**THE IMPACT OF ADVERTISING ON CUSTOMER PATRONAGE**

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ABSTRACT

Advertising is an economic promoter with the attribute of persuasiveness. In formativeness has an important contribution to make in terms of increasing sales or demand for the services they rendered and hence increase profitability and also helps customers in making decisions or choice of demand or spend their income wisely. The researcher will have to analyze the impact of advertising on patronage with special attention on service industry. The researcher identify the effect which advertising have as regards to generating revenue for the service industry. This research work take into consideration the various advertising channels such as Television, Radio, Posters, Newspaper etc. and the ways in which consumers respond to them. In this research, personal interviews, questionnaire and documentary methods were used to gather the necessary information’s, which   were analyzed. A mean statistic was used to analyze the data collection, convenient analyses and tabulation. A total no of 20 respondents was used, also about for (20) questionnaires were given to staff of union bank for answers to be supplied by them. The researcher therefore try to put forward some suggestion that may be revealed and helpful to the industry after all the respondent and questionnaire were analyzed and recommendations were made as to know how advertisement can really increase patronage and better sales volume can be achieved in the service industry.

**CHAPTER ONE**

**INTRODUCTION**

**1.1    BACKGROUND OF THE STUDY**

Advertising is one of major ways in which sellers use in order to stimulate demand for goods and services; therefore, it is a communication function which likes customers with the producer. Kotler (1990:450) “Advertising is undertaking to increase campaign on sales, and this can be done only if the public have full knowledge of the product or service is aimed at customers” Advertising can also be any paid form of non-personnel presentation and promotion of ideas, good and services by an identified sponsor or an art of creating awareness of a specific goods and services available in the market (economy). One of the major objectives of advertisement is to facilitate the work of the salesman by stimulating the demand for the project or services.

Advertisement is carried out through Radio, Television, Magazines, Journals, Directory, Newspapers, Poster, Film show etc. whatever from the advertising takes, the fundamental principle is to deliver the message to the right audience at the right time and at the lowest possible cost, so as to achieve positive result (goals). In early stage of industrialization the general public has no real sense of discrimination. The deciding factor in the purchase of an item or the others was containing price and not quality and the function of the goods or services, its ability, durability and suitability it was whatever cash they ever had in their pockets. The reason for this lack of discrimination was lack of the right kind of education. Producers also find it difficult to make their known; they only display it in shops or by showing it in the market place. People don’t really know that service is a form of product even though it is not tangible, that is it is not something that they can touch. Advertising plays very important roles in the services industry because with proper advertisement it increase its patronage, it create on awareness that something is going on somewhere.

Advertising did not just start at this technological age, it started long time ago, it is an aci0ent practice that reflect back to the very beginning of recorded history where the Romans pointed walls to announce forth coming gladiatorial contest and the Phoenician morals as prominent rocks along trade routes extolling the wishes they said, predecessor or modern day outdoor advertising in pomp, were a well organized group of youth were praising politician and asking people to vote in his favour. Another early form of advertising was the use of town crier. In Greek during the Golden age, town crier were paid to circulate information (forms of advertisement) throughout the street of Athens announcing to the citizen the sales of slave, cattle and other goods.

**1.2    STATEMENT OF GENERAL PROBLEM**

Although advertising can play an important role in the economic growth, some economic still ask the question such as, is money spent for advertising an undesirable allocation of society scarce resources? Or put in another way is advertising an economic waste? Some critics of advertising believes so, some said that the millions of naira wasted on advertising could be used in establishing industries to give employment to the unemployed, others said that the money used to produce good and portable drinking water and other social amenities to the rural areas for a better standard of living for the people, yet other said such millions could be used to build rehabilitation centers for the disables or the privileges, build hospitals and providing drugs both in the rural and urban areas.

Some people argued that advertising has no important use to the economy, it should be noted that advertising expenditure in the United States are currently at 2% to 3% percent of their gross national product (GNP) Winter and Zeigher (1982, 12).

The traditional economic view that advertising is wasteful is based on assumption that customer already possess perfect information and can make their choice without advertising.

