

**INFLUENCE OF ADVERTISING MESSAGES ON CARITAS  
UNIVERSITY UNDERGRADUATES' PATRONAGE OF GOODMORNING  
CORNFLAKES\**

**BY**

**ODUNZE, CHINYERE, M.**

**MC/2009/389**

**DEPARTMENT OF MASS COMMUNICATION  
FACULTY OF MAMAGEMENT AND SOCIAL SCIENCES  
CARITAS UNIVERSITY  
AMORJI-NIKE, ENUGU**

**AUGUST, 2013**

**TITLE PAGE**

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**A PROJECT PRESENTED TO THE DEPARTMENT OF MASS  
COMMUNICATION, FACULTY OF MANAGEMENT AND SOCIAL  
SCIENCES, CARITAS UNIVERSITY, AMORJI-NIKE, ENUGU STATE, IN  
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD  
OF BACHELOR OF SCIENCE (B.SC) DEGREE IN MASS  
COMMUNICATION**

**AUGUST, 2013**

**DECLARATION**

I Odunze, Chinyere, M. hereby declare that the research work was written by me and has not been submitted or received anywhere for the purpose of acquiring degree in Mass Communication.

.....

Odunze, Chinyere, M.

.....

Date

**CERTIFICATION**

This is to certify that this project was written by Odunze, Chinyere, M. with the registration number Mc/2009/389 of the Department of Mass Communication, Faculty of Management and Social Sciences, Caritas University, Amorji-Nike, Enugu.

This work has been read and approved as meeting the requirements for the award of Bachelor of Science (B.Sc) degree in Mass Communication

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External examiner

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Date

## **DEDICATION**

This project work is joyfully dedicated to Almighty God who started this journey with me and ended it with me, and also to my incomparable parents for their love and support through out my academic journey.

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Above all I bestow all credits and honor in a special way to God Almighty for bringing me this far after all ups and downs I encountered during this academic pursuit.

## TABLE OF CONTENTS

Title page-	-	-	-	-	-	-	-	-	-	-	-	-i
Declaration-	-	-	-	-	-	-	-	-	-	-	-	-ii
Certification	-	-	-	-	-	-	-	-	-	-	-	-iii
Dedication-	-	-	-	-	-	-	-	-	-	-	-	-iv
Acknowledgements-	-	-	-	-	-	-	-	-	-	-	-	-v
Table of contents	-	-	-	-	-	-	-	-	-	-	-	-vi
List of tables-	-	-	-	-	-	-	-	-	-	-	-	-viii
Abstract	-	-	-	-	-	-	-	-	-	-	-	-ix
<b>CHAPTER ONE: INTRODUCTION</b>												
1.1 Background of the study-	-	-	-	-	-	-	-	-	-	-	-	-1
1.2 Statement of the Problems-	-	-	-	-	-	-	-	-	-	-	-	-6
1.3 Purpose /Objective of the study-	-	-	-	-	-	-	-	-	-	-	-	-6
1.4 Research questions-	-	-	-	-	-	-	-	-	-	-	-	-7
1.5 Scope of the study-	-	-	-	-	-	-	-	-	-	-	-	-7
1.6 Significance of the study-	-	-	-	-	-	-	-	-	-	-	-	-7
1.7 Operational definition of Significance terms-	-	-	-	-	-	-	-	-	-	-	-	-8
<b>CHAPTER TWO</b>												
<b>REVIEW OF LITERATURE</b>												
2.1 Introduction-	-	-	-	-	-	-	-	-	-	-	-	-9
2.2 Review of concepts-	-	-	-	-	-	-	-	-	-	-	-	-9
2.3 Review of related studies--	-	-	-	-	-	-	-	-	-	-	-	22
2.4 Theoretical Framework-	-	-	-	-	-	-	-	-	-	-	-	-23

2.5 Summary-	-	-	-	-	-	-	-	-	-	-	-23
--------------	---	---	---	---	---	---	---	---	---	---	-----

**CHAPTER THREE**

**RESEARCH METHOD**

3.1 Introduction-	-	-	-	-	-	-	-	-	-	-	-25
3.2 Research design-	-	-	-	-	-	-	-	-	-	-	-25
3.3 Population of study-	-	-	-	-	-	-	-	-	-	-	-26
3.4 Sampling Technique/sample size-	-	-	-	-	-	-	-	-	-	-	-26
3.5 Description of research instrument-	-	-	-	-	-	-	-	-	-	-	-27
3.6 Validity of data gathering instrument-	-	-	-	-	-	-	-	-	-	-	-27
3.7 Method of data collection-	-	-	-	-	-	-	-	-	-	-	-27
3.8 Method of data analysis-	-	-	-	-	-	-	-	-	-	-	-28

**CHAPTER FOUR**

**DATA PRESENTATION AND DISCUSSION OF FINDINGS**

4.1 Introduction -	-	-	-	-	-	-	-	-	-	-	-29
4.2 Data presentation and analysis-	-	-	-	-	-	-	-	-	-	-	-29
4.3 Discussions of findings-	-	-	-	-	-	-	-	-	-	-	-37

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

5.1 Introduction-	-	-	-	--	-	-	-	-	-	-	-41
5.2 Summary of findings-	-	-	-	-	-	-	-	-	-	-	-41
5.3 Conclusions -	-	-	-	-	-	-	-	-	-	-	-42
5.4 Recommendations-	-	-	-	-	-	-	-	-	-	-	-42
5.5 Suggestions for further studies-	-	-	-	-	-	-	-	-	-	-	-43
References-	-	-	-	-	-	-	-	-	-	-	-44
Appendix 1-	-	-	-	-	-	-	-	-	-	-	-46
Appendix 2-	-	-	-	-	-	-	-	-	-	-	-47



