

ADVERTISING STRATEGY IN A COMPETITIVE
BUSINESS ENVIRONMENT

(A CASE STUDY OF NIGERIAN BOTTLING COMPANY PLC IBADAN PLANT)

BY

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CERTIFICATION

This research work has been read and approved as meeting part of the requirements of the Department of Business Administration and Management, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin for the Award of Higher National Diploma (HND) in Business Administration and Management.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

It is important when discussing advertising to be fully aware of what advertising is all about. Advertising definitions are as numerous as the number of advertisements available in the mass median but there is yet to be a universally accepted definition. Advertisement is seen daily on television, newspapers, magazine, radio, posters e.t.c. It the question “What is advertisement? I asked, the common commercial seen or heard readily comes to mind. But there is much more to advertising that exists and experienced by every one.

It could mean different things to different people. To some, advertising is a profession, a business tool to many and a form of communication to almost every one. And like communication advertising is either good or bad. It is amusing, entertaining, useful, boring, wasteful deceptive an intrusion, silly, or a necessity. There are as many perspectives to advertising as there are individuals. For it is the gain or loss from the shade of individual perception. These who gain from advertising would always control its virtues many definitions to be given while those who have nothing to gain from it would surely hold negative views about it. Advertising is much like electricity, it is greatly known and also the uses, but to define it successfully are not easy.

In a study “the consumer view of advertising” carried out in 1974 by the American Association of Advertising Agencies. For as more than half of the respondents described advertising as a channel of information from manufacturers to consumers. More than a third of this representative sampling of consumers defied advertising as a form of salesmanship or persuasion. Some defines advertising as manipulation propaganda and misleading. Many scholars professional bodies sand association had given various definition of advertising with minor differences. However, it is note worthy that each definitions is unique on its own. Hence we can say advertising is a complex field.

A more comprehensive definition was provided by the American Marketing Association (ASMA) which says advertising is any paid form of non personal presentation and promotion of goods services or ideals by identified sponsor. This definition is widely accepted. It is acceptable simple because of key element it provided.

1.2 STATEMENT OF THE RESEACH PROBLEM

The importance of stork in any organization can not be over emphasized. Control must be accorded a great attention so as to minimize some of the problems associated with advertising control, some of these problems are:

Advertising valuation methods are many, there are improper record keepings, the supply of raw material is in effective, no policy regarding minimum and maximum stock levels determination, the company adapts

manual advertising control system, the bi-annual stock taking is not enough for effective controls.

1.3 RESEARCH QUESTIONS

OBJECTIVES OF THE STUDY

The objective of the study is to highlight the importance of many research works to various groups. What really brought about this topic is the challenge encounter during the course of study and gain there has not been a real precision in the study of advertising strategy in a competition business environment.

Like in a Nigeria Bottling Company PLC of the topic chosen will be of benefits to successful advertising planners and an effective advertising research in any business organization in the future.

The project will also serve as guide to the future students when embarking on a similar research. The business organization in the country could draw some facts in how a firm could design effective advertising strategy which is believed its will enable the business organization to achieve its goals and objectives. More so, to industrial companies this work will provide the guideline for designing effective advertising strategy between competitors.

1.4 SIGNIFICANCE OF THE STUDY

Nigeria Bottling Company that engages in planning an advertising strategy through various methods will find the research very useful in planning their day-to-day operation. In a way the study is a crucial review of

the role in advertising strategy in competitive business especially in the Bottling Industries.

Nigeria Bottling Company Management owns a duty of putting there houses in order all their advertising strategies.

This study has showed how the company task can be achieved, it is also discovered in the course if this research that advertising strategy is used in the increase of the sales. If product in both competitive oligopolistic and monopolistic markets.

Apart from the above important factors of students saddle with project similar to this study will also find the research useful. Effective and efficient advertising strategy will also help companies that experience keep competition among themselves to achieve its set out objective.

The research is equally significant to the researchers as it part of the requirement for the award of Higher National Diploma (HND) Certificate in the polytechnic.

1.5 SCOPE OF THE STUDY

Owing to time and financial constraints one will not be able to involve other companies that are in soft drink bottling business. No matter how important they are to the study.

Bottling company like Top Bottling Company, Limca Bottling Company, Tandy Gruanner and Schweppes Bottling Company e.t.c are involved in Bottling of soft drinks that promote the product of business organization. This organization would have been added in the study.

With the fear of the secret with which Bottling Company treat their information and the scarcity of time labour and resources limited their study to just one Bottling company (Nigeria Bottling Company PLC) the justification being that since this is wholly bottling company it is photo – type of other companies.

1.6 LIMITATION OF THE STUDY

There are a lots of factors which limits the researcher ability in carrying out a wider study of research out of which the following major factors.

EXTERNAL FACTORS;- one of the external that affect research study is legal factors. This is legal policy prevailing within the organization restricting employees from disclosing some secretes in the organization which would have still be an additional data for the researcher.

Secondly, people are shy and afraid to give out information. Despite the assurance by the researcher that information given would be treated in strict confidence and will be purely for academic work, officials at Nigeria bottling company plc, Ilorin were afraid to let one into their book and vital documents which may contains important information to the research.

INTERNAL FACTORS; - the internal factor that affect the researchers include;

FINANCE;- the researcher financial background is actually poor and this has negative effect on their power to conduct the research to some extent

Time; - The researcher were faced with conflicting programs such as the project work and academic work and this also limited the scope of the study.

LABOUR;- Since the project work is mostly labour intensive in nature.

1.7. THE HISTORICAL BACK GROUND OF NIGERIA BOTTLING COMPANY PLC

Coca-cola was first made in 8th may, 1886 by Dr. John styth pententun, a pharmacist in his home in Atlanta, georging USA. The name coca-cola was given to it by frank .m. Robinson, Dr. Pemententun's partner and book keep. He also designed the script that distinguished the famous trade mark.

