

**INFLUENCE OF TELEVISION ADVERTISING ON CONSUMER
BUYING HABITS OF GUINNESS STOUT IN IKEJA COMMUNITY OF
LAGOS STATE**

BY

UDOCHI, UKAEGBU VALENTINA

MC/2009/373

DEPARTMENT OF MASS COMMUNICATION

FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

CARITAS UNIVERSITY, AMORJI – NIKE, ENUGU

AUGUST, 2013

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**A THESIS SUBMITTED TO THE DEPARTMENT OF MASS
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COMMUNICATION**

AUGUST, 2013

Certification

This is to certify that this study was carried out by Udochi Ukaegbu V. of Mass
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Dedication

I dedicate this work first to God Almighty.

To my parents: Mr. Michael N. Ukaegbu, and Mrs. Gladys A. Ukaegbu for giving me education, and supporting me financially, spiritually and academically.

And to my siblings, Ogechi, Chukwuka and Chinyere Ukaegbu for their understanding and support throughout my stay in the university.

Acknowledgement

In writing this work, it is evident that the engaged heart of the researcher is not enough. I needed the support of significant others. It is therefore difficult not to devote a page of this work, acknowledging the assistance I received from a number of people.

I would first of all thank the Almighty God who has given me life, and the strength to go through this B.Sc. programme.

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Abstract

The study was on the Influence of Television on Consumer Buying Habits of Guinness Stout in Ikeja Community of Lagos State. It started with general introduction to the research, statement of the problem and purpose of the study. This was followed by comprehensive literature review of television advertising on consumer buying habits of Guinness Stout in Ikeja community of Lagos State. The researcher made use of the survey design to gather necessary information. Simple random sampling was used to select a sample of the population. Through the research methodology involving collection of data from a sample of residents of Ikeja in Lagos State, the researcher applied self-administered questionnaire to obtain primary data which was later analyzed by simple percentage and the hypotheses were tested using the chi- square analysis method. The result showed that television was viewed as the most preferred medium of advertisement of Guinness Stout. The researcher made the recommendation based on the findings that more attention should be focused on using television medium for advertisement of Guinness Stout.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

One function of the mass media which is becoming increasingly important in the modern world is the economic functions of advertising. The mass media perform this function for the people by bringing together buyers and sellers through advertisements.

Again, the world is fast becoming a common market place of ideas. Many multinational companies have come to realize that people have the same basic needs and desires.

Consequently, they have heeded to calls for global marketing and can promote their goods and services using advertisements.

An advertisement is defined by the Advertising Practitioners Council of Nigeria (APCON) as a 'communication in the media paid for by an identifiable sponsor and directed at a target audience with the aim of transferring information about a product, service, idea or cause.'

According to Benson Eluwa (2005, p.5), 'Advertising is a form of non-personal method of communicating information which is usually paid for by a sponsor through various media'.

These definitions can tell one that advertising is a persuasive communication, because it tries to persuade the reader, viewers or listeners to take to the sponsor's point of view and also take some appropriate actions towards an object of advertisement.

In an industrial and free competitive market economy, where the interplay of economic variables dictates the market, the problem of survival of business becomes a very nightmarish one for producers and manufacturers. The singular desire of manufacturers becomes how to create awareness and market for their goods. Advertising is then one strategy that fulfils the desire completely. The desire to be buoyant in business and to increase profit has given advertisement an irrevocable reputation.

Advertising is not undertaken by management just for fun or to keep products or services. It is principally involved in persuasion or advocacy even apparently just giving us information, using media that are paid for it to get through to the mass audience with the identity of the advertisers being clear. 'Advertising has the mandate to sell the advertiser's goods and help the consumers to shop wisely'- Okoro (1995, p.42).

Advertising is to communicate information about a product, service or idea and thus stimulate demand.

Evolution of Television Advertisements

A television advertisement or commercial is a form of advertisement in which goods, services, organizations, ideas etc. are promoted through the medium of television. Most advertisements are produced by an outside advertising agency.

Advertisers spread commercials across a number of programmes reaching many more viewers. Networks now own different 'spot' commercials for many products in the same show. A spot has to stand out and be remembered and this brought about creativity in television advertising owing to the large number of advertisements, and many products with the same quality and cost. The unique selling point and brand awareness became ever more important. The first television advertisement was broadcast in the United States at 14:29pm on July 1, 1941, when the Bolivia Watch Company paid \$9 to New York city NBC affiliate WNBT(now WNBC) for a 20 second spot shown before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies.

Television advertisements have heralded an unprecedented increase in economic activities. For some, television advertisements are always one of the best things to look out for on television because of their highly captivating, dramatic, entertaining and humorous nature. For others, this form of advertisement is nothing but an interruption of a nice quiet evening at home, especially when the viewer is seriously engrossed in a highly informative news programme.

However, beyond these two extremes, the advertiser must gain access to the consumer's mind in order to win his purchasing loyalty. This is why the advertiser capitalizes on the glamour and potency of television to reach out to a wide spectrum of consumers in order to market his wares. Ideally, television commercials are based on the same principle as the old-time medicine show where a medicine dealer uses banjo player and magician to attract customer's attention to his product and market his wares. In television commercials, the advertiser uses talents (for dramatic spectacle) and music to put the audience in good humour, so that the sponsor (manufacturer of the product) who corresponds to the medicine man will have a receptive audience when he peddles his wares.

The majority of television advertisements in Nigeria recently comprise brief advertising spots, ranging in length from a few seconds to several minutes. In the Nigerian media, advertisement of this sort has been used to sell every product imaginable over the years from household products to goods and services. The effect of television advertisements upon the viewing public has been so successful and so pervasive that it is considered impossible for a politician to wage a successful election campaign in Nigeria without the use of television advertisement.

Lager products are without doubt among the products that have been given intensive and wide advertisement coverage. The products were able to arouse attention using promotional strategies.

Beer Market in Nigeria

Beer market is considered one of the fastest growing industries in Nigeria, and it is the most popular of all alcoholic beverages consumed, constituting roughly 96 percent of all alcoholic drinks sold. It contributes about 28 percent of Manufacturing Value Added (MVA). The Industry is a highly concentrated quasi-duopoly by both industry size parameters of labour and output.

The two largest firms, Nigerian Breweries Plc, (which is 54 percent controlled by Heineken), and Guinness Plc. (a brand of Diageo International Beer Supply, Ireland), have consistently dominated the Industry since 1949, both in terms of their output (sales volume) and their inputs (labour). They are also among the top 20 most capitalized companies on the Nigerian Stock Exchange.

