

**THE IMPACT OF ADVERTISING ON CONSUMER'S PATRONAGE****<sup>1</sup>Samson Omoruyi Ugowe, <sup>2,\*</sup>Yusuff Taofiq Olasunkanmi, <sup>3</sup>Kehinde Abiola Adesokan, <sup>4</sup>John Oluwademilade Adewumi, <sup>5</sup>Opeoluwa Olumakinwa Adebayo and <sup>6</sup>harafadeen Ashafe Nurein**<sup>1</sup>Department of Marketing, Irish University Business School, Dublin, London<sup>2</sup>Department of Marketing, Faculty of Business and Management Studies, Yaba College of Technology, Nigeria<sup>3</sup>Department of Sociology, Lagos State University, Ojo<sup>4</sup>Department of Business Administration, Nassarawa State University, Keffi<sup>5</sup>Marketing Department, Ogunstate Institute of Technology Igbesa<sup>6</sup>Department of Systems Engineering, Faculty of Engineering, University of Lagos**Received 12<sup>th</sup> January 2025; Accepted 15<sup>th</sup> February 2025; Published online 27<sup>th</sup> March 2025**

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**Abstract**

This Project examined the impact of advertising on consumer patronage concerning Doyin Pharmaceutical Nigeria Limited as a case study to determine the difference between the variable- Advertising (Independent variables) and the consumer's patronage (Dependent variables). The persistent competitive nature of the business environment and the need to evaluate the influence of advertising on sales achievement costs and its benefits. The researcher reviewed some textbooks by reputable authors, along with some relevant journals and other related published works. The primary and secondary sources of data collection, that is, the textbooks, journals, and the questionnaire, were used to gather information. The participants were drawn from Doyin Pharmaceuticals Nigeria Limited. A questionnaire was designed to collect data from the respondents for easy analysis, and due to time constraints, the sampling technique was used to represent the population. Of the 100 questionnaires administered, 90 copies were recovered, representing the sample size. Based on this number of respondents and their responses, the data collected were presented and analysed using the simple percentage and chi-square methods. The data was collected using a 2-point scale, Yes and No. Since the questionnaire was based on an ordinal scale, the result revealed a significant relationship between advertising and consumer patronage. Therefore, companies are encouraged to recognize the benefits of embarking on promotional strategies, particularly advertising.

**Keywords:** Advertising, Consumer, Patronage, Pharmaceutical.

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**INTRODUCTION**

Many people have viewed advertising as a glamour business characterized by creativity, handwork, and an open mind. The values of advertising are that it introduces people to new things that they may not be aware of. People are constantly bombarded with marketing, but at least some of it is of quality value because it shows something new that can improve lives. It is also an essential tool that is of great interest and benefit to Economists, Marketers, Administrators, and society. Advertising travels faster to a significant number of firms' target markets. It is the most commonly used and noticeable among all other promotional tools. It serves as a hostess by hosting a person's attention for some minutes and showcasing new and existing products. Also, it serves as a performer by providing entertainment and as an engine that boosts economic growth and development [1]. Kotler (2020) defined advertising as a means of telling the public what we have to sell. It serves as an avenue for promoting ideas, goods, and services by an identified sponsor [2]. It is directed at a mass audience and not at any specific individual; it informs the consumer about a new product to persuade them to buy. Any reasonable definition of advertising must consider all that advertising entails. That is why Dr Chris Hackley [3] definition is worthwhile. He described it as an integral part of marketing effort, which strives to realize the goals laid out by sales policies and programs.

He further said that advertising is a paid communication intended to persuade society to buy a particular product. It involves various media such as radio, television, posters, newspapers, magazines, billboards, etc. It is a form of communication through the media to present and promote products, services, and ideas paid for by a sponsor. It was reviewed that customer's response to advertising across different level of market influence the perception, attitude and behaviour of their buying decision. Besides, considerable research in consumer behaviour suggested that consumer's motivation, ability and opportunity to process advertising information affects their responses to information. However, motivation is an independent factor influencing consumers' responsiveness to marketing communications. However, research has documented both positive and negative perceptions about various functions and effects of advertising. The positives are related to the information and entertainment it offers and its contributions to a healthy economy. The negative includes believing it fosters materialism, corrupts personal and societal values, and portrays unrealistic images and lifestyles. Regarding the attitude towards advertising, the literature focuses mainly on societal effects. Some informants perceived advertising as a manipulative and deceptive tool, not telling the truth about products or not being concerned about consumers. Instead, they are focused on money, making unnecessary or compulsive shopping for products that are not needed. Research indicates that customers believe advertisement is a necessary component of the marketplace, which is good for the economy and raises the standard of living [4]. Advertising is any paid form of non-personal

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presentation and promotion of goods, services, or ideas by an identified sponsor [5].

