

**ADVERTISING AS AN EFFECTIVE PROMOTOOL FOR  
ACHIEVING CORPORATE MARKETING OBJECTIVE IN  
MANUFACTURING INDUSTRY.**

*(A Case Study of Cadbury Nigeria Plc)*

***BY***

**GARUBA MISTURAH AYOMIDE**

**HND/23/BAM/FT/0299**

**BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF  
BUSINESS ADMINISTRATION AND MANAGEMENT STUDIES OF  
KWARA STATE POLYTECHNIC, ILORIN, KWARA STATE**

**IN PARTIAL FULFILMENT OF THE AWARD OF THE  
REQUIREMENT FOR THE AWARD OF THE HIGHER NATIONAL  
DIPLOMA**

**JUNE, 2025**

## **CERTIFICATION**

This to certify that this research work has been completed by GarubaMisturahAyomide with Matric No. HND/23/BAM/FT/0299, read through and approved as meeting the requirement of the Department of Business Administration, Institute of Finance and Management Studies, Kwara State Polytechnic in Partial fulfillment for the Award of Higher National Diploma in Business Administration and Management studies.

---

**MR AWE O. I**  
(Project Supervisor)

---

**DATE**

---

**MR ALIYU U. B**  
(Project Coordinator)

---

**DATE**

---

**MR ALAKOSO I. K**  
(Head of Department)

---

**DATE**

---

**External Examiner**

---

**DATE**

## **DEDICATION**

This Research Work is dedicated to Almighty Allah and my late grandfathers (MR GARUBA &MR SALAWU ADEYEMO).

## **ACKNOWLEDGEMENT**

All Praise and Adoration belong to Almighty Allah, he has been so Merciful to me, He guided and guard me way through the Completion of this program.

My sincere appreciation to my Supervisor MR. AWE I.O for his patience, enthusiasm, insightful comments, invaluable suggestions, helpful information, practical advise and unceasing ideas which have help me tremendously at all times in my Research and writing of this Thesis.

Words alone are not enough to express my sincere appreciation towards my dear Parents MR & MRS GARUBA ABOLAJI QUADRI for their love and endless support toward me, May Almighty Allah continue enriching their Pocket Most especially my father (QUADRI ABOLAJI GARUBA) for all his love and endless support thanks for believing and having faith in me daddy.

Sincere gratitude to My uncle (MR SALAWU MUTIU ADEYEMO) and every member of ADEYEMO Family, Indeed you are more than a family, May Allah in his infinite Mercy Bless you all (amin).And I would like to thank my friends who help me a lot in finalizing this project within the limited time Frame.

My Sincere appreciation equally goes to Abdullahioluwayemisi, tayekaosara ,nakowashafau,EmmanuelVictoria,oladipuporukoyas,andshittumushinah, I really gives thanks to you guys. Peace and Mercy of Almighty Allah be on the Spirit of Integrity Specimen of Creation, who is elevated above every situation and raised above every nation, MuhammedIbn Abdullah (SAW).

Another thanks goes to all the scholars of LOGA most especially (ADAGUN KHODIJAH & TUTOR ABD.RAUF)thanks for everything I pray Almighty Allah SWT bless you all abundantly. Also my sincere gratitude goes to all members of BAMSA thanks everyone I really appreciate.

## **ABSTRACT**

This project work is centered on the topic “Advertising as an effective promo tool for achieving corporate marketing objective in manufacturing industry. Using Cadbury Nigeria plc as a case study. This has been written to bring awareness to the readers on how advertising as an effective promo tool for achieving corporate marketing objective in manufacturing industry. This research work will be divided into five chapters for easy understanding of the entire work. Chapter one present, general introduction, background of the company, statement of problem, objective of study, definition of terms, significance of the study, scope of study. Chapter two focus on literature review, evolution of advertising, nature and definition of advertising, advertising objective, advertising media, types of advertisement, advertising budget advertising agencies, measure the effectiveness of advertising general principles of advertising according to APCON. Chapter three consist of research methodology introduction, population and sample size, location of the study, source of the data, administrative of research instrument, research questions, limitation of methodology. Chapter four discusses data presentation and analysis, presentation of data in accordance with res-question. Chapter five cover the summary, conclusion and recommendations, summary of funding, conclusion, recommendation, suggestion for further study, bibliography, questions.

## **TABLE OF CONTENTS**

Title page
Certification
Dedication
Acknowledgment
Proposal
Table of Contents

### **CHAPTER ONE: - INTRODUCTION**

1.1	Background to the Study
1.2	Statement of Problems
1.3	Research Questions
1.4	Objectives of the Study
1.5	Research Hypothesis
1.6	Significance of the Study
1.7	Scope of the Study
1.8	Definition of Terms

### **CHAPTER TWO: - LITERATURE REVIEW**

2.1	Introduction
2.2	Conceptual Framework
2.3	Theoretical Framework

### **CHAPTER THREE: - METHODOLOGY**

3.1	Introduction
3.2	Research Design
3.3	Population of the Study
3.4	Sample Size and Sampling Technique
3.5	Methods of Data Collection
3.6	Instruments of Data Collection
3.7	Methods of Data Analysis
3.8	Historical Background of the Case Study

### **CHAPTER FOUR: - DATA PRESENTATION AND ANALYSIS**

4.1	Introduction
-----	--------------

4.2 Presentation of Presentation, Analysis and Interpretation

**CHAPTER FIVE: - SUMMARY, CONCLUSION AND RECOMMENDATIONS**

5.1 Summary of Findings

5.2 Conclusion

5.3 Recommendations

Reference/Bibiliography

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND TO THE STUDY**

According to W.J Staton “Hunters do not ordinary use a rifle to hunt ducks, they need a device that reaches a wider area than a rifle without expending additional efforts, thus duck hunters ordinary use a short gun. By the same token, mass- communication is needed to reach mass markets at a reasonable cost, therefore advertising and sales promotion are just the tools for this job because, it is too costly and time consuming to try to do the job with sales people alone”.As such, advertising is an essential and controversial subject, is of interest to marketer, economist, politicians, businessmen and even to the while world.Advertising can be seen as one of the promotional tools, but of all the available promotional tools or promotional activities conducted by business and other organizations, advertising is probably the most obvious because it touches a large number of customers.

Therefore, it can be stated that is this ability to realize a large number of people at the same time not makes advertising more acceptable and more used as a form of promotion “success stories” and a much time of less visible “failure stories” advertising permeates our likes at times people view it informs, persuades, or entertain, while some of it insults or deceive.