The Sector faces a tough future as high energy bills may force consumers to cut back on alcohol consumption. Nonetheless, the industry's performance will still be driven by increasing number of brewpubs in the country as well as the numerous fiestas and celebrations. The industry is subjected to extensive government regulations at both the federal and state levels concerning distribution, labeling, advertising, container characteristics and alcoholic content. The ability of regulatory and excise authorities to impact on price and distribution of products is key in an analytical consideration for risk in the industry.

However, there is also a good potential in the Nigerian market such as the entry of young drinkers as well as the growing number of middle class citizens as a healthier alternative to consuming less alcohol. Overall, the beer industry will continue to grow. If companies strive to broaden their markets locally and internationally by building attractive brand campaigns and developing new products.

About Guinness Nigeria Plc.

Guinness Nigeria is a subsidiary of Diageo Plc. of the United Kingdom, and was incorporated in 1962 with the building of a brewery in Ikeja, the heart of Lagos. The brewery was the first outside of England and Great Britain. Other breweries have been opened over time; Benin City Brewery in 1974 and Ogba Brewery in 1982.

Guinness Nigeria produces the following brands – Foreign Extra Stout (1962), Guinness Extra smooth (2005), Malta Guinness (1990), Harp Lager Beer (1974), Gordon's Spark (2001), Smirnoff Ice (2006) and Satzenbrau (2006)

In 1965, Guinness Nigeria was quoted on the Nigerian Stock Exchange with 1200 investors; while in 2007 Guinness Nigeria became the first brewing company in West Africa to be ISO 14000:2004 certified - The highest certification for a clean environmental standard globally.

1.2 Statement of the Problem

It is a known fact that television advertisements use persuasive techniques to appeal to consumers' sense of buying. It is also inevitable that television advertisements have a lot of influence on human behaviour. This influence may be either positive or negative. The kind of influence depends on the kind of advertisement.

Many a time, consumers have turned down the content of advertisements due to various reasons. Some consumers maintain that the information content of the advert is not enough, while some say that the information content of the advert does not reveal the contents of the product.

What are the attitudes of consumers towards the Guinness Stout television advertisements? If the above submission is upheld, perception should explain or account for why a consumer should prefer Guinness Stout in a vast array of lager brands in the Nigerian market.

In the light of the above exposition, this study focuses on how Guinness Stout television advertisements influence consumer buying behaviour.

1.3 Objectives of the Study:

This study is aimed at finding out the impact of Guinness advertisements on the buying habits of its consumers in Ikeja community of Lagos. This will help in the formulation of a comprehensive marketing and promotional strategy for Guinness Stout. The short term objectives of this study are:

1. To discover to what extent people watch advertisements on television.
2. To assess what appeals to consumers of Guinness Stout in television advertisements of the product.

3. To determine the performance of Guinness Stout alongside other competing brands.
4. To evaluate how Guinness Stout advertisements influences consumer buying behaviour of the product.

1.4 Research Questions:

The following research questions are formulated to act as a guide in this research:

1. To what extent do people watch advertisements on television?
2. What appeals to consumers in Guinness Stout television advertisements?
3. What is the performance of Guinness Stout in comparison with other competing brands?
4. What level of influence does Guinness Stout advertisement have on consumer buying behaviour of the product?

1.5 Hypotheses:

- 1) H_0 = Consumer choice of Guinness Stout is not related to exposure to advertisements of the product.
- 2) H_0 = Loyalty to Guinness Stout does not depend on the volume of advertising.

1.6 Scope of the Study:

The study is limited to the residents of Ikeja in Lagos State. The researcher will only focus on the attitude of the residents of the Ikeja community in Lagos State towards Guinness Stout, more specifically on television advertisements of the product in comparison with those of similar products.

1.7 Significance of the Study:

The result of the study will be of immense benefit to advertisers of Guinness Stout as it will provide a guide on planning, production and placement of television advertisements for the product.

Essentially, this study makes a significant contribution to the existing literature on the attitude of consumers towards lager products. The study will also be of great use to mass communication and marketing students who intend to take up similar studies.

It is also envisaged that findings from this study would assist the management of Guinness Nigeria Plc. to effectively promote their products in the highly competitive environment of the brewery industry in Nigerian.

1.8 Operational Definition of Significant Terms:

In this research work, the terms defined reflect how the researcher wants them to be understood in the context of this work.

- 1) **Advertising:** A method used to attract the attention of the consumers or audience to a product. It is a means of persuading them to buy your view, opinion, ideas and products which are usually done by a sponsor.
- 2) **Consumer:** someone who buys goods for consumption
- 3) **Television:** A piece of electrical equipment with a screen on which you can watch programmes with moving pictures and sounds.
- 4) **Buying habit:** The decision process and actions of people involved in buying and using products.
- 5) **Impact:** The powerful, immediate or dramatic effect that something or somebody has over another thing or person.

CHAPTER TWO

REVIEW OF LITERATURE

2.1 Introduction

This chapter is a review of related study to the topic: Influence of Television Advertising on Consumer Buying Habit of Guinness Stout in Ikeja Community of Lagos State. Therefore the core examination of existing literature for the purpose of familiarizing ourselves with the existing views and ideas on the study of the influence of television advertisements is very pertinent in this research in order to create a proper documentation of the research.

In this research work, some people were of the view that television advertising on Guinness is unnecessary because the target audience or the consumers already have a lot of information about the product due to its long existence in the beer market. This is however proved wrong in the course of this literature review.

The chapter is organized under the following headings:

- 2.2 Review of Concepts
- 2.3 Review of Related Studies
- 2.4 Theoretical Framework
- 2.5 Summary of Literature Review

2.2 Review of Concepts

The following concepts were reviewed in this study:

- 2.2.1 Television Advertising
- 2.2.2 Buying Habits
- 2.2.3 Ikeja Community

2.2.1 Television Advertising

According to McLuhan(1964, p.12), television advertisement is generally considered the most effective mass market advertising and this is reflected by the high prices television networks charge for advertising airtime during popular television events. Television advertisements appear between shows, but also interrupt the programme at intervals. This method of screening advertisement is intended to capture or grab the attention of the audience and keep the viewer focused on the television shows so that they will not want to change the channel. Instead, they will (hopefully) watch the advertisement while waiting for the next segment of the show. This is a technique of adding suspense, especially if the break occurs at a cliff hanger moment in the show.

