

IMPACT OF PRODUCT ADVERTISING ON CONSUMER BUYING BEHAVIOUR IN UNILEVEL PLC IN ONITSHA, ANAMBRA STATE

Essi Brooklyn Oviudhe

Delta State Business School, Asaba Centre,
Department of Marketing
krudger6@gmail.com

Ogundare, Justice Taiwo (Ph.D.)

Dennis Osadebay University, Asaba, Delta State
Department of Marketing
Faculty of Management Sciences
justice.ogundare@dou.edu.ng

Abstract

The study focuses on the impact of product advertising on consumer buying behaviour and how this will help the company to achieve its promotional objectives in Unilever Plc in Onitsha, Anambra State. This research is anchored on the following research questions: to what extent does institutional advertising influence consumer buying behaviour? does retailer advertising affect consumer buying behaviour? how does advertising media influence consumer buying behaviour? Survey research design which tends to be descriptive was adopted as the research design; due to its descriptive nature which observes and describes variables of research subjects without manipulation of the variables of the research to deduce solutions to the research questions. The population comprises of top manager, middle manager, low level manager and customers with population of 500. The findings showed that there is a significant effect of the independent variables on the dependent variable. The study concluded that advertising helps to promote a company's image. This is inferred from the findings which indicate that advertising contributes in building the image for a specific product brand which makes it easy to be identified in the market. The study recommended that advertising should provide education through meaningful message, this is because the more meaningful the materials learned, the greater the rate of retention and the lower the rate of forgetting. There should be increased awareness on the ethics of advertising in order to be able to make consumers form good attitudes, opinion and interests towards fostering repeat purchase behaviour.

Keywords: *product advertising; institutional advertising; retailer advertising; advertising media; consumer buying behaviour*

Introduction

Advertising is a promotion strategy which serves as a major tool in creating product awareness in the mind of the consumer to take purchasing decision. Advertising, sales promotion and public relations are mass communications tools used by marketers. Advertising through mass media influences audience, but television has mass reach and is the strongest medium of advertising. Advertising can influence the attitude of individual behavior, life style in the long run as well as the culture of the country (Chukwu, Kanu & Ezeabogu, 2019). A company can enhance the brand of their product by investing in promotional activities in order to compete in a consumer market that is dominated through advertising (Dompey, Li & Baidoo Jnr, 2024). The primary aim of advertiser is to reach consumers and influence their awareness, attitude and buying behavior. Their major preoccupation is to keep individuals' interest in their product through spending on advertising. They also need to understand what influence customers behavior. Advertising has the potential to

contribute to brand choice of consumers (Chukwu, Kanu & Ezeabogu, 2019). It impacts on consumer behavior. Advertising impact on brands change frequently in people's memory. Brand memories consist of those associations that are related to brand name in consumer's mind. This brand cognition influence consideration, evaluation and final purchase (Dompey, Li & Baidoo Jnr, 2024). Consumer behavior can be analyzed for effective advertising, to know why consumers behave in particular ways under certain circumstances. And also, to know the factors that influence consumer behavior, especially the economic, social and psychological aspects (Dompey, Li & Baidoo Jnr, 2024). Advertising also creates advertisement which carry emotional bond with consumers. Positive emotional appeals also provide a strong brand cue and stimulate category-based processing (Kardam, & Dua, 2021). With successful categorization, the effect and beliefs associated with this category in memory are translated to the objective itself. Consumers try to categorize the brand association with the existing memory, when thousands of products are faced by them and might reposition memories to a brand image and perception towards new products. In this way, they can categorize latest information in particular brand and store accordingly in their memory.

Some organizations do not attach importance in advertising their products and this have adverse effect on their output in terms of sales of product. Others use different advertising media like television, internet (face book; email) newspaper, billboard, magazine etc. to convey their product message to their target audience.

