**THE ROLE OF ADVERTISING IN MOTIVATING CONSUMER BRAND PREFERENCE FOR BEVERAGES**

**ABSTRACT**

This research project was designed to investigate the extent to which advertising influence consumers purchase decision on the Bournvita brand. To solve the research problem both primary and secondary data were collected the research instrument used in collecting the data were questionnaire and oral interview. The respondent comprised of the staff and consumers of Bournvita product.

In organizing and presenting data collected table and percentages were used. The various hypothesis were tested using the Chi-square.

Data analysis and interpretation gave the following findings.

1. Consumers choice of beverage brand can be attributed to advertising

2. The quality of a product affects consumers in the choice if their beverage brands.

3. Price is a major factor that influences consumers of beverage products to prefer one brand of beverage to another.

Based on finding the researcher recommends that:

1. The beverage producers should under taker research of raw materials and efficient channel of distribution so as to always offer their products of reasonable qualify and price to consumers.

2. Making intensive and adequate use of promotional mix especially advertising, to make their marketing activities more efficient and effective.

3. Producers of beverage product should identify the factors that are responsible as their brand choice and adopt total products concepts in marketing of their products, father than engaging in costly advertising.

The conclusion is that advertising is an important promotional tool for effective marketing of any mass produced consumer produces in a competitive market environment.

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background Of The Study**

Marketing is the management process aimed at identifying, anticipating, analysis and satisfying human needs and wants through exchanges as efficiently and effectively as possible (Adirika, 1990:3)

Its concept is a philosophy of business which state that the customer want satisfaction of the economic and social justification for a firm is existence. However, no matter how a produced completely meets the requirements of the consumers, its existence has to be made know t the consumers, Hence, the need for advertising which serves as an awareness Greaten.

Equally, the multiplication of beverage (Bournvita) producing company implies that for a firm in the industry to survive, grow or improve its markets share, its must year its market share, it must year its energies towards some form of product high quality development, fair pricing, effective promotional, activities, and wide distribution network. Besides competitors, the growth of this industry creates other problems which include that by presenting a variety of choice tot he customers, the management of the company face the problem of identifying which of these varieties that exert greatest influence on consumer preference on one brand of beverage product over the other. This has led to the policy of most companies marketing department investing so heavily on advertizing as the surest means of reaching their target markets. Nigerian businessmen always depreciate the role of advertising in business because of their pursuit for quick money and profits, they often erroneously regard advertising expenditure as money wasted. This is unfortunate indeed, adverting it perhaps the most effectively way of communicating with customers and the general public. Through advertizing, a company communicates the information a consumer needs to evaluate a product or the ability of the company to offer a product or service.

Advertizing can be inform of newspaper and magazine, direct mail trade exhibitions, television, radio, catalogue, product demonstration etc.

Following the increase in the competitive nature of the market environment in Nigerian today, marry companies are found in the line of beverage product production. One of such companies who also lover a leading name in beverage market is Cadbury Nigeria Plc who builds its fame on vitality and delicious goodness of its food beverages. The extra flavour of its confectionery and the appetizing taste of its products.

The company’s operations in Nigeria were initially continued tot he selling of imported chocolate products in the major urban areas. This was before 1965 when Cadbury Nigeria Plc operated as the registered Nigerian sale office for Cadbury fry expert limited. However, the introduction of the Coco beverage, Pronto, and later the well know malt beverage BOURNVITA between 1956 and 1969 enable the company penetrate the indigenous market. The increase in turnover instified first, the local packaging of these products and subsequently the full manufacture of BOURNVITA in the company manufacture and market their products through network of wholesale distributors located in various parts of the commit.

They equally make a to of expenses as a result of carrying out promotional strategies for their product. One of such promotional mix which they make use of is advertizing which demands from the management a huge amount of money yearly. Advertizing is a group of activities involved in presenting to people message regarding a product, service or idea in a non-personal form by a identified sponsor. Its main takes is to communicate effectively so as to establish awareness if create a favourite attitude to and stimulate demand for a product or service among potential consumers. It should therefore be informative, instructive, persuasive and relevant to consumer’s needs. It should appeal to the emotional instincts in some discerning ways from similar products of the same or other companies. In the marketing of beverages, branding enhancing product identification, which in turn facilitates marketing action and demand stimulation. It helps for effective advertizing and market control. The search for this study involves investigating consumer brand recantation, brand preference, brand acceptance, and brand insistence of the brand of selected beverage, Bournvita.

Finally, the role of advertising in motivating consumers, play a major role in beverage industries. Some consumers are being moved by the nature of advertisement of a particular product irrespective of the price attached to it.

1.2 STATEMENT OF THE PROBLEM

In any competitive marking environment such as ours, a marketing manager is often faced with the problems of how to determine the nature of demand for his products in a given market segment, how to determine the factors responsible for the variations in the demand pattern.

Management of Bournvita producing company in Nigeria is faced with the problem of not only identifying suitable strategies to bet their competitors but also how to determine the strength of the contributions of various components of the promotional mix variables of the purpose of stimulating demand of their product brand. This has equally led to different company’s budgetary allocation to and policy emphasis on different components of promotional mix. The pertinent question that come to mind include.

Why doe s food proportion of Bournvita consumers benefit adequately from advertising message Bournvita brand ?

Why is the large sum of money invested in advertising Bournvita product justified ?

Why does advertizing of Bournvita aroze a behaviour that would otherwise not be displayed by the consumers, thus disposing him towards advertised produced.

Specifically, it has become necessary to determine:

1. Why the consumption of Bournvita is being seriously influenced by its advertizing as against other factors (availability of the products its quality, price and positioning strategy of the product).

