

# **IMPACT OF ADVERTIZING APPEALS AND PURCHASE INTENTIONS**

**(A CASE STUDY OF COCA-COLA PRODUCT OF NIGERIAN BOTTLING  
COMPANY, PLC)**

***BY***

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## CERTIFICATION

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

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## **DEDICATION**

This project is dedicated to Almighty Allah (S.A.W) who is the sole inspiration of all things.

## **ACKNOWLEDGEMENT**

My profound gratitude first of all goes to almighty Allah the creator of heaven and earth all that dwell in it my profound gratitude also goes to Kwara State Polytechnic Authority for give me the opportunity of being it's great history .

I can never forget a very unique and importance role played by my able supervisor **"MR OGUNNIYI ADEFEMI T."** may Allah bless you {Amen}.

For their efforts, support, prayers and patience for the breakthrough in my academic pursuit you are my loves once on earth.

I pray you shall surely live long to eat the fruit of our labour on me and the rest and Allah shall continue to make you great and prosperous in life in the name of Allah{ Amen} thank you for supporting me

Finally I return all glory to heavenly god for being at my back since the beginning to the end of my ND programme.

## **ABSTRACT**

*The purpose of this study is to examine the contribution of marketing research to business organization, particular reference was made to Unilever Nigeria Plc. This study aimed to obtain information about the controllable and non-controllable factor as regards to the marketing of goods and services. The information helps the management to reduce the risk in business thereby solving managerial problems. Hence, in conducting the research, the researcher made use of*

*oral interview and questionnaire, she also reviewed other related literature necessary to provide the required data for the study, the data collected for the study were analyzed in table using simple percentage and chi – square. In this study, the researcher attempted to make a historical survey of the contribution of marketing research to business organization. The findings were that marketing research increases profitability and it enable the organization to formulate policies that aim at providing their customer with the right products at the right prices but above these, there is still need for improvement in marketing research. Recommendations were, however, made that marketing research is essential to business organization. And that government should on a regular interval, organization seminars for management and staff of the organization and other business organization to educate the on the importance and application of marketing research.*

**Key Words:** Marketing, Marketing Research, Organisations  
Objective.

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## **CHAPTER ONE**

### **1.0 INTRODUCTION**



This chapter consists of background to the study. Statement of the problems, aim and objective of the study, research question, research hypothesis and significance of the study.

## **1.1 BACKGROUND OF THE STUDY**

Advertising appeal gives a reason to buy a product, an advertising campaign may have one or more advertising appeal one appeal can be used and it can have sub themes an advertising campaign Appeal needs to be unique and needs to gives positive impression about the product to the target audience every appeal that is used by the companies in the advertising is as per their competitors.

Another important aspect of appeal is that it needs to be believable by the audience (Kumar, 1998) Audience gets attentive when the advertisement is there they try to comprehend it and then finally their purchase behaviour is inclined towards the brand, when audience behaviour is molded by the advertiser towards the brand , the only their purpose of advertisement is achieved, in order to do so advertiser is set to understand the psychological aspects of the audience and then try to develop the appeal which can change their attitude towards the brand.

For advertiser it is very important to understand how the diffusion of the message that takes place in the target audience and in order to have a positive diffusion advertiser creates a a

favourable environment words play an important role in the advertising message as it directly affects the mind of the target audience. Psychologist feels that all the human activities are based on the needs (Lamb et al. 1992, scheme, 1987)

Consumers may have different types of needs like physiological physical or latent. An individual who has a specific need always look for the information from the marketing word. When there is cue which is as per the need of the consumer then an individual responds for the product. Drivers that are present in an individual vary at the different levels consumer may be inclined towards the product because of the town of prestige which is associate with the advertising appeals.

Advertising appeal is the main central message in the advertising message. It arouses the desires and addresses the human need that can be satisfied by the product which is advertised. Appeal is the underlying content in the advertising; advertiser appeal and execution are usually interdependent but advertising. Appeal can be used in all types of media but the execution style is different for different types of media. Advertising appeal is that something which attracts the consumers and develop interest in them some common consumer appeal are esteem, sex, fear, security and sensory pleasure. Advertiser uses the word appeal to emphasis on the creativity. Advertising create desire for the product and appeals persuade the consumer to

invest in the product. Appeals not always have all the product attributed but they create an atmosphere where the target audience desires are evoked toward the product. For example, if there is a product for the housewives the product for example, if there is a product for the housewives then the appeal would be related to Family.

Kotler (1997) pointed out in his study that advertising appeal in the theme of an advertisement. To make the audience receive a necessary message, advertisers have to put some driving power into the message the driving power is appeal every advertising appeal represents an attraction, which arouses consumers' desire what kind of appeal design can attract consumers more easily and effectively? To highlight a commodity image many companies find different ways of appealing to the customers in convincing them about their products and services.

Advertising attitudes reflect persuasive psychological effects and act as important indices for measuring advertising effects.

## **1.2 STATEMENT OF THE PROBLEMS**

Many organizations today fail to create significant effects on advertising attitude more effectively with this they lack in examining the relationship among advertising appeals and purchase intention.

Secondly, they also not care about combining different

approaches of advertising appeals with different types of consumers behaviours, which is more effective in creating an impact of advertising appeal in increasing purchase intentions thus, advertising attitudes create a certain influential power on purchase intentions, which is yet another management issue this research study want to look into and explore.

