

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The Nigeria marketing environment today is one of aggressive and unfriendly competition among both manufacturers and service providers. Most companies adopt various marketing strategies in order to maintain or increase profit margin, market shares or sales volume of their products or services. In this effort, quite a fortune is spent on advertising by which the organizations hope to achieve these objectives.

Advertising is one of the most effective tools that manufacturing companies can utilize to create more demands for their product on account of it's capacity to reach a large number of people at a relatively short time and cost. It involves the creation of demand for products and services with use of written, printed, spoken words, picture and diagrams.

Not only that, skillfully planned and directed advertising not only at home, but also abroad overcome prejudice combat, foreign competition, establish new habit, build good will creates employment, increase productivity, multiply sales and thus, lay a solid foundation for sustained economic development of any country. One contends that advertising is one of the most powerful socializing forces in culture.

Advertising sells more than product. It sets image value, goods and concepts of who we are and who we should be. It shapes our attitudes and our attitudes shape our behavior. Ahunaya (2004, P. 70).

According to the Encyclopedia, Americana (204), Advertising began around 3200 BC. When the Egyptian stenciled inscription, the names of kings on the temple being built. Later they wrote run away slave announcement on papyrus. Signboards were placed outside doors in

Greece and Egypt around 1500BC. Perhaps the most important event in history of advertising was the printing of the Gutenberg Bible about 1450 to 1455, the first time that Western man used the principle of moveable type. In about 1477, in London, the first printed advertisement in English announced a prayer book sale. The first newspaper advertisement appeared on the back paper of a London newspaper in 1625.

Advertising has since then been seen to help in economic development in ways of creating jobs, sponsoring sports and the art helps to provide affordable media which encourages competition, improves product, keep price low and enable people to make informed buying choices. Eluwa (2004, P.44).

The impact of advertising does not stop at the economy but also has influenced the social behaviour of youths greatly by way of sensitization, social interaction, modification and other wise. Using ESUT students as an example, advertising makes students too materialistic. Advert affects their value system and social behaviour because it suggests to them that the means to a happier life is the acquisition of more things. Baran (390).

Enugu State University of Science and Technology (ESUT) is located at the heart of Enugu State capital.

Advertising have influenced students of Enugu State University of Science and Technology (ESUT) by making them think that life is just about the acquisition of more things, instead of spiritual or intellectual enlightenment. Advertising creates opportunity of striving to attain high materialistic status in students.

- Advertising creates in students liking and preference for a product.
- Advertising stimulates thought about a new product to its consumer's.

- Advertising makes sure that all information about a product is communicated to its consumer, like the features, and location of sales of the product.
 - Advertising with its persuasive nature, builds brand preference and loyalty in its consumer's.
- Ozoh (1998, P. 13).

1.2 Statement of the Problem

Like other promotional techniques, advertising informs, persuades and reminds. It can change consumer's beliefs, attitudes, images and behavior.

Here, the reason for advertising is that advertising is an important instrument of communication as far as commerce is concerned. Once the advertiser has captured the attention of his audience, he holds their interest long enough to make them aware of the production being offered. Successful advertisements do not merely entertain, but try to persuade the audience to buy. This is where the problem lies. People tend to have the belief that this persuasive quality of advertising has an impact on the social behavior of its audience, especially students because they are still within the age of being influenced by the media. Hence, the essence of this study.

The problem therefore is what impact has Gulder advertisement on the social behaviour of students of ESUT.

1.3 Objectives of the Study

The objectives of this study are as follows;

1. To examine whether Gulder advertisement impact on the behaviour of students of ESUT.
2. To examine the nature of impact Gulder advertisement has on the social behaviour of students of ESUT.
3. To determine the level of impact Gulder advertisement has on the social behaviour of students of ESUT.

1.4 Research Questions

The study has the following research questions:

1. To what extent has Gulder advertisement impacted on the social behaviour of students of ESUT?
2. What is the nature of impact Gulder advertisement has on the social behaviour of students of ESUT?
3. To what level has Gulder advertisement impacted on the social behaviour of students of ESUT?

1.5 Scope of the study

The scope of this study is to examine the impact of Gulder advertisement on the social behaviour of students of Enugu State University of Science and Technology (ESUT), Enugu.

1.6 Significance of the Study

The importance of this study is that it will help researcher's carryout similar study. It will also add to the level of knowledge on the impact of Gulder advertisement. This study will help to identify the impact of Gulder advertisement on the social behaviour of students of Enugu State University of Science and Technology (ESUT), Enugu.

Finally, it will provide the basis for stakeholder's in planning advertising message.