The assumption is not true in the real world, because there are a lot of people who spent much in seeking information about product or services daily this is because people do not have complete information and they seem to go after such information. Another problem of advertising is that, the difficulty of its evaluation, it is very difficult to measure the effectiveness of advertising, the problem is the liability of identifying the possible result of any given advertisement or even an entire campaign. Except in the case of mail-order advertising, we cannot attribute a given unit of sale or services to any specific advertising or campaign. And as a result of heavy amount been spend on advertising cost of production increase in effect higher prices is charge for a production of a commodity which is subsequently passed to consumers, thereby decrease their demand for the product. The main issue here is or what not clears about advertising to many people is whether advertising has been doing its job affectively and that is the main concern of this write up.

Advertising research tries to clear this issue by measuring or attempting to measure advertising effectiveness and the same time improve its efficiency. Advertising effectiveness refer to the degree by which an advertising campaign help to achieve overall marketing objectives. In other words, what we assume is that advertising has done related to the objectives for which it is carried out. If the gap between what on advertising campaign has achieved and what was expected to achieve is narrow then we conclude that advertising campaign has been run several times, the conclusion will be that the campaign has been ineffective efficiency on the other hand is defined as the best possible use of the advertising budgeting and media mix in carryout and advertising campaign. Another issue is that the amount of money allocated to advertising is the amount reasonable? If so what of the appropriateness of times all the above are, is what the write – up is out to find.

**1.3    AIMS AND OBJECTIVES**

One cannot start writing a project without something inducing her into such work, thus the writer intends to identify the impact of advertising on service on service industry and need to control the negative effect of the term advertisement. The study specifically attempts to achieve the following objectives;

i      To find out whether the amount spends on advertising is commensurate with the sales volume or profit realized.

ii     To examine banks or any service industry to consider other promotional strategies.

iii    To examine why service industry spent so much money on advertisement of their services, in order to bring the public to the awareness of their services e.g. UBN.

iv    To finding out the problem of advertising in service industry and also offer solution to those problems and also give on the steps to be taken for an effective product promotions.

**1.4    SIGNIFICANCE OF STUDY**

This is one of the most important aspects of the writer up to the researcher because he tries to state clearly the importance and benefits that is derived on advertising on service industry.

For example many industries nowadays advertise their products worldwide through internet which is globally, thus lead service industry competing in a single global village. As a result of good advertising, company will possible for service industry to increase their turnover.

This study will be significant because customer would acquire more knowledge and awareness on the impact of advertising on the service industry. Same time service industries would know the situation of the customers.

To the researcher, it serves as a pre-requisite for the award of PGD in Business Administration at Kaduna Polytechnic. The study would also expand the knowledge of the researcher. Finally, the study would also be useful as a reference material to students and future researcher.

**1.5    RESEARCH QUESTIONS.**

The following research questions have been developed in order to serve as basis for information collection.

1. What are the amounts spent on advertising to commiserate with the sales volume of profit realized?
2. Are there banks or any service industries to consider any other promotional strategies?
3. How much money is involved in order to create awareness of the services produce by the organization?
4. What are the problems faced in the application of advertisement on the steps to be taken for an effective service promotion?

**1.6    SCOPE OF THE STUDY**

The researcher would have wanted to carry out her research in all service industry but for more convenient data collection she has restricted herself to information obtainable at Union Bank of Nigeria Plc, and the customers of their services within Kaduna town only. The research work was undertaken to cover the impact of advertising on customer patronage in Union Bank of Nigeria Plc.

**1.7    LIMITATION OF THE STUDY**

Time availability for this study was short especially when one considers the content needed from the writer in respect to the study. The ups and downs of communications to the subject matter need a considerable and reasonable time.

In accessibility of record/information:  Another limitation to this research is the researcher’s failure to get all the necessary or required information or data. The unavailability of current and relevant data textbooks at the disposal of the researcher also narrowed the extent to which the research intends to review related literature.

Finally, other personal and domestic problems also constitute barriers for effective conduct of the research exercise.

