

# **EFFECT OF CREATIVE ADVERTISING ON THE SALES OF CONSUMER GOODS IN NIGERIA**

**(A CASE STUDY OF NIGERIA BOTTLING COMPANY)**

***BY***

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### **Certification**

This is to certify that this research work has been read and approved as meeting part of the requirements for the award of National Diploma (ND) in Marketing by the Department of Marketing, Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin.

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## ABSTRACT

*The purpose of this study is to examine the contribution of creative advertising on the sales of consumer goods in Nigeria; particular reference was made to Nigeria Bottling Company. This study aimed to obtain information about the influence of creative advertising on the sales of consumer goods and the effect on the organization profitability. The information helps the management to pay more attention to creative advertising and how others promotional tools can be used to support the creative advertising in other to improve sales. Hence, in conducting the research, the researcher made use of questionnaire, and also reviewed other related literature necessary to provide the required data for the study, the data collected for the study were analyzed in table using simple percentage and chi – square. In this study, the researcher attempted to make a historical survey of the contribution of creative advertising to business organization. The findings were that creative advertising increases profitability and it enable the organization to formulate policies that aim at providing their customer with the right products at the right prices but above these, there is still need for improvement in marketing research. Recommendations were, however, made that marketing research is essential to business organization. And that government should on a regular interval, organization seminars for management and staff of the organization and other business organization to educate the on the importance and application of creative advertising*

**Key Words:** Advertising, Creative Advertising, Consumer Goods, Reminder Advertising

## **CHAPTER ONE**

### **INTRODUCTION**

This is introduction chapter that consists of background to the study, statement of the problems, aim and objectives of the study, research question and statement of the research hypothesis.

#### **1.1 BACKGROUND OF THE STUSY**

We are in a very dynamic and complex world. The business environment is becoming sophisticated day by day and as such decision making is becoming more and more challenging and risky. Business organization are falling due to poor decisions. Investors are losing their money and are unhappy. They are being discouraged and this is quite unhealthy to the economy. In some other instance, organizations are springing up in great numbers; some are successful in the marketing of great number, some are successful in the marketing of their product and services. While others are still akin to be the barber's chair syndrome where all is motion but no movement, struggling to reach their target audience.

Therefore, advertising a product or services greatly determine consumer buying behaviour as it can charge consumer's mind or create more awareness about a product or services. Goods and services I store without advertising is like mineral resources that are yet to be mined or discovered. Though, there are many types of advertising, which may be referred to as 'yellow-up' advertising.



Consumers are also faced with the challenge of choice making due to indecisiveness, skepticism, indifference and confusion which are among the key sales killers in business world.

However, the consumer perception challenge is the first and greatest hurdle that advertisers must cross. Perception guides all activities of the consumer from the people he associates with to the product he buys in the business world, it has always been what people say about a product or services and not what the marketer says. How a consumer perceives each of the different brands in a category, determines which brand he chooses so many companies spend so much money on advertising, sales promotion, point of purchase displays and other marketing communication only to discover that many people don't even remember the product or the promotion on the other hand, whether consumer ultimately purchase the marketer's brand also depend on whether the promotion and marketing communication variable facilitate purchasing.

To succeed, they need to understand what makes potential customer behave the way they do.

This study, therefore, intends to see into consumer advertising and consumer behaviour with reference to products of Nigeria Bottling Company, Ilorin, who brands Coke, Fanta, Sprite and other products.

## **1.2 STATEMENT OF THE PROBLEM OF THE STUDY**

Advertising is costly, often its effects are uncertain and sometimes it takes a while before it makes any impact on consumer's buying behaviour, it is for these reasons that many companies think it appropriate, occasionally to reduce expenditures on advertising or to entirely eliminate it. On the other hand, some companies sometimes

consider it unnecessary to advertise when their brands are already enjoying great success without advertisement. Such behaviour implicitly fails to consider the fact that advertising is not just a current expenses or mere exercise but an investment.

Competition poses another problem area of this study. Many years back Nigeria Bottling Company Products enjoy very large share of the soft drink market, but these days, there have been many close rivalries which poses serious competition with NBC product such as Coke, Fanta, Sprite, 5-Alive and couple of others. For instance, there are availability of Big Cola product with different flavor as NBC products.

These problem and more is why this research study intends to investment effect reminder advertising is having on consumer behaviour.

### **1.3 OBJECTIVES OF THE STUDY**

This study is guided by the following objectives;

- i. To find out consumer's views and opinion towards advertisement of consumer products in Nigeria Bottling Company Plc.
- ii. To measure the extent to which remind advertising influences the behaviour of consumer of Nigeria Bottling Company Product.
- iii. To investigate how remind advertising help increase consumer's preference of a particular product to others.
- iv. To ascertain which medium of advertising will make greater impact on consumer buying behaviour.

## 1.4 RESEARCH QUESTION

This study seeks to address the following question;

- i. What are consumers' views and opinions towards advertising of consumer product in Nigeria Bottling Company Plc?
- ii. To what extents is reminder advertising influencing behaviour of consumer of Nigeria Bottling Company Product?
- iii. In what way has reminder advertising increased consumer's preference of a particular product to others?
- iv. Which medium of advertising will make greater impact on consumer buying behaviour?

## 1.5 RESEARCH HYPOTHESIS

In this research study effort has been geared towards formulating three hypotheses. These are

**Hypothesis O:** Creative advertising does not significantly influence behaviour of consumer of Nigeria Bottling Company Product.

**H<sub>1</sub>:** Creative Advertising significantly influences behavior of consumers of Nigeria Bottling Company Product.

**Hypothesis O:** Creative Advertising does not significantly increase consumers preference of Nigeria Bottling Company Product over others.

**H<sub>1</sub>:** Creative r advertising significantly increases consumer's preference of Nigeria Bottling Company Product over others.

## 1.6 SCOPE OF THE STUDY

This research study topic (reminder advertising and consumer behaviour) is a broad scope which include;

- **Conceptual Scope:** The area of coverage of this research work is centered on advertising and consumer behaviour. This is based on the influence of reminder advertising on consumer's behaviour.
- **Industrial Scope:** This research work will cover the soft drink industry, with a special reference point to Nigeria Bottling Company NBC Plc.
- **Territorial Scope:** The area covered in terms of location is Ilorin, Kwara State.
- **Time Scope:** As a result of the limited time, the data obtained will be within a span of three (5) years (i.e. 2015-2024). And the variety of the outcome can only be tenable for the duration of three (3) to four (4) years.

## 1.7 SIGNIFICANCE OF THE STUDY

In research study, significant will be in four fold: Business organization (case study), academic and the researches.

- i) **Business Organization (Case Study):** Their need for prudent management of Nigeria Bottling Company to know about advertising and consumer behaviour, particularly how reminder advertising can greatly influences behaviour of consumers of their products.
- ii) **To Marketing Discipline:** This study is of significance to the student of marketing as it awakens their knowledge in advertising and consumer behaviour.

