific problems to address include the following:

1. What are the responses of the literate and illiterate consumers of the company's products to the company's advertising appeals?
2. To what extent can well-designed and executed advertising modify the buying behaviour of its consumers?
3. Are there some other factors apart from advertising affecting the company's consumer choice of their products?

1.3 OBJECTIVES OF STUDY

1. To find out the nature of the responses of literate and illiterate consumers of the company's products;
2. To determine the extent to which well-designed and executed advertising can modify the buying behaviour of the company's consumers;
3. to find out whether there are other factors other than advertising affecting the company's consumer choice of its products; and
4. to make recommendations that are in line with our observations.

I.4 FORMULATION OF HYPOTHESES

Ho1: Generally, low level-educated consumers of the company's products tend to have less positive responses towards the company's advertising appeals than highly educated ones.

Ho2: Well-designed and executed advertisement cannot modify the buying behaviour of the company's consumers to a significant degree.

Ho3: No other factors apart from advertising affect the company's consumer choice of its products.

1.5 SIGNIFICANCE OF THE STUDY

1. Nigerian organisations regularly expend large amounts of financial and other resources on advertising, consequently, studies of what advertising is actually achieving are very important.
2. Up-to-date studies of the effects of advertising are needed so as to identify areas that can be improved upon and thus maximise the returns on advertising expenditure.

McDonald (1975:65) cites three basic questions posed by advertisers as:

- i How should we decide the size of the advertising appropriation?

li How should we decide whether to have continuous or burst advertising?

lii How should we decide the media mix?

He also goes on to say that the second and third questions are subsidiary to the one which involves what advertising is trying to do (objectives) and how we measure that it is doing it. He points out that because there is ignorance of advertising effect, people have no basis on which to set objectives in the first place.

3. Although, many studies have been carried out to study the relationship between advertising and consumer behaviour in developed countries, little literature exist on this relationship in developing countries, Nigeria in particular. And because of the dynamic socio-economic environment of Nigeria, there exists a need for up-to-date studies in the area of consumer behaviour as it relates to advertising, especially in the face of innovations and technical developments in the practice of advertising.

4. In this era of economic recession, we have a buyer's market situations and advertising has an important role to play in this kind of market.

Due to the aforementioned reasons, a clear understanding of the effects of advertising on consumer behaviour is very important.

1.6 LIMITATIONS OF STUDY

The following limitations were encountered in the course of carrying out the research.

First, there was time constraints as the research work had to be combined with the pressure of other academic and job responsibilities, hence the job was not as in-depth as the researcher would have preferred.

Secondly, there was the problems of the illiterate respondents not being able to accurately complete the questionnaires coupled with the fact that some did not even return the questionnaires.

Another serious limitation is the issue of female respondents who did not cooperate much. Even though they were equally sampled as their male counter parts only few of them responded as will be seen later under presentation of data.

Despite the above limitations, however, the author was able to manage the situation effectively to produce an interesting work.

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1.7 DEFINITION OF TERMS

BRAND:

Distinctive name identifying a product or range of products.

IMPERSONAL COMMUNICATION:

Communication directed at a large and diverse audience on a non-personal level.

MARKETINGMIX:

Those variables in the marketing equation that are capable of manipulation by executive action. They are summarised by McCarthy's (1981:431) as 4Ps - Product, Price, Place and Promotion.

MESSAGE:

Communication in advertising.

PRODUCT IMAGE:

A subjective picture that consumers actually acquire of a product.

PROMOTION MIX:

Blend of controllable promotional variables that make up marketing communications, viz.: advertising, publicity, sales promotion, personal selling and packaging and display.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 WHAT IS ADVERTISING?

Advertising has been defined in various ways over the years. The Encyclopaedia Britannica (Vol.1 pg.103) defined advertising as "a paid form of public announcement intended to promote the sale of a commodity or services or bring about some other desired effect by the advertiser". More specific is Baker's definition (1983:117) which refers to it as "advertisements in definable advertising media at a published advertising rates".

Colley (1961:21) stated that advertising job is primarily to communicate to a defined audience, information and a frame of mind that stimulates action, while Kotler (1988:607) defined advertising as "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor"; and goes on to say that "it consists of non-personal or one-way forms of communication conducted through paid media under clear sponsorship".

Overall the most accepted definition of advertising would seem to be the one proposed by the American Marketing Association (AMA) in her Journal (Vol.12 No.2) which states that advertising is any form of non-personal

presentation of goods and services or ideas for action, openly paid for by and identified sponsor. This definition includes some key terms which give it weight these are:

"Paid Form" - This is an information published or broadcast due to the fact that the advertiser has purchased time or space to tell his story.

"Non-Personal Presentation" - It is done through intermediaries or media.

"Goods and services or ideas" - Which stresses that advertising is concerned with much more than promotion of tangible goods.

"An identified sponsor" - Which distinguishes advertising from Propaganda, Advertising discloses the source of the opinions and ideas it presents.

2.2 HISTORY OF ADVERTISING

There is little or no agreement as to the origin of advertising, but probably it appeared a bit later than personal selling Longman (1971:9).

As stated by Jones (1955:15), the first advertising was by public criers in ancient times who circulated through the streets calling attention to the sale

of items. Carthaginian criers according to tradition lettered their advertising messages on their shirts, thus hinting at the powerful two-pronged appeal that was destined to develop centuries later by combining sight with sound in television. In Encyclopaedia Britannica (Vol.1 pg.103), however, it was stated that an ancient written advertisement perhaps 3000 years old was found in the ruins of the best advertising as reward for the return of a runaway slave.

The nature of advertising changed little from the time of its origins as early as 4000BC until the invention of the movable type in about 1450 by J Gutenberg which ushered in the modern era of advertising and since then its role has been altered at least twice once in response to the industrial revolution and once with the arrival of the affluent society.

As far back as 1652 adverts were carried in newspapers and advertising progressed so much that in 1758 Samuel Johnson according to Reekie (1994:27) could say, "the trade of advertising is now so near perfection that it is not easy to propose any improvement".

Johnson could not have foreseen the industrial revolutions - tremendous impact that expanded the output of factories and new developments were needed to market this output.

During the first two decades of the 20th century advertising was re-examined, certain excesses in its claims had developed and caused widespread resentment which prompted regulations both from government and Industry.

Also the days when lowness of price and uniformity of the product were sufficient to sell a product were ending. As firms were changing from being market oriented, the nature and extent of advertising changed as well.

2.3 PURPOSE OF ADVERTISING

Advertising's primary objective is to increase sales. According to Kotler (1988:610) "It seeks to:

- (a) Modify behaviour in such a way as to stimulate sales.
- (b) Increase acceptance of a product.
- (c) Create goodwill.

To Wentz and Eyrich (1970:406) it aims at "moving potential buyers from a state of ignorance to a state of awareness. That is to say "Advertising enlightens the consumer on the effectiveness of a product, service or idea and creates in the consumer a desire to purchase or act favourably towards such services or ideas, whereas it is the view of Wright and Warner

(1977:40) that one of the functions of advertising is to "create differentiation among brands that are otherwise difficult to distinguish. Here products that are the same are made to seem different through advertising.

Blackman (1968:7) in his work asserted that "advertising plays a major informational role because products that are available are made known and new products have attention called to them.

In short, advertising tries to stimulate the need for and awareness of a product. It tries to attract the attention of a consumer towards a product service or idea.

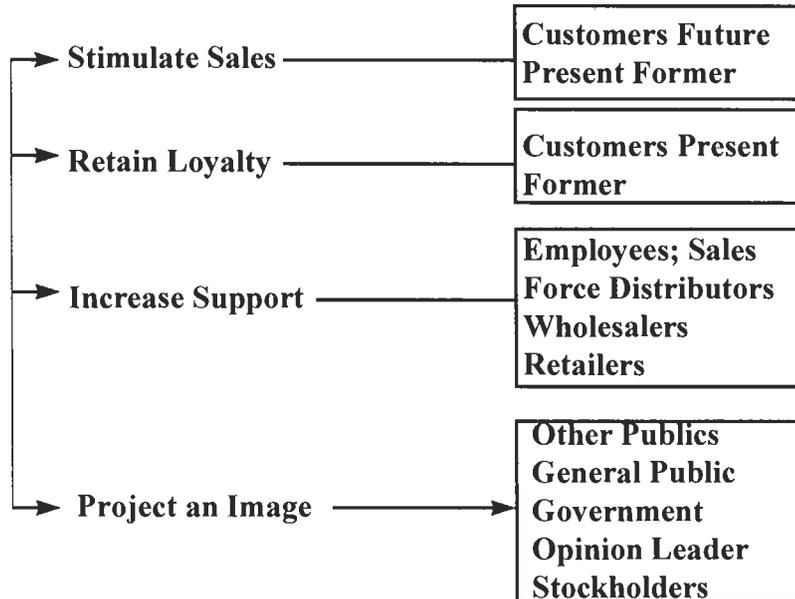
Basmann in *Econometrica* (1956 Vol.24 No.1) puts it as thus "advertising by altering the process by which beliefs and purchase decision are reacted influences the sales.

