

**INFLUENCE OF ADVERTISEMENT ON CONSUMER BEHAVIOUR
(A STUDY OF ABIA STATE TELEVISION COMMERCIAL OF MILO
BEVERAGE, ON ISIAMA AFARA COMMUNITY IN UMUAHIA
NORTH LOCAL GOVERNMENT AREA OF ABIA STATE)**

BY

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Declaration

I Nwabuko blessing Ebubechi hereby declare that this research work was written by me and has not being submitted or receive anywhere for the purpose of acquiring a degree in Mass Communication.

Nwabuko Blessing

Date

Certification Page

I certify that this study was carried out by Nwabuko blessing Ebubechi .it was approved by the Department of Mass Communication, Caritas University, Amorji Nike, Enugu as meeting the requirement for the award of the bachelor of science, B.Sc (HONS) Mass Communication.

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Dedication

This work is dedicated to Almighty God for his wonderful work in my life and that of my family.

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I thank the almighty God for his mercies, favour, graces and kindness towards me and my family, my regards goes to my supervisor Mr. Jude Edeh, a man of substance, wisdom and knowledge who through his support and teaching made me to be what I am. I want to use this medium to thank my sweet mum the best mum in the world and my mentor Lob Nwabuko Evelyn and I cannot not forget my backbone and beloved father Chief Victor Uche Nwabuko a man of his word for their support both mentally, physically , spiritually and otherwise and also my one and only brother Nwabuko Francis Chigozie and my cousins Chidozie, Aham, Chinwendu, Otuomasirichi, Nwanyi Sunday, Oluma Eberechi, Chibuike and my aunty and the husband Mr. and Mrs. Chukwuma. I want to congratulate my honorable HOD, Mr. Damian Agboeze a man of discipline full of advise and a Father to all and to all my lecturers Dr. Obasi Ferdinand, Mr. Clifford Nwonu, Mr. Ugwuanyi Felix, Mr. Godwin Okoye, Mrs. Justna Obi, Dr. Mrs. Benson Eluwa and brother gentle I say bravo to you all

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ABSTRACT

The aim of embarking on this study was to provide a well detailed account on the Influence of Advertisement on Consumer Behavior using Isiama Afara Community as the case study. The Researcher used survey Research Design in the collection of the data. Because it is easier to sought peoples' opinion using Questionnaire. Stratified Sampling Method are used to get the sample size for this study is 200 .Data gathered from the study were analyzed, tested and interpreted using sample percentage frequency table. The researcher was able to find out that majority of the respondents own television set and view the Milo product advert. The theory that led support to this work is cultivation theory. The researcher therefore recommends that adverting should be real and interesting so as to call and retain prospective buyers for the advertised product. And also the manufacturers of Milo beverages should try as much as possible to make their advert consistent in order to increase awareness an more patronage for consumers.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

All over the world people and companies utilize advertising to good advantages in the keen competition encounter in word regional and local markets, business men are aided by the sales producing force of advertising.

Not only that skillfully planned and directed advertising not only at home but also abroad over come 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 analysis contend that advertising is one of the most powerful socializing force 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 shapes our behaviour. Ahunaya (2004 70).

Advertising power goes beyond the selling of goods, it promotes a consumer life style a global culture that centers on material things. A television commercial normally say's and now a few words from our sponsors' are companies or individual that pay to have their product advertised, while the 'few words our sponsor' sponsors are companies or individual that take pay to have there product to be advertised, while the "few words our sponsor" have become a deluge sponsor still financially support the newspaper and radio. Encyclopedia (195).

According to the Encyclopedia, American (204) Advertising began around 3200 Bc when the Egyptian stenciled inserption the names of kings on temple being built. Later they wrote run way slave enouncement on Papyrus- sign boards were placed outside doors in Greece and Egypt around 1500 B. c 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 in London newspaper in 1625. The easily town crier was also a medium of advertising”.

Advertising has since than 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 (2005: 44).

According to Rosson Blatt (1977) advertising is the voice of business such that when it is heard, business is said to have been spoken.

All over the world today, advertising seems to have been recognized as an important tool, which facilitates the sale of products and strengthens consumer’s preferences. Manufacturers who continuously work for the sale of their product tends to see advertising as an indispensable tool. In Nigeria for instance, advertising has been employed vigorously on non-price completion to promote the image of competing product brands.

This largely had to the establishment and growth of many industries of which Milo was not left out. Fortune started to smile to these Milo companies at most Nigerians started consuming Milo and this accounted for the existence of many more of such companies in the country.

However, with the recent down ward changes in the economics fortune of the nation and her people those Milo companies are being faced by declining patronage to scramble for consumers whose finances and depressed and this in turn has led to stiff competition and cutthroat advertisement as each manufacturer of different brands of Milo wants to out do the other to gain control of a large sparer of the market in order to sustain itself in business. As a result of the need to communicate to the consumers information about a particular products

personality and features becomes imperative the manufactures in order to accomplish the task of reaching the consumers uses advertising to inform them about the product, the charges it has made and persuade them to buy the products.

However, manufacturers cannot win the consumers over successfully, or make them prefer their brand of product if the brand dose not live up to the expectation of the products advertisement Haller (1977) criticized the power of advertising “claims” in selling a product. He observed that when the product feature seem very small or the claims exaggerated the consumer may change his or her mind not to by that brand anymore he further remarked that a product will only remain the darling of the consumers, if it matches up to the claims in the advertisement and meet the consumers taste, needs and expectation.

Other critics of advertisement, uphold that adverts hamper consumer choice as large advertiser uses their power to limit the options to a few will advertised brands. However, consumer choice and preferences for brands may be informed by a combination of varied factors including advertising.

This study seeks to examine primarily the impact of adverts and other factors such as quality, price, proximity, availability group influence e.t.c has on consumer purchasing behaviour thus the main question is can adverts influences the consumer and make him or her switch from one brand to another.

1.2 Statement of the Research Problem

Critics claim that advertising manipulates us into buying things by playing on our emotions and promising greater status social acceptance and sex appeal there is no doubt about the fact that this new and other like it would advertising affect the consumers of Milo beverage.

