

Influence Of Advertising Messages On Product Consumers In Benin City, Edo State Nigeria

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ABSTRACT: Details on advertising messages that have contributed immensely to the development of many businesses in contemporary Nigerian society are not well known. The existing literature on advertising has scanty references to advertising messages and human behavioural attitude without contextual background history. These are major gaps in knowledge that this study attempts to fill. Data were collected through two major sources: primary and secondary. The primary data were gathered through survey method in which questionnaires were administered on respondents. The secondary data were obtained from existing information in books, journals, magazines, newspapers, catalogues and the Internet. After ascertaining the genuineness of the materials they were synthesized and interpreted using statistical data analysis tool. The following are the results deduced (1) product Consumers in Benin-City are flexible in the way they react to Advertising Messages (2) they pay more attention to advertisements on television and radio more than they do with the newspapers (3) advertising messages from Broadcast media have had greater influence on the behaviour of product consumers in Benin-City and (4) greater number of their needs and aspirations had been influenced by advertising messages from Broadcast Media. It is concluded that advertising messages in most mass media have been serving as mind controlling agents and they have been powerfully influential in the lives of product consumers in Benin-City.

Keywords: Advertising messages, Behavioural attitude, Mass media, Product consumers, Product performance

INTRODUCTION

The impact that advertising messages have on buying behaviours of product consumers in Nigeria has not been adequately examined in scholarly literature. Besides details of myriads of advertising messages that have contributed to the development of many business organizations in contemporary Nigerian society are not well known. The existing scholarly works on advertising, however, have scanty references to advertising messages and human behaviour without contextual background history. As a result of inadequate data on this subject, it is pertinent to document, in this study, the Influence of Advertising Messages on Product Consumers using Benin-City, Edo State Nigeria as sample. This will be done in order to have a deep understanding of this area of human endeavour and to enrich scholarship on it. This study is imperative as it will highlight the growth and development of advertising industry in Nigeria. It will assist business enterprises in Nigeria to understand the significance of advertising in their sales and promotion activities. The study will enable business practitioners in Nigeria to restructure their advertising strategies in order to make their products more appealing and to improve sale and have better business performance. As this study will give a clear insight into how 'adverts' can influence consumers' behaviour, many business firms in Nigeria will be encouraged to use market their products effectively and when the firms start to have more sales and make more profits as a result of advertising, the economy of Nigeria will be boosted and more income from tax will be accrued to Nigerian government. Advertising and sales' promotion are mass communication instruments available to Nigerian business outfits and business marketers. Many notable scholars have recorded varied perspectives on these two

instruments of mass communication and such scholars include: Krugman (1965), Dunn et al (1978), Proctor et al (1982), Farrel (1991), Ozoh (1994), Churchill (1995), Arens (1996), Nwosu (1997), Williams (1997), Shachar and Anand (1998), Yang et al (2002), De Mooj (2003), Byzilov et al (2004), Backhaus and Van Doorn (2007), Zsai et al (2007), Anand et al (2009), Hamilton et al (2009), Hanif et al (2010), Kenneth and Donald (2010) and Kotler and Armstrong (2010). Nowadays, many advertisers have a belief that three exposures are not enough to create an impression in the consumers' mind primarily because of the amount of clutter that exists. This attitudinal belief is contrary to the basic rule developed by Krugman (1965) that "it takes a minimum of three exposures for an advertising to be effective". Dunn et al (1978) viewed advertising from its functional perspectives hence they defined it as "a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising business and who hope to inform or persuade members of a particular audience". Proctor et al (1982) noted that "the basic aim of consumer behaviour analyses is to explain why consumers act in particular ways under certain circumstances" They measured various factors that can influence consumers' behaviour, especially the economic, social and psychological aspects, which can indicate the most favored marketing mix that business managers should select for their use in passing messages to the consumers. In their work, they explicated that "consumers' behaviour analyses can help to determine the direction that consumers' behaviour is likely to tilt and to give preferred trends in product development and attributes of the alternative communication strategy. Farrel (1991) stressed that "setting up advertising objectives is the first step in