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

Like the marketing philosophy pointed out, every marketing oriented firm or organization must motivate and appeal to the customers through advertising. In the light of this, objectives of this research study are;

1. To explore and compare the influence of different advertising appeals on advertising attitude and purchase intention.
2. To investigate different types of advertising appeals adoptable in a market oriented company like Nigeria Bottling company plc.
3. To find out customer purchase intention after proper advertising appeals on coca – cola products.
4. To reveal the impact of advertising attitude on purchase intention.

### **1.4 RESEARCH QUESTIONS**

In this research study, the following are research questions

that it intends to find solution to

- i. What are different advertising appeals on advertising attitude and purchase intention
- ii. What are different types of advertising appeals adoptable in a market oriented company like Nigeria Bottling company plc?
- iii. Which measuring tool determines customer purchase intention after proper advertising appeals on coca – cola products.
- iv. How can advertising attitude have impact on purchase intention.

## **1.5 RESEARCH HYPOTHESIS**

The following are the research hypothesis in this research study these are;

### **Hypothesis 1**

Ho 1 : Advertising appeal does not have significant impact on purchase intention on coca – cola products

H<sub>2</sub> 1: Advertising appeal has significant impact on purchase intention on coca – cola products.

### **Hypothesis II**

Ho: Advertising appeal does not significantly increase productivity

in Nigeria bottling company

Hi: Advertising appeal significantly increase productivity in Nigeria bottling company

## 1.6 SCOPE OF THE STUDY

The impact of advertising appeals and purchase intentions is a broad scope but the researcher will undertake this research in terms of the following;

- **THEORETICAL SCOPE:** the area of coverage of this research work is centered on the advertising appeals and purchase intentions.
- **GEOGRAPHICAL SCOPE:** the area covered in terms of location in Ilorin, Kwara State where Nigeria Bottling company plc is situated at coca – cola road, off unity road, Ilorin, Kwara State
- **INDUSTRIAL SCOPE:** This research work will be food and drinks industry
- **TIME SCOPE:** As a result of the limited time, the data obtained will be within a span of 3 – 5 years and the validity of the outcome can only be tenable for the duration of two or more years.

## 1.7 SIGNIFICANCE OF THE STUDY

The significance of this study comes in four folds as it

affects the following

- **TO MARKETING DISCIPLINE:** this study brings first hand information needed by lecturers and students of marketing who may want to research into topic or related topics of this nature about advertising appeal and purchase intention.
- **TO THE CASE STUDY:** This will serve as a guide or reference to the management and staff of Nigeria Bottling company maker of coca – cola products in Ilorin, Kwara state.
- **TO SOCIETY:** The outcome of this study will be of great advantage to the society in having the knowledge about advertising appeals and customers purchase intention.
- **TO THE RESEARCHER/ WRITER:** The significance of the study cannot be over emphasized to the writers, as it will help in putting the undergraduate experience into usage. It serves as a pre – requisite for and award of national diploma in marketing

## **1.8 LIMITATION AND CONSTRAINT OF THE STUDY**

In carrying out a research study of this sensitive nature, one cannot afford to expect some constraints which tend to hinder the gathering of accurate and up to – date. The limitation are

- ❖ **FINANCE:** Since the research involved reading of several textbooks, journal files, magazine, news papers, article and other publications, most of these are: capital requirement which

is not reading available it required a lot of human and material effort which are money consuming.

- ❖ **ADMINISTRATIVE BOTTLENECK:** the staff of Nigeria Bottling company plc Ilorin were not willing to release of vital data which in turn make the work a hell of an or deal they feel that information given may be used against them by their competitive rivals in the industry, because as the major company which produces non – alcoholic drink for years.
- ❖ **TIME:** As a result of the short academic programme, the research work is encountered with little available for data collection as well as lecture the time for the project is very short as schedule in the academies calendar of the school. But despite all these limitations and constraints, the researcher ensures that problem encounter did not affect the validity and reliability of the research work

## 1.9 DEFINITION OF TERMS

The following terms are used in the research study

- ❖ **ADVERTISING:** advertising is a means of communication with the users of a product or service. Advertisements are message paid for by those who send them and are intended to inform or influence people who receive them, as defined by the advertising association of the UK.



- ❖ **APPEAL:** The power or ability to attract, interest, amuse or stimulate the mind or emotions.
- ❖ **PURCHASE:** A purchase means to take possession of a given asset, property item or right by paying a pre determined amount of money for the transaction to be completed successful. In other words it's an exchange of money for a particular goods or service.
- ❖ **INTENTION:** An intention is deal that you plan (or intend) to carry out. It is a determination or plan to do a specific thing
- ❖ **MARKET:-** An open place or a covered building where buyers an seller's convince for the sale of goods.
- ❖ **MARKETING:** Marketing is defined by the American marketing association as the activity set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customer, clients, partners, and society at large.
- ❖ **MAXIMIZATION :** maximization refers to the act of making something as large or great as possible
- ❖ **BUSINESS:** An organization or economic system what goods and services are exchanged for one another or for money
- ❖ **SMALL SCALE BUSINESS:** This is a business that employs a small number of workers and does not have a high volume of

sales.

❖ **POPULATION:** The number of people in a geographic area.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

This chapter is literature review, i.e review of past scholars. Therefore, this chapter contains conceptual review, theoretical review and empirical review.

#### **2.1 CONCEPTUAL REVIEW**

##### **2.1.1 ADVERTISING**

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisement for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver message about a certain brand and its products. Thorson and Leavitt (1992) Stated that the best prophet for purchase is advertising. Technologies progress rapidly day by day, contributing to the constant renewal of changes in broadcasting forms. Among those forms, advertising media is widely used. Advertisement are

useful for the representation of a commodity's Image they also act as announcement for the corporate image and product positioning. Advertisement are a kind of persuasive communication that offers product information to every consumer via institutions in charge of production or supply. In a complete study of marketing and promotional activities, advertising usually plays the most important role. Therefore the advertising effect has become a key issue.