2. The strength of advertizing relative to these other factors in influencing the consumer to one brand of beverage over the other.

Answer to these and some other related questions constitute the central task of this research work.

1.3 OBJECTIVE OF THE STUDY

Advertizing as a promotional; mix among other things at influencing, consumer of selecting a particular product or service instead of competing brand of similar product during their purchase decisions.

This study therefore, seeks to examine the market acceptance of Bournvita in Enugu metropolis with a view to establishing the extent to which consumer’s preference of Bournvita over other brand of beverage can be attributed to advertising. Therefore, the objectives of this study are:

1. To determine whether advertisement appeal or theme is the reason why consumers prefer Bournvita to other brand of beverages.

2. To identify the cause and kind of differences in consumer preference the Bournvita product under study.

3. To determine the extend to which consumption of the Bournvita product is being influenced by the advertizing.

4. To determine the strength of advertizing relative to the other factors in motivating consumer awareness of Bournvita under study.

5. To suggest ways of improving advertizing campaign strategy for beverage product marketing to be more effective.

1.4 HYPOTHESIS FORMULATION

The following hypotheses will be tested.

1. Ho: Most consumers are not aware of Bournvita product through advertizing.

Hi: Most consumers are aware o Bournvita product through advertizing.

2. Ho: Consumer brand preference for Bournvita product is not influenced by exposure to advertizing message.

Hi: Consumer brand preference for Bournvita product is influenced by exposure to advertising message.

3. Ho: There is no signification relationship between the advertizing of Bournvita and sales volume of the organisation.

Hi: There is signification relationship between the advertizing of Bournvita and sales volume of the organisation.

1.5 SIGNIFICANCE OF THE STUDY

It is intended that the result of this study will help the Cadbury Nigeria Plc in the following ways:

1. To be in a position to make their product to meet the needs of their customers.

2. To help the consumers ascertain the quality of then product and the benefits derive in consuming the product.

3. It will facilitate the work of other people mostly researchers who many in one way or the other engage in a similar research in future.

4. The reader with also benefit form this work became it will help them in building their own study when carrying out the academic research.

5. It will expose the opportunities and threats facing the competitors and the need to affect changes so that the company can grow positively.

1.6 SCOPE OF THE STUDY

The study is a case study of Cadbury Nigeria Plc. Due to the size and spread of the company, the study is limited only to consumers of Bournvita in Enugu metropolis.

1.7 DEFINITION OF TERMS

ADVERTISING: It is a non-personal form of communication or presentation of goods, ideas or se4rvuces conducted through paid media under clear sponsorship (Kotler P. 2nd Edition, 1987)

CONSUMER PRODUCTS: They are those products used by the final consumers that are not industrial products (Ozo 2002, P.120)

BRAND PREFERENCE: Is a situation where the consumer selects a particular product that will satisfy his needs and wants. (Journal o Consumer Research. 1982, P. 185).

CONSUMER BEHAVIOUR: Is whatever the consumer does in the process of satisfying his/her needs. (Ozo 2002, P. 10)

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.0 Introduction**

This chapter is set to review existing literature on advertisement on consumer buying behaviour as seen by scholars of repute or researchers.

Advertising, sales promotion, personal selling and public relation are mass-communication tools available to marketers. Advertiser primary mission is to reach prospective consumers and influence their awareness, attitudes and buy behaviour. One of the studies of advertising and consumer buying behaviour was conducted by (Acebron and Dopico 2000) and the aim of the study was to analyze the impact of previous experience on buying behaviour of fresh foods. They used structural equation model in other to identify the relationship between habits and consumer buying decision.

According to Proctor, Moorell, Good and Cupples (1982), the principal aim of consumer behaviour analysis is to explain why consumers act in a particular way under certain circumstances. Thus, in this chapter an attempt shall be made to give the concepts of advertising. The reasons for advertising, role of advertising, types of advertising, advertising industry and advertising media will be reviewed.

Furthermore, concepts on consumer behaviour, theories of consumer buying behaviour, model of consumer decision making process, advertising and consumer behaviour – a theoretical explanation and effects of advertisement on consumer behaviour will be discussed.

**2.1 Concepts Of Advertising**

Advertising as a promotional or communicational tool is an aid to trade for driving sales of the company’s products and services and also to build a brand identity and communicate changes or new products/services to the customers. It is a subset of promotional mix which is one of the 4p’s in the marketing mix. As a promotional strategy, advertising serve as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision.

Advertising have been defined in various ways by different scholars. The common and significant thing about all the definitions is that; advertising helps to inform people (Consumers) about the product newly introduced or products in existence.

According to Reynard (1974), “Advertising is a set of techniques and methods having the objective of informing and convincing the client to buy some products or services.” In this definition, advertising has two main objectives; firstly, as information products or source that makes the consumers know that the goods and services are available for them to buy. Secondly, the effort to convince the consumers to buy the goods they have been made aware of.

Another definition of advertising by Bovee and Arens (1992) is that “Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media”.

This definition tries to see advertising as a way of communication to people through various advertising media, using information provided by the owner of the products.

Samuel (1987) also defined advertisement “as a paid announcement published in newspapers, magazines, radio or television.” They could be general notice or information on the arrival of new goods in a store, or persuading customers to buy already existing ones.

In all the definitions given above, four things can be inferred;

i.Information about a product, either newly introduced arrived or already existing

ii.The owners of the products been advertised, who provide the information pay for the publication of such information.

iii.There is need for media, for onward transmission of the information.

iv.The target audience (i.e consumers) receives and act upon such information

**2.2 REASONS FOR ADVERTISING**

Advertisers advertise primarily to develop consumer value in their brands. The majority of adverts are for brand, with the obvious exceptions of political, public service and charity advertising.