Historically, companies and even professional advert people have questioned or misunderstand the effectiveness of advertising series of market research studies however offered dramatic evidence to the contrary the evidence includes better awareness familiarity and over all impression of products.

Advertising as a major means of selling goods, product and services in Nigeria and all over the world is faced with lots of challenges owing to the development of advertising in Nigeria and challenges associated with rending services customers have so many complaints ranging from awareness to feedback.

Therefore, this study is an attempt to examine critically the rate of influence of advertisement on consumer of Milo beverage.

To determine the rate at which they are influenced by advertisement on Milo beverage.

To determine the level of acceptance of advertisement aired by Abia state television on Milo product.

1.3 Objectives of the Study

The study had the following objectives

1. To determine how Milo product advertisement affects the consumers that make use of it
2. To know the extend Milo product advert affect the consumer's
3. To find out the level of frequency of exposure of Abia state television commercial to advertisement on Milo product.

Finally this study will proffer solution on most effective means of handling advertisement to meet modern day challenges as well as handle some peculiar circumstances

1.4 Research Questions

1. To what extent has Milo product advertisement affected the consumers that make use of it?
2. To what extent has Milo product contributed towards the attitudes of the consumer?
3. What is the level of frequency of exposure of Abia state television commercial to advertisement in Milo product.

1:5 Scope of Study

This study is focused on the influences of Advertisement on consumers Behaviour. The period of this study spans from January to June 2014 it will look at the various ways consumers in Isiama Afara community in Umuahia North Local Government of Abia state have responded to advertisement.

This study is centered on Abia state television commercial researcher choose to focus the investigation.

1:6 Significance of the Study

This work though not exhaustive is quiet necessary at a time the media a awash with all forms of advertisement lure consumers.

It will educate consumer on the best ways to respond to advertisement while advertisers will learn to understand the need to follow the ethics of the profession by avoiding advertisement that are subversive.

Students of advertising will also find this work useful as it will expose them to various forms of media advertisements.

Above all, this study will serve as an addition to existing literature on the topic it is expected that researches will find some of the recommendation of this work useful in conducting further research.

1.7 Operational Definition of Terms

Influence: The feelings of the people of Isياما Afara community after been exposed to Milo beverage advert on Abia state television

Advertisement: The level of awareness about Milo beverage by the people of Isياما Afara community.

Consumers: The people that makes use of Milo product.

Behavior: The attitude of the people of Isياما Afara community towards the advertisement on Milo beverage.

CHAPTER TWO

REVIEW OF THE LITERATURE

2:1 Source of Literature

The literatures used in this study both theoretical and empirically were taken from textbooks on the use of advertisement Books like mass media and society, Advertising principle Communication research were consulted. The empirical literature was taken mainly from a journal demoted to research in journalism and mass communication, America Encylopedia on advertisement and various web sites on advertisement, Google and Ask. Corn was consulted different libraries, Caritas University Library, Mass Communication Library and University of Nigeria Mass Communication Library for the source of literature.

2:2 Review of Literature

Olise, (2006) the influence of advertising messages through communication technology channels on consumers buying behavior international journal of communication (5) 14-29.

According to the researcher people are influenced by what they see, hear or read, since these are targeted at the mass psyche of relatively large number of people. However this package information that has influenced the consumers buying behavior has no doubt been regarded to be the use of advanced communication technology channels.

The study went ahead to examine the nature of advertising messages through communication channels by saying that advertisers use the various communication channels within the consumers reach in order to influence the buying behavior positively. To them the nation of advertising through these channels has helped to re-shaped the consumer's daily may be giving a new structure to the way they think and behave.

He went further to explain some relation topics like advertising and the persuading process of communication technology channels advertising in the modern society, advertising message strategy, advertising pyramid, customers need and finally factor influencing behaviour which he said are two, emotional and rational factors.

Further more, the study reviewed and the present study emphasized on the influence of advertising message on the consumer behavior both stressed that the channel of communication and the packaged in formation (which include what we see, hear and read) have always been the major aspects that have contributed to their buying behavior being influenced, but the reviewed study failed to throw more light on measuring the effectiveness of advertising which is one of the important aspects this present study did carry out.

2:2:1 The Concept of Advertising

Advertising from the brand concept for the purpose of this study, the research will deal with some related literature on the subject. The reason is to extract various view and opinions of other scholars while measuring the effect or the extent of the effect of media advertising on the buying habits on the consumers.

This indispensable nature of advertising as a marketing tool is perhaps the most rectal consideration for the reach on the media advertisement on the buying habit on the consumer. It is also important to note that advertising communication as a stimulus aimed at eliciting a specific response from the receiver. According to Barry Borgat (1920) “consumer should be given the reason why they should buy the product”.

He point out that advertising tested tool of mass information and mass production all over the world, when handled properly, the effectiveness of advertising is mostly subliminal when consciously we are affected by the advertisement.

The Genesis and Growth of Advertising

The genesis of advertising cannot predate the emergence of mass communication media. This is because advertising is basically a mass communication effort. However advertising by use of different forms of notices on rocks or buildings have been traced to Greek and Roman merchant of old who carried some commercial signs in clay, wood or stone and hung them in front of their shops in the same manner that we use in convey to their prospective customers the wares they had for sell including their prices and a few other important information. Those day they also made inscription on the walls of their small shops to indicate the kind of products available for their customers. As time went on advertising started to become a serious business and it wasn't long before people started to offer themselves as specialists in advertising. The earliest known record of an advertising agency dates back to 1786. Newspaper rapidly became a dominant advertising medium until the emergence of television in the 20th century with the opportunities that digital communication offer, only beginning to realize it look like there will be plenty of changes still to come.

Important of Advertisement

A proper advertisement has a great impact on sales of the produce and that is why companies spend huge amount of money to make effective advertisement. Needless to say that there are many advantages or benefit of advertisement.