Advertising has been defined as non-personal form of communication conducted through paid media under clear sponsorship. On the other hand, it may be defined as any paid personal presentation and promotion of ideas goods or services by identified sponsor. Advertising is said to be a non-personal form of communication because it is directed toward a large number of people and not a single individual. On the surface, advertising seems to be very simple it is non-personal and it usually has a rather brief message, but a deeper look reveals a great deal of complexity. Advertising comes in many forms, it is used for variety of purposes and occurs in several media, and in short, many decisions are inherent in the use of advertising as a form of promotion.In conclusion, advertising poses problems and evokes controversial, but it is one of the best promotional tools that are available.

#### **1.2 STATEMENT OF THE PROBLEMS**

Inability of advertising to tailor and message to different market segments has reduced its effectiveness.Large sum of money earn marked for advertising budget has not produce



commensurate sales, market shares and profit level. Failure of advertised product to meet the expectation of consumers/buyers.

### **1.3 RESEARCH QUESTIONS**

1. What are the various ways advertising message can be derived to meet different marketing segments needs?
2. What effect does advertising have on company's sales, market share, and profit?
3. How can advertised product made to perform as claimed in the advertising?

### **1.4 OBJECTIVES OF THE STUDY**

1. To examine various ways advertising message can be tailored to the needs of different market segments as well as target audience.
2. To appreciate enormity of advertising budget and evaluate its effectiveness on company's sales, market share and profit
3. To examine how advertising products can meet the expectation of buyers/ consumers.

### **1.5 RESEARCH HYPOTHESIS**

Based on the objectives of this study, the following hypotheses have been formulated:

**H<sub>01</sub>:** There is no significant relationship between tailoring advertising messages to specific market segments and consumer response.

**H<sub>02</sub>:** Advertising budget has no significant impact on a company's sales, market share, and profit.

**H<sub>03</sub>:** There is no significant relationship between advertising and the ability of a product to meet consumer expectations.

### **1.6 SIGNIFICANCE OF THE STUDY**

This study is significant for the following reasons:

1. **Corporate Strategy Alignment:** It provides insight into how effective advertising can contribute to achieving a company's corporate objectives, including increased market share, improved brand awareness, and profitability.

2. **Consumer Behavior Influence:**The findings will help manufacturers and marketers understand how well-designed advertising campaigns can influence consumer purchasing decisions and shift consumption patterns in favor of their products.
3. **Strategic Budget Allocation:**The study will guide firms in evaluating the return on investment (ROI) of their advertising budgets and adjusting them for maximum effectiveness.
4. **Market Segmentation Insights:**It will shed light on the importance of segmenting the market and customizing advertising messages to meet the specific needs and preferences of different target audiences.
5. **Academic Contribution:**The study contributes to the growing body of literature on advertising effectiveness and offers a reference point for future research in marketing and consumer behavior.

## 1.7 SCOPE OF THE STUDY

For the purpose of this research study, it will be limit to the impact of advertising on the achievement of the company's objectives in terms of its efficiency, productivity and economic growths or expansion.

The areas that will be covered in the course of the research include consumer-buying behavior through the information supplied by the consumers, the various advertising media, and the types advertising available to suit the marketers objective will be considered measuring the effectiveness of advertising and analyzing from cities point of view. In carrying out this research both primary and secondary data will be made use of interview shall be conducted where necessary. The research is limited by certain factors are financial, time and lack of adequate data.

The research found it difficult to obtain necessary data from Cadbury Nigeria plc especially on advertising budget. Financial constraints deal with running expense and cost of typing. Time constraints have to do with the limit given by the school and authority to complete the project.

## 1.8 DEFINITION OF TERMS

**Advertising:** - this is any paid form of ideas, goods, or services by an identified sponsor.

**Bank:** - Bank has been defined as an establishment for the customers order.

**Contest:** - a sales promotions in which consumers apply their analytical or creative thinking to win a price.

**Competition:** - it is the set of alternative firms that could provide a product to satisfy a specific markets needs.

**Coupon:** - a sales promotion that usually offer a discount price or interest to customers.

**Industry:** - it is a big establishment by manufactures or services firms for trade and manufacture.

**Management:** -this can be defined as getting effective result by organizing and directing the co-operative effort of the human beings.

**Market:** - a group of potential customers with similar needs or group of sellers offers various products, satisfying those needs or group of sellers and buyers who are willing to exchange goods and services for something of value.

**Marketing Mix:** - the controllable variable or elements that the company puts together to satisfy a target group it is also called 4ps (product, price, place, promotion).

**Organization:** - form of organized human activities engaged in commercial or industrial activity providing goods and services to the society with the view of market profit.

**Point of purchase display:** - these are display materials; set up at the retail location to build traffic, advertise the product/service and promote impulse buying this includes Window displays, floor and wall displays, streams and posters.

**Premium:** - an item that is offered free or at bargain price to encourage the consumer to buy an advertised product. Premiums are intended to produce quick sales.

**Product:** - a good service or idea consisting of a bundle of tangible and intangible attributes that satisfy consumers and is received in exchange for money or other unit of value.

**Promotion:** - communication information between seller and potential buyer to influence attitudes and behavior

**Promotional Mix:** - they are set devices or strategies used to achieve promotional objectives (advertising, publicity, personal selling and sales promotion)

**Publicity:** - it is a non-personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium to obtain favorable presentation of it through radio, television or stage that is not paid for by the consumer.

**Public Relation:** - the attempt, by which information persuasion and adjustment to engineer public support for by the consumer.

**Sales Promotion:** - promotion activities other than advertising publicity and personal selling that stimulate interest, trial or purchase by final customers.

**Strategy:** - it lays down the broad principles by which a company hopes to achieve indicate where it wants to be strategy sets forth the way it us to get there.

**Target Market:-** the market segments or groups within the market segment towards which all marketing activities will be directed

**Trade Show:** - exhibition where manufactures dealers and buyers of the industry's product can get together for demonstrations and discussion. Expose new product, literatures and sample to customers.

**Trade Stamps:** - this consists of stamps, given in relation to the consumer for merchandise or cash.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

It is often erroneously assumed that the advertising function is of recent origin, a point commented on by Henry Sampson in his history of advertising, published in 1847. It is generally assumed though the assumption has no ground for existence beyond that so common among us that nothing exists of which we are ignorant that advertisements are comparatively modern origin.

There is some evidence to suggest that the Romans practiced advertising but the earliest indications of its use in this country dates from the middle ages with the adoption of surnames indicative of a man's occupations as opposed to some other distinguishing designation (Harrison's son). The producer's name is of equal importance as a means of identifying the sources of goods and services.

