

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study:

Advertising is one of the tools used for persuasive communication to target audience. Advertising is the communication relayed from companies to persuade an audience to purchase their products. This communication is usually through various forms of paid media.... TV and radio commercials, print advertising, billboards and more. Every communication is advertising is intended to be persuasive. This becomes clear with the definition of persuasive communication by Osubiyi (1999), which is a conscious attempt by one individual to change the behavior of another individual or groups of individuals through the transmission of some messages. Persuasive communication relates the intention of the communication with resultant behavior of the receiver. Successful persuasive communication produces the desire and behavior while failed ones don't.

Simply put, advertising is any form of non-personal presentation and promotion of ideas, goods and services usually paid for by identified sponsor. The key points to note are:

- i. Advertising is non-personal directed to a range of anonymous people.
- ii. Usually paid for, this fact differentiates advertising from publicity which is not usually purchased.
- iii. For obvious reason, the sponsor of the advertisement is identified. In fact, in most instances, identifying the sponsor of the advertisement is the prime purpose behind the advert, otherwise why advertise? This is so because by putting their names behind their products or goods, advertisers try hard to fulfill the promise they claim.

Basically, advertising seek to establish, modify or reinforce attitudes, causing consumers to try a new product, buy more of it or switch brands. Brand advertising seeks to create an image or personality for a product out unique position for it.

The rate of advertising in society is a controversial one, largely because opinions associated with it are heavily interwoven with more fundamental vows and beliefs about how a society does and should operate. Aaker and Myers (1989:503): advertising performs some basic functions in the society, first, it serves the marketing function by helping companies that provide product and service and ideas, sells their products in conjunction with personal selling and sales production. Some advertising however maybe aimed at providing public service because it gives us information about goods and services. No wonder the International Advertising Association states: “to be properly informed, the consumer needs advertising”.

Also, advertising help people learn about new products and service and improvements in existing ones through advertising. Agu (1990) asserts that advertising creates awareness, stimulates demand and encourages greater production and ultimately leading to improvement in the standard of living. Hence, advertising provides consumer education as it ensures national and freedom of choice by consumers. The promotion of free and rational consumer choice is a very important aspect of the informative role of advertising. Practical advertising cannot be complete without a clear understanding and application of the principles of consumer’s behavior.

Advertising has grown as a tool of academic inquiry, a field of professional practice and an index of modern business. It has come to assume the center of modern business marketing strategy. Billboard advertising has assumed a wider and prominent position of product promotion in recent times in Nigeria.

Despite electronic media, billboard advertising got product promotion on the increase and has been dominating the forms of advertising. A result of billboard advertising has emerged as it is recognized by the advertisers as a subsidiary of the Advertising Practitioners Council of Nigeria (APCON). But has been articulated by Adeyemi (1969) the constitutional provisions on freedom of expression can be said to amount only to an orderly freedom of which cannot be used as a license to spread communication that debased public morality.

However, many of these ethical principles have in the course of time, grown to become statutory regulation codified laws. Decree 55 of 1988 among other provisions provides that APCON show regular and control of the practices of advertising in all aspects and ramification. It is in this immense and wide power conferred on it that APCON developed a code of ethics to guide and regulate the practice of advertising in Nigeria which accommodated in no small measure the use of billboards as a way of communicating messages to the masses.

The increase in billboard advertising underscores the effectiveness of billboard on product promotion. Billboards are usually located at point with high vertical and human traffic. Consequently, users of such points are regularly exposed to the advertisement in the board. Secondary, billboards also offers a high degree of locational flexibility. In other words, the boards can be placed where the advertisers actually intended them to be. In addition, they tend to have lower cost per thousand than most of the other media. They are usually more cost efficient, especially for the advertiser with a small budget. Billboards offer the advantages of very good colour reproduction and at the small time, it is an effective reminder medium offer servicing as a catalyst for buyers who buy in impulse.

The greatest problem encountered by advertisers and their agencies with regard to billboard is site monitoring is usually deficient and so when posters get torn or washed out, it takes a while to discover and repost. This is because the sites are usually scattered around very far geographical locations.

The posters used on the boards are usually tedious to print and post especially when numbers of sites to be covered are too many. In other words, boards make intense creative demands on the agency because they are usually seen in a fleeting second, they have to be powerfully executed so as to intrude on the passer-by's consciousness. In this case, they tend to function better as a reminder media and execute the primary and the sole medium for an advertising campaign. Aside its cost efficiency, it contributes to environmental aesthetic and enduring feature of landscape of towns in the country.

Again, if one glances down the major lengths in the streets in Enugu metropolis, you will notice the presence of 7up bottling company advertising billboard just to help the flag flying and to make sure that the consumers will remain and always patronize their products.

The seven-up (7up) bottling company PLC is one of the largest independent manufacturers and distributors of the well-known and widely consumed brands of soft drinks in Nigeria. Their brands are Pepsi, 7up, Miranda, Teem and Mountain dew.

A Lebanese Mohammed El-Khalil who came to Nigeria for the very first time in 1926 founded the company. Mohammed is the father of the company's current chairman Faysal El-Khalil.

The company metamorphosed from a very successful transport business (El-Khalil transport) in a bid to diversify the then largest transport company in the then entire west of Africa. On October 1<sup>st</sup> 1960, the exact day our great country Nigeria won her independence, Nigerians also experienced the birth of a soft drink giant as the first bottle of 7up rolled out from their factory located in Ijora. Since then the company continued to grow in the leap and the bound.

Outdoor advertising has become a major advertising medium by advertising firms in Enugu metropolis using 7up as a study and it is an indispensable source of revenue for Enugu state government while advertisers buy space in newspapers and magazines, for outdoor advertisers, he rent cites as 7up usually points every corner in Enugu metropolis with its billboard.

In executing this research, the researcher will try to identify why billboard advertising seems to be more popular than other means of advertising in terms of product promotion of 7up bottling company billboards in Enugu metropolis. Also this study will try to find out the acceptability of billboard advertising in the society. Among other things, this study also helps to establish the contribution of billboards to product promotion, acceptability of billboard advertising in the society. This study also hopes to establish the contribution of billboard to promote business.

## **1.2 Statement of Research Problem**

The problem of this research work deals mainly on how billboard advertising can develop the print media. We know advertising revenue is one of the strongholds and pillars supporting the various print media and that without advertising revenue most print media houses will collapse especially private media houses.

The research works explains how billboard advertising sustains print media and to which extent and level do billboard advertising promote products and services advertised.