Kotler (1997) pointed out in his study that advertising appeal is the theme of an advertising appeal is the theme of an advertisement. To make the audience receive a necessary message, advertisers have to put some driving power into the message, this driving power is appeal. Every advertising appeal. Every advertising appeal represents an attraction, which arouses consumers desire what kind of advertising appeal design can attract consumers more easily and effectively?

The right choice of advertising spokesman is a critical element in successful advertising does an advertising spokesman influence consumers' attitudes or enhance purchase intentions? This is what this people will explore. Advertising attitudes reflect persuasive psychological effects and act as important indices for measuring advertising effect Thus, advertising attitudes create a certain influential power on purchase intentions, which is yet another management issue we want to explore in this paper.

## 2.1.2 ADVERTISING APPEAL

Advertising appeal refers to packaging products, services, organizations, or individual in a variety of ways that clearly deliver a certain benefit, stimulation, identification, or reason to explain what consumers are thinking about and why they buy products (Kotler, 1991).

Berkman and Gilson (1987) defined advertising appeal as an attempt at creativity that inspire

Consumers motives for purchase and affects consumer attitude towards a specific product or service.

Schiffman and Kanuk (2007) defined advertising appeal as supplier application of a psychologically motivating power to arouse consumers' desire and action for buying while sending broadcasting signal to change receivers concepts of the product. Hence, advertising appeal is applied to attract the consumers attention, to change the consumers concept of the product, and to affect them emotionally about a specific product or service (Belch and 1 etch, "1998, Shiffman and Kanuk, 2007).

To meet the varying demands of their target consumers, advertisers commodity use rational appeal and emotion appeal in their advertising in an attempt to influence consumer behavior (Chu. 1996) by rational advertising appeal, the product can be

emphasized by its benefits in which the consumers' self-benefit is the key proposition and the function or benefit requested by consumers of the product or service is articulately presented in advertising. On the other hand, emotional advertising appeal places stress on meeting consumers' psychological, social or symbolic requirement where many purchase motives come from.

Kotler (1991) defined rational appeal as rationally oriented purchase stimulated by directly giving explanation of a product's (advantages). Rational appeal focuses on the benefits consumers may enjoy in an advertisement; it emphasizes that a product or service could achieve the function and benefits consumers desire. He defined emotional as the stimulation of consumers' purchase intentions by arousing their positive or negative emotion. Positive emotion appeal covers humor, love, happiness, etc., while negative emotional appeal involves fear, a sense of guilt, and so on. Attitude is an essential concept in psychology, but it is also widely applied in the social science and marketing.

Fishbein and Ajzen (1975) defined attitude as a learning orientation based on which a state of constant like or dislike is generated towards a certain object. Kotler (1991) suggested that attitude refers to an individual's long – lasting perceived evaluation of like/dislike emotional feelings, and action intention towards an object or idea. Schiffman and Kanuk (2008) stated that attitudes are a psychological tendency accrued from learning and a continual

evaluation towards a subject lin (2008) defined advertising attitude as a continuously reactive orientation learned from a certain object. Such an orientation represents an individual personal standards such as like and dislike, and right and wrong. The attitude help by consumer caused by advertising can be classified into two components: cognition and affection. Cognition and affection stand for thinking and feeling, respectively (Vakratsas and Ambler, 1999).

Allport (1995) pointed out that the difference between the two components tie; in that cognition stands for an individual evaluation towards external stimulation while affection reflects an individual s internal feelings.

According to Belch and Belch (1998), advertising appeal is applied to attract consumer's attention. Advertising appeal aim at influencing consumers attitude and emotions about a related product or service

### **2.1.3 PURCHASE INTENTION**

Consumers' stated purchase intentions are one of the primary inputs that marketing managers use to forecast future sales and to determine how the actions they take will impact consumers purchasing behavior. Between 70 and 90 percent of clients of market research suppliers indicated in a study that they regularly measure and use purchase intentions (jamieson and Bass,

1989).

To measure consumers intentions, there typically survey a sample of consumers and ask them to respond to a purchase intentions questions.

In some cases, purchase intentions are used to measure consumer demand for new products using concept and product tests. These studies are typically conducted to assess whether enough consumers will buy a new product to justify its launch and if so how to best use the elements of the marketing mix to maximize sales. Marketing managers also use purchase intentions as a leading indicator of future demand for their products and to assess how their marketing actions will impact those future sales.

While managers widespread use of purchase intentions measure suggest that they believe they are good proxies for what consumer will do in the market place we have long known that they are correlated with but are imperfect predictors of future consumer behavior (Namias, 1998)

Consumers often have every intention of purchasing a product in a given time interval for example they have plan to replace their current car with a new one within the next six months, but they may fail to fulfill their intentions this may happen because their personal circumstances changed, for example, if they lost their job, or their home required major repair, and therefore they no

longer had enough money to purchase a new car. It could also happen because of marketer – related or more general economic reasons.

#### **2.1.4 NIGERIA BOLLING COMPANY**

Coca-Cola first arrived in Nigeria in 1951. That same year, the Nigeria bottling company limited (NBC) was incorporated to bottle and sell carbonated non-alcohol beverages. NBC has the sole franchise to bottle Coca-Cola products in Nigeria. The company has the franchise for the bottle of Coca-Cola soft drinks in Nigeria. It became a public company in 1972 with its shares listed in the Nigerian Stock Exchange.