Signs represented the next stage in the evolution of advertising acting as a visual expression of the tradesman's function as well as a means of locating the sources of goods at a time when the numbering of houses was unknown.

One can still vestiges of the practices in the barber's pole or the symbolic boot or solve.

The craft guilds of the Middle Ages disapproved of competition among their members, but were not averse to competition with one another in the adoption of distinctive devices, or the sponsoring of mystery plays an early form of institutional advertising. At the same time many guilds adopted trademarks as a means of identifying the producer and as a guarantee of quality the adoption of corporate symbols as a more immediate means of recognizing the firms identified than the written word is an interesting reversion to this practice.

Although Caxton had introduced the hand press by the end of the fifteenth century, the use of the written word advertising was limited by the low level of illiteracy, so confining written word advertisements to the clergy. By Shakespeare's time, posters had made their appearance and the few remaining examples make it clear that advertising had assumed the function of fostering demand for new products as well as increasing demand for new products.

Another important development at this time was the emergence of the pamphlets as advertising medium, early examples of which disclose that sponsoring by companies bent on

generating good will. For their activities (later examples are more veiled to their origin and property, should be considered as propaganda). However the 17<sup>th</sup> century censorship which was to hinder the development of regular publication. From 1620 onward a number of marcuries, gazettes, etc, made their appearance but were short-lived and carried few advertisements.

The high cost of posters and handbills encouraged number of publishers to experiment with the issue of free papers comprised solely of advertisements. Their success was limited, however, and posted and hand bills continued as the main media until the early 1700s. Such as the tattlers and spectators, reveals and increasing in 1712 by the imposition of a tax on both papers and advertisement. The first stamp act levied a tax or half per copy on publication and 12d per advertisement, supposedly to raise revenue but in fact intended to curtail a rebellions and seditious press.

The effect of the tax was virtually immediate the majority of unsubsidized papers ceased publications and the legitimate businessman. Severely curtailed his use of advertising. On the other hand, the quacks and charlatans, with their enormous profit managing to fall back on, continued to advertise and it is with nothing that the generally unsavory nature of the advertising of this time was a direct consequence of government censorship and heavy taxation. Under the circumstances, neither government control nor taxation would appear to be as effective as modern critics of advertising would have one believe.

The tax on advertisement was abolished in 1853 at a time ripe for the development of mass advertising, as we know it today.

Mass production was a reality and channel of distribution were being developed to cope with the physical movement if goods creating a need for mass communication to information consumers of the choice available to them. This need was soon recognized by the forerunner of today's advertising agent the space sales man.

Initially space salesman located, consumers for the media owners receiving commission on the space they sold.

Gradually the position changed and the agent became a space-broker, or middleman buying space wholesale from the owner and reselling it retail, often a profit of 25 percent the profits to be earned attracted competition and agents found it necessary to offer incentives to advertisers to free assistance in preparing his copy and later, as the media which would provide most effective in reacting the advertising potential customers . In essence this is the

system which still obtains today, with the agent looking upon the advertiser as his clients, while driving most of his income from commission paid by the media owner (Many advertising agents now charge a service fee in smaller accounts or where additional work is undertaking on behalf of the advertiser).

## **2.2 CONCEPTUAL FRAMEWORK**

Many authors have defined advertising in different way. Even one knows what advertising is. It even figures in each of our lives everyday. We see it on television mail, on buses, taxicabs, and radio in super-markets and almost everywhere, before we can study advertising, we try to understand what is.

Author gave a precise definition as “The dissemination of information concerning an idea, service or products to competition in accordance with the intent of the advertiser. “The above definition could include direct personal communication with the persuasive selling appeal and it was considered necessary to exclude this over-leap. The definition committee of the American marketing association therefore, defend advertising as “Any paid form of non-personal presentation of idea, goods or services by an identified sponsor.”

Advertising is the therefore based in favour of what it is promoting but while it will be like the village gong-man beating his song to attract attention in order to tell the news and attract attention is the first thing is has to do, advertising will fail, if is not accepted.

Advertising must not be so exaggerated that people are suspicious or so false that it is disbelieved.

- a.) A persuasive selling message: - Advertising should promise prospects of genuinely desirable and believable benefit which fact is delivered by the product or service. This benefit must be presented in a manner that compels attention and carries conviction and it must be consistent with the long-term personality (image) which is beneficial to the products or service itself and to the company providing it.
- b.) Prospects for the product or service: - Since segmentation of the market helps to identify the consumers who are likely to be the consumer for the product of service or its brand both in content and through selects media to the appropriate market segments or the public as a whole in certain cases.
- c.) At the lower possible cost:- the aim of advertisers is to make a profit, expenditure on advertising should help the advertising expenditure should be a part of the total

investment, but will eventually have to contribute to company profits along with other things.

Consequently, size of the advertising appropriation should be most carefully released to the market potential and the particular marketing objective to be achieved.

## **2.3 THEORETICAL FRAMEWORK**

Every advertisement and every advertising campaign should have clear objectives. These should go out of the over all marketing strategy and the job assigned to advertising. It is not enough for the marketing manager to say just promote the product. The marketing manager must specify the job of advertising and what should be accomplished in each individual advertisement is necessary.

The general goal is to improve the like hood of customers buying a particular product or service. The specific objectives will depend on the nature of the product, the stage it has reached in its life cycle, competitions, advertising strategy, and the purpose of the purposed advertisement.

A few example of specific goals as follows; -

- 2.3.1 Support personnel setting: - advertising may be used to open customer doors for sales people, and so, acquaint prospects with the seller's company.
- 2.3.2 Reach people inaccessible to the sales force. Sales people may be unable to reach top executives or they may not be certain who makes buying decision in a company, in other case, there is good chance that their executives will read the journals that carries the advertising.
- 2.3.3 Advertising helps to improve dealer's relations
- 2.3.4 It helps to introduce a new product
- 2.3.5 through advertising, marketers enters a new geographic or attract a new group of customers.
- 2.3.6 Increase sales of a product. An advertising company may be designed to lengthen the sales of the product as has been done in the case of soft drinks, increase the frequency of replacement increase in the variety of product uses, or increase the unit of purchase.



### **2.3.1 ADVERTISING AGENCIES**

Advertising agencies are specialists in planning and handling mess-selling details for advertisers. Agencies play a useful role because they are independent of the advertiser. They bring experience to the individual clients; problems because they work for many other clients as specialists they often can do the job more economically than a company's own department. A times they handle overall marketing strategy planning as well as marketing research product and package development and sales promotion some agencies make good marketing partners and almost assure the role of the firms marketing department. Thus, some agencies today can be seen as a market consultant. Most advertising agency personnel fall into five major categories research erective, product media people and account executives.