Although television advertising has been found to have great influence on consumer behaviour, many people still deny being influenced by advertisements. However, Levis (1995, p.37) found that individuals who deny being influenced by advertisements unconsciously bought widely television advertised products. Cheskin came to the conclusion that the effectiveness of television advertisement is mostly below the threshold of consciousness, but unconsciously, we are affected by them. Krugman (1975,p. 4) in support of the fact stipulated that “The public lets down its guard to the repetitive commercial use of the television medium and it easily changes its way of perceiving products and brands without thinking very much about it at the time of television exposure. Levisohn et al (1977,p.5) also mentioned in their study on television advertisement that ‘it has become, for example a truism to observe that the impact of an advertisement is determined by complex interactions involving the product advertised, the appeal that is made on its behalf, and the consumers.’

Television advertisement is also affected by the extent to which it rightly addresses the motives of the prospects. These motives of behaviour are generally accepted as mainly fear, sex, anger

and happiness. By doing this, the advertiser is well on his way to helping the consumer reap the benefits of advertising.

Advantages of Television Advertisements

- Products can be successfully demonstrated to the understanding of the receiver.
- The deaf can see and probably understand television advertisements.
- It can reach both literate and illiterate people
- It can be timed. Most of them are featured in the evenings.
- It can easily arrest the attention of the receiver.

2.2.2 Buying Habits

Burnet (1989, p.12) opined that the process consumers go through in making a purchase varies considerably between low-involvement and high-involvement situations. Product decisions that serve high personal relevance and contain a high perceived risk are called high-involvement purchase, and they necessitate complex decision making. Products at the opposite end of the relevance/risk continuum are low involvement purchases that requires simple decision making. Simple decision making requires very little information and virtually no evaluation. These stages of decision include;

- Need recognition
- Information search
- Outlet selection and purchase decision
- Post purchase evaluation

- **Need Recognition:** This first stage occurs when the consumer recognizes a need for a product. This can vary in terms of post purchase dissonance by restating the feature and confirming the popularity of the brand or product.
- **Information Search:** This search can be casual, such as reading ads that will happen to catch one's attention. Such as searching for information in a publication. Advertising helps the search process by providing information in the advertisement itself.
- **Outlet Selection and Purchase Decision:** The fourth and fifth stage deals with the choice of an outlet and the actual purchase considering variables that affect purchase.
- **Post Purchase Evaluation:** This last stage deals with reconsidering or justifying one's purchase. This determines whether one will purchase or return it to the store. Many consumers continue to read information even after the purchase in order to justify their decisions to themselves. Advertising helps reduce post purchase dissonance by restating the feature and confirming the popularity of the brand or product.

Buying habits can be formed on basis of the brand preference which means that a consumer regards a particular brand favourably, but will not mind a substitute when the required product is not available.

Consumer preference in a particular product which does not disappoint him brings about a certain kind of attitude in the consumer. By using the product brand often, he tends to get used to it and also believe in the brand. When a consumer gets to this stage, it is known as brand loyalty. Those who have loyalty may do it for the following reasons:

- a) Brand Quality Difference
- b) Difference in Price
- c) Social Class or Standard

- d) Location of Brand
- e) Choice
- f) Advertisement
- g) Psychological Belief

- **Quality Difference:** quality has been shown to be the most important aspect to the consumer. It is the quality of the brand that is of advantage to the consumer. In other words, if the quality of the product is good, the consumer gains satisfaction, meaning that his money has not been wasted.
- **Difference in Price:** price is one of the factors that have contributed to the consumer's preference and loyalty to a particular brand. The consumer is faced with the problem of making a choice between two different brands of a product, both with average quality but different prices, the percentage of the consumer buying the cheaper one would be higher than that of those buying the expensive one.
- **Social Class or Standard:** Brand preference is further motivated by social class or stratum. Any particular social class is composed of people with sufficiently similar status in the society to give them the same sort of command over goods and services. The members of each social class generally share the same beliefs, attitude and values, and these are reflected by their behavioural patterns.
- **Location of Brand:** brand preference and loyalty could equally occur as a result of location. For instance, a particular brand might be marketed in some designated areas where not all consumers can reach all the time. Undoubtedly, the inconvenience in getting any other brand where it might be available suppresses the consumer's preference for another product.

- **Choice:** The Nigerian constitution provides for the freedom of choice. This freedom enables the consumer to choose one particular product instead of the other. The rationality of the consumer comes to surface when the fellow has the ability to make choice as well as to differentiate between one brand and the other. When a consumer believes a brand is physically different from competing brands, he goes for it because he has the freedom of choice.
- **Advertisement:** advertising assists in brand preference on consumer's choice. It uses persuasion to attract the attention of the target audience into buying a defined product or service. This method of persuasion was invented by Abraham Maslow. Hock and Ha (1991, p.221) prove that in addition to providing information, advertising must persuade people to believe or do something. If the advertisement is not convincing, it would have no persuasive or motivating effect on the consumer. So, advertisements have to be convincing in order to motivate brand preference.
- **Psychological Beliefs:** people sometimes exhibit total loyalty or fondness to a particular brand because of the effects the brand has on their psychology. Their psychological feeling could be in the case of beer, a feeling that changes the system of your body or makes you feel different after taking it. It could be a feeling of drowsiness, happiness or a feeling of increased sexual appetite. The feelings are usually fixed after one has experimented with other brands.

Buying Motives

Motivation is the driving force that induces action, determines choice and provides a strong enough reason for buying one thing or another. In acquiring a formula for motivation of viewers of a television advertisement, one first has to examine the buying motives and employ these in the advertisements.

Apart from the major motives of fear, sex, anger and happiness, which have been mentioned earlier, other motivating factors include:

- The desire to save time
- The desire for recognition and supremacy
- The desire for power
- The desire for entertainment, and
- The desire for security

Trends That Affect Choices

There are still some societies in some parts of the world that get their market guides from tradition, and certainly the pattern of thrift, saving and conspicuous consumption is much in evidence today. It is quite possible that the majority of individuals retain as their principle goal the amassing of wealth and products they will buy. There is a trend however towards wanting to get along with others rather than trying to impress them.

Another current trend is the movement towards greater consumer autonomy. That is, greater initiatives and independence on the part of the consumer. Developments among consumers themselves are favourable to greater consumer autonomy. Consumers today are more affluent, and thus have money with which to experiment. They can afford items which have individual characteristics and which are not part of the mass market. Many consumers also have more leisure time with which to cultivate individual tastes and personal consumption characteristics. Business firms will have more to gain from cooperating with the trend towards greater consumer autonomy than it will by resisting it. This means that the business firm will develop a closer selling market relationship with the customers. The larger market will go to firms that develop more new and improved products and these firms that have better consumer relationship would seem more likely to excel in this area.