Coca-cola remains a secrete as they have been operation for over 100years. The formula known as MERCHANDISE 7X is kept in a special security vault in a bank in the united state.

Coca-cola was established in Nigeria 1953 when the Nigeria bottling company opened it first plan in Lagos in 1951 .It started business with an authorized share capital of 15 million as at 1982. Its products are coke, Fanta, Ehapman, Spirie, Kreast, bitter lemon, Schweppes, bitter lemon soda, tonic ova table water.

So far Nigerian's drink about 1,200, 050 bottle everyday. Nigeria bottling company is also the largest manufacturer of co² in the country, which is used to carbonate your favorite soft drink.

Nigeria Bottling Company employs over 6,000 Nigerians in all fields of operations. Quality is the key word which determines the success of the whole operation. Only the very ingredients are used for making out soft drinks sophisticated washing and filling equipments have been made installed at all plants.

An extremely high standard of hygiene is maintained to ensure that top quality products reach the customer. The manufacture process of coca-cola is based on a carefully measured combination of sugar, water and concentrate. The same standard is maintained throughout the world.

1.8 DEFINITION OF TERMS

There are carbons concepts in advertising which only understand professionals in the field of work. This to make this research work easy understood, the concepts are explained below:-

1. Theme:- The part of an advertising message that is repeated throughout the Campaign.
2. Platform: - Advertising platform is the issue and product benefit that a market wishes to convey in an advertising message.
3. Target audience: - This is the specific audience to which advertising message is aimed.
4. Advertising copy: - Refers to the words and picture or illustrations that make up the advertisement and the way they are laid out to create total impression.
5. Reach: - The percentage of total prospects that are exposed to a specific advertisement in a specific period.
6. Frequency: - The average number of times that the average prospects will be exposed to a specific period.
7. Readership: - The percentage of recall in a specific advertisement or editorial item in a given issue of publication.

8. Advertising medium: - This is the channel through which the advertising messages are delivered to the target audience.
9. Competition: - This can be defined as “the action of endeavoring to gain what another endeavors to gains at the same time” it explain, it further as the striving of two or more for the same object”.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

The basic fact of life in marketing is that, a product can not sell itself. More so, a product that is designed to meet buyers derive and which is offered at a very affordable price will not be successful unless information about its available and benefits is provided, some forms of communication are essential to the execution of any marketing strategy. Advertising consists of paid message designed to inform or persuade buyers or users about a product, services, belief or idea by the identified sponsor.

Meanwhile, advertising is a paid form of communication of company message to the public through impersonal media. It therefore requires proper methods of determining its requirement. Such tools used in making such decision are so follows:-

- i. Examine some of the method used for determine advertising budget.
- ii. Highlight the merit and demerit in event in the method.
- iii. Recommend some strategies for adopting any of the methods.

Although the aim of advertising is to sell some things. Mathew et al (1964) listed some immediate and specific purpose which can be directed towards that ultimate aim. They are as follows:-

- a. To build primary demand.
- b. To introduce a price deal.
- c. To build brand recognition or brand preference.

d. To prospect about a new product availability feature or price.

On this background, it is clear that by employing advertising, sales advertising, sales would be increase by buying the product to the awareness of the customer and by so doing. It can generate the funds to advertise through increase sales volume.

2.1 THE ROLE OF ADVERTISING IN A BUSINESS ENVIRONMENT

The role of advertising in a business environment can not be overemphasized. Advertising has become a popular instrument in business. It has been applied to company expenses in its totality. Advertising provides a root to sales its purpose indicated the competency and existence of given product or services.

Weather 1953, defines advertising as a communication that provides generally useful relevant and patient information upon which the consumer either acts immediately or store for later reference, application to inform potential buyers of the problems solving utility of a firm's market with objectives of developing consumer preference for a particular brand.

John Hobson 1958, define advertising as form of communication, the special nature of this is that it is paid for by some interested party who stand to benefit from the communication of the message. No matter what types of advertising weather newspaper, magazines, radio or television entertainment it reaches a mass audience at a low cost. Generally advertising is defined as a form of non-personal communication essential at persuading, potential consumer including middlemen along various channel of distribution ton

adopt a favorable attitude to an identified organization product or services. Advertising has many other functions that can be categorized as educational, communication and social function.

EDUCATION FUNCTION

People learn from advertising they learn about the products or services and idea that are available to them, they learn how they can better their lives. It is in this vein that Vianoff 1977, believes that “advertising as an educator, speeds the adoption of the new and united product and in so doing accelerates technological advance in industry and hasten the realization of a fuller life for all”. It helps to reduce accident and waste of natural resources and contribute to building a better understanding and appreciation of our national ideologies.

COMMUNICATION FUNCTION

All forms of advertising communicate message to a group of people. As communication function advertising had its ancient civilization.

Boree and Avens 1966, opined that most historical believe that outdoor signs carried in clays, wood or stone and used by ancient Greek and Roman merchant where the first form of advertising.

These trademarks enabled the buyer to identify the work of a particular artisan, just as trademark does today.

Thus, ensuring that consumer obtained their desired goods from known producers of their choice.

ECONOMIC FUNCTION

Boree and Aven 1996, suggested that by making people aware of products, services and ideas, advertising promotes sales and thereby commerce as well, moreover as a buyer guide it provides consumers with news of new products or prices, and it gives industrial buyers important information about new equipment and technology by informing potential customer about availability of a given products.

Advertising eases the task of personal selling it leads to lower costs of and higher profits. The freedom to advertise enables competition to enter market place. This encourages the improvement of existing products and the development of new improved models.

Thus, as advertising invites people to try new products it accelerates for success of good products and the failure of unacceptable ones.

SOCIAL FUNCTION

Advertising is one of the major factor that has helped improved the standard of living in this country and round the world. This is achieved by publishing the material, social and cultural opportunities of free enterprises in a society. Advertising has encourage increased productivity by both management and labour by giving consumers an attractive picture of the products available motivates them to buy.