The most important use of advertisement is that it provide avenue where you can easily interact with the prospective client, answering any question or concern they may have about your product or service.

Advertising is important so that companies can market their product and get it noticed. Advertisement can increase profits and promote sales.

The first and key factor of advertising is that it will draw an audience's attention to a product or service offered by a company. Potential customers are made aware of the product can benefit them and will give them a reason to investment. Advertising is also important to connect to current customers and remind them why they have chosen the right company. Current consumers can also be kept up to date with the latest products and services available them.

Advertising gives companies and business the opportunity to build up brand and an identity a recent example of this having great success is with the Milo brand. The distinct adverts in both TV and print form are instantly recognizable as the company's own and give it an identity as a clean, modern and reputable brand. Advertisement need to relate to current trends and sell both a product individually as well as the company as a whole. If an advertisement succeeds at both it can help draw an audience to the product or service and build a relationship between the consumer and company. Establishing this connection should lead to a boost in sales for the business.

Advertising is of great important in our world of competition. It is important for both seller and buyer. Even the Government cannot do without it first of all advertising introduces new products to general public for example, the public come to know about useful new medicines for some disease we often learn about new machines for Agriculture and Industry for advertisement.

Advertising introduces different brands of some product. Advertisement tells qualities of each brand and we can easily select.

Government can be profitably in advertising it's schemes and policies. It can tell general public what might do for good of nation.

It is through advertisements that we come to know of new services jobs. Qualified people apply for them and get adjusted in life.

Advertisement is a dependable and effective means of expanding education and of bringing student to educational institution school, colleges and Universities advertize their classes, courses and fees and attract students for admissions.

Function of Advertising

According to Bovee and Aren (1986) cited in Ozoh (1998, 13) advertising function are categorized marketing, Communication, Education, and Social.

1. **Marketing:** Advertising sells a product, a service or an idea to the target audience.
2. **Communication:** It serves to communicate information and message to people there providing consumers with the buying information they need.
3. **Education:** Advertising imbue it's audience with "quality of "Psychic mobility" through advertising consumer horizon are stretched beyond their immediate physical and mental confines such that they become aware of new consumption alternative.
4. **Social Function:** It has the capacity to do other thing than sales like it promotes and advocate special value such as those bordering on sustained development, child welfare, disease prevention.

Advertising Media

According to Amey (2013) Advertising media are the means to transmit the message of advertiser to the desired class of people. It is also the channels or vehicles by which an advertising message is brought to the notice of the prospective buyers.

Types of Advertising Media

According to Ozoh (1998, p46) advertising media can be classified into two broad categories,

Theme media

Scheme media

Some individuals have used the terms “above the line media and below the line” to categorize the two types of media

Under the theme media (above-the-line) are the following

1. **Newspaper:** A set of large printed sheets of folded paper containing news, articles and other information, usually published every day, weekly. There are two main type of newspaper the quality or broadsheet news paper that generally deal with serious news issues, and the tabloid newspapers that deal more with subjects such as sports, television actors, and shocking crime stories.
2. **Magazine:** Is a publication that is issued periodically usually bound in a paper cover, and typically contains essays, stories, poems etc by many writers and often photographs and drawing frequently specializing in a particular subject or area as hobbies, news or sports.
3. **Radio:** An electronic receive that defects demodulates and amplifies transmitted signals or a communication system based on broadcasting electromagnetic waves.
4. **Television:** The transmission of dynamic or sometime static images, generally with accompanying sound electric or electromagnetic signals. OR an electronic apparatus that receives such signals reproducing accompanying sound signals on speakers.
5. **Bill Board:** A large board for advertisement in an outside public place.
6. **Direct Mail:** Is a type of advertising medium in which message are sent to target customers through the mail.
7. **Out Door Advertising:** Is advertising that reaches the consumer while they are outside the home.

Types of scheme (below the-line) include the following

1. **Pelmets:** A decorative cornice or valance the head of a window or doorway, used to cover the fastenings from which curtains are hung.
2. **Calendar:** Is a system of organizing days for social, religious, commercial or administrative purpose. This is done by giving names to periods of time typically days, weeks, months and years.
3. **Sticker:** A small piece of paper or plastic with a picture or writing on one side and give or another similar substance on the other side so that it will fasten to a surface.

2:2:2 Advertising in Nigeria

Advertising in Nigeria is traced to be one of the earliest form of mass communication namely town crying. Town criers were used in the dissemination of information about important ceremonies and used in the intertribal wars, disaster, marriages, births death and so on even today town criers are still being used in many villages in Nigeria to communicate vital information the town crier is paid in kind to structure and disseminate his message effectively at the right time and to the right audience. Another common advertising medium in Nigeria in the early days was Hawking. Hawkers advertise their goods by shouting out the names of the waves they were carrying and extolling the qualities of such waves. Despite their advertising validity the earliest form of mass communication soon stepped a side for the modern media mass communication which in the face of mounting commercial growth were found to be more potent in advertising message delivery and wider audience reach. It is worthy to note that the traditional media communication is still in use in some parts of Nigeria as Advertising media.

Modem Advertising commenced in Nigeria with the establishment of the first newspaper in the country. Iwe Irohin, the paper was set up in 1859 and it publisher was Rev

Henry Town send of the church missionary society. According to Ogbodoh (2003, 56) when iwe Irohin commenced publication it carries advertisement in form of announcement which includes on births, weddings, death, church activities, vacancies, shipping schedules etc with the setting up of other newspaper namely. Anglo Africa (1863) Lagos weekly Records (1891) Lagos standard (1892) Nigeria pioneer (1914) and so on. The horizon of newspaper advertisement widened considerably. These computed for the revenue that accrued from Government and commercial advertising.

By 1960 advertising had moved into the magazines and the broadcast fold. The significance of the magazines lies in it's introduction of color into Nigeria advertising. The radio capitalized on the intimacy of the human voice while television exploited movement which made advertising dramatization possible Nigeria advertising cannot therefore be companies that set the stage for the business environment that powered the advertising dream. Those companies are the royal Niger company's which later metamorphosed into United African company (U.A.C) lever Brother cadb. Lny's A.J scarred, Daily Times, intentioned Bank which later become first bank Nigeria Television Authority (N.T.A) federal Radio corporation of Nigeria (FRCN) .co name just a few these captains of commerce and industry prepared the fertile ground from which Nigeria advertising grew up to productive advert.