### **1.3 Objectives of the Study**

The following are the objectives of the study:

- i. To find out if advertisers in Enugu metropolis patronize billboard advertising.
- ii. To determine the effectiveness of billboard advertising on 7up bottling company product provision and promotion.
- iii. To find out whether it carries the same message with other media in the same product.
- iv. To find out the contribution of billboards to environmental beauty or otherwise.

### **1.4 Research Questions**

For this research work, the following questions were raised by the researcher:

- a. Do Enugu advertisers patronize billboard advertising?
- b. How does billboard advertisement influence consumers of 7up bottling company in Enugu metropolis?
- c. To what extent do billboard advertising messages reinforce electronic and print media messages?
- d. How far does billboard advertising contribute to environmental beauty?

### **1.5 Research Hypotheses**

The research hypotheses are seen as follows:

H<sub>1</sub>: Enugu advertisers do patronize 7up bottling company billboard advertising.

H<sub>0</sub>: Enugu advertisers do not patronize 7up bottling company billboard advertising.

H<sub>2</sub>: Billboard advertising does influence consumers of 7up bottling company in Enugu metropolis.

H<sub>0</sub>: Billboard advertising does not influence consumers of 7up bottling company in Enugu metropolis.

H<sub>3</sub>: Billboard advertising message do reinforce electronic and print media messages.

H<sub>0</sub>: Billboard advertising message do not reinforce electronic and print media messages.

H<sub>4</sub>: Billboard advertising do contribute to environmental beauty.

H<sub>0</sub>: Billboard advertising do not contribute to environmental beauty.

### **1.6 Significance of the Study**

This study brings to our knowledge the degree of influence other product promotion activities and advertising exerts on billboard advertising.

The study will also serve as a guide to manufacturers and advertisers in their day to day management of product promotion via 7up bottling company billboard advertising. On the other hand, this study will also serve as good feasibility study for perspective investors in billboard advertising sub-sector.

### **1.7 Limitation of the Study**

The study is limited to the Enugu metropolis. It is chosen as the area in carrying out the research in this project and all research done within the study are limited to Enugu metropolis.

Due to the problem of time and money, the researcher may also encounter certain other limitations such as the problem of having to manage class work with the research work as well as

the problem of gathering enough materials for the study. But in spite of this, the researcher will make sure that all these problems are managed well in order to come up with a good result that can be a plus to the area of study.

### **1.8 Definitions of Terms (Operational)**

- a. **Impact:** This refers to the average number of Enugu residents that the picture and wording of 7up bottling company billboard have made a striking impression on.
- b. **Billboard:** This refers to a large sign used for advertising of products and services.
- c. **Promotion:** This is the publishing and advertising of product tangible or intangible. This is the placement of 7up bottling company billboard in strategic places in Enugu metropolis.
- d. **Product:** This is a bundle of utility offered to the consumer by a profit and non-profit organizations.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Sources of Literature Review**

The sources of literature review are gotten from textbooks on advertising, mass media, and introduction to mass communication, encyclopedia and internet.

Within the limited time available for this study, efforts were made to locate literatures in billboards. Such efforts include a trip to the 7up bottling company here in Enugu, National library, Caritas University library.

#### **2.2 Review of Related Literature**

Bran (1982) states that advertising as an industry that supports our economic system. Without it, new products and business could not be introduced and development in others not announced. Competitive advertising of new products and business powers the “engine of our economy, fostering economic growth and creating jobs in many industries.

He also said that people using advert to gather information before making buying decision, advertising revenues makes possible the “free” media we use not only for entertainment but also for maintenance of democracy by showing us the bounty of our capitalist tree economy. Advertising increase national productivity and improve the standard of living. Since ours is a capitalist society whose economies depends on the exchange of goods and services. Complaints then have less to do with the existence of advertising than with its content and conduct.

Molokwu (1985), advertising agency has four functions namely: planning the strategy for the advert and buying the media in which to run them. The media expected to work with the

team to identify the most effective and cost effective way to reach the target audience and negotiate with the media to buy specific spots or space to the best job. For the brand with a growing range of media research available, they have to be literates or able to extract value from media owners, media planners and buyers are usually different people though they have to work closely together.

Bells (1997) states that advertising agencies started in the early nineteenth century as brokers selling and advertising space for newspapers and news sheets. It was only later that they realized that they could make more money and give better service by providing the advertisers with copies to fill space they had sold.

He emphasized that the big break at full service dates back to the late 1960s when a pioneer's set up specialist agencies to handle media buying. They recognized that this activity was different in character from other agency tasks and argued that by concentrating purely on buying, they could offer better value to advertisers than the traditional agencies. Practices vary from country to country, **example**; In France, when Carat came to rapidly dominate media business. Media shop could buy blocks of space or time from media owners at a discount and then sell to their clients at whatever price they judged appropriate. They became in effect, media wholesalers and this practice generated revenue for the media house. Bells also stated that one advantage that media house have is, they can easily sell their services to competing conflicting clients in the same field.

Obonna (2003) states that to attract audience, media supply important information to advertisers about their audience. This information is the information of media planning by advertisers agencies and provides an essential service, the descriptive information that media collect include data on the number of people exposed to their content as well as description of

readers and viewers of demographic characteristics and in other categories of useful advertisers. In some cases, these data are compiled by the media themselves are substantiated by some outside firm.

A private firm that verifies the readership data released by newspapers, magazines and billboards.

In broadcast media, both potential reception and actual audience measure are made by independent research firms. He added that advertisers vary considerably with the need and objectives of their advertising plans.

Brown (2003) remarks that the advertising budget for consumers durable goods, on the other hand is somewhat different from that of disposable goods, reflecting on the polarities of these advertisers. Marketers of durable goods (such as refrigerator and other major appliances) find the highest concentration of prospects for their products among home owners who are slightly older and better off financially than average television viewer.

He also stated that the product information is important to the buying decision and after represents important advertising components. For this reason, marketers of durable goods concentrate on their target market groups.

Bittner (1775) observes that television is the newest of the major advertising media, yet, it is widely considered the most powerful. In the recent years, television advertising revenue has increased tremendously to about fifty million naira.

Television has become our major source of entertainment and information, advertisers know how we television and how important it has become in shaping our behavior in the market place.

He also stated that advertising was well positioned to put people together not only because agencies has expanded during the Second World War but also because of television, radio formats, stars, and network structure had moved wholesale to the new medium.