Advertising serves other social need than just the stimulation of Sales, Newspaper, Magazines, Radio and Television, all receive their income from advertising, advertising is above environment pollution. It is an indispensable tool in the hand of the politician during their electioneering campaigns.

2.2 TYPES OF ADVERTISING STRATEGIES

Douglas foster 1978, suggested that advertising is a philosophy used by business industry to promoted and communicated potential customers in order to accomplish their target market goals. In the same vein, Weil Beacher is of the opinion that advertising strategy is a philosophy designed to accomplish the stated advertising goals. Advertising strategies fall into broad categories of creative strategy and media strategy

CREATIVE STRATEGY

The creative strategy is concerned with fashioning the message to be directed to the potential customer. Quite significantly, creative advertising strategy states explicitly what advertising will communicate about the products service and institution in relationship to consumer needs, wants, desires and dreams creative strategy dictate what advertising will say but it does not specify how will be said.

MEDIA STRATEGY

Media strategy takes care of the medium to be employed in conveying the message to prospect groups. In addition, media strategy since it is medium used in conveying the message to prospect group a good from the days when advertising and other expenses had been met. The decision of a company to invest in advertisement is based also on how important a role it plays in the sales of the goods. It becomes very essential in the sale of consumer goods for ministerial goods. Meyere 1995 argued the philosophy behind the

individual business budget is simple. He attempts to minimize the total profit by spending advertising money as long as each amount spent adds to the total profit, the advertising money is still well spent. However, if it reaches a point where sales

Cost is more than profit on each unit sold. It is time to stop advertising. This trick is predicted accurately how in any additional sales advertising will bring and how much profit the money will make on each sales.

Many approaches are used by the advertiser in determining how much to spend. Some advertisers use one of those that are used today and each has its own merit and demerit.

METHOD APPROACHES OF BUDGETING EXPENDITURE

The objective and task method is also known as “budget build up method” it is the few means of determining advertising allocation. It defines objectives that are sought and how advertising it to be used to accomplish those objectives. It considers advertising a marketing tool used to generate sales, rather than a result of sales. The objective and task method has three steps defining the objective, determining strategy and estimating the cost. After specific qualification marketing objective have been set the advertiser develops programs to be used in determining them. If the objective are into increase the number of creates of cokes or fanta medium will be preferred. These strategies when well harnessed have helped us in a great measure in the positioning of product by prospect group.

2.3 BUDGETING OF ADVERTISING EXPENDITURE

According to marketing budgeting has become a popular instrument in business. It has been applied to company expense in total and details and to sales advertising.

A budgeting provides a plan to which to operate. Its indicate a certain degree of looking both forward and backward. The purpose is to provide guide to and a control of money to be spent. The amount of money to be spent is of vital concern to the company. It serves to establish a limit to the advertising to be done during a given period of time. It provides the cloth from which the advertising campaign should be carefully considered before the campaign is planned and stated.

Such procedure will tend to keep the appropriation within profitable limit and provide a reason for setting within profitable limit and reason for setting aside a given amount for its advertising. Eidridge 1967, claimed that “the allocation of the budget and more important, the amount of the budget are determined more by guess work and instinct than the application of scientific analysis”. In such circumstance, the advertising manger and the agency account executive will probable believe it is too low and controller will say it is too high?

However, modern research has moved budgeting sold by 10%, for sample, the advertised will have to determine which advertising approach work well, how often advertisement are to run and which media to be based. The proposed course of this program is determined and this becomes the basic for the advertising budget. Boree and Avens 1986, observed the “it is necessary to consider this budget on light of company’s financial position. If

cost is too and strategy adjustment accordingly, the objectives may have to be sealed down and strategy adjustment accordingly” like wise after the campaigns has run, if the result are better or worse than anticipated, the next budget may require appropriate divisions.

PERCENTAGE OF EACH METHOD

Under this approach, advertising is a specified percentage of the previous years or predicated future sales. In order works, $\text{advertising} = n\% \times \text{total sales}$. This percentage ($n\%$) is arrived at by an inch method at the initial stage. Later on historical information is used in deciding what percentage sales should be allocated for advertising expenditure.

The rational behind the use of this method is that expenditure on advertising must be justified by sales. This method is widely used for many reasons. Besides being simple to calculate, it is exact and easy to define to top level managers who are used to think of cost in percentage terms. Also it is financially saved, since it has expenditure to sales revenue. It can also provide for a stable competitive environment is widely used throughout the industry, as advertising level will be proportional to market shares.

Furthermore, Jan. 1981, Argues that “this approach fail to consider the cumulative effect of advertising. In brief, this approach considers the advertising necessary expenditure that must be apportioned to, form sales revenue without considering the relationship o competitors activities or its influence on sales revenue.

THE MARKET SHARE APPROACH

This method is based on trying to maintain a given market share or obtain a certain target share, it may decide to spend the amount in percentage that it spent previously, if the company plans to increase its market share it can increase its advertising expenditure accordingly.

Unlike the percentage of sales method, the approach completely ignores the quality and creativity as well as potential new product offerings. Generally, a new product requires a heavier advertising budget to educate its target market and build product awareness. Burgart 1961, asserts that companies using this method have a tendency to become complacent. MC Daniel 1979 observed that firms allow their advertising budget. He further said that such companies should note that a firm competes on more than one basis, and that advertising is just one of the competing marketing mix variables, therefore, simply maintaining a higher percentage is median. Exposure may not be enough to accomplish the desired result; a company must maintain an awareness of all marketing activities of their competitors, advertising inclusive.

Nevertheless, a major advantage of this approach is that it recognizes the importance of a competitor. For example, share however, there is no guarantee that your competitor will not increase their advertising budgets when you least expect.

COMPETITIVE PARITY METHOD

In the competitive parity method, a firm adopts an example of individual direct competitors or spends the same absolute amount as the competitors. This approach adds the explicit consideration of spending levels of

competing firm budget setting processing. It does however, have many major shortcomings. According to Kinner and Bernhardt 1983, it is assumed that competitors know how to spend advertising amount properly, that they are in the same position as our friends, and have the same advertising plan. The fallacy of the rationalization should be obvious, your competitor's objectives are rarely the same as yours when your competitor makes a mistake so do you.