Measuring the effectiveness of advertising

Advertising is not complete if the effectiveness of advertising is not complete. Although it is not at all possible to measure advertising effectiveness accurately as there are many factors like

- a. Making a brand image
- b. Increasing the sales

- c. Keeping people informed about the product
- d. Introducing micro product and so which affect the effectiveness of an advertisement

According to Kofler and Armstrong cited in Okoro (1995, 156) the two most popular areas which need to be measured for knowing the effectiveness of advertisement are:

- 1. Communication effect
- 2. Sales affect

Communication Effect Research Consists of Three Types of Researches

- i. Direct rating method:- here customer are directly asked to rate the advertisement and these rating are calculated.
- ii. Port folio tests: here the customer see the advert and listen carefully to the advertising and all the contents of the adverts and the contents then the calculations are done with the help of these data.
- iii. Laboratory tests: here the apparatus to measure the heart rates, blood pressure, perspiration etc are used on the customer after he retches the advert to know the physiological reaction of the body.

Sales effect research: Totally depends on the sales of the company. The sales keep varying from time to time.

There are some features affecting sales like:

- a. Product availability.
- b. The price of the product.
- c. Contents of the product and sometimes.
- d. The competitors.

Tools for measuring the effectiveness of an advertisement include:

- a. Distribution of questionnaires flyers.
- b. Holding of surveys and product recognition test.

- c. Use of toll free number
- d. Integrated direct marketing
- e. Analysis tool.

Types of Advertising

1. **Primary Advertising:** Is intended to stimulate an interest and a desire for a certain class of goods
2. **Selective Advertising:** Is done to impel the customers towards the purchase of a particular brand of goods.
3. Mass advertising appeals to a cross section of the population.
4. Class advertising is directed at special groups of people such as student, newly married couples etc.
5. Transit advertising is which normally advertisers by having their items' skin on vans or busses which roam city or nationwide.
6. Publicity is information about a product that is supplied to the advertising media by the producer.
7. Name advertising is used in case of such items as cigarettes etc and is done to popularize a particular name brand.
8. Institutional advertising is used for the purpose of getting some message across to the public which may or may not be closely related to the sale of any particular merchandise.

Advantages of Advertising

1. **Increasing sales:** The expense of advertising may be justified on the ground that it helps to increase sales, which thereby result in increased production.
2. **Reduction cost:** It assists to reduced cost of production and distribution which are passed on to consumers in the form of reduced prices.

3. **Duplicate:** The basic purpose of advertising is to increase the sales of products which are not in competition, for example large amount are spent on the publicity of Milo product which appear to be in competition but which is really produced by the same manufacturers.
4. **Prevention of cost sales:** Much advertising is aimed at preventing the erosion of it's sales by competitors. So advertising may be regretted as being "defensive"
5. **Creating market attitude:** Advertising can create a market attitude for product which would not otherwise be desired thus artificial demand can be created by exploiting fears.
6. **Impressions the public:** Advertisement is considered important branch of business which impresses the public about the superiority of product.
7. **Economy in commission:** It introduce the manufacturer in the market as an independent supplier so public may directly place an order to him which can reduce a whole sale's commission and utilize it to lower the retail prices.
8. **Encouraging competition:** It assists to promote competition among the producers thus it facilities to supply goods of improved quality in the market at competitive prices.
9. **Increasing business activities:** Advertising helps to increase the business activities in the country. Thus national income and consumption per- capital may be increased.
10. **Developing goods:** It informs the manufacturer about the changes in taste, fashion and habits of customers so producer will be in a position to develop his product according to the change circumstance in the market.
11. **Sufficient profit:** It promotes the selling process to the great extent which gives producers sufficient profit.

12. **Informing consumers:** Advertising provides the information to consumer about the choice, prices quality and other description of product at their home, which guides them for quick decision.
13. **Increasing standard of living:** People are informed about the new scientific invention new style and use of product. Improved accommodation better clothing and food by advertising thus is stimulates the desire of public which increase their standard of living.
14. **Providing employment:** As if it helps to create the new demands of the products, it tends to increase the sales volume of goods. So new industry
15. **Providing reading materials:** Newspaper, magazine periodical and other journal provide the sufficient reading material to public to cheaper price on the other side; it is a great source of income for many people.
16. **Educational values:** Various media of advertisement tender the valuable services in spread of the moral and educative value in the country general public learn about economics and social aspects of human life. It also creates close contact between the produces and the consumers.
17. **Encouraging buying ability:** Constructive advertising encourage to a great extent the necessity for buying ability the use of brands is essential for most advertising which makes it possible to depend upon the standard quality of such merchandise. It enables the customers to avoid purchase of unsatisfactory brands.
18. **Enabling the task easier:** Advertising makes the sales man, task easier. It is used to assist in realizing the goods which are effectively advertised the part of selling programme that can be performed by advertising can be done at less cost than by conducting the entire selling function on personal basis

19. **Introduction of new product:**- New products can be introduced and popularized in the market advertising but in this may an established company which manufactures a group of product can boost up the sales of it's entire product.
20. **Saving time:** Advertising greatly help to save time it enable the consumers to spend a short deal of time seeking product to meet his requirement because he or she has already been informed about many standard goods through advertising

Disadvantages of Advertising

1. **Costly functions:** The strong objective and arguments against the advertising is that it is a costly functions as. It generally criticized that the cost of advertising to too high and that such high cost is covered by the selling price of the advertising goods. Advertisement is considered as an indirect cost which is added in the distribution expenses when expenses are to be increased the selling price of the products will also be enhanced it is true factors because large advertising spend thousands of Rupes for advertising in a week. In one study it is found that advertising cost 6% of sales. It means that consumers will hare to pay higher prices of the advertised the cost of advertisement cannot become burden on the consumers thus the unbalanced advertising may cause certain goods to cost the consumer more than they should so it is regarded as an economic waste.
2. **Misleading claims:** Some advertisers cleverly create a misleading impression of their goods they present a very rosy picture of their product before the consumer with the object of increasing their sales.
3. **Encourage monopoly:** Advertisement restricts the competition among the product. Big industrialist and manufacturers may exercise their monopolistic control over the market with the help of advertisement techniques which is always against the public interest.