That is, as advertising influences the demand for the firm's products we can say that the objectives of specific seller attract attention and create interest, keep former customers satisfied, and sell advertised product or service directly.

In a tabular form the aims or purposes of advertising could be summarised as shown in table below:

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TABLE 2.3.1
OBJECTIVES OF ADVERTISING



Source: Larry J. Roseburg, 'Marketing' Prentice Hall Inc: Engelwood eliffs (New Jersey) 1977

2.4 THEORIES OF ADVERTISEMENT

Different psychological theories of how advertising works emphasise non-rational, irrational and rational aspects of human behaviour according to Carrick Jnr. (1959:386-398).

NON-RATIONAL

This stems from the behaviourist psychology of John B. Watson. He postulated that advertising influences buying behaviour in much the same way as the ringing of the dinner bell lead to salvation in Parlou's dog.

Human beings according to this view come into the world with little more than the ability to absorb through exposure and conditioning the culture into which they were born. If a stimulus in the form of an advertisement is repeated often enough the desired response will be learned by buyers.

IRRATIONAL

This emphasises the psychological affinity between the product and the buyer. Advertising interprets for consumers the want satisfying qualities of the product or brand. The qualities that attract buyers are symbolically related to instinctive drives that are not subject to rational control because they are repressed into the unconscious mind.

It is the function of advertising to link symbolic meaning of goods and brands with the buyer unconscious.

RATIONAL

Under this theory, responsiveness to advertising is considered an attempt by the consumer to achieve understanding and to control his conduct through such understanding. Here learning is considered to be the acquisition of product knowledge. Advertising supplies bits of information, which are assimilated as cues in developing a cognitive map of the world, as the accumulation of information continues.

The buyer shifts from one level of meaningful cognitive organisation to another as the result of sudden insights.

2.5 ADVERTISING MEDIA

The media or channels of advertising can be grouped into five categories.

- (1) Broadcast media
- (2) Print media
- (3) Point of purchase media
- (4) Direct mail media and
- (5) Visual out of home media.

BROADCAST MEDIA

(i) RADIO

This is probably the medium with the widest reach. Barton (1964) states that "more people in more places and under more circumstances than any other form of communication are reached by radio broadcast". Because of the almost universal ownership of radios, it is used to promote goods and services that are affordable everyone and widely distributed.

Radio offers the advertisers great flexibility and large degree of demographic selectivity at relatively low cost. Also it does not require

the consumer or audience to be literate, which is a very relevant factor in the Nigerian situation.

(ii) TELEVISION

This is the most visual, most compelling and the most controversial as well as the latest advertising medium.

In the United States it dates back to the early 1940's and in Nigeria Television advertising started in the early 1960's.

Local Television is being used more and more by local retailers, boutiques and supermarkets. It is also used to publicise locally distributed products of common consumption.

(2) PRINT MEDIA

(i) NEWSPAPERS

This classification includes dailies, weeklies and Sunday supplements. There also exist various ethnic papers and specialists papers e.g. Business Times. Its advantages include the fact that newspapers offer a great deal of flexibility in the size of the advertisement and the fact that virtually every literate person reads newspapers.

(ii) **MAGAZINES**

The editorial content of magazines tends to select the audiences they attract. Each is edited to appeal to a particular cross-section of the society.

Magazines have the advantage of offering high flexibility colour production and a relatively long lifespan compared to other media.

A study by Aaker and Brown (1977:11-16) found that for non-users of products prestige magazines were more persuasive in communicating product quality and image than expert magazines. Conversely expert magazines were more efficient in delivering factual information.

(3) **POINT OF PURCHASE MEDIA**

This is advertising that is placed at the location where the product or service is sold. Point of purchase advertising attempts to stimulate people's needs for products that they have not previously thought of purchasing.

(4) DIRECT MAIL MEDIA

This is made up of personal mail. Mailing prices may be designed for and directed to a more specialised market than advertisement in other media, and can be personalised to a greater extent.

Flexibility and timeliness are among the strongest advantages of direct mail.

(5) VISUAL OUT OF HOME MEDIA

This consists of billboards that are made up of sections of heavy paper and spectacles, which are, painted displays often lighted and animated. This form of advertising is aimed at anyone and everyone who passes and in the selective of any medium.

There is no single best medium for all advertising situations. Each has its own characteristics and each advertising situation presents a unique set of circumstances.

2.6 WHAT IS CONSUMER BEHAVIOUR

According to Engel, Blackwell and Kollat (1978) consumer behaviour, is defined as those acts of individuals directly involved in obtaining and using economic good and services including the decision processes, that precede and determine these acts.

In Baker (1983:57), consumer behaviour emerged from the need for marketing as a management function, to replace the craftsman's initiative, knowledge of his customers and his flexibility in meeting individual requirements. It came from the need to formalise an understanding of consumer behaviour and emerged as a field of study in the 1960's with the recognition that the functions of economic system (production and selling: buying and consumption) are not a discrete set of human actions but are part of the total life of the individual.

Katona (1960) suggested that consumer purchase decisions appeared to be based on a combination of economic and psychological factors and as such could be better understood if the concept of the two disciplines could be integrated for the purpose of analysis.

Knowledge about major factors influencing consumer behaviour allows the marketing manager to prepare his strategy to exploit, modify or accommodate the underlying causes of the acceptance or rejection of his product or service. This is the essence of consumer behaviour studies.

2.7 CONSUMER DECISION PROCESS

There are several roles people might play in a buying decision and these must be identified due to the fact that they have implications for designing the product, determining advertising messages, and allocating the promotional budget. According to Kotler (1988:191) these roles includes the initiator, the influencer, the decider, the buyer and the user.

Consumer decision making varies with the type of buying decision. The more complex and expensive decisions are likely to involve more buyer deliberation and more buying participants.

Assael (1987:86) distinguished four types of consumer buying behaviour based on the degree of buyer involvement in the purchase and the degree of differences among brands. The four types are named in table 2.7.1

TABLE 2.7.1

	High Involvement	Low Involvement
Significant difference between brands	Complex buying behaviour	Variety seeking buying behaviour
Few differences between brands	Dissonance reducing behaviour	Habitual buying behaviour

Source: Henry Assael Consumer Behaviour and Marketing Action (Boston: Kent Publishing Co. (1987) P. 87.

The buying decision making process has five distinct stages as shown in figure 2.7.1 and described below.

FIGURE 2.7.1

FIVE STAGE MODEL OF THE BUYING PROCESS



Source: P. Kotler "Marketing Management" - Analysis Planning and Control
6th edition. Prentice Hall (India) 1988

The buying process starts with the buyer recognising a problem or need which can be triggered by internal or external stimuli. This occurs when a

consumer recognises a difference of significant magnitude between desired state of affairs, and actual state of affairs.

Once a consumer has recognised existence of a problem or need assuming there are no constraints preventing further behaviour, the next stage involves information search. This refers to both mental as well as physical information seeking and processing activities which consumers engage in to facilitate decision making.

The third stage is concerned with how consumers process information to arrive at brand choice. This evaluation of alternatives encompasses both information about the product and the psychological consequences of buying it.

The decision evaluation stage leads consumer to rank objects in the choice set.

He will form a purchase intention and lean towards buying the most preferred brand. However, two factors can intervene between purchase intention and purchase decision. These as stated by Kotler (1988:201) are the attitude of others and unanticipated situational factors.

According to Taylor (1974:54) many purchases involve some risk taking because consumers cannot be certain about the purchase outcome. This perceived risk influences the consumer decision.

After purchasing a product, the consumer will experience some level of satisfaction or dissatisfaction. According to Labarbera and Mazurku (1983:393) the buyers satisfaction (S) is a function of the closeness between the buyers product expectation (E) and the products perceived performance (P) that is $S = F(E, P)$.

If the product matches expectations the consumer is satisfied, if it exceeds them, the consumer is highly satisfied; if it falls short the consumer is dissatisfied. Customers form their expectations on the basis of messages received from seller, friends and other information sources.