developing an advertising programme". According to him, "these objectives are usually based on past decisions about the target market, the market positioning, and the market mix, which defined the job that advertising must do in the total marketing programme". Ozoh (1994) specified that "besides advertising the marketing mix is made by other three components (the 3Ps): price, product and placement". Churchill (1995) opined that "seeking to discover the minimum number of exposures needed to be effective, which is based on two concepts: Effective frequency and Effective reach" Advertisers' primary mission is to reach prospects and influence their awareness, attitudes and buying behaviour. They spend a lot of money and energy to keep individual markets interested in their products. They need to understand what makes potential customers behave the way they do in order to succeed. The advertisers' goals are to get enough relevant market data to develop accurate profiles of buyers. According to Arens (1996) "this involves the study of consumers' behavioural attitude; their mental and emotional processes and the physical activities of people who purchase and use products to satisfy particular needs and wants". Nwosu (1997) pointed out that "some companies are nonchalant when it comes to investing in advertising mostly because of their expectations and incorrect sets of objectives". They seek through advertising solutions as problems that can only be solved by adjusting the marketing plan or sometimes the entire strategy of the company. When these elements are not aligned with the specifics of the target market, advertising cannot help and an investment in communication activities would not be justified. Williams' (1997) work has reinforced the above arguments by Nwosu (1997) while using SWOT analysis technique to specify that "the managers decide what problems of the company must advertising solve; what opportunities and strengths can be emphasized; what weaknesses and threats can be addressed". Shachar and Anand (1998) assumed that "too much expenditure on television networks' tune-in programmes seems unnecessary, but in actuality these programmes can really influence the decisions of listeners/audiences for what to look for in products". Yang et al (2002) observed that "the reliability, personalization, ease of use and access are the factors that are considered by both internet purchasers and non-purchasers". De Mooj (2003) elaborated that "the divergence in consumers' behaviour that leads to variations in consumers' choices is majorly due to cultural difference that usually results in different consumption patterns". Byzalov et al (2004) revealed that "consumers get enough information about products when they are more exposed to products' 'adverts' and this may result in lessening the risk involved with product". This risk factor is what they called advertising role of risk reduction. Zsai et al (2007) stressed that "an advertising objective is one of the specific communication tasks to be accomplished with a specific target audience during a specific period of time". They classified advertising objectives by their the primary purpose such as: (1) **Informative advertising:** This is used to inform consumers about a new product or feature or to build primary demand (2) **Persuasive advertising:** This is used to build selective demand for a brand by persuading consumers that it offers the best quality for their money (3) **Comparison advertising:** This

advertising compares one brand directly or indirectly to one or more other brands (4) **Reminder advertising:** This is used to keep consumers thinking about a product. This form of advertising is more important for mature products. Backhaus and Van Doorn (2007) advised that "before creating an advertising campaign to determine consumers' buying habit, they have to be informed and convinced by the benefits of the product, that is, before setting advertising objectives the tagline: Marketing sells, Advertising sells must be put in place in order to set the objectives correctly". According to Anand et al (2009), "every advertising strategy includes two main characteristics, which are targeting and information content of the advertising". The information is presented to the target audience through firms' selected advertising medium. Hamilton et al (2009) declared that "when a firm participates in generic advertising programmes, it has a significant effect on firms' market performance" Hanif et al (2010) observed that "the key to customers' satisfaction is when their needs and desires are fulfilled and proper services are provided" Kotler and Armstrong (2010) focused on one continuing issue facing advertising, which is seen in the way advertisers decide how many times a person must be exposed to advertising before it has an impact. They reiterated that a single exposure is not enough. They have been inspired by a great deal of debate that this issue has generated in the academic discourse in which some argued that it takes three exposures for advertising to have an impact while others argued that it takes as many as ten times. Kenneth and Donald (2010) reiterated that "few exposures means that the advertisers will fail to attain their intended objectives however, too many exposures waste resources, but fair pricing leaves impact on customers". They focused on the import of advertising plan when they declared that "advertising planning is to establish and clarify advertising goals, which are derived from the firms' overall communicated objectives. Kenneth and Donald (2010) also emphasized the following advertising goals: (1) **Building Brand Image:** A strong brand creates brand equity, which is a set of characteristics that makes a brand different and better to both customers and businesses (2) **Providing Information:** Such information can help purchasing process appears to be simple. (3) **Persuasion:** Advertising can convince customers that a particular brand is superior. (4) **Supporting Marketing Effort:** Manufacturers use advertising to support trade and consumers' promotions and (5) **Encouraging Action:** A television commercial that encourages viewers to take action by dialing a toll-free number to make a quick purchase is an example. All these works that have been reviewed are not the same as the present study. There is no intention to repeat the aspects of findings that have been generated by the aforesaid scholars, but these researchers will dwell on useful information arising from their contributions to academic discourse. Two theories will be used to lay the foundation for this study. They are: Value Change Theory and Cognitive Dissonance Theory. In psychological terms, the **value change theory** involves the examination of the development and assertion of human values. It also concerns the study of the ways in which human beings act on values or fail to act on them. Psychological-related value theory therefore focuses on determining the reasons behind human preferences and choices in relations to