1.7 Operational Definitions of Significant Terms

1. **Impact:** - Based on the study, it means that the researcher would look at how Gulder advertisement influences the social behaviour of Enugu State University of Science and Technology (ESUT) Students. The researcher would also look at the powerful effect that Gulder advertisement has on the students.

2. **Gulder Advertisement:** - This is the act or means of making people aware of the product, Gulder Ultimate beer in order to encourage them to buy or use it. The researcher's interest here is on the advertising message, and the influence it has on its audience especially ESUT students.
3. **Social Behaviour:** - This is a behaviour influenced or controlled by other persons or by organized society. Here, the researcher would look at how the social behaviour of ESUT students is been influenced by Gulder advertisement.
4. **Enugu State University of Science and Technology (ESUT) Students:** - This is the researcher's area of focus in the study.

CHAPTER TWO

REVIEW OF LITERATURE

2.1 Introduction

This chapter was centred on the review of related studies to the topic: “Impact of Gulder Advertisement on the social behaviour of students of Enugu State University of Science and Technology (ESUT)”. This was arranged under the following headings:

- A: Review of concept
- B: Review of related Studies
- C: Theoretical Frame Work
- D: Summary

2.2 Review of Concepts

The following concepts will be reviewed:

1. Impact of advertising.
2. Anti-social behaviour.
3. Advertising and distortion of reality.
4. Advertising and Nigerian students’ improved life style.

2.2.1 Impact of Advertising

Advertising has a number of functions. Apart from promoting commercial goods, it can also be used to educate and motivate the students about non-commercial issues such as Aids, deforestation, family planning, etc. it is a powerful media that is capable of reaching to the far out masses. Nowadays, we find many adverts on the internet connecting Nigerian students with the information they require. To prevent complete commercialization of electronic media, some

countries have made it mandatory for broadcasters to air some advertisements related to consumer's interest. These public advertisements educate students of Nigeria on a number of social and moral issues.

Still on the positive impact of advertising on Nigerian students, Eluwa (2004, P. 26) has it that advert like other promotional technique has a number of positive impacts on Nigerian students.

- It informs the student about products and services that will be of benefit to them and tells them how to get such product or services.
- It persuades the student, which is mostly achieved through persuasive adverts, which persuades the students to patronize worthwhile products and services.
- It also reminds student of things (products/services) that have been in the market for some time, for instance advert is used to remind the students of government policies such as the jingle on rebranding Nigeria. This reminder adverts (jingles) help to remind Nigerian students that they are expected to be of good behavior for Nigeria to be rated high in the outside world.
- It services as agent of change on the students in their attitudes, beliefs, images and behaviour.
- Advert tends to serve as an agent of change here as it gives the students information that leads to change in their beliefs, attitudes, etc. this makes them to become better persons and make better choices in life.

2.2.2 Anti-social behaviour.

The impact that alcohol advertisement cause on the social behaviour of students depends on the state of mind of the students and their experience for instance, student who will be easily attracted by the false claims made in advertisements. People are also arguing about the increase

in consumption of substances like alcohol and cigarettes by students after viewing the adverts, excessive advertising has become a nuisance in most cities of the world. Manufacturer's easily make false claims about any product and influence the mind of people.

Research has shown that exposure to some adverts has triggered some anti-social behaviours among young viewers and by implication students, since majority of the students fall within the same age bracket. Here are some specific areas of concern of anti-social behaviours and exposure to advertising.

Tobacco Advertising:

Tobacco manufacturers' spend \$30 million per day (\$11.2 Billion per year) on advertising and promotion. Exposure to tobacco advertising may be a bigger risk factor than having family members and peers who smoke and can even undermine the effect of strong parenting practices. Two unique and large longitudinal studies have found that approximately one third of all adolescent smoking can be attributed to Tobacco advertising and promotions. In addition, more than two studies have found that children exposed to cigarette adverts or promotions are more likely to become smokers themselves. Recent evidence has emerged that Tobacco Companies have specifically targeted teenagers as young as 13 years of age.

Alcohol Advertising:

Alcohol manufacturers spend \$5.7 Billion per year on advertising and promotions. Young people typically view 2000 beer and wine commercials annually with most of the adverts concentrated in sports programming during prime time. Only one alcohol advert appears every four hours, yet in sports programming, the frequency increase to 2.4 adverts per hour. Research has found that adolescent drinkers are more likely to have been exposed to alcohol advertising given that children begin making decision about alcohol at an early age, probably during grade

school, exposure to beer commercials represent a significant risk factor. Minority children may be at particular risks.

