

**IMPACT OF E-MARKETING IN A
COMPETITIVE MARKETING ENVIRONMENT
(A CASE STUDY OF KAM WIRE NIG LTD, ILORIN)**

BY

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CERTIFICATION

This project work has been examined and approved as meeting the requirements of Department of Marketing, Institute of Finance and Management studies, Kwara State Polytechnic, Ilorin, Kwara State. In Partial Fulfilment of the Requirement for the Award of Higher National Diploma (HND) in Marketing.

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DEDICATION

This project is dedicated to God Almighty the bless source of wisdom, joy and knowledge and also to my lovely parents for their prayer, moral and financially support. I pray they live long to reap the fruit of their labour (AMEN).

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My profound gratitude goes to the lord Almighty for his protection over my life and the successful backing towards the completion of this project.

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ABSTRACT

Social media has revolutionized the way small-scale businesses operate, providing an accessible and cost-effective platform for marketing, customer engagement, and brand awareness. This study examines the impact of social media on the performance of small-scale businesses, highlighting its role in enhancing visibility, driving sales, and fostering customer relationships. Through digital engagement, businesses can reach a broader audience, gain competitive advantages, and improve customer service, leading to increased profitability. However, challenges such as managing online reputation, competition, and the need for strategic content creation are also explored. The findings suggest that while social media presents numerous opportunities, businesses must adopt well-defined strategies to maximize its benefits effectively.

Keyword. Enhancing visibility, competitive advantage, increase profitability

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CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Advertising has become such as persuasive intensive social economic forces in Nigeria, as in other countries that neither manufacture non consumer can ignore it. As a communication is the sum total of directly and indirectly consciously transmitted felling attributes and wishes.

Communication has been described as an interpersonal process of sending and receiving symbol with meaning attached to them (Scher, Merhom, Hunt and Osborn 1983) as communication medium, advertising invade our street, office, ideas, person (dead or achieve) and instruction through various media outlet. Ozoh (1998).

Many consumers do not see to have any definable view on advertising they enjoy entertaining commercial especially if they do not interrupt their favorite programmes, once in a while the claim the creativity evident in some print advertisement.

Advertising as the campaign, marketer need to know this question as who are we trying to reach with our message i.e. the target market out of the total market. Information on their location, geographical, spread, age distribution, income, race, sex and education customer attitude, competing product etc is always consumer orient advertising market mess marketing possible by making prospective customer aware of the availability and unique quantity of specific good and service. However, marketing manager is

production companies today face a more complex and challenging environment than their predecessor.

They are saddled with value added tax (VAT) unrealistic change rate decreasing consumer purchasing power the rise in diversity and the increase in complexity are creating new challenges in marketing particularly in the advertising field (objective, 1997). According to Shits Martin and proven the investigative and calculator of a number of different areas of business and market place that an organization must consider in order to develop and more product or service most efficiently and profitability from their parent to the ultimate consumer.

Advertising is tough and frequency thankless business, it is also hard for the “logical” mind understand and appreciate advertising because at best. It seems to be a mysterious, immeasurable activity of doubtful value in Yang Okay (1997) it is in the light of the screen and that this study intends to critically examine the usefulness of advertising in persuading consumers to adopt a new or existing product.

1.2 STATEMENTS OF THE PROBLEMS

Volumes of consumers are online every day for their personal work but few notice ads and banners displayed on web pages. In recent times various businesses employ advertising such as e-mail advertising, interstitial adverts, and sponsorship with a view to creating brand awareness, generating sales through trial and repeat purchase as well as building brand loyalty by creating positive image. Despite huge investment in advertising, businesses still find it difficult to fulfill the basic objectives of advertising online.

Advertising has been a subject for debate either on one pretext or another for decades at the beginning of the 19th century. People showed little

interest but it later became a fertile topic for research at the turn of the 19th century (Sharma and Sharma, 2009).

1.3 RESEARCH QUESTIONS

For the purpose of this research work, the following research questions were formulated to find solution to the research problems:

1. How can advertising be used to create brand awareness?
2. To what extent is adverts useful in encouraging re-purchase?
3. What is the effect of advertising on brand loyalty?

1.4 RESEARCH OBJECTIVES

The general objective of the study was to find out if there is any effect of advertising on promotional tool by small scale enterprises of cosmetic products in Bangalore.

In our quest to achieve the general objective, the following specific objectives were set and formulated to guide in data collection and analysis:

- i. To know the extent to which purchases of consumers are based on advertisement.
- ii. To find the age and social group that is influenced by advertised cosmetic products.
- iii. To find out the motives and reasons of consumers for demanding advertised cosmetic products.
- iv. To know the other factors influencing consumer purchase besides advertisements

The study continued with review of literature on advertising and the promotional tool by small scale enterprises. It then followed with the methodology employed in the study. The findings and results were then

presented which was followed by conclusion and recommendations for cosmetic firms.

1.5 RESEARCH HYPOTHESES

The following hypotheses were formulated for the purpose of this research work:

Ho₁: Advertising does not create brand awareness Ho₂: Adverts do not encourage re-purchase

Ho₃: Advertising cannot be employed to build brand loyalty

1.6 SIGNIFICANCE OF THE STUDY

The success of this work provides a significant contribution to the knowledge and also useful to both individual and organization. The following are some of the significances of this study:

This work will reveal the reason why organizations should key into the use of advertising. It will expose the rationale behind the study of promotional tool by small scale enterprises.

The study will review the work of previous researchers relating to advertising and promotional tool by small scale enterprises. Organizations and individual will be exposed to how advertising can influence brand awareness, re-purchase, and brand loyalty.

Lastly, the study will serve as a reference to future researchers on similar research topic.

1.7 SCOPE OF THE STUDY

Conceptually, the researcher will narrow the scope of the research to three types of advertising and how they are employed to influence promotional tool by small scale enterprises.

The study will cover a period of two years using Herbal Products Market in Ilorin as a case study.

The study also covered the customers and staff of Herbal Products Market in Ilorin in Ilorin metropolis.

1.8 OPERATIONALISATION

The independent variable in this study is advertising by X. while the dependent variable is small scale enterprises denoted by Y and the construct and variables are stated below.

$$Y = f(x)$$

Where X = advertising

Where Y = small scale enterprises Regression Model Specifications $y_{1i} = \alpha + \beta x_{1i} + \beta x_{2i} + \varepsilon$

$y_{2i} = \alpha + \beta x_{1i} + \beta x_{2i} + \varepsilon$ Where:

x_1 = satisfaction (st)

x_2 = accountability (acc)

y_1 = Profitability (pr)

x_2 = Customer Base (cb) α = Constant term

ε = error terms

1.9 OUTLINE OF STUDY

The project has been divided in five chapters or easy, understanding.

Chapter one comprises the introduction of the project topic, Introduction of the study, Background to the study, Statement of the problem, Research questions, Research hypotheses, Significance of the study, Scope of the study, Plan of the study.

Chapter two takes a look at the Literature review, Introduction, review, Conceptual review, Theoretical review, Empirical review, Gap in literatures.

Chapter three comprises research introduction, Research design, population, sample size determination, sampling techniques, Method of data collection, Method of

data analysis, validity and reliability, Ethical consideration.