4. **High price:** It is undoubtedly true that effective advertising increase the sales volume this increased sale will require more products thus large scale production brings down the cost of goods per units due to economics various sector which reduces the consumers selling prices but the producers do not lower the price and the burden of advertising remains on the shoulders of the consumers.
5. **Disconnection of business:** small firms cannot properly advertise their product due to limited resources but on the other side entire market is controlled over by great advertisers it becomes impossible for small firm to continue their business in the business field so small firm disappear from the market.
6. **Influence purchasing power:** advertising goods are generally available in the market at high price which influences the purchasing power of the consumers so some people use foul means to increase their income for purpose of meeting their necessities of life. Thus unnecessary advertising creates the corruption in the society.
7. **Misuse of Advertising:** Some beautiful switch lights hoardings, posters and moving picture are fixed generally in front of some important road for places which have been harmed by the misuse of advertising glaring red neon lights have actually been hazards at certain cross roads.
8. **Creating Unrequited Desire:** Another objection is that advertising influences the mind of public it crates the desire and taste for new products which are not actually necessities of life and income of consumers will not let them enjoy. Advertising may thus be regarded as the cause of unrequited desire which may result in unhappiness.
9. **Promotion of Social Evil:** Some firms present immoral program and features and crime stories in television and Radio for advertising their products which have a very bad influence upon new generation so advertising result in creating social evils in the society and wasting of Economy.

- 10. Buying Problems:** There are numerous similar types of products which are advertised in the market. But producers lay great emphasis on minor difference in the formula of technique of advertised goods for example there are many brands of advertised shaving creams which perform the same function but it has become impossible for the average buyer to judge with any certainty the quality of the hundreds of articles he buys.

Aims of Advertising

1. Advertising provides a public service because it gives us information about products, services, no wonder the International Advertising Association states "to be properly informed the consumer needs advertising" informed choice is based on information advertising is the vital conduit for that information between producer and consumer" and it does more than merely inform.
2. The aim of advertising is to sell successful adverts engage the mind of the consumer and motivate him to buy the product advertised. Adverts sell more than products / services they also sell brands for example a manufacturer of pomade is advised not to spend millions of naira advertising to make customers buy just any pomade, rather the manufacturer should encourage people to buy his product you need to convince the public that your brand of pomade should be more desirable than any other.

Why We Advertise

We have many special and specific reasons for advertising and these are:

1. **To Remind:** This perhaps is similar to maintaining sales but not quite Advertising is aimed at reminding customers to ask for the same brand once more, for example where the product requires repeated purchase usually small unit items like bread, tea, milk, cigarette and Milo. Again advertising as a kind of reminder keeps the products

or services. In mind for future need it equally reminds one of brand names and stresses that a brand is a valuable property, which has to be constantly purchased.

2. **To Maintain Sales:** One of the secrets of the success of advertising is that it is continuous in one way or the other. Remember that all advertising is aimed at promoting new and existing products such as Milo, salt, beer, matches, aspirin, soap etc. Which have been on the market for generation Guinness stout, Milo, Bourn Vita, Nestles, Sheltex etc. Are good examples of products whose sales have to be maintained, although increased sales are no doubt incomes?
3. **For Modification:** This might be in form of announcing the modification of the product. An existing product may be given a “face lift with the additive, a refinement, a new finisher casing or perhaps even a new container”. This is made to revive the sales product whose life cycle is folding or waning because of competition E.g. toiletries. According to Frank Jefkins, sales promotion schemes may replace traditional advertising to promote product changes.
4. **To Invite Enquiries:** Some business men such as hostiles, people carrying on mail order, trader, salesmen and travel agents rely on a flow of inquiries or information for their services sometimes these advertisements contain coupons.
5. **For a New Product or Service Announcement:** Under this reason, prospective buyers are presented with details of a new product, and this perhaps means a costly and dramatic launch this can be in form of announcement, for example a brand of cigarettes, involving the use of full pages in full colour in the national daily, plus giant poster this launch involvement generally uses large advertisement, which may be reported frequently and this type of advertising may make the campaign hard to miss or be over-looked.

6. **To Extend The Market To New Buyers:** A good example of the expansion is when a brand of paint or fertilizer has been used successfully for industrial or commercial purpose and it then packaged and promoted to the customer market are full of such products, put there on by advertising. This aspect of advertising is likely to have greater impact because the goods have already been proved to be good and can be bought.
7. **To Recruit Staff:** Recruitment advertising has become more sophisticated than the “situation vacant” classified which used to be the normal way of employing staff. Bigger establishment are conscious of the public relations effects their “job aids” and use displayed classification which are just nicely laid out with the company logo.
8. **To Announce a Price Change:-** This is perhaps the more common form of advertising before finale price maintenance was made illegal and recommended prices came about but there are stills occasions when this appeal can be used as when forces are reduced or when a store announces reduction in prices. It may be necessary also to announce a price increase as happens with public transport.

Advertising as a Marketing Function

Advertising is an important ingredient of marketing mix that aids marketing efforts. Marketing contributes to the well-being of our nation it’s activities parade our everyday lives and add quality to them. According to Pride and Ferrel (1980:7) marketing consist of a performance of business activities that direct a flow of goods and services from producers to consumers or users.

Furthermore, the authors states:

Marketing is a process in a society, which the demand structure for economic goods and services is anticipated and satisfied through the conceptions, promotions, exchange and

physical distribution of such good and services. Marketing as seen from the above quotation essentially deals with the promotion, exchange and physical.

distribution of goods and service this simply means that the promotion of produced goods and services is an imperative to the major ingredient in the promotion in the promotion mix of marketing and instrumental to the smooth flow of goods from manufacturers to consumers.