The research studies carried cited above are very important to the central theme of the thesis, to the extent that they have thrown more light on why a person or group would patronize a product rather than an identical option. No wonder, Skinner (1974, p.73) comments that the primary problem that faces behaviourism is how to treat conscious contents.

2.2.3 Ikeja Community

Ikeja is an outer-ring suburb of the city of Lagos and the capital of Lagos State. It is also one of Nigeria's 774 Local Government Areas (LGAs). Ikeja was founded by an Awori hunter named Akeja Onigorun, after whom the area is named. The pioneer settlers of Ikeja are the Aworis. Some notable communities in Ikeja include Maryland, Ogba, Opebi, Alausa, Anifowose, Ipodo, Agidingbi, Oregun, Idi-Iroko, Akiode and Ojodu.

Ikeja is easily the best place on Lagos mainland to situate a business due to its strategic location and market structure. A large number of businesses mostly retail and service based operate in the area. Examples include, Law firms, IT firms, Auto sales outlets, banks, boutiques, salons, supermarkets, eateries, fast foods, business centres, hotels, pharmacies, media services, travel and tour agencies, real estate firms, private schools and private medical centres amongst others.

The Murtala Mohammed International Airport is also located in Ikeja. Other government infrastructure situated in Ikeja include, the Federal Airports Authority of Nigeria, the Accident Investigation Bureau of the Nigerian government and the Nigerian Civil Aviation Authority (NCAA). Several airlines also have their head offices in Ikeja on the grounds of the Murtala Mohammed International Airport. Examples include Arik Air and Aero Contractors. Ikeja also has one of Nigeria's largest industrial estates with a number of manufacturing companies such as Premier Paints, Cadbury plc. UAC foods, 7UP bottling company plc. Guinness Plc. and several publishing companies.

Ikeja is also famous for having the highest number of standard hotels in Lagos. Some of which include, Sheraton Hotel and Towers, Protea Hotel and Lagos Airport Hotel.

The region is home to a large computer market. The computer market began as a small market of only 10 shops. The market now has well over 800 stores. While most vendors provide the expected computer sales and repair services, it is also possible to find repair services for various types of office equipment and electronic devices.

In recent times, other vendors have flooded the market due to its lucrative nature. Currently, there are well over 100 canteens sellers and cloth sellers. The computer market has proved to be especially beneficial to the retail sector of the State.

2:3 Review of Related Studies:

Caporale, G. and Monteleone, E. (2004). Influence of information about manufacturing process on beer acceptability. *Food Quality and Preference*, 15(3), 271-278

Caporale and Monteleone in a seminal paper on Food Quality and Preference illustrated how media information regarding a beer product was able to alter consumer's liking of beer product.

This review is relevant to this study because it focuses on why information on the media about a beer product was able to influence consumer's liking of the beer product. However, it does not specify the media used in its evaluation, and the beer product which was tested.

Allison R.I. and Uhl K.P. (1964). Influence of Beer Brand Identification on Taste Perception. *Journal of Marketing Research*, 1(5), 36-39

Also, Allison and Uhl (1964, p. 37) in a seminal paper on Influence of Beer Brand Identification on Taste Perception reports that consumers are unable to recognize their preferred brand in a blind taste, and that perceived characteristics of different beers are related more to firms' marketing information rather than to perceived physical differences.

This review is also relevant to my study, as it points out how marketing information can influence consumer perception of beer and makes such consumer prefer one beer over the other.

The researcher however tries to illustrate how marketing information and advertising strategy of Guinness Stout is able to influence consumer preference.

2:4 Theoretical Framework:

The consumer behaviour theory was used as the theoretical framework for the study. This theory, according to Foxall (1983, p.117) explains that the individual consumer is a rational being, and as such goes through a hierarchy of psychological effects in the attempt to be increasingly convinced that an advertised brand is appropriate for his personal use, and should therefore, be purchased.

However, the theory is used extensively to evaluate the effectiveness of advertisement and marketing management. It is based on this that Foxall writes that the persuasion creates awareness through knowledge, liking, preference and conviction to ultimate purchase.”

2:5 Summary of Literature Review

The impact of television advertising on consumer behaviour has received a wide attention by many researchers probably because it is now well known in the country. Television can even be used to conduct researches on advertising. It will therefore not be a surprise to anybody when the researchers in the field claim that advertising has an effect on consumer's behaviour especially on the consumer's purchasing behaviour.

It is also to be noted in this review that there are some other factors apart from advertising that influence the consumers in their purchasing behaviour.

The research also throws more light on why a consumer would patronize a particular product rather than an identical one.

In conclusion, television advertising seems to have gained a wider impact in consumer behaviour as portrayed in the study.

CHAPTER THREE

RESEARCH METHOD

3.1 Introduction

This chapter comprises of methods and procedures used for collecting data for the determination of the impact of television advertisements on the buying habits of consumers of Guinness stout in Ikeja community of Lagos state.

The format to be used in analysing the findings of this research are all considered in this chapter.

This chapter explains the following:

- 3.2 Research Design
- 3.3 Population of Study
- 3.4 Sampling Technique
- 3.5 Description of Research Instrument
- 3.6 Validity and Reliability of Data Gathering Instrument
- 3.7 Method of Data Collection
- 3.8 Method of Data Analysis

3.2 Research Design

Survey method is the research method used for this work, with the assertion that surveys are used to gather contemporary data. The survey method was chosen in preference to other methods like content analysis because of its capacity to measure human attitudes and opinions. The researcher generated valid information from samples of human elements that constituted the respondents of the questionnaire issued.

The questionnaire was divided into two parts, which answered the demography of various correspondents and the research questions respectively.

3.3 Population of the Study

The current population of Ikeja is approximately 4.5 million, hence making it the most populated area of Lagos. In 2011, the total population of Lagos was estimated as 11.2 million according to the United Nations (UN, 2011).

3.4 Sampling Technique / Sample Size

In order to give everyone a chance to be selected, a simple random sampling technique was used; Balloting system is the sampling technique specifically used under the simple random sampling technique.

It was used to select the sample for residents of Ikeja community in Lagos state who have attained the age of 18 and above. At the end, 200 respondents were drawn from the researcher's definite population, and copies of questionnaire were distributed accordingly. Due to the nature of the research, the population has more men than women. Different areas in Ikeja community made up of Alausa, Ogba, Agidingbi and Allen Avenue have formed the population of Ikeja for the purpose of this study. A sample of 120 men and 80 women were selected, each of the areas contributing 50 people each, making a total of 200 people.