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

- (i) In 1953, production of coca-cola began at a bottling facility in Ebute-meta, Lagos State. The same year, the company opened its first bottling plant in Apapa.
- (ii) In 1960, the year Nigeria gained independent NBC exceeds the one million cases a year mark.



- (iii) In 1961, it commissions its second bottling facility in Ibadan, Oyo State.
- (iv) In 1991, it acquired the Eva premium water and Schweppes brand.
- (v) In 2010, the operation stands at 13 facilities and 59 department across the country.

## **2.2 THEORETICAL REVIEW**

### **2.2.1 THEORY OF PLANNED BEHAVIOUR**

In explaining the relationship of attitude and behavioral intention key concepts, the Theory

(TPB) proposed by the Ajzen and his contemporaries discussed that the relationship of attitude and behavior intention serves as a wide range of explanations and predictions towards the behavioral intentions on the account and predictions towards the behavior intentions on the account of the attitude.

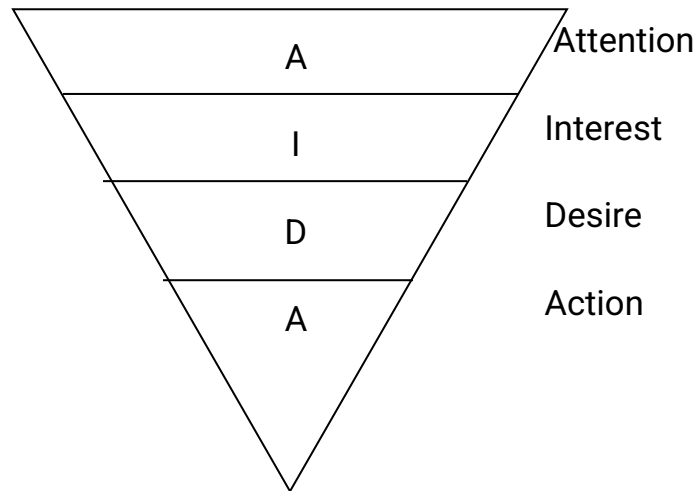
TPB hypothesizes that, on the description of the accuracy of the attitude contribute as a a potential antecedent to predict the behavioral intention. Therefore, behavioral intention is considered as the depending factor on the attitude and premise behavioural intention as a rationale process in which individual course and make use of the presented information to reach at a intention consideration (Donald, Cooper, and Conchie, 2014).

What is more the previous studies indicate, there is a variety of the inconsistency in the result of relationship between the attitude and behavioral intention in terms of contradictory in variance which suggest to conduct more research and contribution in this area (Glasman and Ibarracln, 2006). Armitage and Conner (2001) found after the meta – analysis of 185 previous studies carried out on the TPB and found variance ranging from 27% to 39%. Furthermore he suggest that additional investigations are essential to give improved understanding and explanation of the other potential factors which may involve in the relationship of TPB key constructs. Therefore, this current article addresses the afore said issues as a contribution to test the important forerunner factors like Advertising appeal involved in the development of the attitude behavioral intention link.

### **2.2.2 AIDA MODEL**

According to Wright (2006), the AIDA model is an advertising effect model. It describes the effect of advertising media. The sales process should be sustainably optimized on the basis of this model the acronym

AIDA stand for the terms Attention, Interest, Desire and Action. it was developed by an American businessman and has in the use since the late 19<sup>th</sup> century. It has been reviewed and modified multiple time over the years both in marketing and public relations



**SOURCE:** Wright (2006); E St, E/Mo Lewis, introduced the AIDA model in 1898

## **BACKGROUND**

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

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

his knowledge in the form of various publications both in written form and in seminars at us universities his AIDA model can be perceived as a kind of legacy, because the formula is still used more than 100 years after its first appearance, for example in online marketing

## THE FORMULA

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

1. Attract attention: The product must attract attention. This is done via the advertising materials. It is of “eyecatcher.”

**Examples:** a strikingly-designed window, a sensational YouTube clip, or themed newsletter or a graphic on a landing page.

**2. Maintain interest:** In the first phase, the attention of the potential customer is piqued their Intel in the product or service should be aroused.

**Example:** detailed information on the product presented, for example the product description on a website.

**3. Create desire:** If interest in the product is aroused, it is the seller's task to persuade the customer to own this product. In the best – case scenario, the advertisement or the product itself creates the desire to purchase for the beneficiary.

**4. Get action:** As soon as the desire to buy is aroused, this must be transferred into an action, that is the purchase in the case of online shops, this would ultimately be the shopping cart process, in a customer is lead to a conversion. These days, the AIDA formula is frequently supplemented with an for satisfaction. Because, in the end, the product bought should also satisfy the purchaser. Ultimately, customer satisfaction does not lie solely with the advertising put rather with the product itself. Therefore, the basic constellation of the four phases is only the prerequisite for the sale with the insertion of the “confidence” (That is trust) factor a sixth element can also be added many marketers also word the AIDCAS model to optimize sales processes and advertising effectiveness.

## **APPLICATION**

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

shop in terms of the four aspect of the AIDA formula.

### **CRITICISM: -**

For a long time, the AIDA model was viewed as exemplary for a successful sales process. But today there is general agreement that using this purely linear sales model alone is no longer suitable in modern sales processes for example, the emotion that is often addressed in advertising and recognized by advertising psychology as elementary does not play a role in the AIDA formula. The previous planning steps such as targeting are also missing. This includes for example considerations on the socio-demographic background. In addition, the AIDA model does not take into account that different points of sale exist. The sales planning for a customer visiting an online shop will be quite different that for new a customer wanting to find out about a new car at the dealership.