**CHAPTER TWO**

**REVIEW OF LITERATURE**

**INTRODUCTION**

Our focus in this chapter is to critically examine relevant literature that would assist in explaining the research problem and furthermore recognize the efforts of scholars who had previously contributed immensely to similar research. The chapter intends to deepen the understanding of the study and close the perceived gaps.

Precisely, the chapter will be considered in three sub-headings:

* Conceptual Framework
* Theoretical Framework

**2.1 CONCEPTUAL FRAMEWORK**

**CONCEPT OF ADVERTISING**

Advertising is one of the major sources of communication between the producers and the user of products. A company’s product no matter the quality and performance will not generate the expected revenue until they invest in promotional activities that are capable of informing, educating and persuading the consumer about the product. One of the tools used in achieving this is advertising (Ijewere, 2009). According to Kotler and Keller (2013) advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor through a mass media. Borden (2009) also stated that advertising is a controlled identifiable information and persuasion by means of mass media. However, Molokwu (2000) defined advertising in terms of characteristics of what it does which include; attracting attention to a

product, getting the target audience to actually accept the product, getting the target audience to actually acquire the product, sustaining the positive dispositions and constant acquisition of the product, evaluating and reviewing the advertising activities so as to remain abreast with performance. In the light of the above definitions, Agbonifoh et al (2007) stated that the general goals of advertising are to inform, educate and persuade a consumer about company’s products or image. Informative Advertising Kotler and Keller (2013) define informative advertising as an advertising aimed at creating brand awareness and knowledge of a new products or new features of existing products. Advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. An advertisement may seek to inform customers of where to buy the product, the price of the product, and how to use the product safely and economically (Agbonifoh et al, 2007). Latif and Abideen (2011) noted that television is one of the strongest medium of informative advertising and due to its mass coverage and pictorial display, can influence not only the individuals’ attitude, behaviour, life style and exposure but in the long run affect even the culture of a country. Other means of advertising aimed at bringing product awareness to the consumer include; radio, newspapers and magazines, telephone, cable, satellite, wireless, web pages, billboards, signs and posters. (Kotler & Keller, 2013; Ijewere, 2009 & Agbonifoh et al, 2007). In general, the role of advertising is to inform both loyal and potential consumers of the awareness, benefit, function and /or the price of the goods or services, to persuade consumers to buy or patronize the goods or services and to remind those who are already using the product or services of the continuous existence of the product in the market (Dominick, 2002).

**PERSUASIVE ADVERTISING**

The primary aim of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behaviour (Kumar and Raju, 2013). Persuasive Advertising is aimed at creating liking, preference, conviction, and purchase of a product. Some persuasive advertising uses comparative advertising which makes an explicit comparison of the attributes of two or more products (Kotler & Keller, 2013). The ultimate aim of persuasive advertising is to convince or persuade the customer to think favourably about the company or to buy it products (Agbonifoh et al, 2007). Companies spend lots of money to keep customers interested in their products. They also need to understand what makes potential customers behave the way they do and to use the advertising tool to bring to the customers’ awareness the efforts put in place by the organization in meeting the expectations of the customers. Most organizations believe that this may have the potential to contribute to brand choice among customers. In addition, one of the major roles of advertising is to impact on consumers buying behaviour (Okunna, 2002).

Most organization are now involved in the study of consumer behaviour because it tend to explain why consumers act in particular ways under certain circumstances and tries to determine the factors that influence consumer behaviour especially the economic, social and psychological aspects (Okunna, 2002; Ojenike, 2012; Sanusi, Ajilore & Oloyede, 2014). The essence of the study of consumer behaviour by organisations is to enable them put in place strategies that will influence consumer buying decision and of all the marketing tools and persuasive advertising is known for its long lasting impact on consumers’ mind, as its exposure is much broader (Abideen and Saleem, 2013). The success of any product depends on its level of acceptance in the market. This is the reason many organizations employ different effective marketing tools especially advertising to enhance product acceptance. Persuasive advertising therefore, provides a means for fighting competition by demonstrating

the products strengths and superiority over others with the hope of improving company’s patronage and market share.