- iii) **To the Society:** The outcome of this study will be of great advantage to the society in that it makes it possible for the public (consumer) how.
- iv) **To the Writer/Researcher:** The significance of the study cannot be over analyzed to the writers as it is part of the pre-requisite for the award of National Diploma in Marketing.

## 1.8 LIMITATION AND CONSTRAINTS TO THE STUDY

In carrying out a research of this sensitive nature. One cannot afford to escapes some unexpected constraints which tend to hinder the gathering of accurate and up-to-date data. The major limitation are;

- **Finance:** The research work of this nature is capital intense as it involves reading of several textbooks journal files magazines newspapers, articles and other publication. Capital is not readily available. This cause a lot in hindering gathering of data and information.
- **Administrative Bottlenecks:** The staff of Nigeria Bottling Company Plc is not willing to relate of vital data can make the work easier, as they fear it can get into the hands of other rivalry companies like seven-up Bottling Company Plc. Big Cola products.
- **Time:** As a result of the short academic programme, the researcher had with little time available for data collection as well as lectures. The researcher spends Mondays to Fridays and sometimes weekends for research purposes.

## 1.9 DEFINITION OF TERMS

The following are definition of terms as used in the research study.

- **Advertising:** According to advertising, is the structured and composed non-personal communication of information usually paid for and usually persuasive in nature. About product (goods, services or ideals) by identified sponsors through various media.
- **Consumers:** Are people who purchase and use goods or services to satisfy particular need and wants.
- **Consumer Behaviour:** Are those acts by individuals directly involved in obtaining and using economic goods and services.
- **Perception:** This refers to the personalized why people sense, interpret and comprehend and various stimuli.
- **Impact:** The Oxford Advanced Learner Dictionary defines impact as the powerful effect that something has on something or somebody.
- **Market:** These are all actual and potential buyer of a product or services.
- **Brand:** This is a name, term, symbol, design, mark or a combination of these that identifies the product of a manufacture or differentiates it from those of competitors.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 CONCEPTUAL REVIEW**

##### **2.1.1 Advertising Concept**

Onukwu (1997), advertising coordinating is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering political or ideological support.

In Latin, and Vertere means “to turn toward” the purpose of advertising may also be reassure employees or share holder that a company is viable or successful. Advertising message usually paid for b sponsor and viewed via various old media, including mass media such a newspaper, magazines, television advertisement, radio advertisement, outdoor advertising direct mail: or new media such as blogs, websites or text messages. According to commercial advertise often seek to generate increased consumption of their product services through “branding” which involves associating a product name or image with certain availabilities in the minds of consumers. Non-commercial advertisers who spend none to advertising items other that a consumer product or services include political parties, interest groups, religion, organization and government agencies. Non-profit organization relies on free modes persuasion such as a public services announcement (PSA).

Ting (1999) also contributed that while watching a movie in the cinema hall or a television at home you must have noticed that suddenly there is a break and a model appears on the screen displaying a product, indicating its special features, prices etc. This is followed by similar appearances relating to other products before the movie is

resumed. These displays are known as advertisements which are used by different firms to inform a targeted group of customers about their product, its quality, availability, price etc. Likewise, you come across a number of advertisements for a variety of products in the newspapers and magazines. These are impersonal messages duly paid for, by firms to an audience who may be the current or prospective buyer of goods. Advertising is:-

**i. Paid form of communication:** Advertisements appearing in the newspapers, television, cinema halls etc. are duly paid for. The firms have to pay huge amounts for use of space in newspaper or time slot in television and radio etc

**ii. Non-personal presentation of message:** In advertisements there is no face to face communication as it happens in case of personal selling. These are presentations through mass media and as such are impersonal in nature.

**iii. The idea is to promote goods or services:** Advertising is done with a specific objective of promoting a product or service and increase their sale.

**iv. Issued by an identified sponsor:** The advertisers who sponsor the advertisement are duly identifiable in the advertised messages. Take the case of advertisement of Lifebuoy soap on TV wherein the name and symbol of HUL also appears.

Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages.



Advertising is a favorable representation of product to make consumers, customers and general public aware of the product. It lets the potential buyers, general public and end users to be aware and familiar with the brands, their goods and services. Before going on to the importance of advertising, we would have an introduction to advertising first. Advertising can be defined as a paid form of non – professional but encouraging, complimenting and positively favorable presentation of goods and services to a group of people by an identified sponsor. It does not include distribution of free samples or offering bonuses, these are sales promotion. In simplest words advertising is introduction, to consumers and general public, of services and goods. Shaw (1979).

### **2.1.2 Advertising creativity Concept**

Creativity or ‘‘big idea’’ as it is called in advertising field has many definitions. But the most simple and comprehensible one is that creativity is only there when there is originality, novelty and appropriateness (Ang & Low 2000, 174). While, Reid, King & Delorme (1998, 1) reveal that the most important characteristic of creativity is its non-scientific aspect. Another point of view which seems to be very relevant to this subject is El Murad and West’s (2004, 189) point of view. They have stated that creativity must have an impact, quality, style and relevance. To be useful as solutions to marketing problems, ideas must be new, unique, and relevant to product and to the target audience. In order to

have impact creativity should embrace three qualifications: newness, uniqueness, relevance. Thus, creativity is present only when an ad is new, unique and relevant. Creativity in advertising industry is different from creativity in other service businesses.

It is considered as a core business whose objective is not to generate solutions, but to fulfil the customer's needs and expectations.

### **Advertising Creativity from the Point of View of Practitioner**

Only few literature mention show both practitioners and public viewers define advertising creativity. Most practitioners view advertising creativity, as advertising which is awarded as creative by specialists in advertising industry people who are well skilled in business and advertising. West, Kover and Caruana(2008, 12) have conducted are search by comparing practitioner and consumers definition of creativity. They found out that the definitions given by practitioner are related to relevance, appropriateness, and originality. The results pointed out that practitioner view creativity as a core of the business. Thus, the objective is make business more profitable through affective advertising in an effective manner.

### **Advertising Creativity From The Point Of View Of Public Viewers**

West et al.(2008, 12) mentioned in the same study that public viewers definition of creativity, is too simple and does not response to criteria of appropriateness and originality; while they are looking for relevance. Friestad and Wright(1994, 31)found out that consumers perceive advertising according to their needs; they can evaluate an ad as creative when creative person do not see it so. From these two views, it is clear that both practitioners and public viewers adopt a pragmatic approach. Practitioners view creativity when clients can reach their objectives; while the public consider advertising as creative only if it responds to their own needs. Therefore, there are two types of creativity: "little c" creativity and "big c" Creativity. "Little c" comes when public view consider creativity as solution to ever day problem. But "big C" Creativity

is about how practitioners view creativity which has a strong impact on customers and how they think and feel. Therefore what is creative for consumers is not creative for practitioners and vice versa (West et al. 2008, 13).

### **2.1.3 Consumer Concept**

Lelapa and Parker (2003) explain that the consumer is the one who pays something to consume goods and services produced. As such, consumers play a vital role in the economic system of a nation. Without consumer demand, producers would lack one of the key motivations to produce: to sell to consumers. The consumer also forms part of the chain of distribution.