Further, this approach may not reflect the future advertising behavior of competitors very well.

2.4 FORMS OF ADVERTISING

This is an advert that showers economic on the product without really saying anything about it, it does not provide the consumer with significant information. They substitute superlative endorsement by loading personalities or claims of uniqueness for hard facts of price and performance.

They are fluff and while they may be commercial which show well known people drinking a type of soft drink for puffing category.

INFORMATIVE AND ADVERTISING

These provide significant information on price or relative price function of the product distribution, specification and performance standard. It is an advert that states or tells something about the product.

MISLEADING ADVERTISING

These are advertisements that directly or implicate misleading the product. It is difficult to limit misleading advertising but they include product features or claims not supported or in support and portray the product on

unnatural situation. An advertisement is misleading when it portrays the product as something it is not.

MEDIA FOR ADVERTISING

Advertising is a paid form of non-personal presentation or promotion of ideas. Goods or services by an identified sponsor, the key factor identifying advertising are that it is paid for and that is by an identifiable sponsor propaganda may or may not be paid for, but in any event its sponsor is hidden. This chapter will focus its attention mainly on the field of advertising with some discussion given to publicity.

Advertising encompasses wide range of activities, such as. (1) Magazines and newspaper advertising (2) Television ads (3) Radio commercials (4) Outdoor billboards (5) Direct mail promotions (6) Directories (7) Categories (8) Point of purchase display

BILLBOARDS

Billboards can be highly effective advertising media for some types of firms. Restaurant, motel and filling stations, categories and others have no better media available to them than well placed billboard. Many of their potential customers pass by certain spots and a certain percent of them will be making a buying decision at almost all times.

The cost per-contrast of billboard is quite small definitely limited in what they can do. Basically, they can finish only a minimum of information usually names a few simple word.

CATALOGUES AND DIRECTORIES

Catalogues and directories are usually excellent advertising media because potential buyer looking for a source of supply will seek them out to get lead to seller. The leadership of catalogues and directories is extremely high usually highly selective.

Usually, little creative saving can be done in catalogue or directories. Their cost can be relatively high on a contact basis but frequency they are low in comparison with sales result. The cost of being listed in directory is often relatively low and the length of life is usually better than a year. It is therefore usually advisable for a manufacturer to be listed in all appropriate directories.

RADIO

Radio, has geographical flexibility, similar to television and newspapers. It lacks however, the visual appeals of both television and printed media. Psychologists have clearly prove that the eye is a far better path to the brain the ear is, people remember far more of what they see than of what they hear. Radio has tremendous advantages in flexibility of timing a radio announcement can be made almost immediately to take advantage of such thing as weather and current events.

One of the major disadvantage of both radio and television is the fact that, once the message is given. It is gone forever. The length of life of time media is instantaneous. If the listener misses the message the first time through, that message is gone and another must be purchased to reach the market. For this reason repetition to reach rate of frequency are far more

important in using these media than in using space media in using these media than in using space media.

TELEVISION

In the short period of decade, television has grow from almost being nothing to a place where it challenges newspapers as the nation's difficult to understand medium that are impossible to do with any other. On television a reasonably close facsimile to a personal sale can be demonstrated and shown in use. Television has all the additional advantages of sight. As a selling tools, television is unparalleled by any other advertising medium. Television reaches audience unequalled in the history of man. No other single advertising medium reaches as many people on such a continuous basis as does television. Studies have show that the average person watches television from four ti five hours a day and that approximately nine percent of the popular owns a television receiver in this era of mass medium for the mass market.

2.6 BASES FOR MEDIA SELETION MAGAZINE

There are two basic types of magazine

I.consumer

II.Trade

There are literally magazines for almost every special interest group in the nation. There are magazines for those interested in gardening, radio, sports cars, home etc. similarly; there is a trade publication for just about every conceivable trade or occupation in the world. Magazine can therefore be highly effective in selling to certain interest group or certain trades or

occupations. A manufacturer or skiing accessory has available to him three magazines there are aimed at his entire market.

Though newspapers are selective on a geographical basis magazines can be highly selective on a market cleavage basis, such as occupation, race, interest's etc. the cost of magazine may be higher per contact than newspaper, but the cost per potential customer may be much less in many instances.

Magazines have several technical advantages. High quality printing method may be used and four colours may be employed. Usually more can be done in the way of creating demand in magazine than in newspaper.

Magazines have one big advantage over newspaper that their length of life is considerably longer depending on the frequency of publication, indeed, many times advertisement, in magazines have a life of longer than a year. One advertiser in better homes and gardens testified that he received inquiries from an ad long after it has appeared. One manufacturer placed an ad in the specially receives salesman in August 1956 and received replies for nearly a year after. In addition magazines are usually picked up more than once by the readers. Studies have shown, for instance, that reader's digest is picked up and read by the same person approximately thirteen times.

An advertisement placed in a magazine has multiple exposures, which lower its per contact costs many magazines are used almost as catalogues by customer. Some magazines have built up sufficient reputation for themselves among their readers that product advertised in them automatically gain a

certain degree of acceptance parents magazine seal of approval is a definite sales aid among both middlemen and consumers.

A major disadvantages of magazines lies in the facts that unless a product has national distribution, usually the advertiser pays for a great deal of waste circulation. Although a few regional magazines do exist they seldom carry the impact of large national periodicals magazines are also limited in what they can do creatively to sell a product. Magazine because they are generally read by people in the upper income brackets, may miss low income markets altogether.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

This research is an investigation study. It is an academic research on the role of advertising on business environment. Therefore, Nigeria Bottling Company plc has been chosen as the case study because of its accessibility to the researcher, besides, it is representative of other business industries.