Drug Advertising:

Research has it that “Just say No” as a message to teenagers about drugs seems to be a failure given that various drug companies now spend enormous amounts of money on prescription drug advertising. By 2000, it had risen to \$2.2 Billion a year, from \$844 Million in 1997. Drug companies now spend more than twice as much on marketing as they do on research and development, up to ten (10) drug companies made a total profit of \$35.9 Billion in 2002 more than the other 490 companies in fortune 500 combined. Is such advertising effective? A recent survey of physicians found that 92% of patients had requested an advertised drug. In addition, children and teenagers may get the message that there is a drug available to cure all illness and heal all pains, a drug for every occasion.

2.2.3 Advertising and Distortion of Reality

This has forced many advertising practitioners into problem of defining “Deception” and “Truth”, while regulating advertising practices. It is expected that advertising must have the confidence of consumer’s if it has to perform its communication role effectively, but any advertising message that is discovered to be a misrepresentation of fact is considered deceptive. Critics of advertising define deceptiveness as false and misleading statement, as well as false impression conveyed whether intentional or unintentional.

Advertising deception takes any of these forms; false promises, incomplete descriptions, misleading comparisons, visual distortion, false testimonials and partial disclosures, Obasi (2008, P.16).

2.2.4 Advertising and Nigerian Students' Improved Life Style

Advertisers have found their recess with teenagers. They have become very creative when it comes to marketing to this group of people. It is often noticed that advertising geared towards this demographic is often visual, interactive, incorporates catchy slogans, employ celebrities to fix the products, and is simple yet effective in its language. A typical example is the billboard adverts of Glo Communications that uses celebrities in the advertisement.

Reports have shown that youths are exposed to about 30,000 adverts per week, there is no doubt then that adverts have a great influence on Nigerian students' improved life style. Life style here includes the following aspects; clothing, feeding, health among others. In the area of clothing, Nigerian students have improved a great deal, through advertisements on magazines our Nigerian students are going back to African fabric, which tends to be in vogue now. This is one of the greatest ways advert has helped to reduce dependency and consequently improved students' life style. Nigerian campuses are now filled with African fabric of difference designs and styles, all thanks to advertisements on magazines, billboards, newspapers and so on.

Feeding is another area that adverts has had great achievement. This is mostly done with the use of jungles on electronic media. In spite of the fact that the students are bombarded with academic work and are prone to feeding on junk foods, research has shown that a good number of Nigerian students still manage to feed well due to the health implications of bad feeding. Still on health, students tend to be more conscious of their health related activities. Fore instance, of recent there had been frequent adverts on the electronic media about the importance of early dictation of cancer and HIV, and students now willingly go for these tests thus, improving their lives.

2.3 Review of related studies

Ebosie, C. (2009). The impact of advertising on consumer behaviour in Enugu State. B.SC project, Caritas University, Enugu State, defines advertising according to the advertising practitioner's council of Nigeria (APCON) as "a form of communication through media about a product, service, or idea, paid for by an identified sponsor". The study also stated according to Encyclopedia American (1981), that "advertising is any paid form of non-personal presentation and promotion of products, services or ideas by an identifiable individual or organization". By this definition, advertising has its goals of reawakening and production of predispositions to buy the advertised product or service.

Relevantly, advertising is essentially a persuasive communication. The goals set for advertising are communication tasks to reach a defined audience to a given extent and during a given time. In general, consumers move from unawareness of the product or service to awareness and then to knowledge, liking preference, acceptance (or conviction) and then to the purchase of the product or service. The above step in persuasive communication indicates three major objectives of advertising;

- a) To produce awareness and knowledge about the product or service.
- b) To create liking or preference for it.
- c) To stimulate thought and action about it.

In his view, Shaw (1981) maintains that, "the reason for the use of advertising in sales is to change opinion and attitude. The level of changes depends on the frequency and quality of the information".

Momoh, O. (2011). The influence of advertising on consumer buying behavior. B.SC project, Caritas University, Enugu state. Posits that "understanding the behaviour of consumers

to the best of the goal of any successful business. In essence, it is the effective key in advertising”. The goal of advertising is to persuade the consumer to do something usually to purchase a product.

If advertising is to attract and communicate to audience in a way that they produce this desired result, advertisers must first understand their audiences. They must acquaint themselves with consumer’s way of thinking, with those factors that motivate them and with the environment in which they live.

Most scholars view advertising as having positive effect for both consumer’s and manufacturers. However, few scholars see advertising as another means employed by manufacturers in wrongfully persuading consumers to buy a particular brand of product. Achembaum (1973, P. 62), supported this view. To him, advertising is a means of building up the minds of consumers for irrational preferences for a certain brand of goods. Consumers react to advertising by doing something they might not just do on their own. This approach reveals that our emotions. Advertising recognizes this human weakness and utilizes it to appeal to the consumers.