Recently in marketing instead of marketers generating broad demographic profiles and Fisio-graphic profiles of market segments, marketers have started to engage in personalized marketing, permission marketing, and mass customization.<sup>[2]</sup>

Largely due to the rise of the Internet, consumers are shifting more and more towards becoming "prosumers", consumers who are also producers (often of information and media on the social web), influence the products created (e.g. by customization, crowd funding or publishing their preferences), actively participate in the production process, or use interactive products.

Any person who enjoys the goods and services generated or produced by any organization is known as a consumer. When a person consumes any good and service according to hi/her personal need or demand then he is the one who is sharing the activities generated by any company. Consuming according to ones need and demand is a tough task because here a person tries to get the best product or service.

#### **2.1.4 Consumer Behaviour**

Eagel, Blackwell and Mansard (2002), consumer behaviour is the study of how individual customers, groups or organization select, buy, use and dispose ideas, goods and service to satisfy their needs and want. It refers to the action of the consumer in the market place and the underlying motives for these action.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine which product are needed in the market place, which are obsolete and how best to present the goods to the consumers.

The study of consumer behaviour assumes that the consumer are actors in the market place. The perspective of role theory assumes that consumer play various roles in the market place. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

The role also vary in different consumption situation; for example, a mother plays the role of an influencer in a child's purchase process, where as she play the role of a disposure for the product consumed by the family.

1. According to Engel, Blackwell and Mansard (2002) consumer behaviour is the action and decision process of people who purchase goods and services for personnel consumption.
2. According to Louden and Bitta, 'consumer behaviour is the process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services.

### 2.1.2 Nature of Consumer Behaviour

According to Engel, Blackwell and Mansard (2002), nature of consumer behaviour.

1. **Influenced by various factors:** The various factor that influence the consumer behaviours are as follows;
  - (a) Marketing Factor such as product design, price, promotion packaging, positioning and distribution.
  - (b) Personal factor such as age, gender, education and income level.
  - (c) Psychological factors such as buying motives, perception of the product and attitudes towards the product.
  - (d) Situational factors such as physical surroundings at the time of purchase, social surroundings and time factors.
  - (e) Social factor such as social status, reference groups and family.
  - (f) Cultural factors such as religion, social class-caste and sub-castes.
2. **Undergoes a Constant Change:** Consumer behaviour is not static. It undergoes a change over a period of time depending on the nature of products. For example, kids prefer colourful and fancy foot wears, but as they grow up as teenagers and young adults, they prefer friendly foot wears and as middle-aged and senior citizens they prefer more sober foot wears. The change in buying behaviour may take place due to several other factors such as increase in income level education level and marketing factors.
3. **Varies from Consumer to Consumer:** All consumer do not behave in the same manner. Different consumer behave differently. The difference in consumer

behaviour are due to individual factors such the nature of the consumer. Lifestyle and culture. For example, some consumers are technoholics. They go on a shopping and spend beyond their means. They borrow money from friends, relative, banks and at times even adopt unethical means to spend on shopping of advance technologies. But there are other consumers who despite having surplus money, do not go even for the regular purchase and avoid use and purchase of advance technologies.

4. **Varies from Region and Country to Country:** The consumer behaviour varies across states, region and countries. For example, the behaviour of the urban consumers is different from that of the rural consumer. A good number of rural consumer are conservative in their buying behaviours. The rich rural consumer may think twice to spend on luxuries despite having sufficient funds whereas the urban consumer may even take bank loans to but luxury items such as cars and household appliance. The consumer behaviour may also vary across the state, regions and countries. It may differ depending on the upbringing, lifestyles and level of development.
5. **Information on Consumer Behaviour is important to the Marketers:** Marketer need to have a good knowledge of the consumer behaviour. They need to study the various factors that influence the consumer behaviour of their target customer.

The knowledge of consumer behaviour enables them to take appropriate marketing decision in respect of the following factors;

- (a) Product Design/Model
- (b) Pricing of the Products
- (c) Promotion of the Product
- (d) Packaging
- (e) Positioning
- (f) Place of Distribution

6. **Leads of Purchase Decision:** A positive consumer behaviour leads to a purchase decision. A consumer may takes the decision of buying a product on the basis of different buying motives. The purchase decision lead to higher demand and the sales of the marketers increase. Therefore, marketers need to influence consumer, behaviour to increase their purchases.
7. **Varies from Product to Product:** Consumer behaviour is different for different product. There are some consumer who may buy more quantity of certain items and very low or on quantity of other items. For examples, teenagers may spend heavily on product such as cell phones and branded wears for snob appeal, but may not spend on general and academic less on clothing, but may invest money in savings, insurance schemes, pension schemes and so on.
8. **Improves Standard of Living:** The buying behaviour of the consumer may lead to higher standard of living. The ore a person buys the goods and services, the higher is the standard of living. But if a person spend less on goods and services,

despite having a good income, they deprives themselves of higher standard of living.

9. **Reflect Status:** The consumer behaviour is not only influenced by the status of a consumer, but it also neglect it. The consumers who own luxury cars, watches and other items are considered belonging to a higher status. The luxury item also gives a sense of pride to the owners.

### **2.1.3 Reminder Advertising**

This is a type of advertising which puts the product being advertised constantly in the mind of customer and keep them as loyal purchases of that product. It is used to create brand awareness and achieve customers' retention.

### **2.1.4 Brand Advertising**

This is the type of advertising targeted at promoting a particular product brand. Producers usually market their products by giving their specially brand names. The impact of this, is to differentiate the product of a given manufacturer from that of its competitors. Branding also prevent the imitation of reputedly high quality goods. Brand advertising therefore helps a lot in building brand image, creating brand associations and promoting brand awareness. It promotes brand loyalty.

### **2.1.5 Institutional Advertising**

This is the type of advertising employed by companies to boost their image and reputation on socially mindful corporate citizens. The advertising company employs this type of advertising to create goodwill for itself. A good example was then Lever Brother Nigeria Limited, sponsorship of "Village Headmaster". Another variant is an



advertisement that focuses on the company without mentioning any of its product offerings.

#### **2.1.6 Local Advertising**

This is the advertising that is limited to a locality. A retailer who employs factors like price. The location of his store and the quality of the product as strategic factors usually undertakes it.

#### **2.1.7 Nigeria Bottling Company**

Coca-cola first arrived in Nigeria in 1951, that same year, the Nigeria Bottling Company Limited (NBC) was incorporated to bottle and sell carbonated non-alcohol beverages. NBC has the sold franchise to both coca-cola products in Nigeria. The company has the franchise for the bottling of coca-cola soft drinks in Nigeria it became a public company in 1972 with its shares listed in the Nigerian Stock Exchange.