There is also the DAGMAR model that appeared in 1961 and is also over 50 years old. When advertiser today work with the AIDA model, they should always be aware of the fact that it is actually a phase model that cannot represent all individual aspects of the purchase process or advertising impact process. Nevertheless, Lewis work was important, presumable as the first

to present the sales process as a phase model and thus laying the groundwork for modern advertising.

## **2.3 EMPIRICAL REVIEW**

### **2.3.1 ADVERTISING APPEAL AND PURCHASE INTENTION**

Shamdasani (2001) revealed that purchase intentions are the possibility of a consumer buying something or the degree to which he/she makes a recommendation of a product. Schiffman and Kanuk (2007) elucidate purchase intention to be the decision - making process consumers exhibit in their request for information, purchase, evaluation use and disposal of a product or service to meet their demands. Blackwell et al. (2006) perceived purchase intention as people's direct participation in obtaining and using economic goods, including various decision-making procedures before purchase

Fishbein and Ajzen (1975) pointed out that attitude can influence purchase intention. In appropriate scenarios, attitudes further affect consumers' practical purchase behaviors. They reflect consumers' preferences for something. When consumers hold good attitudes towards an advertisement and happen to need such product, purchase intention are formed through the variable of requirement.

Kotler (2003) suggested that consumers' advertising

attitudes stand for the cognitive evaluation, emotional feelings and action orientation that represent long-lasting likes or dislikes towards a product brand or general feeling in a advertisement. The afore observation explains that advertising attitude is closely associated with purchase intention.

### **2.3.2 ADVERTISING APPEAL AND ADVERTISING ATTITUDE**

Tung (1998) pointed out in her study that the combination of advertising appeal and spoken person significantly interact with advertising attitude, commodity attitude, and purchase intention rational appeal combined with an expert spoke person works best in advertising effectiveness. Tsai (2001) found in her study on the impact of combining an advertising spokesperson with advertising appeal on advertising effectiveness, that a celebrity spoken person combined with emotional appeal creates the best advertising attitude and purchase intention.

### **2.3.3 ADVERTISING ATTITUDE AND PURCHASE INTENTION**

Behavioral intention is defined as the individual's perceived chance of the likeness or subjective prospect to adopt or engage in the certain behavior. Moreover it is supposed as the instant forerunner of the behavior the as it designates the individual's willingness to an individual behavior, but on the other hand



formulation of the behavioural intention depends on some predictors as mention in the (TPB), the attitude towards the behavior is one of the significant predictor of the intention (Kidwell, 2007).

Despite the fact that the direct relationship of attitude and behavioral intention is highly examined and in many previous studies and found it significant. While on the other hand, there is enough evident literature which indicates the of certain antecedents to formulate the attitude towards the intention. Thus. these facts improve the initiative to examine the mediating role of attitude in to explain the relationship of behavioral intention with the factors involved in the attitude formation like the Advertising appeal. (Kidwell, 2007).

#### **2.3.4 ADVERTISING APPEAL AND ATTITUDE TOWARDS THE BRAND**

Advertising appeal is the defined as the management and arrangement of the advertisement to the potential purchasers. Advertising appeal is also considered as the key objective of the advertising as it tempted give appeal to the targeted audience. The Advertising appeal is given by several modes of the advertising ranging tom the television advertising to the billboards. Therefore, this is also the aim of the any advertiser to enhance the number of the Advertising appeal as it can probably increase the frequency to

attain the basic objectives of the advertising [18]. Furthermore, repetitive Advertising appeal helps to seek the objective to motivate the consumers to pursue towards the product or the services desired by the advertiser as it directly affects the attitude of the individual by manipulating ideas (Crano and Prislin 2008).

Whereas, attitude is considered as an expression of the goodwill or the disapproval for the ideal or the person attitude is also described as the position of the individual based on its internal evaluation in respect of the tendency or the orientation towards the person, character or the object and depends on the experiences and motivation

Furthermore, attitude differs on the bases of the motivation asked towards the specific stimulus in the form of an idea, person or product, so that the attitude formulation is highly dependent on the position of the asked phenomena. Therefore, the attitude of an individual learns and gets affected from the Advertising appeal as it motivates the individual towards the desired position of the attitude by manipulating the thinking of an individual (Dianoux, Linhart, and Vnouckova, 2014).

Past research has also suggested that the advertising impacts the attitude of the audience is to the persuasive nature of the advertising. Furthermore, Advertising appeal leads the attitude which indeed affects the behavior intention. However, inadequate

inquiries have been done in the past to address the relationship of the attitude as a driver of behavioral intention in result of Advertising appeal. Advertising appeal can be the potential influential factor in the development of the behavioral intention as it has a direct effect on the attitude, but it remained unclear in the past literature as systematic inquiry is needed to understand this mediated relationship. (Dianoux. Linhart, and Vnouckova, 2014).