3.5 Description of Research Instrument

The major instrument used for data collection in this study as is common with survey research is the questionnaire which provides the primary source of data.

The researcher made use of close-ended questions, and it was self-administered to the respondents.

The hypotheses were supported by 5-point likert scales to permit application of statistical analytical tool. The five points associated with each hypothesis had the following numerical codes:

Strongly Agree (SA) = 5

Agree (A) =4

Undecided (U) =3

Disagree (D) =2

Strongly Disagree (SD) = 1

3.6 Validity and Reliability of Data Gathering Instrument

These methods were used to test for accuracy in the research. Validity was used to check that instruments were in order, and the reliability was used to re-test the data gathered.

3.6.1 Validity of Instrument

After construction and critical study of questionnaire, it was passed to the researcher's supervisor for vetting and possible modification of some aspect of questionnaire.

The face validity ensured the technicality of the items in the questionnaire in order to find out if it is relevant to the study, also the content validity of the instrument checked in order to ensure their specification.

3.6.2 Reliability of Instrument

For the purpose of this study, the re-test method was used to test reliability of the data collectively. This entails administering the same questionnaire on the same respondents after an interval of about two weeks.

3.7 Method of Data Collection

The distribution of questionnaire to the population sample was done by the researcher, and collected back from them when completed. The respondents comprised of 120 men and 80 women who have attained the ages of 18 and above.

200 copies of questionnaire were administered to the residents of Ikeja community in Lagos State, and 150 copies were recovered i.e. 83 men and 67 women.

The respondents were randomly selected at each of the location of the population of study namely: Alausa, Ogba, Agidingbi and Allen Avenue.

The fact that the respondent's identity is not requested for makes them feel free, and enables him/her to respond positively.

3.8 Method of Data Analysis

Both descriptive and inferential statistics were used in analysing the data collected. The responses by the consumers to some items of the questionnaire were compiled into a frequency table according to the main variable being examined, and were analysed by simple percentage method. Inferential statistical model chi-square (x^2) was used in testing the hypothesis generated from the study. The (x^2) values calculated was compared with the tabulated values of (x^2) using 5% significance level and 2 degrees of freedom.

The formula for calculating chi-square is given as:

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

Where x^2 = chi-square

O = observed frequency

E = expected frequency

\sum = summation notation

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction:

The presentation and data analyses were gotten through face to face distribution of copies of questionnaire to the residents of Ikeja community in Lagos State. Out of 200 copies, 150 were returned, representing a response rate of 75%.

Analyses were based on both the demographic information and responses to the questions in the questionnaire which were important in answering the research questions.

The study answered the following:

4.2 Data Presentation and Analysis

4.3 Testing of Hypothesis

4.4 Discussion Findings

4.2 Data Presentation and Analysis:

The researcher presented data in both textual and tabular forms for easy reading and understanding of the presentation.

4.2.2 Analysis of demographic data:

Table 1: Age

Age	No of Respondents	Percentage
18yrs-25yrs	60	40%
26yrs-34yrs	45	30%
35yrs-49yrs	30	20%
45yrs and above	15	10%
Total	150	100%

Table 1 shows the age bracket of the respondents. Age group 18yrs – 25yrs were numbered 60 with 40%, 26yrs – 34yrs were numbered 45 with 30%, 35yrs – 45yrs were numbered 30 with 20%, and 45yrs and above were numbered 15 with 10%. This shows that the youngest group outnumbered.

Table 2: Sex

Sex	No of Respondents	Percentage
Male	83	55.3%
Female	67	44.7%
Total	150	100%

From the table above, 83 respondents with 55.3% are males, and 67 respondents with 44.7% were females. Generally, the number of male respondents outnumbered that of the females.

Table 3: Occupation

Occupation	No of Respondents	Percentage
Students	55	36.7%
Self-employed	40	26.7%
Civil servant	25	16.6%
Unemployed	30	20%
Total	150	100%

Table 3 shows that students have the highest of respondents with 55 that is 36.7%, the self Employed were 40 respondents with 26.7%, the civil servants numbered 25 with 16.6%, and the unemployed are 30 respondents with 20%.

Table 4: Marital Status

Status	No of Respondents	Percentage
Married	35	23.3%
Single	75	50%
Divorced	40	26.7%
Total	150	100%

Table 4 shows that a majority of the respondents were single, numbering 75 with 50%, followed by the divorced respondents with 40 people and 26.7%. Then lastly, the married with 35 respondents, and 23.3%.

4.2.2: Analysis of data from survey

Research Question one: To what extent do people watch advertisements on television?

Items 5 -9 on the questionnaire answered this research question

Table 5: What media do you prefer getting adverts from?

Responses	No of Respondents	Percentage
Radio	40	26.7%
Television	80	53.3%
Newspaper	10	6.7%
Bill Boards	20	13.3%
Total	150	100%

In table 5 above, 26.7% of the respondents prefer radio advertisements, 53.3% said they preferred television advertisements, 6.7% preferred radio, while 13.3% preferred Billboard adverts.

Table 6: Why do you prefer that media?

Responses	No of Respondents	Percentage
It is melodious	50	33.3%
Visual quality	70	46.7%
Easy to spot	10	6.7%
Others	20	13.3%
Total	150	100%

This table shows that 33.3% of the respondents have chosen a media of advertisements due to its melody during advertisement, 46.7% have their choices due to visual quality, and 6.7% because advertisements on such media is easy to spot, while 13.3% gave other opinions on why they have their choice of media for dissemination of advertisements.

Table 7: Do you watch television?

Responses	No of Respondents	Percentage
Yes	150	100%
No	0	0%
Total	150	100%

In the table above, 100% of the sample admitted that they watch televisions and are therefore exposed to television advertisements.

Table 8: If yes, do you specifically enjoy watching television advertisement?

Responses	No of Respondents	Percentage
Yes	83	55.3%
No	67	44.7%
Total	150	100%

Table 8 revealed that 55.3% of the respondents enjoy watching television advertisement, unlike the other 44.7% who do not really enjoy watching television advertisement. This is either because it is time consuming, boring or irrelevant to them.

Table 9: How often do you view adverts on television?

Responses	No of Respondents	Percentage
Very Often	40	26.7%
Often	60	40%
Seldom	40	26.7%
Never	10	6.6%
Total	150	100%

In table 9, 26.7% of the respondents had claims to watching television advertisements very often, while 40% of the respondents watch advertisements often. 26.7% of the respondents do watch television adverts at seldom times and 6.6% claimed that they never watch television adverts. Perhaps, they watch other television programmes, and when adverts come up, they get up to do other things that will be worth their time.