values. This aspect of psychological study also includes an attempt to developing plausible explanations for the ways in which values may or may not govern human behaviour. In his empiricist approach to human value Dewey's (1939) evinces absolute intrinsic value denial, that is, when one is not accepting intrinsic value as an inherent or enduring property of things. He sees the appearance of intrinsic value as an illusory product of humans' continuous evaluative activity as purposive beings. It can therefore be reiterated that value change theory is a theory that is concerned with the value or worth of human beings. The worth aspect may be considered in terms of usefulness or economic value. This worth aspect can also involve legal, moral, aesthetic, or quantitative value, and it can involve just one type of worth, or combination of different types. The value change theorists generally accepted that values are at the roots of all types of human behaviours, including those that are morally, politically, or economically motivated. Values may be held individually, socially or both. The value change theory is based on "the technique of **comparative feedback** to induce attitudinal or behavioural change". When someone discovers that he/she is less socially responsible than he/she had assumed he/she becomes self-dissatisfied and this can trigger a value change in him/her. Comparing your attitude against others to get a feedback may trigger attitude or behavioural change in you. People test their own values against the values of other people, which are presumed to be socially more acceptable. The **Cognitive Dissonance Theory** refers to a situation involving conflicting attitudes, beliefs or behaviours. Such a situation produces a feeling of discomfort that can lead to an alteration in one of the attitudes, beliefs and behaviours to reduce the discomfort and restore a balance. An example suffices in a situation where people engaged in smoking behaviour when they know that smoking causes cancer. Festinger's (1957) cognitive dissonance theory suggested that people have an inner drive to hold all their attitudes and beliefs in harmony and avoid disharmony. In this case, the cognitive dissonance theory can be alluded to as a theory for justification of attitude, because humans are in all situations trying to defend their decisions for either doing something in a particular way or for not doing it in a particular way. This theory forms parts of the consistency or balance theory. The theorists opined that there is a tendency for individuals to seek consistency among their cognitions, that is, beliefs and opinions. When there is an inconsistency between attitudes and behaviour, something must change to eliminate the dissonance. The dissonance attitude can be reduced in two ways: first individuals can change one or more of the attitudes: behaviour, beliefs and others so as to make the relationship between the two elements a constant one. When one of the dissonant elements is behaviour, the individual can change or eliminate the behaviour. However, this mode of dissonance reduction frequently presents problems for people as it is often difficult for people to change well learned behavioural responses. A second cognitive method of reducing dissonance behaviour is to acquire new information that outweighs the dissonance beliefs. For example, thinking that 'if Coca-Cola contains several cubes of sugar people can easily have diabetes'. This belief will easily generate dissonance behaviour if a person drinks Coca-Cola so

often. However, when new information has not asserted that Coca-Cola causes diabetes, this may reduce the dissonance. These two theories used by the researchers are apropos in this context because they have technically tackled the basic issues and fundamentality of myriads of subjects, which are very connected with the present study in a significant way.

METHODOLOGY

The data for this study were collected through two basic sources: Primary and Secondary. The primary data were gathered through questionnaires that were administered on respondents in their various places of work. The secondary data were collected from existing information in books, journals, magazines, catalogues, newspapers and the Internet. An ex-post facto research design was used. The design was considered apropos because the variables tested were not directly manipulated by the researchers, but they were based on responses of respondents to the questionnaires that elicited information about the demographic, independent and dependent variables. The data were subjected to scrutiny in order to ascertain their validity and veracity. After ascertaining that the data were genuine they were synthesized and interpreted using descriptive frequency statistical data analysis tools.

RESULT

The data were summarized, simplified and interpreted to test the research hypotheses. The questionnaire used was divided into three sections: (A) Demographic Variables (B) Independent Variables and (C) Dependent Variables. The section (A) was used to test the items on the demographic table. The tables 1-5 below, which featured the demographic variables of respondents such as: SEX, MARITAL STATUS, AGE, EDUCATIONAL QUALIFICATION and OCCUPATION were tested using descriptive frequency data analysis.