Chapter four Data analysis, Introduction response rate, Data screening and cleaning, Detection of missing data, Assessment of outliers, Demographic profile of the respondents, Questionnaire response rate.

Chapter five Summary of findings, Conclusion and recommendations, Introduction, Summary of the study, Conclusion, Recommendation, Limitation of the study, Contribution to knowledge, Suggestions for future studies, References.

1.10 DEFINITION OF TERMS

Promotional tool by small scale enterprises: This is described as the behaviour of the ultimate consumer of a product or service or to organization dealings.

Consumer: This is the person(s) to whom the advertisement and products/services are directed. Here they are also known as buyers of a company's product.

Brand Awareness: Brand awareness is a key consideration in consumer behaviour, advertising management, brand management and strategy

development. The consumer's ability to recognise or recall a brand is central to purchasing decision-making.

Re-Purchase: the concept of breaking down 'sales' into product trial and repeat purchase and how to maximize repeat purchase through customer loyalty. Product trial is where a customer samples a product for the first time **Brand Loyalty:** Brand loyalty is a pattern of consumer behaviour where consumers become committed to brands and make repeat purchases from the same brands over time. Loyal customers consistently purchase products from their preferred brands, regardless of convenience or price.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

Advertising has been defined by various scholars in different from listed below.

(APCON) define it as form of communication through media about product, service or idea paid for by an identified product.

Advertising any paid from of non-personal present and population of idea good and service by an identified sponsor.

Two term are highlighted paid which distinguishes advertising from publicity and NOW PERSONAL which separate it from personal selling.

Winton Fletcher (1979) defines it as dissemination of sales message through purchased time and space.

Christ and Ogbechine (1997) defined advertising as the act or service message at the right time, the right place, at the right person at lowest cost.

American marketing association (1960) is any paid from of personal presentation and promotion of idea good or service by identified sponsor. Kotler (1997) sees advertising as any paid form of non-personal presentation and promotion of idea, good and service by a practice sponsor” we proceed to elaborating the keyword in this definition.

Advertising is paid for it is a commercial transaction and it is this which distinguishes it from publicity.

It is non personal in the sense that advertising message usual spoken written are directed at a message audience and not directly at the individual as in the case in personal selling.

TYPES OF ADVERTISING

1. Competitive Advertising: - These types of advertising make an attempt to develop selective demand for the advertiser brand of product.

The aim is to kill or frustrate competition and the advertiser makes comparison of his product with other, pointing out his own at the best. Advertisements on drugs are examples of competitive advertising where some products are claimed to give instant relief from certain ailment. It is mean of winning customer at the expense of their competitor it could be done by signing, shorting, slogans that can attract attention of the people. Product are in the similar product are in the market that have close substitutes e.g. Coca-Cola and 7up.

2. Persuasive Advertisement: - It aim at building consumer preference for a certain brand and encourage him to make a purchase. It encourages consumer to switch to the advertiser's brand. The numerous beer soft drink, tobacco, and beverage advertisements are good example.

3. Information Advertising: - This is used to inform the public about new product introduced to the market and when a company which to trade under a new brand name. It would also be on how to use a new product or to inform the people about change in the role of the existing product.

4. Mass versus Specific Advertising: - While mass advertising appeal to the generality of the public, specific advertising appeals to a well-defined group or groups of individuals. An example of mass advertising is the popular Omo detergent St Soap advertisement.

5. Pioneering Advertising: - it aims at developing primary demand that is for a product category rather than a specific brand. Needed at early stage of the adoption process to inform potential customer about a new product or concept e.g. three oranges men which new Mirinda was introduced by 7up bottling company.

6. Institutional Advertisement: - This is advertisement that aims to build good will or an image for an organization rather than promote a specific product and service used to support the public relation plan or counter adverse publicity.

7. Product Advertisement: - It focused on selling a product or service. It composes of pioneer, competitive and reminder advertisement using mostly during introductory stage of product life cycle.

8. Cooperate/Prestige Advertising: - Can be referred to as institutional advertising used mainly to promote and present company's image or image of its activities and major product.

This type is used by oil chemical and service compares such as AP winner transport service.

9. Reminder Advertisement: - Useful when product have achieved a favoured status, aimed to remind customer and potential user of a product or service.

OBJECTIVE OF ADVERTISING

The purpose of advertising according to Afolayan (2000) including the following:

1. To modify behaviours
2. to prompt action
3. to increase new product
4. to increase the number of products used

5. Create good will.
6. to maintain brand loyalty
7. to build a positive business image
8. to lead for sake, man
9. to obtain dealer support
10. To increase off season sales.

MEDIA SELECTION IN ADVERTISING

Selections of advertising media require three level of decision making. First, management must determine what general types of media to use will television newspapers or magazines be used.

1. Media Circulation: An advertiser must ensure that media circulation matches the distribution pattern of his product consequently, the geographic scope of the market influence the choice of media considerably types of market with a minimum of waste circulation.

2. Requirement of the Message: it is very important for management to consider the media which are most suitable for the presentation of the message to the market meat product, floor coverings and appeal are ordinarily best presented in pictorial form where a magazine will be idea for the presentation, and radio is not a good medium for these lines.

3. Cost of Media: another factor that is of considerable importance to management in her media selection is the cost of media.

4. Time and Location of Buying Decision: the advertiser should select the medium which will reach the prospective customer at or near the time he makes his buying decision and the place where he makes it.

Characteristics of media in the process of selecting the media to use, in a campaign, management consider the advertising characteristic of each medium e.g one characteristic of radio as an advertising medium is that it makes impression through the ear, for many products feature advantage.

5. Media Habit: it is important to consider media habit of the prospective buyer. A company producing candy and sweets for small children and magazine.

DEVELOPING THE ADVERTISING PROGRAMME

The level at which each organization passes through in developing advertising programme depend large on various factor such as organization strength in terms of resource available to them. The types find nature of the product and the types of target market they intend to serve.

1. Identify Advertising Target: in developing advertising campaign, marketer need to know this question such as who are we trying to reach with our message i.e. the target market out of the total market information on the locating geographical spread, age distribution, income, reeve sex, and education, customer attitude, competing product.

2. Create Advertising Platform: an advertising platform consists of the base issue of selling points that an advertiser wishes to introduce in the advertising campaign. For examples a motorcycle and new automobile industry would have intention to have economy, speed, ease of handling and accessories in its advertising platform.

3. Define Advertising Objective: the objective for embarking advertising objective must be well started. It is aimed to achieving

specific objective. The current position of the firm, its sale force capacity, its competitive competence the quantity of the product etc.

4. Determine the Advertising Budget / Appropriate: It is the total amount of money that a marketer set apart for specific time period the economic situation, geographical size of the market, distribution of buyer within the market types of products are some of the factors for determining budget appropriation.

5. Analysing the Advertising Target: it is not only enough too important to analyse each of these characteristic so as to know how best to formulate the advertising campaign. It helps to know how, when and quality, of the message contents.

6. Create Advertising Message: the content of the message must be clear attractive arousing and one that create attention of the customer. The product of feature use and benefit affect the content of the message, it has into consideration sex, age, education, race, income occupation and other attribute influence the content and form of the message.