Research Question 2: What appeals to consumers in Guinness Stout television advertisements?

Questions 10-12 on the questionnaire answered this research question

Table 10: Are you a consumer of Guinness Stout?

Responses	No of Respondents	Percentage
Yes	120	80%
No	30	20%
Total	150	100%

This table shows that 80% of the respondents are consumers of Guinness Stout, while 20% are not consumers. This could probably be because they don't take alcohol, or Guinness is not their desired brand of beer.

Table 11: How would describe Guinness Stout television advertisements?

Responses	No of Respondents	Percentage
Highly persuasive	80	53.3%
Not persuasive	40	26.7%
Interesting	30	20%
Total	150	100%

In the table above, 53.3% of the respondents agreed that television advertisements have been highly persuasive generally, 26.7% disagreed, stating that television advertisements are not persuasive at all, while 20% of the respondents described television advertisement as just interesting, not persuasive.

Table 12: What appeals to you in Guinness Stout adverts?

Responses	No of Respondents	Percentage
Visual effects of the bottle	60	40%
Physical attribute of the bottle	40	26.7%
Benefit of the product	30	13.3%
Nothing	20	13.3%
Total	150	100%

The table illustrates that 40% of the respondents like Guinness Stout adverts because of its visual effects, 26.7% of the respondents just like to view the bottle on the television advert because its physical attributes, 20% love to listen to the voice over pointing out the benefit of the product in its advertisement, and 13.3% do not really enjoy anything in Guinness Stout advertisements.

Research Question 3: What is the performance of Guinness Stout in comparison with other competing brands?

Questions 13-15 on the questionnaire answered this research question

Table 13: What qualities do you like most in Guinness Stout that you do not like in other competing brands?

Response	No of Respondents	Percentage
Taste	70	46.6%
Price	10	6.7%

Advertisement	60	40%
Others	10	6.7%
Total	150	100%

The table shows that people prefer Guinness Stout more than its other competing brands mostly because of its unique taste. The respondents with 46.6% proof this. Also, 40% of the respondents love the beer because of its persuasive advertisements. The price is not really a huge factor that determined peoples preference with its percentage as 6.7%, and another 6.7% of the respondents prefer Guinness stout because of other factors ranging from the fact that it helps stomach upset, boosts the energy and gives them inspiration to think straight.

Table 14: Do you feel that Guinness advertisements persuade its consumers in terms of other advertisement contents?

Responses	No of Respondents	Percentage
Yes	110	73.4%
No	20	13.3%
Maybe	20	13.3%
Total	150	100%

In the table above, 73.3% of the respondents agree that Guinness Stout advertisements persuade its consumers in terms of other advertisement contents, 13.3% do not agree, and another 13.3% are not so sure about it.

Table 15: Do you agree that loyalty to Guinness Stout depends on the volume of advertising?

Responses	No of Respondents	Percentage
Strongly agree	70	46.6%
Agree	30	20%
Undecided	30	20%
Disagree	10	6.7%
Strongly disagree	10	6.7%
Total	150	100%

Table 15 shows that 46.6 % of the respondents strongly agree that the success rate of Guinness Stout could be attributed to its advertisements, 20% also agree, 20% are undecided, maybe because they are not too sure. 6.7% of the respondents do not agree at all, and another 6.7% strongly disagree that loyalty to Guinness Stout depends on the volume of advertising.

Research Question 4: What level of influence does Guinness Stout advertisement have on consumer buying habit of the product?

Items 16-19 on the questionnaire answered this question.

Table16: Do you agree that consumer's choice of Guinness Stout is related to exposure to advertisement of the product?

Responses	No of Respondents	Percentage
Strongly agree	80	53.3%
Agree	20	13.3%
Undecided	20	13.3%
Disagree	20	13.3%
Strongly disagree	10	6.7%

Total	150	100%
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This table shows that a lot of respondents strongly agree that Guinness Stout advertisement had effects on their buying habits, with the above average result of 53.3% gotten from the table.

13.3% just agree, 13.3% are undecided, While 13.3% of the respondents disagreed that their choice of Guinness Stout is related to exposure to advertisement of the product, and 6.7% strongly disagree with the notion.

Table 17: Did advertising affect your choice of brand?

Responses	No of Respondents	Percentage
Yes	100	66.7%
No	50	33.3%
Total	150	100%

It can be summarized from this table that 66.7% agreed that advertisement affected their choice of brand of beer, while 33.3% did not concur with it.

Table 18: Have you ever been drawn to buy a product like Guinness merely by watching television adverts?

Responses	No of Respondents	percentage
Yes	125	83.3%
No	25	16.67%
Total	150	100%

Table 18 shows that 83.3% of the respondents admitted to being drawn to buying a product such as Guinness Stout by merely watching television advertisements, and 16.67% of the respondents replied negatively to the question.

Table 19: Do you agree that television advertising is important in the marketing of a product, such as Guinness Stout?

Response	No of Respondents	Percentage
Strongly agree	80	53.3%
Agree	20	13.4%
Disagree	30	20%
Strongly Disagree	20	13.3%
Total	150	100%

In the table above, 53.3% of the respondents strongly agree that advertising is important in the marketing of a product, such as Guinness Stout, 13.4% just agree that advertising is important, while 20% disagree that advertising is important to market a product such as Guinness Stout, and 13.3% strongly disagree.

4.3 Test of Hypotheses

1) H_0 = Consumer's choice of Guinness Stout is not related to exposure to advertisement of the product.