## LIST OF TABLES

### Tables on demography of respondents

Table 1: Gender of respondents-	-	-	-	-	-	-	-	-	-	-30
Table 2: Age bracket of respondents--	-	-	-	-	-	-	-	-	-	30
Table 3: Marital Status of respondents-	-	-	-	-	-	-	-	-	-	-31
Table 4: Academic qualification of respondents-	-	-	-	-	-	-	-	-	-	-31
Table 5: Occupation of respondents- -	-	-	-	-	-	-	-	-	-	-32

### Analysis of data from survey(field)

Table 6: Are you exposed to the media? -	-	-	-	-	-	-	-	-	-	-32
Table 7: How often do you watch, read and listen to the media? -	-	-	-	-	-	-	-	-	-	-33
Table 8: How often do you watch, read or listen to media adverts? -	-	-	-	-	-	-	-	-	-	-33
Table 9: Have you ever seen any advert on Goodmorning cornflakes? -	-	-	-	-	-	-	-	-	-	-34
Table 10: What type of media do Goodmorning cornflakes use in advertising their products?	-	-	-	-	-	-	-	-	-	35
Table 11. Do advertising influence your choice of cornflakes? -	-	-	-	-	-	-	-	-	-	-35
Table 12. Which of the following affect your buying behavior? -	-	-	-	-	-	-	-	-	-	-36
Table 13: Do your friends or roommates influence your purchase of Goodmorning cornflakes?	-	-	-	-	-	-	-	-	-	36
Table 14: Do advertising messages have any influence on your patronage of Goodmorning cornflakes?-	-	-	-	-	-	-	-	-	-	-37
Table 15: What rate of influence do advertising messages have on your patronage of Good morning cornflakes? -	-	-	-	-	-	-	-	-	-	-37

## **Abstract**

The main purpose of this study is to find out the influence of advertising on Caritas University undergraduates' patronage of Goodmorning cornflakes. The study adopted the survey research method using the questionnaire as its research instrument. Out of 100 copies of questionnaire distributed to the respondents who were undergraduate students of Caritas University, 100 copies were retrieved. The study asked among other questions: what type of influence do advertising messages have on your patronage of Goodmorning cornflakes? The findings revealed that advertising has great influence on the respondents purchase of Goodmorning cornflakes. The study recommends that the manufacturers should increase their media for advertising from radio and TV to bill board, posters and pamphlets so that their advertising messages will reach many people.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Etymologically the word Advertising is derived from the Latin word *advert ere* which means to draw attention. It's all about drawing a person's attention to buy a product or seek for services. This is why scholars like Hark and O' Connor in Eluwa, (1999), define advertising as the action of calling something to the attention of the public especially by paid announcement. This definition is similar to Frank Jefkin's definition cited in Eluwa, (1999), as the means by which we make known what we want to sell or buy. But it is limited from the angle of the media of communication. However, advertising has always been defined by other different scholars in their own perspectives. According to Bovee and Arens (1992, p.7), advertising is a "non personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsor through various media. Wikipedia, sees advertising as "a form of communication used to encourage or persuade an audience (viewers, readers, or listeners, sometimes a specific group of people) to continue or take new actions." The American Marketing Association defines advertising as "any paid form of non personal communication about an organization, product, service or idea by an identified sponsor. "Answer.com sees advertising as the activity of attracting public attention to the product or business as by paid announcements in the print, broadcast], or electronic media. Aliede in Okunna, (2002), is of the opinion that advertising is "a form of communication through the media about products services, ideas, personalities or organizations paid for by an identified sponsor."

Although advertising has been limited to communicating the product with the aim of selling the products by urging and convincing the targeted audience to do something through the use of traditional communication, which covers the communication process by the media which include the radio, television, cinema, newspaper, magazines, bill boards, posters and the internet which of course is the recent advertising media. Every advert message performs and creates brand awareness about the product. Since the internet became commercialized, large and small businessmen saw it as a great opportunity to increase the awareness of their business and, at the same time to increase sales. Advertising may also be to reassure employees or shareholders that a company is viable or successful. It also seeks to generate increase consumption of their product or services through ‘branding’ which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers.

Advertising provides numerous benefits to the society. These include making media less expensive and contributing to a large and diverse economy. While advertising has existed in the United State since colonial times, it was industrialization, urbanization and the growth of national transportation network in the 19<sup>th</sup> century that allowed it to become a major industry. Advertising uses a variety of strategy to reach their audience; they may attempt to understand their needs, wants and motivations of audience members through psychographic research. They also target products to specific demographic groups. Advertising has being traced to have started since through the word of mouth which is the basic (and still the most powerful) form of advertising. Advertising has been ever since humans started providing each other with goods and services. Also advertising as a discrete form is generally agreed to have begin alongside newspaper in the seventeenth century. (Wilson, 2000, p.12).

Hussain (2012) in his own view stated that the exact beginning of modern advertising can be traced to weekly newspapers in London that began running adverts in the 17<sup>th</sup> century. He further explained that the prolific businessman, inventor and statesman Benjamin Franklin published notices of “new advertisements” of products and services as early as 1729 in his Pennsylvania Gazette and the fact that it was still a revolutionary concept is evidenced by the fact that many papers refuse to run adverts. Highlighting its existence in Nigeria advertising has been part of commercial activities even before the arrival of white men remarks Abayomi in Okunna (2002, p.86). Quoting Ogbodo (1990), Abayomi in Okunna pointed out the common practices in our localities like what the town criers do, hawking and displaying of available wares were the earliest method of advertising in Nigeria. This is still obtainable in the free market as sellers cry above their voices to draw the attention of buyers wares.

The introduction of modern advertising in Nigeria was made possible in 1859 by a newspaper called “IweIrohin.” It was an eight page newspaper with four pages English version and four pages “Yoruba version” owned by an English reverend gentleman known as Henry Townsend. The newspaper attracted a lot of readership, this created space for advertisements on births, weddings and obituaries, vacancies for houseboys, and maids, church activities, ship schedules and other social events.