To compete favourably in our contemporary Nigerian society (Frank & Idenedo, 2023), sellers must emphasize the need for value in their product offerings. One value base strategy is the needs for recognising the strategic role of advertising in marketing performance. In recent times, many companies consider advertising as a superior promotional tool to personal selling, sales promotion or publicity. Advertising has not only become an integral part of our society and economic system, but has also grown over the years to assume tremendous proportions both as a business activity and as a social phenomenon.

The increasing competition has made the need for advertising to become important as a tool for buyers to be aware of the product. The role of advertising as a marketing promotion activity therefore, is to implement products/service flow through the appropriate channels, to act as a catalyst in acquainting the client/customers with the means by which wants may be satisfied and ultimately to reduce customer or client's action which will benefit the source of the communication process.

In most developing economies of the world the effective stimulation and utilization of advertising strategies will, unquestionably, be marketing most significant problem in the next decade. Given the increasing competition in the marketing environment (Idenedo et al., 2023), many firms are yet to recognize the role of advertising on consumer buying behaviour.

Despite the increased relevance of advertising many people still believe it appears as a form of deception. The planning of advertising can be particularly problematical if the question 'Does advertising pay is often raised? However, it is not always true that we cannot determine the effectiveness of advertising.

Advertising has remained the major tool in creating awareness about products. Given the problems of the dynamics and competition in the marketing environment, there is increased challenge on how organizations can use advertising as a tool for marketing new products. The research therefore examines the impact of product advertising on consumer buying behaviour and how this will help the company to achieve its promotional objectives.

This research is anchored on the following research questions:

- i. To what extent does institutional advertising influence consumer buying behaviour?
- ii. Does retailer advertising affect consumer buying behaviour?
- iii. How does advertising media influence consumer buying behaviour?

Review of Related Literature

2.1 Conceptual Review

2.1.1 Media Advertising

Advertising is a subset of promotion mix, which is one of the 4 parts of the marketing mix, encompassing product, price, place and promotion. Advertising is a marketing tactic used to raise consumer awareness of a product so they may make a purchase choice (Latif & Abideen, 2011). It is a communication tool used by marketers. Advertising effects individual's views, behaviour and life style. It is one of key source of communication tool between the producer and the user of product. Investing in promotional activities, particularly advertising, is necessary for a company's product to become a well-known brand (Hussein et al, 2008). Latif and Abideen (2011) stated that advertising have the ability to contribute to brand choice among consumers.

Dompey, Li, and Baidoo Jnr, (2024) believed that advertising message is to establish a fundamental awareness of the product or service in the mind of the potential consumer and to build up knowledge about it. A key tool for raising product awareness and influencing a potential customer's decision to purchase is advertising as a promotional strategy (Dompey, Li, & Baidoo Jnr, 2024). Advertising is a non-personal and paid method where ideas, concepts, products or services and information are promoted through media by an identified behavior (Dompey, Li, & Baidoo Jnr, 2024). Television advertising is one of the best forms of advertising, especially for products and services, businesses, ideas, etc., since it allows messages to reach a wide range of audiences or consumers.

2.1.2 Consumers Adoption Process

New product adoption is the decision-making activities of an individual when the innovation is accepted. It is also the mental process through which an individual passes from first hearing about an innovation to the final adoption individual's become adopters where they make decision to become regular users of the product.

According to Kotler, Keller, Koshy and Jha, (2009) there are six stages of the adoption process. These are:

- (1) **Awareness Stage:** The consumer, become aware of its product but does it have any information about the product.
- (2) **Interest Stage:** The consumer becomes interested in the products and decides to seek information.
- (3) **Evaluation Stage:** The consumer mentally measures the merits of acquiring the products. He decides whether it will make sense to try the new product.
- (4) **Trial Stage:** the consumer buys a limited quantity to use on trial basis. This is aimed at improving his estimate for value of the products.
- (5) **Adoption:** The consumer decides to use the products on a continuous basis.
- (6) **The Post Adoption/Confirmation Stage:** In this stage, the adopt convinces to seek assurance that the right decision to adopt the new product.