There is no way to make fast awareness of the existence of a product except through advertising.

Advertising informs the target market about special features of product, the existing product may be modified for simplicity and convenience. Advertising focus on these features advertising persuade potential consumers that particular product is superior feature of the product is superior to competing product simply stating the superior feature of the product in the advertising campaign or asking some customers to compare between the product and advertised and competitors product can achieve.

Advertising help in getting dealer and retailers supports. When the product is well known retailers will stock it to cater for the consumers demand.

Advertising is useful in security sales test, this can be achieved by enclosing corresponds, returnable post cards in news paper and magazines. Advertising helps to educate the marketer in the new ways of using the product more often.

Advertising builds a positive image of the company that sells the product, most often are new product sell because of the company behinds it.

Advertising helps in sustaining the market shares of established products and re-enforcing then benefits or continued the product usage, in crease in the market for share of the product.

2:3 The Concept of Milo Beverage History

Milo is a popular beverage manufactured by Thomas Mayne, a nestle' Engineer created the nutritious and delicious beverage using local milk knowledge and swiss cocoa- expertise.

Milo was named after the Greek Mythical character Milo who was known for his strength, Milo was launched in 1934 at the Sydney Royal Easter show in an area used to show case new products to the public this coincided with the opening of a local production plant for Milo located in Smithtown, in rural N.S.W, where it is still produce today. Milo has a count among most consumed beverage items in most part of the world including Nigeria.

2:4 Theoretical Frame Work

The key theory for this study is cultivation theory. The theory was propounded by George Gerbner and Larry Cross of the University of Pennsylvania in 1976. The theory states that mass media (Television) is responsible for shaping or cultivating viewers conception of social reality. It further explained that the information and ideas people receive on a daily basis are the foundation for their own personal outlook of life further more the theory has to do with the idea that mass media has the power to shape our perception of reality and the world around us by affecting our attitudes and certain ways of thinking.

The theory assumes that the mass media (Television) is responsible for shaping or cultivating viewers conceptions of survey data from audience research (to assess any influence of such images on the attitudes of viewers through the use of questionnaire) it is also through the use of mass media that Milo product advertisers are able to influence their consumer buying behavior positively.

2:5 Summary of Literature Review

In this study was able to review some concepts that are related to the topic. It went further by explaining and exposing the meaning of advertising as were defined by renowned scholars it also went ahead in explaining the genesis and growth of advertising, benefits of advertising, function of advertising, advertising media, advertising in Nigeria, measuring the effectiveness of advertising, tools for measuring the effectiveness of an advertisement, and

the concept of Milo product the chapter in it's literature review, reviewed a key study with the title "influences of advertisement on customers behaviour" a study of Abia state television community in Umuahia North Local Government Area state from Jan to June 2014. The study also uses the cultivation analysis theory as the theory that best suit the study that is being carried out.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Method

In this study, the survey research method was adopted as the scientific approach in the study. Survey research was found to be most appropriate for this particular study. survey a research technique used to obtain data, requires either interviewing the respondents or providing them with self administered questionnaire.

This technique of data collection involves careful questionnaire construction and Simple selection.

According to Ogbuoshi (2006, 144) research design is the blue print which determines The nature and scope of study carried out or proposed. Research design is also an outline or scheme that serves as a useful guide to the researcher in his efforts to generate data for the study. Research design are used in research proposal to show how the variables of the proposed research will be observed, controlled or manipulated to generate necessary data for the study. The research design adopted for this study was the survey research method. As the name implies, survey is a research method, which focus on a representative, sample method therefore goes into the field and in the data, selects sample out of the entire population (nwodu. 2006, 67) the reason for choosing this method was because survey method aims not only at collections of data but also the discovering of meaning in the data collected so that the fact can be better interpreted, explain and understood.

Also Barbic (2006, 201) submits that survey is the best method that gives room for asking question from the population that is too large to observe directly. The method would help, to study a large number of units and make generalizations on the basis of data collected and analyzed in additions to these reasons, the survey method would be considered more

appropriate for topics that have to do with audience attitude and responses to issues of advertising messages.

3.2 Population of the Study

The researchers' population of the study is 220,660 based on 2006 national census. The population of the study comprises Ndagbo, Mgboko, Etitinabuo, Umuobasi.

Population as the name implies, simply refers to the totality of the person from the data necessary for the study were collected Chien (1959) quoted In Madueme (2010 71) such specification may be people, subjects and item sectors and so on.

3.3 Sample Technique/ Sample Size

The sample technique to be adopted is the stratified sampling method through which the researcher divided Isiama Afara community into four strata.

(Obasi; 2013, 102) A sample size of 200 will be drawn from the population. The sample population will be gotten from the population of the study in such a way that it will be a representative of the four chosen communities in Isiama Afara Umuahia north, since four have been chosen, the sample size will be divide equally among them to amount to 50 respondents each from each of the areas.

Sample is the selection of some members of elements from the population for actual investigation. It is also section or part of an entire population of people or things which are studied to obtain information about research variables.

The researcher divided Isiama Afara community into four strata to get the sample size of 200.

Ndagbo	50
Mgboko	50
Etitinabu	50
Umuobasi	50

3:4 Instrument of Data Collection

The research instrument used for the study was questionnaire which comprised mainly of close-ended questions the closed-ended question were highly structured to the point that respondents were constrained to choose their answers from the options listed by the researcher. The questionnaire was divided into two parts.

Part A represented the demographic features of the respondents while

Part B answered the research questions.

Item 1-5 answered question on the demographic feature of the respondents.

Item 6-8 answered research question one

Item 9-10 answered research question two

Item 11-13 answered research question three.

3.5 Validity of Data Gathering Instrument

The researcher made use of the questionnaire of which after formulating, constructing and critically studying the questionnaire showed it to her supervisor who vetted and modified some aspects for clarity, relevance and comprehension.