7. Developing the Media Plan: A good media to be used must be consciously and reasonably selected. The media that will meet the need of the potential market. Types of media, data and time to use it matter a lot there must be schedule on how the medium of communication selected will used e.g. TV, Radio, Magazine, and newspaper.

WHO IS A CONSUMER?

A consumer may be a person or group such as a household. The concept of a consumer may vary significantly by context.

The consumer is the one who consume the good and service produced. As such consumers play a vital role in the economic system of a nation because in the absence of the effective demand that emanates from them. Typically, when business people and economists talk of consumer they are talking about person as consumer an aggregated commodity item with little individual other than the buy not buy decision.

The consumer protection act 1986 clearly differentiate as consumer as consuming a commodity or service either for this personal domestic used or to earn his livelihood only consumer is protected as per this act and any person, entity or organization purchasing a commodity for commercial reasons are examples from any benefit of this act. Furthermore, Indian case law has quite a few references on how to distinguish a consumer from a customer.

TYPES OF CONSUMERS

1. Seasonal Consumer
2. Personal consumer
3. Organizational consumer
4. Impulse consumer
5. Need base consumer
6. Discount driven consumer

1. Seasonal Consumer: these are types of consumers who purchase and consume products on season basis. You would most of the times not find these types of consumers buying the good or service in rather at certain times when the need for them arise they buy product that are season based or demanded at certain time and not all the time.

Example of the seasonal consumer:

- Purchasing umbrella, during the rainy season

- Purchasing hold drink during hot season
- Going out for holding during the Christmas season.

2. Personal Consumer: These types of consumers are individual consumer who purchase goods for the sole purpose of personal. Family or household use. Example for the personal consumer. Going to the supermarket and shopping for goods which are to be used in the house

- Purchasing a mobile phone to communicable with people
- Purchasing a car that you intend to use personally.

3. Organizational Consumer: organizational consumer is consumer of good and service whose main intention is not for immediate used but rather to use it for thing like production, using them to carry out the organization's activities of for resale purpose aimed at getting profit as a result. E.g. an organization may be buying raw materials that are aimed at producing other goods which will later be offered for sale to another consumer.

4. Impulse Consumer: impulse consumer or buyers are those who make unplanned buying decision. Impulse buyer makes swift buying decision in that they encounter product which they immediately purchase after they fall in love with the product and its feature. The product they purchase were not initially in their plans but as a sort of something that come up all over sudden from some whoever and that call for the consumer to make our unplanned purchase.

5. Need Base Consumer: need based consumer are those types of consumers who buy goods and service when they need them and not any other time. A need for certain product will necessitate buying at as the consumer would find it tempting to buy the product because it is needed immediately for a certain purpose.

6. Discount Driven Consumer: discount driven consumer are types of consumers who are purchase good and service primarily for the discount on offer. They may not engage in any buying activities for most of the time only to act when they hear or see large discount being offered on product they line. They are price sensitive and they would rather wait and purchase product when they come with discount as opposed to when they have no discount.

EVALUATION OF PROMOTIONAL TOOL BY SMALL SCALE ENTERPRISES S

Consumer behaviour is decision process and act of people involved in buying and using produced.

This is study of when, how and where people do or do not buy a product is element from psychology, sociology, social anthropology and economics. It is studies characteristics of individual consumer such as demographic and behavioural variable in attempt to understand reference group, and society in general relationship. Marketing is an influence asset for consumer behaviour analysis at it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the customer or buyer.

Each method for vote counting is assumed as social function but it arrow's possibility theorem is used for a social function social welfare function is achieved. Some specifications of the social function are decisiveness, neutrality, anonymity, monotonicity, homogeneity and weak. Strong pave to optimality. No social choice function meets these important characteristics of social function is identification of interactive effect of alternative and creating a logical relation with the ranks. Marketing provide

service in order to satisfy consumer with the mind the productive system is considered from its beginning at the production level to the end of the cycle.

FACTORS INFLUENCING ON PROMOTIONAL TOOL BY SMALL SCALE ENTERPRISES

The fact influencing on promotional tool by small scale enterprises are:

- i. Cultural
- ii. Social
- iii. Personal
- iv. Psychological

CULTURAL

The cultural factors that influence promotional tool by small scale enterprises include the following:

1. culture
2. sub-culture
3. social culture

Culture: - It is the fundamental determinant as a person's want and behaviour. It is usually passed on from the generation to another. The growth child acquires a set of values perception, preference and behaviour through his or her family and other key institution. A child growing up in the United State is exposed to the following values:

Achievement and success, activity, efficiency and practicability progress and material comforts, individualism, freedom, external comfort, humanitarians and youthfulness. An individual's buying pattern is largely influenced by the culture.

Our culture reflects what we eat, what we wear, the code of conduct, our buying habits, consumption pattern on the way we use and dispose product.

Sub-culture: Each culture consists of smaller sub-culture that provides more specific identification and socialization for their member. Sub-culture includes nationalities, religion, racial group and geographic region.

The group has similar habits behaviour pattern, buying behaviour experiences or even geographic location. Advertising strategy of a firm is also affected by the sub-cultural difference. Example: Firms that market of its product in Andhrapradesh has air its commercial in Telugu to reach that vast majority of people in the same.

Social Class: can be sub-divided into four categories such as upper class, upper middle class, middle class and the lower-class different media preferences, with upper class consumer preferring magazine and book and lower-class consumer prefer news drama, and lower-class consumer prefer soap operas and sport programs. To an extent social class determine the types of quality and quantity of product that a person buy or uses.

SOCIAL FACTORS

Consumer behaviour is influenced by social as reference group, family and social role and status.

Reference Group: A person reference group consist of all that group that have a direct or indirect influence on the person's attitude or behaviour group having a direct influence on a person are called membership group. Some membership groups are primary group, such as family, friends, neighbours, and co-workers with whom the person interacts fairly continuously and informally. People also belong to secondary group, such as religious,

professional and trade union group which levels to be more formal and require less continuous interaction.

Family: the family is the most important consumer buying organization in society.

A family is a small reference group but it prominent in influencing consumer behaviour.

Family goes through various stage of life cycle; each stage creates different demand for different product and them member is greatly influenced by the stage of the family life cycle.

Role and Status: A role consists of the activities a person is expected to perform. Each role carries a status of Supreme Court justice has more status than a sales manager and a sale manager have more status than office clerk. People choose product that communicate their role and status in society. Company president often drives Mercedes, wear expensive suits, and drink choices Regal Scotch, marketer must be aware of the status symbol potential of product and brands.

PERSONAL FACTORS:

This includes the buyer age and stage in the life cycle, occupation, economic circumstance, life style and personality and self-concept.

Age and stage in the life cycle: people buy different good and services over a life time. They eat baby products in the early years most product in the growing and mature year and special diet in the 1 after year.

Over the life cycle stage, people use different product and their demand for goods and service keeping changing. People at different age will have different tastes in product, cloth and furniture and recreation. Even familiar pass through different stage of the life cycle.

Therefore, marketer target market and needs of their target market and introduce different product and marketing effort at different stage.

Occupation and economic circumstance: occupation also influence consumption pattern. A blue colour worker will buy work clothes, work shoes and lunch boxes. A company even tailors the product for certain occupational groups. Computer software companies, for example design different product for brand manager, engineers, lawyers and physicians. The financial condition of an individual such as is disposable income; saving his ability to buy costly product and service on instalment and bear the interest rate etc. will have a significant influence on his buying behaviour.

