

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

At the heart of business, nowadays, is the competition to attract consumers' attention towards products or services. Consequently, each producer needs to build a more attractive strategy and action plan than its competitors. One prominent tool of attracting consumers' attention towards products is promotion. According to Chaharsoughi and Yasory (2012) Promotion is one of the key factors in the marketing mix and has a key role in market success. Promotion is used to ensure that consumers are aware of the products that organization is offering. It is the process of establishing communication relationship between a marketer and its publics. Marketing promotions is quite different from mass communication, in which an organization addresses largely undifferentiated mass audience for noncommercial purpose by such means as press editorials, radio news, and television. Under marketing promotions, an organization would be aiming at a deliberately differentiated audience for a commercial purpose and would employ such means as advertising, personal selling, sales' promotion, publicity and public relations.

Advertising plays an important role in our everyday life. It mainly determines the image and way of life and it has an impact on our thinking as well as on the attitude towards ourselves and the world around us. Advertising shows us ready forms of behavior in a certain situation. It determines what is good and what is bad. We buy what people say or "advise". The topic is very relevant today and it is interesting by its complexity and psychological essence. Everyone, even without realizing it, is

influenced by advertising. We do not notice how it affects us. We have become slaves of scientific and technical progress, and advertising uses that skillfully. The pressure of advertisement is growing every day. A significant amount of money is spent on advertising campaigns bringing to the companies multi-billion profits. Moreover, it is a "product of the first necessity" for any enterprise, aimed at a commercial success, and it is becoming more and more expensive. According to statistics media the money spent on advertising in Finland was 1313,1 million euro in 2012 and 1206,7 million euro in 2013. (Finnish Advertising Council, TNS Gallup, Ad Intelligence 2014)

Advertising is a form of communication intended to persuade audience (viewers, readers or listener) to purchase or take same action upon products, ideal or services that includes the name of a product or services and how that product or services could benefit the consumer, to persuade a target market to purchase or to consumer of that particular brand. These brands are usually paid for or identified through sponsors and viewed via various media. Advertising can also serve as a means to communicate idea to a large number of people in an attempt to convince them to take certain action, such as encouraging them to buy a particular product.

Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communications that helps to sell products, services, ideas and images, etc. Many believe that advertising reflects the needs of the times. One may like it or not but play advertisements are everywhere. Advertisements are seen in newspapers, magazines, on television and internet and are heard on radio. The average consumer is exposed to a very large number of advertisements everyday, particularly the urban and semi-urban population.

Advertising is only one element of the promotion mix, but it is often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it as an important social and economic topic in Indian society.

Promotion involves disseminating information about a product, product line, brand or company. It is one of the four key aspects of the marketing mix. Adetayo (2006) opined that promotion seeks to inform, remind and persuade target consumers about the organization and its products. He further argued that promotion is often used to help an organization differentiate its products from rivals. A promotion campaign is an inter-related series of promotion activities designed to accomplish a specific objective. The obvious goal of promotion management is to ensure that all the individual elements of promotion mix work together to accomplish the organization's overall promotion activities. An Organization adopts different processes or strategies to disseminate information about its product, product line, brand or company. These various processes are described as the promotion strategy. A Promotion strategy can be considered as a process whereby information about the organization's products or services is encoded into a promotional message for delivery to the customer. In effect, firms have a variety of alternative information delivery system available to them, which can be used to construct an appropriate promotional mix strategy. This portfolio of alternative delivery mechanism includes majorly; advertising, personal selling, public relations, publicity, direct marketing and sales' promotions.

Promotion may be defined as "the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service." Promotion is most often intended to be a supporting component in a marketing

mix. Promotion decision must be integrated and coordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. Promotional strategy can also be refer to as the way or the footprint the marketer take in order to make their have the feeling of buying their product. It is the roadmap or the network or the process of convincing the potential buyer in buying a particular product.

Subsequently, promotional activities are all strategies that are implemented by Sobi FM in Ilorin in order to foster their service in reaching their expected audience. It is also a controllable integrated programme of communication and material designed to present the company and its products to prospective customer and to communicate the need to satisfying their clients' needs towards facilitating sales and thus contributing to long-run product performance. However, advertising is a paid form and non-personal presentation of idea by an identified sponsor. It is used to create awareness, educate and persuade current or existing and potential customers of a particular product.

1.2 STATEMENT OF THE PROBLEM

The advertising appeal is an assessment to draw some linkage between the products advertised and aspiration that is felt by audience, the selection of suitable appeal is the prime need for any advertising firm that promotes a product on the basis of basic human desires, need and motives. Despite humour appeal being an affective mechanism for drawing attention. It is crucial for advertisers to find the appropriate tool and type of humour for a particular product in order to ensure success and brand positioning. Attention is enhanced if the type of humour used is directly related to the product that is being promoted, therefore increasing advertising effectiveness

In regards to this study, the use of advertising will be evaluated as a promotional tool in service market. The researcher want to do critical examination about why the use of advertising in the service market is so important. Sobi FM will be taken as a case study to determine whether advertising is really worth doing or a waste of resources.

1.3 RESEARCH QUESTIONS

The objectives of this research project can be enumerated as follows:

1. To what extent does advertising uses promotional strategy?
2. To what extent does advertising determines effectiveness?
3. Does advertising influence potential customer buying decision?

1.4 OBJECTIVES OF THE STUDY

1. To determine the influence advertising as a promotional strategy in the service market.
2. To examine the effectiveness of advertising in the service market.
3. To evaluate the impact of advertising on buying decision of the potential customer.

1.5 HYPOTHESIS FORMULATION

H₀: There is no significant evidence that advertising influence sales of service market.

H₁: There is significant evidence that advertising influence sales of service market.

H₀: There is no significant prove that advertising create awareness about a product

H₂: There is significant prove that advertising create awareness about a product

1.6 SIGNIFICANCE OF THE STUDY

This research project will be of great importance to the department of marketing and student of marketing at all level because it focus on using advertising as a promotional strategies in the service market.

It will also broaden the students' knowledge in knowing more about promotion. This project is as well useful to service company and the marketing organization or executive of the company because it will serve as a means of enhancing their service delivery.

The management of Sobi FM will also find this research work a good one because the bone of contention of this study is on their organization and it will be a great tool to be used in making necessary adjustment to their operation.

Finally, this research study serves as an impetus to further research and field work, especially on the issue of promotional strategies and sales promotion in Nigeria. It will also arouse the interest of researchers to further inquire into this topic, thereby increasing the information available on this issue. In conclusion, this study is significant because it seeks to determine how advertising is used as a promotional strategy for winning customer in a service market.

1.7 SCOPE OF THE STUDY

a. Traditional Scope

The area of coverage of this research work is centered on the evaluation of the use of advertising as a promotional strategy and it is to deal precisely with the contribution of advertising in the development and progress of the service market

in Nigeria. It will also cover the benefit of advertising and how its solve the problem of an organization

b. Industrial Scope

This research work covered service organization, using SOBI FM as a case study of a firm that offers services which are meant to satisfy the needs and want of customers and consumers by providing and promoting a sustainable environment for people to market their product.

c. Geographical Scope

The location of the study covered Kwara State. In order to get a more accurate results, the study was restricted to Ilorin Metropolis.

d. Time Scope

As a result of the limited time, this project covered between 2019 and 2024 and with life or validity of the outcome will be tenable to two and half year as a result of change in market condition

1.8 LIMITATION AND CONSTRAINT OF THE STUDY

The study in particular is limited to the analytical study of advertisement as a promotional tools for winning customers in the service market. One of the important constraint encountered by the researcher while conducting this study is financial constraint which deprived the researcher of the ability to visit the study area often and often to meet the widely disposed audience so as to get enough fact.

The researcher also that secrecy that was attached to information by the service agency hinder the researcher to get adequate in-depth information from officers in the organization.

1.9 DEFINITION OF TERMS

- i. **Advertising:** Advertising is a marketing communication that employs an openly sponsored non-personal message to promote or to sell a products, service or idea.
- ii. **Promotion:** This is refer to any type of marketing communication used to inform or persuade target audiences of the relative a merit of a product, service, brands or to increase awareness, create interest, generate sales or to create brand loyalty.
- iii. **Strategy:** This is a plan of action designed to achieve a long term goal.
- iv. **Price:** This is the value or amount attached to a product for the exchange of goods and services.
- v. **Product:** This is a set of tangible and intangible attribute offered.
- vi. **Customer:** This is a person that receives goods and services (product) and has ability to choose between different product and supplies.
- vii. **Competition:** This is an activity or condition of striving to gain or win by defeating or establishing superiority over others.
- viii. **Market:** This is a place or area in which commercial dealings are conducted. It is also known as gathering of people for the purchase and sales of production and other commodities.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

The previous chapter addressed issues relating to the background of the study, problem statement, research objectives and research questions, significance of the study, scope and limitations of the study. This chapter review prominent literature of the study and also examines empirical literature related to the research being study. The chapter commences with definition of some key constructs.

2.2 CONCEPTUAL FRAMEWORK

2.2.1 ORIGIN AND DEVELOPMENT OF ADVERTISING

Modern advertising is largely a product of the twentieth century, however, communication has been a part of the selling process ever since the exchange of goods between people started. The development of technology and research has led to increased sophistication in advertising in recent decades. During ancient and medieval times, advertising was crude if measured by present day standards, however, the basic reason for using advertising was the same then as it is now

Institutions come into existence only when a need for them develops. A variety of external forces support and nourish the growth and development of an institution. To survive, the institution must be dynamic, flexible and adaptable to meet the needs in the changing conditions of the environment. The recorded history of advertising goes back to about 5000 years including the modern satellite and internet age. Our knowledge of advertising in ancient times is quite fragmented. Nevertheless, it seems that the urge to advertise is a part of human nature since ancient times. The diggings by archaeologists,

in countries rimming the Mediterranean sea, has unearthed a Babylonian Clay tablet of about 3000BC, Bearing inscription for an ointment dealer, a scribe , and a shoemark, Romans and their predecessor knew that “it pays to advertise”. Papyri found in the ruins of Thebes (Egypt) show announcements offering rewards for the return of runaway slaves about 3000 BC. Before the invention of printing from movable type (about AD 1438) by Johann Gutenberg there were three forms of advertising.