Table 1: Descriptive Frequency Summary Showing Sex of the respondents is presented below:

| SEX | | | | |
|-----------|-----------|---------|---------------|--------------------|
| Valid Sex | Frequency | Percent | Valid Percent | Cumulative Percent |
| Male | 44 | 45.4 | 45.4 | 45.4 |
| Female | 53 | 54.6 | 54.6 | 100.0 |
| Total | 97 | 100.0 | 100.0 | |

The result shows that the total number of questionnaires in the frequency was 97. Forty-four males scored 45.4% out of the total responses of 97 in the frequency with 45.4 valid percent and 45.4 cumulative percent. Fifty-three females scored 54.6% out of the total responses in the frequency with 54.6 valid percent and 45.4%+54.6%=100 cumulative percent of the total responses in the frequency. The overall result indicated that the female respondents with 54.6 valid percent scored greater (>) than the male respondents with 45.4 valid percent.

Table 2: Descriptive Frequency Summary Showing Marital Status of the respondents is presented below:

MARITAL STATUS

| Valid MS | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Single | 55 | 56.7 | 62.5 | 62.5 |
| Married | 17 | 17.5 | 19.3 | 81.8 |
| Widow | 9 | 9.3 | 10.2 | 92.0 |
| Widower | 7 | 7.2 | 8.0 | 100.0 |
| Total | 88 | 90.7 | 100.0 | |
| Missing System | 9 | 9.3 | | |
| Overall Total | 97 | 100.0 | | |

The result shows that out of the 97 questionnaires in the frequency only 88 people responded with 9 missing system to give the following calculation $(97 < 9) = 88$. Fifty-five singles scored 56.7% of the total questionnaires in the frequency with 62.5 valid percent and 62.5 cumulative percent. Seventeen married respondents scored 17.5% of the total questionnaires in the frequency with 19.3 valid percent and $62.5 + 19.3 = 81.8$ cumulative percent. Nine widows scored 9.3% of the total questionnaires in the frequency with 10.2 valid percent and $81.8 + 10.2 = 92.0$ cumulative percent. Seven widowers scored 7.2% out of the total questionnaires in the frequency with 8.0 valid percent and $92.0 + 8.0 = 100$ cumulative percent. The valid percent $62.5 + 19.3 + 10.2 + 8.0 = 100$ corresponds with the overall cumulative percent $62.5 + 19.3 = 81.8 + 10.2 = 92.0 + 8.0 = 100$ to indicate that the singles with 62.5 valid percent scored greater marks (>) than other respondents that have 37.5 valid percent.

Table 3: Descriptive Frequency Summary Showing Age of the respondents is presented below:

AGE

| Valid Age | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| 18-30 | 58 | 59.8 | 61.1 | 61.1 |
| 31-40 | 12 | 12.4 | 12.6 | 73.7 |
| 41-50 | 13 | 13.4 | 13.7 | 87.4 |
| 51-Above | 12 | 12.4 | 12.6 | 100.0 |
| Total | 95 | 97.9 | 100.0 | |
| Missing System | 2 | 2.1 | | |
| Overall Total | 97 | 100.0 | | |

The result shows that out of the 97 questionnaires administered in the frequency only 95 people responded with 2 missing systems $(97 < 2) = 95$. Fifty-Eight respondents within the age bracket 18-30 scored 59.8% of the total questionnaires in the frequency with 61.1 valid percent and 61.1 cumulative percent. Twelve respondents within the age bracket 31-40 scored 12.4% of the total questionnaires in the frequency with 12.6 valid percent and $61.1 + 12.6 = 73.7$ cumulative percent. Thirteen respondents within the age bracket 41-50 scored 13.4% of the total questionnaires in the frequency with 13.7 valid percent and $73.7 + 13.7 = 87.4$ cumulative percent. Twelve respondents within the age bracket 51 and above scored 12.4% of the total questionnaires in the frequency with 12.6 valid percent and $87.4 + 12.6 = 100$ cumulative percent. The valid percent $61.1 + 12.6 + 13.7 + 12.6 = 100$ is

corresponding with the overall cumulative percent of $61.1 + 12.6 = 73.7 + 13.7 = 87.4 + 12.6 = 100$ to indicate that the respondents within the age bracket of 18-30 that have 61.1 valid percent scored greater (>) percentage than other respondents with a combined 38.9 valid percent.