**REMINDER ADVERTISING**

In order to maintain brand patronage and loyalty, companies adopt reminder advertising strategy aimed at stimulating repeat purchase of products. This is achieved by not only frequently advertising but also by using as many mass media as possible to reach its customers.Reminder advertising is not only aimed at stimulating repeated purchase by frequently reminding customer about the company or product but also re-assuring or convincing current purchasers of the company’s product that they made a right choice (Kotler & Keller, 2013). The perception of customer about a product is changed or strengthened frequently depending on the consistency of those associations that are related to the product in customer’s mind, this is achieved using reminder advertising (Okunna, 2002). The product cognition by customer to a large extent

influence consideration, evaluation and finally purchases by customer.

**ADVERTISING EFFECTIVENESS**

Rimoldi (2008) explained the advertising effectiveness as a function of the consumer's adverts liking which in turn affects purchase behaviour. Advertising effectiveness is one of the critical factors to analyse the purchase intention. Calder and Malthouse (2007) established that advertising effectiveness is positively affected by consumers' engagement with media. However, Advertising effectiveness itself depends on many factors like choice of media and consumers’ involvement with media. This involvement includes the media and attitude towards the ad which significantly affects the advertising effectiveness (Mehta 2000). Further on it was found that advertisement content and quality along with the media used for advertisements affects effectiveness( Nysveen & Breivik (2005). Media platform such as TV advertisements effects more to rural teenagers as compared to urban teenagers (Bishnoi and Sharma,2009). The internet ads effectiveness can be analyzed easily (Madhavi & Rajakumar, 2000) and it is less effective due to more control of users over it as compared to print advertisements (Mehta, 2000). Numberger & Schwaiger, 2003 suggested that advertising effectiveness is optimum when internet and print media are used together. However, Bendixen 1993; Siegel and ZiffLevine 1990 poised that apart from advertisements effectiveness, awareness and intention also affect purchase decisions.

**TYPES OF ADVERTISING**

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (advertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts (Solomon *et al.*, 2006). Any place an "identified" sponsor pays to deliver their message through a medium is advertising Advertisers are critical to the success of commercial media because they provide the primary revenue stream that keeps most of them viable. Broadcasters, trade magazine publishers, and newspaper publishers exhibit the highest levels of dependence on advertising income among media firms. Advertisers, however, do not provide these financial resources in order to make media possible; they do so in order to pursue their own interest and purposes (Gustafsson, 2006: p. 20).

**DIGITAL ADVERTISING**

**Television advertising / Music in advertising**

With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear. Certain forms of advertising such as TV advertising typically require a large budget (Kotler, P, 2002).

**Radio advertising**

All of us are aware about a radio and must have heard advertisements for various products in it. It is rare for a company to shift all of its marketing allocation into promotions, however, because a radio advertisement, for example, may be needed to inform the consumer of the promotion (Donald, 2002).

**Online Advertising**

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. With traditional advertising, you pay for space on the printed newspaper or magazine page or you pay for time on radio or television airwaves. With online advertising, you pay for space on a web page (Miller, 2011). Consumers largely use email to contact customer service on pre- and post-sale bases. Although these email addresses can be captured for the purpose of outbound email marketing with the customer’s consent (in other words, opt-in), the outbound service reply should include a reminder in the footer that promotes email registration for marketing messages and/or newsletters (Mullen & David, 2009). With online Advertising, the marketing aspect is made a lot easier when the Internet arena is thrown into the picture. In this sense, all the things referred to the ‘marketing’ facet of a business are done online. Advertising, branding, and selling of products and services are accomplished by using Internet as the medium (Mullen & David, 2009). It is a powerful communications medium that can act as a ‘corporate glue’ that integrates the different functional parts of the organization.

**PHYSICAL ADVERTISING**

**Press Advertising**

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. Newspapers are a good medium for targeting individuals at or near the purchase decision. Magazines, through their editorial features and pictures, forge relationships with their readers that often last over time. There are several types of magazines: consumer or business and vertical or horizontal. There are hundreds of consumer magazines targeting every demographic and psychographic segment (BENNETT, 2010).