2.8 COMPREHENSIVE MODELS OF CONSUMER BEHAVIOUR

The most pervasive and influential assumption in consumer behaviour theory according to Labarbera and Mazurka (1983:397) is that pre-purchase activity precedes a purchase. And in general it seems to be agreed that two or more alternative actions always and such choice must take place. Also that evaluative criteria facilitate the forecasting of each alternatives consequences for the consumer, and that the chosen alternative is

determined by a decision role. And finally that information sought from external sources and/or retrieved from memory is processed in the application of the decision role.

Contemporary consumer models owe much of their structure to

Contributions from human behaviour studies in the various areas of social sciences.

Auport's (1954:86) investigations into prejudice illuminated areas of influence, both from within the individual and also occasioned by his contacts with his social environment, which can be shown to affect the perception of an object stimulus.

Auport's definition of prejudice equates closely with current opinions on the effect of subjective predisposition upon the outcome of the purchase decision process.

According to Kotler (1988), Freud's psychoanalytic perspective of human behaviour in revealing the different levels of consciousness which make up the individual psyche, placed emphasis upon the impact of the deeper levels of consciousness upon the decision process, motivated by a need structure which the individual is striving to satisfy.

Motivation can thus be understood as the driving force input into the decision process.

Velben's (1989) model concentrates upon the interaction of the individual with his social environment by stressing that all human behaviour takes place within the wider social context. And thus individual behaviour can be best understood as being aimed at a desire for social satisfaction.

The suggestion that human behaviour is learned rather than innate was propounded by Pavlov as the basis for a theory of classical conditioning according to Kotler (1988). He established that any two things presented together will be permanently associated together in the cognitive system.

Another important pioneering area in attending knowledge human behaviour stems from Gestalt psychology - by Walters (1974) which recognises that a major function of the cognitive system is to relate perceptual stimuli to each other and to the environment in order to create an organised and comprehensive world. Needs can be satisfied through a range of actions a positive and negative aspects (as perceived by the individual related to each possible course of action).

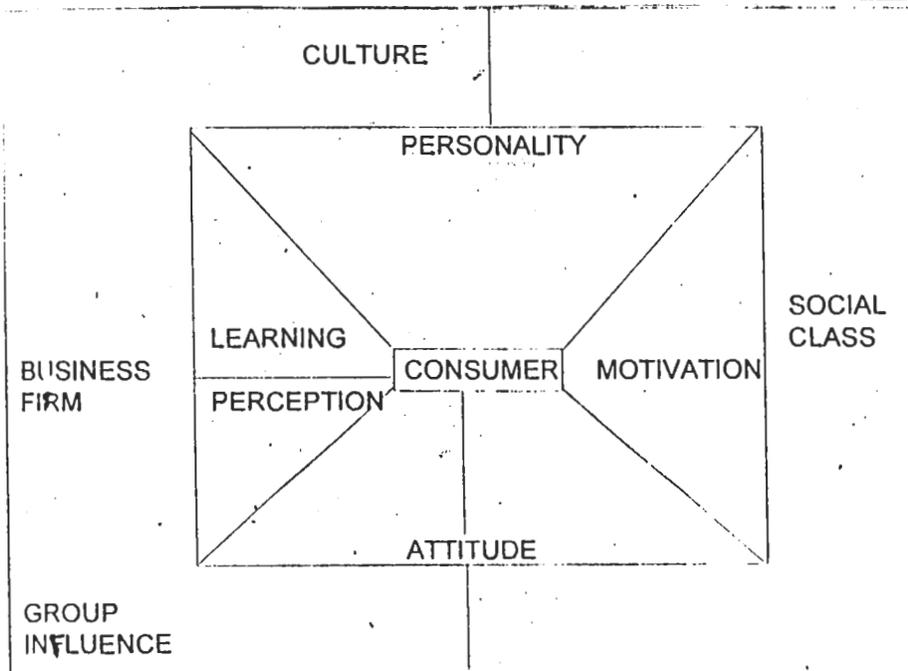
Comprehensive model and consumer behaviour has been stimulated by the combination of the micro economic constructs of graphic proposed by Marshall (1927).

These factors can be represented in graphical form as figure 2.8.1. The relative strengths and the interrelationships that exist between the variables are not within the compass of this figure.

The comprehensive models have as a basis the fundamental variable group as this simplified representation.

FIGURE 2.8.1

Internal and External Influences on the Consumer Decision Process



THE HOWARD-SHETH MODEL

The Howard-Sheth model (1959) of buyer behaviour is based on a model originally conceived by John Howard, which has been revised and refined with the assistance of Jagdish Sheth. It is essentially a model where input stimuli consist of information obtained from the social and commercial environment and output responses are buyer behaviour, including attitudes and motivational sets. The intervening variables comprise "hypothetical constructs" and exogenous variables. Hypothetical constructs in this model are essentially concerned with perception and learning. The exogenous variables are external to the model but important in predicting perception and learning. They include personality traits, social class, economic status, social setting and the importance of the purchase to the consumer.

BAKER MODEL

As an alternative to a flow-chart approach Baker (1979) puts forward a sequential decision making process. Given that the buyer has the necessary resources to transform inclination to buy into real demand, and additionally that circumstances demand that a purchase be made, the objective economic and performance features of the products under review are evaluated. If this comparative appraisal is not conclusive behavioural factors determine the outcome.

These Models, elaborate and sophisticated as they are, have been welcomed for their descriptive and explanatory qualities. Rigorous empirical testing has been limited and where undertaken its aim has been mostly to refine an existing model. An evaluation of the major models of consumer behaviour and their appropriateness to the marketing practitioner has been undertaken by Foxall (1981) who found such models to be premature, over-ambitious and pre-scientific.

2.9 ADVERTISING AND CONSUMER BEHAVIOUR

Buying is essentially a form of problem solving behaviour, because an individual faced with a buying problem must make choices between alternative course of action whose outcome cannot be clearly foreseen. Before the problem can be solved rationally, the degree of uncertainty must be reduced sufficiently to enable the individual to take action. This can be done through collection of data by empirical research or by action on what was supplied by advertising.

According to Thomas Petit (1961) informational advertising is effective because it gives the buyer facts which reduce uncertainty. Also in a study by Baker and Greyser (opcit), it was found that information related reasons are by far the most numerous of the reasons given for liking advertising. However when the degree of substitutability between brands of product is very high the consumer may accept persuasive advertising data rather than

engage in further empirical research and suffer psychic tension because of indecision.

One of the earliest studies of the impact of advertising was that of Dameron (1940:234), in his study of consumer attitude towards advertising. He cited the 1940 Gallop survey where more than 50% of consumer asked the question "do advertisements give you all the information you want about the products advertised?" answered yes. Also consumer attitude towards advertising as shown in the Gallop Poll were favourable. More than 50% of respondents stated that widely advertised products are usually the best and on the basis of this Dameron said that without advertising, consumers would be decidedly handicapped in satisfying their wants.

Studies have shown that in Nigeria people also rely on advertising to a large extent for product information. In a study by Mark Agin (1983) on University of Lagos students, he reported that 48% of his respondents rely on advertising for their product information needs, which compares favourably with 25.5% who rely on friends 15% on peer group and 11.5% who rely on other unspecified sources.

As a source of product and brand advertising is of primary importance in making buying decisions. Advertisements, advice of friends and other secondary sources of information offer help consumers to make decisions although as Oxenfeldt (1950) noted buyers tacitly accept the fact that

decision based on such information is not as effective as those based on first hand experience.

In the market place the persuasive content of advertising cannot be denied. Some advertising copies and themes have the power to penetrate our unconsciousness and manipulate dispositions towards a particular direction. Brand loyalty is explained within this context. White (1969:9) said that "the major influence of advertising appears to be felt in the area of consumer perception of the brand". The brand is the major organising concept through which the consumer is guided towards perceiving unified pattern of stimulation.

Metwally (1980:107) 11 years later expressed the same opinion, that "in commodities with a high potential for product differentiation, by means through their promotional brand consciousness".

Thus advertising plays a persuasive role in influencing the consumer by image building of consumer by image building of the brand where product differentiation is minimal. The individual response in the market place is also a function of more than the physical properties of the product as Kessington and Robertson (1974: 125) put it that, "in many cases the consumer purchases the total symbolic meaning or brand image which the item conveys". That is, consumers often buy goods not only for what they do but for what they mean and this meaning is what the consumer perceives from advertisements.