Barry (1982) says that the first radio advertisement was broadcast of I.W.E.A.F in 1992 and the cost was fifty dollars for ten minutes spot.

Radio was important to advertising in many ways. Firstly, although people both inside and outside government were opposed to commercial support of the new medium, the general public had no great opposition to radio advertisement, many welcomed radio advertising seem a natural way to keep radio free.

He also states that radio is an attractive medium for advertising, for reasons other than its delivery of a homogenous audience. Radio advertisement was inexpensive to produce and therefore can be changed, updated and specializes to meet specific audience demands. Advertisement can also be specialized to different times of the day.

In addition, as radio time is inexpensive to buy especially when compared to television they have an audience loyal to specific format station, which is presumably loyal to those who advertise on it. Radio can be said to be listener's friend that travels with them and talks to them personally.

Osagie (2001) states that the cost of advertising in print media can be determined from publications "rate card". A newspaper rate is a reliable source of information about circulation, physical distribution of the newspaper and advertising costs.

Furthermore, like the broadcast media, the cost to advertise in newspapers depends on the quality and quantity of the audience, the amount of space purchased the frequency of advertising, any other special duties the advertisers wishes to purchase.

### **2.2.1 Billboard Messages**

Billboard messages can influence one or more of response stages. The typical sequence is awareness, comprehension, conviction and action.

According to Ray (1973), these stages can be subsumed under one of the three major levels of understanding, cognition, effective and continuous.

Ray contended that the important question is whether cognition precedes effective and connotation or some alternative formulation is appointed.

Implicitly, it is often difficult for advertisers to determine which hierarchy that best reflect a particular audience. Obviously, the amount of interpersonal interaction with respect to a particular type of product prior to a new message about the product is often impossible to determine. In such cases, the best is to assume that the relationship between the product and the buyer is practically non-existent than all levels must be considered.

Polaitz (1960) notes that exposure is entirely the responsibility of the medium though the medium's freedom goes beyond that into the mood, its confidence in the medium and other benefit the medium delivers for its advertising content. Given these extra functions performed by medium chosen for advertisement, the need for a thorough media study and optimal selection because resection are provocation and exalting the time and few subsequent times they are seen but at the twentieth or twenty-fifth time, they are obnoxious.

In some cases, advertising receives severe cynicism, because of this therefore products or services it is promoting.

As Allport (1970) again emphasizes, people exposed to alcoholic beverage advertising, those who find some current motion pictures offensive objects to those movies. In some similar view, advertising sometimes criticize because some people dislike the medium practice on the whole, the most persistence and or articulate criticism against advertising is its supposed tendency to deceive consumer into making sometimes irrational purchase decision. Most critics of advertising especially billboard see it as a manipulative tool of business whereby the consumer who they presume ignorant and incapable of making rational economic judgment is unfairly bludgeoned into buying things he does not need or really want.

Beulding (1955) stated that advertisers should be devoted to an attempt to building up in his or her mind the consumer irrational preference for certain brands of goods. Also in their book titled consumer behavior, Reynold and Well submit that: Advertising can have the impact of misinformation and misleading consumer goods. The sponsor advertisement has a resistless use to present his product in the best possible light. That is, the advertiser displays his product at the pact of his attainable perfection and a bit beyond, when he thinks he can get away these short comings notwithstanding, advertising entices, accept the need for some form of product information since an informed consumer is considered fundamental to the classic model of a free economy. On the other hand, protagonists of advertising never cease to argue in its usefulness and necessity for the total economic wellbeing.

Advertising is considered the lynch-pin by which everything in the economic system hangs together the consumer benefits, the economic growth, the corporate profits, and the technological

advertisement. It is also to the credit of advertising that promote freedom of choice among consumers.

### **2.2.2 Uses of the Billboard Signs**

The outdoor is one of the most important for the national advertiser. It is most suited for intensively distributed impulse goods bought by advertisers by brand name. In this category are cigarettes, soft drinks, beer, and chewing gum and so on.

The medium is also good for automobile service and product like tyres, batteries, oil, etc. The outdoor is at times used as a supplementary medium which uses short slogans to amplify effort by other media. It reminds the audience repeatedly and makes last minute appeal as the audience goes into a commercial area or market. It is quite an effect medium, it is displayed for at least 30 days and for repeated impact on audience.

Wimeck (1982) believes that where advertising is placed, its vehicle affects recall of its message, rating of its sponsor and returns of its coupon.

The billboard or outdoor is basically a communication for people in a hurry, people moving at high speed but whose attention must be caught and held instant. This medium shows the advertiser's art at its best. The basic design principles fully apply here, layout and illustration have to be very well balanced. Only the basic essentials should be included, everything appearing on the poster must contribute to its effectiveness. Every advertising design must have something to say. This has to be important and should be said straight, plain and simple. The audience does not have time to stop and read between lines for hidden meanings. It has given simple and crisply.

Polaitz (1980) notes that exposure is entirely the responsibility of the medium through the medium's function goes beyond that into mood it creates in its readers, viewers or listeners, their confidence in the medium and other benefit the medium deliver for its advertising content.

The outdoor medium keeps the message in audience mind and makes the last minutes appeal to audience on their way market. It highlights the more elaborate messages uses repeated impression to make impact, the message has long exposure and ways displayed at strategic points for at least 30 days.

Though the outdoor message is open to a large non-selected audience, selectivity and targeting is possible with different posters directed at particular areas where a service or the advertiser product is available.

### **2.2.3 The Major Vehicles of the Outdoor Advertising Medium in Nigeria.**

The major vehicles of the outdoor advertising medium in Nigeria today include:

1. **Crown and Double Crown Posters:** Which measure 10 inches X 15 inches and 20 inches X 15 inches respectively and are mostly for indoor application on notice boards, in buses or on walls of premises.
2. **Street Signs:** It measures 2ft X 2ft, boxed and may or may not be illuminated. They are usually located at road junctions with names of streets on separate metal sheets pointing to appropriate directions.
3. **4 Sheet:** This poster measures 40 inches X 60 inches and is mostly posted in constructed aluminum framed boxes, covered with glass, located both indoors and outdoors within and around shopping complexes, airports, hospitals, schools, parks, beaches, market and alongside-walks. Frequency of posters change depends on the location indoor or outdoor.