Table 4: Descriptive Frequency Summary Showing Educational Qualification of the respondents is presented below:

EDUCATIONAL QUALIFICATION

| Valid EQ | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| WASCE/SSCE | 44 | 45.4 | 47.8 | 47.8 |
| OND/NCE | 16 | 16.5 | 17.4 | 65.2 |
| HND/BSC/BED/BA | 18 | 18.6 | 19.6 | 84.8 |
| HIGHER DEGREE | 14 | 14.4 | 15.2 | 100.0 |
| Total | 92 | 94.8 | 100.0 | |
| Missing System | 5 | 5.2 | | |
| Overall Total | 97 | 100.0 | | |

The result shows that out of the 97 questionnaires in the frequency only 92 people responded with 5 missing systems $(97 < 5) = 92$. Forty-four respondents that possessed WASCE/SSCE scored 45.4% of the total questionnaires in the frequency with 47.8 valid percent and 47.8 cumulative percent. Sixteen respondents that possessed OND/NCE scored 16.5% with 17.4 valid percent and $47.8 + 17.4 = 65.2$ cumulative percent. Eighteen respondents that possessed HND/BSC/BED/BA scored 18.6% of the total questionnaires in the frequency with 19.6 valid percent and $65.2 + 19.6 = 84.8$ cumulative percent. Fourteen respondents that possessed Higher Degrees scored 14.4% of the total questionnaires in the frequency with 15.2 valid percent and $84.8 + 15.2 = 100$ cumulative percent. The valid percent of $47.8 + 17.4 + 19.6 + 15.2 = 100$ corresponds with overall cumulative figure showing $47.8 + 17.4 = 65.2 + 19.6 = 84.8 + 15.2 = 100$ to indicate that the respondents that possessed WASCE/SSCE with valid percent of 47.8 scored less (<) than other respondents with a combined 52.2 valid percent.

Table 5: Descriptive Frequency Summary Showing Occupation of the respondents is presented below:

OCCUPATION

| Valid Occupation | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| STUDENT | 48 | 49.5 | 50.5 | 50.5 |
| CIVIL SERVANT | 20 | 20.6 | 21.1 | 71.6 |
| TEACHER | 8 | 8.2 | 8.4 | 80.0 |
| TRADER | 19 | 19.6 | 20.0 | 100.0 |
| Total | 95 | 97.9 | 100.0 | |
| Missing System | 2 | 2.1 | | |
| Overall total | 97 | 100.0 | | |

The result shows that out of the 97 questionnaires administered in the frequency only 95 people responded with 2 missing systems $(97 < 2) = 95$. Forty-Eight students scored 49.5% of the total questionnaires administered in the frequency with 50.5 valid percent and 50.5 cumulative percent. Twenty civil servants scored 20.6% of the total questionnaires administered in the frequency with 21.1

valid percent and $50.5+21.1=71.6$ cumulative percent. Eight teachers scored 8.2% of the total questionnaires in the frequency with 8.4 valid percent and $71.6+8.4=80$ cumulative percent. Nineteen traders scored 19.6% of the total questionnaires in the frequency with 20.0 valid percent and $80.0+20.0=100$ cumulative percent. The valid percent $50.5+21.1+8.4+20.0=100$ corresponds with $50.5+21.1=71.6+8.4=80.0+20.0=100$ cumulative percent to indicate that the number of student respondents with valid percent of 50.5 is greater (>) than combined valid percent of the other respondents which is 49.9. It is hypothesized that:(1) product consumers in Benin-City will be flexible in the way they react to advertising messages from Broadcast media (2) the amount of time that the product consumers spend watching/listening to advertising messages in broadcast media is greater than the time they spend reading them in the print media (3) advertising messages from Broadcast media will have greater influence on the behaviour of product consumers in Benin-City and (4) greater number of the needs and aspirations of product consumers' in Benin-City will be influenced by advertising messages from Print media. The hypothesis that states that product consumers in Benin-City will be flexible in the way they react to advertising messages from Broadcast media is tested in **TABLE 6** below using descriptive frequency statistics to express the respondents' level of agreement to one of the **ten items** in section (B) of the Independent Variables in the questionnaire.