Table 20:

Responses	No of Respondents	Percentage
Strongly agree	80	53.3%
Agree	20	13.3%
Undecided	20	13.3%
Disagree	20	13.3%
Strongly disagree	10	6.7%
Total	150	100%

This table shows that a lot of respondents strongly agree that Guinness Stout advertisement had effect on their buying habits, with the above average result of 53.3% gotten from the table. 13.3% just agree, 13.3% are undecided, While 13.3% of the respondents disagreed that their choice of Guinness Stout is related to exposure to advertisement of the product, and 6.7% strongly disagree with the notion

Table 21:

Responses	O	E	O-E	(O-E)²	$\frac{(O-E)^2}{E}$
S. Agree	80	30	50	2500	83.3
Agree	20	30	-10	100	3.3
Undecided	20	30	-10	100	3.3
Disagree	20	30	-10	100	3.3
S. Disagree	10	30	-20	400	13.3
Total	150	-	-	-	106.5

Where O represents the Observed frequency, and E represents the Expected frequency

$$E = \frac{150}{5} = 30$$

5

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

$$X^2 \text{ calculated} = 106.5$$

$$\text{Level of significance} = 0.05$$

$$\text{Degree of freedom} = k-1 \text{ where } k = \text{number of categories which is } 5-1 = 4$$

$$X^2 \text{ tabulated} = 11.07$$

Decision Rule

Where $X^2 \text{ calculated} > X^2 \text{ tabulated}$, reject H_0

Where X^2 calculated $< X^2$ tabulated, accept H_0

Since X^2 calculated which is 106.5 is greater than ($>$) X^2 tabulated which is 11.07, I therefore reject the null hypothesis (H_0) which states that; Consumer's choice of Guinness Stout is not related to exposure to advertisements of the product, and I accept the alternative hypothesis (H_1) which states that; Consumer's choice of Guinness Stout is related to exposure to advertisement of the product.

2) H_0 = Loyalty to Guinness Stout does not depend on the volume of advertising.

Table 22:

Responses	No of Respondents	Percentage
Strongly agree	70	46.6%
Agree	30	20%
Undecided	30	20%
Disagree	10	6.7%
Strongly disagree	10	6.7%
Total	150	100%

Table 13 shows that 46.6 % of the respondents strongly agree that the success rate of Guinness Stout could be attributed to its advertisements, 20% also agree, 20% are undecided, maybe because they are not too sure. 6.67% of the respondents do not agree at all, and another 6.67% strongly disagree that loyalty to Guinness Stout depends on the volume of advertising.

Table 23:

Responses	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
S. Agree	70	30	20	400	53.3
Agree	30	30	0	0	0
Undecided	30	30	0	0	0
Disagree	10	30	-20	400	13.3
S. Disagree	10	30	-20	400	13.3
Total	150	-	-	-	79.9

Where O represents the Observed frequency, and E represents the Expected frequency

$$E = \frac{150}{5} = 30$$

5

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

$$X^2 \text{ calculated} = 79.9$$

$$\text{Level of significance} = 0.05$$

$$\text{Degree of freedom} = k-1 \text{ where } k = \text{number of categories which is } 5-1 = 4$$

$$X^2 \text{ tabulated} = 9.49$$

Decision Rule

Where $X^2 \text{ calculated} > X^2 \text{ tabulated}$, reject H_0

Where $X^2 \text{ calculated} < X^2 \text{ tabulated}$, accept H_0

Since $X^2 \text{ calculated}$ which is 79.9 is greater than ($>$) $X^2 \text{ tabulated}$ which is 9.49, I

therefore reject the null hypothesis (H_0) which states that; Loyalty to Guinness Stout

does not depend on the volume of advertising, and I accept the alternative hypothesis

(H1) which states that; Loyalty to Guinness Stout depends on the volume of advertising

4.4 Discussion of Findings

The data collected from the field on the topic: Influence of Television Advertising on Consumer Buying Habits of Guinness Stout in Ikeja Community of Lagos State would be discussed in this segment. Out of 200 copies of questionnaire distributed, 150 copies were retrieved from the respondents.

Responses to the data in relation to the research questions would then be discussed thus;

Questions 5-9 on the questionnaire answered research question 1 which is; to what extent do people watch advertisements on television?

According to the data presented on the tables, it is an analyzed evidence that 26.7% of the respondents prefer radio advertisements, 53.3% said they preferred television advertisements, 6.7% preferred radio, while 13.3% preferred Billboard adverts. 33.3% of the respondents have chosen a media of advertisements due to its melody during advertisement, 46.7% have their choices due to visual quality, and 6.7% because advertisements on such media is easy to spot, while 13.3% gave other opinions on why they have their choice of media for dissemination of advertisements. 100% of the sample admitted that they watch televisions and are therefore exposed to television advertisements. 55.3% of the respondents enjoy watching television advertisement, unlike the other 44.7% who do not really enjoy watching television advertisement. This is either because it is time consuming, boring or irrelevant to them. In table 9, 26.7% of the respondents had claims to watching television advertisements very often, while 40% of the respondents watch advertisements often. 26.7% of the respondents do watch television adverts at seldom times and 6.6% claimed that they never watch television adverts. Perhaps, they watch other television programmes, and when adverts come up, they get up to do other things that will be worth their time.

Questions 10-12 on the questionnaire answered research question 2 which is: What appeals to consumers in Guinness Stout television advertisements?

According to the data presented on the tables, we can also analyze that 80% of the respondents are consumers of Guinness Stout, while 20% are not consumers. This could probably be because they don't take alcohol, or Guinness is not their desired brand of beer. 53.3% of the respondents agreed that television advertisements have been highly persuasive generally, 26.7% disagreed, stating that television advertisements are not persuasive at all, while 20% of the respondents described television advertisement as just interesting, not persuasive. 40% of the respondents like Guinness adverts because of its visual effects, 26.7% of the respondents just like to view the bottle on the television advert because its physical attributes, 20% love to listen to the Voice Over pointing out the benefit of the product in its advertisement, and 13.3% do not really enjoy anything in Guinness Stout advertisements.

Questions 13-15 answered research question 3 which is: What is the performance of Guinness Stout in comparison to other competing brands?

Majority of the respondents claimed that people prefer Guinness more than its other competing brands mostly because of its unique taste. The respondents with 46.6% proof this. Also, 40% of the respondents love the beer because of its persuasive advertisements. The price is not really a huge factor that determined peoples preference with its percentage as 6.7%, and also 6.7% of the respondents prefer Guinness stout because of other factors ranging from the fact that it helps stomach upset, boosts the energy and gives them inspiration to think straight. , 73.3% of the respondents agree that Guinness Stout advertisements persuade its consumers in terms of other advertisement contents, 13.3% do not agree, and another 13.3% are not so sure about it. that 46.7 % of the respondents strongly agree that the success rate of Guinness Stout could be attributed to its advertisements, 20% also agree, 20% are undecided, maybe because they are

not too sure. 6.7% of the respondents do not agree at all, and another 6.7% strongly disagree that loyalty to Guinness Stout depends on the volume of advertising.

Questions 16-19 answered research question 4 which is: What level of influence does Guinness Stout advertisement have on consumer buying habit of the product?