Many writers are of the opinion that the more literate a person is, the less he believes in advertising, and the less he relies on advertisements for making his buying decisions. According to Satorsky (1951:3) "the scope of advertising depends on the ignorance of the person to whom it is addressed, the more ignorant the buyer, the more he relies on advertising".

In spite of this negative perception of advertising, studies have shown that people rely most on advertising for pro information as shown by Dameron (opcit), Agin (Opcit) and others.

Changes in brand preference have been found to be brought about through advertising by Haskins (1963:7). In support of this view was Benson's (1967:27) analysis of three leading brands of toothpaste. He stated that "Individuals exposure advertising are correlated with individuals brand preference". However, Benson also added that brand preference is also affected by other forces among which is whether the advertisement is apt or inept.

In another study James Ginter (1974-30) found that changes in attitude which usually lead to the purchases of new brands of products was significantly correlated with exposures to the advertisements. He also found that other factors influencing choice between identical products include age of household, satisfaction with old product and presence of young children.

2.10 ADVERTISING AS COMMUNICATION

In everyday usage according to the Oxford Dictionary (1974) communication describes the act of imparting knowledge. However, theorists stress that communication is not simply transmission of a message or sign from one party to another but rather an exchange between them.

(Schrawn 1955:47) defined it as the process of establishing a commonness or oneness of thought between a sender and a receiver. Firms equally communicate with potential customers through advertising.

There exist 4 basic components of all communication - a source, a destination, a medium and a message, through an appropriate channel to a destination or receiver who must be ready to receive it, after which he decodes the message within the realm of his own understanding. His acknowledgement may consist of a purchase, a vote or otherwise. The basic communication model is as shown in figure 2.10.1 below.

Feedback is rarely direct and, indeed it is usually inferential. Receivers buy (or do not buy) the advertised product. The sender infers how persuasive his message, (advertisement) was from the resulting action (or inaction) taken by audience, and mass communication feedback is usually delayed. Communication objectives include the central idea to be learned, image to be perceived and action to be taken by the target audience.

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FIGURE 2.10.1
BASIC COMMUNICATION MODEL

Lavidge and Steiner (1961:59-62) used the concept of "Advertisement and the Hierarchy behaviour Effects" to explain how advertising communication moves a consumer from the state of awareness of a product to that of purchase.

They looked at advertising as a force which must move people up a series of steps from a state of unawareness to one of awareness; from awareness to more knowledge; from knowledge of the product, service or form to liking; from liking to preference; from preference to conviction and ultimately from conviction to purchase.

Plummer (1971:315-325) proposed that advertising communication be viewed as a process that incorporates both the messages and the receivers with major emphasis on the viewer's perspectives.

He went on to say that a model of advertising communication should:

- (i) Communicate a message, explicitly about the brand.
- (ii) Favourably affect attitudes towards the brand.
- (iii) Attract and hold the attention of the targeted audience.

Advertising communication, which attempts to create a commonness of understanding between the consumer and the advertiser, is very vital for attitude change. Advertising communication is a part of marketing communication.

According to Baker et al opcit (pg. 122 - 125) the crucial step in building a model of marketing communication is to join the classic models or flowcharts of consumer behaviour and marketing communications practitioners behaviour together. To do this they introduce the notion of a synapse. At the marketing communications synapse, user and originator of marketing communications initiatives come in contact while remaining in their own distinct domains.

FIGURE 2.10.2MARKETING COMMUNICATION SYNAPSE

PRACTITIONER	SYNAPSE		CONSUMER
INITIATIVE Advertisement sales pitch etc	SOLICITED OPINION	UNSOLICITED OPINION	INITIATIVE search for decision aids

Source: Baker et al Pg. 23.

As shown above in figure 2.10.2 Baker et al go on to say what happens at the synapse can be explained by describing of the models of hierarchical models of advertising effect presented in table 2.10.1.

Collectively they represent an attempt to extend the stimulus response model of advertising effect by postulating a series intermediate states of mind between awareness, which is stimulus, and action, which is the response.

TABLE 2.10.1HIERARCHICAL MODELS OF ADVERTISING EFFECT

STARCH (1925): To be effective an advertisement must be:

Seen → Read → Believed → Remembered → Action.

STRONG (1925) AIDA

Attention → Interest → Desire → Action.

SANDAGE and FRYBURGER (1935:79): Interaction Model

Exposure → Perception → Integration → Action.

LAVIDGE and STEINER (1961): Hierarchy of Effects

Awareness → Knowledge → Liking → Preference → Conviction →
Purchase.

COLLEY (1961): DAGMAR

Unawareness → Awareness → Comprehension → Conviction → Action.

MACGUIRE (1969): Information Processing Model

Presentation → Attention → Comprehension → Yielding → Retention →
Behaviour.

DELOZIER (196:219): Psychological Responses to Advertising

Attention → Perception → Retention → Conviction → Action.

Source: Baker et al Pg.130.

These models of advertising effect have their framework tied to the notion explicitly stated by some of the originators like McGuire to the three principal categories of mental activity in general psychological theory: these are:

The cognitive component, which has to do with knowledge, deals with the intellectual, mental or rational states. Here the advertisements are designed to provide awareness and knowledge of the product. Such advertising types as announcements and classified advertisements serve this purpose.

The affective component, which has to do with attitudes and the realm of emotions, encompasses feeling and states.

Advertisements of this type include comparative and image advertisements, which are designed to change attitudes and feelings towards the product.

The conative component has to do with motives and relates to the tendency to treat objects as positive or negative goals.

Advertisements of this type are point of purchase adverts, and retail store advertisements as to reflect these three states as shown in table 2.10.2. This table demonstrates the fact that they belong to a single family.

The hierarchical models of advertising effect have been subjected to criticisms. Palda (1966:13) published a widely reported evaluation of the Lavidge and Steiner Model in which he made three fundamental objections.

TABLE 2.10. 2

HIERARCHIES AS A FAMILY OF MODELS

	STARCH	STRONG	SANDAGE AND FRYBURGER	LAVIDGE AND STEINER	COLLEY	MCGUIRE	DEHOIZER
CONATIVE	ACTED ON REMEMBER- ED	ACTION	ACTION	PURCHASE	ACTION	BEHAVIOUR	ACTION
AFFECTIVE	BELIEVED	DESIRE	INTEGRATION	CONVIC- TION PREFER- ENCE LIKING	CONVIC- TION	RETENTION YIELDING	CONVIC- TION
COGNITIVE	READ SEEN	INTEREST ATTENTION	PERCEPTION EXPOSURE	KNOWL- EDGE PRESENT- ATION	COMPRE- HENSION	PERCEPT- ION	RETENTION

Source: Baker et al. Pg.132.

The first of these was that progression from one step in hierarchy to the next does not necessarily mean a greater probability of eventual action. The second was that in some particular circumstances the step-by-step progression implied by the model may be telescoped. This view was supported by Copland (1963) who had earlier reasoned that intermediate steps would be stripped or left out under certain conditions.

Palda's third objection is that he could find no conclusive evidence in the literature for the proposition that affective changes necessarily precede change in behaviour rather than resulting from it, which is an untested assumption.

Ray (193:147) Argues that three variations in hierarchical sequence are possible according to circumstances.

"Learning. Cognitive → Affection → Conative.

"Dissonance → Attribution → Conative → Affective → Cognitive.

"How-Involvement" → Cognitive → Conative → Affective.

of which the learning version corresponds to the conventional hierarchical models.

On this point, Krugman (1965:365) even earlier had argued that what was in fact a "low involvement" sequence is best explained by responses to television advertising in particular.

Baker et al (opcit) also states that they tend to contradict the hypothesis that marketing communication is a transaction.

In the final analysis it is noted that the conventional "learning hierarchies still dominate the frame of reference to typical practitioners. This is a fact of practice which, however, questionable on theoretical grounds has to be

accepted until a better explanation can be offered to practitioners.

A recent approach in explaining the process of persuasion has abandoned the straightforward stimulus - response terms. To serve as an organising principle in place of the hierarchy of effects, models of mass communication have been presented which are summarised by Laswell's verbal version (1960:77) "who says what, in what channels to whom, and with what effect".

Three of such schemes are Delozier's (opcit) marketing communication model and communicator parameter; Percy and Rossiter's (1960) "Advertising communication variables; And Aaker and Myer's (1982:26) - A model of the Advertising communication system". These 3 approaches table entail the explicit assumption that advertising imposes communication on audiences, and the consumer or audience figures only as a target.

According to Baker et al these schemes can be consolidated into 5 factors that influence audience responses to a marketing communication initiative.