Life style: A life style is a person's pattern of living in the world as expected in activities, interest and opinions. Life style portrays the whole person interacting with his or her environment.

Marketer search for relationship between their product and life style group. Example; A computer manufacturer might find that most computer buyer are achievement oriented.

PSYCHOLOGICAL FACTORS:

A person's buying is influenced by four major psychological factors such as:

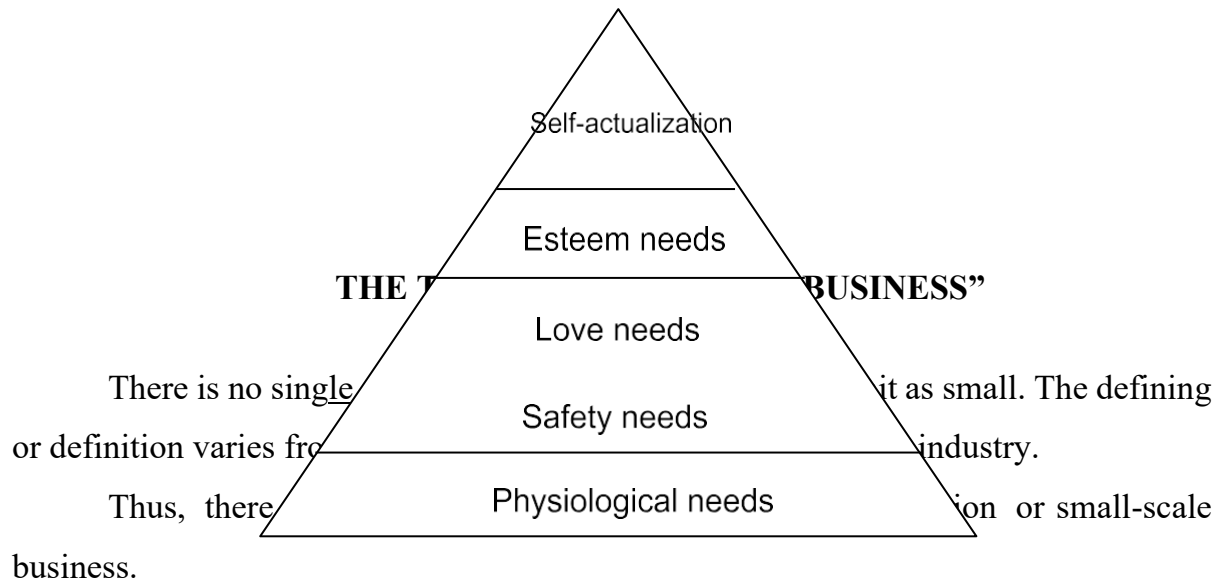
- (i) Motivation
- (ii) Perception
- (iii) Learning
- (iv) Belief and attitude.

i. Motivation a person has many needs at any given time some needs are biogenic, they arise from physiological stage of tension such as hunger, thirst or discomfort. Other needs are psychological; they arise from psychological state of tension such as the need for reorganization, esteem

or belonging. A motive is a need that is sufficiently pressing to drive the person to act.

Needs is motivational element behind the purchasing decision one of the most widely known as motivational theory, the hierarchy of need, was proposed by Abraham Maslow need can be classified as:

- i. Physiological needs
- ii. Safety need
- iii. Love and belongingness (social needs)
- iv. Self-actualization need.



This however, mean that, definition change over a period of time and depend to a large extent on a country level of development what was large scale in the 1980s and 90s may now be regarded as small scale today.

More so, due to difference in policy Nigeria apply various definitions which include the following.

The government definitions have been changing depending on the fore going changing economic environment. For instance, small scale industry was defined in the third national development plan (1975 to 1980)

as “manufacturing establishment employing less than ten people or whose investment in machinery and equipment do not exceed N500, 000”.

Central bank from their point of view, state that, in the case commercial banks small scale business are those with annual with annual turnover not exceeding 2 million naira (excluding cost of land) or with maximum turnover of not more than five million naira.

In the same vein, the federal ministries guideline to Nigeria bank for commercial and industry (NBCI), small scale business defines as those with total cost not more than five hundred thousand Naira (excluding cost of land but including working capital NBCI, in its regular Operation has adapted the definition of small scale as those with cost of capital excluding cost of land but including working capital).

Still in the vein, the central or centre for industry researcher and development (CIRD) at the Obafemi Awolowo university, Ile Ife those business with total asset in capital equipment, plan and working capital not exceeding two hundred and fifty thousand Naira (250,000) and employing not more than 50 full time workers.

The union nation industries development organization (UNIDO) define small scale business enterprise in term of employment opportunity thus classifying as any small enterprise having less than 150 employees in its pay roll.

From the various definition of small-scale business, it is clear that, all the definition are based on man powers, amount of capital and management structure. More so, the main criterion or criteria use all over the world to described the small-scale industries include.

- (i) Number of employees
- (ii) Sales volume

- (iii) Financial strength and ability to raise found
- (iv) Relative size of industry
- (v) Initial capital outlay
- (vi) Comparison with its past standard
- (vii) Independent ownership
- (viii) Composition of ownership
- (ix) Type of industry
- (x) Nature of the business

Conclusively, it can be seen that the definition of small-scale industries varies with nature and type of the establishment.

A business that is regarded as a large-scale industry, the required capital might be for a small-scale industry on the face of another establishment. For instance, a bakery industry may be regarded as a large industry due to the nature of production or output and the working capital. However, all these has brought about the variation in the definition is small scale industries and that is way we have not got a universally acceptable definition

PURPOSE OF SMALL-SCALE BUSINESS

Generally, the original purpose because average individual set up a small business is to make profit. But due to its significant benefit and effort toward the society at large, small-scale business has been seen beyond just ordinary profit making for individual in the country the government and the society at large have seen the need to effectively support the small-scale industries to grow because of the significant role it plays in the economy some of the purpose includes.

1. To stimulate the nation resources
2. To create employment opportunities

3. To stimulate rural resources.
4. To reduce rural urban migration
5. For skill acquisition
6. For economic development
7. To enhance better standard of living
8. For income generation and re-distribution
9. To also foster large scale producing

STRUCTURE OF SMALL-SCALE BUSINESS

The structure and characteristic of small-scale business varies from industry to industry. Generally, small scale enterprises cannot almost some structure irrespective of the nature of the business. These are stated below.

The small business enterprise unit equity base is relatively small and is usually distributed over a much smaller base than in large firms' ownership and management are often held by one individual. There is greater owner influence more of one domination is small business. Thus, ownership structure is highly family centered.

- (i) Less sharing of decision making that is decision are more subjective (based on analysis)
- (ii) Greater concern with financial matters. This means difficulty in attracting funds for expansion.
- (iii) The inability of owners to separate his private funds from the business funds contributed to the inefficiency and non-performance of most small businesses.
- (iv) The small-scale business units are more reluctant about risk taking.

(v) Small-scale units are product intensive that is, they tie their objective closely to the product line than to matters such as the use of capital.

(vi) There is lower employee turnover and higher labour investment ration.