The above reviews of related studies are relevant to the researchers’ present study, since they also look at the effects of advertising on the behaviour of consumers, which is similar to the researcher’s study that is; “impact of Gulder advertisement on the social behaviour of students of Enugu State University of Science and Technology, Enugu”.

2.4 Theoretical Framework

The social learning theory was picked by the researcher for this study, due to the nature of the study. Psychologist Albert Bandura propounded this theory in 1965. The researcher feels that the theory is most suitable for the study at hand.

Social learning theory is a perspective that states that, “social behavior is learned primarily by observing and imitating the actions of others”. An important factor of Bandura’s social learning theory is the emphasis on reciprocal determinism. This notion states that, “an individual’s behavior is influenced by the environment and characteristics of the persons. The theory postulates three necessary stages in the causal link between television violence and actual physical harm to another, thus:

According to him, attention can be drawn because it is simple, distinctive, prevalent, useful and positive. Retention, on its own believes that certain behaviours can be retained because it can be learnt without any practice or direct force. So, some behaviours we watched on television can lie dormant available for future use, as long as we remember it, from our memory. This is because human beings do not just respond to stimuli; rather they respond and interpret them.

Bandura describes motivation in this context as the rewards or punishment that can come consequently for certain behaviour. The theory also states, “People learn within a social context. It is facilitated through concepts such as modeling and observational learning. People especially children, learn from the environment and seek acceptance from society by learning through influential models.

According to the social learning theory, models are an important source for learning new behaviours and for achieving behavioural change in institutionalized settings. Social learning

theory is derived from the work of Albert Bandura, which proposed that observational learning could occur in relation to three models, which are;

- a) Live model, in which an actual person is demonstrating the desired behaviour.
- b) Verbal instruction, in which an individual describes the desired behaviour in detail, and instructs the participant on how to engage in the behaviour.
- c) Symbolic, in which modeling occurs by means of the media, including movies, television, internet, literature, and radio. This type of modeling involves a real or fictional character demonstrating the behaviour.

In summary, Bandura's social learning theory posits, "people learn from one another, via observation, imitation, and modeling. The theory has often been called a bridge between behaviourist and cognitive learning theories because it encompasses attention, memory, and motivation. "Most human behaviour is learned observationally through modeling: from observing others, one forms an idea of how new behaviours are performed, and on later occasions this coded information serves as a guide for action". Bandura (1967).

Social learning theory explains human behaviour in terms of continuous reciprocal interaction between cognitive, behavioural, and environmental influences.

Bandura believed in "reciprocal determinism", that is the world and a person's behaviour cause each other, while behaviourism essentially states that one's environment causes one's behavior. Bandura, who was studying adolescent aggression, found this too simplistic, and so in addition he suggested that behavior causes environment as well. Later, Bandura soon considered personality as an interaction between three components. The environment, behavior, and one's psychological processes (one's ability to entertain images in minds and language). His theory added a social element, arguing that people can learn new information and behaviours by

watching other peoples, known as observational learning or modeling, this type of learning can be used to explain a wide variety of behaviours. There are three core concepts at the heart of social learning theory first, is the idea that people can learn through observation. Next is the idea that internal mental states are an essential part of this process. Finally, this theory recognizes that just because something has been learned, it does not mean that it will result in a change in behaviour.

Therefore, it is appropriate to use this theory for this study. Students of Enugu State University of Science and Technology, from where the sampled population was drawn, and in fact, the area of study showed that they are been influenced by the advertisement on Gulder Ultimate beer.

2.5 Summary

The researcher was able to review various concepts that are similar to the research topic which is, “impact of Gulder advertisement on the social behaviour of students of ESUT.

The researcher went further to review some other related studies on advertising, which are similar and relevant to the study at hand, since they are centred on the effect advertising has on the behaviour of consumer’s.

In conclusion, the researcher decided to go for the most suitable theory for the study at hand, which is the social learning theory.

CHAPTER THREE

RESEARCH METHOD

3.1 Introduction

This chapter discussed the method of research used in the study. It contained and explained the following subheadings;

1. Research design
2. Population of the study.
3. Sampling techniques/sample size.
4. Description of research instrument.
5. Validity and reliability of data gathering instrument.
6. Method of data collection
7. Method of data analysis.

3.2 Research design

The researcher for this study chose the survey research design.