2.1.3 Advertising as a tool to Stimulate Consumer's Behaviour

The word advertising is as old as the world of marketing and commercial activities. Several schools of thoughts have their notions about the concept, but significantly, advertising has impacted tremendously to business organization in creating awareness of their brand of product and services to their relevant target markets and secondly improving on organizational image and consumer's loyalty (Kotler, Keller, Koshy & Jha, 2009)

Unlike advertising through medias, this is affordable, covers a wider society and less cumbersome on the marketing officials. Kotler, Keller, Koshy and Jha, (2009) had it that advertising creates awareness even to the most interior places in a society, through the Radio. Those in the rural areas are not cut out of the action. They have a full glimpse of what contains in the market through these

media. But sales promotional activities are much centered in the urban areas and this eventually leads to market segmentation and consumer segregation.

Advertising can be used also as non-business groups to communicate it with client markets. To offset declining enrolments, colleges and universities, used advertising channels through the media to run their advertising. This is not inherently in sales promotion. Sama, (2019) says, "sales promotion is made for profit organization, and not for non-profit venture, but advertising can do both. This notion was supported by Cooper in his thesis "more churches try advertising in media". Sama, (2019) advised that advertising as a communication medium informs consumers about the presence of brands of product on the market. They declare that the knowledge so gained about the advertised product works in two ways, first, it arouses latent need, and second it reinforces and strengthens the basic need that is, "primary demand".

Also, Hudson and Hudson, (2006) recognized that consistent advertising coupled with other selling efforts, markets consumer to buy company's product. Hodgson said that when the products succeed through advertising in delivering the desired or claimed value satisfaction, consumers develop a brand preference, which gets reinforced by repetitive advertising. Once such a brand preference is developed, advertising goes to reduce the past purchase consumer dissonance and influence of competitive advertising so as to stain consumer's brand preference.

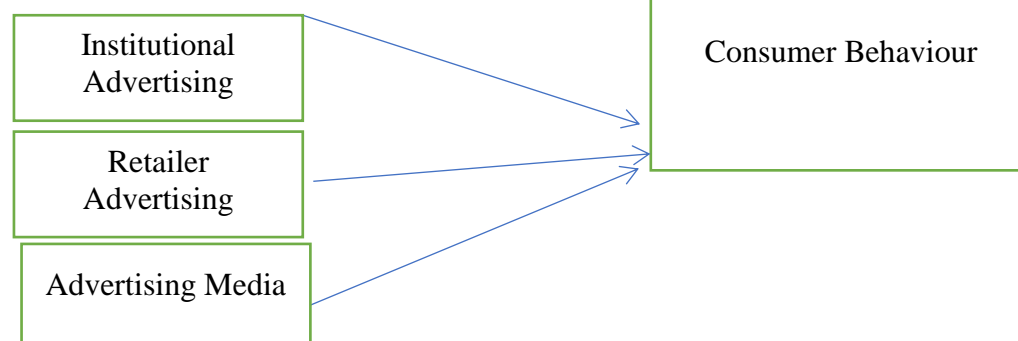
Conclusively, Domazet, Đokić, and Milovanov, (2017) advertising as the only purpose of selling something a brand of product, a service or an idea and that sales promotion is part of advertising and as such advertising encompasses sales promotion.

Kotler, Keller, Koshy, and Jha, (2009) stated that churches, political, social groups and NGOs need advertising to reach their intended audience. In addition, where most products have the same chemical or physical compositions, consumers tend to pay more for advertised brands than those not advertised. Therefore, an advertised product has more value to the consumer because the brand he knows could be easily evaluated than the one he doesn't.

2.2 Conceptual Framework

Independent Variable

Product Advertising



Dependent Variable

Consumer Behaviour

Fig.2.1: Conceptual framework

Source: *Researcher's model (2025)*.