Brands deliver choice, innovation, confidence and consumer value. The value of most businesses does not reflect their tangible assets, but their brand assets and therefore leads to business success being very largely driven by the ability of a company’s brands delivering a higher level of consumer satisfaction than competing brands (ISBA, 2004)

Advertising is also carried out to create and retain awareness of product in the mind of the consumers. This is very necessary especially with products that have short lift span. Consumers being who they are, change their behaviour at anytime. So to retain the market for such products, the product has to be advertised on and on, if not, other producers might bring a new product into the market and win the mind of the consumers. For instance, coca-cola is a widely known

product and is still advertised in other to retain their share of the market. Through advertising, loyalty for certain brands of product can be created. Some consumers are so loyal to some brands that even if the price of the product is higher than others in the market, it doesn’t affect their loyalty for this brand (Ayanwale et al., 2005).

Semovita is a type of food and there are other food that are better and even preferable than Semovita because most consumers have developed that loyalty for the Semovita brand, they don’t take any other brand but Semovita brand.

Advertising also help create interest and demand for products that would not have been bought if not advertised. Hence, the use of persuasive images is very important in creating interest in the mind of consumers, which in turn affect the consumer’s buying behaviour towards that product at any time.

2.3 ROLE OF ADVERTISING

According to Wilkie (1994), advertising fulfils a number of tasks usually in the context of brands. Some of these roles are as follows:

i. Increasing the sales of the product or service

ii. Creating and maintaining brand identity or brand image

iii. Communicating a change in the existing product line

iv. Informing about new product availability, feature and price.

v. Creating a reputation for services reliability of research strength.

vi. Increasing the buzz-value of the brand or the company.

vii. Increasing the number or quality of retail outlet.

Before any advertisement can be carried out effectively, these objectives must be put into consideration.

2.4 TYPES OF ADVERTISING

Wells, Burnett and Moriarty (2000) said that advertising can be classified under the following heading:

2.4.1 Direct Advertising

This is concerned with advertising of product to those who really need them. Some type of goods appeal to a certain category of people. When such goods are to be advertised, it would be more economical and convenient to identify the target audience and advertise directly to them. For example, if a new drug is brought to the market, it would be preferable to advertise it on medical journals, and the medical practitioners in turn recommend or prescribe the drug to patient. It is advisable to advertise directly to the likely consumers.

2.4.2 Indirect Advertising

Goods that are advertised under indirect advertising are goods that are needed and used by everybody, no matter the group or category. Example of such is toothpaste and whichever way this type of product is advertised, it still captures the attention of consumers.

2.4.3 Competitive Advertising

This type of advertisement is used in advertising competitive products. As the name implies, it is used to win more consumers at the expense of their competitors. To achieve

this, attractive pictures, bright colours and beautiful scenarios are used to present the commodity in desirable form that will attract the consumers. In competitive advertising, care is taken in selecting words to be used in order not to destroy the image of the other competitors’ products, such as Flourmill (Semovita) and Honeywell (Semolina).

2.4.4 Informative Advertising

This is the type of advertising that inform consumers about their brand. This type of advertising usually creates awareness about a product in the market and its benefit.

2.4.5 Mass Advertising

Mass advertising is carried out to eliminate waste. It occurs when there is co-operation among producers of such products to be advertised. In this case the produce is advertised as one rather than each company advertising its own brand of the product

2.5 ADVERTISING INDUSTRY

Advertising industry is a very important aspect of marketing. It is necessary to critically view what the advertising industry is composed of, i.e the elements which are significant in the industry.

According to Wilkie (1994), Advertising industry is composed of the followings:

i. Sponsor

ii. Agency

iii. Media

2.5.1 Sponsor

In advertising industry, the sponsor or the advertiser is the initiator of the advertisement idea. He is the owner of the product to be advertised. Bearing in mind the objectives of the advertisement, the advertiser organizes the message to the target audience (i.e customers) through a selected medium. The sponsor pays for the advertisement and provides all the information needed for the advert.

Sponsor can be an individual, organization or government. The most important thing is that the sponsor and owner of the product being advertised pays for the cost, unless otherwise as agreed by the advertisement agency.

A sponsor of an advertisement has some objectives he wants to achieve; in order to achieve these objectives, the target market and market positioning must be considered. The sponsor would also want an effective advertisement with less cost, bearing in mind the budget for the advert.

2.5.2 Agency

Advertising is a profession with its specialized code of conduct and etiquette (Ayenuro, 1979). It is better handled by a professional body known as the advertising agencies, with trained personnel that deal with designs and programming. Advertising agencies are team of experts in the field of advertising techniques to perpetuate or promote conformity on the part of the consumer. Advertising agencies link the sponsor or advertiser with the consumer through the advertising media, to bring the advertisement to the target audience.

The agent is responsible for the space and time booking for the advertisement, on behalf of the sponsor. He earns his income from the commission he receives. For an agent to carry out a successful advert, all necessary information about the product must be provided by the sponsor, as well as his support and confidence.

In some large commercial companies, there is usually an advertising unit or department responsible for the advertising campaign of the company. This is however, cheaper for the organization.

2.5.3 Media

This is the third element in the advertising industry. Media is the means of communicating information to a target population (Bovee and Arens, 1992). It is a channel through which the message given to the agent by the sponsor is delivered to the target audience (consumers).