Abayomi in Okunna (2002, p.86) records that other newspapers such as Lagos observer, The Eagle, The Lagos critic and others joined the activity. The business of advertising experienced a great boost in the 1920s as notable companies such as Raleigh Bicycle, Pz Lever Brothers, Cadbury, Oval tine and others sprang up to patronize the services of the west African Publicity (WAP) which provided advertising services like radio and television. There was considerably advancement in radio/tv establishment for over four decades. These began with the establishment

of western Nigerian Broadcasting Services (WWBS} and Western Nigerian Television (WNTN} by the defunct western region. (Okunna, 2002). The legalization of advertising in Nigeria was masterminded by Advertising Practitioner's Council of Nigeria (APCON) which was established by decree no. 55 of 1988 and amended by decree no. 93 of 1992.

APCON as produced by the code of advertising practice is charged among other things with the responsibility of;

1. Determining who advertisers are.
2. Conducting examination in the profession and
3. Regulating and controlling advertising in all this aspects and ramifications. The strict adherence to the provision of this code has really made advertising an interesting, fascinating and fantastic profession

In recent years, the practice of advertising no longer enjoyed its good essence. Following the introduction of fraudulent and unethical practice in the business of advertising, the profession is fast losing credibility and interest.

The code of advertising practice catalogued the essence of good advertising as follows, that all advertisement in Nigeria should;

1. Be legal, decent, honest, truthful and respectful of Nigeria's culture.
2. Be prepared with a high sense of social responsibility and should not show disregard for the interest of consumer and the wider Nigeria society.
3. Conform to the principles of fair competition generally accepted in business and fair comment expected in human communication.

4. Enhance public confidence in advertising.

### **A brief history about Caritas University**

Caritas University is a private catholic university in Amorji Nike Enugu state Nigeria. The second of its kind after Madonna University Okija which by the grace of God the second private university to be approved by Federal Government of Nigeria and was opened in 2005. The school enjoys both state and ecclesiastical approval. It strives to revive in its community, the-age long tradition of catholic education and the exacting demand of contemporary society for sound education rooted in promoting morality. Its principal objective is to remain in the frontline of centre of learning, teaching and research. Caritas works for the improvement of her local community as well as for an active contribution to the needs of the international community in the aforementioned areas.

Caritas University was approved by the Federal Government of Nigeria on December 16<sup>th</sup> 2004 but was officially opened on January 31<sup>st</sup> 2005 by the Federal Ministry of education, Prof. Fabian Osuji. While on 28<sup>th</sup> May 2005, the pioneer students of 250 matriculated in a beautiful ceremony that attracted both church and state dignitaries. It is the second catholic university in Nigeria founded by Very Rev. Fr. Prof. Emmanuel Mathew Paul Edeh CSSP OFR. Although he founded the school, but the proprietor is the congregation of nuns founded by him.

### **A brief history of Good Morning Cornflakes**

Good Morning Cornflakes is a popular breakfast cereal manufactured by C. Hahne. MuhlenstrabeGmbh and co. L.td through the process of maize or corn. This cornflakes cereal has a count among most consumed breakfast items in most part of the world including Nigeria but

most especially in Caritas University Amorji Nike Enugu of which 100% of the students are boarders.

## **1.2 Statement of the Problem**

In order for business to yield profit, so many entrepreneurs indulge in illegal advertising so as to get what they want in business. By so doing, they introduce fraudulent and unethical practices that mislead the public, customers, or consumers into leaving the better brand to the worse brand and also into buying the wrong products known as imitations. This practice makes advertising profession loose its good essence, credibility and interest. It also discourages consumers from paying attention to advertising messages. Bearing in mind the problem mentioned above, this study seeks to answer the question; how has advertising messages influenced the patronage of Caritas University students in their purchase of Good Morning Cornflakes?

## **1.3 Objectives of the Study**

The study had the following objectives

1. To find out the frequency of exposure of Caritas University undergraduates to advertisement on Good Morning cornflakes product.
2. To find out the type of media Good Morning cornflakes uses in advertising their product.
3. To determine the influence of advertising on the patronage of Good Morning cornflakes by Caritas University undergraduates.



## **1.4 Research Questions**

The study formulated the following research questions.

1. What is the frequency of exposure of Caritas University undergraduates to advertisements in Good Morning cornflakes product?
2. What type of media do Good Morning cornflakes use in advertising their product?
3. What influence does advertising have on the patronage of Good Morning Cornflakes by Caritas University undergraduates?

## **1.5 The scope of the study**

This study is focused on the influence of advertising messages on Caritas University undergraduates' patronage of Good Morning Cornflakes, a product of C. Hahne. MuhnestrabeGmbH and Co. Ltd. that also produces other quality and valuable products like biscuits, milk, drinks, canned food cereals, soaps, creams, e.t.c. The researcher has chosen to limit the study because not only that it is within the reach of the target population but also to the reach of the researcher to enable her do thorough work without much hindrance.

## **1.6 Significance of the study**

This study hopefully will help to enlighten the students on how to make judicious use of advertising messages. Secondly the findings would help to encourage the students to stick to their choice of brand and never allow themselves to be deceived by unethical advertisements.

The study would be useful to intending researchers, scholars, potential and prospective users, students, consumers of goods and services, policy makers, advertisers, advertising agencies and every other person that needs it because, it would serve as a reference material to all.

## **1.7 Operational Definitions of Significant Terms**

**1. Advertising:** It is the activity of attracting the public's attention to a product or business by a sponsor through the use of mass media.

**2. Messages:** It is an information which is sent from the media (source or sender) to a target audience to keep them aware of a product or service.

**3. Undergraduates:** It means students in Caritas University Amorji Nike Enugu who has not yet received their bachelor's degree from the school.

**4. Good morning cornflakes:** A popular cereal used by Caritas University undergraduates for breakfast.

**5 Influence:** The degree of impact that advertising message have on Caritas University undergraduates patronage of Good morning cornflakes.