Coca-cola was an instant hit with the Nigeria consumer and remained so. Over the next six decades. NBC has continued on its journey keeping its promise, promise of keeping refreshing consumers, strengthening its communities, enriching the workplace and presenting the environment while recording many memorable milestone along the way. To mention a few;

- i) In 1953, production of coca-cola began at a bottling facility in Ebute-Metta, Lagos State. The same year. To company opened its first bottling plant in Apapa.
- ii) In 1960, the year Nigeria gained independent NBC exceed the one million case a year mark.
- iii) In 1961, it commission it second bottling facility in Ibadan, Oyo State.

- iv) In 1991, it acquired the Eva Premium Water and Schweppes Brand.
- v) In 2010, the operation stands at 13 facilities and 59 department across the country.

## **2.2 THEORETICAL REVIEW**

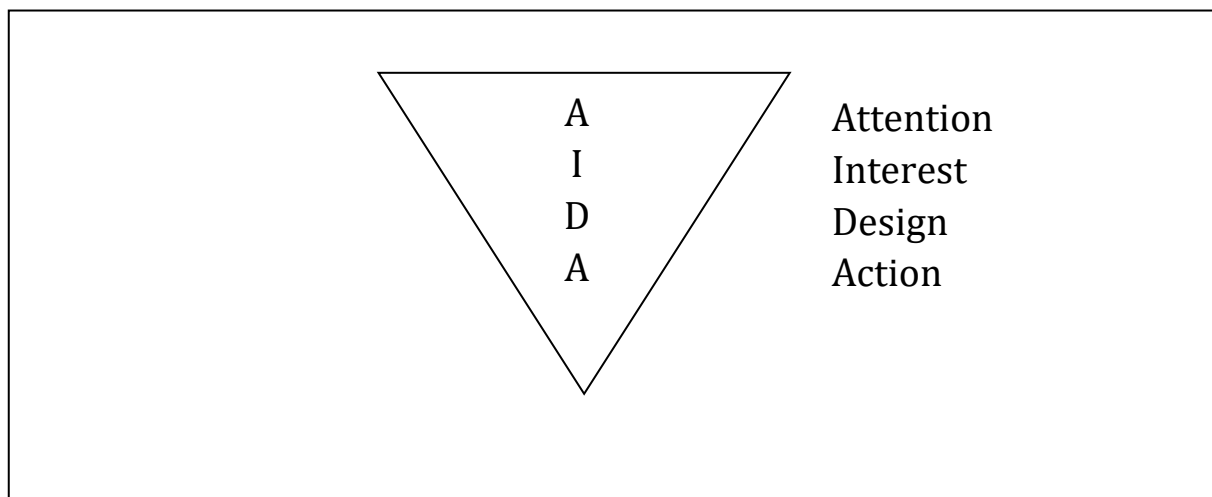
### **2.2.1 Theories of Consumer Behaviour**

Consumer behaviour involves the study of individuals and the method they employ to choose, utilize and set out products and services to fulfill their want and the effect that these method have on the consumer and the society as a whole. Consumer behaviour refers to all the thought, feelings and action that an individual has or takes before or while buying any product, services or idea. Buyer behaviour is the concept which answer what, why, how, when and where an individuals makes purchase. As a result, the outcome of buyers behaviour is the buyers decision.

The entire purchasing process involves giving a thought on what should be bought, which brand is good or suitable from where or whom should the purchase be made, when to purchase, how much to spent and how many time to buy and in what intervals. Consequently the end result of the buyer behaviour is the customer's final decision regarding the product choice, brand choice, dealer choice, purchase timing, purchase amount and purchase frequency. Consumer buying behaviour is a confluence of atleast there streams of social science. i.e. individual psychology and cultural authropology Sheth (1993).

### 2.2.2 Aida Model

According to Wright (2006), the AIDA model is an advertising effect model. It describes the effect of advertising media. The sales process should be sustainably optimized on the basis of this model. The acronym AIDA stand for the terms Attention, Interest, Desire and Action. It was developed by an American businessman and has been in use since the late 19<sup>th</sup> Century. It has been reviewed and modified multiple time over the years, both in marketing and public relation.



### BACKGROUND

When American businessman E.. St. Elmo Lewis introduced the AIDA Model in 1898, the businessman was mainly addressing the optimization of sales calls. He specifically referred to the interaction between seller and buyer concerning the product.

Lewis can be considered a pioneer when it comes to the use of scientific methods for designing and sales processes. At the same times, it was very important to Lewis to view advertising as a type of “training” that assisted the beneficiary. Lewis theoretical explanations of advertising theory rested on extensive experience. He was, for example, marketing head at various companies and advised organization as well as companies in

the conception of advertising measure. He shares his knowledge in the form of various publications both in written form and in seminar at US Universities – His AIDA model can be perceived as a kind of legacy, because the formula is still used more than 100 years after its first appearance, for example in online marketing.

### **The Formula**

The AIDA model is based on four individual stages, that attract interested parties who are deciding on a product or service.

- **Attract Attention:** The product must attract attention. This is done via the advertising materials. It is a type of “eye catcher” example: a strikingly – designed window, a sensational You Tube dip, or a themed newsletter, or a graphic on a landing page.
- **Maintain Interest:** In the first phase, the attention of the potential customer is piqued; their interest in the product or services should be aroused. Example: detailed information on the product presented for example the product description on a website.
- **Create Desire:** If interest in the product is aroused, it is the seller’s task to persuade the customer to own this product. In the best-case scenario, the advertisement or the product itself creates the desire to purchase for the beneficiary.
- **Get Action:** As soon as the desire to buy is aroused, this must be transferred into an action, that is, the purchase. In the case of online shops, this would ultimately be the shopping cart process, in which a customer is lead to a conversion. These days, the AIDA formula is frequently supplemented with

an “S” for satisfaction. Because, in the end, the product bought should also satisfy the purchaser. Ultimately satisfaction does not lie solely with the advertising but rather with the product itself. Therefore, the basic (installation of the four phases is only the prerequisite for the sale.

With the insertion of the “confidence” (that is, trust) factor, a sixth element can also be added. Many marketers also work with the AIDCAS model to optimize sales processes and advertising effectiveness.

### **Application**

The AIDA model has now shaped the views on marketing and sales strategies for over 100 years. The formula can still be found in current standard marketing textbooks. But beyond that, AIDA is also used in PR to plan and analyze the effectiveness of PR campaigns. Moreover, the AIDA model still provide valuable information for the rough analysis of advertising messages. The benefit of this simple formula can be found in its simplicity and flexible application possibilities in areas other than store-based or stationary sales. Therefore, you could, for example, examine the effectiveness of this formula in the field of e-commerce by analyzing the product presentation of an online shop in terms of the four aspect of the AIDA formula.

### **Criticism**

For a long time, the IDA model was viewed as exemplary for a successful sales, process. But today there is general agreement that using this purely linear sales model alone is no longer suitable in modern sales processes. For example, the emotion that is often addressed in advertising and recognized by advertising psychology as elementary

does not play a role in the AIDA formula. The previous planning steps such as targeting are also missing. This includes, for example, consideration on the socio-demographic background. In addition, the AIDA model does not take into account that difference points of sale exist. The sales planning for a customer visiting an online shop will be quite different than that for a new a customer wanting to find out about a new car at the dealership.