2.3 Theoretical Review

2.3.1 Theory of Planned Behaviour

Ajzen (1985) provided this additional variable in 1985 when he published the Theory of Planned Behaviour (TPB) (Ajzen 1985). The Theory of Planned Behaviour is simply an extension which seeks to address the seeming over reliance on intentions to predict behaviours. The construct 'perceived behavioural control' is formed by combining the perceived presence of factors that may facilitate or impede the performance of a behaviour and the perceived power of each of these factors. Actual

behavioural control refers to the extent to which a person has the skills, resources, and other prerequisites needed to perform a given behaviour. Actual behavioural control is difficult to accurately assess and so perceived behavioural control is measured through specially designed questionnaires and serves as a proxy measure of the influence. In the TPB, behavioural intention is controlled by a dynamic mix of the attitude, subjective norm and perceived behavioural control variables. Actual behaviour is again derived largely from behavioural intention, but is mediated to some degree by perceived behavioural control (Ajzen 2006).

Since its publication the TPB has become the dominant expectancy-value theory, and has been applied in a wide variety of behavioural domains (Shaw and Shiu, 2000). Empirical tests have often found that the TPB has significantly improved predictive ability over the earlier TRA (Beck and Ajzen 1991, Giles and Cairns 1995).

In the past 20 years a number of studies have proposed modification to the TRA and TPB. In most cases these modifications do not alter the fundamental architecture of the theory, but do change or add variables in an attempt to improve the predictive ability in specific contexts. Ajzen is supportive of such modifications or additions, stating in 1991 that:

“The theory of planned behaviour is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance in intention or behaviour after the theory’s current variables have been taken into account” Ajzen (1991).

2.4 Empirical Review

Name	Title of the study	Location	Methodology	Summary of findings
Dompey, Li, & Baidoo Jnr (2024)	The influence of media advertisement on consumer buying Behavior: The pragmatic view	Ghana	Simple linear regression analysis was used to examine the relationship between media advertising and consumer purchasing behaviour stages	The study revealed that media advertising plays an influencing role in the different stages of consumer buying behavior - from awareness, interest, conviction to purchase, and post-purchase
Chukwu, Kanu, & Ezeabogu, (2019)	The impact of advertising on consumer buying behavior in Enugu State Nigeria	Enugu	This study adopted a survey research design. It involves collection of data from respondents through questionnaire to test hypotheses. Multiple regression technique was used to test hypotheses.	The research findings show that a significant and positive relationship lie between the independent variable’s emotional response, environmental response towards brand, brand awareness and sensory stimulated advertising and dependent variable consumer buying behavior. All the independent variables have statistically significant t-ratio and have positive relationship with consumer buying behavior.
Abdul Muhammad	Effects of Advertisement on Consumer’s Buying	India	5-point Likert scale with cross sectional data, 250 questionnaires were	Results of our study are robust because the evidence shows that advertisements

Fauzia Farisa (2016)	Behaviour with References to FMCGs in Southern Punjab-Pakistan		distributed in five cities of southern Punjab (Bahawalpur, Layyah, Tounsa, Bhakhar and Multan), as a sample, and received 231 complete questionnaires from respondents after field survey.	have significant impact on consumers' buying behavior and their choices.
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Research Methodology

3.1 Research Design

Survey research design which tends to be descriptive was adopted as the research design; due to its descriptive nature which observes and describes variables of research subjects without manipulation of the variables of the research to deduce solutions to the research questions.

This research took the form of field survey and at this juncture it's pertinent to mention that the population of this study is strictly restricted to consumer market. However, time and financial constraint directed the focus of this study on Unilever Plc in Onitsha, Anambra State, where the desired sample was made. The population comprises of top manager, middle manager, low level manager and customers with population of 500.