**6 Patronage:** It means the support or encouragement that Caritas University undergraduates give to Goodmorning cornflakes.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 INTRODUCTION**

This chapter is a review of related studies to the topic influence of advertising messages to Caritas University undergraduates' patronage of Good Morning Cornflakes. This chapter is organized in the following headings

- a. Review of concepts
- b. Review of related studies
- c. Theoretical frame work and
- d. Summary

#### **2.2 Review of concepts**

The following concepts were reviewed

- a. Advertising
- b. Patronage
- c. Undergraduates

##### **2.2.1 The concept of advertising**

According to Gillian Dyer cited in Ezianioma (2010, p.1) advertising means “drawing attention to something.” According to Benson-Eluwa(2005, p. 3) “advertising is a form of non personal method of communicating information which is usually paid for by sponsor through various media.”

To Starch in Nnanyelugo(1995,P.11) advertising is “the paid form of mass communication designed to influence people to favor a product in order to induce them to buy.”

### **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 and buildings have been traced to Greek and Roman merchant of old who carved some commercial signs in clay, wood or stone and hung them in front of their shops in the same manner that we use in this present day billboards. They used those signs to convey to their prospective customers the wares they had for sell including their prices and a few other important information. Those days, they also made inscriptions 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. News paper rapidly became a dominant advertising medium on till the emergence of television in the 20th century. With the opportunities that digital communications offer, only beginning to realize it look like there will be plenty of changes still to come.

### **Benefits of Advertising**

A proper advertisement has a great impact on the 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 advertisements.

- a. Advertising informs people about different products and services.

- b. Advertisements of non-commercial issues like AIDS and POLIO can help in educating people and notifying them of programs and events related to them.
- c. For advertisers, advertisement can help in attracting huge number of potential customers and make possessive impact about their product and services.
- d. Advertisement can create a branded name for the product being promoted.
- e. Advertising can lead to direct Feedback form customers.

([WWW.benefitsandadvantages.com/general/advantages-of-advertising.html](http://WWW.benefitsandadvantages.com/general/advantages-of-advertising.html). 2010)

### **Functions of advertising**

According to Bovee and Aren(1986) cited in Ozoh (1998, p.13) advertising functions are categorized as 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 messages to people thereby providing consumers with the buying information they need.
3. Education: advertising imbue its audience with quality of “psychic mobility.” Through advertising consumers 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 things than sales like it promotes and advocate social value such as those bordering on sustainable development, child welfare, disease prevention etc

## **Advertising media**

According to Amey (2013), advertising media are the means to transmit the message of advertisers 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, p.46).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

Newspaper

Magazine

Radio

Television

Bill board etc

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

Pelmets

Calendars

Stickers

Others

### **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 inter-tribal wars, disasters, marriages, births, deaths, 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 wares they were carrying and extolling the qualities of such wares. Despite their advertising validity the earliest form of mass communication soon stepped aside 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.

Modern advertising commenced in Nigeria with the establishment of the first newspaper in the country- IweIrohin. The paper was set up in 1859 and its publisher was Rev Henry, Townsend of the Church Missionary Society. According to Ogbodoh(2003, p.56) “when IweIrohin commenced publication, it carried advertisement in form of announcements which include on births, weddings, deaths, church activities, vacancies, shipping schedules etc.” With the setting up of other newspapers 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 newspapers and others that came after them competed 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 its 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. Nigerian advertising cannot therefore be completed without mentioning notable companies that set the stage for the business environment that powered the advertising dream. This companies are the Royal Niger Company which later metamorphosed into United African Company (UAC} Lever Brothers, Cadbury's, A.J. Seaward, Daily Times, International Bank for West Africa (Afribank} Standard Bank which later became First Bank, Nigeria Television Authority(NTA} Federal Radio Corporation of Nigeria(FRCN} to name just a few. These captains of commerce and industry prepared the fertile ground from which Nigerian advertising grew up to productive adult.

### **Consumer behavior**

Consumer behavior is as varied as consumers themselves. There is no direct link between the art of placing an advertisement in the media and the behavior of the consumers purchasing the product in the sense that there is direct link between the consumer purchasing the product and the product leaving the factory. Woodside et al (1977} cited in Okoro (1995, p.147} states that consumer's behavior has to do with the "planning, purchasing and using economic goods and services."



## **Stages of consumer buying process**

There are six stages to the consumer buying decision process

1. Problem recognition (awareness of need)
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. Purchase
6. Post – purchase

## **Factor that influence consumers buying behavior**

According to Ronaldo (2011),“a consumer’s buyer behavior is influenced by four major factors:

1. Cultural
2. Social
3. Personal
4. Psychological

These factors cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market.

## **How advertising influence consumers**

Advertising has so many ways to influence consumers and its influence has been getting stronger as days passed in technology. According chron.com it states that “years ago, there were a few advertisements that were published in newspapers and magazines or broadcasted in radios. But now there are several ways that advertisements can affect our life such as commercials on TV, banners, on a websites or short videos in our cell phones. All of these platforms are called mass media, that people can be informed by these platforms even when they are reluctant”. For example commercials on TV can change shopping habits. People generally try a new product after they had watched the commercials. Erotic scenes are used in order to attract people’s attention. Other commonly method which is mainly used is to tell a funny story. People watch these commercials again and again because they make them laugh and smile. Also slogans or logos of brands can be kept in peoples mind. This is another way of attracting people’s attention to brand.

Fill (2005, p.504} also stated that “advertising, whether it be on an international, national, local or direct basis, is important as it can influence audience by informing, or reminding them of the existence of a brand”

Although, we cannot deny advertising influence on everyone, not only do commercials make us buy things, but also they make us change our lifestyle. (Alianza, 2009}. Advertising influences consumers through education, persuasion and reassurance. It also influences the shopping experience, by making shopping simpler and helping to moderate the prices of advertised products (Amy, 2013}.