As a result of the nature of information that this research seeks to gather, the survey research method was used in collecting data for the study at hand. The choice of survey research as the research design for this study was based on the knowledge that it is most suited for this kind of work because of certain advantages that it offers. It also allows the researcher to go direct into the field and meet the would be respondents.

Furthermore, the survey research also ensures that the result that becomes the outcome of the effort is respected. This is because it allows every characteristic presented in the population to be accommodated. Thus, making the easily generalized to what is obtained on ground. Survey research makes use of the sampling method, which allows representativeness. All the

characteristic of the population from where the selection of the sample is made must be accounted for in the selected sample for the result to be valid.

3.3 Population of the Study

Students of Enugu State University of Science and Technology form the population of this study. A number of 100 students were purposively selected for the purpose of this study, from the total number of 500,000 students that is the entire population. This choice of purposive sample was made because it is not possible to study the entire population in a research like this. This is as a result of certain limitations, such as time and other restraining factors.

3.4 Sampling Technique/Sample Size

For the purpose of this study, the researcher considered the purposive sampling technique as most suitable means of obtaining data. The purposive sampling is a method of drawing a portion or sample of a population purposively in such a way that each member of the population has an equal chance of being selected or included in the sample. The researcher therefore purposively selected 100 respondents as the sample size for the study.

3.5 Description of research instrument.

The research instrument used in this study was the questionnaire. The questionnaire was properly structured and carefully designed with questions, which are used to gather necessary and desired information from the respondents who will fill the questionnaire.

The questionnaire was divided into two parts. Part A of the questionnaire contained items on the demography of the respondents.

Part B answered the research questions.

3.6 Validity and reliability of data gathering instrument.

The instrument used in this research work is valid because after constructing and carefully studying the questionnaire, it was passed to the researchers supervisor for critical examination and possible modification of some aspect of it the questionnaire were also subjected to trial run. For the reliability the t-test method was used to test the reliability of the data collected, this entails give some questionnaire to the some respondent after an interval of one or two weeks. The first set of questionnaire to be served the respondent were marked “x”, while the second set of questionnaire were marked “y”. The correlations between these two answers were determined by using person coefficient correlation to arrive at the degree of reliability of two sets of answers from the selection.

3.7 Method of data collection.

Data was collected by administering the questionnaire formulated to the respondents who are students of Enugu State University of Science and Technology (ESUT).

The researcher handed out the questionnaire to respondents in person and collected the filled questionnaires in person as well. Out of 100 copies of questionnaire distributed to respondents, 80 copies were retrieved and these represented a response rate of return of 80%

3.8 Method of data analysis.

The analysis presentation and interpretation of data were based on the data collected using the questionnaire formulated. The data collected was analyzed using the simple co-efficient method. The presentations of the results were given in tabular form. Necessary explanations were made after each table.

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDINGS.

4.1 Introduction

The aim of this study is to know the impact of Gulder advertisement on the social behaviour of students of Enugu State University of Science and Technology:

This chapter is concerned with the presentation and analysis of data collected with the use of the questionnaire.

A total of 100 copies of questionnaire were administered to the respondents and 80 copies were completed and returned, this gave a response rate of 80%. The study answered the following research questions:

1. To what extent has Gulder advertisement impacted on the social behaviour of students of ESUT?
2. What is the nature of impact Gulder advertisement has on the social behaviour of student of ESUT?
3. To what level has Gulder advertisement impacted on the social behaviour of students of ESUT?

4.2 Data presentation and analysis.

Analysis of Demographic Data.

Question: 1 What is your sex?

Table: I Response to question1.

Sex	Frequency	Percentage
Male	30	37.5%
Female	50	62.5%
Total	80	100%

In the table above, 30 respondents representing 37.5% of the sample were male, while the other 50 respondents representing 62.5% of the sample were female therefore making a total frequency of 80 respondents and the percentage of 100%

Question 2: What is your age bracket?

Table II: Response to question 2

Age	Frequency	Percentage.
15-18	10	12.5%
19-23	40	50%
24-28	20	25%
29-33	10	12.5%
Total	80	100%

In the above table, 10 (12.5%) of the respondents were between the ages of 15-18, 40 (50%) were between the ages of 19-23, 20 (25%) are between the ages of 24-28, while 10 (12.5%) are between the ages of 29-33.

Question 3: What level are you in school?

Table: III Response to question 3

Response	Frequency	Percentage
100 level	10	12.5%
200 level	10	12.5%
300 level	20	25. %
400 level	30	37.5%
500 level	10	12.5%
Total	80	100%

In the above table 10 (12.5%) of the respondents are both in 100 level 200 level, 20 (25%) of the respondents are in 300 level, 30 (37.5%) of the respondents are in 400 level and other 10 (12.5%) of the respondents are in 500 level.