(vii) There is less organization differentiation

(viii) Employer-employee relationship tends to be more difficult especially when it comes to recognized or recognizing and correcting inefficiencies.

(ix) Shorter cycles, product development or researcher and development cycle his to be considerably shorter in small business enterprises. Any exception from this could make the business fold up.

(x) Performance standard are almost impossible to established and enforce under the kind of informality that prevail in small business enterprises.

(xi) Small scale business has special problem with respect to growth in corporate size. The limited resources and financial vulnerability of small business usually increase rather than reduce the risks.

THE ROLE OF SMALL-SCALE BUSINESS

The role of small-scale business cannot be over emphasized. Be it as it may, for the focus of this researcher work, it will be necessary to analysis some of the important roles it plays in the society.

(i) Small business constitutes the very basis of the national economy

(ii) They develop local technology.

(iii) They provide and effective means of stimulating indigenous entrepreneurship.

- (iv) There are for greater employment creation per unit of capital invested.
- (v) They ensure the structure balance in terms of large and small industrial sectors, as well as rural and urban areas.
- (vi) They supply high quality parts and components and intermediate products thereby strengthening the international competitiveness of manufactured goods.
- (vii) They stimulate technology development and innovations.
- (viii) They produce specialized items in small quality to meet current and divers demands.
- (ix) They increase efficiency by reducing cost have capabilities and substitute imports effectively.
- (x) They mitigate rural-urban migration through employment opportunities

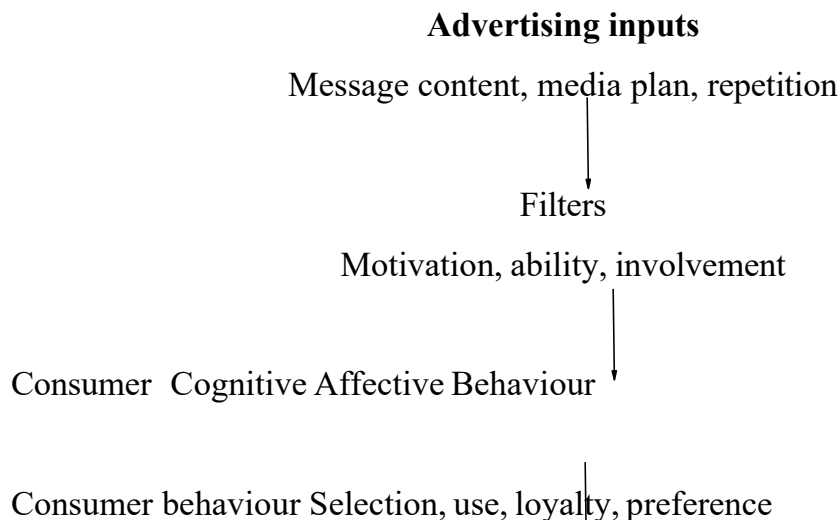
2.1 THEORITICAL FRAME WORK

As highlighted in this framework, advertising is an entry for consumer. Message content, media planning and repetition are at the same time inputs and components of a strategy that has the role of triggering the receptor reaction mechanisms. Reaction mechanisms can be internal components of the black box, such as cognitive or emotional reactions, and external, visible through a displayed behaviour: acquisition loyalty, etc. The knowledge of the effects of advertising usually involves identifying those internal or external customer-specific side effects that led to the emerging of certain theories regarding the response to advertising.

The starting point in the assessment of the effects of advertising belongs, apparently, to St. Elmo Lewis, who developed in 1898 the famous AIDA model (attention - interest - desire - action). Since then, however, the literature has shown many other opinions in this regard. Among the most popular theories on consumer reaction to information of a promotional nature are (Vakratsas and Amble, 1999):

- Market response theory;
- Cognitive response theory;
- Affective response theory;
- Persuasive hierarchy theory;
- Theory of minimal involvement;
- Integrative theory.

Figure 3: The conceptual framework in studying the effects of advertising



Source: Demetrios Vakratsas, Tim Ambler – How Advertising Works: What Do We Really Know? Journal of Marketing, vol.63, January 1999.

MARKET RESPONSE THEORY is based on the assumption of a direct relationship between advertising and buying behaviour, measured by sales, market share and brand choice. This excludes the presence of intermediate effects that may occur at the consumer level, for example expressing brand loyalty by number of repeated acquisitions and not through a psychological predisposition of the individual. The theory has two dimensions: aggregate and individual. Aggregate dimension of the theory is based on the relationship between market data regarding advertising spending or the audience, on the one hand, and brand sales or market share, on the other hand.

Individual dimension points toward the choice of individually brand or number of exposures necessary to generate individual or household purchasing behaviour.

Cognitive response theory assumes that advertising has the ability to influence the relative importance that individuals attach to various attributes of the product, purchase decision being purely rational (Thorson and Moore, 1996). The primary role of advertising is to provide utilities related to information or search costs. The model considers that on the market there are two major categories of goods: those involving consumer experience and those related to the search process. The goods in the first category are characterized by the fact that they involve the need for repeated use so that the consumer can assess their quality. The second category can be easily evaluated on the basis of objective criteria such as price, prior use not being necessary. This classification, however, is problematic because numerous goods involve both consumer experience and search.

COGNITIVE RESPONSE THEORY is the basis of the link between advertising and price elasticity of demand. On the one hand, high quality and product differentiation entail,

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In accordance with the theory of strength of the market, a decrease in price elasticity of demand, especially visible in the case of products involving the experience and, on the other hand, according to the information theory, actively seeking information by consumers generates an increase in sensitivity to price (Bagwell, 2005). Studies in this direction have led to results that seem to confirm both theories (Vakratsas and Amble, 1999; Reed and Ewing, 2004). An obvious consequence of the theory of cognitive response is that by which the sponsors attempt to create an effective advertising, using initially unique selling proposition, and then the product positioning in the market.

Affective response theory is a different approach from that previously shown by the fact that it focuses on the emotional response that advertisement can generate (Holbrook and O'Shaughnessy, 1984). According to this theory, consumers form their preferences based on pleasure, feelings or emotions arising from exposure to the message, the objective characteristics of the product playing a less important role in this direction (Gardner, 1985). It is also required repeated exposure to the advertisement to determine the desired effects, but this repeated exposure can lose effectiveness when the frequency exceeds a certain level (wear in - wear out effect). This affective response takes into account, on the one hand, the promoted brand and, on the other hand, the advertisement itself. The creative concept may be largely based on melody, whose emotional effects are

recognized. The problem with this theory is the impossibility of separating the affective effect from the cognitive ones. Although it is undeniable that advertising induces affective effects, they cannot however be detached by the cognitive ones.