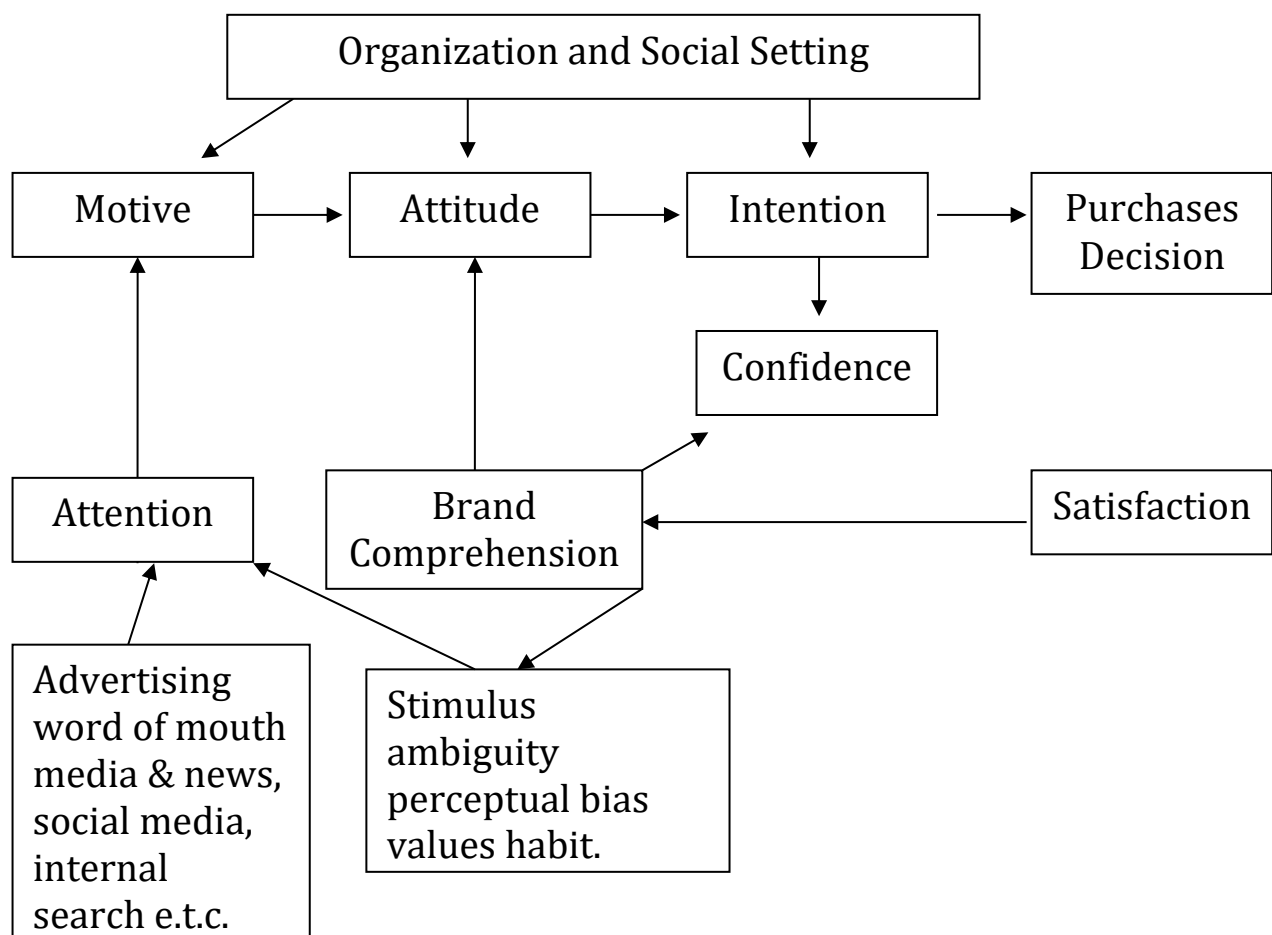
There are also the DARMAR model that appeared in 1961 and is also over 50 years old. When advertisers today work with the AIDA model, they should always be aware of the fact that it is actually a phase model that cannot represent all individual aspect of the purchase process or advertising impact process. Nevertheless, Lewi's work was important, presumably as the first to present the sales process as a phase model and thus laying the groundwork for modern advertising.

### **2.2.3 Howard Sheth Model**

According to Evans, Jamal and Foxall (2006). Howard-Sheth model consumer behaviour is one of models that represents consumer behaviour on the market. It attempt to explain the rationality choice of the product by the consumer under conditions of incomplete information and reduced processing capability. It analyses the external symptoms of behaviour, reactions and thought processes that cannot be subject to direct observation. Howard and Sheth model of consumer behaviour variables.

Howard-Sheth model (fig.1) is based on the assumption that the consumer behaviour rationally during purchases, process is repeatable and is result of incentives which have their source in the environment (input variable). It consists of four main groups of variables:

- (i) **Input Variable:** i.e. stimuli arising from the marketing activities and social environment of the consumer. Include three different types of stimuli, which are;
- **Significant Incentives:** Physical characteristics of the product, such as price, quality, originality and accessibility, brand characteristics.
  - **Symbolic Incentive:** Verbal or visual characteristic of the product, form of product perceived by buyer/customer, effect of advertising and promotion messages used by seller.
  - **Social Stimuli:** Whose source is the social consumer environment, family, references groups and society in general.



**Fig.1 Simplified Howard-Sheth Model (Adapted from Farley, Ring, 1970, p.428).**

- (ii) **Hypothetical constructs:** Including the psychological variable influencing consumer behaviour during the decision making process. It is regarded by the authors as abstract, not intended directly. They distinguished two main constructs:
- **Perceptual Constructs:** Describe obtaining and processing information, attention to stimulus, sensitivity to messages receptivity, blocking information, prejudicial e.t.c. learning constructs – how buyer forms attitudes, opinions and knowledge influencing his buying decisions, evaluation after purchase brand comprehension e.t.c.
- (iii) **Output Variable:** Purchase intention, attitude, brand, perception and attention. They are noticeable effect of internal process, for example: decision to implement the purchase, disclosure of customer view and interest as well as the declaration of other activities. The most important output variable from the point of view of marketing is actual purchase because. It involves carrying out activity based on consumer preference. Hierarchy of output variable include: attention scope of information accepted after exposing buyer to stimulus, comprehension – amount of information actually processed and stored in buyer mind cognition forming attitude towards products, intention to buy or not to buy particular product, purchase behaviour.
- (iv) **External Variable:** That have not been presented in the Howard and Sheth model and are not direct part of the decision-making process, however, have a significant on consumer decision and are used in



marketing activities as a criterion for segmentation. This include such variable as: value of purchase for the buyer, the character traits of the consumer, membership of a social group, the financial status of a consumer, the pressure of time.

## **2.3 EMPIRICAL REVIEW**

### **2.3.1 Reminder Advertising**

According to Kersha (2007) expatiates that the best way to keep your real estate brand at the forefront of your customer's mind and drive traffic back to your websites on a regular basis is to employ reminder advertising. This highly effective marketing strategy typically consists of sending out brief message to your market on a regular basis with the objective of reminding your customer about your real estate brand and services and than driving them back to your website.