2.6 ADVERTISING MEDIA

Featherstone (1991) said there exist various media which can be effectively used for advertising, such as mentioned below:

i. Print advertising

ii. Outdoor advertising

iii. Broadcast advertising

iv. Covert advertising

v. Surrogate advertising

vi. Public service advertising

vii. Celebrity advertising

2.6.1 Print Advertising

The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the

advertisement, the position of the advertisement (front page/middle page) as well as the readership of the publications. For instance, an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership. The price of print adverts also depend on the supplement in which they appear, for example an advertisement in the glossy supplement costs way higher than that in the newspaper supplement which uses a mediocre quality paper. Print advertising media include: newspaper, magazines, fliers, brochures. etc

2.6.2 Outdoor Advertising

Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular, however has to be really terse and catchy in order to grab the attention of the passerby.

The kiosk not only provides an easy outlet for the company products but also make for an effective advertising tool to promote the company’s product. Organizing several events or sponsoring those events makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products.

Examples of outdoor advertising includes: billboards, tradeshows or events, kiosks, etc

2.6.3 Broadcast Advertising

Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time)

and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owning to the new age media, however the radio remains to be the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles.

Klepper (2001) sees radio as the ubiquitous media that seems to be everywhere. One advantage of radio advertising is that it is able to carry information about goods to both urban and rural areas, where there might not be electricity supply.

2.6.4 Covert Advertising

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports and cinema. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show.

Some of the famous examples for this sort of advertising have to be the appearance of brand Nokia which is displayed on Tom Cruise phone in the movie “Minority Report”, or the use of Cadillac cars in the movie “Matrix Reloaded”.

2.6.5 Surrogate Advertising

Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisements for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries. Hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising.

2.6.6 Public Service Advertising

Public service advertising is a technique that makes use of advertising as an effective communication medium to convey

socially relevant message about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising filed for a social cause. Ogilvy once said, “Advertising justifies its existence when used in the public interest – it is much so powerful a tool to use solely for commercial purposes”. Today public service advertising has been increasingly used in non-commercial fashion in several countries across the world in order to promote various social causes.

2.6.7 Celebrity Advertising

Although the audience is getting smarter ad smarter and the modern day consumer getting immune to the exaggerate claims made in a majority of advertisements. There exist a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising

campaigns, which consists of all sorts of advertising including television advertisements or even print advertisement.

2.7 CONCEPT ON CONSUMER BEHAVIOUR

Consumer behavior is one of the massively studied topics by the researchers and marketers in the past and still being studied. Researchers show different reasons as to why consumer behavior has been the topic of many academics and researchers.

One of the common views is the understanding that consumer behavior has become a factor that has a direct impact on the overall performance of the businesses (Kotler and Keller, 2012). Another view suggests that understanding consumer behavior has become crucial especially due to fierce competition in retail industry world wide (Lancaster et al 2002). It is worth noting that consumer buying behavior is studied as a part of marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy, use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012).

One of such studies of consumer buying behavior has been conducted by Acebron et al (2000). The aim of the study was to analyze the impact of previous experience on buying behavior of fresh foods. In their studies, the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on the consumers have a direct impact on the consumer’s purchase decision in the example of fresh food. They also found the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

2.8 THEORIES OF CONSUMER BUYING BEHAVIOUR

“Buying behavior” refers to all the decisions people and businesses make when they buy products or services. Several different theories have been proposed to explain and predict the

buying behavior of both companies and individuals so that business owners can make the best strategic decisions and address customer wants and needs.

Thompson (1990) identified four (4) theories of consumer behavior, namely:

a) Rational Actors Theory

According to classical economic theory, people make their buying decisions based on a rational analysis of their own self- interest in the situation. The buying behaviour of an individual can be predicted by analyzing what cause of action would most benefit that individual. In theory, the same principle applies to the buying decisions of groups of individuals such as businesses. However, the idea that people are rational actors in the first place has been questioned by more recent economic theories.

b) New Institutional Economics

According to an economic theory called new institutional economics, the rationality of any buying decisions is limited by different forms of uncertainty. For instance, a person buying a ticket to an outdoor game cannot know whether it will rain or

not, so he cannot know whether he will receive any benefit from his purchase. Thompson (1990) said the decision to buy or not to buy cannot be strictly rational under these circumstances. In many buying decisions, the potential buyer doesn’t have access to as much information as the seller.

c) Process Theory

Process theory is another economic theory that seeks to explain the difference between what people would theoretically do if they were rational economic actors and what they actually do in practice.

According to process theory, some buying decisions are made from a self-defensive perspective and others from an opportunistic perspective, depending on the buyer’s perception of possible gains and losses. For instance, a good bulk price on a particular item can convince a consumer to opportunistically buy more than he normally would and sometimes more than he can possibly use. On the other hand, a business owner might pass up a favourable investment simply because he doesn’t trust the people trying to sell it to him.

d) The Bullwhip Effect:

According to Economic Journal of Sociology (2000) consumer buying behaviour can have a disproportionate effect on the buying behaviour of business. For instance, if consumers demand for a particular product drops by 10%, the company that makes the product may switch to a less- expensive supplier for one of the component parts to make up the loss. The original supplier suffers a 100% loss of orders from the company because of a 10% drop in consumer purchases. This is known as the bull whip effect, because a small change at one end has dramatic effects on the other end. Some businesses that don’t sell any products directly to the public still advertise to consumers in an attempt to influence this bull whip effects.

2.9 MODEL OF CONSUMER DECISION MAKING PROCESS

Five stages model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definition of five stages, all of them have common views as they describe the stages in similar ways. One of the common

models of consumer decision making process has been offered by Blackwell (2006). According to him, the five stages of consumer decision making process are the followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.

Each stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner (1993), the first stage, need recognition occurs when an individual recognizes the differences between what they have and what they want/need to have. This view is also supported by Neal and Questel (2006) stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing.