**Mobile Billboard**

Advertising Mobile billboards are devices that expand on the concept of roadside billboards as a means of advertising various goods and services. Mobile billboard advertising involves the strategic use of moving vehicles to promote different products to a wider range of potential clients. Rather than relying on consumers to pass a stationary billboard posted along a highway, the mobile billboard ad is constantly moving over roadways and hopefully introducing the advertised products to consumers who may never have seen the ad otherwise (Tatum, 2011).

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: Target advertising, one-day, and long-term campaigns, Conventions, Sporting events, Store openings and similar promotional events, and Big advertisements from smaller companies (Bennett, 2006).

**In-Store Advertising**

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays. It also gives you a way to connect with consumers as they are making a final commitment to buy. Instore advertising is your last chance to shape shoppers’ thinking, a culmination of all the media messaging they may have received about your product.

In-store advertising can be harder than it looks. Displays with funny names like end caps and power stands are often placed in the wrong aisle--or worse, sit in the storeroom gathering dust (Chafkin, 2011).

**Coffee cup advertising**

Coffee cup advertising is the next generation of advertising media and is one of the strongest mediums in which to deliver a message as thousands of people every day purchase it. Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle (McQuail, 2013).

**Outdoor (street) Advertising**

This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti and 3d pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces. Outdoor advertising is as old as advertising itself, but new life is being breathed into the old medium. In fact, as digital, video and wireless technologies redefine the sector over the next few years, it will rank second only to Internet advertising in ad spending growth (McQuail, 2013).

**CONCEPT OF CUSTOMER PATRONAGE**

According to the Concise Oxford English Dictionary (2008), the word customer or consumer patronage mean a person or thing that eats or uses something or a person who buys goods and services for personal consumption or use. People patronize organizations products/services at one time or the other. In the context of this study, we may use customer

patronage and loyalty interchangeably because customer patronage precedes loyalty. There is a strong relationship between patronage and

loyalty. Patronage is burn out of a desire to be committed to an organization either based on its service quality or perceived service qualities. Hence, the extent to which a customer will patronize the services of a bank depends on how the customer perceives the banks physical environment (services cape) and how the customer also thinks and feels that the condition of the service environment is consistent with his /her personality. Banks in the 21st century often compete for customers in order to increase their market share. The possibility of any of these money deposit or retail banks to achieve their stated aims is hinged on their ability to evolve products (services) that will satisfy the needs and wants of their chosen target customers better than their competitors. Also, their service quality and delivery strategies should be improved while looking for new avenues to regularly attract and retain their customers. The importance or essence of repeat customer patronage is that an increase in sales volume will ultimately and significantly impact on the company’s profitability level [10]. The works of previous researchers on patronage of Banks were anchored on related measures used by the researchers on Business performance, marketing performance or effectiveness etc. Here, in measuring customer patronage, most researchers adopted measures similar to business or marketing performance. Notwithstanding the enormously complex and dynamic nature of the environment in which banks compete, there is a growing body of evidence that suggests it is possible to discern relevant measures or indicators of patronage in banks. Accordingly, and in line with previous studies, Goddard et al. [11], this study views customer patronage as the means of a respondent’s rating for his or her firm’s sales volume / volume of transactions, profit margin and customer retention level.

**2.2 THEORETICAL FRAMEWORK**

This study is anchored on the Social Responsibility Theoretical frame. Asemah (2011, p. 146) observes that this theory has a wide range of applications since it covers several kinds of private print and public corporations of broadcasting, which are answerable through various kinds of democratic procedures to the society. According to Okenwa (2002). the theory focuses on the consequences of the media and the attendant activities on the society, and places demands of responsibility on the operators without undermining the importance of freedom. In the same vein, Okon (2013) notes that" mainstream Journalism, in line with international best practices, requires diligent investigation and non-evasive advocacy geared towards accuracy, objectivity and social constructionism'Xp-122). It is not in doubt that the mass media owe the society some responsibilities in packaging of contents for as noted by Schramm (1979) cited by Asemah (2013, p. 148), such responsibilities include;