### **2.3.2 Creative Advertising and Consumer Behaviour**

Consumer behaviour is all about the study of when, why, how, where and what people do or not in the process of buying a product. However, reminder advertising, correlates with when, why, how, where and what (recalling consumer's attention) towards a product or services requires certain factors which influences the consumer's decision to buy or not but a product. These factors and the various steps are summarized below.

Steps in the consumer decision making.

- 1. Problem Recognition:** The problem recognition stage is where the consumer experiences a state of felt deprivation (need) or want. According to Nwaizugbo (2004), a problem stages is when the consumer feels an imbalance between his

actual state and desired state. In this case, a need had arisen to be satisfied, which must be properly identified to avoid wrong decision making.

2. **Information Search and Evaluation:** Once the consumer has recognized a problem, the next stage is to search for information in order to solve the problem. Here, the consumer seeks information on which brand that can solve the recognized problem. At this stage, he may be faced with various brands which he evaluates for the purpose of selecting the best. In the evaluation process, he considers factors like, prices, qualities e.t.c. as well as the extent to which the product can solve the need.
3. **Purchase Decision:** After evaluating brands and selecting the best, the consumer is now ready to make a purchase. It's however, not worthy that sometime: purchase intention does not result in an actual purchase. This is where the role of the organization in facilitating the consumer to act his purchase intention become very necessary.
4. **Post Purchase Evaluation:** It is very common for a consumer to experience concerns after making a purchase decision. As submitted by Kotler and Armstrong (2007), a purchase behaviour is the stage of the buyer decision process purchase, based on his satisfaction or dissatisfaction the customer, having bought a product may feel that an alternative would have been preferable. Given this situation, the consumer may not re-purchase immediately, but is likely to switch brands in future time. Kotler and Armstrong (2007).

### **2.3.2.1 Types of creative Advertising**

According to Keisha (2007), there are six effective types of creative advertising campaigns you can employ to ensure that the organization brand is consistently patronized. These include;

#### **2.3.2.2 Email Alerts**

Potential buyers and tenants are able to register their unique property requirement on your website or you can manually log their requirements in the leads management system. Then every time you list a new property, buyers or tenants with matching property requirements will automatically receive a branded property email notification if the property is of interest to the buyer or tenants to the buyer or tenants on your data base, they will click on the link and return to your website for more information.

#### **2.3.2.3 Monthly Email Newsletter**

Keeping in regular contact with your client base is key to reminder advertising and monthly email newsletter are the most effective way to achieve this. You can create and distribute a custom email newsletter on a monthly basis to promote your featured listings, company services, testimonials and your latest property news and advice articles with links back to your website.

#### **2.3.2.4 Promo Emails**

Not all reminder advertising campaign are regular, some are designed to promote an upcoming events, special offer or an important announcement. Such is the purpose of a promotional email marketing campaign. It target a segment of your mailing list in

a highly personalized way, and delivers a specific message that is relevant to that specific audience for a certain time period.

#### **2.3.2.5 Google Display Ads**

You can also promote your real estate brand through Google's Display Network by creating, placing and displaying a wide variety of text and image adverts on other relevant high-traffic website that are visited by people most likely to be interested in your property business and service. Then you can employ remarketing techniques to connect with past website visitors. Once a prospective customer has visited. Once a prospective customer has visited your website, you can display highly targeted advert on any other high traffic within the Google Display Network and remind them about your brand or even a particular property listing and then attempt to drive them back to specific page or section on your website.

#### **2.3.2.6 Facebook Ads**

Just like Google Display Ads, you can create to advert on facebook and then employ remarketing techniques to display those highly targeted ads to users on facebook who have previously visited your website.

#### **2.3.2.7 Website Content**

The best way to prospective customers to return to your website is to publish original, valuable and engaging content on your website on a regular basis. Not only will this position your website and real estate brand as a valuable online resource and boost your search engine visibility, but it will keep your visitors coming back for more.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

This chapter discusses the research methodology employed to collect the primary data. Research design is covered in the first part of this chapter followed by population of the study, sample frame, sampling techniques, sample size determination, method of data collection, types of data collected, source of data collection and finally, method of data presentation and analysis.

#### **3.1 RESEARCH DESIGN**

The study was quantitative in nature, as it was researched involving the use of structural questions in which the response option had been predetermined and a large number of respondent were involved. The study is quantitative because it is a research technique in which scientific concrete and projectable numerical data can be statistically analyzed from large samples.

In essences, exploratory research was carried out to better comprehend the nature of the problem since very few studies had been conducted on store layout.

Cross-sectional research was undertaken as it measure units from a sample of the population at only one point in time. The major advantage of cross-sectional research is that data can be collected on many different kind of people in a relatively short period of time.

### **3.2 POPULATION OF THE STUDY**

Population is the total number of all possible subject or element which could be included in a study. If the data are valid, the result of research on a sample of subject drawn from a much larger population can be generalized to the population, properly defining the study population is crucial in the design of the research project.

The target population in this research will be staff and management of Nigerian Bottling Company Plc, Ilorin.

#### **3.2.1 Sample Frame**

Sample for this study is Ilorin metropolis, wherever conclusion drawn from them will be generalized on the entire nation. This will save time and cost and ensure collection of accurate data. A sampling size of 100 were chosen been through random method.

The respondents will be chosen at random to avoid bushes arising from personal choice sampling limit. Random sampling was adopted because it is the best method for this research work.

### **3.3 SAMPLING TECHNIQUE**

Non-probability samples include elements from the population selected in a non-satisfied manner. Therefore convenience sampling was used whereby a non-statistical approach was used whereby a non-statistical approach was used primarily because it is easy to collect data. This approach is practiced, because almost all mature persons are staff and management of Nigeria Bottling Company Plc, Ilorin and samples are easier to setup, cheaper in financial terms and are adequate in their representativeness within the scope of the defined research.

### **3.4 SAMPLING SIZE DETERMINATION**

Sample size is defined as the number of elements to be included in a study. In this case the sample size was 60 respondents as they were considered to provide sufficient input to ascertain finding. The staff in Nigeria Bottling Company Plc, Ilorin are about fifty but the easy and accurate information to be gathered, the researcher adopted thirty staff.

### **3.5 METHOD OF DATA COLLECTION**

#### **Type of Data Collection**

The method of data collection was the survey method. This suggest that surveys are systematic ways of gathering information from a large number of people through the use of questionnaires. Therefore, personal interviews were done whereby questionnaires were administered to the selected sample in order to extract detailed information on the topic and clarify complex questions. The structure of the questionnaire was kept simple and easy for the respondent to complete with closed-ended questions.

#### **Source of Data Collection**

These include:

- Questionnaire
- Interviews
- Observation

\* **Questionnaire:** This is any of preparing questions in a simple and understandable way for people to supply their responses and options, it can be a choice i.e. Yes/No answer.