The research arm complies information about the marketers, advertising, campaigns conducts surveys among consumers and coordinated the evaluation of advertising effectiveness. The research arm complies information about the markets, advertising, campaigns conducts surveys among consumers and coordinated the evaluation of advertising effectiveness. The creative department comes up with new approaches to advertising and is responsible for designing the advertisement used. The product department must translate these ideas into actual message where television is used; this department produces or coordinates the firmed commercials. The media department will be placed. It matches the characteristics of various media audiences with those of the target market.

Advertiser is free to cancel the arrangement at any time. This provides extreme flexibility for the advertiser. The major users of advertising agencies are manufactures or national intermediary because of the media rate structure. Normally, media have two prices for registered members of APCON and non-members. APON registered members get 15% discount while non- members get 10%

### **2.3.2 MEASURING THE EFFECTIVENESS OF ADVERTISING**

How well a particular advertisement or campaign performs is largely determined by the knowledge and skill of the people preparing it. People who are sensitive to the marking situations and proficient in the art of communication are more likely to produce effective advertising. However, determining advertising effect is a difficult task. This is because the

effectiveness of advertising is tied to sales and the market wants to see sales result for their advertising expenditure.

In spite of the difficulties, advertisers do attempts to measure advertising effectiveness simply because they must do so some knowledge is better than none at all. The effectiveness of an advertisement may be tested before the advertisement is presented to the public, which it is being presented, or after it has completed its run, the sales result test attempts to measure the sales volume stemming directly from the advertisement or series of advertisements being tested.

Regardless of the difficulties in measuring the effectiveness of advertising marketers to use various methods to test result at too stages in the advertising process. To see whether proposed advertising should be used and if it will be how it might be made better. To see whether exiting advertising should be continued, modified or stopped.

To find answer to these questions, marketers use pre- test (before the advertisement is transmitted to the target markets) and post tests (when the advertisement has been implemented).Pre-test involves testing the advertisement in carefully selected test markets before the campaign first, there is the “sales conviction test” where interviews ask heavy users of the product to identify which of two possible advertisements would convince them to buy the product.

Then there is the “blind product test” where a sample of respondents is asked to select unidentified products because of advertising copy available.Post- testing assesses the impact of advertisements after they have been used.

As research Alfred politz observes, it is necessary to be explicit about what the advertiser “assumes” will happen when the advertisement and the individual meet.” If someone thinks the ability of advertising to attract attention is directly related to it’s effectiveness, he will then of cause measure the attention, getting ability and consider the results to be measure of advertising effectiveness. If someone thinks the fact that an advertising phrase is remembered signified effectiveness, he will use memory measurements as criterion of performance. If someone believes that advertising has to give pleasantness of the, as the tie valves to measurement of advertising.

In each case, the research recalls upon an impact assumption about the mechanism by which advertising achieves its effects.The message to the advertiser is clear set precise

advertising goals and measure them with tools that are appropriate for whatever “impact assumption”, he is making about how advertising achieves its results.

Finally, effective advertising should affect sales, but the complete marketing mix affects sales and the results cannot be measurable by sales changes alone.

### 2.3.3 ADVERTISING MEDIA

The third party to the advertising process is the media owner and the aim of the following section is to review briefly the salient characteristics of the media available. Before proceeding to this review, it will be helpful to outline a checklist as a basis for assessing the values of the various media. In common with most other similar lists appearing elsewhere, the outline given below of Hobson's selection of advertising media, published by business publication on behalf of the **T.P.A**

An evaluation of an advertising medium requires consideration of four major factors.

- 1 The character of the medium
- 2 The atmosphere of the medium
- 3 The coverage of the medium
- 4 The cost of the medium.

Two further factors, which should be taken into account, are the size and position of the advertisement.

**Character:** - the character of the medium may be largely determined on an objective and factual basis through consideration of the following.

- a) The geographical coverage of the medium e.g. national regional, local
- b) The socio-economic composition of the audience.
- c) Composition of the audience by age and sex grouping
- d) The medium's physical characteristics- visual, oral, standard as reproduction, availability of color possibility of movement etc.
- e) Frequency of publication. Allied to this is the duration of interest in the medium most daily papers are thrown away the same day, while magazines may still be kept for several weeks and read by a number of people.

The frequency of publication also has a direct effect on the direct booking of time or space i.e. the timing of the appearance of an advertisement.

- f) The power to reach special group: - this is closely related to (b) and (c) above e.g. punch or the Guardian e.t.c, preselect a particular type of audience and so are especially suited to selling to the segment of the population. Further, the association of a product with a medium may give that product favourable annotations by transferring confidence in the publication to items advertised therein e.g. Good house keeping.

Atmosphere: - the atmosphere of a medium is difficult to define in that it is based on a subjective evaluation of its content, presentation etc. a broad distinction may be drawn between acceptable and instructive media, in that the later create impact through instruction and irrelevance to context, e.g. television commercial, whereas many magazines are purchased as much for their advertisement as their other content. The concept who become clearer when related to individual media.

Coverage: - the essential criterion on which coverage is judged is the actual number of persons exposed to the medium, in the sense or being made aware of its content. For example, the number of people who actually see a poster is considerably less than the number that have the opportunity to see it, on the other hand, the readership of magazine may well exceed ten times its actual circulations.

Cost: - for purpose of comparison the cost of publishing an advertisement is usually expressed in terms of cost per thousand which is arrived at by dividing the cost of publication by the audience in thousands. The difficulty is ensuring comparability in the measure at best, and media planners are actively seeking more sophisticated measures of cost effectiveness.

#### **2.3.4 TYPES OF ADVERTISEMENT**

Generally speaking, every advertisement belongs primary to one of seven main type, these are -

1. Function
2. Descriptive
3. Reminder
4. Prestige
5. Humorous
6. Directions
7. Teaser

1. Function: - function advertisement tries to persuade the reader, viewer or listener to take some kind of action. Function advertising selling theme is clearly, where supply of product exceeds the demand, it Endeavour's to wax or enthuse its audience into action. As soon as advertisements encourage its audience to do something, it qualifies as functional advertising. Most functional advertisement is urgent, dynamic, and

forceful like the ones announcing new consumer products. All main order through post.