1. Trademarks: Craftsman, in early times, wanted to be identifies for their skills and places their individual marks on goods that they crafted. This led to reputation building of particular artisans by word of mouth. Buyers learnt to look for distinctive marks just as we look today for brands names and trademarks on products.
2. Signs: Phoenicians, and other traders, painted commercial messages on prominent tocks along trade routes that they frequented. These messages highly praised the products that were for sale. This is an example of ancient outdoor advertising, Archaeologists have revealed, from excavations at Pompeii, that little shops had inscriptions on walls near the entrance to inform the passers-by whether the shop sold pottery, wine, bread, or any other goods.
3. Town Criers: This system of town criers was perhaps, present in all developed civilizations of the ancient world. In Greece, during the golden age, town criers were paid to go around town spreading news and making announcements in the streets of Athens. Epics and history books about ancient India reveal that the rulers used the system of town criers in India to inform the public of various

public interest matters. In rural India, town criers were used till as late as the 1950s.

The first known printed advertisements in the English language appeared nearly forty years after the invention of movable type. William Caxton of London printed the first advertisements. It was a handbill of rules for the guidance of clergy at Easter and was put on church doors. The printed newspaper emerged from the newsletters which were handwritten by professional writers for limited circulation among the nobles and others. The first ad, in any language, to be printed on a circulated sheet appeared in German news pamphlets in about 1525. The ad praised the virtues of a mysterious drug. It was from such beginnings that the printed newspaper emerged and the first printed newspaper in English came out in 1622, called the Weekly News of London. The first advertisement appeared in an English newspaper in 1625. The first ad in America appeared in 1704 in the Boston Newsletter. The first ad that appeared offered a reward for the capture of a thief. This was more like the reward for returned slaves written on Egyptian Papyrus thousands of years before present day advertising came into being. By the middle of the 17th century, weekly newspapers called “mercuries”, started to appear in England. Most of the early advertisements in these newspapers were in the form of announcements. Importers of products new to England were prominent advertisers. The first ad offering coffee appeared in a newspaper in 1652, followed by an offering of chocolate in 1657 and tea in 1658.

Most of the growth in advertising has happened after Second World War. Excessive mechanized production and serious efforts to rebuild nations and economies were under way. Western Europe and the Far East started to compete in world markets

and advertising became an essential part of this new economy. Large corporations such as Coca-Cola, General Motors and IBM had long been active all over the world. After 1946, quite a number of medium and small companies entered the international market. Large advertising agencies of USA, Western Europe and the Far East started opening their offices in several countries.

Specialists in market research, sales promotion, merchandising and public relations started running the advertising industry during the 1950s. Creativity in advertising was almost non-existent till then and ads were mostly “me too” type of messages with a lot of worldly visualization and little copy. Rossers Reeves of Ted Bates Agency was probably the most successful among copywriters. He originated the concept of USP (Unique Selling Proposition). His argument was that the marketer should discover one important attribute of his product.

This attribute should be communicated properly and effectively to the audience and should be repeated over and over. It was during the 1950s that television emerged as one of the most spectacular development in the history of advertising. Television showed a significant advantage over other media as it could combine both sight and sound. It was mainly because of the efforts of Leo Burnett, David Ogilvy and William Bernbach that creativity and soft sell were reintroduced in advertising. Burnett’s contribution in the late 1950s and 1960s brought drama and warmth to advertising with unforgettable characters such as the Marlboro Man. Ogilvy, with the Hathaway shirt man wearing an eye-patch, introduced a unique type of intelligence and class to advertising.

Bernbach's contribution was combining copy, art and humour. "We try harder because we are No.2" is the ad which has been hailed as one of the most remarkable advertisements by Bernbach. It seems relevant to especially look at the development of Indian advertising. Two British advertising agencies, J. Walter Thompson and D J Keymer, were the ones that laid foundations of professional advertising in India in the early 1950s J Walter Thompson is now HTA and D J Keymer became Ogilvy & Mather. The positioning era had not dawned till the 1950s and it was the time of "ART in INDUSTRY". Major advertisers like Burmah Shell and Dunlop were more concerned with "aesthetic creativity" rather than the compulsion of selling. Even in the mid – 1960s, advertising professionals had not heard of "positioning".

Subroto Sengupta, a well-known personality in the field of advertising, a renowned teacher of marketing and an author, was one of the founder-directors of Clarion Advertising. He was formerly associated with D J Keymer. Another agency that flourished was OBM of Mumbai. Indians started Dattaram, Sista's and National in Mumbai and Tom and Bay in Pune. To Start with, these agencies were only space buyers. Kersey Kartrak, an exceptionally talented advertising professional, helped in nurturing many talents that include Arun Nanda, Mohammad Khan and Ravi Gupts in the mid-1960s. Gerson da Cunha introduces Alique Padamese who today is considered as the original god in Lintas. Other important names in Indian advertising include K Kurian, Sylvie da Cunha, Josephine Turor, Bobby Kooka, Subhash Ghosal and some others. The collapse of some agencies, such as MCM and Iyer's, brought on the scene many new agencies. The major trend of the 1970s was a professional approach and

consolidation. During the 1980s, the economy showed significant improvements and advertising agencies flourished.

2.2.2 ADVERTISING

Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communications that helps to sell products, services, ideas and images, etc. Many believe that advertising reflects the needs of the times. One may like it or not but play advertisements are everywhere. Advertisements are seen in newspapers, magazines, on television and internet and are heard on radio. The average consumer is exposed to a very large number of advertisements everyday, particularly the urban and semi-urban population. It seems almost impossible to remain totally neutral and not take any notice of modern day advertising. The most visible part of the advertising process is the advertisements that we see, read, or hear and praise or criticize. Many suitable adjectives are used to describe advertising, depending on how an individual is reacting, such as great, dynamic, alluring, fascinating, annoying, boring, intrusive, irritating, offensive, etc. Advertising is an indicator of the growth, betterment and perfection of civilization. It is part of our social, cultural and business environment. It is not at all surprising that advertising is one of the most closely scrutinized of all business institutions. In today's environment, not only are advertisers closely examined by the target audience for whose that advertisements are meant, but by society in general.

Advertisement appeared a long time ago. Its existence in prehistoric times is confirmed, for example, by an Egyptian papyrus with the information of the upcoming sale of a slave. Advertising in those days was presented by written or oral announcement

touting a particular product or service. The oral advertising was spread by some sort of barker. Besides papyrus scrolls and wax boards, the written advertising was embodied in inscriptions on roadside rocks, as well as on buildings. As nowadays, there was a promotion of almost everything - olive oil and amphorae to keep the oil, oxen, horses and other livestock, tools and weapons. There was advertising of services as well: in the announcements of that distant era there were calls to visit a pub that sells unique snacks and wine, or an invitation to visit public baths. (Feofanov, 2004).

Advertising is a form of communicative activation. It can be informative and persuasive in nature; utilizing the mass or new media to persuade the consumers to purchase goods and services.

Advertising may be targeted at promoting a new product or designed to promote existing ones. Advertising, according to the British Institute of Practitioners in Advertising (IPA); presents the most persuasive message to the right prospects for the product or service at the lowest possible cost (Jefkins, 1992). It is 'any form of non-personal presentation and promotion of ideas, goods and services usually paid for by an identified sponsor' (Dominic, 2013). According to Benson-Eluwa, the advertising Practitioners of Nigeria (APCON) define advertising as an information which is persuasive and informative about goods and services that paid for or sum of ideas which defined by advertisers via using media (Benson-Eluwa, 2004). On the other hand, Advertisement is an act of advertising which stands for giving public notice or to announcing publicly as a dictionary meaning (Tyagi and Kumar, 2004). When focused in the field of business and marketing, advertising is a propitious promotion of goods

or services to the public, with the intention to draw attention of people and increase the amount of sales for these goods and services (Petley, 2003)

Advertising has become greatly popular and even common place in today's world. According to Trehan and Trehan (2011), market is controlled by consumers so companies have to persuade and attract the consumers for selling their products and services. Thus, advertising has crucial role for communication. Advertising seems to be in everything for people and everywhere people go; from surfing the net to taking a bus ride. Advertisement pop up on various websites and can be found in all sorts of unusual places from can drinks to concert tickets. Advertising becomes increasingly popular as more and more individuals and companies turn to it as a tool for getting their products or services known by consumers. There are basic features of advertising; advertising create an awareness of consumers, it gives an information and also it can persuade consumers. Advertising has costs. An advertising cost have total message that take of time and space on the media. Advertising is not communicate directly with a person. It is open to the public. Advertising gives an information as said before and it is told that advertising educates consumers on a product or service. It includes various creative strategies and tactics also but in advertising nature it is trying to convince consumers to make a purchase.

According to businesses, advertising help to selling goods and services. It is an important tool for business marketing. Consumers can learn every detail information by advertising. Advertising is important for competition among businesses. It affects product price and also its quality. Moreover, advertising helps to speed up the introduction of new inventions, the process of industrialization and the expansion of

businesses. It also helps to increase the productivity of companies and generally raises the standard of living in society.

On the other hand, consumers defined the products and services in their mind according to advertising of goods and services. Quality should not be avoided from advertising. Consumers evaluate quality with production skills and advertising skills equally. It is obvious that the attitudes and behaviour of consumers are highly affected from advertisement and advertising affect consumers buying behaviour. Moreover, creative advertisings facilitate businesses to improve their market share.

The advertising industry in our country with all its records is still a young and non-scientific industry. This fact should not upset anyone that advertising in our country is not such as other techniques. An active person in the field of advertising can be in competition in the best and most effective way by using various sciences including psychology, sociology and also understanding the culture and customs of the audience. With all the attention that the developed world pays to advertisement, it is shown that a high percentage of the cost is allocated to this. Despite the critical need for economic development in our country, it is still unknown and neglected. Creating an effective coordination between public relations and advertising without a clear vision of its strengths and weaknesses of each is difficult. Advertising also can be transferred and guided to external contacts very accurately.