These are:

- [1] Audience effects
- [2] Message effects
- [3] Source effects

[4] Channel effects

[5] Time effects

TABLE 2. 10 . 3

FRAMEWORK FOR EXPLANATION OF ADVERTISING EFFECT POST 1976

LASWELL 1960	DELOZIER 1976	PERCY AND ROSSIER 1960	AAKER AND MYERS 1982
Who? Say What?	Source Message	Source Factor Message strategy media	Source Message
In which Channels?	Channel variation parameters	Selection	Channel
To whom?	Receiver Temporal parameters	Receiver selection scheduling strategy	Receiver

2.11 MEASURING ADVERTISING EFFECTIVENESS

Good planning and control of advertising depends critically on measures of advertising effectiveness. As in any field of activity this should be a matter of comparing actual results with criteria derived from pre-determined goals.

Advertising effectiveness, according to Colley et al however, despite Coal's Famous "DAGMAR" (Defining Advertising Goals for Measure Advertising Result) statement more than twenty-five years ago, is still relatively unmeasured. This can be attributed to the failure among practitioners to

state relevant and measurable objectives in the first place as reported by Corkindale and Kennedy (1975) among other Literature.

The problem of determining advertising effectiveness has engaged attention of many market researchers although some such as Reynolds and Wells (1977:61) who consider the effect of advertising to be immeasurable they stated that: "If an advertisement is not intended to arouse immediate results, but rather to modify attitudes, or enhance images, the problems, of evaluation intervene between exposure to the advertisement and its effect (if any) on behaviour and the impact to exposure becomes exceedingly hard to trace, except an ideally controlled experiment is conducted".

In direct opposition to this is the view taken by most scholars who agree that: the effect of advertising can be measured. Among these are Christian (1961:76) who argues that "if the purpose of advertising is to change peoples minds, to introduce an idea, or alter an impression or strengthen a conviction, then the, measurement of what happens in people's mind would be a legitimate measurement of advertising performance.

Sales measurement are regarded by the "hard school" as the ideal way to measure advertising effectiveness and sever attempts have been made to develop econometric models relating advertising to sales using time series data by Bordon (1952) and Palda (1964) among others, which can be

classified. Firstly according to the structure of the system being modelled and the specification of the relationships in the model. Secondly they can be classified by the way in which the variables have been operationally designed and the specification of the random effect. But according to Rao (1972:177), in the absence of a sound theory of how advertising works, the model builders have difficulty in choosing the way to express advertising/sales relationships and define variables.

Using sales to evaluate the effectiveness of advertising is widely debated against.

As Wolfe, Brown and Thompson (1962) say generally it is not considered reasonable to use sales results as a basis of measuring advertising effectiveness except where advertising is the dominant sales force. Supporting this view, Palda (opcit) says that "when a brands marketing mix changes frequently how can fluctuations in sales be ascribed to changes in the advertising appropriation or how can the effect of a change within the advertising mix be evaluated in terms of sales.

The more accepted view is that advertising should be measured according to its effects on communication. Advertising testing procedures can, according to Lovall and Potter, all be related to an implicit hierarchical model of advertising effect.

According to Baker et al "at the lowest level of the hierarchy of effects we find the performance characteristics impact, with the accompanying target response of attention".

They also expatiate "that advertisement testing procedures in common use do indeed correspond to hierarchical performance characteristics - Motivation, Persuasion, Empathy, Communication, Involvement and Impact.

2.12 OTHER INFLUENCING FACTORS IN CONSUMER BUYING BEHAVIOUR CULTURE

Sociologists have defined culture as the sum total of man-designed tools both mental and physical, and all man-defined value, attitudes, and beliefs represented in the patterns of life of the members of a particular group, class or society.

Culture is the most fundamental determinant of a persons wants and behaviour. The child grows up in a society and learns a basic set of values. These according to Schiffman and Lanuk (1983:404) are achievement and success, activity, efficiency and practicality, progress, materials comfort, individual freedom, external comfort and humanitarianism.

Each culture consists of smaller subcultures such as nationality groups, religious groups, racial groups and geographical areas.

White (1959:8) has undertaken studies, which reveal the effects of culture upon perception. He related this concept of culturally bound , perception to Advertising, stressing that the initial need for advertising is to understand, reflect and accept the value structure of society before setting about its creative task to organising the numerous stimulation a product contains for a particular customer. White concludes that advertising can operate within the limits of culture to create new expectations for the consumer.

Culture affects marketing in different ways, it affects price, product and channel of distribution.

In some situation, ethnic and religious influences combine to form distinctive behavioural patterns as in the case of, for example, Hausas who are mainly Moslems and would not be receptive to adverts about alcoholic drinks or mini-skirts.

SOCIAL CLASS

Sociology has established that relationship exists between social class and consumption patterns, according to Kalu (1957). Prestige tends to be bestowed through consumption behaviour rather than income, and that consumption patterns and interaction networks are intimately linked. Although Rich's and Jain's (1968) findings supported the view that social class distinctions were being obscured by rising incomes and educational

levels, the study did show a relationship between prestige and social class confirming an earlier proposition by Martineau (1957). Levey's (1966) findings also show that differences are still evident in shopping ability and methods of different social classes.

GROUPS

A group is a social entity , which allows individuals to interact with one another in relation to particular phenomenon or phenomena.

Man the social animal of Veble's theories spends much of his life in group situations, exposed to the norms of his particular social world and motivated to conform with the identity of the group.

Conformity that is an individuals willingness to modify information or perception to fit the stated view of the social group to which he belong has been most notably studied by Asch (1958) using experimental conditions.

A 'Laboratory situation was also used by Venkatesan (1968) where he concluded that "the acceptance of social influence implied that consumers accept information provided by the peer groups on the quality of a product, which is hard evaluate objectively.

Stafford (1966:224) in a field study also found that "in more cohesive groups the probability was much higher that the members would prefer the same

brand as the group leader. He also stated that group interaction is a major determinant in attitude formation and attitude change. In terms of influence on the individual the family is probably the most important group because it is both an earning and consuming unit.

In a study by Witt and Bruce (1970:533) it was found that group influence affects brand choice differently for different products. Thus for product high on social involvement (e.g. cigarettes, beer) the power of group cohesiveness in predicting brand choice was greater than for products low in social involvement (e.g. deodorant).

This study thus indicates that differences in the explanatory power of group influence and cohesiveness are rooted symbolically in the nature of the product and group structure and decision process.

PRICE

The price of a product could be said to be the value of goods and services in monetary terms.

There exists an upper limit to acceptable price for products. This absolute price threshold may vary from consumer to consumer. Gabor and Granger (99) have also said "contrary to what a person might instinctively think there is also a lower acceptability threshold on price".

Experiments to relate changes in the marketing mix to sales turnover have been conducted at various time by Wilkinson, Mason & Raksoy (1977) and Doyle and Fenwick (1975:693).

The variable in the marketing mix varied from display level while increases in sales turnover were up to several hundred. Their studies indicated that:

- (1) Price level and display level together have a strong impact on most product sales.
- (2) Price and Display tend to be more important than newspaper advertising in the short term.
- (3) Price reduction is the main factor in sales turnover.

Although comparative pricing has become fairly popular as an advertising feature in types of products, Della-Bitta et al (1981:416) found in their experiments that price comparisons alone were insufficient to produce purchase motivation and that customers tended to trade-off features against price in deciding rather than examining price alone.

CHAPTER THREE

3.0 SCOPE, RESEARCH DESIGN AND METHODOLOGY

3.1 SCOPE

This project covered the consumers of Evans Medical PLC's products in the Western region of Nigeria including Lagos representing about 60% of the company's share of the market. Logistic and language problems did not permit the extension of the study to other regions of the country even though this is not supposed to invalidate the findings in any way because the region can give a reliable representation of consumer behaviour in other regions.

Extensive work was done to review related literature on Advertising and Consumer behaviour just as relevant data from the company in question were equally used. The study was extended to both male and female consumers with varying educational qualifications and age brackets.

As Reckie (1972: 2) stated, advertising has long been a fascinating socio-political topic that both poses problems and evokes controversies. In this study, attempt was not made, to contribute to the controversy over advertising, rather to concentrate on the results of its efforts to affect consumer behaviour.

Advertising is used in the marketing of virtually all products and services. In order to keep this study within manageable proportions, it concentrated on

outlined purchasing behaviour patterns. Some ranges of products that are purchased under this behaviour pattern are Baby Cereals, Over-The-Counter medicines and Energy drinks etc.