In the next stage, consumer searches information related to desired product or service (Schiffman and Kanuk, 2007). Information search process can be internal and external. While internal search refers to the process where consumers rely on

their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising of feedbacks from other people (Rose and Samuel, 2009).

Once the relevant information about the product or service is obtained, the next stage involves analyzing the alternatives. Kotler and Keller (2005) consider this stage as one of the important stages as the consumer considers all the types and alternatives taking into account the factors such as size, quality and also price.

Backhaus et al (2007) suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives, he/she makes decision whether or not to make the decision. Purchasing decision can further be divided into planned purchase, partially purchase or impulse purchase as stated by Kacen (2002).

Finally, post-purchase decision involves experience of the consumer about their purchase. Although, the importance of

this stage is not highlighted by many authors. Neal et al (2004) argues that this is perhaps one of the most important stages in the consumers’ decision making process as it directly affects the consumer purchase of the same product or service from the same supplier in the future. The most note-worthy writers that serve as academic advocates of the five stage model of consumer decision making include Tyagi (2004), Kahle and Close (2006), Blackwell (2006), and others.

It is important to note that the five stage model is not the only models related to consumer decision-making, and there are also a range of competing model that include Stimulus- Organism-Response Model of decision making developed by Hebb in 1980’s, Prescriptive Cognitive Models, the theory of Trying (Bagozzi and Warsaw, 1990), Model of Goal Directed Behaviour (Perugini and Bagozzi, 2001) and others.

2.10 ADVERTISING AND CONSUMER BEHAVIOUR – A THEORETICAL EXPLANATION

Advertiser’s primary aim is to reach prospective customers and influence their awareness, attitude and buying behaviour.

They spend a lot of money to keep individuals (consumer) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do (Ayanwale et al 2005)

Proctor et al (1982) noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects which can indicate the most favoured marketing mix that management should select. Economic theory has sought to establish relationships between selling prices, sales achieved and consumer’s income; similarly, advertising expenditure is frequently compared with sales.

Ayanwale et al (2005) stated in their research on food drink that advertising and quality are the major factors responsible for the success of a product. This implies that price and other variables seem not to count much to the consumers, as long as the quality of the product is maintained and the

brand is also supported by heavy advertising, reminding and persuading consumers to continue to buy. The results of the study also showed that advertising of various kinds served as the major source of awareness to consumers. Combinations of different media, both electronic and print are employed in advertising. However, television was seen as the most potent and effect medium which most consumers prefer. This implies that television as a medium of advertising a product, has more impact on the consumers when compared with any other media being used for the same purpose (Ayanwale et al 2005).

There has been a controversy in determining whether advertising primary role is informative or persuasive. Gaibraith (1969) believes that advertising influences and persuades the consumer to make purchases only when the consumer does not know what they want. He contended that the fact wants could be synthesized by advertising, catalyzed by salesmanship and shaped by discrete manipulations of advertisers, shows that the wants are not very urgent. Nevertheless, there are some advertising themes that are very persuasive and have the power

to manipulate the dispositions in brand loyalty. White (1969) posited that the persuasive element in advertising, which is the major influence of advertising, appears to be felt in the area of consumer perception of the brand. Hence brand image is the major organizing concept through which the consumer is guided towards perceiving unified pattern of stimulation. Birdwell (1968) stated that images are the formalized impressions residing consciously or unconsciously in the minds of the individuals with regard to given subjects.

Loudon and Bitta (1994) said there are broadly two models on the effects of advertising in consumer buying behaviour, namely:

\* Advertising as a strong persuasive force,

\* Advertising as a tool for competition.

2.10.1 Advertising As Strong Persuasive Force:

This is the intuitive view, ingrained in the collective mind, despite being criticized for the last three decades by other eminent academics (ISBA,2004). Proponents of this view are

invariably critical of advertising. They contend that accurate knowledge about consumers – how they buy, why they buy, where they buy and what they buy is unnecessary since it is possible to manipulate hapless buyers into parting with their money in return for products they do not want.

These types of model have survived despite various empirical studies showing the view of advertising as a strong persuasive force is largely founded. An alternative view of advertising was later proposed by scholars, suggesting a much weaker and less predictable and uneven impact on Consumers (ISBA 2004).

2.10.2 Advertising as A Tool of Competition

For over thirty years, a considerable number of academics have asserted that the strong force theory does not apply in all market sectors. These scholars suggest that when it comes to marketing of frequently purchased goods (such as food or drink in mature markets), volumes of advertising merely reflect an attempt to maintain a market share in competitive, but fragmented markets like in the case of Cadbury Nigeria Plc. The total volume of advertising does not affect the total market size (ISBA 2004)

The simple yet highly complex reality is that advertising works in different ways and to different effects, depending on many intrinsic and extrinsic variables. Advertising takes advantage of the subconscious, mind as it creates its messages. By appealing to elements of the subconscious which is beyond the average person’s control, advertising can influence the conscious mind. The effect that advertising is trying to achieve is to influence a person’s conscious decision making by appealing to the subconscious. It is trying to get that person to decide to buy (Bovee and Arens, 1992).

2.11 EFFECTS OF ADVERTISEMENT ON CONSUMER BEHAVIOUR

A business irrespective of the size needs to advertise and promote to attract customers. However that doesn’t mean you can just put out your messages and start counting the new customer. According to the International Journal of

Management Research and Business Strategy (2013), advertising affects consumers in the following ways:

i. Increase Awareness: Advertising offer a new function to consumers viewers of adverts so as to learn about new products and services available to them. It provides facts about approval or disapproval of a product and consumer behaviour at this stage encompasses expression of curiosity.

ii. Analysis of Features: Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the fractional aspects of the offering. This exhibits an intellectual response, rather than an emotional one.

iii. Evaluation of benefits: Advertising make consumers to emotionally involved in weighing of benefits. When consumers identify the product or service it can make them happier. It improves their lives or gives them pleasure. This part of customers’

responses is irrational and can lead to impulse buying and competition to obtain product.

iv.Reminders: Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer that stems from reminders. It includes suddenly thinking a product while shopping and making decision to buy it.

v.Promotion of loyalty or Alienation: Consumer behaviour splits between loyalty and alienation depending on how well the product lives up to its advertised benefits.