- \* **Interview:** It is a face-to-face method of question between the interview and interviewer in order to seek cooperation of the person on a related issue.
- \* **Observation:** This is taken a critically look at event situation or an occurrence. However, for the purpose of this study, the researcher employs questions method for collection of primary data survey method is also so as to draw a sample because it is difficult to consult the whole population.

### **3.6 METHOD OF DATA PRESENTATION AND ANALYSIS**

The methods used in presenting data for this research work table presentation method (percentage). All information collected was prepared for analysis to clearly see and comment on the research. The method used in analyzing of data was chi-square method can be used to determined the probability that differentiate in the number of expected and observed number of the cases falling to each call of the cross table occurred on sampling variation.



In order to determine whether these individual item are distributed, the two hypothesis formulated was accepted and which one was rejected, the formular for chi-square method is denoted as follows;

$$X^2 = \frac{\sum (of - ef)^2}{ef}$$

Where:

$X^2$  = Chi-Square

Of = Observe Value

ef = Expected Value

$\sum$  = Summation

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.0 INTRODUCTION

This chapter deals with data presentation and analysis. In presenting data collected in this research study will be percentage through frequency table.

#### 4.1 DATA PRESENTATION AND ANALYSIS

**Table 1:** Distribution of Respondents according to Age

AGE	FREQUENCY	PERCENTAGE (%)
30-40 yrs	36	60
41-50 yrs	8	13.3
51-60 yrs	16	26.7
60 yrs and above	-	-
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 36 (60%) of the respondents were between the ages of 30-40 years, 8 (13.3%) of the respondents were between 41-50 years and 16 (26.7%) of the respondents were between the ages of 51-60 years.

**Table 2:** Distribution of Respondents according to Sex

SEX	FREQUENCY	PERCENTAGE (%)
Male	44	73.3
Female	16	26.7
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 44 (73.3%) of the respondents were male staff and 16 (26.7%) of the respondents were female staff.

**Table 3:** Distribution Respondents according to Marital Status

MARITAL STATUS	FREQUENCY	PERCENTAGE (%)
Single	48	80
Married	10	16.7
Divorced	2	3.3
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 48 (80%) of the respondents were single, 10 (16.7%) of the respondents were married are 2 (3.3%) of the respondents was divorced.

**Table 4:** Distribution of Respondents according to Department

DEPARTMENT	FREQUENCY	PERCENTAGE (%)
Accounting	6	10
Admin/Personnel	8	13.3
Procurement	4	6.7
Sales and Maintenance	42	70
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 6 (10%) of the respondents were in Accounting Department, 8 (13.3%) were in Admin/Personnel Department, 4 (6.7%) were in Procurement and 42 (70%) were in Sales and Maintenance Department in NBC, Ilorin Plant.

**Table 5:** Distribution of Respondents according to Years of Services

<b>YEARS IN SERVICE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
5-10 yrs	12	20
11-20 yrs	10	16.7
20-30 yrs	34	56.7
30yrs and above	4	6.6
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Research Survey, 2018**

The table above shows that 12 (20%) of the respondents have being in service for between 5-10 years, 10 (16.7%) have been in Services for between 11-20 years, 34 (56.7%) have been in service for between 20-30 years and 4 (6.6%) have been in Service for between 30 years and above.

**QEUSTIONS 1:** How does Nigeria Bottling Company Plc mostly advertise its product?

**Table 6:** Distribution of Respondent on how Nigeria Bottling Company Plc mostly advertise its products.

<b>OPINION</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Through Television	32	53.3
Through Print Media	4	6.7
Through Radio	16	26.7
All available Media	8	13.3
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 32 (53.3%) of the respondent said Nigeria Bottling Company Plc mostly advertise its products through television, 4 (6.7%) said it is through Print Media, 16 (26.7%) said it is through radio and 8(13.3%) said it is through all the available media.

**Table 7:** Distribution of Respondents on whether creative advertising serves its purpose at Nigeria Bottling Company Plc.

<b>OPINION</b>	<b>ABSOLUTE FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Yes	56	93.3
No	4	6.7
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 56 (93.3%) of the respondents said reminder advertising serves its purpose at Nigeria Bottling Company Plc, while 4 (6.7%) said does not.

**Table 8:** Distribution of Respondent on whether creative advertising brings about purchase of NBC products.

<b>OPINION</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Yes	54	90
No	6	10
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 54 (90%) of the respondents said that reminder advertising brings about repurchase of NBC products; while 6 (10%) of the respondents said No.

**Table 9:** Distribution of Respondents on whether creative advertising persuade customer of NBC product.

<b>OPINION</b>	<b>ABSOLUTE FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Yes	60	100
No	-	-
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that all the 60 (100%) of the respondent believe that reminder advertising persuade customer of NBC product.

**Table 10:** Distribution of Respondents on whether creative advertising promotes sales of NBC product.

<b>OPINION</b>	<b>ABSOLUTE FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Yes	58	96.7
No	2	3.3
<b>TOTAL</b>	<b>30</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 58 (96.7%) of the respondents believe that reminder advertising promotes sales of NBC product; while 2 (3.3%) said No, it does not promote the products.

**Table 11:** Distribution of Respondent on whether frequent is creative advertising used in NBC .

OPINION	ABSOLUTE FREQUENCY	PERCENTAGE (%)
Less Often	4	6.7
Often	40	66.7
Very Rare	16	26.7
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 4 (6.7%) of the respondent said creative advertising used in NBC less often, 40 (66.7%) said it is used often, and 16 (26.7%) said it is used very rarely.

**Table 12:** Distribution of Respondents on whether creative advertising encourage new innovation.

OPINION	FREQUENCY	PERCENTAGE (%)
Yes	60	100
No	-	-
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that all the 60 (100%) of the respondents believe that creative advertising encourage new innovation.

**Table 13:** Distribution of Respondents on whether creative advertising can be used to counter mistakes in prior advertisement.

OPINION	FREQUENCY	PERCENTAGE (%)
Yes	56	90
No	4	10
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 56 (90%) of the respondents said that creative advertising be used to counter mistakes in prior advertisement while, 4 (10%) said creative advertisement cannot be used to counter mistakes in prior advertisement.

**Table 15:** Distribution of Respondent on whether creative advertising encourages consumer patronage toward NBC product.

OPINION	FREQUENCY	PERCENTAGE (%)
Yes	60	100
No	-	-
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that all the 60 (100%) of the respondents shows that reminder advertising encourages consumer patronage toward NBC product.

**Table 16:** Distribution of Respondents on Customer's Reaction towards purchase of NBC products.



<b>OPINION</b>	<b>ABSOLUTE FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Positive	50	83.3
Negative	6	10
Undecided	4	6.7
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 50 (83.3%) of the respondents said customer's reaction towards purchase of NBC product using creative advertising is positive, 6 (10%) of the respondents said it is negative and 4 (6.7%) said it is undecided.

**Table 17:** Distribution of Respondents on whether creative advertising has effect on customer's purchase of NBC Product.