Table 6: Descriptive summary table showing that product consumers in Benin-City will be flexible in the way they react to advertising messages from Broadcast media

| Valid Item | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Strongly Agree | 55 | 56.7 | 57.3 | 57.3 |
| Agree | 32 | 33.0 | 33.3 | 90.6 |
| Undecided | 6 | 6.2 | 6.3 | 96.9 |
| Disagree | 3 | 3.1 | 3.1 | 100.0 |
| Strongly Disagree | 0 | 0.0 | 0.0 | 100.0 |
| Total | 96 | 99.0 | 100.0 | |
| Missing System | 1 | 1.0 | | |
| Overall Total | 97 | 100.0 | | |

The result shows that out of the 97 respondents in the frequency only 96 answered the question in the item with 1 missing system ($97 < 1$) =96. Fifty-five respondents **strongly agree** with this itemized hypothesis to score 56.7% of the total questionnaires in the frequency with 57.3 valid percent and 57.3 cumulative percent. Thirty-two respondents **agree** with the itemized hypothesis to score 33.0% of the total questionnaires in the frequency with 33.3 valid percent and $57.3+33.3=90.6$ cumulative percent. Six respondents are **undecided** with the itemized hypothesis to score 6.2% of the total questionnaires in the frequency with 6.3 valid percent and $90.6+6.3=96.9$ cumulative percent. Three respondents **disagree** with the itemized hypothesis to score 3.1% of the total questionnaires in the frequency with 3.1 valid percent and $96.9+3.1=100$ cumulative percent. The overall result

shows:**90.6; 3.1; 6.3; 0.0**, meaning that the **level of agreement** is validated at 90.6% while the **level of disagreement** is validated at 3.1% and the **neutral level** is validated at 6.3%. The total cumulative percent is $57.7+33.3=90.6+6.3=96.9+3.1=100$. This shows that the greater (>) percentage of the respondents **Agree** at 90.6% that Product Consumers in Benin-City will be flexible in the way they react to Advertising Messages The hypothesis that states that the amount of time that the product consumers in Benin-City spend watching/listening to advertising messages in broadcast media is greater than the time they spend reading them in the print media is tested in **TABLE 7** below using descriptive frequency statistics to express the respondents' level of agreement to one of the **ten items** in section (B) of the Independent Variables in the questionnaire.

Table 7: Descriptive summary table showing that the amount of time that the product consumers in Benin-City spend watching/listening to advertising messages in broadcast media is greater than the time they spend reading them in the print media

| Valid Items | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Strongly Agree | 51 | 52.5 | 52.5 | 52.5 |
| Agree | 31 | 32.0 | 32.0 | 84.5 |
| Undecided | 7 | 7.3 | 7.3 | 91.8 |
| Disagree | 6 | 6.1 | 6.1 | 97.9 |
| Strongly Disagree | 2 | 2.1 | 2.1 | 100.0 |
| Total | 97 | 100.0 | 100.0 | |

The result shows that all the 97 respondents in the frequency answered the question in the item. Fifty-one respondents **strongly agree** with the hypothesized item to score 52.6% of the total questionnaires in the frequency with 52.6 valid percent and 52.6 cumulative percent. Thirty-one respondents **agree** with the hypothesized item to score 32.0% of the total questionnaires in the frequency with 32.0 valid percent and $52.6+32.0=84.5$ cumulative percent. Seven respondents chose **undecided** in the hypothesized item column to score 7.3% of the total questionnaires in the frequency with 7.3 valid percent and $84.5+7.3=91.8$ cumulative percent. Six respondents **disagree** with the hypothesized item to score 6.1% of the total questionnaires in the frequency with 6.1 valid percent and $91.8+6.1=97.9$ cumulative percent. Two respondents **strongly disagree** with the hypothesized item to score 2.1% of the total questionnaires in the frequency with 2.1 valid percent and $97.9+2.1=100$ cumulative percent. The overall result shows: **84.5; 7.3; 6.1+2.1=8.2**, meaning that the level of agreement is validated at 84.5% while the level of disagreement is validated at 8.2% and the neutral level is validated at 7.3%. The total cumulative percent is $84.5+7.3=91.8+6.1=97.9+2.1=100$. This shows that that the greater (>) percent of respondents **agree** at 84.5% that the amount of time that the product consumers in Benin-City spend watching/listening to advertising messages in broadcast media is greater than the time they spend reading them in the print media. This presupposes that product consumers in Benin-City pay more attention to advertisements on television and radio more than they do

with the newspapers. The hypothesis that states that advertising messages from Broadcast media will have greater influence on the behaviour of product consumers in Benin-City is tested in **TABLE 8** below using descriptive frequency statistics to express the respondents' level of agreement to one of the **ten items** in section (C) of the Independent Variables in the questionnaire.