The study, therefore, concentrated on consumer buying behaviour and purchasing patterns with focus on consumer attitudes, responses and reactions to advertisement about Baby Cereal - a major product line of Evans Medical PLC.

METHODOLOGY

Survey method of primary data collection with structured questionnaire as our main instrument was used. A preliminary survey was carried out in which 30 consumers were interviewed to determine the validity of pursuing certain areas of inquiry and to generate ideas and hypotheses.

Consequently, the questionnaire was developed to be administered among no fewer than 120 respondents.

The questionnaire, thus represented our main instrument and yielded our primary data.

The secondary data used were got from Evans Medical PLC's annual reports of marketing and sales activities as well as its diary of corporate profile. Textbooks, journals, magazines and sundry seminar papers were consulted for the purpose of the review of related literature.

3.3 STRUCTURING THE INSTRUMENT/PRETESTING

The questionnaire, as earlier stated was the main instrument used for the survey in the collection of primary data. The questionnaire contained 16 questions demanding various response types. The open-ended questions were avoided for reasons of objective analysis of responses.

Basically, multiple choice and Dichotomous questions were used. In the case of multiple choice questions, the respondents were given series of answers from which to choose. This was done to ensure flexibility. Scales were also used to rate the respondent's degree of support for their choices. For example, to determine, on which media people prefer advertising most, they were given the opportunity to pick more than one media but on different scales.

For instance, question 3 says, "Please circle the answer that reflect the best options in the following statement - Whether you "Strongly Agree (SA)", "Agree (A)", "Undecided (UD)", "Disagree (D)" or "Strongly Disagree (SD)".

I like advertisement on

a. Television

(SA) (A) (UD) (D) (SD)

b. Radio

(SA) (A) (UD) (D) (SD)

c. Magazines/Newspapers

(SA) (A) (UD) (D) (SD)

d. Billboards/Posters

(SA) (A) (UD) (D) (SD)

In the case of Dichotomous questions, on the other hand, the respondents were limited to only one answer and could only choose either of two alternatives e.g. Yes or No. This type of question enables easy coding and editing.

There was equally a covering letter accompanying each questionnaire stating the academic purpose of the study and pledging the confidentiality of responses.

3.4 SAMPLING PROCEDURE

For every research work, there is a group from which draw our sample called the universe or population. This is so, even if the items or members are inanimate, or purely abstract. The population could also be finite or infinite as stated by Gregory and Ward (1978:150).

A finite population, according to them, is one with a fixed number of items, e.g. population of a city or customers a firm. We may not know the exact number, at any moment, but there are obviously limits. On the other hand, an infinite universe is one with no theoretical limit to number of items e.g. stars in the heaven.

Usually, it is from this population that, a sample is taken for every study. For the purpose of this research work which is based on the behaviour of consumers of some products, the population is the finite type and it is from this finite and universe that the sampling which is basically an estimate of the population was carried out.

There are two problems of sampling as stated by Gregory and Ward (opcit). The first and the central problem is how to estimate some statistical measurement of the universe from corresponding statistics of the sample.

The secondary problem is to decide, how much confidence we can place on our estimates.

For the first, we can never be certain and that is why we refer to our sample as estimate. On the second problem, we need to specify certain limits within which the true answer can lie, and, obviously, the wider the margin of error we allow ourselves, the greater the degree of confidence we can place in our estimate.

In this study, non-probability-sampling technique was used to gather data. This judgement sampling was preferred due to its advantages, which include speed, economy and administrative simplicity. Care was also taken to ensure the differences in sex, occupation, age and educational background of respondents.

The sample was drawn from Lagos and Ibadan to represent the Western region for easy accessibility and a sample of about 150 respondents was sought.

CHAPTER FOUR

4.0 PRESENTATION AND ANALYSIS OF DATA

This chapter deals with the analysis of data obtained from the respondents. 30 questionnaires with a multiplier of 4 were administered, bringing the total questionnaires administered to 120, out of which 112 were completed correctly and this represent 93.3% rate of responses and this makes up the sample used for this study.

4.1 COMMUNICATION ACCESS

Respondents were asked to indicate facilities, which they have, access to. Our results showed that 92 or (82.1%) of our respondents have access to both radio and television while 60 or (53.6%) indicated that they have access to magazines/newspapers.

TABLE 4.1COMMUNICATION ACCESS

Channel	No that has Access	Percentage	Ranking
Radio	92	82.1%	1 st
Television	92	82.1%	1 st
Magazines/Newspaper	60	53.6%	3 rd

4.2 ATTITUDE TOWARDS ADVERTISEMENTS

Respondents were required to state whether or not they like advertisement. Our results showed 112 or (100%) of our respondents reported that they like advertisement.

TABLE 4. 2ATTITUDE TOWARDS ADVERTISEMENT

Attitude	Frequency of Response	Percentage
Yes	112	100%
No	0	-
TOTAL	112	100%

4.3 SEX DISTRIBUTION

For the dichotomous question on sex, 80 or (71.4%) of the respondents were male while 32 or (28.6%) were female.

TABLE 4.3

SEX DISTRIBUTION

SEX	FREQUENCY	%
Male	80	71.4%
Female	32	28.6%
TOTAL	112	100%

4.4 AGE DISTRIBUTION

On the question of age distribution, the result showed that 80 or (71.4%) of the respondents were between the age bracket of 20 - 29 while 32 or (28.6%) fell within the age of 30 - 45.

TABLE 4.4AGE DISTRIBUTION

AGE (YEARS)	BELOW 20	20 - 29	30 - 45	46 & ABOVE	TOTAL
FREQUENCY	0	80	32	0	112
%	-	71.4	28.6	-	100%

4.5 MARITAL STATUS DISTRIBUTION

Another dichotomous question on marital status revealed that 76 or (67.9%) of the respondents are single while 36 or (32.1%) are married.

TABLE 4.5MARITAL STATUS DISTRIBUTION

Marital Status	Frequency	Percentage
Single	76	67.9%
Married	36	32.1%
TOTAL	112	100%

4.6 HIGHEST EDUCATIONAL LEVEL

From question 14 on the questionnaire seeking the highest educational qualification so far, the result showed that 60 or (53.6%) of the respondents are holders of WASC & GCE 'O' Level, 16 or (14.43%) have OND, NCE, HSC and Diploma, 28 or (25%) have HND, BA and B.Sc. while 8 or (7.1%) have post graduate degrees in MBA, MA and MSc.

TABLE 4.6

HIGHEST EDUCATIONAL LEVEL

Level	Frequency	Percentage
WAEC, GCE 'O' LEVEL	60	53.6
OND, NCE, HSc & DIPLOMA	16	14.43
HND, BSc, BA	28	25.0
MBA, MA, MSc	8	7.1
TOTAL	112	100

4.7 OCCUPATION DISTRIBUTION

Respondents were asked about their present occupation. The result showed that 24 or (21.5%) are self employed, 52 or (46.4%) are employees,

12 or (10.7%) are unemployed while the remaining 24 or (21.4%) are students.

TABLE 4.7

OCCUPATIONAL DISTRIBUTION

Occupation	Frequency	Percentage
Self employed	24	21.5
Employee	52	46.4
Unemployed	12	10.7
Student	24	21.4
TOTAL	112	100

4.8 INCOME DISTRIBUTION

Response to the level of income of the respondents show that 8 or (7.1%) earn =N=10,000 and below, 16 or (14.3%) earn between =N=10,000 - =N=15,000, 20 or (17.9%) earn between =N=15,000 and =N=30,000, 36 or (32.1%) earn above =N=30,000 while the remaining 28.6% are students.

TABLE 4.8INCOME DISTRIBUTION

Level of income	Frequency	Percentage
=N=10,000 and below	8	7.1
=N=10,000 - =N=15,000	16	14.3
=N=15,000 - =N=30,000	20	17.9
=N=30,000 and above	36	32.1
Students	32	28.6
TOTAL	112	100

4.9 MODIFYING EFFECTS OF ADVERTISING

On whether advertising has some effects on the respondents buying behaviour, the result showed that 30.4% strongly agreed, 47.3% agreed, 9.8% were undecided, 8.9% disagreed while 3.6% strongly disagreed.

TABLE 4.9
MODIFYING EFFECT OF ADVERTISING

ATTITUDE	FREQUENCY	PERCENTAGE
Strongly agree	34	30.4
Agree	53	47.3
Undecided	11	9.8
Disagree	10	8.9
Strongly disagree	4	3.6
TOTAL	112	100

4.10 BUYING BEHAVIOUR INFLUENCING FACTORS

To a question on what influence the respondents' choice of any brand, the outcome showed that perceived quality has the most influence followed by availability, price, advertising and group influence in the order.