4. **8 sheet and 16 sheet:** These measures 6ft.8inches X 5ft and 6ft.8inches X 10ft respectively and are posted on billboards within the city, along streets with high foot traffic and average speed vehicular movement. Averagely, posters are replaced bi-monthly during the dry season and every six weeks or as necessary during the rainy seasons.
5. **40 Sheet:** These measures 6ft.8inches X 25ft and is posted on billboards along highways and areas within the city, which command high speed vehicular movement. Frequency of poster change is as for 16 sheet billboards above.
6. **Bulletin Boards:** This is larger than the 40 sheet boards, measuring 9ft.6inches X 36ft and may be larger. The main function of this size of hoarding is that rather than being over-posted with posters, this allows for special effects such as illustrations sticking out beyond the boards of the hoardings. Because of its size, it is located exclusively along highways where its message can be read from a reasonable distance from a speeding vehicle.

Others are:

1. High-rise / Roof-top Boards.
2. Spectacular / Illuminated Billboards.
3. Aerial Balloons and
4. Transit Ads Taxi and Bus Panels.

#### **2.2.4 Development of the Outdoor Medium in Nigeria**

Outdoor advertising is one of the oldest mass media in the Nigerian market, coming a close second to the newspaper. The medium makes its debut in the country in 1928, having been

introduced by the United African Company (UAC) limited, with the display of Raleigh Industries and Oval time metal signs and double crown posters (Olaghere, 1991).

Initially, the company's outdoor operations were part of the services of the in-house advertising unit of the Unilever Group the West African Publicity Limited (WAPL), which in 1951 introduced the neon sign technique to flash messages across the country, beginning with the Hercules bicycle. The outdoor unit of WAPL was subsequently merged with Pearl and Dean in the early 50s to provide a joint outdoor and cinema service.

By 1954, the business had grown substantially to justify the creation of Afromedia as an autonomous commercial outfit offering full outdoor advertising services while Pearl and Dean concentrated on the cinema business.

Along the line, however, this pioneer medium yielded its prominent position to the radio and television media soon after they were introduced in 1959. By 1962, when all the then regional governments and the federal government had established radio and television stations, outdoor was completely supplanted to the third position in the order of advertising media mix ranking. That was the status quo until the peak of economic recession in the country between 1983 and 1986 (Amaechi, 1991).

As a direct result, the sharp fall in Nigeria's crude oil export earnings during that period, the country's foreign exchange reserves collapsed. It became extremely difficult to source funds in hard (convertible) currencies (dollar, pound sterling, etc) for the importation of essential industrial raw materials and spare parts.

Consequently, many industries were forced to shut down. A few managed to limp along at grossly reduced installed production capacities (less than 30 percent in many cases) as a result of which fewer goods were produced or supplied to the markets.

Advertising became virtually irrelevant to marketing and the media suffered severely from the absence of advertising patronage.

During this trying period for the media and advertising industry, the outdoor medium sprang back to life emerging the primary medium for maintaining established brand names in the minds of loyal consumers. Many advertisers also used the outdoor medium at this critical period because their rates were relatively the cheapest. There was virtually no advertising in the other mass media such as the radio, television, newspaper and magazine.

In the euphoria of the windfall to the industry, outdoor contractors embarked on sporadic and arbitrary rate increase first from ₦30.00 per 16 sheet site per month in 19/86 to ₦53.00 monthly per 16 sheet site (Amaechi, 1991).

Eighteen years later, outdoor rates had hit an all-time high, with conventional 16 sheet site rate at ₦5,000.00 per month and above. But that is nothing when compared to 2005 average rental of ₦60,000.00 per month for the 16 sheet billboard and up to ₦3 million annually for an illuminated bulletin board.

This spate of arbitrary rate increases has often been a source of conflict between outdoor contractors and advertising agencies. Also, more outdoor companies soon hurriedly came into existence to join in the scramble for revenue from the windfall.

As a result, many hoardings were recklessly sited without any respect for professional standards. Billboards were poorly maintained and clutter of the environment had become a cause of grave

concern to state governments, advertisers, the reputable outdoor contractors and advertising professionals.

Unfortunately for the outdoor medium, with the introduction of the second – tier Foreign Exchange Market (SFEM), which significantly abated the foreign exchange problem of manufacturers with the attendant increase in production levels, the radio and television once more took over the centre-stage of media advertising in the country.

The outdoor has however, remained one of the three principal advertising media in the country, fluctuating between the first and third positions in most major media mixes, depending on the product or service from data collected from major advertising agencies. According to Amaechi (2004), the following is the average annual national media budget share breakdown.

Television	→	35% – 65%
Outdoor	→	25% – 35%
Newspaper	→	10% – 25%
Magazine	→	8% – 15%
Cinema	→	15% – or more(Amaechi, 2004)

In order to enhance the image of outdoor business, control/monitor and maintain professional standards in the country, outdoor contractors organized themselves into a body called Outdoor Advertising Contractors of Nigeria (OACN) (Owoborode, 1991). In the more glorious days of outdoor advertising, specifically in 1985, the OACN was renamed Outdoor Advertising Association of Nigeria (OAAN).

Today, this body has about 76 corporate members who account for at least 80 percent of the ownership of all outdoor display hoardings and perhaps as much as 95 percent of the rentals revenue accruing from standardized display of hoardings in Nigeria. It is estimated that the total number of billboards (of all sizes) in Nigeria today is 100,000 with billings running into billions of Naira.

In 2003, when advertising generally was reported to have accounted for about ₦75 billion of the nation's Gross Domestic Product, with the formal advertising group under the umbrella of the Association of Advertising Agencies of Nigeria (AAAN) believed to have billed about ₦14 billion (Clifford Amuzuo, 2004), outdoor billings was estimated at about ₦19 billion.

### **2.2.5 Outdoor Advertising and the Law**

As earlier noted, the development of outdoor advertising in Nigeria has been marked by series of crisis primarily with federal government agencies, state governments and local government councils as well as the Advertising Practitioners Council of Nigeria aside from the conflicts between outdoor contractors and the advertising agencies and among contractors themselves.

It is therefore necessary to examine how the laws of the land have contributed to the development of outdoor advertising and even the frequent conflicts, which seem to plague outdoor advertising.

According to Uvieghara (1991), "while it is not too clear what informed the content and substance of existing legal provisions on outdoor advertising, it has been suggested that the primary rationale for the regulation of outdoor advertising is the preservation and enhancement of the beauty of the environment".