## **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 advertisement 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 new product and so on which affect the effectiveness of an advertisement

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

1. Communication effect and
2. Sales effect

1. Communication effect research consists of three types of researches:

- I. Direct rating method – here customers are directly asked to rate the advertisement and these ratings are calculated.
- II. Portfolio tests – here the customers see the adverts and listen carefully to the ads and all the contents of the adverts and then they are asked to recall 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 watches the ad, to know the physiological reactions of the body.

2 Sales effectresearch: 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 or flyers
- b. Holding of surveys and product recognition test
- c. Use of toll free number
- d. Integrated direct marketing
- e. Analysis tool

### **2.2.2 The Concept of Patronage**

According to Wikipedia, patronage is the support, encouragement, privilege, or financial aid that an organization or individual bestows to another. According to Dictionary.Com, patronage is the financial support or business provided to a store, hotel or the like by customers, client, consumers, and so on.

In the history of arts, arts patronage refers to the support that kings or popes have provided to musicians, painters, and sculptures.

## **History of Patronage**

Patronage was practiced as a social institution throughout early modern Europe, probably peaking in importance between the 14<sup>th</sup> and 17<sup>th</sup> centuries. It is nearly impossible, however to determine a specific origin of the tradition. In fact, Cicero thought that the origin of Roman clientele was so ancient that it must have been brought to Rome by Romulus himself'. By nature, it developed very gradually over long periods of time as different families and individuals rose and diminished in prominence in their respective corners of the continent.

In Florence, early patronage was associated with the church, which was a result of the powerful Episcopal political influence in central Italy. Patronage is mostly commonly associated with artists and the arts in general, but, as with the case of Galileo, it extended to academia and the sciences.

## **Forms of patronage**

- a) Political patronage
- b) Art patronage
- c) Social life patronage
- d) charity patronage
- e) commercial patronage
- f) sports patronage
- g) church patronage

### **Political patronage**

This is the practice or custom observed by a political official of filling government positions with qualified employees of his or her own choosing. When the candidate of a political party wins an election, the newly elected official has the right to appoint certain number of persons to jobs in the government. This is the essence of patronage system, also known as the spoil system (“to the victor go the spoils”). (Legal dictionary).

### **Art patronage**

This refers to the support that kings or pope have provided to musicians, painters, and sculptors. It can also refer to the right of bestowing offices on church benefices, the business given to a store by a regular customer, and the guardianship of saints

### **Social life patronage**

This is a situation in a tribal society, where subjects of the tribe, receives patronage of chieftains from the tribe (Brill, 2007). In his book, he gave many details in describing the tribal patronage of the tribal Kurdish chieftains for their Jewish subjects which include giving them dues and taxes, commissions for agricultural products and commercial transactions of all kinds of services and so on.

### **Charity patronage**

Charitable and other non-profit making organizations often seek an influential figure head to act as patrons. The relationship does not involve money. As well as conferring credibility, people can use their contacts and charisma to assist the organization to raise funds or to affect government policy.

### **Commercial patronage**

Sometimes consumer supports smaller or local businesses or corporations out of loyalty even if less expensive options exist. Their regular custom is referred to as patronage. Patronage may entitle members of a consumer's cooperative to a share of the surplus or profit generated by the cooperation is called a patronage refund. The refund is a form of dividend.

### **Sports patronage**

In the same manner as commercial patronage, those who attend sporting events may be referred to as patrons.

### **Church patronage**

This is the set of rights and obligations of someone known as the patron in connection with a gift of land. It is a grant made by the church out of gratitude towards a benefactor.

### **2.2.3 The concept of undergraduate**

Different people have their different meaning about under graduate but according to the Free Dictionary.Com, it sees undergraduates as university students who have not yet received a bachelor's degree or similar degree. This degree is usually taken by the students who has completed their undergraduate courses. It is usually offered at an institution of higher learning which typically takes the individuals at least four or five years to complete. He/she as an undergraduate must engage him/herself in an undergraduate education in order to gain the bachelor's degree.

### **2.3 Review of related studies**

Olise, F (2006}. *The influence of advertising messages through Communications 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 packaged 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 their buying behaviors positively. To them the nature of advertising through these channels has helped to reshape the consumer's daily way by giving a new structure to the way they think and behave.

He went further to explain some related topics like advertising and the persuasive process of communications technology channels, advertising in the modern society, advertising message strategy, advertising pyramid, consumers need and motivation, consumer buying behavior and finally factors influencing behaviors which he said are two, emotional and rational factors.

Furthermore the study reviewed and the present study emphasized on the influence of advertising messages on the consumers behavior. Both stressed that the channels of communication and the packaged information (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.

#### **2.4 Theoretical frame works**

The key theory for this study is cultivation analysis theory. The theory was propounded by George Gerbner and Larry Gross 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 social reality and it involves the use 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 Good Morning Cornflakes advertisers are able to influence their consumers buying behavior positively.

#### **2.5 Summary of literature review**

This chapter was able to review some concepts that are related to this study. 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, functions of advertising, advertising media, advertising in Nigeria, consumer buying behavior, how advertising messages influence consumers, measuring the effectiveness of advertising, the concept of patronage and the concept of undergraduate. The chapter in its literature review

reviewed a key study which was similar to the present study with the title “the influence of advertising messages through communications technology channels on consumers buying behavior”. The study also used the cultivation analysis theory as the theory that best suit the study that is being carried out.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter discussed the method used in the study. It contained and explained the following; research design, population of the study, sampling technique/sample size, description of research instrument, validity and reliability of data gathering instrument, method of data collection and finally method of data analysis.

#### **3.2 Research design**

According to Ogbuoshi (2006, p.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 his study. Research designs are used in research proposals 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 focuses on a representative sample drawn from the entire population of the study. A researcher who employs this method therefore goes into the field and in the data, selects samples out of the entire population, (Nwodu, 2006, p.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, explained and understood. Also Barbie (2006, p.201) submits that survey is the best method that gives room for asking questions 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.