### **2.3.5 EMOTIONAL AND RATIONAL APPEAL**

According to Belch and Belch (1998), advertising appeal is applied to attract consumers' attention, advertising appeal aims at influencing consumers' attitude and emotions about a related product or service. It is classified into rational and emotional appeals (Chu, 1996; Belch and Belch, 1998). Schiffman and Kanuk (2007) indicated in t advertising appeal may change consumers' attitude. By-using broadcast messages to trigger consumers' inner momentum psychologically, consumers are likely to echo and recognize the advertising messages and further change their attitude towards the advertised product. Ray and Batra (1983) pointed out that emotional identification comes before ration identification during a cognitive process. Emotional messages are more vivid and thus rational appeal works better than emotional appeal in attracting consumers' attention. Aaker and Norris (1982) found that the advertising attitude created by rational appeal is better than that by emotional appeal. Rational appeal appears to

provide information explicitly and directly related to a product, which attracts consumers' attention more easily and generates a better advertising attitude based on the above literature review

### **2.3.6 ADVERTISING APPEAL AND BEHAVIOURAL INTENTION**

There are enough traces in the literature providing evidence to understand and explain the relationship between advertising and behavioral intention Hsiao and Chang, (2013). However, at the same time it remains less explanatory in term of mediation of the attitude in the dynamic link between both concepts in previous studies it is found that Advertising appeal results to have positive behavioral intention it positively influence the attitude or vice versa which is evident of the fact that there is a link between advertising and behavioral intention with the mediation or facilitation of the attitude which need more explanation by considering it for further empirical research (Myers, , Royne, and Deitz, 2011).

It is indicated in a study that the elements of the advertising like information to the people about the advertised thing or idea work in the positive direction to have an influence on the behavioral intention of the people. He also suggested that the perspectives of the entertainment and credibility of the advertising results significant effect on the behavior intention, but he also found some other factors which may influence the relationship of Advertising appeal and intent. Therefore it may be assumed on the basis of

many studies accessible in the previous literature which indicated involvement of certain factors like attitude as the predictor or mediator between the link of the Advertising appeal and intention but remains detached (Ling, Piew, Chai, 2010).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

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

#### **3.1 RESEARCH DESIGN**

A research design is the step by step guide of the research procedure.

The design adopted for the study is exploratory survey design. The exploratory survey design permits the use of a well-structured research instrument for obtaining primary data that was used for this study.

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

A population is any complete group of entities that share some common set characteristics. The population of the study comprises 100

consumers Unilever Nig Plc in Ilorin West from Jan – July 2018.

The design follows accordingly population.

### **3.3 SAMPLING TECHNIQUE**

The study adopted sampling technique. All members of the population were represented equally.

### **3.4 SAMPLE SIZE DETERMINATION**

The sample size refers to the number of elements from the universe or population that was selected to form part of the study. The statistical formular adopted is

$$N = \frac{Z^2 \cdot \sigma^2}{D^2}$$

Where n = sample size

Z = the research population

= standard deviation

D = tolerance limit or allowable error

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

There are various sources of data which could be categorized into two main sources namely: the primary

data and secondary data. The methods of data collection used for this study were both primary data and secondary data. The primary sources of data were structured interviewed and self administered structured questionnaire which avoided manipulation and increase the quality of research. A total of questions were used for the survey questionnaire. The secondary data came from relevant literatures reviewed.

### **3.6 THE RESEARCH INSTRUMENT**

The survey instrument was adopted for this study. A well structured questionnaire and interview were used to measure the dependent and independent variables.

### **3.7 VALIDITY OF RESEARCH INSTRUMENT**

Both the content and face validity were put to use in this study. The validity of the research instruments was ascertained through expert opinions and contribution as well as the approval of the supervisor. In addition the research variables were validated using factor analysis.

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



Method of analysis involved description and inferential statistics. The descriptive statistics described the properties of the data to show the variation in responses and opinions using frequencies and percentages and other descriptive items such as mean and standard deviations. The inferential analysis was done using simple regression analysis statistical tool. This tool was selected because it has functionalities that accommodate the variables of interest.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.0 INTRODUCTION

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

#### 4.1 DATA PRESENTATION AND ANALYSIS

**TABLE 1: Distribution of Respondents according to Age.**

Age	Absolute frequency	Percentage (%)
30-40 yrs	18	60
41-50 yrs	4	13.3
51-60 yrs	8	26.7
60 yrs and above	-	-
Total	30	100

Source: research survey, 2018

The table above shows that 18 (60%) of the respondents were between the ages of 30-40 years, 4 (13.3%) of the

respondents were between 41-50 years and 8 (26.7%) of the respondents were between the ages of 51-60 years.

**TABLE 2: Distribution of respondents according to sex.**

Sex	Absolute frequency	Percentage (%)
Male	22	73.3
Female	8	26.7
Total	30	100

Source: research survey, 2018

The table above shows that 22 (73.3%) of the respondents were Male staff and 8 (26.7%) of the respondents were Female staff

**TABLE 3: Distribution of Respondents according to marital status**

Marital Status	Absolute frequency	Percentage (%)
Single	24	80
Married	5	16.7
Divorced	1	3.3
Total	30	100

Source: research survey, 2018

The table above shows that 24 (80%) of the respondents were single 5 (16.7%) of the respondents were married and just 1 (3.3%) of the respondents was divorced.

**TABLE 4: Distribution of Respondents according to Department.**

Department	Absolute frequency	Percentage (%)
Accounting	3	10
Admin/personnel	4	13.3
Procurement	2	6.7
Sales & maintenance	21	70
Total	30	100

Source: research survey, 2018

The table shows that 3 (10%) of the respondents were in accounting Department 4 (13.3%) were in Admin/Personnel Department, 2 (6.7%) were in procurement and 21 (70%) were in sales and maintenance Department in NBC, Ilorin plant.

**TABLE 5: Distribution of Respondents according to Years of service**

Years of Service	Absolute Frequency	Percentage (%)
5-10 Yrs	6	20
11-20 yrs	5	16.7
20-30 yrs	17	56.7
30yrs and above	2	6.6
Total	30	100

Source: Research Survey, 2018

The table above shows that 6 (20%) of the respondents have being in service for between 5-10 years 5 (16.7%) have being in service for between 11-20 years, 17 (56.7%) have being in service for between 20-30 years and 2 (6.6%) have being in service for between 30 years and above.