Table 8: Descriptive summary table showing that advertising messages from Broadcast media will have greater influence on the behaviour of product consumers in Benin-City

| Valid | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Strongly Agree | 49 | 50.5 | 50.5 | 50.5 |
| Agree | 27 | 27.8 | 27.8 | 78.4 |
| Undecided | 5 | 5.1 | 5.1 | 83.5 |
| Disagree | 7 | 7.2 | 7.2 | 90.7 |
| Strongly Disagree | 9 | 9.3 | 9.3 | 100.0 |
| Total | 97 | 100.0 | 100.0 | |

The result shows that all the 97 respondents in the frequency answered the question in the item. Forty-nine respondents **strongly agree** with the item to score 50.5% of the total questionnaires in the frequency with 50.5 valid percent and 50.5 cumulative percent. Twenty-seven respondents **agree** with the item to score 27.9% of the total questionnaires in the frequency with 27.9 valid percent and 50.5+27.9=78.4 cumulative percent. Five respondents are **undecided** with the item to score 5.1% of the total questionnaires in the frequency with 5.1 valid percent and 5.1+78.4=83.5 cumulative percent. Seven respondents **disagree** with the item to score 7.2% of the total questionnaires in the frequency with 7.2 valid percent and 7.2+83.5=90.7 cumulative percent. Nine respondents **strongly disagree** with the item to score 9.3% of the total questionnaires in the frequency with 9.3 valid percent and 9.3+90.7=100 cumulative percent. The overall result shows that the level of agreement is validated at 78.4% while the level of disagreement is validated at 16.5%. The neutral level is validated at 5.1%. The total cumulative percent is 50.5+27.8=78.4; 5.1+78.4=83.5; 7.2+83.5=90.7; 9.3+90.7=100. This will give 78.4% for total level of agreement; 16.5% for total level of disagreement and 5.1% for neutral level. The **disagreed** and **undecided** respondents combined at individual percentage of 16.5+5.1 to score 21.6%. This presupposes that the greater (>) percent of respondents **agreed** at 78.4% that advertising messages from Broadcast media will have greater influence on the behaviour of product consumers in Benin-City. The hypothesis that states that greater number of needs and aspirations of product consumers' in Benin-City will be influenced by advertising messages from Print media is tested in **TABLE 9** below using descriptive frequency statistics to express the respondents' level of agreement to one of the **ten items** in section (C) of the Independent Variables in the questionnaire.

Table 9: Descriptive summary table showing that greater number of needs and aspirations of product consumers' in Benin-City will be influenced by advertising messages from Broadcast Media

| Valid | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Strongly Agree | 35 | 36.1 | 36.5 | 36.5 |
| Agree | 29 | 29.9 | 30.2 | 66.7 |
| Undecided | 16 | 16.5 | 16.6 | 83.3 |
| Disagree | 5 | 5.2 | 5.2 | 88.5 |
| Strongly Disagree | 11 | 11.3 | 11.5 | 100.0 |
| Total | 96 | 99.0 | 100.0 | |
| Missing System | 1 | 1.0 | | |
| Overall Total | 97 | 100.0 | | |

The result shows that out of the 97 respondents in the frequency only 96 answered the question in the item with 1 missing system ($97 < 1$) = 96. Thirty-five respondents **strongly agree** with the item to score 36.1% of the total questionnaires in the frequency with 36.5 valid percent and 36.5 cumulative percent. Twenty-nine respondents **agree** with the item to score 29.9% of the total questionnaires in the frequency with 30.2 valid percent and 36.5+30.2=66.7 cumulative percent. Sixteen respondents are **undecided** with the item to score 16.5% of the total questionnaires in the frequency with 16.6 valid percent and 66.7+16.6=83.3 cumulative percent. Five respondents **disagree** with the item to score 5.2% of the total questionnaires in the frequency with 5.2 valid percent and 83.3+5.2=88.5 cumulative percent. Eleven respondents **strongly disagree** with the item to score 11.3% of the total questionnaires in the frequency with 11.5 valid percent and 88.5+11.5=100 cumulative percent. The overall result shows that the level agreement is validated at 66.7% while the level of disagreement is validated at 16.7% and the neutral level is validated at 16.6%. This presupposes that the greater (>) percent of respondents **agreed** at 66.7% that greater number of needs and aspirations of product consumers' in Benin-City will be influenced by advertising messages from Broadcast Media