3.1 RESEARCH POPULATION DEFINITION

The population of the study includes Nigeria Bottling Company, limca. The sample of the study is Nigeria Bottling Company plc bottlers of coca-cola, fanta, sprite etc.

3.2 RESEARCH DESIGN

A large part of the data collected for the research was from primary source through interview and questionnaire. A covering letter was sent with the questionnaire to respondent to disclose the purpose of the questionnaire and solicit support of questionnaire was prepared for respondent which include the officer and workers of Nigeria Bottling Company Plc.

The questions were designed with different purpose of facilitating, confirming and aiding the information supplied. The questionnaire consists of questions which aimed at obtaining information from official of the company concerning advertising strategy in a competitive business environment. The questionnaire was made up of closed ended questions. The

source of the data collected also includes documentation research which is a kind of secondary data.

3.3 DATA COLLECTION METHOD

The instruments employed in collection of data are questionnaire, interview and documentation research.

QUESTIONNAIRE

A questionnaire is a written document that comprises of questions basically designed to gather information. The questionnaire comprises of two sections. Section was structured to give an insight about the history of advertising in Nigeria Bottling Company Plc section two was designed to elicit information on the role of advertising on corporate bodies' information. This research technique was employed because of the advantages available from using it as a means of data collection. The advantages include the following:-

- i. It enable us gather information easily.
- ii. It is normally formal.
- iii. It is not expensive.
- iv. It encourages immediate response since the questions are readable and well understood.
- v. It is useful for interpretation and analysis of data.
- vi. It reveals all necessary information needed, 30 questionnaires were sent out but 20 were returned.

INTERVIEW

In other to get data for this empirical study the researches personally went to coca-cola plant Ibadan and interview some of the official of the organization. The interview was an unstructured and this helps the researchers in getting various and sound responses.

DOCUMENTATION

For the purpose of the study, secondary data were equally employed such data information as contained in various journal newspapers, magazine, seminar papers and books that are relevant to the Bottling industry. The researchers also made use of publication and hand book relating Nigeria Bottling Company Plc.

3.4 METHOD OF DATA ANALYSIS AND PRESENTATION

The analysis and presentation of data are the means by which a research problem is being carried out, answered and that how the stated hypothesis is tested. The method of data analysis and presentation used is by testing hypothesis through statistical calculation as mentioned above. This is carried out through table and percentage to illustrate its finding. The type of statistical calculation is through the use of graph.

CHAPTER FOUR

4.1. PRESENTATION AND ANALYSIS OF DATA

Based on the data obtain analyzed, finding were revealed. A total number of easterner was interviewed and questionnaire was administered to some of them.

The work force excluding the managing director was also interviewed. Among finding were that stocks were ordered from manufacturer and foreign distributors. Data also revealed that the store manager as no freehand in his operation but the need to see the consent of the managing director before taking. Decision even where the MD is in town.

Data received also revealed that little or no information are disseminated and poor publicity with lack of advertisement Davies and media. Customer inquires reveal that products offer are satisfactory and that CDY (customer delivered value) are not that high.

4.2 ANALYSIS OF DATA

The data collected shall be analyzed through the use of the table to show the relationship that exists between perception the table below shows the number of respondent and their percentage of the respondent sample. It should be noted that 20 questionnaires were issue and only 15 respondents duly filled and return their copies.

THE SOFT DRINKS IN NIGERIA AND NBC’S MARKET SHARE.

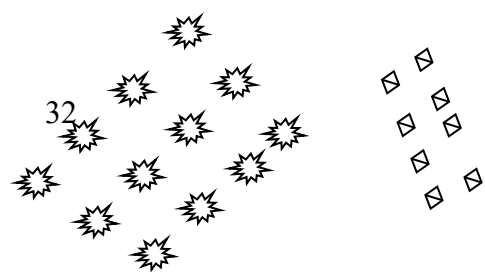
In the 1980s there were quite a lot of companies in the soft drink industry. Some of this company packed up for different reason while some are still managing to service companies like Shagaya. Bottling company bottlers of double cola, and Oluyori Bottling company, bottlers of “polar” were once household names in this pant of Nigeria but they have since ceased production.

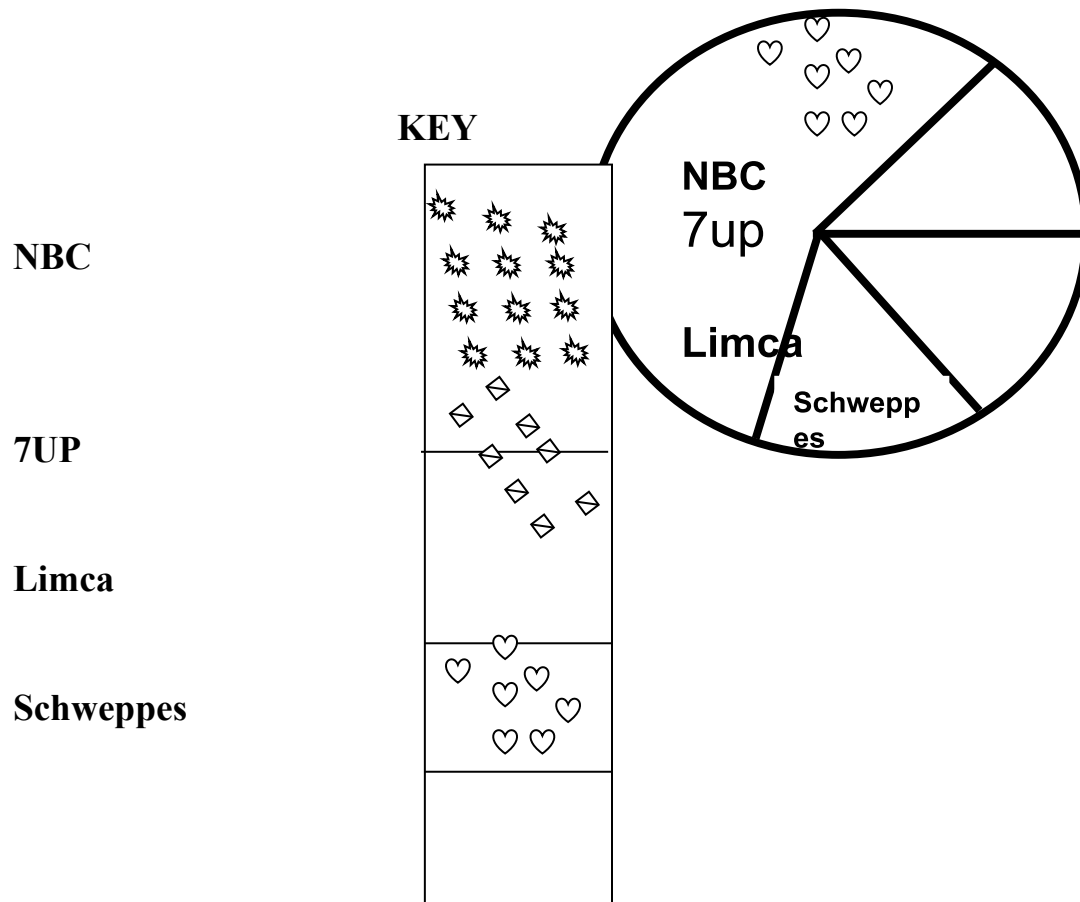
There are major soft drinks industries in Nigeria there are, Nigeria bottling company PLC, 7up bottling company, Schweppes and Limca, these companies account for the total (100%) produced in the industry. Nigeria bottling companies PLC, has the largest market share of 89.2% followed by 7up bottling company with 6.0%, next come Schweppes with 2.8% while limca came last with 2.0%