For the purpose of this research, the appropriate number of representations of the population for the study was determined using the Taro Yamani sample size formula thus:

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

Where n = sample size sought

e = level of significance

N = population size

Working reveals the desired sample size thus:

$$n = \frac{500}{1 + 500(0.05)^2}$$

$$n = \frac{500}{1 + 500(0.0025)}$$

$$n = \frac{500}{1+1.25}$$

$$n = \frac{500}{2.25} = 222$$

Sample size n = 222

3.4 Sampling Techniques

The probability sampling method was adopted using the stratified random sampling technique. This is due to the fact that the researcher grouped the population into strata such as senior, middle and lower management staffs. (Olannye, 2017) noted that stratified random sampling technique is a probability sampling method which ensures that the resultant sample is representative enough of the entire population. It is a sampling technique that gives every member of the population an equal chance of participation.

3.5 Reliability of Instrument

To establish the reliability of the research instrument, Cronbach's alphas were used as a basis of judgment. The Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. As the average

inter-item correlation increases, Cronbach's alpha increases as well (holding the number of items constant) method was employed. The Cronbach alpha using 5 items is 85% as shown in the table below.

Reliability Statistics

Cronbach's Alpha	N of Items
.851	5

Source: SPSS Output, 2025

4.0 Results and Discussion

4.1 Data Presentation

A total of two hundred and twenty-two (222) copies of questionnaire were administered to customers and Staff of Unilever Plc in Onitsha, Anambra State. Out of the two hundred and twenty-two (222) copies questionnaire administered two hundred and one (201) 92.63% were retrieved and properly filled while sixteen (16) % were not properly fill and returned.

4.1: Response from Distributed Questionnaire (Personal Information of Respondents)

	Variables	Frequency	Percentage (%)
1.	Gender		
	Male	151	75.12
	Female	50	24.88
	Total	201	100
2.	Age		
	Below 30years	47	23.38
	31-40 years	117	58.21
	Above 41 years	37	18.41
	Total	201	100
3.	Marital Status		
	Single	67	33.33
	Married	134	66.67
	Total	201	100
4	Educational Background		
	WAEC/NECO/GCE OND	18	8.95
	HND/B.Sc	63	31.34
	MBA	105	52.23
	OTHERS	12	5.71
		3	1.49
	Total	201	100

Source: Field Survey Analysis, 2025.

Table 4.1. It can be seen that the purpose of Table 4.1 was to determine the gender of the respondents. It was discovered that 151 respondents (75.12 percent) were male and 50 respondents (24.88 percent) were female. The data revealed that respondents were evenly dispersed across the gender divide, with more males than females participating. In terms of age, 47 (23.38 percent) are under 30 years old, 117 (58.21 percent) are between 31 and 40 years old, and the remaining 37 (18.41) are beyond 40 years old. Finally, 67 (33.33 percent) of the 201 respondents have not yet married, whereas 134 (66.67 percent) are married. The majority of the respondents (105.232%) are HND/B.Sc holders, while 18.95% are WAEC/NECO/GCE holders, 63.34 percent are OND holders,

12 (5.71%) are MBA holders, and 3 (1.49%) are MBA holders. The respondents are educated, according to this assessment.

Correlation Matrix

Table 4.2:

		Correlations			
		CBB	IA	RA	AM
Pearson Correlation	consumer buying behaviour	1.000			
	institutional advertising	.380	1.000		
	retailer advertising	.305	.448	1.000	
	advertising media	.326	.536	.513	1.000

Source: SPSS Output, 2025.

The coefficient of the kind of association between the independent variables institutional advertising (IA), retailer advertising (RA) and advertising media (RA) and also the dependent variable Performance was shown in table 4.2.

Institutional advertising (IA) has a coefficient of ($r= 0.380 > 0.05$), indicating that it has a strong positive correlation with consumer buying behaviour (CBB). This means that increasing institutional advertising (IA) in Unilever would have significant effects on consumer buying behaviour.