Advertising is a prominent feature of modern business operations. One can encounter advertising messages, while watching TV, reading magazines, listening to the radio, surfing the internet, or even simply while walking down the street, as advertisement has a stimulating influence on purchasing behavior of the customer. This

mammoth surge of advertisements from every possible source is basically to fulfill the urge of marketers to reach to a large number of people so that their product may receive optimum exposure. The role of this mass mode of communication in creating brand loyalty, deterring entry and consequently increasing sales revenue and profits of the organization and causing impact on the business cycle has been emphasized at various points of time by different studies (Robinson, 1933; Kaldor, 1950; Nelson, 1974; Ozga, 1999; Stigler, 1961; Sundarsan, 2007).

Media Communication activities may be good and favorable to be transmitted to contacts, but there were no warranties and guarantees in its disclosure. This depends on the value of news and its relations. Public relations techniques operates effectively to achieve and all the contacts with the media and financial support can be one of the main factors that should always be considered in advertising for marketing to make the best possible use.

Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Armstrong, 2000). There are various forms of advertising like informative advertising, persuasive advertising, comparison advertising, and reminder advertising. Informative advertising is used to inform consumers about a new product, service or future or build primary demand. It describes available products and services, corrects false impressions and builds the image of the company, (Kotler, 1988).Advertising can be done through print media which includes news papers ,magazines ,brochures ,Audio media for example Radio, and visual media which includes billboards, and television (Kotler and Armstrong 2000).

2.2.3 TYPES OF ADVERTISING

1. Television Advertising

Television advertising offers the benefit of reaching large numbers in a single exposure. Yet because it is a mass medium capable of being seen by nearly anyone, television lacks the ability to deliver an advertisement to highly targeted customers compared to other media outlets. Television networks are attempting to improve their targeting efforts. In particular, networks operating in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming (i.e., TV shows geared to specific interest groups) designed to appeal to selective audiences. However, television remains an option that is best for products that targeted to a broad market. The geographic scope of television advertising ranges from advertising within a localized geographic area using fee-based services, such as cable and fiber optic services, to national coverage using broadcast programming. Television advertising, once viewed as the pillar of advertising media outlets, is facing numerous challenges from alternative media (e.g., Internet) and the invasion of technology devices, such as digital video recorders that have empowered customers to be more selective on the advertisements they view. Additionally, television lacks effective response tracking which has led many marketers to investigate other media that offer stronger tracking options.

2. Radio Advertising

Promotion through radio has been a viable advertising option for over 80 years. Radio advertising is mostly local to the broadcast range of a radio station, however, at least three options exist that offer national and potentially international coverage. First,

in many countries there are radio networks that use many geographically distinct stations to broadcast simultaneously. In the United States such networks as Disney (children's programming) and ESPN (sports programming) broadcast nationally either through a group of company-owned stations or through a syndication arrangement (i.e., business agreement) with partner stations. Second, within the last few years the emergence of radio programming delivered via satellite has become an option for national advertising. Finally, the potential for national and international advertising may become more attractive as radio stations allow their signals to be broadcast over the Internet. In many ways radio suffers the same problems as television, namely, a mass medium that is not highly targeted and offers little opportunity to track responses. But unlike television, radio presents the additional disadvantage of limiting advertisers to audio-only advertising. For some products advertising without visual support is not effective.

3. Print Publication

Advertising Print publications such as magazines, newspapers and Special Issue publications offer advertising opportunities at all geographic levels. Magazines, especially those that target specific niche or specialized interest areas, are more narrowly targeted compared to broadcast media. Additionally, magazines offer the option of allowing marketers to present their message using high quality imagery (e.g., full color) and can also offer touch and scent experiences (e.g., perfume). Newspapers have also incorporated color advertisements, though their main advantage rests with their ability to target local markets. Special Issue publications can offer very selective

targeting since these often focus on an extremely narrow topics (e.g., auto buying guide, tour guides, college and university ratings, etc.)

4. Internet Advertising

The fastest growing media outlet for advertising is the Internet. Compared to spending in other media, the rate of spending for Internet advertising is experiencing tremendous growth. However, total spending for Internet advertising remains relatively small compared to other media. Yet, while Internet advertising is still a small player, its influence continues to expand and each year more major marketers shift a larger portion of their promotional budget to this medium. Two key reasons for this shift rest with the Internet's ability to: 1) narrowly target an advertising message and, 2) track user response to the advertiser's message. The Internet offers many advertising options with messages delivered through websites or by email.

- Website Advertising - Advertising tied to a user's visit to a website accounts for the largest spending on Internet advertising. For marketers, website advertising offers many options in terms of:
 - ✓ Creative Types – Internet advertising allows for a large variety of creative types including text-only, image-only, multimedia (e.g., video) and advanced interactive (e.g., advertisement in the form of online games).
 - ✓ Size – In addition to a large number of creative types, Internet advertisements can be delivered in a number of different sizes (measured in screen pixels) ranging from full screen to small square ads that are only a few pixels in size. The most popular Internet ad sizes include banner ads (468 x 60 pixels), leaderboard (728 x 90 pixels) and skyscraper (160 x 600 pixels).

- ✓ Placement – The delivery of an Internet advertisement can occur in many ways including fixed placement in a certain website location (e.g., top of page), processed placement where the ad is delivered based on user characteristics (e.g., entry of words in a search box, recognition of user via Internet tracking cookies), or on a separate webpage where the user may not see the ad until they leave a site or close their browser (e.g., pop-under).
- ✓ Delivery – When it comes to placing advertisements on websites marketers can, in some cases, negotiate with websites directly to place an ad on the site or marketers can place ads via a third-party advertising network, which has agreements to place ads on a large number of partner websites
- Email Advertising – Using email to deliver an advertisement affords• marketers the advantage of low distribution cost and potentially high reach. In situations where the marketer possesses a highly targeted list, response rates to email advertisements may be quite high. This is especially true if those on the list have agreed to receive email, a process known as “opt-in” marketing. Email advertisement can take the form of a regular email message or be presented within the context of more detailed content, such as an electronic newsletter. Delivery to a user’s email address can be viewed as either plain text or can look more like a website using web coding (i.e., HTML). However, as most people are aware, there is significant downside to email advertising due to highly publicized issues related to abuse (i.e., spam).

5. Direct Mail

This method of advertising uses postal and other delivery services to ship advertising materials, including postcards, letters, brochures, catalogs and flyers, to a physical address of targeted customers. Direct mail is most effective when it is designed in a way that makes it appear to be special to the customer. For instance, a marketer using direct mail can personalize mailings by including a message recipient's name on the address label or by inserting their name within the content of marketer's message. Direct mail can be a very cost-effective method of advertising, especially if mailings contain printed material. This is due to cost advantages obtained by printing in high volume since the majority of printing costs are realized when a printing machine is initially setup to run a print job and not the because of the quantity of material printed. Consequently, the total cost of printing 50,000 postcards is only slightly higher than printing 20,000 postcards but when the total cost is divided by the number of cards printed the cost per-card drops dramatically as more pieces are printed. Obviously there are other costs involved in direct mail, primarily postage expense.

While direct mail can be seen as offering the benefit of a low cost-per-contact, the actual cost-per-impression can be quite high as large numbers of customers may discard the mailing before reading. This has led many to refer to direct mail as "junk mail" and due to the name some marketers view the approach as ineffective. However, direct mail, when well-targeted, can be an extremely effective promotional tool.

6. Signage and Billboards

The use of signs to communicate a marketer's message places advertising in geographically identified areas in order to capture customer attention. The most obvious

method of using signs is through billboards, which are generally located in high traffic areas. Outdoor billboards come in many sizes, though the most well known are large structures located near transportation points intending to attract the interest of people traveling on roads or public transportation. Indoor billboards are often smaller than outdoor billboards and are designed to attract the attention of foot traffic (i.e., those moving past the sign). For example, smaller signage in airports, train terminals and large commercial office space fit this category. While billboards are the most obvious example of signage advertising, there are many other forms of signage advertising include:

- Sky writing where airplanes use special chemicals to form words
- Plane banners where large signs are pulled behind an airplane
- Mobile billboards where signs are placed on vehicles, such as buses and cars, or even carried by people Plastic bags used to protect newspapers delivered to homes
- Advertisements attached to grocery carts

7. Product Placement

Advertising Product placement is an advertising approach that intentionally inserts products into entertainment programs such as movies, TV programs and video games. Placement can take several forms including:

- visual imagery in which the product appears within the entertainment program
- actual product use by an actor in the program
- words spoken by an actor that include the product name

Product placement is gaining acceptance among a growing number of marketers for two main reasons. First, in most cases the placement is subtle so as not to divert significant attention from the main content of the program or media outlet. This approach may lead the audience to believe the product was selected for inclusion by program producers and not by the marketer. This may heighten the credibility of the product in the minds of the audience since their perception, whether accurate or not, is that product was selected by an unbiased third-party.

Advertising, entertainment programming, such as television, is converging with other media, particularly the Internet. In the future a viewer of a television program may be able to easily request information for products that appear in a program by simply pointing to the product on the screen. With the information they may get the option to purchase the product. As this technology emerges it is expected that product placement opportunities will become a powerful promotional option for many marketers.

8. Mobile Device

Advertising Handheld devices, such as cell phones, personal digital assistants (PDAs) and other wireless devices, make up the growing mobile device market. Such devices allow customers to stay informed, gather information and communicate with others without being tied to a physical location. While the mobile device market is only beginning to become a viable advertising medium, it may soon offer significant opportunity for marketers to reach customers at anytime and anyplace. Also, with geographic positioning features included in newer mobile devices, the medium has the potential to provide marketers with the ability to target customers based on their geographic location. Currently, the most popular advertising delivery method to mobile

devices is through plain text messaging, however, over the next few years multimedia advertisements are expected to become the dominant message format.

9. Sponsorships

A subtle method of advertising is an approach in which marketers pay, or offer resources and services, for the purpose of being seen as a supporter of an organization's event, program or product offering (e.g., section of a website). Sponsorships are intended not to be viewed a blatant advertisement and in this way may be appealing for marketers looking to establish credibility with a particular target market. However, many sponsorship options lack the ability to tie spending directly to customer response. Additionally, the visibility of the sponsorship may be limited to relatively small mentions especially if the marketer is sharing sponsorship with many other organizations.