Analysis of Data from Survey (field).

Research question: 1 To what extent has Gulder advertisement impacted on the social behavior of students of ESUT?

Items 4-7 answered this research question.

Question 4: Do you have access to T.V or Radio set?

Table IV: Response to question 4.

Response	Frequency	Percentage
Yes	60	75%
No	20	25%
Total	80	100%

In response to the question above, 60, out of 80 respondents (75%) agreed that they have access to T.V or radio set, while 20 respondents (25%) said that they have no access to T.V or radio set.

Question 5: Do you expose yourself to Gilder advertisement?

Table V: Response to question 5

Response	Frequency	Percentage
Yes	50	62.5%
No	20	25%
Not sure	10	12.5%
Total	80	100%

From the above table, 50 respondents out of 80 respondents (62.5%) had exposure to Gulder advertisement, 20 respondents (25%) had no exposure to Gulder advertisement, while 10 respondents (12.5%) were not sure if they had exposure to Gulder advertisement.

Question 6: How often do you expose yourself to Gulder advertisement?

Table VI: Response to question 6

Response	Frequency	Percentage
Very often	25	31.3%
Often	40	50%
Seldom	15	18.8%
Total	80	100%

The table above showed that 25 out of 80 respondents (31.3%) responded that they expose themselves to Gulder advertisement very often, 40 respondents (50%) exposes themselves often, while 15 respondents (18.8%) exposes themselves seldomly.

Question 7: Do you think Gulder advertisement has impacted on the social behaviour of students?

Table VII: Response to question 7

Response	Frequency	Percentage
Yes	50	62.5%
No	20	25%
No idea	10	12.5%
Total	80	100%

From the above table, 50 respondents (62.5%) out of 80 respondents think Gulder advertisement has impacted on the students social behaviour, 20 respondents (25%) did not think Gulder advertisement has impacted on the students social behaviour, while 10 respondents (12.5%) had no idea.

Research question 2: What is the nature of impact Gulder advertisement has on the social behaviour of students of ESUT?

Items 8-10 answered this research question.

Question 8: Do you think Gulder advertisement distorts reality?

Table viii: Response to question 8.

Response	Frequency	Percentage.
Yes	60	75%
No	5	6.3%
No idea	15	18.8%
Total	80	100%

From the above table, 60 respondents out of 80 respondents (75%) were of the opinion that Gulder advertisement distorts reality, 5 respondents (6.3%) were of the opinion that Gulder advertisement does not distort reality while 15 respondents (18.8%) had no idea.

Question 9: Does Gulder advertisement have any negative impact on you?

Table ix: Response to question 9

Response	Frequency	Percentage.
Yes	65	81%
No	5	6.3%
No idea	10	12.5%
Total	80	100%

The above table showed that 65 respondents out of 80 respondents (81.3%) responded that Gulder advertisement has negative impact on them, 5 respondents (6.3%) responded that

Gulder advertisement did not have any negative impact on them, while 10 respondents (12.5%) had no idea.

Question 10: What nature of impact do you think Gulder advertisement has on the student's social behaviour?

Table X: Response to question 10

Response	Frequency	Percentage
Positive impact	20	25%
Negative impact	50	62.5%
No idea	10	12.5%
Total	80	100%

From the above table, 20 out of 80 respondents (25%) responded that Gulder advertisement has positive impact on the students social behaviour, 50 respondents (62.5%) responded that Gulder advertisement has negative impact on the students social behaviour, 10 respondents (12.5%) had no idea.

Research question 3: To what level has Gulder advertisement impacted on the social behaviour of students of ESUT?

Items 11-12 answered this research question.

Question 11: Do you agree that student's exposure to Gulder advertisement lead to exhibition of anti-social behaviour?

Table XI: Response to question 11

Response	Frequency	percentage
Strongly agree	40	50%
Agree	20	25%
Disagree	5	6.3%
Strongly disagree	5	6.3%
No idea	10	12.5%
Total	80	100%

From the above table, 40 out of 80 respondent (50%) strongly agreed that student's exposure to Gulder advertisement leads to exhibition of anti-social behaviour, 20 respondents (25%) agreed that student's exposure to Gulder advertisement leads to exhibition of anti-social behaviour, 5 respondents (6.3%) disagreed, 5 respondents (6.3%) strongly disagreed, while 10 respondents (12.5%) had no idea.

Question 12: Do you agree Gulder advertisement has impacted on the social behaviour of students to a great level?