Corporate behaviour such as scandals or charity work can also affect alienation and loyalty response.

**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 Role Of Advertising In Motivating Consumer Brand Preference For Beverages. Cadbury Nigeria Plc 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 the staff of Cadbury Nigeria Plc, the researcher conveniently selected 120 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 analysed using the frequency tables, which provided answers to the research questions.

**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**

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 hundred and twenty (120) questionnaires were administered to respondents of which 100 were returned. The analysis of this study is based on the number returned.

**4.1 DATA PRESENTATION**

**Table 1: Gender Distribution of Respondents**

|  |  |  |
| --- | --- | --- |
| Gender | Frequency | Percentage |
| Male | 48 | 48% |
| Female | 52 | 52% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2022

The table above shows the gender distribution of respondents. 48% of the respondents were male and the remaining 52% were female. Thus, female respondents were slightly higher than their male counterparts.

**Table 2: Age Distribution of Respondents**

|  |  |  |
| --- | --- | --- |
| Age | Frequency | Percentage |
| 20-30 years | 24 | 24% |
| 31-40 years | 47 | 47% |
| Above 40 years | 29 | 29% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2022

The table above shows the age distribution of respondents. 24% of the respondents are between the age bracket of 20-30 years; 47% which constituted the majority are between the age bracket of 31-40 years and 29% are above 40 years.

**Table 3: Marital Status of Respondents**

|  |  |  |
| --- | --- | --- |
| Marital Status | Frequency | Percentage |
| Single | 13 | 13% |
| Married | 87 | 87% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2022

The table revealed the marital status distribution of respondents. Majority of the respondents, which constituted 87% are married while the remaining 13% respondents are unmarried.

**Table 4: Educational Qualification of Respondents**

|  |  |  |
| --- | --- | --- |
| Qualification | Frequency | Percentage |
| SSCE | 11 | 11% |
| HND/B.Sc | 80 | 80% |
| M.Sc/PhD | 9 | 9% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2022

The table revealed the educational qualification of respondents. 11% of the respondents are SSCE holders, 80% of them, which formed the majority, are HND/B.Sc holders and 9% are M.Sc/PhD holders.

**Table 5: Position of Respondents**

|  |  |  |
| --- | --- | --- |
| Position | Frequency | Percentage |
| Manager | 12 | 12% |
| Accountant | 31 | 31% |
| Auditor | 26 | 26% |
| Cashier | 24 | 24% |
| Others | 7 | 7% |
| Total | 100 | 100.0% |

Source: Author’s Computation from Field Survey 2022

Table 5 unveiled the distribution of position of respondents. 12% are managers, 31% are accountants, 26% are auditors, 24% are cashiers and 7% are mostly administrative staff.

**TESTING OF HYPOTHESIS**

**Hypothesis ONE**

**Most consumers are aware of Bournvita product through advertizing**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Options** | **Fo** | **Fe** | **Fo - Fe** | **(Fo - Fe)2** | **(Fo˗-Fe)2/Fe** |
| Yes | 60 | 33.33 | 32.67 | 1,067.3289 | 32.023 |
| No | 19 | 33.33 | -14.33 | -205.3489 | -6.161 |
| Undecided | 21 | 33.33 | -12.33 | -152.0289 | -4.561 |
| **Total** | **100** |  |  |  | **21.3** |

**Source: Extract from Contingency Table**

X2 = ∑ (fo – fe)2/fe = 21.3

Fe= 60+19+21 = 33.33

3

Degree of freedom = (r-1) (c-1)

(3-1) (2-1)

(2) (1)

= 2

At 0.05 significant level and at a calculated degree of freedom, the critical table value is 5.991.

**Findings**

The calculated X2 = 21.3 and is greater than the table value of X2 at 0.05 significant level which is 5.991.

**Decision**

Since the X2 calculated value is greater than the critical table value that is 21.3 is greater than 5.991, the alternate hypothesis which states that Most consumers are aware of Bournvita product through advertizing is accepted and the null hypothesis which states that Most consumers are not aware of Bournvita product through advertizing is rejected.

**Hypothesis Two**

**Consumer brand preference for Bournvita product is influenced by exposure to advertising message**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Options** | **Fo** | **Fe** | **Fo - Fe** | **(Fo - Fe)2** | **(Fo˗-Fe)2/Fe** |
| Yes | 56 | 33.33 | 22.67 | 513.9289 | 18.23 |
| No | 21 | 33.33 | -12.33 | -152.0289 | -4.561 |
| Undecided | 23 | 33.33 | -10.33 | -106.7089 | -3.201 |
| **Total** | **100** |  |  |  | **11.63** |

**Source: Extract from Contingency Table**

X2 = ∑ (fo – fe)2/fe = 11.63

Fe= 56+21+23 = 33.33

3

Degree of freedom = (r-1) (c-1)

(3-1) (2-1)

(2) (1)

= 2

At 0.05 significant level and at a calculated degree of freedom, the critical table value is 5.991.

**Findings**

The calculated X2 = 11.63 and is greater than the table value of X2 at 0.05 significant level which is 5.991.