1) The media as watchmen,

2) The mass media widen horizon,

3) The media raise aspirations,

4) The media can focus attention (agenda setting),

5) Can create a climate for development,

6) Partake in the decision process and,

7) The media touch all facets of human existence. In corroboration, Okon (2014) posits within the context of social responsibility that" where information is power, the availability of information and accessibility to media content becomes a necessary parameter for development" (p.64). The Social Responsibility theory was therefore adopted because it stresses the importance of being socially responsible to the society generally, by adhering to extant ethical advertising practices even with the temptation of surviving in contemporary free market and competitive economy in Nigeria. This theory is very appropriate for this work because it explains the role of the mass media to further public interest even in the midst of generating revenue through ethical advertising practices as a way of sustaining the mass media.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 INTRODUCTION**

 In this chapter, we described the research procedure for this study. A research methodology is a research process adopted or employed to systematically and scientifically present the results of a study to the research audience viz. a vis, the study beneficiaries.

**3.2 RESEARCH DESIGN**

Research designs are perceived to be an overall strategy adopted by the researcher whereby different components of the study are integrated in a logical manner to effectively address a research problem. In this study, the researcher employed the survey research design. This is due to the nature of the study whereby the opinion and views of people are sampled. According to Singleton & Straits, (2009), Survey research can use quantitative research strategies (e.g., using questionnaires with numerically rated items), qualitative research strategies (e.g., using open-ended questions), or both strategies (i.e., mixed methods). As it is often used to describe and explore human behaviour, surveys are therefore frequently used in social and psychological research.

**3.3 POPULATION OF THE STUDY**

 According to Udoyen (2019), a study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitute of individuals or elements that are homogeneous in description.

This study was carried out to examine the impact of advertising on customer patronage , using Union Bank, Kaduna State as a case study. Staff of Union Bank form the population of the study.

**3.4 SAMPLE SIZE DETERMINATION**

A study sample is simply a systematic selected part of a population that infers its result on the population. In essence, it is that part of a whole that represents the whole and its members share characteristics in like similitude (Udoyen, 2019). In this study, the researcher adopted the convenient sampling method to determine the sample size.

**3.5 SAMPLE SIZE SELECTION TECHNIQUE AND PROCEDURE**

According to Nwana (2005), sampling techniques are procedures adopted to systematically select the chosen sample in a specified away under controls. This research work adopted the convenience sampling technique in selecting the respondents from the total population.

In this study, the researcher adopted the convenient sampling method to determine the sample size. Out of all the entire population of staff of Union Bank, the researcher conveniently selected 20 out of the overall population as the sample size for this study. According to Torty (2021), a sample of convenience is the terminology used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher.

**3.6 RESEARCH INSTRUMENT AND ADMINISTRATION**

The research instrument used in this study is the questionnaire. A survey containing series of questions were administered to the enrolled participants. The questionnaire was divided into two sections, the first section enquired about the responses demographic or personal data while the second sections were in line with the study objectives, aimed at providing answers to the research questions. Participants were required to respond by placing a tick at the appropriate column. The questionnaire was personally administered by the researcher.

**3.7 METHOD OF DATA COLLECTION**

Two methods of data collection which are primary source and secondary source were used to collect data. The primary sources was the use of questionnaires, while the secondary sources include textbooks, internet, journals, published and unpublished articles and government publications.

**3.8 METHOD OF DATA ANALYSIS**

The responses were analyzed using the simple percentage and mean and standard mediation tables, which provided answers to the research questions.

In analyzing data collected, mean score was used to achieve this. The four points rating scale will be given values as follows:

SA = Strongly Agree 4

A = Agree 3

D = Disagree 2

SD = Strongly Disagree 1

**Decision Rule:**

To ascertain the decision rule; this formular was used

**= 2.5**

|  |
| --- |
| 4+3+2+1 =10 4 4 |

Any score that was 2.5 and above was accepted, while any score that was below 2.5 was rejected. Therefore, 2.5 was the cut-off mean score for decision taken.