**TABLE 6: Distribution of Respondents on how Nigeria Bottling Company plc mostly advertises its products.**

Opinion	Absolute Frequency	Percentage (%)
Through radio	32	53.3
Through print media	4	6.7
Through television	16	26.7

All available media	8	13.3
Total	60	100

Source: Research Survey, 2018

The table above shows that 32 (633%) of the respondents said Nigeria Bottling Company Plc mostly advertise its products through Radio, 4(6 7%) said it is through print media, 16 (26.7%) said it is through television 8 (13.3) said it is through all the available media.

**TABLE 7: Distribution of Respondents on whether advertising appeal increases productivity at Nigeria Bottling Company plc**

Opinion	Absolute frequency	Percentage (%)
Yes	56	93.3
No	4	6.7
Total	60	100

Source: Research Survey, 2018

The table above shows that 28 (93.3%) of the respondents said advertising appeal productivity at increases Nigeria Bottling Company Plc, while 2 (67%) said it does not.

**TABLE 8: Distribution of Respondents on whether consumer**

**purchasing intention favours Coca-Cola when intending to soft drink in Ilorin.**

Opinion	Absolute frequency	Percentage (%)
Yes	16	26.7
No	44	73.3
Total	60	100

Source: Research Survey, 2018

The table above shows that 16 (26.7%) of the respondents said that consumer purchasing intention favour Cola when intending to soft drink in Ilorin while 44 (73.3%) of the respondents said No, it does not favour.

**TABLE 9: Distribution of Respondents on whether Coca-Cola is having moderate prices that draws purchase intentions**

Opinion	Absolute frequency	Percentage (%)
Yes	16	26.7
No	44	73.3
Total	60	100

Source: Research Survey, 2018

The table above shows that 16 (26.7%) of the respondents

believe that Coca-Cola is having moderate prices that draws purchase intentions; while 44 (73.3%) said Coca-Cola is not having moderate prices that draws purchase intentions.

**TABLE 10: Distribution of Respondents on whether advertising appeal promotes sales of NBC products**

Opinion	Absolute frequency	Percentage (%)
Yes	38	96.7
No	2	3.3
Total	60	100

Source: Research Survey, 2018

The table above shows that 29 (96.7%) of the respondents believe that advertising appeal promotes sales of NBC products; while 1 (3.3%) said No, it does not promote sales of NBC products.

**TABLE 11: Distribution of Respondents on whether advertising appeal corrects previous wrong impression of Coca-Cola products.**

Opinion	Absolute frequency	Percentage (%)
Yes	20	33.3
No	40	66.7
Total	60	100



Source: Research Survey, 2018

The table above shows that 40 (66.7%) of the respondents said advertising appeal correct previous wrong impression of Coca-Cola products, while 20 (33.3%) said No, advertising appeal corrects previous wrong impression of Coca-Cola products.

**TABLE 12: Distribution of respondent on whether advertising appeal encourages new innovation.**

Opinion	Absolute frequency	Percentage (%)
Yes	60	100
No	-	-
Total	60	100

Source: Research Survey, 2018

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

**TABLE 13: Distribution of Respondents on whether advertising appeal is having any impact on purchase intention of coca-Cola products**

Opinion	Absolute frequency	Percentage (%)
Yes	32	53.3

No	28	46.7
Total	60	100

Source: Research Survey, 2018

The table above shows that 32 (53.3%) of the respondents said that advertising appeal is having any impact on purchase intention of Coca-Cola., while, 28 (46.7%) said advertising appeal is not having any impact on purchase intention of Coca-Cola.

**TABLE 14: Distribution of Respondents on whether consumers purchase intention gives information on product evaluation of Coca-Cola products.**

Opinion	Absolute frequency	Percentage (%)
Yes	46	76.7
No	14	23.3
Total	60	100

Source: Research Survey, 2018

The table above shows that 46 (76.6%) of the respondents that consumers' purchase intention give information on product evaluation of coca – cola product, while 14 (23.3%) said it could not give information on product evaluation of coca -Cola products.

**TABLE 15: Distribution of Respondents on whether Nigeria Bottling Company engage on advertising appeal year in Ilorin**

Opinion	Absolute frequency	Percentage (%)
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Yes	30	100
No	-	-
Total	30	100

Source: Research Survey, 2018

The table above shows that all the 30 (100%) of the respondents shows that Nigeria Bottling at company engage on advertising appeal in recent years in Ilorin.

**TABLE 16: Distribution of respondents on customers reaction towards purchase of NBC product during advertising appeal.**

Opinion	Absolute frequency	Percentage (%)
Positive	50	83.3
Negative	6	10
Undecided	4	6.7
Total	30	100

Source: Research Survey, 2018

The table above shows that 50 (83.3%) of the respondents said customers' reaction toward, purchase of NBC products during advertising appear is positive; 6 (10%) of the respondents said it is negative and 4(6.7%) said it is undecided.