**Decision**

Since the X2 calculated value is greater than the critical table value that is 11.63 is greater than 5.991, the alternate hypothesis which states that Consumer brand preference for Bournvita product is influenced by exposure to advertising message is accepted and the null hypothesis which states that Consumer brand preference for Bournvita product is not influenced by exposure to advertizing message is rejected.

**Hypothesis One: There is signification relationship between the advertizing of Bournvita and sales volume of the organisation**

Table 4.2.2: Chi-Square test showing relationship between the advertizing of Bournvita and sales volume of the organisation

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Value** | **df** | **Asymp. Sig. (2-sided)** |
| Pearson Chi-Square | 19.284a | 2 | .000 |
| Continuity Correctionb | 17.931 | 2 | .000 |
| Likelihood Ratio | 19.894 | 2 | .000 |
| Fisher's Exact Test |  |  |  |
| Linear-by-Linear Association | 19.178 | 2 | .000 |
| N of Valid Cases | 100 |  |  |

**DECISION RULE:**

X2 = 19.284, df (c-1, r-1) = 2, n = 100, p = .000 at 0.05 level of significance.

The relationship between the advertizing of Bournvita and sales volume of the organisation was investigated using Chi-Square Test. The result from this investigation proved that there is a significant relationship between the advertizing of Bournvita and sales volume of the organisation.

**CHAPTER FIVE**

**SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

**5.1 Summary**

This research work is on the role of advertising in motivating consumer brand preference for beverages. Chapter one introduces the background information about the research work and the statement of research problem gives the various problems that necessitated the research work. The objectives of the study were enumerated showing the objectives to be achieved at the end of the study. In the significance of the study, we would know how important the study will be to management of companies, government and students of higher learning or any interested persons or agencies. The horizon of the study was explained in the scope and limitations of the study. Finally, under chapter scheme, all the chapters were summarized in a nutshell for easy understanding.

Chapter two is on literature review and it deals with the existing literature on the effects of advertisement on consumer buying behaviour. It includes the definition of advertisement where advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.

Nwokoye (2000) explained that advertising has become a major form of selling, if not only supports form of selling but also serve as the only selling tool used to inform target audience about producer product. He said in the ancient times, the most common form of advertisement was by the word of mouth, however commercial messages were found in the runs of Pompeli. In setting advertising objectives, it should be based on past decisions about the target market, positioning and marketing mix. The following are the classification of advertising objectives namely: informative, persuasive, reminder and reinforcement advertising. When setting advertising budget Nwokoye (2000) gave five (5) specific factors to be considered i.e. stage in the product life cycle, market share and consumer base, competition and clutter, advertising frequency and product substitutability.

Gary (1992) observed that when developing advertising strategies four (4) steps are followed to develop a creative strategy: message generation, message evaluation and selection, message execution and social responsibility review. According to Irwing (1997) the major steps in media selection are: decoding on reach, frequency and impact, choosing among major media types, selecting specific media vehicles and deerding on media timing.

Kotler (2004) said the advertising programme should evaluate both the communication effects and the sales effects of advertising regularly. The sales effect of advertising are often harder to measure than communication effects and sales are affected by many factors besides advertising such as products features, price and availability.

Kotler and Keller (2012) said one of the common views in understanding consumer behaviour is it has become a factor that has a direct impact on the overall performance of businesses. Thompson (1990) identified four (4) theories of consumer behaviour namely: rational actor’s theory, new institutional economics, process theory and the bullwhip effect.

Five stages model of consumer decision making has been studied by a number of other researchers, but Blackwell (2006) identified the five (5) stages of consumer decision making process as: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post- purchase evaluation. Furthermore, a number of researchers have been carried out by scholars on the factors affecting the consumer buying behaviour. Wiedermann (2007) classified them into internal and external factor, while Wiver (2009) divided them into social, personal and psychological factors.

Chapter three which is on research methodology includes the introduction to the chapter. In the research design, we would know that it’s a survey research which purpose is to examine the effect of advertisement on consumer buying behaviour with a study of Honeywell Mill Nigeria Plc. Under sources of data collection, the researcher collected both primary and secondary data. For the population and sample, the population of the study covers all the workers of Cadbury Nigeria Plc, where a selected sample of 100 employees working in the marketing department were taken

from the entire population. For the data collection methods, the researcher used both the questionnaire schedule and personal interview in collecting information from the respondents.

In the method of data analysis, the researcher presented data in tabular presentation based on percentages in analyzing responses. In testing of hypotheses, the statistical technique employed is the chi-square (X2) method, which is used to test the relationship between the variables concerned.

Chapter four involves data presentation and analysis, it is where data collected were tabulated using percentages to analyse each table. The research hypotheses raised in the opening chapter were tested and all two (2) hypothesis formulated were accepted as true.

Chapter five is on summary, findings and conclusions and recommendations of the whole research work. For the summary, all the chapters were summarized chapter by chapter, while the findings and conclusions consist of the findings observed by the researcher during the study. The recommendations were based on the findings observed before useful suggestions will be given as recommendations to management of blue chips companies, government and students of higher learning or any interested persons.

**5.2 Conclusions**

With respect to the analysis and the findings of this study, the following conclusions emerged;

Generally, businesses say that advertising provides a public service because it gives them information about their products and in its broadest sense; it is the vital conduct for information between producers and consumers. Of course, we all know that advertising does more than merely inform, its job is to sell. It is not objective or neutral and successful adverts skillfully engage the mind of the consumer and motivate them to buy the product advertised.

Furthermore, communication does not only enhance mutual understanding and social integration of communities. It foster harmonious relationship that contributes immensely to the overall-social economic, political and well as the cultural development of the human society.

Finally, advertisement campaign worldwide influence the behaviours and attitude formation of consumers not only in Nigeria but also worldwide. The consumers of products have their motivational sources which are advertisement and it’s motivating them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behaviour is influenced by variety of advertisements which cover product evaluation and brand recognition.