The coefficient of retailer advertising (RA) is ($r= 0.305 > 0.05$), indicating that retailer advertising (RA) has a strong positive correlation with consumer buying behaviour, implying that an increase in retailer advertising (RA) in Unilever would have significant effects on consumer buying behaviour (CBB).

Advertising media (RA) has a coefficient of ($r= 0.326 > 0.05$), indicating that it has a strong positive correlation with consumer buying behaviour. This means that increasing advertising media (RA) in Unilever would have significant effects on consumer buying behaviour.

4.2 Test of Research Hypotheses

Hypothesis HO₁: Institutional advertising has no significant influence on consumer buying behaviour.

The coefficient table 4.3 showed the extent to which institutional advertising affects consumer buying behaviour. Given the Beta value ($\beta=118, p < .000$). The regression analysis for institutional advertising and consumer buying behaviour on the test of hypothesis one, table 4.3 indicated that the exact level of significant calculated (.019) is less than the probability of committing a type one error (.05). Therefore, the null hypothesis is hereby again rejected to accept the alternate hypothesis which states that institutional advertising has a significant influence on consumer buying behaviour.

Hypothesis HO₂: Retailer advertising has no significant influence on consumer buying behaviour.

The coefficient table 4.3 showed the extent to which retailer advertising positively affects consumer buying behaviour. Given the Beta value ($\beta=039, p < .000$). The regression analysis for retailer advertising and consumer buying behaviour on the test of hypothesis two, table 4.3 indicated that the exact level of significant calculated (0.24) is greater than the probability of committing a type one error (.05). Therefore, the null hypothesis is accepted to reject the alternate thereby implying that retailer advertising has a significant influence on consumer buying behaviour.

Hypothesis HO₃: Advertising media has no significant influence on consumer buying behaviour.

The coefficient table 4.3 showed the extent to which advertising media positively affects consumer buying behaviour. Given the Beta value ($\beta=107, p < .000$). The regression analysis for advertising media and consumer buying behaviour on the test of hypothesis three, table 4.3 indicated that the

exact level of significant calculated (.009) is less than the probability of committing a type one error (.05). Table 4.3 above shows that the calculated critical level of significance is less than the p-value of 0.05 (5%) i.e. (.000 < 0.05) also, the null hypothesis is rejected to say that advertising media has a significant influence on consumer buying behaviour.

4.3 Discussion of Findings

Table 4.3: Multiple Regression Analysis of Measures of product advertising and consumer buying behaviour

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.179	.322		.556	.579
	institutional advertising	.119	.029	.118	4.103	.019
	retailer advertising	.037	.016	.039	2.313	.024
	advertising media	.108	.020	.107	5.400	.009

a. Dependent Variable: consumer buying behaviour

Table 4.4: Model Summary^b

	R	Square	Adjusted R Square	Error of the Estimate	Durbin-Watson
	.980 ^a	.960	.959	.415	1.908

a. Predictors: (Constant), institutional advertising, retailer advertising, advertising media

b. Dependent Variable: consumer buying behaviour

Table 4.5: ANOVA^a

	Sum of Squares	df	Mean Square	F	Sig.
Regression	798.141	4	199.535	1158.810	.000 ^b
Residual	33.749	196	.172		
	831.891	200			

a. Dependent Variable: consumer buying behaviour

b. Predictors: (Constant), institutional advertising, retailer advertising, advertising media

Source: SPSS Output, 2025.

The findings backed up the H₁ test findings, which showed a substantial positive link between institutional advertising and consumer buying behaviour (=0.119; P=0.0190.05). Because it is smaller than 0.05, the computed p-value of 0.019 is significant (5 percent). It also signifies that the level of confidence (confidence interval) is 98.1 percent higher than the 95 percent threshold. As a result, we support the alternative hypothesis and reject the null hypothesis (Ho₁), which claims that there is a significant relationship between institutional advertising and consumer buying behaviour. With a regression value of 0.019, this means that a 1% improvement in product institutional advertising will result in a 1.9 percent change in consumer buying behaviour. Findings that even

without mentioning anything directly about the product quality, advertising could create a positive image for the product or services. This implies that institutional advertising helps to promote consumer behaviour, therefore if any company wants to make its products more desirable to the consumers, then advertising must be emphasized.