**TABLE 17: Distribution of Respondents on what usually change customers' purchase intention on products in a competitive market**

Opinion	Absolute frequency	Percentage (%)
Price	4	6.7
Availability	6	10
Quality	10	16.6
Packaging	4	6.7
All of the above	36	60
Total	60	100

Source: Research Survey, 2018

The table above shows that 4 (6.7%) of the respondents said price that usually change consumer purchase intention on products in a competitive market; 6(10%) said it availability of such products, 5(16.6%) said it is the quality 4(6.7%) said it is the packaging; and 36 (60%) said it is 'All of the above', that is price, availability of the product quality and packaging that usually change customers' purchase intention on products in a competitive market

#### **4.3 TEST OF HYPOTHESIS AND ANALYSIS**

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

Ho: represents the Null hypothesis

Hi: represent Alternative hypothesis .

The use of chi-square ( $\chi^2$ ) test which is used here to test the hypothesis cannot be beyond these two ways.

For this purpose, the question 8, Table 13 is to be used for the hypothesis.

Opinion	Absolute frequency	Percentage (%)
Yes	16	53.3
No	14	46.7
Total	30	100

Source: Research Survey, 2018

Opinion	O	E	O-e	$(O - E)^2$	$(O - E)^2/E$
Yes	16	15	1	1	0.07
No	14	15	-1	1	0.07

Total	30	30	0	2	0.14
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Source: Research Survey, 2018

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

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

$X^2$ = Chi-square

$\Sigma$ = Summation

O = Observation

e = Expected frequency

Thus, the expected frequency (e is growth dividing b the total number at observation frequency b on of rows.

In estimating the frequency of Adverts and customer purchases, linear regression technique was used. The results indicates that there is a positive relationship between frequency of Advert and customer purchases which is indicated by the beta value which is 284, the association is however significant as indicated by the p -value .001, there is a positive relationship between advertising appeal and purchase intention, taking significance level at 0.05.

Determinant of critical value or expected value of freedom (df) is given by  $(r-1)(c-1)$  level of significance 6%(0.05) where  $r$ = row,  $c$ = column)

### **Decision rule**

Reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_i$ ) therefore advertising appeals is having impact on purchase intention of Coca-Cola products in Ilorin.

## **4.4 DISCUSSION OF FINDINGS**

From the presentation above, it could be deduced that majority of the management and staff of Nigeria Bottling Company, Plc were between the ages of 30-40 years and were male and majority single. Also, Sales and maintenance Department in NBC, Ilorin Plant has the highest number of staff.

Majority of the respondents have been working for between 20-30 year. The company advertises through Radio and Television mostly.

On the issue of the subject matter, it was revealed that advertising appeal increases productivity at Nigeria Bottling Company Plc that consumer purchasing intention favours Coca-Cola when intending to soft drink in Ilorin Coca-Cola is not having moderate prices that draws purchase intentions; that advertising

appeal promotes sales or NBC products, that advertising appeal corrects previous wrong impression of Coca-Cola predicts, that advertising appeal encourage new innovation.

However, that advertising appeal is having any impact on purchase intention of Coca-Cola that consumer's purchase intention gives information on product evaluation of Coca-Cola predicts.

In addition, that Nigeria Bottling Company engages on advertising appeal in recent year in Ilorin. Also, that customers' reaction towards purchase of NBC products during advertising appeal is positive.

Still from the analysis, it was also shown that price, availability. Quality and packaging all usually change customers purchase intention on products in a competitive market.

## **CHAPTER FIVE**

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

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

It could be deduced from the research findings that Nigeria Bottling Company plc Ilorin has recently embarked on advertising



appeal in recent years in Ilorin, yet it need to adopt other promotional strategies, because the many available close substitute rivalry. The higher number of male in the company could be attributed to the kind of work they do mostly.

Consumers of Coca-Cola products found that the prices that NBC pieces on their Coca-Cola products like Fanta, Coke, Sprite were cost tan other similar rivalry.

Advertising appeal promotes sales of NBC products that advertising appeal corrects previous wrong impression of Coca-Cola products; that advertising appeal encourages new innovation.

In a nutshell, advertising appeal is has been found to have great impact on purchase intention of consumers of Coca-Cola products of Nigeria Bottling Company Plc, not only that, advertising appeal also helps in providing information, that could have cost the company certain amount.

## **5.2 CONCLUSION**

The researcher wm bring -out conclusion from the finding's information. Advertising works by influencing behavioral pattern of consumers which in turn helps in building continuous consumer patronage of products/services and thereafter ensuring brand

loyalty of product purchased. Advertising appeal delivers information which potential consumer use in making purchase decisions. it helps in delivering persuasive messages about a brand and this help in creating positive beliefs and feelings about the product and the organization that actually produced the products.

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

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

### **5.3 A RECOMMENDATIONS**

It would be recommended for the management of Nigeria

Bottling Company Plc. to:

- i. Advertising appear must be done in such a way as to really promote product benefits across to target consumers. These messages must be done in such a way as to improve the peoples' living standard.
- ii. Nigerian Bottling Company must ensure they creatively create needed awareness about products services across to target customers. Such messages been sent across to audience should bring consumers from a stage of unawareness to awareness knowledge liking preference conviction and finally purchase of the products.
- iii. Company must constantly use their adverts to sponsor a number of media programmes. This target audience to watch free media programmes such as we have in Hollywood and Hollywood etc. The media programmes been watched by target audience create good relationship between the company sponsoring these adverts and target audience.
- vi. Nigerian Bottling company should advertise their products in loved and treasured L y their audience so that association with such media will enhance and add value to tee products/services advertisement in mass media.
- v. In designing an effective advert message that can promote good

client customer relationship advertising agencies must use working and credible society celebrities this will make consumers transfer the love they have for such advertising messages to products amongst others.

vii. Nigeria Bottling Company should use highly creative advertising agencies which will help create effective and highly competitive adverts that can efficiently sell the products and create good image for the company and its product.

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