Table XII: Response to question 12

Response	Frequency	Percentage
Strongly agree	20	25%
Agree	35	43.8%
Disagree	10	12.5%
Strongly disagree	5	6.3%
No idea	10	12.5%
Total	80	100%

From the above table 20 out of 80 respondents (25%) strongly agreed that Gulder advertisement has impacted on the social behaviour of students to a great level, 35 respondents (43.8%) agreed that Gulder advertisement has impacted on the social behaviour of students to a great level, 10 respondents (12.5%) disagreed, 5 respondents (6.3%) strongly disagreed, while 10 respondents (12.5%) had no idea.

4.3 Discussion of findings

The Responses were gotten from the tables above through the questionnaire items, with these the researcher was able to come to some deduction that aided resolving the research question of the research.

Below are the findings:

Research question1: To what extent has Gulder advertisement impacted on the social behaviour of students of ESUT?

The aim of this research question was to examine the extent of impact Gulder advertisement has on the social behaviour of students of ESUT.

The data on tables 4, 5, 6 and 7 were used to answer the research question. The data on table four showed that 60 respondents (75%) had access to T.V or radio set, while 20 respondents (25%) had no access to T.V or radio set. The data on table 5 indicated that 50 respondents (62.5%) had exposure to Gulder advertisement, 20 respondents (25%) had no exposure to Gulder advertisement, while 10 respondents (12.5%) were not sure if they had exposure to Gulder advertisement.

Table 6 showed that 25 respondents (31.3%) do expose themselves to Gulder advertisement very often 40 respondents (50%) exposes themselves to Gulder advertisement often, while 15 respondents (18.8%) exposes themselves to Gulder advertisement seldomly. Table 7 showed that 50 respondents (62.5%) responded that Gulder advertisement has impacted on the social behaviour of students, (25%) responded that Gulder advertisement has not impacted on the social behaviour of students, while 10 respondents (12.5%) had no idea.

The findings from this study indicated that Gulder advertisement has impacted on the social behaviour of students of ESUT.

Research question 2: What is the nature of impact Gulder advertisement has on the social behaviour of students of ESUT?

The aim of this research question was to know the nature of impact Gulder advertisement has on the social behaviour of students of ESUT.

The data contained on table 8, 9 and 10 answered this research question. The data on table 8 showed that 60 respondents (75%) were of the opinion that Gulder advertisement distorts reality, 5 respondents (6.3%) were of the opinion that Gulder advertisement does not distorts reality, while 15 respondents (18.8%) had no idea. Data on table 9 showed that 65 respondents (81.3%) responded that Gulder advertisement has negative impact on them, 5 respondents (6.3%) responded that Gulder advertisement has no negative impact on them, while 10 respondents (12.5%) had no idea.

Data on table 10 indicates that 20 respondents (25%) responded that Gulder advertisement has more positive impact on the student's social behaviour, 50 respondents (62.5%) responded that Gulder advertisement has more negative impact on the student's social behaviour, while 10 respondents (12.5%) had no idea.

From the above findings, it is obvious that Gulder advertisement has more of the negative impact on the social behaviour of students of ESUT.

Research question 3: To what level has Gulder advertisement impacted on the social behaviour of students of ESUT?

The aim of this research question was to know the level of impact Gulder advertisement has on the social behaviour of students of ESUT.

The data on table 11 and 12 answered this research question. The data on table 11 indicates that 40 respondents (50%) strongly agreed that student's exposure to Gulder advertisement leads to

exhibition of anti-social behaviour, 20 respondents (25%) agreed, 5 respondents (6.3%) disagreed that student's exposure to Gulder advertisement leads to exhibition of anti-social behaviour, 5 respondents (6.3%) strongly disagreed, while 10 respondents (12.5%) had no idea.

The data contained on table 12 showed that 20 respondents (25%) strongly agreed that Gulder advertisement has impacted on the social behaviour of students to a great level, 35 respondents (43.8%) agreed that Gulder advertisement has impacted on the social behaviour of students to a great level, 10 respondents (6.3%) strongly disagreed that Gulder advertisement has impacted on the social behaviour of students to a great level, 10 respondents (12.5%) disagreed, while 5 respondents (12.5%) had no idea.

From the findings therefore, it is appropriate to state that Gulder advertisement has impacted on the social behaviour of students of ESUT to a great level.

The findings indicate that Gulder advertisement has an overwhelming negative impact on the social behaviour of the students, as shown on table 10. Example of this negative impact is that of students acting under the influence of alcohol even while in class.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS.

5.1 Introductions.

This chapter contains the summary of this research work, the conclusions, recommendations and suggestion for further studies.