**3.9 VALIDITY OF THE STUDY**

Validity referred here is the degree or extent to which an instrument actually measures what is intended to measure. An instrument is valid to the extent that is tailored to achieve the research objectives. The researcher constructed the questionnaire for the study and submitted to the project supervisor who used his intellectual knowledge to critically, analytically and logically examine the instruments relevance of the contents and statements and then made the instrument valid for the study.

**3.10 RELIABILITY OF THE STUDY**

The reliability of the research instrument was determined. The Pearson Correlation Coefficient was used to determine the reliability of the instrument. A co-efficient value of 0.68 indicated that the research instrument was relatively reliable. According to (Taber, 2017) the range of a reasonable reliability is between 0.67 and 0.87.

**3.11 ETHICAL CONSIDERATION**

The study was approved by the Project Committee of the Department. Informed consent was obtained from all study participants before they were enrolled in the study. Permission was sought from the relevant authorities to carry out the study. Date to visit the place of study for questionnaire distribution was put in place in advance.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**INTRODUCTION**

This chapter presents the analysis of data derived through the questionnaire and key informant interview administered on the respondents in the study area. The analysis and interpretation were derived from the findings of the study. The data analysis depicts the simple frequency and percentage of the respondents as well as interpretation of the information gathered. A total of twenty (20) questionnaires were administered to respondents of which only twenty (20) were returned and validated. This was due to irregular, incomplete and inappropriate responses to some questionnaire. For this study a total of 20 was validated for the analysis.

**4.1 DATA PRESENTATION**

**Table 4.2: Demographic profile of the respondents**

|  |  |  |
| --- | --- | --- |
| **Demographic information** | **Frequency** | **percent** |
| **Gender**Male |  |  |
| 5 | 43.3% |
| Female | 13 | 56.7% |
| **Age** |  |  |
| 20-25 | 9 | 30% |
| 25-30 | 5 | 26.7% |
| 31-35 | 2 | 20% |
| 36+ | 4 | 23.3% |
| **Marital Status** |  |  |
| Single  | 15 | 63.3% |
| Married | 5 | 36.7% |
| Separated | 0 | 0% |
| Widowed | 0 | 0% |
| **Education Level** |  |  |
| WAEC | 0 | 0% |
| BS.c | 15 | 83.3% |
| MS.c | 5 | 16.7% |
| MBA | 0 | 0% |

**Source: Field Survey, 2021**

**4.2 DESCRIPTIVE ANALYSIS**

**Question 1:**  What are the amounts spent on advertising to commiserate with the sales volume of profit realized?

This table is used to answer research question 1

**Table 4.3 respondent on question 1**

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Very big amount | 10 | 45.45 |
| Not very big amount | 4 | 25.97 |
| Undecided | 6 | 28.57 |
| **Total** | **20** | **100** |

**Field Survey, 2021**

From the responses obtained as expressed in the table above, 45.45% of the respondents said Very big amount, 25.97% said Not very big amount. While 28.57% of the respondent were undecided .

**Question 2:**Are there banks or any service industries to consider any other promotional strategies?

This table is used to answer research question 2

**Table 4.4 Respondent on question 2**

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Yes | 11 | 58.44 |
| No | 4 | 19.48 |
| Undecided | 5 | 22.07 |
| **Total** | **20** | **100** |

**Field Survey, 2021**

From the responses obtained as expressed in the table above, 58.44% of the respondents said yes, 19.48% said no , while 22.07% were undecided.

**Question3:**How much money is involved in order to create awareness of the services produce by the organization?

This table is used to answer research question

**Table 4.5: Respondent on question 3**

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Very much money | 12 | 38.96 |
| Not very much money | 3 | 25.97 |
| Undecided | 5 | 35.06 |
| **Total** | **20** | **100** |

**Field Survey, 2021**

From the responses obtained as expressed in the table above, 38.96% of the respondents said Very much money, 25.97% said Not very much money, while 35.06% were undecided.

**Question 4:** What are the problems faced in the application of advertisement on the steps to be taken for an effective service promotion?