### **3.3 Population of the study**

The population of the study was the entire students of Caritas University for 2012/2013 session who were made up of four existing faculties in the campus. The university's student's population for 2012/2013 academic session was 4215. The figure was given to the researcher by the registrar of the university.

### **3.4 Sampling techniques/sample size**

There are four faculties in the university with the population of 4,215 students. To get the sample size, the researcher first used the simple random sampling technique to select two faculties from the four existing faculties. Still using the simple random sampling technique, the researcher selected one faculty from the two faculties and this was the faculty of environmental Sciences with a population of 341 students, that made up the following departments.

CODE	DEPARTMENT	POPULATION
1	Architecture	136
2	Urban and Regional	90
3	Estate Management	115

Using purposive sampling technique, the researcher selected a sample size of 100 respondents.

The sample size for the study was 100 respondents.

### **3.5 Description of research instrument**

The research instrument used for the study was the questionnaire which comprised mainly of close-ended questions. The close ended questions 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 questions on the demographic features of the respondents

Item 6–8 answered research question one

Item 9–10 answered research question two

Item 11–15 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.

### **3.7 Method of data collection**

Data was collected by administering 100 copies of questionnaire to the respondents who were students of Caritas University. Copies of the questionnaire were administered by the researcher to the respondents through face to face contact. Out of 100 copies of questionnaire distributed 100 copies were retrieved and analyzed by the researcher which gave her a response rate of return of 100%.

### **3.8 Method of data analysis**

Simple tables, 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**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction**

The aim of the study was to find out the influence of advertising messages on Caritas University undergraduates` patronage of Goodmorning cornflakes.

The chapter is concerned with the presentation and analysis of data collected through the use of questionnaire from the respondents who were undergraduates of Caritas University. Out of 100 copies of questionnaire distributed, 100 copies were retrieved. This gave a response rate of 100%. The study answered the following research questions:

1. What is the frequency of exposure of Caritas University undergraduates to advertisements of Goodmorning cornflakes product?
2. What type of media do Goodmorning cornflake use in advertising their product?
3. What influence does advertising have on the patronage of Goodmorning cornflakes by Caritas University undergraduates?

#### **4.2 Data presentation and analysis**

##### **4.2.1 Analysis of demographic data**

Items 1-5 of the questionnaire answered questions on the demography of the respondents,

##### **Question 1: Gender of respondents**

##### **Table 1: Response of respondents**

Sex	Frequency	Percentage
Male	79	79%
Female	21	21%
Total	100	100%

The table above showed that out of 100 respondents, 79 respondents (79%) were male, while 21% respondents (21%) were female.

### **Question 2: Age bracket of respondents**

**Table 2: response to question 2**

Response	Frequency	Percentage
18-25	91	91%
26-35	9	9%
36 and above	0	0%
Total	100	100%

From the table above, it was observed that out of 100 copies of questionnaire collected, 91 (91%) respondents fell under the age bracket of 18-25, 9 (9%) respondents fell under the age bracket of 26-35, while the option with 36 and above had no respondents.

### **Question:3 Marital status of respondents**

**Table 3: Response to question 3**

Response	Frequency	Percentage
Single	97	97%
Married	3	3%
Total	100	100%



The table above showed that out of the 100 copies of questionnaire collected, 97 (97%) respondents were single, while 3 respondents (3%) were married.

#### **Question 4: Academic qualification of respondents**

**Table 4: Response to question 4**

Response	Frequency	Percentage
WAEC/NECO	89	89%
B.Sc	8	8%
Others	3	3%
Total	100	100%

From the table above, it showed that out of 100 copies of questionnaire retrieved, 89 (89%) respondents had obtained WAEC/NECO, 8 (8%) respondents had obtained B.Sc while 3 (3%) respondents obtained others.

#### **Question 5: Occupation of respondents**

**Table 5: Response to question 5**

Response	Frequency	Percentage
Lecturer	0	0%
Student	100	100%
Non of the above	0	0%
Total	100	100%

Table 5 above showed that all the 100 respondents (100%) were all students.

#### 4.2.2 Analysis of data from survey (field)

**Research question one:** what is the frequency of exposure of Caritas University undergraduates to advertisements of Goodmorning cornflakes product?

Items 6-8 of the questionnaire answered the research question

#### **Question 6: Are you exposed to the media?**

**Table 6: Response to question 6**

Response	Frequency	Percentage
Yes	90	90%
No	4	4%
No opinion	6	6%
Total	100	100%

From the above table, it can be seen that 90 (90%) respondents accepted that they were exposed to the media, 4 (4%) of them said they were not exposed to the media while 6 (6%) respondents made no response.

**Question 7: How often do you watch, read or listen to the media?**

**Table 7: Response to question 7**

Response	Frequency	Percentage
Regularly	45	45%
Occasionally	49	49%
Never	0	0%
Not certain	6	6%
Total	100	100%

Table 7 revealed that, 45 (45%) respondents said that they watch, read or listen to the media regularly, 49 (49%) respondents said they watch, read or listen to the media occasionally, none of the respondents filled the option for never while 6 respondents said they were not certain about watching, reading or listening to the media often.

**Question 8: How often do you watch, read or listen to media adverts.**

**Table 8: response to question 8**

Responses	Frequency	Percentage
Regularly	34	34%
Occasionally	66	66%
Never	0	0%
Not certain	0	0%
Total	100	100%

Table 8 revealed that 34 (34%) respondents watch, read or listen to media adverts regularly, 66 respondents (66%) watch read or listen to the media advert occasionally.