PERSUASIVE HIERARCHY THEORY assumed that in order to influence sales advertising should generate a number of effects on the consumer. Such effects are generated in a particular order, the first being considered as preconditions and at the same time, being the most important. It is believed that these effects are: cognitive effects, emotional effects and behavioural effects. Also occur, a number of factors with mediating role: the degree of involvement and attitude toward message. Involvement has been an object of intense study addressed in the literature. It can be defined as the personal degree of importance given to a product or situation, including the perceived risk in the purchase (Reed and Ewing, 2004). The degree of involvement usually varies from high to low, without considering, however, that it can be addressed simply by this dichotomy. In fact, the degree of variation is constant from one end to the other. According to this theory, there were a number of models. Elaboration Like hood Model was proposed by Richard E. Petty and John T. Cacioppo, they considering that consumer response is cognitive one that can take two directions, one related to the evaluation of product attributes and the other referring to the execution of the message (Lee and Schumann, 2004). Both directions follow the cognitive-affective response. Another model aimed at intermediate effects that advertising generate, is that proposed by Deborah MacInnis and Bernard

J. Jaworski C. (Smith and Yang, 2004). According to them, at the consumer level occurs at six levels of mental processing, which are the following:

1. analysis of the characteristics which have the effect of affective mood

2. primary classification with affective transfer effects.
3. analysis of meanings, whose effect is a heuristic analyse.
4. integration of information, with primary persuasive effects.
5. Assuming the roles with persuasive effects of empathic nature.
6. processes of construction with effects of self-persuasion.

The presented theories and models refer to the importance of involving as the moderator element in the advertising communication.

INTEGRATIVE THEORY supports the presence of the cognitive, affective and behavioural effects, but the order in which these effects occur is dependent on a number of factors such as: the product, the level of involvement and the context of the acquisition. Based on this theory have been developed a number of models. The FCB grid proposed by Richard Vaughn considers two dimensions required in the categorization of products: level of involvement, which can be high and low, and type of motivation of the individual, being either cognitive or affective (Vaughn, 1980). Level of involvement related to this model refers therefore to product category, not to a brand or a particular situation. The implications of this operating pattern are related to the type of used advertising.

All these theories claim the presence of different effects of the advertising effort (Weilbacher, 2001). However, they are different in that the stresses to a greater or lesser extent a given type of effect, whether cognitive or emotional. The similarity, on the other hand, is related to emphasize given to the concept of experience. Latest opinions on the issue suggests that the three effects are unbreakable and should be addressed not as a hierarchy, but rather as dimensions of a complex reality that characterizes the consumer and his reaction to the phenomenon of advertising (Vakratsas and Ambler, 1999).

2.2 EMPIRICAL FRAMEWORK

Previous research has shown that advertising can encourage behavioral responses such as brand switching, stockpiling, purchase acceleration, product trial and spending larger amounts. From an economic perspective, (price) promotions induce a brand switch by increasing the utility of a brand that otherwise would not have been purchased. From a behavioral perspective, transaction utility provides an added impetus for buying a brand that otherwise would not have been purchased (Neslin, 2002). Stockpiling can also be induced, because stockpiling consumers are motivated to trade off inventory carrying cost to get a better price (Krishna, 1992). Purchase acceleration means that a customer purchases a product at an earlier time as the result of an advertising for reasons similar to those of the stockpiler (Aggarwal & Vaidyanathan, 2003). Product trial can be induced by promotions such as in store demonstrations because they lower the customers perceived risk (Blattberg et al., 1981). Finally, customers may spend more because they might purchase regular-priced items in addition to the promoted merchandise when they are attracted to the shop by an advertising (Mulhern & Padgett, 1995). All these rationales of advertising, though unique from each other, has a long-term effect on increasing the firms market share, improve sales volume, retain customers and reduce switching of customers.

2.3 GAP IN LITERATURE

Most customers are likely to be influenced by visual expression when making purchases.

Word of mouth communication is personal, informal exchange of communication that customers share with one another about products, brands and companies.

Customers also may choose to go online to fund electronic word of mouth about products or companies.

Buzz marketing is an attempt to incite publicity and public excitement surrounding a product through a creative event.

Viral marketing is a strategy to get consumers to share a marketer's message, often email or online video, in a way that spreads dramatically and quickly. A related concept, product placement is the strategic location of products or product promotions within television program content to reach the product target market.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter attempts to describe the methodology to be used in attaining the stated objectives of the study. It includes the research philosophy, research design adopted, method and sources of data and procedure in testing hypotheses formulated for the study.

3.0 RESEARCH DESIGN

Research design is the structure and strategy of investigation formatted in order to obtain data to answer research question, which would enable the researcher to test the research questions for final conclusion on the study.

The research design for this study is descriptive research otherwise called survey research. The design helps the researcher to describe the event in question using the resulting data to explain and predict the situation. It gathering consistently the data of occurrence of testing research questions makes predictions or getting meaning and implementation of the situation.

3.1 POPULATION OF THE STUDY

Population refers to all cases or individuals that fit a certain specification (Ohaja, 2003). The staff and customers of Household consumable market in Ilorin kwara State which set as total population for the study.

3.2 SAMPLE SIZE DETERMINATION

The sample size was drawn from the total population of the study area, knowing full well that, the whole population cannot be sampled due to time and financial limitations. The researcher only selected a portion of the population both staffs and customers are studied

Therefore, the size of the study is 250. The opinions and views sampled (A part

of population which the study is focused) from the respondents of the study.

3.3 SAMPLING TECHNIQUE

The main purpose of sampling is to select a small portion of the whole population so as to make reference to the population.

The researcher adopted the Convenience Sampling Method as a sampling technique. Convenience sampling (is also known as Availability sampling or [Accidental sampling](#)) is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. It involves the sample being drawn from that part of the population which is close to hand. That is, a population is selected because it is readily available and convenient. It relies on data collection from population members who are conveniently available to participate in study.

3.4 METHOD OF DATA COLLECTION

This is the technique used by the researcher to obtain data for analysis. The researcher used questionnaire and one on one collection to administer to drawing conclusion.

There are two basic procedures of gathering data; these are primary and secondary sources. The research work makes use of primary data. The primary data is sourced from questionnaires administered to respondents in the area of the study. These data are used to test the formulated research questions. The use of primary data for the study does not preclude the use of secondary data, which were used to compile chapter one and two of the study. These data are generated from text books, journal, articles, publications and internet.

3.5 METHOD OF DATA ANALYSIS

All data generated were quantitatively analysed. Quantitative measurement of data requires that the occurrence of variables be communicated using numbers.

The completed questionnaires would be collected, edited analysed. A simple percentage mode of calculating would be adopted to communicate the frequency of occurrence of variables. All data were analysed in tables; the tables are used to present relevant information which include interpretations and Chi-square (X^2) statistical technique would be used to test the formulated research hypothesis.

$$X^2 = \sum (O - e)^2$$

e Where X^2 = Chi-square

\sum = summations

o = observed frequency e = expected frequency

3.6 VALIDITY AND RELIABILITY OF RESEARCH

INSTRUMENT

VALIDITY OF THE INSTRUMENT.

The researcher used a set of 33 item questions to make up a questionnaire that was administered to the respondents. The questionnaire consists of open and close ended questions with multiple options.

The questionnaire was submitted to the supervisor for validation and reliability.

RELIABILITY OF INSTRUMENT

The measuring instrument was constructed in a way that the questionnaire item was used to measure particular hypothesis and relevant variable that leads the respondent to answer the question. The result was

analysed using test and retest before arriving at the score and later presented to the supervisor who approved it as being reliable.

3.7 ETHICAL CONSIDERATION

This study conformed to the laid down procedures in carrying out researches. It was thoroughly checked by the Supervisor and other Lecturers in the department. All materials to be used in this study was duly sourced and analysed before making recommendations. In respect of ethical consideration, the critical sources of information and data were protected and kept confidential.