Thus, the “Town Planning Edict, 1985 of Lagos State provides that district master’s plans shall provide schedules, regulations and standard of regulation controlling advertising displays”

Similarly, Uvieghara notes that the Totion and Country Planning Law Cap. 130 laws of Northern Nigeria, 1963 provides that:

*Every scheme shall contain such provisions as are necessary or expedient for prohibiting or regulating the development and rise of the objects for which the scheme is made and in particular for dealing with any of the matters mentioned in the first schedule.*

Uvieghara further asserts that one such matter in the schedule is:

*Prohibiting, restricting, or controlling either generally or in particular places, the ground, on any temporary erection, on any vehicle, boat, aircraft or other movable object, whether on land or in public places.*

Public safety is perhaps another orientation, which is taken into account in the regulation of outdoor advertising. Hoardings, haphazardly erected, do obstruct or impair view or distract attention or even cause confusion with official road signs. Personal injury to property may result out of faulty erection or improper or no maintenance.

There are several laws with which governments have sought to regulate advertising. Under the Federal Highways Act of 1971, the Minister of Land and Housing has power for the prohibition of erection of hoardings and other forms of advertising within a distance of three

hundred feet from the middle line of any road formation in the vicinity of a federal highway or within the distance afore said from the middle line (Uvieghara, 1991).

Within States, the power to regulate outdoor advertising is vested in local governments as contained in 5.7 (5) of the 1999 constitution of the Federal Republic of Nigeria.

Thus, various state governments have come to enact edicts empowering local governments to make byelaws for the control of hoardings, advertisements, use of loud speakers in or near public places and drumming. Examples are the Lagos State Local Government. Edicts 1976; the 5.66 (p) Cross River State and 5.64 (o) Ogun State to the same effect. Similarly to these also are the provisions of the Kaduna State Local Government Councils (Amendment) Edict 1984. Based on these powers the local governments have, accordingly, made byelaws controlling outdoor advertising (Uvieghara, 1991).

In recent times, however, state governments seem to have tended to usurp the power of the provision of the highways decrees of 1971 and 1986 just as they have also usurped the functions statutorily allocated to the local governments in these matters.

Meanwhile, the local governments have found themselves helpless, only playing to the tunes of the state governments, perhaps as part of the legacies of military rule and a consequence of virtually one party system of government in most states of the federation.

The susceptibility of government officials to bribery has not helped matters either. The indiscriminate erection of hoardings by unprofessional outdoor contractors has been with the express connivance of government agents. While the laws of the land have been clear on the matter of the regulation of outdoor advertising, the endemic Nigerian malaise of corruption has militated against their orderly implementations.

### **2.2.6 The Psychology of Advertising**

One very complex question about advertising is, how does advertising work? One thing we do know is that advertising may communicate a number of messages in a number of areassimultaneously, for example, at the same time you understand a copy point, you may also be forming an unfavourable or favourable opinion of the product being advertised (Folarin, 1998).

#### **Perception**

When something has been perceived, the message has registered on of the biggest challenges. This is harder than it appears. Not only the consumer misses more than half the messages directed to them, other messages continuously compete for their attention.

One may be tempted to ask that, why do people have different perceptions of the same situation? All of it is learned by the flow of information throughout five senses: sight, hearing, taste, touch and smell.

Kotter (1997) records that perception, which is a process that aid people to select, organize and interpret information to form a meaningful picture of the word, macro consumers receive, organize and interpret the sensory information in an individual way.

#### **Selective Retention**

It is possible for people to target much of what they learn. They tend to retain information that supports their attitude and beliefs. Moreover, some messages are forgotten more quickly than others.



Folarin (1998) hold that we accurately remember messages that are favourable to oneself image than messages that are unfavourable. The saliency of the message (relevance to our needs), the method of transmission and interest and belief of the receiver are also known to affect retention rate.

### **Selective Distortion**

It describe the tendency of people to adopt information to personal meaning, people tend to interpret information in a way that will support what they already believe.

Ifezue (1990) maintains that an individual will be more inclined to purchase a product when he or she likes the product, likewise, a person will be more inclined to buy the preferred brand when he or she prefer one brand to the other.

An advertiser will try to build positive attitude for a new product and maintain positive attitude for a successful nature product. When a product is liked well enough by consumer to generate repeated sales, it is referred to as brand loyalty.

It suffices to say now that, it is more unusual and much harder to try to change negative attitudes. If a product has a negative image, maybe because that initial product or marketing strategies was family, then the major objective is to turn that consumer's attitude around (Wells et al, 1998).

According to Nwanwene (2001) through advertising, it is possible to create distinct impression in the minds of people with respect to certain product or service attitudes, reason, logic and emotions are all part of the persuasive package, what they lead to is belief, we believe something about every product we buy. If not, why buy it in the first place? We believe it is good for us; it will make us iron better or kill better or will make us richer or healthier.

A conviction is a particularly strong belief that has been anchored firmly on the attitude structure, it is often built on strong rational argument that use such techniques as test results, before and after visuals and demonstration to prove something.

Wells et al (1983) an advertiser who can build conviction in the temper audience achieves a strong competitive advantage, as opinion based on convictions are very hard to change, convictions which may be based on demonstrated trends to remove doubt and increase beliefs in the sales messages, buying is also shaped by economic situation. A person's economic situation will greatly affect product choice, marketers of income of sensitive goods, closely watch trends in personal income, savings and interest rates.

Kotter (1997) also, a person's lifestyle shapes buying, people coming from the same sub-culture, social class and even occupation may have quite different lifestyle, that is a person's pattern of living as expressed in his/her activities. It is of great importance to know that interest, opinion and lifestyle captures, it profiles a person's whole pattern of acting and interacting in the world.

### **2.3 Theoretical Framework**

The study is based on one key theory that formed the foundation for the study.

#### **Uses and Gratification Theory**

Uses and Gratification theory claimed that media do not do things to people, rather people do things with media.

In other words, the influence of media is limited to what people allow it to be.

Resources were unable to ignore obvious media effects such as the impact of advertising. They turned their focus to media consumers to explain how influence is limited. This resulted to the Uses and Gratification theory.

Uses and Gratification approach, this theory states that man makes use of the mass media as a means of satisfying certain personal interest, wishes and needs.

Advertising in this case, motivates people for making specific consumption choices. In other words, it is the people that decides what they need from the media messages.

Uses and Gratification theory is very important in advertising because advertisers has to know what the people want, how to persuade them with their adverts, so as to give them what they want.

Advertising a product is making known to the public what a product is, its uses and how it is used, persuading them to buy that product. When the public watch, view or listen to the advertisement, they will be motivated and the desire to purchase that product grows.

Advertising can create awareness to the people but it does not tell the people what to desire or purchase but the people use media to get what they want.