2.2.4 IMPORTANCE OF ADVERTISING

Generally, advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middlemen to stock the product by building consumer interest. It can help train dealers salesmen in product uses and applications. It can build dealer and consumer confidence in the company and its products by building familiarity. Advertising is to stimulate market demand.

While sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product, it is seldom solely relied upon. Advertising is efficiently used with at least one other sales method, such as personal selling or point-

of-purchase display, to directly move customers to buying action. Advertising has become increasingly important to business enterprises – both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is based on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising. Labour organizations have also used advertising to make their viewpoints known to the public at large. Advertising assumes real economic importance too.

Advertising strategies that increase the number of units sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower prices. Lower consumer prices then allow these products to become available to more people. Similarly, the price of newspapers, professional sports, radio and TV programmes, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life. Advertising has become an important factor in the campaigns to achieve such societal-oriented objectives such as the discontinuance of smoking, family planning, physical fitness, and the elimination of drug abuse. Though in Nigeria, advertising was accepted as a potent and recognized means of promotion only many years back, its growing productive capacity and output necessitates the finding of consumers and advertising plays an important role in this process.

Advertising helps to increase mass marketing while helping the consumer to choose from amongst the variety of products offered for his selection. In Nigeria, advertising as a profession is in its infancy. Because of this fact, there is a tremendous

scope for development so that it may be productively used for the benefit of producers, traders, consumers, and the country's economy.

2.3 BENEFITS OF ADVERTISING TO BUSINESS ORGANIZATION

Goods and services are produced according to consumers growing and changing desires. They are competitive tools for companies among their rivals. Companies involved in the commercial production of goods and services need advertising for several important reasons. The first reason is that advertising helps to publicize and promote their products to the public thereby helping to improve sales. Depending on the nature of the product, advertising uses the right media to get the message across to consumers. For example, in the case of consumer products such as food, soap and soft drink; the broadcast media is often chosen. Secondly, advertising helps to reduce distribution costs. Because advertising reaches a mass audiences, the cost of personal selling and distribution is greatly reduced (Dominick, 2013). Through the various media advertising messages can go beyond regional and national boundaries. Advertisements are exposed to a global market via the internet and social networks.

Advertising serves as a tool for competition. In order to compete with others, companies use creative and appealing advertisements to lure consumers to patronize their brands. Some companies will go as far as inundating the media with their advertisements in order to ensure that consumers' attention is captured. However, Phillip and Raspberry argue that what counts is not what the company says about itself but rather what people say about it as experience shows that companies who trumpet their virtues are barely average (Phillip and Raspberry, 2008).

Advertising for manufacturers has several advantages like promotes products because people become aware of the existence products and services and lead them to making a purchase so sales are increasing; increasing of the sales demonstrate higher demand, it means more production; through advertising companies communicate new products to consumers in an effective and cost effective way.

Advertising simplifies the task of the salesperson and helps consumers reach out to new products (Chowdhury, 2011). In addition, through advertising a company can compete with others by showcasing competitive prices or the benefits of its products and services. Manufactures can also remove misunderstanding about their products through appropriate advertising (Akrani, 2010).

Advertising for consumers has also several advantages like advertising helps to save consumers time by pointing them to specific products. Advertising also helps consumers to be more specific during shopping; consumers can make their choice before going shopping, they become aware of new businesses and new products and brands; through competition which is enhanced by advertising, some companies often lower the prices of their products in other make more sales and compete with others in the market and also many advertisements often contain customer care number of links to company's websites which consumers can contact the company directly with questions or complaints.

In addition to advantages of manufacturers and consumers, there are many advantages for society like the advertising industry generates thousands of jobs for people connected with advertising or marketing communication. Advertising also generates more jobs in companies due to expanding production and sales; because of

the highly competitive marketing environment, companies are constantly trying to come up with new products with creative designs and improved benefits or functions. The emergence and use of these new products often lead to higher quality of living; many media houses especially private ones, depend entirely or almost entirely on revenue generated from advertisements. Through revenue from advertisements many print houses are able to reduce the cost of production which in turn lowers the prices of newspapers and magazines; advertising stimulates research both academically and in marketing. Scholars and marketers are increasingly interested in studying the ways advertising affects consumers and how consumers react to advertising.

On the other hand; advertising also has its weaknesses like; advertising often leads to increment in the prices of goods as companies try to recover huge amounts spent on advertising in the media. The persuasive nature of advertisements often cause people to buy products they do not actually need.

Many people have also been lured in to dangerous habits like smoking and excessive alcohol drinking as they try to copy the lives of the actors in advertisements. Companies who depend solely on advertising as the medium for marketing their products can be negatively affected if consumer's tastes and preference changes to other brands. Moreover, many advertisements are misleading or full of exaggeration. Consumers often find out too late that products are often below the quality of what was advertised. The deception often employed in many advertisements informs public suspicion of advertising as a manipulative process.

2.4 MEASURING SALES AND COMMUNICATION PERFORMANCE

Two important aspects of measurements, viz., sales and communication objectives are measured to judge the advertising effectiveness.

Sales Measurement:

Where advertising is the predominant contributor to sales, the sales response is immediate and when internal and external factors affecting sales are held constant or are ineffective. Measuring effectiveness in terms of sales only is not very logical or scientific as advertising is not the only contributory factor to sales. A non-linear relationship exists between advertising and sales. The advertising effect is not always immediate. There are the adverse effects of competition too. While measuring the advertising with the yardstick of sales the measurement of advertising effectiveness becomes easy if the controllable and uncontrollable factors are taken as constant.

Measurement of Communication effects:

Advertising is basically a communication process. The effectiveness of advertising can be measured by how much the communication process has been useful in motivating consumers. The communication objectives, i.e., establishing brand awareness, improving recall, increasing brand recognition, bringing about an attitude change, etc., can be measured because these are realistic. Advertising effectiveness is measured by its direct and immediate impact on consumer behaviour. The measurement of objectives in terms of sales is not scientific. The measurement of attitude is not logical. If image building is the objective of advertising, its effectiveness should be measured in terms of image building and not in terms of sales or in terms of the attainment of any other communication objectives.

2.5 RELATIONSHIP BETWEEN ADVERTISING AND THE VOLUME OF PROMOTION IN SALES

The essence of advertising is to increase sales revenue hence improving sales performance. Advertising combines with a host of other influences to determine what contribution advertising makes to the buyer's purchase decision. The retailer John Wanamaker is said to have remarked that he knew that only half of his advertising was effective but he was unable to know which half it was. It is through advertising or other forms of promotion that brands in different market segments can effectively tell people in the market that a product is intended specially for them. The significance of advertising is to let customers know that an established brand is still around and it has certain characteristics, uses and benefits (Pride et al, 1989).

Effective advertising can increase sales of advertisers products, and by so doing increase their profits. Advertising provides consumers and other prospects with information about different products that are available to them. This enables consumers to compare and choose between the products and encourages competition. Competition encourages companies to be more price and quality conscious so as to retain customers and clients. The decision to advertise implies a decision to compete in a new and aggressive way within the market. This means the provider will no longer rely too solely upon personal salesmanship to gain distribution. Instead he implies his readiness to and intention of speaking directly to consumers in abroad countries. The decision to advertise also helps the marketer to expand his share in the market. Advertisement helps in development and expansion of the market and the consumer acceptance of the product.

Penchman 1989, found out that advertising has a greater potential of building awareness of people hence obtaining a high preference in the market share because a big percentage of the population has one or more of the mass medium such as radios and television. This fact introduces the advertised company to many people. If the advertising is satisfying, it will lead to increase in volume of sales. Pride et al (1989) observes that advertising often stimulates demand thus stimulating sales. For advertising to have a direct relationship with sales revenue, the entire market mix must be viewed by the customer as the right one.

Elliot 2001, states that companies advertise in order to compete in a new and aggressive way with in the marker, to increase their market share through increased customer, utilize the low cost way of teaching customers to create marketing approaches. Many scholars have heard different views on the effect of advertising on sales performance. However most of them agree that effective advertising will eventually increase revenue.

Jefikins 1990, has stated that in a competitive society there is not only competition between rival advertisers but choice between their rival products and services. Also people forget very easily and therefore the biggest advertiser in the world will get bankrupt very easily if he stopped advertising. Companies advertise to create familiarity with or of a product, which helps to create confidence in it. If a product is simply made available, it is important to inform people of its existence.

2.8 COMMUNICATION EFFECTS OF ADVERTISING

The management should attempt to evaluate the effectiveness of the advertising campaign if the firm's advertising goals are to be achieved and the ad effectiveness is

to be increased. By regular evaluation of the effectiveness, the short comings and the plus points would be revealed and the management would be able to improve the campaign by negating the shortcomings and retaining the favorable point. For this purpose, it is very necessary to know how advertising affects the buyer's behaviours. But this is very difficult task because measurements are imperfect and imprecise.

The effectiveness of advertising can be measured by the extent, it to which it achieves the objectives set for it. If it succeeds in attaining the objectives. advertising can be said to be effective otherwise it will be a waste of money and time. In this sense, advertising can be recognized as a business activity like other activities.

In a very real sense the integrity of promotional activities rests on how well those activities work. An advertising budget that is spent on some poorly defined task or on undefined tasks may be regarded as an economic waste as compared to that spent to achieve the well defined objectives for which the results can be measured. Any social institution upon which a significant portion of our total productive efforts is expended should be able to point to its specific accomplishment. Indeed, it is a source of discomfort that specific results of advertising activities have not always been subject to precise measurement. Both practitioners and critics feel that promotional activities should only be accepted as socio – economic – institution with full right and privileges “when the means exist to prove that advertising super are productive rupees” It is undoubtedly a source of embarrassment that we cannot exactly measure the effectiveness of advertising in definitive terms. The exact result of advertisement expenditure is very difficult to predict because.-

- (a) The reaction of consumer – buyers to the advertising efforts cannot be known in advance.
- (b) The reaction of competitors in the field cannot be guessed in anticipation and
- (c) The unexpected events (such as change in social and economic environment and the government policies etc.) cannot be accurately anticipated. Such events may influence the results of the advertising efforts.