Table 4.1

Bottling company	Market share
NBC	89.2%
7up	6.0%
Schweppes	2.8%
Limca	2.0%
Total	100%

FIGURE 1.PIE CHART OF BOTTLING COMPANY SHARES





4.2. THE RATIONAL FOR ADVERTISEMENT IN NBC

The major for reason for advertising in Nigeria bottling company plc enhance potential buyers response to the organization and it is offering more so, to establish a basic awareness of the products or service in the mind of their potential customers and build up know ledge about it

Through the repetition of the message they what to build up recall memory on the past of their target market to build a relationship in the mind

of potential customer by advertising the product or services again and again, so as to keep the product in the expected grade of the potential buyer so that he or she includes it within the available purchases alternatives

THE FOLLOWING ARE THE REASONS FOR ADVERTISING IN NIGERIA BOTTLING COMPANY PLC

AWARENESS BUILDING: - Nigeria bottling company has embarked on advertising to create awareness especially for the prospects that are not aware of the company of its product. This will reduce the work of the sale representative in that the time to describe the company and its product will be drastically reduced.

EFFICIENT REMINDING: - To remind prospective customers that know about the product but are not ready to buy reminder advertising is used to remind the customers about the produce and this makes them change their mind towards buying the product NBC.

COMPREHENSIVE BUILDING: - In Nigeria bottling company plc, whenever the product embodies new produces some of the burdens of explaining them are effectively under by advertising.

LEADING GENERATOR:-in Nigeria bottling company plc sales representative make use of sheet of the company advertising in leading magazine legitimate their company and product.

4.4 THE ADVERTISING STRATEGY ADOPTED BY NBC

Weil Beacher is of the opinion that advertising strategy is a philosophy designed to accomplish stated advertising goal Nigeria Bottling

Company Plc as adopted the following through strategies creative and media strategies.

CREATIVE STRATEGY: - Nigeria bottling company plc has adopted creative advertising strategy by fashioning of the message toward the potential customer wish and this is done by advertising or communicating about the product service and institution in relation to customer needs, want, desire and dreams, it also dictate what advertising will says but it does not specified how it will be use

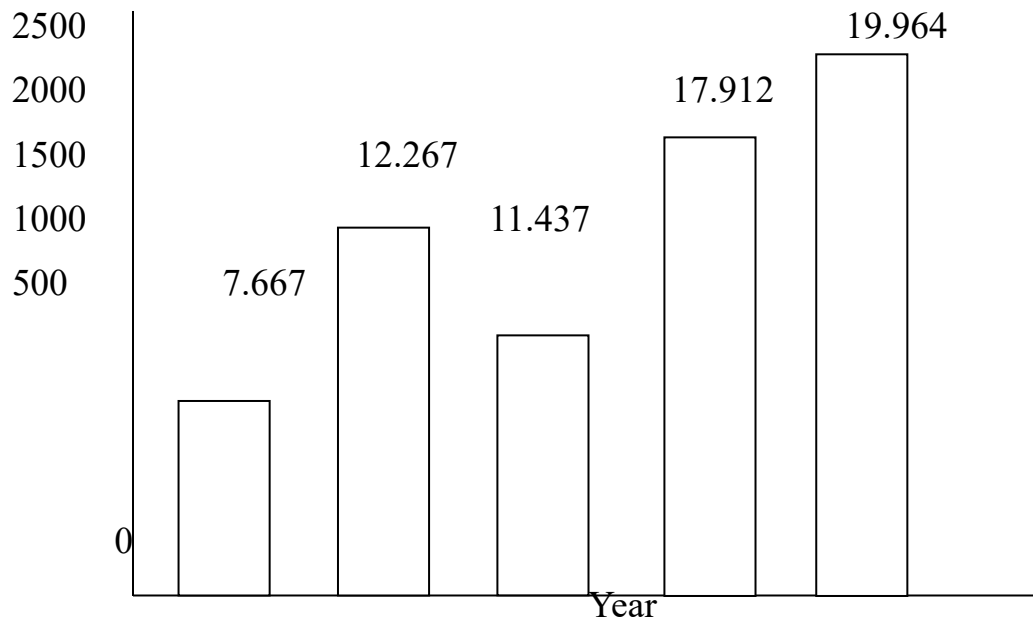
MEDIA STRATEGY: - Nigeria Bottling Company Plc also adopted media strategy as an advertising to take care of the medium to be employer in conveying the message to prospective groups in addition media strategy since it is medium use in conveying the message to prospective group a good medium has used by NBC in conveying their message to customer.