2. Descriptive: - descriptive advertising describes the product its usage or something about it, such as the way that it is manufactured. Descriptive copy aims at longer term benefits than does functional advertising. It is intended to create a favourable impression, which will be of benefit the next time that the prospect is in a shop and wanting to buy the particular type of commodity advertised.

Descriptive advertising reaches or persuades its public that a certain article or service is desirable. It may do so by reasoned argument, by suggestion or by a combination of both it may usually also require time in which to succeed , achieving its and through the cumulative effect of successive advertisements spread, achieving its and through the cumulative effect of successive advertisements spread over many weeks, month or every years. The object of the advertisement is to create an impression rather than simply to bring about an immediate purchase.

3. Reminder: - reminder advertising is highly important in the mature stage of the product to keep the consumer thinking about the product. The function descriptive or functional advertising must therefore be supported at every suitable opportunity by advertisement designed to keep it fresh in the minds of the public.

The advertiser should arrange to place this reminder advertising within view of the public not only as they go about their activities is street, train and bus also the very point of purchase in the retailer's shop.

Since consumer cannot have the full story of the advertiser's product before his eyes it is impossible to keep the gist of it sufficiently in his mind to make him think first of that product when the need for such a commodity arises to prevent retailers from persuading him to change his mind by adopting some competition article at the last moment and to make it more difficult for a competitors advertising to secure attention.

4. Prestige: - prestige advertising is intended to established good will rather than make immediate sales may be of two kinds. "Pride in the product" prestige advertising is the more usual of the two. Often contains more than a pinch of snob appeal and can be all the more effective, pride in the organization in prestige advertising occurs when the advertiser seeks to create a favourable impression upon his prospective customers by

selling them about his firm rather than the product that it manufacturer. The approach is always the indirect one of putting the organization before its products. To merit “pride in the organization advertising are much employed by firms like banks and insurance companies which depend entirely upon the goodwill of the public, the only commodities that such concerns sell is their prestige.

5. Humorous: - humorous advertising is a specialized form of communication. Advertisers should beware of humorous for two reasons. Firstly, sense of humour vary enormously so that what is excitingly funny to one person in a boring waste of time to another. Secondly, when an advertisement success in being indisputably, funny, it can still fall miserably in its prime purpose to influence people in favour of the advertiser because they may remember the joke without being able to recall the name of the product name into the message and story in such a way that it cannot be forgotten with any other commodity.

The advantages of humour in advertising in that it adds entertainment, thereby making sales message acceptable to the larger audience. This is a particularly valuable asset in the instance of media live cinema, radio and television which are watched and listened to by people in search or entertainment.

6. Directional: - this describes advertising that simply point are way to somewhere or something, marks the spot where something is to be found. Example are the signs that may be seen here and there in London; pointing down a street and bearing the word “underground” the illuminated sign which may surmounting theatre, cinema or bowling alley, and the familiar shop fascia-board bearing the name of the proprietor.
7. Teaser: - teaser advertising always consist of a series of advertisement, only the last of which gives the complete story. The preceding spaces perhaps three, four or five of them all give only a fraction of the message, thus playing upon one of the most active and valuable sides in man’s nature – his curiosity. The teaser technique is most useful. For the introduction of a new product while teaser advertising can be most effective if it succeed in arising the public’s curiosity to such a pitch that they discuss the mysterious new advertising, company. If the disadvantage of being a very expensive method, because four or five advertisements are needed to do the work of one.

### **2.3.5 ADVERTISING BUDGET**

There are four common methods used to arrive at advertising budget decision.

**Affordable method:** - many companies set the advertising budget on the basis of what they think the company can afford setting budgets in this manner tantamount to saying that the relationship between advertising expenditure and sales results is positive. If the company had sufficient funds, it should spend them on advertising as a form of insurance. The basic weakness of this method is that it leads to a fluctuating advertising budget, which makes it difficult to plan for large range market development.

**Percentages of sales method:** - many companies set their advertising expenditure at a special percentage of sales (either current or anticipated) or of the sales prices. A number of advantages are attached to this method. First, the percentage of sales method means that advertising expenditures are likely to vary with what the company can "afford". This phases the more financial minded members of top management who know expense of all types bears a close relationship to the movement of corporate sales over the business cycle. Second, the method encourages management to think in terms of the relationship between advertising cost, selling price, and profit per unit. Third, this method encourages competitive stability to the extent that competing firms spend approximately the same percentage of their sales as advertising.

In spite of these advantages, the percentage of sales method has little to justify it. It uses circular reasoning in viewing sales as the cost of advertising rather than as the result. It leads to an appropriate set by the availability of funds rather than by the opportunities it discourages experimentation with counter cyclical advertising or aggressive spending. The dependence of the advertising budget on year-to-year fluctuation in sales militates against the planning of long-range advertising programmes. The method does not provide a logical basis for the choice of a specific percentage except what has been done in the past, or what competitors are doing, or what the costs will be. Finally, it does not encourage the constructive development of advertising appropriations on a product-by-product and territory-by-territory basis but instead suggests that all allocation be made at the same percentage of sales.

**Competitive-parity method:** - some companies set their advertising and get specifically to match competitors that is, to maintain competitive parity two arguments are advanced for this method. One is that competitors expenditures represent the collective

wisdom of the industry. The other is that maintain a competitive parity help to prevent advertising wars. Neither of these arguments is valid. There is no a priori ground for believing that competition is using more logical method for determines outlays. Advertising reputations, resources and opportunities and objectives are likely to differ so must among companies that their budgets are hardly a guide for another firm to follow. Furthermore, there is no evidence that appropriate based on the pursuit of competitive parity do in fact stabilize industry advertising expenditure



## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter presents the methodology adopted in conducting the study. It outlines the research design, population of the study, sample size and sampling technique, methods of data collection, instruments used, data analysis procedures, and the historical background of the study area. These elements are crucial to ensuring that the research findings are reliable, valid, and objective.

#### **3.2 Research Design**

The study adopted a descriptive survey research design to collect data relevant to the research objectives. This design was chosen because it allows for the collection and analysis of both quantitative and qualitative data in order to assess the effectiveness of advertising in achieving corporate marketing objectives. Data were sourced from the International Tobacco Company through the administration of questionnaires and personal interviews. Relevant financial and marketing information was obtained from the Financial Control Unit of the company.

#### **3.3 Population of the Study**

The population of the study comprises all individuals relevant to the research scope, including staff members of the Public Relations and Advertising Department of Cadbury Nigeria Plc and a group of selected consumers of the company's products. The population represents all those influenced by or connected to the advertising strategies of the company.