2.9 PROMOTIONAL STRATEGY

The independent variable in the study is Promotional Strategy. It is the combination of the different channel that can be used to communicate the promotional message to the consumers. The channels to be used are advertising, public relations and publicity, personal selling, sales' promotion and direct marketing tools that the company uses to persuasively communicate customers' value and build customer relationship. (Armstrong and Kotler, 2009)

Asikhia (2000) viewed marketing promotion strategy as the design and management of a marketing sub-system for the purpose of informing and persuading present and potential customers and clients. The promotional elements are organic, for example, advertising can be seen as the taking of the horse to the stream while personal selling is forcing the horse to drink some water Osuagwu (2002) submitted that promotion strategies are of substantial importance in the efficiency and effectiveness of a company's marketing efforts. He further argued that marketing promotion elements play varying roles towards the achievement of corporate marketing goals and objectives. Adetayo (2006) opined that the overall promotion effort usually includes several individual promotion campaigns. He defined promotion campaign as an

interrelated series of promotion activities designed to accomplish a specific objective. The goal of promotion management according to Adetayo (2006) is to ensure that all the individual elements of the promotion mix work together to accomplish the organization's overall promotion activities.

According to Enikanselu (2008) company that wants more than “walk in” sales must develop an effective program of communication and promotions. Successful promotion is an essential ingredient in marketing strategy. Prospective buyers must learn about both the products' distinctive wants satisfying characteristics and its availability. Establishing and maintaining communications with target market segment are the main tasks assigned to marketing promotion. Osuagwu (2002) identified the objectives of promotion as information, stimulation of demand, product differentiation, accentuating product value, and maintain stable product sales. The elements of marketing promotions mix are involved in communicating information to customers, clients or potential users about goods or services on offer. Their fundamental aim is to prompt customers, clients or potential users to take positive action by placing orders, making enquiries and purchasing on a continuous basis. The elements in the promotional mix are not mutually exclusive.

A firm will require some mixture of two or more of them depending on the type of product or service including its life cycle; the market competitions, the marketing promotions' objectives, among others. The amount of money available and other resources of the firm will also affect an organization's promotional mix. The promotional tools in promotional strategy describe the tools or weapons available to the marketing communicator whose major role is persuasive communication. The two most

prevalent promotional elements and the most important in terms of marketing cost and impact are personal selling and advertising. Other elements of promotion are publicity, sales' promotion though of less importance, but in certain situations make significant contributions. Various authors in their books and presentations essentially focused on these four main promotional tools (Perner 2008; Osuagwu 2002; Adetayo 2006), and Smith and Taylor (2002). Each of the elements is briefly described. Armstrong and Kotler (2009) defined personal selling as personal presentation by the firm's sales force for the purpose of making sales and building customer relationship. Enikanselu (2008) opined that personal selling involves two or more persons communicating directly with each other face to face, and person to audience.

2.10 THEORETICAL FRAMEWORK

The frameworks discussed below are used to explain how consumers' behaviors are influenced by the operations of promotional strategy in provoking purchase action on the part of the consumers.

2.10.1 The Hierarchy of effects theory, (Lavidge and Skinner

The theory describes the effectiveness of promotion to jump- start the sequence of events needed before a consumer will buy a product and ultimately achieve the marketing objectives. The theory describes six steps:

Awareness: the individual is aware of the products' existence.

Knowledge: the individual knows what the product offers.

Liking: the individual has favorable attitudes towards the product

Preference: the individual's favorable attitudes have developed to the point of preference.

Conviction: preference is coupled with a desire to buy and confidence that the purchase would be used. Purchase: attitude is translated into actual buying behaviors.

The consumer must first be aware that the product exists. He or she must then be motivated to give some attention to the product and what it may provide in the next stage, the need is for the consumer to evaluate the merits of the product, hopefully giving the product a try. A good experience may lead to continued use. It should be noted that the consumer must go through the earlier phases before the later ones can be accomplished.

The basic of value of hierarchy of effect is its usefulness to determine appropriate marketing communication strategy and the evaluation of communication efforts.

2.10.2 Planned Behavior Theory

According to the Planned Behavior Theory, behavior may be modified by sales promotion stimuli, which change beliefs, attitudes and eventually intentions and behavior. If the intervention influences customers, it changes intentions and eventually changes the behavior. The relevance of the theory is that a worthwhile promotional incentives from the organization influences the behavior of the consumers to buy.

2.10.3 Market Share Theory

In most mature markets, three to five companies hold around 70% of the market. The remaining 30% of the market is usually divided among (frequently thousands) of very small firms. If the organization is one of the large firms, it should stay in its market, provide a broad product line, and compete using Porter's low cost strategy. If the organization is one of the small firms, it is at a significant scale disadvantage and generally should not attempt to compete head-on with the large firms. Small firms

should redefine part of the large market into a smaller market (a niche). Such a redefinition would be consistent with Porter's focus or differentiation strategies. After redefining, the company would then be one of the large companies within the smaller market, and should follow the large company strategy within the market.

2.11 EMPIRICAL REVIEW

Advertising is one of the main marketing communication tools that affect consumer taste and pretense and created the differentiation of product (Shan& Akbar, 2008), advertising refers to “ any paid form of non-personal presentation and promotion of ideas goods or services by an identified sponsor” (Kotle et all, 2005, P.761). Business practitioner's as well as academics (Asked 1991, Keller, 1993) verified that advertising has a considerable role in the formation of powerful brands. Ha (2011), suggested that advertising can strongly influence the development of brand awareness and can affect consumer decision during the purchase of products and services, moreover, Kimani (1990) supported this view that advertising has a strong effect on improving brand performance at the same time it encourages practical experience of a particular brand, and plays a critical role in the creation of brand equity (Buil, de chernatony & Martinez 2011) as mentioned by Holman (2009), effective business plan demand firms to look for appropriate strategies that meet up the needs of customers. Advertising is one the marketing communication strategies that can be used to inspire or persuade customers to purchase a certain product or services (Built et all, 2011).

Generally, the key function of advertising is to influence the behaviour of customers according to a particular offering (Asked, 1991, Keller, 2003) advert being message are normally pair for communicating a brand by the firm and canuisualized

through various traditional media such as media including outdoor advertising and he media for example, blogs text message and websites (Iranzadeh, Norouzi& Herail,2012) Sedaghet, and Moakher (2012), indicated several advertising media that can be used to communicate the brand, such as magazines television (satellite, terrestrial, local and national cinema, journal outdoor advertising (bus side and poster), newspaper (free, local, trade and national) on the other hand Chattopadhyay, Sutta, and Sivani (2010) suggest several types of advertising, such as television advertisements, event sponsorship, print advertisements, mobile phone advertisements and internet advertisements.

Grankvist, Kollberg, Peterson, (2004) in their study in which they focused on promotional strategies for banking services, concluded that all elements of promotion mix were used to some extent for promotion of banking services. This view was supported by Ananda & Murugaiah (2003) who carried out similar study on financial industry and recognized the importance of promotional strategy in influencing performance in the sector. In his finding, Kristina (2006) recommended that promotional strategies should be designed as per the nature of services to be promoted. The impact of promotional strategy was further noted by Channon (1985) when he opined that promotion attract deal oriented consumers who are likely to switch banks rather than new long accounts.

Mohd & Wannur (2012) in their study noted that personal network promotional tool comprised of promotion through family / friends (asking friends or relatives to advertise), sales promotion (special sale price, purchase with purchase, giveaway with purchase and free sample) and distributors (which moving around office, schools,

clinics, houses and any premises showing the products) have impact on performance. In the study conducted among women in Kenya by Arvinlucy (2012) it was found that most women groups use personal selling in promoting their products. This was due to the fact that other promotional elements require a lot of money and the groups do not have sufficient fund to carry out those other promotional elements. Advertising was only used once by the groups providing services just to create awareness of their existence so that they may get donors to fund their activities. The different elements of the promotional strategy impacts on performance was also noted in the previous studies.

Chalarsoughi and Savory (2012) in the study on effect of sales promotion as a tool on customer attention to purchase concluded that introducing Khodro's products through sales' promotion attracts customer's attention to purchase. 50% of the participant selected the agreement choice believing that sales' promotion will bring about customers attention and promotion of selling. Fornell, Robinson, and Wernerfelt (1985) argued that sales' promotion can play a dual role in that it can be involved in both "habit formation" as well as in "habit destruction".

Metwally (1997) explained the variations in the growth rates of advertising expenditure of consumer goods and services in Australia during the period 1975- 1995 by developing and testing a number of hypotheses. The regression results indicate, among other findings, that the growth in advertising expenditure is strongly correlated with the growth in sales and that movement in market shares exerts a significant effect on the growth in advertising expenditure. This view was corroborated by Dekimpe and Hanssens (1995) who used the Vector Auto Regressive modeling to show that temporary increases in advertising have a long term carry over effect on the brand's

performance in some, but not all the stores. Andras and Srinivasan (2003) highlighted the importance of higher advertising intensity in performance especially profits. The view of Joshi and Hanssens (2004) was not different from Andras and Srinivasan who concluded on the impact of advertising and R&D spending on sales and profits and also went on to show that there is a positive impact of advertising on market capitalization.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The first chapter addressed issues regarding background of the study, problem statement, research objectives and scope of the study. In the second chapter, the attention was on reviewing empirical work on Advertising as a promotional strategy in winning customer in a competitive market. The current chapter provides information on the methodology used for the study. This includes the research design, population, sample and sampling techniques, data collection methods and analysis, validity and reliability tests as well as profile of the case study area.

3.2 RESEARCH DESIGN

Research design of a study could take the form of exploratory, explanatory or descriptive in nature. Descriptive studies tend to poses more guidelines and describe products, people or situation. Descriptive studies tend to poses guiding research questions however commonly are not driven by structured research hypothesis (Robson 2002). The purpose of exploratory study is to create problems and elucidate concept and can begin with a literature search, a focus group discussion or case studies Explanatory studies seek to establish the relationship that existed between the independent as well as dependent variable and hypothesis testing provides an understanding of the relationships which exist among the variables. The basic aim of explanatory research is to elucidate why phenomena occur and to predict future occurrences (Mark et al. 2009).