Furthermore, all the authors consulted in this study were fully acknowledged in order not to run foul of the ethics of plagiarism. Therefore, an ethical clearance to conduct the study shall be obtained from Kwara state Polytechnic., Ethical Review Committee. Finally, the findings of this study shall be disseminated to the public through publication in local and international journals.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.0 PREAMBLE

The data collected through distribution of questionnaires were analysed in these chapter fifty copies of questionnaire were distributed to respondents through the sampling procedures stated in chapter three. All copies of questionnaire were completed and returned.

The question we divided into three-part question in part A were concerned with the personal data of respondents, while section B focused on respondent reaction to advertising and section considered the company's reaction to advertising.

4.1 DATA PRESENTATION ANALYSIS AND INTERPRETATION TABLE

4.2.1: SEX OF RESPONDENTS

Sex	No. of Respondents	Percentage (%)
Male	28	56
Female	22	44
Total	50	100

Source: Field Survey, 2025

The table shows that fifty – six (56) percent of the respondents were male, while forty-four (44) percentage were female. The numbers of respondents were twenty-eight (28) males and twenty-two (22) females respectively.

TABLE 4.2.2: MARITAL STATUS OF RESPONDENTS

Marital Status	No. of Respondents	Percentage (%)
Single	28	56
Married	20	40
Divorce	2	4
Total	50	100

Source: Field Survey, 2025

Table 4.2.2 show that twenty-eight (28) respondents were single, twenty (20) were married while two (2) were divorce. Their percentage representation was fifty six (56) forth (40) and four (4) percent.

TABLE 4.2.3: INCOME DISTRIBUTION OF RESPONDENTS

Income Group	No. of Respondents	Percentage (%)
Below 7,500	2	4
N7500-N12,000	10	20
N12,000-N16,000	18	36
N16,000-N34,000	15	30
N34,000 and above	5	10
Total	50	100

Source: Field Survey, 2025

The above distribution shows that respondent whose income was below N7000 was (2) those below N12, 000 was noted to (10). Those below N16, 000 were eighteen (18) those below thirty – four thousand had fifteen (15) while N34, 000 and above were five (5) respondents. They all had a percentage of 40%, 20% 36%, 30% and 10% respectively.

DATA ANALYSIS

Table 4.3.1: Advertising Persuade You To Buy herbal products market in ilorin

Grade	No of Respondents	Percentage (%)
Strongly agreed	-	-
Agreed	9	8
Undecided	8	16
Disagreed	29	58
Strongly disagreed	4	8
Total	50	100

Source: Field Survey, 2025

From the table above, it can be understood that every message an advert

communicate is not always believed since 58% ascribe.

Table 4.3.2: Advertising Run Every day is assumed to be Continuous

Grade	No of Respondents	Percentage (%)
Strongly agreed	3	6
Agreed	25	50
Undecided	7	14
Disagreed	14	28
Strongly disagreed	1	2
Total	50	100

Source: Field Survey, 2025

The table shows that half of the respondents (50%) agreed with the statement that advertising with the statement that advertising run every day is assumed to be continuous. However, 28% disagreed, 14% were undecided 6% strongly agreed while 2% strongly disagreed.

Table 4.3.3: Opinion Distribution of the Respondents on Whether Continuous Advertising Make Customer to Try a Product (herbal products market in ilorin)

Grade	No of Respondents	Percentage (%)
Strongly agreed	6	12
Agreed	31	62
Undecided	2	4
Disagreed	11	22
Strongly disagreed	-	-
Total	50	100

Source: Field Survey, 2025

The table shows that 12% strongly agreed with the statement that continuous advertising. Make customer to try a product (herbal products market in ilorin). However, 22% disagreed, 62% agreed, while 4% were undecided.

Table 4.3.4: Opinion Distribution on the Ability of Advertising Create Brand Loyalty

Grade	No of Respondents	Percentage (%)
Strongly agreed	2	2
Agreed	16	32
Undecided	8	16
Disagreed	20	40
Strongly disagreed	4	8
Total	50	100

Source: Field Survey, 2025

The tabulation above shows that 40% disagreed with the notion the repetition of advertisement persuades consumer to be loyalty to a particular brand. However, 32% agreed with the statement, 18% were undecided 8% strongly disagreed and 2% strongly agreed.

Table 4.3.5: Opinion Distribution of the Respondents on Whether Demonstration Arouses Curiosity to Try Product

Grade	No of Respondents	Percentage (%)
Strongly agreed	11	22
Agreed	30	60
Undecided	5	10
Disagreed	4	8
Strongly disagreed	-	-
Total	50	100

Source: Field survey, 2025

The table reveals that 60% of the respondents agreed with the statement that demonstration of product during advertisement arouses the curiosity to try product. More so, 22% strongly agreed, 10% were undecided while disagreed and none strongly disagreed.

Table 4.3.6: Opinion Distribution of the Respondents on Whether Price Is a Determinant of Choice between Two Competing Products

Grade	No of Respondents	Percentage (%)
Strongly agreed	-	-
Agreed	9	8
Undecided	8	16
Disagreed	29	58
Strongly disagreed	4	8

Total	50	100
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Source: Field Survey, 2025

The table above shows that 50% of the respondent agreed that price determine to a large extent their choice when confronted with two competing products, 36% strongly agreed on the other hand, 8% disagreed, 4% disagreed while 2% were undecided.

Table 4.3.7: Opinion Distribution of the Respondents on Whether Quality Determining the Choice of Purchase between Two Product of Close Substitutes

Grade	No of Respondents	Percentage (%)
Strongly agreed	30	60
Agreed	18	36
Undecided	2	6
Disagreed	-	-
Strongly disagreed	-	-
Total	50	100

Source: Field Survey, 2025

The table above that quality to a large extent determines consumer choice when confronted with two competing substitutes.

The 60% strongly agreed 36% agreed while 4% were undecided and none disagreed.

Table 4.3.8: Opinion Distribution of The Respondents On How Often Radio Advertisement Is Listening To.

Grade	No of Respondents	Percentage (%)
Every time	15	30
In the evening	3	8
In the afternoon	30	62
Occasionally	-	-
Total	50	100

Source: Field Survey, 2025

From the above tabulation, it can be observed that majority of the respondent 62% listed to radio advertisement occasionally.

Table 4.3.9: Opinion Distribution of the Respondents on How Often The Respondents Watch Television

Grade	No of Respondents	Percentage (%)
Every time	8	16
In the evening	14	28
In the afternoon	-	-
Occasionally	28	46
Total	50	100

Source: Field Survey, 2025

The table shows that majority as the respondent 56% watch television advertisement occasionally while 28% watch in the evening, 16% do so every time and none in the afternoon.

Table 4.3.10: Opinion Distribution Of The Respondents On The Curiosity Arouser Medium.

Grade	No of Respondents	Percentage (%)
Newspaper	4	8
Magazine	2	4
Bill board	3	6
Radio	9	18
Television	32	64
Total	50	100

Source: Field Survey, 2025

The above reveals that 64% learns about a product that arouse their curiously and persuades them to buy through television. This is followed by radio which as 18%, newspaper with 18% bill board with 6% and magazine 2.