SUMMARY

Survey method was used to gather the responses of the product consumers that were approached in Benin-City, Edo State, Nigeria. A questionnaire was developed by the researchers and it was divided into three sections: A, B and C. Section A was developed for demographic variables; section B was developed for independent variables and section C was developed for dependent variables. The demographic variables such as: sex, marital status, age, educational qualification and occupation were tested using descriptive frequency data analysis tool. The results for these variables indicated that (1) female respondents pay more attention to advertising messages from mass media more than the male respondents. (2) the single respondents pay greater attention to advertising messages from mass media more than other respondents at the marital status level (3) the respondents within the age bracket of 18-30 pay more attention more than other

respondents in other age brackets (4) the respondents that possessed WASCE/SSCE pay more attention than other respondents that possessed other qualifications (5) the student respondents pay more attention to advertising messages more than the other respondents. The overall summary is that the youth in Benin-City are more responsive to advertising messages in the mass media than the older generations. The summary of the result shown in the items that were developed for the **independent variables** in section B indicated that (1) product Consumers in Benin-City are flexible in the way they react to Advertising Messages and (2) they pay more attention to advertisements on television and radio more than they do in the newspapers. The summary of the result shown in the items developed for the **dependent variables** in section C indicated that (1) advertising messages from Broadcast media have had greater influence on the behaviour of product consumers in Benin-City and (2) greater number of their needs and aspirations had been influenced by advertising messages from Broadcast Media. It is therefore revealed in sections B and C that advertising messages in the mass media have had greater influence on consumers' behaviour in Benin-city.

CONCLUSION AND RECOMMENDATIONS

The conclusion is that the consumers of products in Benin-City of Nigerian, as is assumed to be representative of the general Nigerian society in our sampling procedure in which individuals from Benin-City were selected from the total population, have been perceiving advertising messages before decoding the messages in the light of their previous experience and current dispositions, needs, moods and memories. They have been using and relying heavily on advertising messages in the mass media and they have been showing their gratifications since they selectively chose, paid attention to, interpreted and retained the advertising messages from mass media on the basis of their needs, beliefs, whims and caprices. Since it is not possible to study the entire population of Nigeria on the basis of its product consumers' responses to advertising messages coming from mass media, it behooved these researchers to systematically select a sample among product consumers in Benin-City, Edo state of Nigeria by proxy and the sample size was assumed to be representative of the Nigerian population. However, it can be said that the findings for this study can only be generalized to other parts of Nigeria since the sample came mainly from Benin-City and not from all prospective buyers of products in the whole country. Therefore, this study may not be predictive enough of situations of product consumers in other parts of the country, since their behavioural attitudes are not the same. Another summation is that advertising messages in most mass media, probably, may have been serving as mind controlling agents for most product consumers in Nigeria as is indicative in the results derived from the demographic table for this study that projected consumers in Benin-City of Nigeria and the supposed mind controlling advertising messages may have been powerfully influential in their lives. In few derivable cases opted in from this study it was discovered that some of the consumers that purchased consumable products in Benin-City have been seeking out advertising messages that cater for their needs and interests and they have been able to

avoid those advertising messages that are contrary to their youthful beliefs and that attack their exuberant personalities. Since these researchers have been able to identify myriads of processes through which advertisements have influenced behaviours of product consumers in Nigerian society, most especially in Benin-City, then it is recommended that the various advertising agencies in the country may effectively work in line with the findings of this current study. Through this attempt they can further influence the buying behaviour of their prospects through their mass mediated messages from the televisions, radios, newspapers, magazines, billboards and the Internets. Furthermore, the agencies can adopt more contemporary strategies in their promos to reach prospective buyers and influence their awareness, attitudes and mannerisms. They can invest more in marketing strategies in order to keep individuals and groups informed and interested in the products they are selling via mass media. While the present findings have identified the process through which advertising messages from mass media have been influencing buying behaviours of product consumers, it cannot be said that similar feat is attainable in other fields of human endeavour. For this reason, other researchers that are focusing on this area of academic discourse should find a space in their academic theses to explain the usefulness of researching into behavioural attitudes of people by replicating this present study in other fields outside advertising institutions.

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