This study therefore adopted descriptive survey to achieve the objectives set for the study. The study tested underlying hypothesis of the construct and as well explain

the relationship (positive and negative) as well as significance of the variables used in the study.

3.3 POPULATION OF THE STUDY

Population in studies is explained by entire quantity of all units of the subject matter or happening to be evaluated into which all the likely observations of the same kind are made (Kumekpor, 2002). Population or universe of research is defined as theoretically specified aggregation of survey elements (Babbie, 1973). Spiegel and Stephens (2008) referred to population as the entire group. Population can be seen as the entire number of people, objects or events that have some common attributes that are of interest to the researcher. It is all the numbers of a defined class of people, objects or events. In this study, the population consists of the listeners of the radio station in Ilorin. The estimated population assumed to be 1000.

3.4 SAMPLING TECHNIQUES

A sample is a subset containing the characteristics of a larger population. Samples are used in statistical testing when population sizes are too large for the study to include all possible members.

Two main types of sampling techniques have been identified by researchers. This includes probability and non-probability. Probability sampling is a sampling process that utilizes some form of random selection (Salant & Dillman, 1996). In probability sampling, each unit is drawn with known probability (Yamane, 2001) or has a nonzero chance of being selected in the sample. Such samples are usually selected with the help of random numbers (Cochran, 1998). With probability sampling, a measure of sampling variation can be obtained objectively from the sample itself. Examples of probability

sampling include stratified sampling, cluster sampling, simple random sampling and multi-stage sampling.

No probability sampling or judgment sampling depends on subjective judgment (Salant, 2001). The non probability method of sampling is a process where probabilities cannot be assigned to the units objectively, and hence it becomes difficult to determine the reliability of the sample results in terms of probability. Examples of non-probability sampling include; convenience sampling, purposive sampling, quota and snowball sampling.

In general, researchers prefer probabilistic or random sampling methods to non-probabilistic ones, and consider them to be more accurate and rigorous (Salant, 2001). However, in applied social research there may be circumstances where it is not feasible, practical or theoretically sensible to do random sampling like in the current study.

This work combines both purposive and convenience sampling techniques. Purposive technique was used in selecting officers with the right knowledge of the company's promotional activities whilst other staff members selected using convenience sampling.

3.5 SAMPLE SIZE

In many instances, researchers are not under compulsion to investigate the whole elements in a research universe. This happens in researches that involve large number of people, objects or events. In a case where the population is not too much, a census may be conducted. This means interviewing or surveying the opinions of all the members of the group. But where the number involved is large, a certain portion of the

population is selected for closer investigation. This chosen portion is called the sample. The choice of research sample size is another important aspect of the research process. One basic fact is that the sample size must be adequate. In determining the number of respondents to include in the study, the Taro Yamane's equation was used. (Yamane, 1967) as shown below:

$$n = \frac{N}{1+N(e)^2}$$

Where

N = is the population (1000)

1 = is the constant

e = is the degree of error expected (0.05)

n = is the sample size (?)

$$n = \frac{1000}{(1+1000(0.05)^2)}$$

$$n = \frac{1000}{(1+1000 (0.0025))}$$

$$n = \frac{1000}{(1+2.5)}$$

$$n = \frac{1000}{(3.5)}$$

$$n = 285.7$$

Approximately = 286 (sample size)

3.6 RESEARCH INSTRUMENT

The main instrument used was questionnaires. Questionnaires were used to gather information on advertising and promotional strategy. The questionnaires were administered to selected staff and listeners of Sobi FM. The questionnaires were basically closed-ended questions with few open-ended questions. In all, 286 questionnaires were administered. The advantage of using questionnaire includes the fact that it allows for quantitative analysis and also ensures that all respondents are asked the same set of questions. Questionnaires are also characterized with high confidence interval and high response rate.

3.7 SOURCES OF DATA COLLECTION

As far as data concerned it can be seen as evidence belief and statistical information that have been collated and documented for referrals (Saunders 2011). The data that was used for this study were from both the primary as well as secondary sources.

Two main data sources were explored for this research; primary and secondary. The essence is to allow for new information that is likely to enrich the current research. Again, secondary data was also used to ensure that where information available already addressed some objectives, they were adequately harnessed.

Primary data refers to data obtained from first-hand experience whilst secondary data refers to data collected by third parties. One advantage of using primary data is the fact that it allows the researcher to gather specific information that addresses the objectives of the research. It is also more reliable compared to secondary since the researcher has the opportunity to test the validity and reliability of the data gathered.

The study used primary data to gather her information so as to be more valid and reliable.

3.8 METHOD OF DATA ANALYSIS

After collecting data from staff of Sobi FM, the data is then was coded for analysis purposes. The study makes use of statistical package for social science (SPSS) and stata to conducting the analysis. Confirmatory factor analysis was done after which problematic indicators that loaded poorly was taken out. After the purification, construct validity (0.8 and above) was achieved, factor loading (0.4 above) was good and cronbach alpha co-efficient above 0.7 was achieved. Frequency distribution table was constructed in summarizing the method of data presentation; percentage table was also used for effective comparison between variables. The study also adopted chi-square to test the differences among variables.

3.9 VALIDITY AND RELIABILITY OF THE INSTRUMENTS

The test retest reliability method is one of the simplest ways of testing the stability and reliability of an instrument every time. The test retest approach was used by the researcher in establishing the reliability of the instrument. In doing this 150 copies questionnaires were administered on one hundred and fifty respondents. After two weeks another 150 copies of the same questionnaire where re-administered on the source group. There response on the occasion was correlated using Pearson product moment correlation.

The result from Pearson product moment correlation was 0.80 which is 80%. The result was good enough because the instrument used is 80% reliable.

3.10 PROFILE OF THE ORGANIZATION

Sobi FM, broadcasting on the frequency, "101.9 Mega Hertz", is an indigenous Radio Station, established on the 10th of July 2017, with its ownership and management, purely Nigerian affairs. They are located on top of the popular Sobi Hill, in Ilorin, the capital city of Kwara State, in the North Central region of Nigeria.

Within their areas of coverage, they broadcast to over three million listeners, on a 24-hour, daily-basis. The location of their station on top of Sobi Hill, about 390 meters above sea level, helps in dissipating their signals, far and wide, to about five neighbouring States. Their Corporate Contents Direction (CCD) is about promoting the cultural values of the indigenous people of their immediate environment, with a view to engendering "Social Rebirth", especially, among the youths.

Apart from the English language, they broadcast in major languages spoken by the diverse ethnic groups in the State, namely; Yoruba, Hausa, Nupe, Ffulde, and Bokobaru. Plan is also in the pipeline to incorporate more Nigerian languages, to the broadcast stable, in no distant time. They run programs that promote the indigenous cultures in our immediate environment, while not jettisoning their responsibility in promoting "National Unity and Ethos, in addition to dozens of entertaining, informative and educative current Affairs programs.

They boast of substantial number of creative "On-Air Personalities" OAPs, that have won many local and National awards, both before and during their stay with Sobi FM. Their News is a "Box office", to their teeming listeners across their areas of coverage, due to its timeliness, reliability and accuracy, as a result of their widespread network of correspondents across the state and beyond.

It would interest you to know that, Sobi 101.9 FM Ilorin is the only traditional media outfit in Kwara State that does "Breaking News". This is also down to the vibrancy of their staff. They give extensive, live coverage to landmark events like annual National festivals (Durbar, Ileya, Christmas, Independence Day, Democracy Day, among others), local and international event days, National elections, among other events.

These and many others are what endears them to their teeming listeners, so much so that, most of their Station Indents are now common songs on the lips of most members of the public, while some even use them as ring back tones.

Sobi FM, within its short, but eventful years of existence, has won many awards on accounts of its trailblazing performance, while redefining radio broadcasting in Kwara State and beyond.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 INTRODUCTION

The section focus on the presentation, analysis and interpretation of the data gathered. The data obtained from the study was presented in table analyzed and interpreted using frequencies and percentage. The chi-square method of analysis were employed for testing of hypothesis facts available.

4.2 PRESENTATION OF DATA

A total number of 286 questionnaire was distributed the total copies distributed was returned and analyzed.

4.2.1: ANALYSIS OF DEMOGRAPHICAL DATA

TABLE 4.1: DISTRIBUTION OF RESPONDENT BY SEX

Sex	Frequency	Percentage %
Male	110	38
Female	176	62
Total	286	100

Source: Field survey, 2024

From the above table 4.1, it shows that 176 (62%) of the respondent are female, while 110(38%) of the respondent are male. Finding shows that majority of the respondent in this study are female.

TABLE 4.2: DISTRIBUTION OF RESPONDENT BY AGE

Age range	Frequency	Percentage %
20-25 years	176	62
26-30 years	99	35
31-35 years	11	4
36-40 years	-	-
40 years above	-	-
Total	286	100

Source: Field Survey, 2024

Table 4.2 above clearly indicates that 176 of the respondent representing (62%) are between the age range of 20-25 years, 99 (35%) are between 26-30 years, 11 (4%) of the respondent are between the age range of 31-35 years, while none of the respondent picked 36-40 years.

Discussion of this table indicate that majority of the respondent are between the age range of 20-25 years which means the respondents are matured enough in field of study.

TABLE 4.3: DISTRIBUTION OF RESPONDENT BY EDUCATIONAL QUALIFICATION

Educational qualification	Frequency	Percentage %
O'level	11	4
NCE	-	4
ND	22	8

HND/BSC	253	88
Others	-	-
Total	286	100

Source: Field Survey, 2024

Table 4.3 above shows that educational qualification of respondent which 11 (4%) are O'level holders 22 (8%) are ND holders, 253 (88%) are HND/BSC holders, while none of the respondent picked NCE and others.

Finding indicate that the respondent are educated enough which majority of them are HND/BSC holders.