3.6 Method of Data Collection

Data was collected by administering the copies of questionnaire to the respondents who were Isiama Afara community dwellers copies of the questionnaire distributed 100 copies were retrieved and analyzed by the researcher which gave her a response rate of return of 100%.

3.7 Method of Data Analysis

Data collected was analyzed using simple table, frequency and percentages were adopted in the presentation and analysis of data generated for the study. These statistical tools were used because they were suitable means of breaking down and analyzing the generated data.

CHAPTER FOUR

4.1 Data Presentation and Analysis

In this chapter, the researcher analysis the data collection while carrying out the survey. Some of the data with particular relevance and reference to the research question and findings of the study are tabulated each research question is treated using one table and results are presented accordingly.

Question No 1

Table I set of respondents

sex	Frequency	Percentage
20	78	39
Female	122	61
Total	200	100%

The set of the respondents on the table above shows that 78 out of all respondents which represents 39 are male and 122 people represents 61% are female.

Question No 2

Table 2: Age of Respondents

Age	Frequency	Percentage
20-30	50	25
31—40	60	30
Total	200	100%

From the table, the respondents who fall within 20 and 30 years of age are 50 representing 25%, 60 respondents representing 30% is within the age of 31 and 40, 40

respondents, representing 20% is within 41 and 50, while the respondents while the respondents who fall within 60 years and above are 50 representing 25%.

Question 3

Table 3: Occupation of Respondents

Occupation	Frequency	Percentage
Civil servant	70	35
Framer	20	10
Trades	40	20
Teachers	60	30
Any other specify	10	5
Total	200	100%

The above shows that 70 respondents out of the same are civil servants which represents 35%, 20 respondents are farmer which represents 10%, 40 respondents representing 20% are traders, 60 respondents representing 30% are teachers while 10 respondents representing 5% specified other occupation.

Question 4

Table 4: Educational qualification of respondents

Response	Frequency	Percentage
FSLC	48	24
OND/H1JD	65	32.5
B.sc/M.sc	87	43.5
Total	200	100%

On the table above, educational qualification 48 respondents 24% are FSLC holders, 65 respondents 32.5% are OND/HND holders while 87 respondents 43.5% are B.sc/M.sc holders.

Question 5

Table 5: marital status of respondents

Status	Frequency	Percentage
Single	50	25
Married	85	42.5
Divorce	6	3
Widow & widower Total	59	29.5
Status	200	100%

The table above indicates that out of 200 respondents, 50 people representing 25% are single, 85 people representing 42.5% are married, 6 people representing 3% are divorced while 59 people representing 29,5% are widows and widowers.

Question 6

Table 6: Do you own or have access to television set?

Television Set

Response	Frequency	Percentage
Yes	170	85
No	30	15
Total	200	100%

The table above shows that 170 respondents 85% agreed that they have access and own a television set while 30 respondents, representing 15% said no to it.

Question 7

Table 7: Are you as an individual aware of this Milo product advert broadcast on Abia State television?

Response	Frequency	Percentage
Yes, I am	125	62.5
No, am not	60	30
No idea	15	7.5
Total	200	100%

The table above indicates that 125 respondents 62.5% agreed that they are aware of Milo product advert on Abia State Television, 60 respondents representing 30% do not agree while 15 respondent representing 7.5% do not have any idea whether they advertise Milo product in Abia State Television.

Question 8

Table 8: Do you view Milo product advert on Abia State Television?

Response	Frequency	Percentage
yes	143	71.5
No	37	18.5
No idea	20	10
Total	200	100%

The table shows that 143 representing 71.5% agreed that they view Milo product advert on Abia State Television, 37 respondent representing 18.5% said no while 20 respondent representing 10% had no idea.

Question 9

Table 9: Do you believe in Milo product advertisement broadcast on Abia State Television.

Response	Frequency	Percentage
Yes	155	77.5
No	20	10
Somehow	25	12.5
Total	200	100%

The table shows that 155 respondent representing 77.5% believe in Milo product advertisement on Abia State Television, 20 respondents representing 10% say no to it while 25 respondent representing 12.5% said they believe somehow in it.

Question 10

Table 10: How often do you see Milo product advert on Abia State television?

Response	Frequency	Percentage
Very often	55	27.5
Always	85	42.5
Most time	40	20
Not at all	20	10
Total	200	100%

The table above shows that 55 respondents representing 27.5 often see Milo product advert on Abia State Television 85 respondent representing 42.5% always see it, 40 respondent representing 20% sees the advert most time while 20 respondents representing 10% says not at all.

Question 11

Table 11: Has Milo product advertisement on Abia State Television affected you positively?

Response Frequency Percentage

Response	Frequency	Percentage
Yes	130	65
No	45	22.5
No idea	25	12.5
Total	200	100%

The table shows that 130 respondent representing 65% says yes that Milo product advertisement has affected them positively, 45 respondents representing 22.5% says no while 25 respondents representing 12.5% had no idea whether it has affected them or not.

Question 12

Table 12: Has Milo product advertisement on Abia State Television been able to change your attitude towards the purchases of Milo product?

Response	Frequency	Percentage
No	147	73.5
Somehow	38	19
Total	15	7.5
Response	200	100%

The table above shows that 147 respondents representing 73.5% said yes that Milo product advert on Abia State Television have change their attitude towards the purchase of Milo product; 38 respondent representing 10% said no to it while 15 respondent representing 7.5% said it have change their attitude somehow.

Question 13

Table 13: Do you agreed that television is the best medium to advertise Milo product?

Response	Frequency	Percentage
Agree	65	32.5
Don't Agree	39	19.5
Strongly Agree	36	18
Strongly Don't Agree	40	20
No idea	20	10
Total	200	100%

The table above indicates that 65 respondent representing 32.5% agreed that television is the best medium to advertise Milo product, 39 respondents representing 19.5% don't agree, 36 respondents representing 18% strongly agree, 40 respondents representing 20% strongly don't agree while 20 respondents representing 10% had no idea whether television is the best to advertise Milo product.