#### **3.4 Sample Size and Sampling Technique**

A total of 60 respondents were selected as the sample for the study using a purposive sampling technique to ensure representation from both internal and external stakeholders. The breakdown of the sample is as follows:

- 20 staff members from the Public Relations and Advertising Department of Cadbury Nigeria Plc
- 40 consumers of Cadbury products

This sample is considered adequate for providing insight into the impact of advertising on both the company and its customers.

### 3.5 Methods of Data Collection

Data for this study were collected from both **primary** and **secondary** sources:

- **Primary Data** were obtained through the use of structured questionnaires and oral interviews conducted with selected staff and consumers.
- **Secondary Data** were collected from internal company documents (e.g., bulletins, annual reports, and internal newsletters) and external sources (e.g., academic journals, newspapers, and textbooks).

The combination of these sources ensured that the data collected were comprehensive and relevant to the research questions.

### 3.6 Instruments of Data Collection

The primary instrument used for data collection was the questionnaire, consisting of both open-ended and close-ended questions. Some questions were structured using Likert-scale formats to assess perceptions and opinions. A total of 60 copies of the questionnaire were administered (20 to staff and 40 to consumers). Out of these:

- 50 copies were correctly filled and returned,
- 4 were returned but not properly filled,
- 6 were not returned.

This translates to:

- **83.33%** correctly completed and returned,
- **6.67%** improperly filled,
- **10%** not returned.

This response rate is considered acceptable for analysis.

### 3.7 Method of Data Analysis

The data collected were analyzed using both **descriptive** and **inferential** statistical methods:

- **Descriptive statistics** (frequency tables, percentages, and charts) were used to summarize demographic data and responses to individual questionnaire items.
- **Inferential statistics**, particularly the Chi-square ( $\chi^2$ ) test, were employed to test the hypotheses and determine relationships between variables such as advertising strategies and corporate performance indicators (sales, market share, and consumer satisfaction).

Data analysis was carried out using the Statistical Package for the Social Sciences (SPSS) software. The significance level was set at 0.05 (5%), meaning any p-value below 0.05 led to the rejection of the null hypothesis.

### 3.8 Historical Background of the Case Study

The foundation of Cadbury Nigeria limited was properly laid in 1956, when Cadbury –fry export, a U.K firm began sales of pronto at an orange road, Apapa in 1958. Cadbury Nigeria limited started as an off short of Cadbury fry export limited, a British company primarily engaged in the purchase of cocoa from the west cost of Africa for Cadbury limited. In the U.K one of the world’s largest manufacturer of chocolate, confectionery and cocoa-based products.

Cadbury’s presence in Nigeria dates back to 1956 when a British salesman come from the united kingdom to live in Nigeria with the aim of developing the sales of pronto. A depot was established in 1963 due to the success of the advertising embarked on and which subsequently led to increase sales.

The depot was extended to include a small product unit, which parked bulk supplies of pronto and burn vita for England into tins. Cadbury Nigeria limited was thus incorporated on January 9, 1965 as an autonomous arm of Cadbury Schweppes group. It look control of all Cadbury fry (export) limited assets and activities in Nigeria. Because of extensive research of extensive research work in 1963 and 1964, new products, Goody-goody and Tomapep were launched in 1966 the business of Cadbury Nigeria limited has continued to grow with the introduction of several new products and the withdrawal of some from the market. Production of Tom-Tom sweets commented in 1970 in 1076 butter mint another sweet was introduces. Cadbury Nigeria limited became a public company in 1976. The decision to go public was actually made ahead of the enterprises promotion decree of 1977.

The health and chemical was established in 1976 to produce parazone bleach and other household chemicals. The following years, 1977 the first phase of malt extract plant to produce malt extract from barley (thus replacing imports of marked barley) command.

Further sales of shares in 1978 in compliance with the decree saw equity holding to 40% foreign and 60% Nigeria with Mr. GamalialOnosoda becoming first Nigeria chairman of the board while Dr. Christopher OlusolaKolade joined the board as administration director. The engineering school opened in 1978 as did the tomapap factory. Know seasoning cube factory came on steam when in the same year following the success of the 1977 plant work on sorghum as subtitle for marked barley began. It supplied the most extracted and glucose used in the production of Burn vita and sugar confectionary. In 1986, a comprehensive award scheme was introduced in order to recognize and reward outstanding performance by staff, which furthers the company's corporate objective. Pounded yam was introduced to market in 1970 and reintroduced in 1978 following extensive reformation and product improvement. Two new products, chocolate Eclairs, and two-in-one sweet with a rich chocolate spread were introduced in 1989. In 1990 another product, Dash was introduced.

From only Burvita and pronto in 1965, the company now has portfolio of 12 products, they are grouped under food drinks ( Burvita and Pronto), ( Food-Pronto yam), ( Tomapep and Knorr seasoning cube), confectionery (Tom-Tom, Buttermint, Malta sweet, Chocolate Eclairs, Chocolate spread and Dash, and health products ( parazone bleach). At various times, the company has its portfolio some new products. Staff strength has grown from a modest 250 people in January 1965 to more than 5000 people at present, which includes the top management middle management, supervisors, and low-level management in all the department of the company. The company and allied matter decree act 1990, resulted in the company's new name Cadbury Nigeria plc.

**CHAPTER FOUR**  
**DATA PRESENTATION, ANALYSIS AND DISCUSSION**

**CHAPTER FOUR**  
**DATA PRESENTATION, ANALYSIS, AND INTERPRETATION**

**4.1 INTRODUCTION**

The chapter contains the presentation and analysis of data gathered through the administration of the questionnaire. The population of the study is made up of the staff of sales and marketing department of Cadbury Nigeria plc and customers of the company's products 20 staff of sales and marketing department of sales and marketing Cadbury Nigeria plc, Agidingbi Road Ikeja and various other locations on Ikeja, Lagos, and Lagos Island.

**4.2 DATA PRESENTATION**

**4.2.1 SECTION A – COMPANY STAFF**

**Table 1: Gender Distribution of Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	14	70%
Female	6	30%
<b>Total</b>	<b>20</b>	<b>100%</b>

**Source:** Field Survey, 2025

The majority of respondents are male (70%), indicating a male-dominated workforce in the departments surveyed.

**Table 2: Age Group of Respondents**

<b>Age Group</b>	<b>Frequency</b>	<b>Percentage</b>
15–25	2	10%
26–35	8	40%
36–45	7	35%
Above 46	3	15%
<b>Total</b>	<b>20</b>	<b>100%</b>

**Source:** Field Survey, 2025

Most respondents (75%) are between ages 26 and 45, suggesting that the company relies on mature and experienced individuals for advertising decisions.