Aaker and Mayer (1982) stated that one reason why viewers attempt to advertising is to gain useful information. Thus, one motivation to generate advertising that is perceived as informative to generate attention on his side.

Zieike (1999) state that advertisement will be quickly forgotten if one is not continuously exposed to it.

## **2.4 Summary of Literature Review**

In these review so far, it could rightly be inferred that Billboard Advertising play a lot of roles towards the promotion of product. Previous studies on the Impact of Billboard Advertising on product promotion were reviewed.

Uses and Gratification theory formed the theoretical base for the study. This theory assumes that the media and content choice is generally rational and directed towards certain specific goals and satisfactions (thus the audience is active and audience formation can be logically explained). Advertisers should therefore try to understand the mindset of their audience and how they will affect advertising and sales information (Eze, 2008).

It was also noticed that many organizations, companies, establishments and so on using 7up bottling company as a study, makes use of billboard advertising in promoting their products and services because it is a main medium to many illiterates who are not exposed to radio, television, cinema, newspaper and have a significant amount of purchasing power that advertisers cannot ignore.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter described the method of research design, population of the study, sampling techniques / sample size, description of research instrument, method of data collection and method of data analysis.

#### **3.2 Research Design**

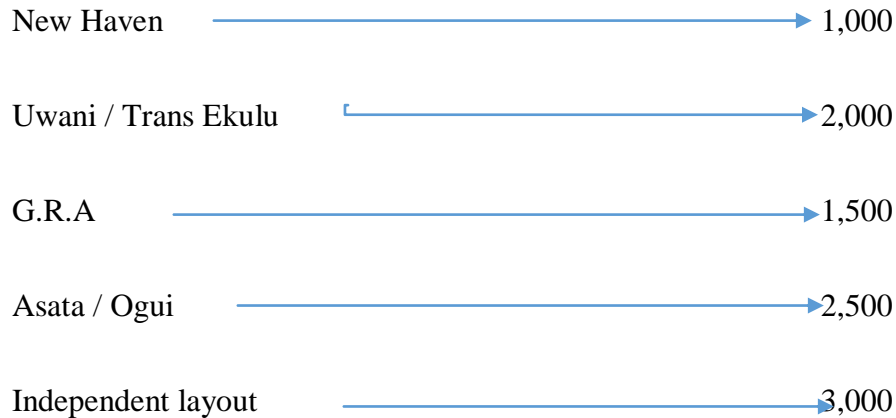
The research design adopted for this work was the survey research, which involved sampling of opinion of different people using questionnaire in order to get information on what is being studied.

Obasi (2013) states that survey research employs a variety of data gathering instruments or techniques such as the questionnaire, the interview, observation, tests and so on.

#### **3.3 Population of the Study**

This is the target of the study. It specifies the aggregate of items or persons from whom data pertinent to the study is collected. It is the actual or definite population to be studied and must be obtained from relevant source, office or record book. Population of the study must be stated in figure. (Obasi, 2013).

The population of Enugu metropolis according to the last census of 2006 is 10,000 and it is distributed thus:



### **3.4 Area of Study**

This refers to the geographical location covered by the study always stated in terms of the country, state, local government, community, discipline institution etc. It can equally refer to an aspect of the discipline or course under investigation. It could be tubed inside the population of the study (Obasi, 2013).

The areas of study for this research study are urban towns in the capital of Enugu State in Nigeria.

### **3.5 Sampling Technique / Sample Size**

Due to time and resources constraints, a sample size of 180 persons out of the population will be treated as a representative of the whole people.

A random sampling technique was used for the purpose of this research, to choose was sample respondents.

### **3.6 Description of Research Instrument**

The instrument used for this study was the questionnaire, which is a set of questions designed to obtain written responses from the respondents. It is a vital instrument for gathering information from people about their opinion, attitude and perceptions on a given phenomenon. The questionnaire was divided into two parts; Part A was on the demography of the respondents while Part B was made up of the items that answered the research questions.

### **3.7 Validity of Data Gathering Instrument**

The questionnaire of this study was strongly scrutinized by the supervisor to ensure its clarity and unambiguity as well as its relevance to the study.

### **3.8 Method of Data Collection**

The researcher used questionnaire instrument to collect her data. The data was collected by her as she did not employ any assistance to distribute copies of her questionnaire.

### **3.9 Method of Data Analysis**

The method of data analysis that is used is simple percentage and frequency tabular presentation in which descriptive analysis was used to infer meaning to the data in the table. Also, the Chi-Square was used by the researcher to test the hypotheses.

The sample of the Chi-Square formular used is;

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

Where;

$\chi^2 = \text{Chi-Square}$

$\Sigma = \text{Summation}$

O = Observed frequency

E = Expected frequency



## CHAPTER FOUR

### PRESENTATION AND ANALYSIS OF DATA

#### 4.1 Data Presentation and Analysis

The researcher distributed a total of 180 copies of 12 items questionnaire to the respondents, out of 180 questionnaire, 174 copies representing 95% of the total number were returned and found useable; while the remaining 6 copies were either badly filled or unreturned which is 5% of the total number of the distributed questionnaire copies. The study, here, made use of the valid copies (174), to represent 100 percent.

#### Section A

Table 4.1.1: Sex and Age distribution of the respondents

Age Range	Male	Female	Total	Percentage
18 – 25	20	20	40	24%
26 – 34	40	30	70	40%
35 – 45	24	20	44	25%
46 and above	4	16	20	11%
Total	88(51%)	86(49%)	174	100%

Table 4.1.1 shows that out of the 174 respondents, 86 representing 49% were female while 88 representing 51% were male. Those between the age of 26 – 34 were 70 (40%) of the sample, consisting of 30 females and 40 males.

44 (25%) respondents were between the ages of 35 – 45 years, 20 females and 24 males while 46 and above were 16 females and 4 males about (11%).

Table 4.1.2: Marital status of the respondents

Respondents	Frequency	Percentage
Single	70	40%
Married	64	37%
Divorced	40	23%
Total	174	100%

Table 4.1.2 shows that out of the 174 respondents, 70 representing (40%) were single, 64 representing (37%) were married while 40 representing (23%) were divorced.

Table 4.1.3: Qualification of the respondents

Respondents	Frequency	Percentage
OND HND	50	29%
Degree	70	40%
Professional certificate	54	31%
Total	174	100%

Table 4.1.3 shows that of the 174 respondents, 50 representing (29%) were OND/HND holders, 70 representing (40%) were degree holders, 54 respondents representing (31%) were professional certificate holders.