**5.3 Recommendations**

Based on the findings and conclusion, the following recommendations are made:

i. The management of the organisation should evolve a strategy that would fully embrace advertisement as a promotional mix in the marketing of their products.

ii. The efficiency in carryout advertisement in the company depends on the experience and mental alertness of the personnel involved in the advertising campaign for the organisation.

iii. The organisation should intensively monitored customers satisfaction through client complaints and suggestions, because their customers are very vital to the growth and survival of the company.

iv. The company should conduct quarterly marketing research, so as to gather information as regard the ways to meet projected sales and profit level set by them.

v. There is need for a constant meeting between the management and its customers, so as to establish a good relationship in order to find answers to most of the customers complains.

vi. The management of the organisation should try its possible best to use the promotional mix i.e. advertising,sales promotion, personal selling to pursue its objectives in the target market.

vii.The staff employed in the sales and marketing department should be given adequate training on consumer behaviour, which will help to boost their effectiveness when dealing with customers.

**BIBLIOGRAPHY**

Adelaar, T., Lee, B. & Morimoto.M (2003) – “Emotions & Impulse Buying Behaviour,” Journal of Information Technology, 18, 247-266.

Ayanwale, A.B., Alimi, T. & Ayanbimpe, M.A (2005) – “The influence of Advertising on Consumer Brand Preference.” Journal of Social Science, 10 (1), 9-16.

Backhaus, K. and Wilken, R. (2007) – “Predicting Purchase Decision with Different Analysis Methods,” International Journal of Market Research. 49(3). Pp. 341-364

Barkowitz et al (1992) – Marketing, 3rd Edition, Macdonald and Evans Ltd, London, U.K.

Gary, W. (1992) – Marketing Models, Prentice Hall, Upper Saddle River, New Jersey, USA.

Hussainy, S.K; Riaz, K & Herani, G.M (2008) – “Advertising styles and impact” Business Journal of Marketing, 01 91)– 28-38.

Irving et al (1997) – The Making and Marketing of Professionals into Celebrities, NTC Business Books, Chicago, USA.

Jaless, T., (2006) – “Brand Personification”, Journal of Research Market Forces, 2(2), 50-76.

Katke, K. (2007) – The Impact of Television Advertising, 2nd Rev. Edition, Carvan Press, Lahore, India.

Kotler, P. & Keller, L. (2005) – Principles of Marketing 10th Edition, Pearson Education Ltd, New Delhi, India.

Kotler, P. (2003) – Marketing Management, 11th Edition, Prentice Hall of India Private Ltd, New Delhi, India.

Mendelson, A. L. & Bills, P.D (2002) – “Emotional Effects of Advertising,” Journal of Marketing, Vol. 63, pp. 75-87.

Neal, C., and Quester, P. (2006) – Consumer Behaviour: Implication for Marketing Strategy, 5th Edition Berkshire; McGraw-Hill.

Nwokoye, N.G. (2000) – Marketing in Nigeria, 1st Edition, MacMillan Publishers Ltd, Lagos,Nigeria.

Romaniuk, J. & Sharp B. (2004) – “Conceptualizing and Measuring Brand Salience.” Marketing Theory Articles, 4 (4), 327-342.

Schiffman, L. and Kanuk, L. (2007) – Consumer Behaviour: An Overview Outlook; London: Pearson Education.

Stanton, W.J. (1978) – Fundamentals of Marketing, McGraw Hill Book Co. Ltd., New York, USA.

Thompson, S. (1990) – Business Theories of Buying Behaviour, Atlantic Publishers, Oregon, USA.

Twedt, G. (1993) – Marketing Principles, 1st Edition, Prentice- Hall Inc. Eaglewood Cliff, New Jersey, USA.

QUESTIONNAIRE

Part A

1. Educational Qualification

a.Secondary education ( ) b. OND/NCE ( )

c. BSc/HND ( ) d. Master’s degree ( )

2.How long have you been working in the organization?

a.1-3 years ( ) b. 3-5 years ( ) c. 5-7 years ( )

d. 7-10 years ( ) e. Above 10 years ( )

3.Position held

a.Management staff ( ) b. senior staff ( ) c. Junior staff ( )

Part B

4.What type of promotional mix does the company use in marketing its product?

a.Advertising ( ) b. Sales promotion ( )

c. Personal selling ( ) d. Publicity ( )

5.Who is responsible for advertising plan in your organization?

a.Consultant ( ) b. Marketing Department ( )

c. Management ( ) d. Others ( )

6.How would you assess the significant role of advertisement as promotional mix on consumer buying behaviour?

a.Very Effective ( ) b. Effective ( )

c. Undecided ( ) d. Ineffective ( ) e. Very Ineffective ( )

7.How effective is advertising campaign in your company in persuading consumers to buy your product?

a.Very Effective ( ) b. Effective ( )

c. Undecided ( ) d. Ineffective ( ) e. Very Ineffective ( )

8.Do you think the company’s advertising campaign is persuasive to make consumer buy your product?

a.Yes ( ) b. No ( ) c. Undecided

9.Does advertisement enhance the profit level of a company?

a.Yes ( ) b. No ( ) c. Undecided

10.Which type of medium does the company use to advertise their product?

a.Television ( ) b. Bill Board ( ) c. Radio ( )

d. Newspapers

11.How do you rate your company’s product?

a.Excellent ( ) b. Good ( ) c. Fair ( ) d. Bad ( )

12.Does advertisement has any effect on consumer buying behaviour of your company’s product?

a.Yes ( ) b. No ( ) c. Undecided ( )