4.2 DISCUSION OF FINDINGS

The presentation and analysis a previously could be tested by the use of questionnaire method which enable final conclusion to be made in finding the Herbal Products Market in Ilorin engaged in both above the line and below the line media advertising.

4.3 TESTING OF HYPOTHESIS

Here, the hypothesis formulated in chapter one of this research will be tested.

The three raised hypothesis will be tested one after the other.

Decision Rule:

Reject the null hypothesis if the computed value of test statistics χ^2 exceeds the critical tabulated value of χ^2 for (r-1) (c-1) degree of freedom.

Hypothesis 1

H₀: Advertising doesn't create brand awareness

H₀₁: Advertising creates brand awareness

Table 4.3.11: Condensed Outcome Of Three Questions For Testing Hypothesis 1

Rating	Table 6.0	Table 6.1	Table 6.4	Total
Strongly Agree	-	3	6	9
Agree	9	25	31	65
Undecided	8	7	2	17
Disagree	29	14	11	54
Strongly Disagree	4	1	-	5
50		50	50	150

Source: Adapted From Table 6.0, 6.1 and 6.4.

Table 4.3.12: Contingency Table Of χ^2 for Hypothesis 1

O	E	O-E	(O-E) ²	$\frac{(O_i - E_i)^2}{e_i}$
9	41	-32	-1024	-24.98
65	41	24	576	14.04
17	41	-24	-576	14.04
54	41	7	47	1.196
5	41	-36	1296	-31.60
				35.896

Source: Field Survey, 2025

Critical Value= (r-1) (c-1)

$$= (3-1) (4-1)$$

$$= (2) (3)$$

= 6 degree of freedom

The critical value of $\chi^2_{0.05}=12.59$ from chi-square table at 6 degree of freedom.

Decision

Since the calculated χ^2 value of 35.986 is greater than the critical value which is 12.59. We reject the null hypothesis H_0 and accept the alternate hypothesis H_{01} which state that advertising creates brand awareness.

Hypothesis 2

H_0 : Advert does not encourage re-purchasing H_{01} : Advert encourages re-purchasing

Table 4.3.12: Condensed Outcome Of Three Questions For Testing Hypothesis 2

Rating	Table 5.2	Table 6.1	Table 6.3	Total
Strongly Agree	2	11	-	13
Agree	16	30	9	55
Undecided	8	5	8	21
Disagree	20	4	29	53
Strongly Disagree	4	-	4	8
Total	50	50	50	150

Source: Adapted From Table 5.2, 6.1 and 6.3.

Table 4.3.14: Contingency Table Of χ^2 For Hypothesis 1

O	E	O-E	(O-E) ²	$\frac{(O_i - E_i)^2}{e_i}$
13	20	-7	49	2.45
55	20	35	12.25	61.25
21	20	1	1	0.05

53	20	33	1089	54.45
8	20	-12	144	7.2
				125.4

Source: Field Survey, 2025

Critical Value= $(r-1)(c-1)$

= $(3-1)(4-1)$

= $(2)(3)$

= 6 degree of freedom

The critical value of $\chi^2_{0.05}=7.81$ from chi-square table at 6 degree of freedom.

Decision

Since the calculated χ^2 value of 125.4 is greater than the critical value which is 7.81.

We reject the null hypothesis H_0 and accept the alternate hypothesis H_{01} which state that advert encourages re-purchase.

Hypothesis 3

H0: Advert cannot be employed to build brand loyalty H0₁: Advert can be employed to build brand loyalty

Table 4.3.15: Condensed Outcome of Three Questions for Testing

Hypothesis 3

Rating	Table 6.2	Table 5.0	Total
Everytime	15	8	23
In the evening	3	14	17
In the afternoon	3	-	30
Occasionally	2	28	30
Total	50	50	100

Source: Adapted From Table 5.2, 6.1 and 6.3.

Table 4.3.14: Contingency Table Of X² for Hypothesis 3

O	E	O-E	(O-E) ²	$\frac{(O_i - E_i)^2}{e_i}$
23	25	-2	4	0.16
17	25	-8	64	2.56
30	25	5	25	1
30	25	5	25	1
				4.72

Source: Field Survey, 2025

Critical Value= (r-1) (c-1)

= (2-1) (4-1)

= (1) (3)

= 6 degree of freedom

The critical value of $\chi^2_{0.05}=7.81$ from chi-square table at 3 degree of freedom.

Decision

Since the calculated χ^2 value of 4.72 is less than the critical value which is 7.81. We accept the null hypothesis H_1 and accept the alternate hypothesis H_0 which state that the respondents on whether quality determining the choice of purchase.

CHAPTER FIVE

5.1 SUMMARY OF FINDINGS

The study revealed that advertisements that are properly packed will persuade consumer to try that particular product. More so, the advertisement must equally be run continuously in order to elicit such curiosity that will motivate consumer to try the product.

The analyses showed that consumer learn about a product newly launched in to the market through television, radio or print media. They aim that without advertisement they might not be aware of the availability of such product.

The study also indicated that not all advert messages are always believed by the consumers consequently some of them considered advertisement is being descriptive.

Advert that run continuously act not waste of resource. It anything is directed to particular market segmentation that needs much a product.

Herbal Products Market in Ilorin does not have a yardstick to measure the effective of various advertising media. Thus, it does not have an articulated and succinct record of the amount of profit a particular advertisement contributes to the company.

Consumer are more interested in the quality of product Nigeria Plc is offering, again the price must be affordable when faced with two competing products. HERBAL PRODUCTS MARKET IN ILORIN, what normally concern the consumer is the benefit in term of nutritional value and test, based on individual preference.

5.2 CONCLUSION

Advertisement is the communication of sales message for a product or service with the intensive of providing adequate information aimed at

ultimately (but not necessary) Eliciting specific actions. It plays vital role in marketing of good and service it has to complement the other tools of promotion (e.g. personal selling, publication and sales promotion) to achieved predetermined marketing objective.

Advertising which is the presentation of information about goods and service must complement marketing which is the anticipation of demand for goods and service with provision for matching the demand structure with adequate supply structure. The net result is an integrated promotion all strategy epitomized by advertising, planning which is a subset of the over acting marketing plan.

The objective is to present a company and its product/services to prospective customer by packaging the need satisfying attribute or these product and service and presenting some as the best solution to consumer problem.

Advertising may often be the most powerful tool. It is only to achieve a pre-determined objective or objective within the context of a coordinated marketing campaign.

5.3 RECOMMENDATIONS

HERBAL PRODUCTS MARKET IN ILORIN Products Nigeria Plc must ensure understand the buying behaviour of the consumer in order to discover when they buy, how key buy. This will act as a guide towards formulating an advertisement message that will arouse the curiosity of consumer and eventually persuades them to buy.

- Not only in HERBAL PRODUCTS MARKET IN ILORIN products Nigeria Plc other manufacturing companies should try as much as possible to differentiate the managerial contribution of each promotion mix in order to determine the effectiveness of advertising.

When this is done, the firm can really appreciate the impact of advertising on revenue generation for company.

- Timing is another important area the marketing manager should take into consideration. This is because consumers have a particular time, they watch television and listen to radio, considering his-target audience, the marketing manager should be aware of appropriate time in order to elicit the desired response.

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