TABLE 4.4: DISTRIBUTION OF RESPONDENT BY MARITAL STATUS

Marital status	Frequency	Percentage %
Single	242	85
Married	44	5
Divorce	-	-
Widow	-	-
Total	28	100

Source: Field Survey, 2024

The above table 4.4 indicates that 242 respondent representing (85%) are single, 44 (15%) are married while none of the respondent picked distance or widow. The above analysis discussed that single respondent are more than other marital status in the field.

4.2.2: ANALYSIS OF QUESTIONNAIRE

TABLE 4.5: ADVERTISING HAVE IMPACT ON ITS SALES

Option	Frequency	Percentage %
SA	154	54
A	121	43
U	11	4
D	-	-
SD	-	-
Total	286	100

Source: Field Survey, 2024

The table 4.5 above shows that 154 (54%) strongly agreed that advertising have impact of it sales, 121 (43%) agreed with the statement, while none of the respondent picked undecided disagree and strongly disagree. Finding shows that majority of respondent strongly agreed that advertising have impact of its sales.

TABLE 4.6: ADVERTISING CREATE AWARENESS ABOUT PRODUCT

Option	Frequency	Percentage %
SA	66	23.1
A	121	42.3
U	44	15.4
D	44	15.4
SD	11	43.8
Total	286	100

Source: Field Survey, 2024

The table 4.6 above indicate that out of 286 respondent, 66 (23.1%) respondent strongly agreed that advertising create awareness about product, 121 (42.3%) agreed with the statement 44(15.4) respondent picked undecided, 44 (15.4%) respondent picked disagreed while 11 (43.8%) respondent picked strongly disagreed.

Finding shows that majority of the respondent agreed that advertising create awareness about product.

TABLE 4.7: ADVERTISING SERVE AS PROMOTIONAL STRATEGY

Option	Frequency	Percentage %
SA	165	57.7
A	110	38.5
U	11	3.8
D	-	-
SD	-	-
Total	286	100

Source: Field Survey, 2024

Table 4.7 above indicates that 165 respondent which constitute to (57.7%) strongly agreed that advertising as promotional strategy, 110 (38.5%) agreed with the statement 11 (3.8) respondent, while none of the respondent picked disagreed and strongly disagreed.

The findings shows that majority of the respondent strongly agreed that advertising serve as promotional strategy.

TABLE 4.8: ADVERTISING PROMOTE PRODUCT SALE

Option	Frequency	Percentage %
SA	110	38.5
A	110	38.5
U	33	11.5
D	33	11.5
SD	-	-
Total	286	100

Source: Field Survey, 2024

Table 4.8 above shows that 110 respondent representing (38.5) strongly agreed that advertising product sale, 110 (38.5%) agreed with the statement, 33 (11.5) are undecided with the statement and 33 (11.5) disagreed with the statement and none of the respondent picked strongly disagreed. Finding in the above shows that majority of the respondent strongly agreed that advertising promote sale.

TABLE 4.9: ADVERTISING OF PRODUCT ADD TO COST OF PRODUCTION

Option	Frequency	Percentage %
SA	110	38.5
A	143	50.0
U	22	87.7
D	11	43.8
SD	-	-
Total	286	100

Source: Field Survey, 2024

The above table 4.9 clearly indicates that 110 respondent which represent (38.5%) strongly agreed that advertising of product add to cost of production, 143 (50.0%) agreed with the statement, 22 (87.7%) respondent picked undecided, 11 (43.8%) respondent picked disagreed, while none of the respondent picked disagreed.

Findings in the table shows that majority of the respondent agreed that advertising of product add to cost of promotion.

TABLE 4.10: ADVERTISING CAN ENCOURAGE COMPANIES TO PROVIDE NEW PRODUCT

Option	Frequency	Percentage %
SA	121	42.3
A	154	53.8
U	-	-
D	11	3.9
SD	-	-
Total	286	100

Source: Field Survey, 2024

The table 4.10 above show that 121 (42.3%) of the respondent strongly agreed that advertising can encourage companies to provide new product; 154 (53.8%) respondent agreed with the statement, 11 (3.9%) respondent picked disagreed, while none of the respondent picked undecided and strongly disagreed.

Findings in the table clearly indicates that majority of the respondent strongly agreed that advertising can encourage companies to provide new product.

TABLE 4.11: ADVERTISING POSITIVELY IMPACTS SOCIETY THROUGH MAINTAINING MASS COMMUNICATION MEDIA

Option	Frequency	Percentage %
SA	44	15.4
A	209	73.1
U	-	-
D	33	11.5
SD	-	-
Total	286	100

Source: Field Survey, 2024

Table 4.11 above indicate that 44 (15.4%) strongly agreed that advertising positively impacts society through maintaining mass communication media 209 (73.1%) respondent agreed with the statement, 33 (11.5%) respondent disagreed with the statement, while none of the respondent picked undecided and strongly disagreed.

Finding shows that majority of the respondent agreed that advertising positively impacts society through maintaining mass communication media.

TABLE 4.12: ADVERTISING CREATE FREE ENTERTAINMENT

Option	Frequency	Percentage %
SA	121	42.3
A	143	50
U	22	7.7
D	-	-
SD	-	-

Total	286	100
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Source: Field Survey, 2024

The table 4.12 shows that 121 (42.3) strongly agreed that advertising create free entertainment, 143 (50%) respondents agreed with the statement, 22 (7.7%) respondent picked undecided, while none of the respondent picked disagreed and strongly disagree.

Finding shows that majority of the respondent agreed that advertising create free entertainment.

TABLE 4.13: ADVERTISING EFFECTIVENESS IS THE ONLY WAYS OF DETERMINING HOW WELL THE ADVERTISEMENT IS PERFORMING IN THE MARKET.

Option	Frequency	Percentage %
SA	66	23.1
A	154	53.8
U	44	15.4
D	22	7.7
SD	-	-
Total	286	100

Source: Field Survey, 2024

The above table 4.13 shows that 66 (23.1%) respondent strongly agreed that advertising effectiveness is the only ways of determining how well the advertisement is performing in the market, 154 (53.8%) respondent agreed with the statement, 44 (15.4%) respondent are undecided 22 (7.7%) respondent picked strongly disagreed.

Finding indicate that majority of respondent agreed that advertising effectiveness the only ways of determining how well the advertisement is performing in the market.

TABLE 4.14: COMPANIES INVESTED MORE EFFORT AND TIME IN EVALUATION ADVERTISING

Option	Frequency	Percentage %
SA	166	23.1
A	165	57.7
U	22	7.7
D	22	7.7
SD	11	3.8
Total	286	100

Source: Field Survey, 2024

The above table 4.14 shows that 66 (23.1%) respondent strongly agreed that companies invested more effort and time in evaluating advertising, 165 (57.7%) respondent agreed with the statement, 22 (7.7%) respondent are undecided, 22 (7.7%) respondent strongly disagreed with the statement.

Findings indicate that majority of the respondent agreed that companies invested more effect and time in evaluating advertising.

TABLE 4.15: ADVERTISING IS A PROMOTIONAL TOOLS OF WINNING CUSTOMER IN A COMPETITIVE MARKET.

Option	Frequency	Percentage %
SA	187	65.4

A	66	23.1
U	33	11.5
D	-	-
SD	-	-
Total	286	100

Source: Field Survey, 2024

Table 4.15 shows that 187 respondent which constitute to (65.4%) strongly agreed that advertising is a promotional tools of wining customers in a competitive market, 66 (23.1%) respondent agreed, 33 (11.5%) respondent picked undecided while none of the respondent picked disagree and strongly disagreed.

Findings indicate that out of 100% of the respondent, 65.4%, strongly agreed that advertising is a promotional tool of winning customers in a competitive market.

TABLE 4.16: SALES IN TURN ARE INFLUENCED BY COMPLEXITY OF FORCES WHICH FALL INTO QUANTITATIVE TYPE OF ADVERTISEMENT.

Option	Frequency	Percentage %
SA	176	61.5
A	110	38.5
U	-	-
D	-	-
SD	-	-
Total	286	100

Source: Field Survey, 2024

Table 4.16 above indicates that 176 respondent which constitute to (615%) strongly agreed that sales in turn are influenced by complexity of forces which fall into quantitative type of advertisement, 110 (38.5%) respondent agreed with the statement, while none of the respondent picked undecided disagreed and strongly disagreed.

TABLE 4.17: ADVERTISING HAS A POSITIVE DIRECT EFFECT ON INTERNET ADOPTION

Option	Frequency	Percentage %
SA	132	46.2
A	121	42.3
U	11	3.9
D	-	-
SD	22	7.7
Total	286	100

Source: Field Survey, 2024

From the above table 4.17 analyzed above, 132 (46.2%) strongly agreed that advertising has a positive direct effect on internet adoption, 121 (42.3%) respondent picked agreed, 11 (3.9%) respondent picked undecided while 22 (7.7%) of the respondent picked strongly agreed and none of the respondent picked disagreed.

Finding shows that majority of respondent strongly agreed that advertising has a positive direct effect on internet adoption.

TABLE 4.18: ADVERTISING INCREASE ACCEPTANCE OF A PRODUCT

Option	Frequency	Percentage %
SA	110	38.5

A	132	46.2
U	44	15.4
D	-	-
SD	-	7.7
Total	286	100

Source: Field Survey, 2024

From the table 4.18 above it shows that 110 respondent which constitute to (38.5%) strongly agreed that advertising increase acceptance of product, 132 (46.2%) respondent also agreed with the statement 44 (15.4%) respondent picked and undecided, while none of the respondent picked disagreed and strongly disagreed.

TABLE 4.19: ADVERTISING HELPS TO GAIN MORE CUSTOMERS

Option	Frequency	Percentage %
SA	165	57.7
A	88	30.8
U	33	11.5
D	-	-
SD	-	-
Total	286	100

Source: Field Survey, 2024

From the above table 4.19 it indicate that 165 respondent which constitute to (57.7%) strongly agreed that advertising helps to gain more customer, 88 (30.8%) respondent also agreed with the statement, 33 (11.5%) respondent picked undecided while none of the respondent picked disagreed and strongly disagreed.