4.5 THE EFFECTS OF STRATEGY ON NBC'S PERFORMANCE

The effect of the strategies adopted by NBC plc can be seeing to manifest itself in the improved turnover of the company which has a resultant positive effect on the company's profit before tax for four straight years 1994-1997.

Though the profit before tax kept on growing in the last four year, its profit after tax felt slight in 1997. the divided per share has also been on the increase since 1994 i.e. from 45k in 1994 to 80k in 1994 to 80k in 1997. This will definitely be numerous benefits to the company's numerous investors

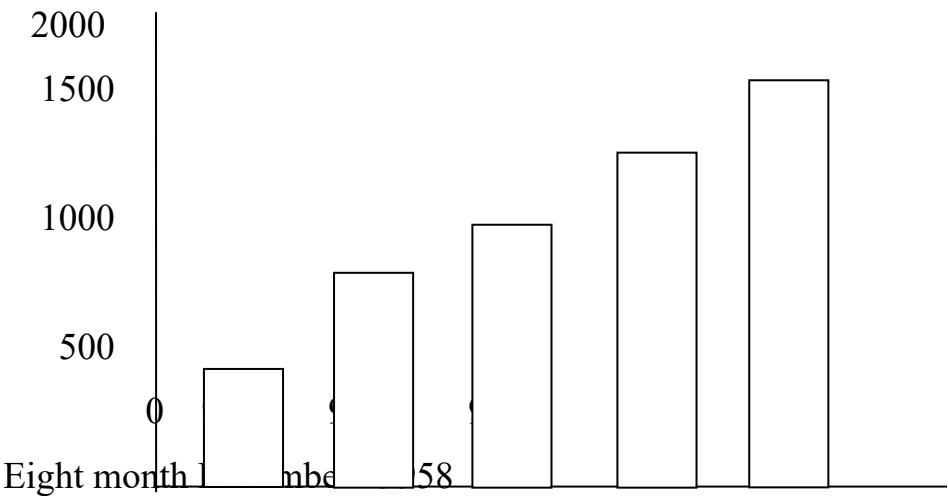
TURNOVER (NM)



Eight months to December 1995

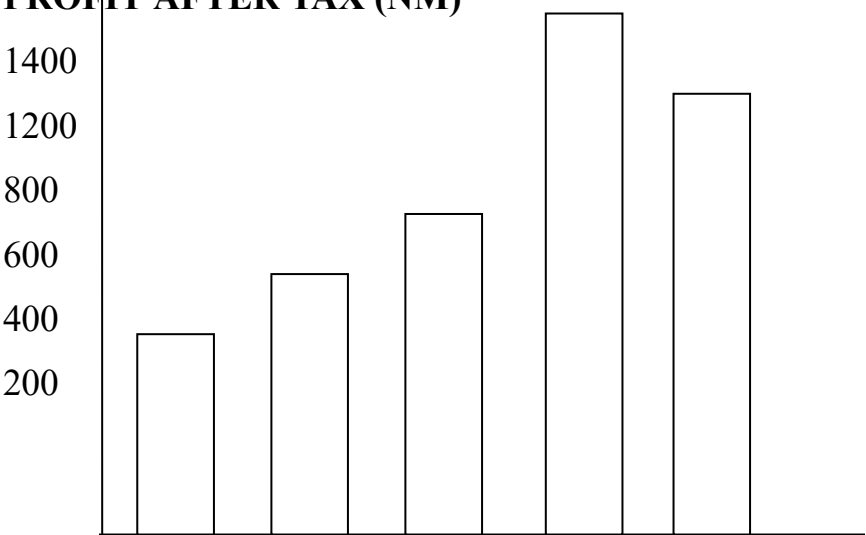
Source: NBC plc 1997 annual report and financial statement despite the great deal of instability and poor economic condition couple, with high exchange rate of dollars and high interest rate on money lent. The company still managed to have tremendous percentage turnover of 1.57669 when show a positive effect of strategy adopted

PROFIT BEFORE TAX (NM)



Source: NBC Plc 1997 Annual profit and financial statement.

PROFIT AFTER TAX (NM)



From the figure above it could be seen that despite the prevailing bad

Economic condition the company still recorded a tremendous and reasonable profit from the year 1994 to 1997 the profit before tax and after tax could be seen from the chart.

The good profit recorded by Nigeria Bottling Company Plc was due to the strategy adopted (creative and media strategy)

4.6. ADVERTISING PROBLEM OF NBC

1. One of major advertising problems is inadequate fund to carry out all advertising activities to the fullest the fund allocated for advertising can not be enough to carry out advertising activities to the local level where Nigeria Bottling Company Plc has a market share that require to be cared for.

2. Unavailability of sufficient media to carryout advertising activities: this is due to the technological state of problem of Nigeria Bottling Company Plc.

PRESENTATION OF DATA

Base on the research conducted on some customer of the Nigeria Bottling Company Plc, worker and management a lot of findings were revealed. A total number of customers where interview and questionnaires were administered to the whole 10 of them.

The work force excluding the managing director was also interview among notable findings were that stock were ordered from manufacturer and foreign distributors. Data gotten also revealed that the stock manager as no free hand in his operation but the need to seek consent of the managing director before taking decision even were the managing director (MD) is not in town or around.

Data received also revealed that little or no information are disseminated and poor publicity with lack of advertisement devise media. Customer inquires revealed that; product offered are satisfactory and that CDV (Customer Delivered Value) are not that high.

ANALYSIS OF DATA

The data collected shall be analyzed through the use of cable to show relationships that exist between perceptions. The table below shows the number of respondents and the percentages of the respondents' sample.