TABLE 4.10BUYING BEHAVIOUR INFLUENCING FACTOR

FACTOR	SCORE IN 12	RANK
Price	398	3 rd
Advertising	357	4 th
Friends/Neighbours/Household	359	5 th
Quality	484	1 st
Availability	373	2 nd

4.11 POSITIVE INFLUENCE OF ADVERTISING ON CHOICE

Feedback from the respondents showed that advertising has positive influence on the choice of 58.9%, it has none on 35.7% while 5.4% are undecided.

TABLE 4.11POSITIVE INFLUENCE OF ADVERTISING ON CHOICE

OPINION	FREQUENCY	PERCENTAGE
Strongly agreed	23	20.5
Agree	43	38.4
Undecided	6	5.4
Disagree	26	23.2
Strongly disagree	14	12.5
TOTAL	112	100

4.12 NEGATIVE INFLUENCE OF ADVERTISING ON CHOICE

The result from the respondents showed that advertising has negative influence on choice of 11.5%, it has none on 64.4% while 24.1% were undecided.

TABLE 4.12NEGATIVE INFLUENCE ON ADVERTISING CHOICE

OPINION	FREQUENCY	PERCENTAGE
Strongly agree	11	9.8
Agree	2	1.7
Undecided	27	24.1
Disagree	54	48.2
Strongly disagree	18	16.2
TOTAL	112	100

CHAPTER FIVE

5.0 RESULTS AND DISCUSSIONS

Refer to table 4-1, our results under communication access showed that 82.1% of our respondents have access to both Radio and TV indicating that the two media enjoy the widest reach and this agrees with the assertion of Barton (1964) as contained in the literature review.

In terms of attitude towards advertisement our result as shown under table 4-2 indicates a 100% likeness for advertising. This goes to support our other results on tables 4-11 and 4-12 where it was evident that, advertisements have both positive and negative influence on the audience, hence it is liked for one reason or the other. This view was corroborated by Carrick Jnr (1959) op. cit. in his theories of advertising as enumerated under the review of literature.

The result of our findings showed our respondents being between the age bracket of 20 and 45 (see table 4-4) which at the same time follow the same pattern under educational qualification and marital status under tables 4-5 and 4-6.

On the modifying effects that advertising has on the respondents, the results showed almost 78% agreeing and this conforms with the position of Kottler (opcit) under the primary objective of advertising earlier discussed in chapter two.

The results under table 4-10 shows that, apart from advertising, some other factors do influence the consumer's buying behaviour significantly. We saw factors like quality, availability, price and influence of friends and neighbours, all playing prominent roles.

The result thus tally with the findings of Katona (opcit); Baker (opcit); and Auport (opcit) to mention but a few, all which were discussed in chapter two under the review of related literature.

5.1 TEST OF HYPOTHESIS I

Ho1: Generally, low level educated consumers of the company's products tend to have more positive responses towards the company's advertising appeals than highly educated one.

To test this hypothesis, we will use the chi-square test. Table 5.1.1 shows that the observed frequencies from question 10 while table 5.1.2 shows the expected frequencies.

We test Hypothesis

Ho: Frequency is independent of educational level.

H1: Frequency is dependent on level of education.

At a 0.10 level of significance.

TABLE 5.1.1

Frequencies observed = 01

EDUCATIONAL LEVEL REACTION TO ADVERTISING

	WAEC & EQUIV	OND & EQUIV	DEGREE & EQUIV	HIGHER DEGREES	TOTALS
S.A.	07	03	10	03	23
A	11	09	11	-	31
U.D.	03	04	07	04	18
D	10	03	13	02	28
S.D	05	01	04	02	12
TOTALS	36	20	45	11	112

EO = N = 122

TABLE 5.1.2

Frequencies expected under $H_0 = E_1$ EDUCATIONAL LEVEL REACTION TO ADVERTISING

	WAEC & EQUIV	OND & EQUIV	DEGREE & EQUIV	HIGHER DEGREES	TOTALS
S.A.	7.2	3.3	09	3.5	23
A	10.3	5.9	12.2	2.6	31
U.D.	5.8	3.1	7.5	1.6	18
D	9.1	4.9	11.7	2.3	28
S.D	3.6	1.9	4.6	0.9	12
TOTALS	36	20	45	11	112

EO = N = 122

EDUCATIONAL LEVEL REACTION TO ADVERTISING

	WAEC & EQUIV	OND & EQUIV	DEGREE & EQUIV	HIGHER DEGREES	TOTALS
S.A.	07	03	10	03	23
A	11	09	11	-	31
U.D.	03	04	07	04	18
D	10	03	13	02	28
S.D	05	01	04	02	12
TOTALS	36	20	45	11	112

EO = N = 105

$$X = \frac{(O_o - e_i)^2}{e_i}$$

$$\begin{aligned}
 X &= \frac{(7-7.2)}{7.2} + \frac{(3-3.3)}{3.3} + \frac{(10-9)}{9} + \frac{(3-3.5)}{3.5} + \frac{(11-10.3)}{10.3} + \frac{(9-5.9)}{5.9} + \frac{(11-12.2)}{12.2} \\
 &+ \frac{(0-2.6)}{2.6} + \frac{(10-9.1)}{9.1} + \frac{(3-4.9)}{4.9} + \frac{(13-11.7)}{11.7} + \frac{(2-2.3)}{2.3} + \frac{(5-3.6)}{3.6} + \frac{(1-1.9)}{1.9} \\
 &+ \frac{(4-4.6)}{4.6} + \frac{(2-0.9)}{0.9} = 13.83
 \end{aligned}$$

Degree of freedom = 12 (5 - 1) (4 - 1)

Level of significance = 0.10

Using the chi-square table at 0.10 level of significance and 12 degree of freedom we will get 18.5.

We will need to adopt decision rule

Reject H_0 if $13.83 > 18.5$.

Accept H_0 otherwise.

Since $13.83 < 18.5$ we accept H_0 ; we therefore can not accept H_1 and conclude that frequency is independent of educational level.

From the above test we therefore conclude that our hypothesis H_{01} is not true.

5.2 TEST OF HYPOTHESIS 2

H_0 : Well-designed and executed advertisement can not modify the buying behaviour of the company's consumers to a significant degree.

We shall use simple percentage to test this.

In response to question 4 in the questionnaire on whether advertising have some effect on the respondents buying behaviour, the result as earlier presented in chapter four under table 4-9 showed 77.7% agreed while only 12.5% disagreed with only 9.8% undecided.

In terms of simple percentage, the result thus negates our hypothesis 2, and as such it is rejected. That is well designed and executed advertisement can modify the consumer's buying behaviour to a significant degree.

5.3 TEST OF HYPOTHESIS 3

Ho3: No other factor apart from advertising affect the company's consumer's choice of its products.

Using question 10 and summarising the scores relating to each topic on a like scale of 1 to 5 each question we obtain table 5.3.1 as shown below:

TABLE 5.3.1

SUBJECT	SCORE IN 12	RANK
Price	398	3 rd
Advertising	359	4 th
Friends/Neighbours/Household	359	5 th
Quality	484	1 st
Availability	373	2 nd

This shows that perceived quality has the most influence on consumer choice followed by availability followed by price, advertising and group influence in that order.

To show if these influences are significant we take the least influential if its influence can be shown. It follows that all others ranked above it are even more significant. We therefore take a group influence, in its guise of friends, neighbours and household from question 10c we have table 5.3.2 as shown below. The mean for total possible score is $\frac{12}{2} = 6$ which is the highest possible score at which we can say friend, neighbours and household have no effect on consumer behaviour.

TABLE 5.3.2INFLUENCE OF FRIENDS, NEIGHBOURS ON CONSUMER CHOICE

MARK	U = X - A	F	FU	FU ²
2	-4	3	-12	48
3	-3	3	-9	27
4	-2	14	-28	56
5	-1	8	-8	8
6	0	30	0	0
7	1	14	14	14
8	2	15	30	60
9	3	18	33	99
10	4	7	28	112
		EF=N=112	EFU = 48	EFU = 424

$$X = A + \frac{EFU}{N} = \frac{6 + 48}{112} = 6.43$$

$$S = \frac{EFU}{N} - \frac{EFU}{N} = \frac{424}{112} - \frac{48}{112} = 1.95$$

We test hypothesis.