### **Section B**

This section of the research work will deal with the questionnaire questions that borders on the research topic.

Table 4.1.4:

Question 1: To know if advertisers in Enugu patronize billboard advertising.

Respondents	Frequency	Percentage
Yes	144	82.7%
No	20	11.5%
No Opinion	10	5.7%
Total	174	100%

Table 4.1.4 shows that of 174 respondents, 144 respondents representing (82.7%) agreed that they are exposed to billboard advertising while 20(11.5%) answered no to the question indicating that they are not exposed to billboard advertising and 10(5.7%) were undecided.

Table 4.1.5:

Question 2: To determine the effectiveness of billboard advertising.

Respondents	Frequency	Percentage
Strongly agree	100	58%
Agree	34	20%
No Opinion	10	5%
Disagree	14	8%
Strongly disagree	16	9%

Table 4.1.5 shows that out of 174 respondents, 100 respondents representing (58%) agreed strongly on the effectiveness of billboard advertising on product promotion, 34 respondents representing (20%) agreed, 10 respondents representing (5%) were undecided, 14 respondents representing (8%) disagreed while 16 (9%) strongly disagreed.

Table 4.1.6:

Question 3: To find out whether billboard advertising convey the same message with other media in product promotion.

Respondents	Frequency	Percentage
-------------	-----------	------------

Yes	160	92%
No	10	6%
No Opinion	4	2%

Total	174	100%
-------	-----	------

Table 4.1.6 above shows that out of 174 respondents, 160 respondents representing (92%) accepted that billboard advertising carries the same message on products promotion with radio and television. 10 (6%) answered no and 4 (2%) remained undecided.

Table 4.1.7:

Question 4: To find out the contribution of billboards to environmental beauty or otherwise.

Respondents	Frequency	Percentage
-------------	-----------	------------

Yes	154	88.3%
No	18	10.3%
No Opinion	2	1.1%

Total	174	100%
-------	-----	------

From the above table, this shows that 88.3% of the respondents agreed that billboard help in beautifying our environment while 10.3% disagreed that billboard do not help in beautifying our cities and 1.1% of the respondents have nothing to say.

## 4.2 Test of hypotheses

### Hypotheses one

H<sub>1</sub>: Enugu advertisers do patronize 7up bottling company billboard advertising.

H<sub>0</sub>: Enugu advertisers do not patronize 7up bottling company billboard advertising.

$$X^2 = \sum \frac{(fo - fe)^2}{fe}$$

fe

Where;

X<sup>2</sup> = Chi-square.

fo = Observed frequency.

fe = Expected frequency.

Table 4.2.1: Assessment on whether Enugu advertisers patronize Billboard Advertising.

Variables	Observed frequency	Fe	fo - fe	fo - fe <sup>2</sup>	(fo - fe) <sup>2</sup> ÷ fe
Yes	144	34.8	109.2	11924.6	342.6
No	20	34.8	-14.8	219.04	6.3
No Opinion	10	34.8	-24.8	615.04	17.7

Total	174				$\Sigma = 366.6$
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From the above,  $X^2 = 367$ ,  $X^2_{\mu} = 9.488$ ,  $df = 4$ ,  $P = 0.05$

$X^2_{cal} = \text{Calculated Chi-square} = 367$

$df = \text{degree of freedom} = 4$

$X^2_i = \text{Table chi-square under } 2df = 0.05$

To calculate expected frequency ( $f_e$ ), all the observed frequency ( $f_o$ ) were added and divided by the number of observation.

Therefore,  $174 \div 5 = 34.8$ .

To calculate Chi-square for each of the observed frequency.

Thus:  $144 - 34.8 = 109.2$

$$20 - 34.8 = -14.8$$

$$10 - 34.8 = -24.8$$

$$(109.2)^2 = 11924.6 \div 34.8 = 342.6$$

$$(-14.8)^2 = 219.04 \div 34.8 = 6.3$$

$$(-24.8)^2 = 615.04 \div 34.8 = 17.7$$

$$342.6 + 6.3 + 17.7 = 366.6 \sim 367.$$

For  $df = K - 1$

$K = \text{number of cases}$

$1 = \text{constant number}$

That is,  $5 - 1 = 4df$

### Decision rule

If  $X^2$  is greater than  $X^2_{\mu}$  reject null hypotheses, otherwise don't reject.

The test and analysis showed that calculated chi-square is 367, while chi-square table ( $X^2$ ) under four degree of freedom and at 0.05 level of significance is 9.488, for a non-directional test.

Based on this statistical support, the research hypotheses one which states that Enugu advertisers do patronize 7up bottling company billboard advertising was accepted and the null hypotheses rejected since the calculated value of chi-square is greater than the table value.

### Hypotheses two

$H_2$ : Billboard advertising do influence consumers of 7up bottling company in Enugu metropolis.

$H_0$ : Billboard advertising do not influence consumers of 7up bottling company in Enugu metropolis.

Table 4.2.2: Evaluation of effectiveness of billboard advertising.

Variables	Frequency	Fe	fo - fe	fo - fe <sup>2</sup>	(fo - fe) <sup>2</sup> ÷ fe
Strongly agree	100	34.8	65.2	4251.04	122.2



Agree	34	34.8	-0.8	0.64	002
No Opinion	10	34.8	-24.8	615.04	17.8
Disagree	14	34.8	-20.8	432.6	12.4
Strongly	16	34.8	-18.8	615.04	10.1

disagree

Total	174				164.5
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$$X^2_c = 164.5, df = 4, \alpha = 0.05, X^2 = 9.488$$

$$X^2_{cal} = \text{calculated chi-square} = 164.5$$

$$df = \text{degree of freedom} = 4$$

$$= \text{percentage of error} = 0.05$$

$$X^2_i = \text{table chi-square under 4 df} = 9.488$$

$$Fe = fo \div no = 174 \div 5 = 34.8$$

To get chi-square for each of the observed frequency:

$$\text{Thus: } 100 - 34.8 = 65.2$$

$$34 - 34.8 = -0.8$$

$$10 - 34.8 = -24.8$$

$$14 - 34.8 = -20.8$$

$$16 - 34.8 = -18.8$$

$$65.2^2 = 4251.04 \div 34.8 = 122.2$$

$$(-0.8)^2 = 0.64 \div 34.8 = 0.02$$

$$(-24.8)^2 = 615.04 \div 34.8 = 17.8$$

$$(-20.8)^2 = 432.6 \div 34.8 = 12.4$$

$$(-18.8)^2 = 353.44 \div 34.8 = 10.1$$

$$X^2 = 122.2 + 0.02 + 17.8 + 12.4 + 10.1 = 164.5$$

### **Decision rule**

If  $X^2_c$  is greater than  $X^2_t$ , reject null hypotheses otherwise don't reject. This shows that the calculated chi-square is 164.5, while the chi-square table ( $X^2_t$ ) under four degree of freedom at a probability level of 0.05 is 9.488.