<b>OPINION</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Yes	54	90
No	6	10
<b>TOTAL</b>	<b>60</b>	<b>100</b>

**Source: Field Survey, 2024**

The table above shows that 54 (90%) of the respondent said creative advertising has effect on customers purchase of NBC product. While 6 (10%) of the respondent said that it has no effect.

## 4.2 TEST OF HYPOTHESIS AND ANALYSIS

It must be noted that hypothesis is the bedrocks of this research work, under this section the following hypothesis are formulated and would be tested to validate of rejecting the hypothesis:

Ho: Represents the Null Hypothesis

Hi: Represents Alternative Hypothesis

The use of chi-square (Xo) test which is used here to test the hypothesis cannot beyond these two ways.

Ho: Creative advertising has no positive effect on customer's purchase of a product.

Hi: Creative advertising has an effect on customer's purchase of a product.

For this purpose, table 17 is to used for the hypothesis.

Opinion	O	e	o-e	(o-e) <sup>2</sup>	(o-e) <sup>2/e</sup>
Yes	54	30	24	576	2.6
No	6	30	-24	-576	5.76
<b>TOTAL</b>	<b>60</b>	<b>60</b>	<b>-20</b>	<b>208</b>	<b>8.36</b>

**Source: Field Survey, 2024**

To validate reject the hypothesis with the use of chi-square that consists:

$$X_o = \frac{(o - e)^2}{e}$$

X<sup>2</sup> = Chi-Square

Σ = Summation

O = Observation

e = Expected Frequency

Thus, the expected frequency (e is growth dividing b the total number of observation frequency b no of rows).

In estimating the creative Adverts and customer purchases, linear regression technique was used. The results indicate that there is a positive relationship between frequency of Advert and customer purchase which is 284, the association is however significant as indicated by the P-Value.001. There is a positive relationship between frequency of Advert and customer repurchases which is indicated by the beta value which is 234. The association is however significant as indicated by the P-Value.005.

Determinant of critical value or expected value of free (df) is given by (r-1) (c-1) revel of significant = 5% (0.05, where r=row, c=column).

However, the model summary suggests 16.8% variation in frequency of Adverts and customer repurchased could be explained by the independent variable. That is, the selected variable can only influence a 16.8% change in independents variable. A table test the null hypothesis to determine if it is statistically significant (sig=001) and hence the null hypothesis should be rejected.

**Decision Rule:** Reject the null hypothesis (Ho) and accept the alternative hypothesis (Hi). Therefore product purchase is affected by frequency of Advert.

#### **4.3 DISCUSSION OF FINDINGS**

From the presentation above, it could be deduced that majority of the respondents said Nigeria Bottling Company Plc mostly advertise its product through Radio. Also, majority of the respondents said that reminder advertising serves its purpose at Nigeria Bottling Company Plc.

Also that majority of the respondent said that reminder advertising brings about repurchase of NBC products. However, all the 30(100%) of the respondent believe that reminder advertising persuade customer of NBC products. Majority do believes that reminder advertising promotes sales NBC products.

It was discovered that retentive (reminder) advertising is used in NBC Plc Ilorin plant less often all the respondents said retentive encourages new innovation.

Reminder advertising is said to used to counter mistakes in prior advertisement and that they will however encourage use of reminder advertising to NBC Ilorin Plant.

Also, from the presentation, it could be deduced that all the 30(100%) of the respondents shows that reminder advertising encourage consumer behaviour toward NBC product. It was show that customer's reaction towards purchase of NBC products during reminder advertising is positive.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 SUMMARY OF FINDINGS**

It could be deduced from the research findings that Nigeria Bottling Company employed more male than the female. This may be attributed to the fact that the company does not necessary need personal contract on selling of its products to the extent that the female can be though to be used in marketing, and that it requires more agility to do its works.

Also, the company so much believe in creative advertising, because from the findings, the researcher was able to find out Nigeria Bottling Company Plc do advertise its products despite the fact that it has been well known, but the advertising is not enough as it was revealed during the research findings.

However, information from the findings also shows that the advertising of Nigeria Bottling Company's products is mostly done on television, though this may be attributed that is it mostly listened to by the people.

It was also revealed that there are many competitors that sell products of very close substitutes to that of Nigeria Bottling Company's product. That is, 7up as Sprite and Big Cola Lemon, Mirinda has Fanta and Big Cola Orange, Pepsi as Coke and Big Cola, as close substitutes.

lastly, Nigeria Bottling Company's sales representatives made it known that supply norms of the company is still poor, as regards supplies when demanded for.

It was discovered from the analysis that Nigeria Bottling Company Plc do used creative advertising often, and this may be why they are gaining more customers over

the close rivals like 7up Bottling Company, whose has very close substitute to all Coca-Cola Products; Coke (to Pepsi), Fanta (to Mirinda), Sprite (7up), and lot more. Even the new entry Big Cola is also not relents in winning consumers of the Nigeria Bottling Company product.

## **5.2 CONCLUSION**

The researcher will bring out conclusion from the findings information. Creative advertising works by influencing behavioural pattern of consumers which in turn helps in building continuous consumer patronage of products/services and thereafter ensuring brand loyalty of product purchased. Advertising delivers information which potential consumers use in making purchase decisions. It helps in delivering persuasive messages about a brand and this helps in creating positive beliefs and feelings about the product and the organization that actually produced the product.

Advertising promotes customer loyalty to product. It ensures that customers repeatedly purchase goods/services overtime and makes customer to have positive attitude towards goods and services, and by extension towards the company delivering the goods and services.

Creativity of advertising messages in the various media as well as frequency of the advertisement in the media has strong positive effect on customers' purchases. It is also worthy to note that repeated advertising campaign to purchase the effect in motivating consumers to purchase the product being advertised. This quality commitment on the part of customers towards products whose adverts are creatively produced and media campaigns are run in mass media that are customer friendly.

### **5.3 RECOMMENDATION**

It would be recommended for the management of Nigeria Bottling Company Plc to;

- i. Nigeria Bottling Company must ensure they creatively create needed awareness about their product/services across to target customers. Such messages been sent across to target audience should bring consumers from a stage of unawareness, awareness knowledge inking preference connection and finally purchase of the product.
- ii. Creative advertising messages must be done in such a way as to improve the people's living standard.
- iii. Company must constantly use their adverts to sponsor a number of media programmes. This will afford target audience to watch free media programmes such as we have in Nollywood and Hollywood e.t.c. These free media programmes been watched by target audience.
- iv. Nigeria Bottling Company should advertise their product in media loved and treasured by their audience so that association with such media will enhance and add value to the product services advertised in such media.
- v. Nigeria Bottling Company should adopt integrated marketing communications approach in their communications with target audience.
- vi. Nigeria Bottling Company should use highly creative advertising agencies which will help create effective and highly competitive adverts that can efficiently sell the product and create good image for the company and its product.

- vii. In designing an effective advert message that can promote good client-customer relationship, advertising agencies must use worthy and credible society celebrities. This will make consumers transfer the love they have for such adverting messages to the products, amongst others.



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