A lot of respondents strongly agree that Guinness Stout advertisement had effects on their buying habits, with the above average result of 53.3% gotten from the table. 13.3% just agree, 13.3% are undecided, While 13.3% of the respondents disagreed that their choice of Guinness Stout is related to exposure to advertisement of the product, and 6.7% strongly disagree with the notion. 66.7% agreed that advertisement affected their choice of brand of beer, while 33.3% did not concur with it. 83.3% of the respondents admitted to being drawn to buying a product such as Guinness Stout by merely watching television advertisements, and 16.67% of the respondents replied negatively to the question. 53.3% of the respondents strongly agree that advertising is important in the marketing of a product, such as Guinness Stout, 13.4% just agree that advertising is important, while 20% disagree that advertising is important to market a product such as Guinness Stout, and 13.3% strongly disagree.

The first hypothesis proved that consumer choice of Guinness Stout is related to exposure to advertisement of the product, also the second hypothesis accepted the alternative which states that: Loyalty to Guinness Stout depends on the volume of advertising.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The purpose of this research was to find out the Influence of Television Advertisements on Consumer Buying Habit of Guinness Stout in the Ikeja Community of Lagos State.

The research was analyzed using questionnaire, and hypotheses. 200 copies of the questionnaire were distributed, and 150 were retrieved by the researcher. The hypotheses were tested using the chi-square method of analyses.

5.2 Summary

The findings of this study show that television advertisement of Guinness Stout is the most preferred among all other media because of its visual quality. Also, consumers who claimed to have preferred Guinness Stout to other competing brands because of other variables such as taste, price, satisfaction and other interpersonal influences admitted to doing so through the influence of television advertisement of Guinness Stout.

Finally, television plays a very important role in influencing consumer buying habits of Guinness Stout through its advertisement.

5.3 Conclusion

The study reveals how consumers think, feel and behave towards television advertisements of Guinness Stout. While consumers do not swallow hook, line and sinker whatever advertisements are beamed to them, they are however drawn to television advertisement by appeals of Guinness Stout advertisements.

The study also explains that in television advertisements, the audience must want something, notice something, do something and get what they want.

The frequency of needs satisfaction in this study is very instructive. The respondents show interest in Guinness Stout advertisements as a result of their entertainment value.

Finally, it was discovered that most consumers were influenced to buy Guinness Stout as a result of advertisements that they see on television.

5.4 Recommendations

The study shows that consumers have certain variables that influence their buying habits such as price, taste, product design and advertisement.

Out of these other variables, advertisement was considered the most influential especially with television as the most preferred medium.

It is therefore recommended that in the advertisement of Guinness Stout, the company should pay more attention to using television as a medium of advertisement. Television should be considered first before any other media of advertising as its influence is most exciting.

The advertising department of the company should design messages that are appealing to men as they are more susceptible to Guinness Stout advertisements. They should also endeavor to check that all claims which they are making about their products such as price factor, taste, quantity etc. which would be reflected on television advertisements are true and authentic.

5.5 Suggestions for Further Studies

Due to the limitations surrounding the research such as time, fund etc. the researcher suggests that other researchers embarking on project relating to television advertising should first refer to similar project works like this, and also make use of useful search engines on the internet.

Future researchers should embark on meaningful research on the importance of advertising, and the importance of television as a medium for advertising. They should pinpoint on factors militating against television advertising in Nigeria, so that he/she can further educate the consumers, advertising agencies, industries and government on television advertising. This will be used to boost the economy and satisfy the consumers.

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Appendix A

Dept. of Mass Communication,
Caritas University,
P.M.B 01784,
Amorji-Nike,
Enugu State.
20th May, 2013.

Dear Respondent,

I am a student of Mass Communication department of the above named school, currently researching on: The Influence of Television Advertising on Consumer Buying Habit of Guinness Stout in the Ikeja Community of Lagos State.

Kindly assist by responding to the questionnaire to enable me write my project on the above topic. All information supplied would be used in confidence and solely for academic analysis. Thank You.

Yours faithfully,

Ukaegbu Udochi V.
(Researcher)

Appendix B

Questionnaire

Instruction; Please kindly tick [] in the box spaces provided [tick in one of the box for each question.

1. What is your age group?
 - a) 18yrs – 25yrs []
 - b) 26yrs – 34yrs []
 - c) 35yrs – 45yrs []
 - d) 45yrs and above []
2. What is your gender?
 - a) Male []
 - b) Female []
3. What is your occupational status?
 - a) Student []
 - b) Self-employed []
 - c) Civil servant []
 - d) Unemployed []
4. What is your marital status?
 - a) Married []
 - b) Single []
 - c) Divorced []
5. What media do you prefer getting adverts from?
 - a) Radio

- b) Television
 - c) Newspaper
 - d) Bill Boards
6. Why do you prefer that media?
- a) It is melodious
 - b) Visual quality
 - c) Easy to spot
 - d) Others. Please specify.....
7. Do you watch television?
- a) Yes []
 - b) No []
8. If yes, do you specifically enjoy watching television advertisements?
- a) Yes []
 - b) No []
9. How often do you view adverts on television?
- a) Very often []
 - b) Often []
 - c) Seldom []
 - d) Never []
10. Are you a consumer of Guinness Stout?
- a) Yes []
 - b) No []
11. How would you describe Guinness Stout television advertisement?

a) Highly persuasive []

b) Not persuasive []

c) Interesting []

12. What appeals to you in Guinness adverts?

a) Visual effects of the advert []

b) Physical attribute of the bottle []

c) Benefit of the product []

d) Nothing []

13. What qualities do you like most in Guinness stout that you don't like in other competing brands?

a) Taste []

b) Price []

c) Advertisement []

e) d) Others [] please specify

14. Do you feel that Guinness advertisements persuade its consumers in terms of other advertisement contents?

a) Yes []

b) No []

c) Maybe []

15. Do you agree that loyalty to Guinness Stout depends on the volume of advertising?

a) Strongly agree []

b) Agree []

c) Undecided []

d) Disagree []

e) Strongly Disagree []

16. Do you agree that the consumer's choice of Guinness Stout is related to exposure to advertisement of the product?

- a) Strongly Agree []
- b) Agree []
- c) Undecided []
- d) Disagree []
- e) Strongly Disagree []

17. Did advertising affect your choice of brand?

- a) Yes []
- b) No []

18. Have you ever been drawn to buy a product like Guinness Stout merely by watching television adverts?

- a) Yes []
- b) No []

19. Do you agree that television advertising is important in the marketing of a product, such as Guinness Stout?

- a) Strongly agree []
- b) Agree []
- c) Undecided []
- d) Disagree []
- e) Strongly Disagree []