4.2 Discussion of Finding

In the data analysis on the influence of advertisement on consumer behavior.

Research question 1: How has Milo product advertisement affected the consumers that make use of it?

The date 6, 9 and 11 were used to answer the research question.

The data on table 6 showed that 170 respondents 85% answered yes that they have access to television set, 30 respondents representing 15% said no that they don't have access to TV set.

The data on table 9 indicates that 155 respondents 77.5% believed in Milo product advertisement on Abia State Television 20 respondents 10% said no that they don't believe while 25 respondent 12.5% said somehow.

The data on table 11 indicates also that 130 respondents representing 65% said yes that Milo product advert has affected them positively, 45 respondents representing 22.5% said no to it while 25 respondents representing 12.5% had no idea.

From the findings, it is clear that the people of Abia State have access to television.

The finding also showed that Milo product advert has affected the people of Abia State positively.

Research question 2: To what extent has Milo product contributed towards the attitude of the consumer?

The data 12 is used to answer the research question.

The data on table 12 showed that 147 respondent 73.5% answered yes that Milo product advertisement on Abia State Television has change their attitude towards the purchase of Milo product, 38 respondent 19% said no while 15 respondents 7.5% answered somehow.

From the finding it is clear that Milo product advertisement on Abia State television has changed the people attitude towards the purchase of Milo product.

Research question 3: what type of media do Milo products use in advertising their product?

The data 13 is used to answer the research question.

The data on table 13 showed that 65 respondents 32.5% agree that television is the best medium to advertise Milo product, 39 respondents 19.5% said they don't agree, 36

respondents 1890 strongly agree that it is the best medium, 40 respondents 20% strongly disagree while 20 respondents 10% has no idea whether it is the best medium or not.

From the finding, it is clear that television is the best medium to advertise Milo product.

Research question 4: What is the level of frequency of exposure of Abia State Television Commercial to advertisement in Milo product?

The date 7, 8 and 10 are used to answer the question.

CHAPTER FIVE

Summary, Conclusion and Recommendations

5.1 Summary

The main purpose of this study was to assess the Influence of Advertisement on Consumer Behavior the research was also aimed at finding out if Abia State television has been able to influence the behavior of Isiama Afara community towards Milo beverage.

The research design for the study was survey research, the scope of the survey research was limited to a sample of 200 respondents drawn from Umuahia North Local Government Area using stratified sampling method.

The theory that led support to this study was cultivation analysis theory propounded by George Gerbner and Larry Gross (1976).

According to this theory mass media (Television) is responsible for shaping or cultivating viewer s conception of social reality.

Finding from the study shows that majority of the respondent own television set and view the Milo beverage advert then a conclusion was drawn from the data obtained from the respondents.

1. Consumers of Milo beverage prefer it because of its advertising strategies.
2. Consumers believe that Milo beverage is the best.
3. Advertising message influence the consumers behavioral attitude positively by making them to have clear and simple comprehensive message of the advertised product.

5:2 Conclusions

The result of this study shows that Abia state television commercial has influence the attitude of the residence of Isiama Afara community in Umuahia North Local Government towards the purchase of Milo beverage.

5:3 Recommendations

Based on the result and conclusion the following of this study, recommendations were proffered.

1. The manufacturers should try as much as possible to reduce the price of their product in order to accommodate all their target consumers and not to see advertising as the main reason for price increment.
2. The manufacturers of Milo beverage should try as much as possible to make their advert consistent in order to increase awareness and more patronage for consumers.
3. Advertising should be real and interesting so as to call and retain prospective buyers for the advertised product.
4. Also APCON are advised to see that advertiser maintain the principle guiding advertising because consumers through advertisement are deceived into buying the wrong product.
5. APCON should also see that defaulters are sanctioned accordingly without fear or favour.
6. The manufacturer should also increase media for advertising from television and radio to bill board, posters and pamphlets so that advertising message will reach many people.

5.4 Suggestion for Further Studies

The research suggests that further research should be carried out on the roles of advertising in eradicating negative influence of the behavioural attitude on consumers.

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APPENDIX I

Department of Mass Communication,
Faculty of management and Social Science,
Caritas University,
Amorji-Nike,
P.M.B 01784,
Enugu State.

Dear Respondent,

I am a final year student of the above mentioned institution with registration number MC/201 0/449 and am carrying out a study on advertisement. Please kindly supply the following information to the best of your knowledge.

All information disclosed shall be treated in strict confidence and for research purpose only.

Thanks for your co-operation.

Yours faithfully,

Nwabuko, Blessing E.
Researcher

APPENDIX II

PLEASE TICK TN THE SPACE PROVIDED

SECTION A

1. What is your sex? (a) Female (b) Male
2. What age bracket do you belong? (a) 20 — 30 (b) 31 — 30 (c) 41 — 50 (d) 60 and above.
3. What is your occupation? (a) Civil Servant (b) farmer (c) trader (d) teacher (e) any other specify
4. What is your education qualification? (a) school certificate and equivalent (b) OND/ND/HND (c) B.Sc/M.Sc
5. What is your marital? (a) Single (b) Married (c) widows/widow
6. Do you own or have access to television set? (a) Yes (b) No
7. Are you as an individual aware of this Milo product advert broadcast on Abia State Television (a) Yes, I am (b) no, am not (c) no idea
8. Do you view Milo product advert on Abia State Television (a) yes (b) no (c) no idea
9. Do you believe in Milo product advertisement broadcast on Abia State Television (a) yes, I do (b) no, I don't (c) some how.
10. How often do you view Milo product advert on Abia State Television? (a) very often (b) always (c) most times (d) not at all
11. Has Milo product advertisement on Abia State Television affected you positively? (a) yes (b) no (c) no idea.
12. Has Milo product advertisement on Abia State Television been able to change your attitude towards the purchase of Milo product (a) yeas (b) no (c) some how.
13. Do you agree television is the best medium to advertise Milo? (a) Agree (b) don't agree (c) strongly agree (d) strongly don't agree (e) no idea.