Since the calculated value of chi-square is greater than the table value, we accept the research hypotheses two which states that billboard advertising do influence consumers of 7up bottling company in Enugu metropolis. Thus, the hypotheses receive statistical support.

### **4.3 Discussions of findings**

The outcome of the study made some useful revelations, the overall results indicated that although other media advertisement are effective but billboard advertising is more likely to convey the message than other forms of advertising and generally billboard position goods and services quicker in people's mind than any other media.

The study shows that (82.7) advertisers in Enugu metropolis are aware and also patronize billboard advertising. (58%) indicated that billboard advertising is effective in product promotion. (92%) of advertisers also agreed that billboard advertising carries the same message with other media in product promotion while (88.5%) said that billboard advertising contribute to environmental beautification.

Specifically, two null hypotheses were submitted to empirical test in the study. The two hypotheses were rejected. Thus, the first hypotheses which stated that Enugu advertisers do not patronize 7up bottling company billboard advertising in Enugu metropolis were rejected which means that Enugu advertisers patronize billboard advertising.

The second hypotheses which stated that billboard advertising do not influence consumers of 7up bottling company in Enugu metropolis were also rejected to mean the opposite that billboard advertising influence consumers in Enugu metropolis.

Billboard advertising has assumed a wider and prominent position of product promotion because billboards are usually located at point with high vertical and human traffic. Consequently, users of such points are regularly exposed to the advertisement in the board.

Secondly, billboard also offers a high degree of locational flexibility. Billboard offers advantages of very good colour reproduction and at same time, it is an effective reminder medium offering servicing as a catalyst for buyers who in impulse. (Hezue, 2001).

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 Summary**

In our present capitalist society whose economics depends on the exchange of goods and services complaints, competitive advertising of products and business powers the “engine of our economy, fostering economic growth and creating jobs in many industries”, Bran (1982). Many practice and behavior exist in our competitive market where the taste of consumers plays a vital role in the designing, pricing production and promotion of goods and services. Basically, the aim of this study has been to capture the impact of billboard advertising in product promotion.

The study revealed that billboard advertising creates awareness of products and services, influence consumers of product and services in their choice of product. Billboard advertising also contribute to nation’s environmental beautification and economic growth.

This study also indicated that billboard advertising messages carries and reinforces electronic and print media messages.

## **5.2 Conclusion**

Based on the research conducted by the researcher, it revealed billboard advertising as one of the most important tool for product promotion. It is most suited for intensively distributed impulse goods bought by advertisers by brand name.

According to the research being studied, there is no doubt that billboard advertising promote product and services, billboard creates awareness of product existence especially the newly introduced goods.

Again, billboard generally influences consumer's decision because it uses irresistible, simple, short and easily understandable slogans that are easy to read and understand making it viewer friendly.

However, billboard advertising should be patronized by advertisers because it do not contradict other advertising messages, thereby it carries the same message on products and services with radio and television, etc.

Government should support billboard advertising because it contributes to economic growth and environmental beautification.

### **5.3 Recommendation**

Based on the findings and conclusion of this study, the following recommendations were made.

- i. APCON should monitor and control advertisers that uses billboard in order for them to follow all the advertising laws and ethics.
- ii. Outdoor Advertising Association of Nigeria (OAAN) should endeavor that sites where billboards are cited should be monitored to avoid billboard constituting problems.
- iii. Advertisers should patronize billboard advertising because it is powerful and intrude on the passer-by's consciousness. Billboard tends to function as reminder media.
- iv. Government should also encourage and support billboard advertising because it contributes to environmental aesthetics and national economic growth.

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## **Appendix A**

Department of Mass Communication

Caritas University Amorji Nike, Emene.

P.M.B 01784 Enugu



Enugu State.

23<sup>rd</sup> June, 2014.

Dear Respondent,

I am Nwinyinya Victoria Nneoma with registration number MC|2010|439, a final year student of Mass Communication department of Caritas University. I am carrying out a research on “The impact of billboard advertising on product promotion, (A study of 7up bottling company products).

Please provide answers to the following questions to enable me execute the study objectively.

Your answers will be treated with strict confidence as it is only for academic purpose only.

Thanks.

Yours faithfully,

Nwinyinya Victoria

MC|2010|439

## **APPENDIX B**

### **QUESTIONNAIRE**

#### **Section A: Demographic Data**

1. What is your Sex?

(a) Female

(b) Male

2. What is your marital status?

(a) Married

(b) Single

(c) Divorce

3. What is your age group?

(a) 18 years – 25 years

(b) 26 years – 34 years

(c) 35 years – 45 years

(d) 46 years and above

4. What is your Educational qualification?

(a) OND|HND

(b) Degree certificate

(c) Professional certificate

**Section B:General Questions**

5. Are you exposed to Billboard Advertising?

(a) Yes

(b) No

(c) No Opinion

6. Which of the following sites has more billboards?

- (a) At the market
- (b) At the motor parks
- (c) At the school gate
- (d) Along the road

7. Do you agree that billboard messages are more understandable when compared to radio and television messages?

- (a) Strongly Agree
- (b) Agree
- (c) No Opinion
- (d) Disagree
- (e) Strongly Disagree

8. Does billboard constitute problem where it is placed?

- (a) Yes
- (b) No
- (c) No Opinion

9. Do you think billboard actually carry the same message on products and services with radio and television?

- (a) Yes
- (b) No
- (c) No Opinion

10. To what extent do you think billboard's increase around our cities is satisfactory?

- (a) Very Satisfactory
-

(b) Satisfactory

(c) No Opinion

(d) Unsatisfactory

(e) Very Unsatisfactory

11. Do you agree certain products are consumed because they have been advertised on billboard?

(a) Strongly Agree

(b) Agree

(c) No Opinion

(d) Disagree

(e) Strongly Disagree

12. Do you agree that billboard help make our cities beautiful?

(a) Yes

(b) No

(c) No Opinion