**Table 3: Marital Status of Respondents**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
Single	6	30%
Married	12	60%
Divorced	2	10%
<b>Total</b>	<b>20</b>	<b>100%</b>

**Source:** Field Survey, 2025

A significant number (60%) of the staff are married, which could imply more responsibility and stability among employees.

**Table 4: Educational Qualification**

<b>Qualification</b>	<b>Frequency</b>	<b>Percentage</b>
School Certificate	0	0%
OND/NCE	4	20%
HND/B.Sc	10	50%
MBA/M.Sc	6	30%
<b>Total</b>	<b>20</b>	<b>100%</b>

**Source:** Field Survey, 2025

80% of the respondents possess higher education (HND and above), showing that the staff handling or responding to advertising issues are well-educated.

**Table 5: Knowledge of Advertising Definition**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	20	100%
No	0	0%

<b>Total</b>	<b>20</b>	<b>100%</b>
--------------	-----------	-------------

**Source:** Field Survey, 2025

All respondents understand the concept of advertising, confirming awareness of its professional role.

**Table 6: Understanding of Advertising Objectives**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	20	100%
No	0	0%
<b>Total</b>	<b>20</b>	<b>100%</b>

**Source:** Field Survey, 2025

100% agreement reflects that staff understand the core purposes of advertising: to inform, persuade, and remind.

**Table 7: Company Advertising Objective Employed**

<b>Objective</b>	<b>Frequency</b>	<b>Percentage</b>
To Persuade	2	10%
To Inform	1	5%
To Remind	2	10%
All of the Above	15	75%
<b>Total</b>	<b>20</b>	<b>100%</b>

**Source:** Field Survey, 2025

Most respondents (75%) confirmed that the company employs all three advertising objectives, showing a comprehensive and strategic approach.

**Table 8: Awareness of Advertising Media**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	20	100%
No	0	0%

<b>Total</b>	<b>20</b>	<b>100%</b>
--------------	-----------	-------------

**Source:** Field Survey, 2025

There is complete awareness of advertising media among company staff.

**Table 9: Media Types Used by Company**

<b>Media Type</b>	<b>Frequency</b>	<b>Percentage</b>
Print Media	1	5%
Electronic Media	2	10%
Outdoor Media	1	5%
Point of Purchase	1	5%
All of the Above	15	75%
<b>Total</b>	<b>20</b>	<b>100%</b>

**Source:** Field Survey, 2025

The majority (75%) indicate that the company uses all types of media, emphasizing a robust and versatile communication strategy.

**Table 10: Advertising Budget Awareness**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	20	100%
No	0	0%
<b>Total</b>	<b>20</b>	<b>100%</b>

**Source:** Field Survey, 2025

All staff are aware of budgeting strategies, indicating effective internal training or briefings on advertising planning.

#### **4.2.2 SECTION B – CUSTOMERS’ PERCEPTION**

**Table 11: Does Advertising Influence Purchase?**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	35	87.5%
No	5	12.5%



<b>Total</b>	<b>40</b>	<b>100%</b>
--------------	-----------	-------------

**Source:** Field Survey, 2025

Most consumers (87.5%) admitted they have been influenced to purchase a product because of advertising, confirming its effectiveness in shaping buying behavior.

**Table 12: Function of Advertising**

<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Inform and Persuade	5	12.5%
Appeal to Consumer	2	5%
Induce Consumer	3	7.5%
Educate the Consumer	4	10%
All of the Above	26	65%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Source:** Field Survey, 2025

A large number (65%) recognize all major roles of advertising, including persuasion, education, and appeal, confirming consumer awareness of advertising's comprehensive impact.

**Table 13: Will Products be Forgotten Without Advertising?**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	34	85%
No	6	15%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Source:** Field Survey, 2025

The high percentage of "Yes" shows that consumers believe continuous advertising is necessary for brand/product recall.

**Table 14: Does Advertising Contribute to Company Profit?**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
-----------------	------------------	-------------------

Yes	36	90%
No	4	10%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Source:** Field Survey, 2025

Consumers (90%) strongly believe advertising contributes to profit, affirming its role in brand performance and ROI.

**Table 15: Most Noticed Advertising Media**

Media Type	Frequency	Percentage
Print Media	4	10%
Electronic Media	20	50%
Outdoor Media	3	7.5%
Point of Purchase	1	2.5%
All of the Above	12	30%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Source:** Field Survey, 2025

Electronic media is the most noticed form of advertisement (50%), followed by a good number who notice all media (30%), validating the company's multi-platform strategy.

## 4.2 Discussion of Findings

The data collected from both company staff and consumers revealed several critical insights. Both internal stakeholders (staff) and external stakeholders (consumers) understand the purpose and impact of advertising. Staff are well-informed about objectives and budgeting, while consumers recognize advertising's persuasive and informative functions.

The company uses a blend of print, electronic, outdoor, and point-of-purchase media, ensuring maximum reach. This supports the finding that consumers often notice ads in multiple formats. With over 85% of consumers stating that advertising has influenced their purchase and helped them remember products, it's clear that advertising fulfills its core functions. Additionally, 90% believe advertising contributes to profitability.

Electronic media, particularly television and radio, is the most recognized and preferred channel for advertising. This aligns with the company's investment in multiple TV

and radio stations. Staff understand advertising budgeting methods, suggesting that campaign planning is aligned with company financial strategies.

## CHAPTER FIVE

### SUMMARY, CONCLUSION, AND RECOMMENDATIONS

#### 5.1 SUMMARY OF FINDINGS

This research study was conducted to examine the effect of advertising on organizational performance, using Nestle Nigeria Plc as a case study. The study sought to assess the impact of advertising on consumer behavior, profitability, and brand awareness. Both primary and secondary data were used, and structured questionnaires were administered to both company staff and customers to gather relevant information. The major findings of this research are as follows:

1. **High Awareness and Knowledge of Advertising:** All staff respondents understand what advertising entails and its core objectives (to inform, persuade, and remind). This indicates a strategic alignment in advertising knowledge within the organization.
2. **Comprehensive Use of Media Channels:** Nestle Nigeria Plc employs a wide range of advertising media including electronic, print, outdoor, and point-of-purchase. The majority of staff (75%) and consumers (30%) acknowledged this integrated media strategy.
3. **Advertising Positively Influences Consumer Behavior:** 87.5% of the consumer respondents confirmed that they have been influenced to purchase Nestle products due to advertising, highlighting its persuasive effectiveness.
4. **Advertising Enhances Product and Brand Recall:** 85% of consumers admitted that without advertising, they may forget about certain products, signifying the role of advertising in sustaining consumer attention and brand memory.
5. **Positive Link Between Advertising and Profitability:** A significant portion (90%) of consumers believe that advertising contributes to increased profits, affirming that effective advertising campaigns translate into better financial performance.
6. **Electronic Media is the Most Effective:** Among the various media options, electronic media (TV and radio) had the highest consumer recognition (50%),

showing that it remains the most powerful medium for reaching and engaging target audiences.