It should be noted that; for briefly sake only 20 questionnaires were issued and only 15 respondents failed and returned their copies.

TABLE OF RESPONDENTS

Contacts	No in sample	Sample%
Store manager	1	6.67%
Attendants (store)	4	26.66%
Customer	10	66.67%
Total	15	100.00%

The table shows that the break down of the respondent and the percentage of the respondents' participation in the research work. The customers have the highest respond. They are the focus of the research work. The customer has 66.67% followed closely by the store attendant why the store manager is least

SEX OF RESPONDENTS

SEX	NUMBER OF RESPONDENTS	PERCENTAGE%
MALE	5	33.3%
FEMAL	10	66.7%
TOTAL	15	100.0%

The data analyzed show the sex of the popularly signifying the sex gender that participate mostly in shopping. It can form a basis for advert classification and focus the data has more of women (female) than male and so adverts should focus more on them.

DATA FROM CUSTOMERS

This seeks to analyze the data gotten from customer in the course of this research work. How do you classify price at Nigeria Bottling Company Plc?

CLASSIFICATION	NUMBER OF CUTOMERS	PERCENTAGE
MODERATELY HIGH	2	20%
MODERATELY HIGH	3	30%
NORMAL	5	50%
TOTAL	10	100%

From the table it will be observe that 2 out of every customer believe that prices NBC high forming about 20% of the entire customer why 30%

that prices are moderately high why about 50% says that price are normal the percentage of 20% and 30% might increase or decrease, hence is should be studied

QUALITY OF SERVICES

RECOMMENDATION	NUMBER OF CUSTOMER	PERCENTAGE
NORMAL (OK)	8	80%
VERY GOOD	2	20%
MARVELOUS	—	—
TOTAL	10	100%

The above table data show the quality of services which is paramount in relating customer the percentage of Ok is 80% while very good is 20% and nil recorded zero.

PROMPTNESS ATTENDANCES

This seek to answer the rate or time at which customers are attended to, so as to edge time wastage and unconcerned attitudes staff.

ATTENDANCE RATE

RATE	NUMBER OF CUSTOMER	PERCENTAGE
SOON	5	50%
VERY SOON	4	40%
SNAPPY	1	10%

TOTAL	10	100%
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The time or prompt attendance is judge by the percentage level. Soon as 50%, very soon 40% while the express services is very slow with just 10% of activities levels.

FREQUENCY OF COMPLAINTS

FREQUENCY	NUMBER OF CUSTOMER	PERCENTAGE
OFTEN	4	40%
VERY	2	20%
SLIGHTLY	4	40%
TOTAL	10	100%

The regularity of complaints is evaluated here Customer complaints are essential and is capable for causing dissatisfied customers 40% of lodge their complaints slightly often and those that lodge regularly complaints are only 20%.

FREQUENCY OF ADEVERT INFORMATION

FREQUENCY	NUMBER OF CUSTOMER	PERCENTAGE
HIGHLY FREQUENCY	—	—
LOW FREQUENY	2	20%

NOT SEEN	8	80%
TOTAL	10	100%

The frequency of advert and information on the store and stock is value with this report high frequent that as regular seen TV or other media as nil low frequent at partially seen as 20% while 80% does not see it at all i.e they belief it has never been seen or heard on any media.

DATA FROM ATTENDANT

Store attendant report shows a lot of revealing fact about their customers, four attendants were interviewed and the following information were observed or deduced.

Question 1: How often do you get gifts as appreciation?

Response: About twice a month

Question 2: How often do customers complain on price?

Response: Something i.e. not very often

Question 3: Do some customers shoplift?

Response: Yes

Question 4: How often do you see such case per week?

Response: Twice a week

DATA FROM MANAGEMENT

The managing director was also interview and from the interview we get the following

1. Management does not have free hand from the chief executive.
2. The available suggestion at NBC is not well placed.

3. Sales available are frequency changed. Other relevant information was kept secret and not received during the course of this research work

CHAPTER FIVE

5.0. SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION

From the study so far, many finding are factor were made in the ways Nigeria bottling company plc use various strategies to enhance and promote both sales and co-operate image.

That the company was in angulated with the aim of producing soft drinks with the ownership being public corporation.

Also, there using numerous advertising strategies to complete effective with there competitors.

In addition there is a separate section responsible for advertising with the following functions.

- A. To create awareness to the potential customer
- B. To produces new lines of product to the largest market.
- C. To educate potential buyer on the existence of a product.

That print media and electronic media being used are always available. That advertising can be made more attractive by the combination usage of construction of bill board, screen sign post, radio, television, jingle others towards and effective marketing strategy

5.1. CONCLUSION

In Conclusion, advertising is the use of paid media by Nigeria bottling company Plc to communicate persuasive information about its products, services or business organization is an important and immeasurable promotion mix, moreover, advertising decision making, selling, budget decision, message decision, media selection and advertising evaluation.

5.2. RECOMMENDATIONS

In view of the emergency, evidence shown that the impact of advertising is marketing of product and boosting of company cooperate large can not be over emphasized. However, despite it is been used as a channel toward gaining customer and public loyalty towards a given product or services it is surprising that some firms are yet to make the best use of advertising of the following reasons:

- A. Selection of wrong media to reach the target market.
- B. Over spending on advertising program of the audience of public which the organization serves.
- C. Miss-presentation of carried idea or message which lead to miscoding and misquoting by the public.
- D. Wrong placement of advertising panel.
- E. Quite significantly, it is imperative at this juncture to recommend that to make a successful advertising, marketer should take cognizance of the following geographical coverage of medium e.g. national coverage, regional coverage and local coverage. Medium physical characteristics e.g. color availability, visual oral and quality of production.

Adequate care needs to be taken when presenting idea or message to the audience so that the problem of miscoding and misquoting can be avoided. Advertisement should be well placed for effectiveness.

In conclusion, the above mentioned recommendation should strictly adhere to and successful application of advertising strategy as a competitive business environment.

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