**Research question two:** What type of media do Goodmorning cornflakes use in advertising their product?

Items 9-10 answered this research question

**Question 9: Have you ever seen any advert on Goodmorning cornflakes?**

**Table 9: Response to question 9**

Response	Frequency	Percentage
Yes	52	52%
No	48	48%
Total	100	100%

The table showed that 52 respondents (52%) said yes that they have seen adverts on Goodmorning cornflakes while 48 respondents (48%) said no that they have not seen any advert on Goodmorning cornflakes

**Question 10: what type of media do Good morning cornflakes use in advertising their product?**

**Table 10: Response to question 10**

Response	Frequency	Percentage
Radio and television	32	32%
News paper and magazine	20	20
Internet	20	20%
No idea	28	28%
Total	100	100%

The table revealed that, 32 respondents (32%) said that Goodmorning cornflakes uses radio and television to advertise their product, 20 respondents (20%) said it uses news paper and magazine, 20 respondents (20%) said it uses internet while 28 (28%) said they had no idea of the media it uses.

**Research Question three:** What influence do advertising messages have on the patronage of Goodmorning cornflakes by Caritas University undergraduates?

Items 11-15 answered this research question

**Question 11: Does advertising influence your choice of cornflakes?**

**Table 11: Response to question 11**

Response	Frequency	Percentage
Yes	43	43%
No	42	42%
Can't say	15	15%
Total	100	100%

From the table above, 43 respondents (43%) revealed that advertising influence their choice of cornflakes, 42 respondents (42%) revealed that advertising does not influence their choice of cornflakes while 15 respondents had no idea.

**Question 12: Which of the following affect your buying behavior?s**

**Tables 12: Response to question 12**

Response	Frequency	Percentage
Advertising	58	58%
Price	25	25%
Availability	6	6%
Qualify	11	11%
Total	100	100%

The table showed that, 58 respondents (58%) said that advertising influences their buying behavior, 25 respondents (25%) said it was the price, 6 respondents (6%) said it was the

availability of the product while 11 (11%) said it was the quality of the product that affects their buying behavior.

**Question 13: Do your friends or roommates influence your purchase of Goodmorning cornflakes?**

**Table 13: Response to question 13**

Response	Frequency	Percentage
Yes	24	24%
No	66	66%
Can't say	10	10%
Total	100	100%

The table above showed that, 24 respondents (24%) accepted that their room-mates and friends influence their purchase of Goodmorning cornflakes, 66 (66%) said no while 10 (10%) said they can't say if their room makes and friends influence their purchase of Goodmorning cornflakes.

**Question 14: Do advertising messages have any influence on your patronage of Goodmorning cornflakes?**

**Table 14: Response to question 14**

Response	Frequency	Percentage
Yes	74	74%
No	26	26%
Total	100	100%

From the table above showed that, 74 (74%) respondents said "yes" that advertising messages have influence on their patronage to Goodmorning cornflakes while 26 (26%) respondents said no that advertising messages have no influence on their patronage to Goodmorning cornflakes.

**Question 15: What rate of influence do advertising messages have on your patronage of Goodmorning cornflakes.**

**Table 15: Response to question 15**

Response	Frequency	Percentage
Great influence	62	62%
Little influence	22	22%
No influence	16	16%
Total	100	100%

The table above showed that, 62( 62%) respondents revealed that advertising has great influence on their patronage of Goodmorning cornflakes, 22 (22%) respondents stated that advertising has little influence on their patronage while 16 (16%) respondents stated that advertising, has no influence on their patronage of Goodmorning cornflakes.

### **4.3 Discussion of findings**

In this section, the data collected from survey on the topic “Influence of advertising messages on Caritas University undergraduates’ patronage of Goodmorning cornflakes” will be discussed. The data were contained in 100 fully completed copies of questionnaire retrieved from the respondents. Responses to answers on research questions would be discussed.

Research question 1: what is the frequency of exposure of Caritas University undergraduates to Goodmorning cornflakes product?

The aim of this research question was to find out the frequency of exposure of Caritas University undergraduates to advertisement on Goodmorning cornflakes product. The data on table 6, 7 and 8 were used to answer the research question.

The data on table 6 showed that, 90 respondents (90%) were exposed to the media, 4 respondents (4%) were not while 6 respondents (6%) had no idea. The data on table 7 indicated that 45 respondents (45%) read, watched or listened to the media regularly 49 respondents (49%) said they occasionally read, watched or listened to the media while 6 respondents (6%) said not certain. The data on table 8 showed that 34 respondents (34%) said they watched, read or listened to the media adverts regularly, while 66 respondents (66%) said they watched read or listened to the media adverts occasionally.

From the findings, it is clear that the students of Caritas University were exposed to the media.

The findings also showed that they occasionally read, watched or listened to both the media and media adverts.

Research question 2: what type of media does Goodmorning cornflakes use in advertising its product? The aim of this research question was to find the type of media Goodmorning cornflakes use in advertising its product. The data on table 9 and 10 answered this research question.

The data on table 9 showed that 52 respondents (52%) said “Yes” that they have seen adverts on Goodmorning cornflakes while 48 respondents (48%) said “No” that they have not seen any adverts on Godmorning cornflakes. The data on table 10 showed that 32 respondents (32%) said that Goodmorning cornflakes use radio and television in advertising its product, 20 respondents (20%) said it uses newspaper and magazine, 20 respondents (20%) said it uses internet while 28 respondents (28%) said they had no idea of the media it uses.



From the findings above, it was obvious that majority of students have seen adverts on Goodmorning cornflakes as shown in table 9. The study also showed that Goodmorning cornflakes use radio and television in advertising its product as shown in table 10.

Research question 3: What influence does advertising have on the patronage of Goodmorning cornflakes by Caritas University undergraduates?