5.2 Summary of findings

The researcher in this work discovered that Gulder advertisement has a great impact on the social behaviour of students of ESUT. The findings of the study showed that Gulder advertisement to a great extent has impacted on the student's social behaviour. The researcher also discovered that most of the people living in any modern city today, including student are under the influence of advertising. Everybody and for most of our lives, we see and hear advertisements, even if you do not watch the television, you will listen to the radio. The findings indicated that Gulder advertisement can be used to change the behaviour of student in respect to their social life.

Gulder advertisement, from the finding in this research impacts negatively on the student's social behaviour by making them act under the influence of alcohol after taking the Gulder beer which they must have seen in advertisement.

From the findings in this study, Gulder advertisement has an overwhelming negative impact on the social behaviour of the students of ESUT.

Most of the respondents were of the opinion that Gulder advertisement has indeed impacted negatively on the student's social behaviour.

5.3 Conclusions

From the analysis gathered in this research, there is no doubt as to the great impact Gulder advertisement has made and is still to make in student's lives especially in the lives of students of ESUT.

Again, the findings of the study indicated that Gulder advertisement had immense negative impact on the students by making them exhibit various anti-social behaviours like acting under the influence of alcohol contained in the Gulder beer. Though the work brought out the positive impact of advertising on the students, it also states clearly the negative impact of Gulder advertisement on the social behaviour of students of ESUT.

The study did not fail to prove that whatever impact advertising causes depends on the state of mind of the students and the findings made by the researcher in her course of the study.

5.4 Recommendations.

Having critically analyzed the impact of Gulder advertisement on the social behaviour of students of Enugu State University of Science and Technology (ESUT), the researcher hereby made the following recommendation. Before an advert is designed, a great depth of research should be done to find out the group of people most likely to buy and used the product being advertising, in order to direct that particular advert to them. Advertisers should be more realistic

in their advertisements should be more realistic in their advertisement placement, so it would not seem as though advertising is done purposely to distort reality.

Manufacturing companies should carry out more pre-advertising and post advertising research to determine the effect of the advertisement.

The researcher also recommends that advertisers should present adverts the way they are, as an agent of choice about a product.

5.5 Suggestions for further studies.

In this research work, the researcher limited the study to Enugu State University of Science and Technology (ESUT) because of time constraints, fund and resources. But for further studies, research should be done in other conventional universities to use it in generalizing the entire students.

The researcher suggests that other research properly to ensure accurate results from the students. Advertisers should be more realistic in their placement of advertisements, and conscious of the message content of the advertisement.

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Appendix

Department of Mass
Communication,
Caritas University
P.M.B 01784,
Amorji-Nike
Enugu State.
18th June 2013

Dear Respondent,

I am a final year student of the above-mentioned department and institution, conducting a research on the topic, *“Impact of Gulder advertisement on the social behaviour of student’s of Enugu State University of Science and Technology, Enugu.”*

I humbly solicit your co-operation in providing answers to this questionnaire. This is strictly an academic exercise and thus, requires your honest response. You are however assured of the confidentiality of your answers.

Thanks.

Yours faithfully,
Maduagwu Amaka
Researcher.

INSTRUCTION

Please tick (✓) in the boxes provided for any of the answer chosen by you.

QUESTIONNAIRE.

SECTION: A

1. What is your sex?

a) Male b) Female

2. What is your age bracket?

a) 15-18 b) 19-23

b) 24 – 28 d) 29-33

3. What level are you in school?

a) 100 Level b) 200 Level

c) 300 Level d) 400 Level

d) 500 Level

SECTION: B

4. Do you have access to T.V or Radio set?

a) Yes b) No

5. Do you expose yourself to Gulder advertisement?

a) Yes b) No c) seldom

6. How often do you expose yourself to Gulder advertisement?

a) Very often b) often c) not sure

7. Do you think Gulder advertisement have an impact on student's behaviour?

a) Yes b) No c) No Idea

8. Do you think Gulder advertisement distort reality?

a) Yes b) No c) No Idea

9. Does Gulder advertisement have any negative impact on you?

a) Yes b) No c) No Idea

10. What nature of impact does Gulder Advertisement have on the student social behaviour?

a) Positive Impact b) Negative Impact c) No Idea

11. Do you agree that student's exposure to Gulder advertisement leads to exhibition of anti-social behavior?

a) Strongly agree b) agree

c) Disagree d) strongly disagree e) No idea

12. Do you agree Gulder advertisement has impacted on the social behavior of students to a great level?

a) Strongly agree b) Agree c) Disagree

d) Strongly disagree e) No idea