Retailer advertising activities, meanwhile, were found to have a substantial positive link with consumer buying behaviour ($\beta=0.037$; $P=0.024$). The data confirmed H2's finding that there is a substantial relationship between retailer advertising and consumer buying behaviour (0.0240.05). Because it is less than 0.05, the computed p-value of 0.024 is significant (5%). It also signifies that the level of confidence (confidence interval) is 98 percent higher than the 95 percent threshold. As a result, we support the alternative hypothesis and reject the null hypothesis (H_{02}), which claims that there is a substantial association between retailer advertising and consumer buying behaviour. With a regression value of 0.026, this means that a 1% rise in retailer advertising will result in a 3.7 percent change in consumer buying behaviour. Advertising creates attention, likeness, attitude and moves them towards the decision to buy the product. This implies that a proper advertising compels consumers to buy the product and further make them to have a positive attitude towards the product. Furthermore, consumer buying behaviour is significantly affected by advertising media ($\beta=0.108$; $P=0.009$). Because it is less than 0.05, the computed p-value of 0.009 is significant (5 percent). It also signifies that the level of confidence (confidence interval) is 99 percent higher than the 95 percent threshold. As a result, we support the alternative hypothesis and reject the null hypothesis (H_{03}), which claims that there is no significant relationship between advertising media and consumer buying behaviour. This means that a 1% improvement in advertising media would result in a 10.8% boost in consumer buying behaviour. Advertising makes consumers to believe and have confidence in the product in relation to the perceived product value. This implies that willingness to buy a product is associated with the advertising campaign conducted and the consumers perceived product value.

5.1 Conclusions

The main conclusion emerging from the various data analyzed is that advertising is a multi-dimensional construct whose aspects have direct relationship with sales performance outcomes.

The study certainly confirmed the relatively overwhelming influence of television advertising on consumer behaviour. This is evident from the finding which revealed that through persuasive words and appeals from advertising, consumers demand for products increases and repeat purchase is encouraged.

Advertising helps to promote a company's image. This is inferred from the findings which indicate that advertising contributes in building the image for a specific product brand which makes it easy to be identified in the market.

Institutional advertising influences consumer behaviour. This is evident from the findings that advertising is a reminder tool on the consumer to buy the product. In our contemporary Nigerian society where product demand is influenced by the company's, advertising campaign to promote the image of the product. The need for firms to advertise has become expedient.

Another conclusion is that retailer advertising has positive influence on consumer behaviour. This is confirmed from the findings which revealed that advertising media helps to get buyers attention, and influence consumer perception about a product quality. Therefore, advertising ensures that consumer beliefs influence their behaviour towards brand loyalty.

5.2 Recommendation

Advertising plays a significant role in making the target audience favourably aware of the availability of products and services in the market place.

Towards achieving the desired objectives, the following recommendations are proposed:

A more strategic approach in assessing the effectiveness of advertising should be to attempt to assess advertising effect not only in terms of sales response but also a company profit, competitive position and organizational effectiveness.

Advertising should provide education through meaningful message, this is because the more meaningful the materials learned, the greater the rate of retention and the lower the rate of forgetting. There should be increased awareness on the ethics of advertising in order to be able to make consumers form good attitudes, opinion and interests towards fostering repeat purchase behaviour.

Advertising practices should be more centered on building good image for both the product and organization. Since marketing is concerned with long term benefit than short term deception, therefore deceptive advertising should be avoided.

Based on the foregoing, advertising should be regarded as an important element of promotion mix that requires priority attention geared towards improving sales performance.

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