The aim of this research question is to determine the influence of advertising on the patronage of Good morning cornflakes by Caritas University undergraduates. The data on tables 11,12,13,14 and 15 answered this research question. The data on table 11 showed that 43 respondents (43%) said yes that advertising influences their choice of cornflakes, 42 respondents (42%) said no that it does not while 15 respondents (15%) gave no response. The data on table 12 showed that 58 respondents (58%) said that advertising influences their buying behavior, 25 respondents (25%) said that price of the product influences their choice, 6 respondents (6%) said it is the availability of the product while 11 respondents (11%) said it the quality of product. The data on table 13 showed that 24 respondents (24%) said yes that their friends and roommates influence their purchase of Goodmorning cornflakes, 66 respondents (66%) said no while 10 respondents (10%) had no idea. The data on table 14 showed that 74 respondents (74%) said yes that advertising messages have influence on their patronage of Goodmorning cornflake while 26 respondents (26%) said no that it did not. The data on table 15 showed that 62 respondents (62%) agreed that advertising messages have great influence on their patronage of Goodmorning cornflake, 22 respondents (22%) said it had little influence while 16 respondents (16%) said it had no influence on them.

From the findings above it was obvious that advertising influences the students' choice of cornflakes as shown in table 11 and 14. The study also showed that advertising affects their buying behavior as shown in table 12. It was also revealed that advertising has great influence on the respondents' purchase of Goodmorning cornflakes as the data on table 15 indicated. The findings so far support the cultivation analysis theory propounded by Gerbner et al which states that mass media especially television has the power to shape our perception of reality as portrayed by the media. The findings also corroborates with the findings of Olise (2006) on the influence of advertising messages through communication technology channels on consumers' buying behaviour in which he found out that people are influenced by what they see, hear or read since these are targeted at the mass psyche of relatively large number of people.

## **CHAPTER FIVE**

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

#### **5.1 Introduction**

The aim of this study is to find out the influence of advertising messages on Caritas University undergraduates' patronage of Goodmorning cornflakes. In carrying out the study, the researcher adopted the survey research design using the questionnaire for data gathering.

From the analysis of data and discussion of findings, this chapter summarized the findings, generated conclusions and recommendation and finally gave suggestions for further studies.

#### **5.2 Summary of findings**

The findings showed that:

Majority of Caritas University undergraduates are exposed to the media

They occasionally read, watch or listen to the media.

A great number of students have seen adverts on Goodmorning cornflakes.

Goodmorning cornflakes use radio and television in advertising their product.

Advertising influences the students' choice of Goodmorning cornflakes.

Advertising affects their buying behaviour.

### **5.3 CONCLUSION**

Based on the summary of findings, the study therefore concludes that advertising affects the respondents' buying behaviour. It also influences the students' choice of Goodmorning cornflakes.

### **5.4 RECOMMENDATIONS**

The study recommends the following:

- (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) Advertisings should be real and interesting so as to call and retain prospective buyers for the advertised product.
- (3) The manufacturers of Goodmorning cornflakes should try as much as possible to make their advert consistent in order to increase awareness and more patronage from consumers
- (4) The manufacturers should also increase the media for advertising from radio and TV to bill board, posters and pamphlets so that advertising messages will reach many people.
- (5) Also APCON are advised to see that advertisers maintain the principles guiding advertising because consumers through advertisements are deceived into buying the wrong products.
- (6) APCON should also see that defaulters are sanctioned accordingly without fear or favour.

## **5.5 Suggestions for further studies**

The researcher suggests that further studies should be carried out on the influence of unethical advertising on the advertising industry.

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### **Journal**

Olise, F. (2006). *The Influence of Advertising Through Communications Technology Channels on Consumers Buying Behavior* International journal of communication, no. 5 (14-29)

## Appendix 1

Department of Mass Communication,  
Caritas University  
Amorji Nike,  
Enugu,  
P .M .B 01784,  
May 2013.

Dear Respondent,

I am a final year student of Mass Communication Department in the above university, I am conducting a research on “**Influence of Advertising Messages on the Caritas University undergraduate’s patronage of Goodmorning Cornflakes**”.

This study is aimed at revealing information about the influence of advertising messages on students. The study is in partial fulfillment for the award of B.sc (Bachelor of Science) degree in Mass Communication.

I shall be grateful if you could answer the questions to the best of your knowledge, and I assure you that every answer you give shall be treated confidentially.

Yours faithfully

**OdunzeChinyere .M.**

Researcher



## Appendix 2

### QUESTIONNAIRE

#### INSTRUCTION

Please mark (x) in the correct option provided below.

#### SECTION A

##### Personal data

1. Sex :

(a) Male

(b) Female

2. Age bracket :

(a) 18–25

(b) 26–35

(c) 36 and above

3. Marital status

(a) single

(b) Married

4. Educational qualification:

(a) WAEC/NECO

(b) B.Sc

(c) Others

5. Occupation of respondents

- (a) Lecturer
- (b) Student
- (c) Non of the above

6. Are you exposed to the media?

- (a) yes
- (b) No
- (c) No opinion

7. How often do you watch, read or listen to the media?

- (a) regularly
- (b) Occasionally
- (c) Never
- (d) Not certain

8. How often do you watch, read or listen to media adverts

- (a) Regularly
- (b) (b )Occasionally
- (c) (c)Never
- (d) (d) Not certain

9. Have you ever seen any advert on Goodmorning cornflakes?

- (a) yes
- (b) No

10. What type of media do Goodmorning cornflakes use in advertising their product?

- (a) Radio and Television
- (b)News paper and magazine

(c) Internet

(d) No idea

11. Does advertisement influence your choice of cornflakes?

(a) yes

(b) No

(c) can't say

12. Which of the following affect your buying behavior?

(a)Advertising

(b) price

(c)availability

(d)quality

13. Do your friends or roommates influence your purchase of cornflakes?

(a)Yes

(b)No

(c) can't say

14. Do advertising messages have any influence on your patronage of Goodmorning cornflakes?

(a)Yes

(b)No

15. What rate of influence do advertising messages have on you?

(a) Great influence

(b)Little influence

(c)No influence