Ho: N = 6 and any difference is due to change

Hi: M > 6 there is a significant difference.

Using a one-tailed test at 0.01 level of significance.

We adopt decision rule

Reject Ho if Z is greater than 2.33

Accept H_0 otherwise.

$$\text{We have } O = \frac{O}{N} = \frac{1.95}{112} = 0.19$$

$$\text{Since } Z = \frac{X - U}{X} = \frac{6.46 - 6}{0.19} = 2.42$$

Since $2.42 > 2.33$

We can reject H_0 at 0.01 level of significance.

We have to reject H_1 and conclude that we can be 99% sure that friends, neighbours and household has an effect on consumer behaviour.

And from this we can reject our hypothesis H_3 that no other factors apart from advertising affect consumer's choice of a product or services.

CHAPTER SIX

6.0 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

6.1 SUMMARY OF THE STUDY

This section of chapter six is devoted to brief review of all the chapters in this project. In chapter one, the entire study was introduced beginning with a comprehensive focus of the organisation under examination - Evans Medical Plc. The problems, which necessitated the study, were stated including the objectives set to achieve and these were later metamorphosed into testable hypotheses. The hypotheses are now the basis of our conclusions later in this chapter.

Chapter two was devoted to a comprehensive review of related literature on both subjects - advertising and consumer behaviour. The works of various authors were examined and these were later used to discuss findings in chapter five.

In chapter three, we were taken through the scope and methodology of the research. We were able to see how our main research instrument - the questionnaire was structured and the sampling procedure adopted. Examples of some multiple choice and dichotomous questions were equally highlighted for proper comprehension.

All data obtained were presented and analysed in chapter four. There were shown many frequency tables showing degrees of agreement and disagreements with most of the questions in our research instrument.

Specifically, we were shown the sex, age, marital, occupation, income and educational level distributions of our respondents as well as their behavioural attitude towards advertising and the communication access.

The preceding chapter (chapter five) was used to discuss the results, vis-à-vis earlier studies as presented in chapter two under literature review. Later in the chapter we were able to see why some of our proposed hypotheses were accepted and others rejected.

Later in this chapter, we shall be able to draw some vital conclusions and make some recommendations as expected.

6.2 SUMMARY OF RESULTS

In very brief summary, the result of our findings showed that -

- Radio and TV have the widest reach.
- 100% of our respondents like one form of advertisement or the other.
- The level of consumers' education plays a prominent role in their perception of advertising.
- Advertising has some modifying effects on consumer behaviour.

- There are other factors apart from advertising that influence the behaviour of consumers, and
- Consumers can react either positively or negatively to advertising.

6.3 CONCLUSION

It has been shown that advertising does have an effect and impact on the buying behaviour of consumers. This supports our second hypotheses that "the buying behaviour of consumers can be modified and reinforced to a significant degree by well formed and executed advertisements". Advertising alters the demand for a firms products and services and thus fulfilling marketing primary function of increasing sales of products.

This is seen to be true in the area of concentration our study, thus supporting Metwally's view (1980:107) that advertising's major influence is felt in commodities with a high potential for product differentiation, where firms have succeeded through promotional effort in creating a high level of brand consciousness.

It has also been shown that other influencing factors in consumer buying behaviour apart from advertising do exist and these influences include perceived quality of the product, and influences of various social groups such peer groups, members of social class and families. The influencing factors are in the above order of magnitude.

These findings support studies by Wilkinson, Mason and Paksoy (opcit) who found that price level has a strong impact on demand for most products and Kahl' s Venkatesan's and Stafford's (opcit) studies on groups and social class.

We have also seen that while advertising influence on consumers is mainly positive in some situations it can have a negative effect on consumers.

Finally, response to advertising has been shown to be independent of the consumers' level of education, which does not support the views of authors like Scitorshy (opcit). This may be due to the fact that the sample was drawn from a fairly homogenous population of urban dwellers who although differing in educational background, reside to a large extent in the same social environment.

6. 4 RECOMMENDATIONS

It is clear that advertising promotes general awareness of availability of products and services and favourable attitudes towards them. It is therefore recommended that:

- (1) Manufacturers, retailers and other specialised agencies should invest considerable amounts of financial and other resources into

advertising because it is a good way to reach their customers. They should try as much as possible to field-test their advertisements so as to avoid negative reactions towards them.

- (2) Advertising should serve to inform consumers of how to use products correctly because by using product correctly, the consumer will achieve maximum satisfaction thus creating a favourable impression.
- (3) Also manufacturer should stress quality in their advertising campaigns and inform consumers where products and services are available.
- (4) Advertising should not lose sight of the basic objectives of advertising, which is to modify behaviour in such a way as to stimulate sales, increase acceptance of a product and generally create goodwill towards their product. These will increase sales which in turn increases turnover which will lead to increase profits which is the bottom line of being in business.

FURTHER RESEARCH NEEDS

Study should be made into what consumers qualify as quality and where they obtain this information from. Due to the fact that perceived quality is a strong influencer over both the independent variables on which quality is

assessed and their relative impact, study should also made into what other variables affect the choice of product or service and their relative impact.

A similar study to the one carried out could also be undertaken using a larger and more diversified sample and the results in this study.

Also on a more general note, consumer statistics should be compiled and made available to facilitate further studies into all aspects of consumer behaviour.

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APPENDIX II

Department of Marketing
Faculty of Business Admin.
University of Nigeria
Nsukka
Enugu Campus

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Dear Sir/Madam

I am an MBA (Master of Business Administration) student from the University of Nigeria, conducting a research study on "Impact and Effects of Advertising on Consumer Buying Behaviour".

I shall be very grateful if you could assist me by filling in the attached questionnaire.

This exercise is purely academic and any information supplied will be used strictly for this purpose and treated with strictest confidence.

Yours faithfully

A D RAUF-BABAYATO

APPENDIX III

QUESTIONNAIRE

PART A

1. Please mark with an "X" which of the following facilities you have access to:
- Radio.....
- Television.....
- Magazines/Newspapers.....

2. Please mark with an "X" the most appropriate answer. Do you like advertisements?

Yes..... No.....

Please circle the answers that reflect the best options in the following statements:

Whether you "Strongly Agree (SA)" "Agree (A)" "Undecided (UD)" "Disagree (D)" or "Strongly Disagree (SD)".

3. I like advertisements on/in
- (a) Television
(SA) (A) (UD) (D) (SD)
- (b) Radio
(SA) (A) (UD) (D) (SD)
- (c) Magazines/Newspapers
(SA) (A) (UD) (D) (SD)
- (d) Billboard/Posters
(SA) (A) (UD) (D) (SD)
4. Advertisements have some effect on my buying behaviour.
(SA) (A) (UD) (D) (SD)

5. Ability of Advertisements to influence what I buy depends on.
- (a) How interesting advertisement is
 (SA) (A) (UD) (D) (SD)
- (b) How much I knew about product
 (SA) (A) (UD) (D) (SD)
6. Advertising provides true information about products and services.
 (SA) (A) (UD) (D) (SD)
7. Advertising presents goods and services that relates to my needs.
 (SA) (A) (UD) (D) (SD)
8. I have started to use any product due to GOOD advertising.
 (SA) (A) (UD) (D) (SD)
9. I have stopped using any product due to BAD advertising.
 (SA) (A) (UD) (D) (SD)
10. I have chosen any brand of product I am influenced by:
- (a) Price
 (SA) (A) (UD) (D) (SD)
- (b) Advertising
 (SA) (A) (UD) (D) (SD)
- (c) Friends/Neighbours/Household
 (SA) (A) (UD) (D) (SD)
- (d) Quality
 (SA) (A) (UD) (D) (SD)
- (e) Availability
 (SA) (A) (UD) (D) (SD)
11. Sex: Male..... Female.....

12. Age in years:
Below 20 years 20 years 30-45 years 46 and above

.....
13. Marital Status: Single..... Married.....

14. Highest Educational Qualification so far:

None.....

Primary six.....

S.75.....

W.A.S.C./G.C.E.

O.N.D./N.C.E./H.S.C./DIP.....

B.Sc.....

M.Sc./M.B.A./PhD.....

Others (Specify).....

15. Occupation at present

Self employed.....

Employee.....

Unemployed.....

Student.....

Housewife.....

16. Level of income

=N=10,000 per year and below.....

=N=10,000 - =N=15,000 per year.....

=N=15,000 - =N=30,000 per year.....

=N=30,000 and above per year.....

Thank you for your co-operation.

A. D. R. BABAYATO