This table is used to answer research question

**Table 4.6: Respondent on question 4**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S/N** | **ITEM STATEMENT** | **SA****4** | **A 3** | **D 2** | **SD 1** | **X** | **S.D** | **DECISION** |
| 1 | Budget limit | 3 | 9 | 7 | 1 | 3.2 | 3.36 | Accepted |
| 2 | Compelling content | 10 | 3 | 2 | 5 | 3.0 | 3.03 | Accepted |
| 3 | Choosing the right method | 5 | 10 | 2 | 3 | 3.1 | 3.13 | Accepted |
| 4 | Rising through the competition | 10 | 4 | 3 | 3 | 2.9 | 2.9 | Accepted |

**Source: Field Survey, 2021**

 In table above, item1 with mean response of 2.72 accepted that Budget limit. Item 2 with mean score of 2.54 also accepted that Compelling content. Item 3 with mean score of 2.81 accepted Choosing the right method. Item 4 with the mean score of 2.70 also accepted that Rising through the competition. Item 1,2,3,4 have mean scores above 2.50. This indicates that respondents accepted in all the items on the problems faced in the application of advertisement on the steps to be taken for an effective service promotion.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

**5.1 SUMMARY**

In this study, our focus was on the impact of advertising on customer patronage using Union Bank Kaduna state as a case study**.** The study specifically was aimed at highlighting whether the amount spends on advertising is commensurate with the sales volume or profit realized, examine banks or any service industry to consider other promotional strategies, examine why service industry spent so much money on advertisement of their services, in order to bring the public to the awareness of their services e.g. UBN, finding out the problem of advertising in service industry and also offer solution to those problems and also give on the steps to be taken for an effective product promotions . A total of 20 responses were validated from the enrolled participants where all respondent are drawn from staff of Union Bank.

**5.2 CONCLUSION**

Based on the finding of this study, the following conclusions were made:

1. The amounts spent on advertising to commiserate with the sales volume of profit realized is very high
2. There are banks or any service industries to consider any other promotional strategies.
3. Very much money is involved in order to create awareness of the services produce by the organization.

**5.3 RECOMMENDATION**

Based on the responses obtained, the researcher proffers the following recommendations:

That the managers of Union bank allocate a reasonable part of their resources to advertising as it is capable of increasing their market share through patronage and invariably the total profit. In addition, commercial road transport companies should endeavour to use different advertising media that are informative, persuasive and reminder in nature as the study has shown that they are very effective tools in soliciting customers’ patronage.

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**APPENDIXE**

**QUESTIONNAIRE**

**PLEASE TICK [√] YOUR MOST PREFERRED CHOICE(S) ON A QUESTION.**

**SECTION A**

**PERSONAL INFORMATION**

Gender

Male ( )

Female ( )

Age

20-25 ( )

25-30 ( )

31-35 ( )

36+ ( )

Marital Status

Single ( )

Married ( )

Separated ( )

Widowed ( )

Education Level

WAEC ( )

BS.c ( )

MS.c ( )

MBA ( )

**SECTION B**

**Question 1:**  What are the amounts spent on advertising to commiserate with the sales volume of profit realized?

|  |  |
| --- | --- |
| **Options** | **Please tick** |
| Very big amount |  |
| Not very big amount |  |
| Undecided |  |

**Question 2:**Are there banks or any service industries to consider any other promotional strategies?

|  |  |
| --- | --- |
| **Options** | **Please tick** |
| Yes |  |
| No |  |
| Undecided |  |

**Question3:**How much money is involved in order to create awareness of the services produce by the organization?

|  |  |
| --- | --- |
| **Options** | **Please tick** |
| Very much money |  |
| Not very much money |  |
| Undecided |  |

**Question 4:** What are the problems faced in the application of advertisement on the steps to be taken for an effective service promotion?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **ITEM STATEMENT** | **SA** | **A**  | **D**  | **SD**  |
| 1 | Budget limit |  |  |  |  |
| 2 | Compelling content |  |  |  |  |
| 3 | Choosing the right method |  |  |  |  |
| 4 | Rising through the competition |  |  |  |  |