Finding shows that majority of the respondent strongly agree that advertising helps to gain more customers.

TABLE 4.20: ADVERTISING GIVE INFORMATION ON PRODUCT

Option	Frequency	Percentage %
SA	176	61.5
A	110	38.5
U	-	-
D	-	-
SD	-	-
Total	286	100

Source: Field Survey, 2024

Table 4.20 above indicate that 176 respondent which constitute to (61.5%) strongly agreed that advertising give information on product, 110 (38.5%) respondent agreed with the statement, while none of the respondent picked undecided, disagreed and strongly disagreed.

Finding shows that majority of the respondent strongly agreed that advertising give information on product.

4.3 HYPOTHESIS TESTING

Hypothesis one

Ho: There is no significant evidence that advertising have any positive impact on the sales

Hi: There is significant evidence that advertising have positive impact on the sales

Yes	No	Column total
150	15	165
100	10	110
8	3	11
258	28	286

Using chi-square method of analysis

$$\chi^2 = \frac{\sum (O - E)^2}{E}$$

E

Where O = Observed value

E = Expected value

\sum = Summation

$$\text{Expected} = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

Degree of freedom = (C-1) (R-1)

$$(2-1) (3-1)$$

$$1 \times 2 = 2$$

To calculate the expected value

$$R_1C_1 = \frac{258 \times 165}{286} = 148.9$$

$$R_1C_2 = \frac{28 \times 165}{286} = 16.2$$

$$R_1C_3 = \frac{258 \times 110}{286} = 99.2$$

$$R_1C_2 = \frac{28 \times 110}{286} = 10.8$$

$$R_1C_3 = \frac{258 \times 11}{286} = 9.9$$

$$R_1C_3 = \frac{28 \times 11}{286} = 1.1$$

O	E	O-E	(O-E)	(O-E) ²
150	148.9	1.1	1.21	0.01
15	16.2	-12	1.44	0.09
100	99.2	0.8	0.64	0.01
10	10.8	-0.8	0.64	0.06
8	9.9	-1.9	3.61	0.37
3	1.1	1.9	3.61	3.28
				3.82

$$X^2 = 3.82$$

$$X_T^2 = 0.01$$

Decision Rule: When $X^2 > X_T^2$ the H_1 should be accepted, if otherwise $X_T^2 > X^2$, the H_0 should be accepted

Decision

The above test shows that X^2 value is 3.82, while X_T^2 was 0.01. Therefore, the alternative hypothesis here is accepted. I.e. advertising has a positive impact on the sales.

Findings

Findings show that advertising has a positive impact on the sales.

Hypothesis Two

Ho: There is no significant evidence that advertising create awareness about the product

Hi: There is significant evidence that advertising create awareness about the product

Yes	No	Column total
111	10	121
140	14	154
10	1	11
261	25	286

Using chi-square method of analysis

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

E

Where O = Observed value

E = Expected value

\sum = Summation

$$\text{Expected} = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

Grand total

$$\text{Degree of freedom} = (C-1)(R-1)$$

$$(2-1)(3-1)$$

$$1 \times 2 = 2$$

To calculate the expected value

$$R_1C_1 = \frac{261 \times 121}{286} = 110.4$$

$$286$$

$$R_1C_2 = \frac{25 \times 121}{286} = 10.6$$

$$286$$

$$R_1C_2 = \frac{261 \times 154}{286} = 140.5$$

$$286$$

$$R_1C_2 = \frac{25 \times 154}{286} = 13.5$$

$$286$$

$$R_1C_3 = \frac{261 \times 11}{286} = 10.04$$

$$286$$

$$R_1C_3 = \frac{25 \times 11}{286} = 0.96$$

$$286$$

O	E	O-E	(O-E)	(O-E) ²
111	110.4	0.6	0.36	3.3
10	10.6	-0.6	0.36	0.03
140	140.5	-0.5	0.25	0.02
14	13.5	0.5	0.25	0.02
10	10.04	-0.4	0.002	0.0002
1	0.96	0.04	0.002	0.002
				3.4

$$X^2 = 3.4$$

$$X_T^2 = 0.01$$

Decision Rule: When $X^2 > X_T^2$ the H_1 should be accepted p, if otherwise $X_T^2 > X^2$, the H_0 should be accepted

Decision

The above test shows that X^2 value is 3.4, while X_T^2 was 0.01. Therefore, the alternative hypothesis here by accepted I.e advertising create awareness about the products.

Finding

Finding shows that advertising create awareness about the products.

4.4 DISCUSSION OF FINDINGS

This is to bring out the fact in the previous data that has been presented and analyzed in the research study, the summary of the fact gathered in this project will be generated.

Objective one, says that to evaluate the use of advertising as a promotional tool in service industries in Nigeria. However, based on the hypothesis tested and with some empirical reviewed by Shah and Akbar, (2008) “Advertising as marketing communication tool” it was revealed that majority of the respondent strongly agreed that advertising as a promotional tool is useful in service industries in Nigeria.

Objective two, says that to know the meaning benefits and problem of advertising on the potential consumer and also the organization at large. However, based on the hypothesis tested and with some empirical reviewed by Asked and Keller (2000) “Advertising can strongly influence the development of brand awareness “it was revealed that majority of the respondent strongly agreed that advertising serve as benefit to the customers and also to the organization.

Objective three, says that to evaluate the effectiveness of advertising. However, based on the hypothesis tested and with some empirical revised by, Hilman (2009) “

Advertising as one of marketing communication tool”, it was revealed that majority of the respondent strongly agreed that advertising is effective in an organization success.

Objective four, say that to measure the effectiveness of advertising. However, based on the hypothesis tested and with some empirical reviewed by, Buil et all (2011) “ Does advertising determine the success of an organization “ it was revealed that majority of the respondent strongly agreed that advertising is more effective in organization success.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

Based on the study, it was revealed that majority of respondent are female. Findings indicate that majority of the respondent are between the age range of 20-25 years which means the respondent are matured enough in field of study. Findings indicates that majority of the respondent are HND/BSC holders. Finding shows that single respondent are more than other marital status in the field. Finding indicates that majority of the respondent are between the years of operation range of 5-10 years.

Finding shows that majority of the respondent strongly agreed that advertising have impact on sales. Finding shows that majority of the respondent agreed that advertising create awareness about product. Finding shows that majority of the respondent strongly agreed that advertising serve as promotional strategy. Finding indicates that majority of the respondent agreed that advertising promote sale. Findings shows that majority of the respondent agreed that advertising of product add to cost of production.

Finding indicates that majority of the respondent strongly agreed that advertising can encourage companies to provide new product. Findings shows that majority of the respondent agreed that advertising positively impacts society through maintaining mass communication media. Findings shows that majority of the respondent agreed that advertising create free entertainment. Findings indicate that majority of respondent agreed that companies invested more effort and time in evaluating advertising.

Findings shows that majority of the respondent strongly agreed that advertising is a promotional tool of winning customers in a competitive market. Findings shows that majority of the respondent strongly agreed advertising has a positive direct effect on internet adoption finding indicates that majority of the respondent strongly agreed that advertising increase acceptance of a product. Findings shows that majority of the respondent strongly agreed that advertising helps to gain more customers. Finding shows that advertising has positive impact on the sales findings shows that advertising create awareness about the products.

5.2 CONCLUSION

Organization faces different problems, one of which is advertising competition in a dynamic environment. In this situation, most organization find it difficult to apply advertising strategies that will boost the performance of their business. The study examined advertising as a promotional strategy for winning customer in competitive. This advertising strategy, if well implemented have the potentials of improving the business performances of Sobi FM with regards to increasing their profitability, market share, and also helps the organization in winning more listeners/customers in the competitive market.

5.3 RECOMMENDATIONS

This study examined advertising as a promotional strategy for winning customer in a competitive market. From the result of this study the following were recommended.

1. Organization should embark on advertising, if they want to improve the sales of their organization

2. Firms should embark on advertising if they want to create awareness for their product and organization.
3. Organization should embark on advertising, if they want to introduce new product to the market.
4. Firms should embark on advertising, if they want to increase their market share in the market.
5. Organization should embark on advertising, if they want to increase the acceptance of their product in the market.
6. Organization should embark on advertising, if they want to increase life span of their product in the market.

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QUESTIONNAIRE

The purpose of this research is to find out the impact of Advertising as a Promotional Strategy in Winning Customer in a Competitive Market (A Case Study of Sobi FM). The study forms part of the requirement for the award of HND (Higher National Diploma) in Marketing. Respondents are assured that no information provided would be used at the detriment of the organizations. All answers will be treated confidentially. Thanks.

SECTION A

Instruction: Tick the appropriate box and give answer where necessary.

1. Sex male () Female ()
2. Age 20-25 years (), 26-30 years (), 31-35 years ().
3. Qualification (), level () NCE (), ND (), HND/BSC (), Other ().
4. Marital status: Single (), Married (), Divorce (), Joint (), widow ()
5. Ownership status sole proprietorship (), partnership (), joint venture (), Others ()
6. Years & Operation 10-15 years (), 11-15 years (), 16-20 years (), 20 years and above ().

SECTION B

Please tick as

SA = strongly agreed

A = Agreed

U = Undecided

D = Disagree

SD = Strongly Disagree

Section B: Please tick as appropriate

No	Items	SA	A	U	D	SD
1	Advertising have positive impact on it sale					
2	Advertising create awareness about product					
3	Advertising serve as promotion strategy					
4	Advertising promote product sale					
5	Advertising of product add to cost of production					
6	Advertising can encourage companies to around new product					
7	Advertising create free entertainment					
8	Advertising positively impacts society through maintaining mass communication					
9	Advertising effectiveness is the only way of determining how well the advertisement is performing in the market					

10	Companies invested more effort and time in evaluating z advertising					
11	Advertising is a promotional tools in winning customer in competitive market					
12	Sales in turn are influenced by complexity of forces which fall into qualitative type of advertisement					
13	Advertising has a positive direct effect on internet adoption					
14	Advertising I crease acceptance of a product					
15	Advertising help to gain more companies					
16	Advertising gives information on product					