## 5.2 CONCLUSION

The findings of this study affirm that advertising plays a crucial role in the overall performance of Nestle Nigeria Plc. Advertising not only informs and educates the public about the company's products but also influences consumer decisions, strengthens brand loyalty, and boosts sales revenue. The company's adoption of a comprehensive advertising strategy using various media has proven effective in promoting its products and ensuring continuous consumer engagement.

Moreover, the alignment between company advertising objectives and customer perception underscores a successful communication strategy that benefits both the firm and its market audience. Therefore, it is concluded that advertising remains a strategic tool that significantly affects organizational performance when implemented effectively.

## 5.3 RECOMMENDATIONS

Based on the analysis and findings of the study, the following recommendations are made:

1. **Sustain a Multi-Channel Advertising Strategy:** Nestle Nigeria Plc should continue to leverage various media platforms—especially electronic and digital media—to maintain broad consumer reach and engagement.
2. **Invest in Digital Advertising Platforms:** As consumer behavior shifts towards online engagement, the company should allocate more resources to social media, online video ads, and influencer marketing to target younger demographics effectively.
3. **Periodic Evaluation of Advertising Campaigns:** The company should regularly assess the impact of its advertising initiatives through customer feedback and sales data to optimize effectiveness and ensure alignment with current market trends.
4. **Enhance Creativity and Message Clarity:** Advertisements should be designed to clearly convey the benefits of the products and evoke emotional connection with consumers to increase memorability and persuasive impact.

5. **Allocate Adequate Budget for Advertising:** Management should prioritize advertising in budgetary decisions, given its proven role in driving sales, brand visibility, and long-term organizational growth.
6. **Staff Training and Development:** Continuous training should be provided for marketing and advertising staff to stay abreast of emerging trends, consumer behavior shifts, and new advertising technologies.

## REFERENCES

- Berkowitz, J. / Rudelius (1989) "Marketing" / RWIN 2<sup>nd</sup> edition
- Boiling, C.L (1992) Promotion in Marketing 3<sup>rd</sup> Edition (Eaglewood Cliffs, New Jersey Prantice Hall Inc)
- Francis, C.R (1989) Marketing Management, Analysis Planning and Control 6<sup>th</sup> Edition (Eagle Wood Cliffs, New York)
- Mokiterick, J (1980) Practice of Marketing 1<sup>st</sup> Edition Heineeman Publication U.K
- Osuagwu and Eniola (1982) Marketing Principles and Practice Publications Lagos.
- Kotler, .P. (1981) Marketing Little Brown and Co
- Stanton, W.J. (1981) Fundamental of Marketing 6<sup>th</sup> Edition
- William, T. Kelly (1979) The Management of Promotools 1<sup>st</sup> Edition (New York, Mergrew Hill).

## JOURNALS

- America marketing association (AMA)
- Advertising practioners council of nigeria various publication
- Institute of marketing London journey – feb 1998 vol 5, no 6

**QUESTIONNAIRE**  
**TWO SECTION A & B**

**SECTION A– PERSONAL INFORMATION**

1. Sex: male ( ) female ( )
2. Age group: 15-25 ( ) 26-35 ( ) 36-45 ( ) above 46 ( )
3. Marital status: single ( ) married ( ) divorce ( )
4. Education background:  
School certificate ( ) OND/NCE ( )  
HND/BSC ( ) MSC/MBA ( )
5. Department:  
Sales and marketing ( ) purchasing ( ) Account ( )
6. Advertising as any paid form of non- personal presentation of idea, goods, and services by an identical sponsor.  
Yes ( ) No ( )
7. Advertising objective are to persuade, to inform, to remind  
Yes ( ) No ( )
8. Which of this objective does your company employ in question 7?  
To persuade ( ) To inform ( ) To remind ( ) All of the above ( )
9. Advertising media are print media electronic media, outdoor media, point of purchase  
Yes ( ) No ( )
10. Which of these media does your company employ?  
Print media ( ) Electronic media ( ) Outdoor media ( )  
Point of purchase ( ) All of the above ( )
11. If print media which one of this?  
Newspaper ( ) magazine ( ) I & II ( )
12. If outdoor media: Billboard ( ) transit ( ) banner ( )

13. If electronic media: Television ( ) radio ( ) all of the above ( )
14. If television which of these vehicles  
AIT ( ) MITS ( ) MBI ( ) DBN ( )
15. If radio: EKO FM ( ) STAR FM ( ) RAYPOWER ( )
16. Advertising budget are affordable method, percentage of sales method, competitive method and objective and task method?  
Yes ( ) No ( )

## **QUESTIONNAIRE – CUSTOMER**

### **SECTION A – PERSONAL INFORMATION**

1. Sex: Male ( ) Female ( )
2. Age group: 15-25 ( ) 26-35 ( ) 36-45 above 46 ( )
3. Marital status: single ( ) married ( ) divorce ( )
4. Education background: school certificate ( ) OND/NCE ( )  
HND/BSC ( ) MSC/MBA/MPA ( ) others ( )
5. Department: sales and marketing ( ) Purchasing ( ) account ( )

### **SECTION B**

6. Do you believe that all products need to be advertised?  
Yes ( ) No ( )
7. Has any advert induce you to buy the product being advertised Yes ( ) No ( )
8. Advertising is a means of communication that
  - i. Both informs and persuade ( )
  - ii. Tries to appeal to the consumer.
  - iii. Induces the consumer to buy ( )
  - IV Educate the consumer/user of product ( )
  - v All the above ( )
9. Product can be forgotten if company stops advertising it.  
Yes ( ) No ( )
10. Do you believe that advertising contributes to company's profit? Yes ( ) No ( )
11. Advertising media are print media electronic media outdoor media, point of purchase.  
Yes ( ) No ( )
12. Do you believe that without advertising the consumer may not be aware of the product?  
Yes ( ) No ( )

13. In which of these media do you often notice advertisement.

Print media ( )      Electronic media ( ) Outdoor media ( )

Point of purchase ( ) All of the above ( )