### The hypothesis will be as follows

H0: There is no significant influence of advertising on consumer patronage.

H1: There is a significant influence of advertising on consumer's patronage.

### Significance of the study

This research provided the benefits individuals or corporate organisations derive, specifically from Doyin Pharmaceuticals Nigeria Limited. The benefits are many. Firstly, there will be a high volume of sales in that advertising will attract people's attention to its product, thereby creating a high demand for its goods, which is a high market share for the company, resulting in a surplus in the form of profit. Thereby going into research and investing in an untapped market in society. In addition, the wealth of the company's shareholders will increase due to the dividends being received, and other stakeholders will be satisfied with the quality of the company's services. Also, the goodwill or the image of the company will be boosted. It will experience a very rapid growth.

### Historical background of the case study

DOYIN PHARMACEUTICALS NIGERIA LIMITED is a subsidiary of Doyin Group of Companies, one of Nigeria's largest Indigenous manufacturing conglomerates. Its interests include foods, plastics, households, personal care products, and chemicals. Since its inception in 1989, Doyin Pharmaceuticals has been committed to manufacturing high-quality drug products in significant dosage forms. As a leading pharmaceutical company, it understands the need for fidelity and precision in the methods and standards under which its products are manufactured. Presently, the company occupies 2,000 sqm. Including the surrounding ground, they have generator and treatment facilities with the most advanced water distillation system in the world.

As an innovative pharmaceutical organisation with a fervent commitment to excellence, the company today is the only manufacturer of injectable dosage forms in West Africa, and it ensures that;

- i. All its products are manufactured to the highest quality in conformance with the industry's GMP code.
- ii. At the introduction of new products, priority is given to shelf life, safety, and environmental factors to guarantee customer satisfaction.
- iii. Stringent standards are maintained when acquiring and using raw materials, consumables, and machinery.

Prince (Dr) Adedoyin, the chairman, is the founder of the Doyin Group, of which Doyin Pharmaceutical Nigeria Limited is a part; manufacturer and Chief Executive of over 14 companies in Nigeria and Abroad. Princess O. Adedoyin is the Executive Director, and the day-to-day operations are vested in her. The collaborative efforts of seasoned Pharmacists, Chemists, Microbiologists, and other trained professionals ensure that the company's contribution to health care delivery in Nigeria is remarkable. Their staff is trained regularly, including in-house, on-the-job, and outside exposure.

## LITERATURE REVIEW

### Conceptual Framework

Advertising is generally accepted as the tool through which the buying habits of individuals can be shaped and influence purchasing decisions. Advertising effectiveness theoretical foundations generally address two very essential elements: intrapersonal and interpersonal qualities that determine buying habits [7]. Intrapersonal characteristics involve psychological dimensions consisting of individuals' beliefs and attitude, and the experiential knowledge derived from consumption experience. These internal dimensions strongly influence the reaction of the consumers towards advertisements [8]. Interpersonal traits involve sub-cultural, economic, societal, and culture dimensions that define and shape the perceptions and reaction of the consumers towards advertisements [9].

### Consumer Behaviour

Consumer behaviour can be described as being a process by which individuals obtain and make use of economic resources and services. This is a complex process governed by various internal and external forces [10]. Empirical research has also revealed that the effectiveness of advertisements is heavily dependent upon some behavioural traits. For instance, the study has proved the acceptability and building up of the buying habits can be increased through the perceptions by the buyers about the advertisements [11]. In addition, advertisements influence perceptions by spreading the word about the benefits of the product, thus shaping the buying habits [12]. According to the theory of behaviourism by Watson, the purchasing behaviour is overwhelmingly determined by conditioned responses towards stimuli, and advertisements form one of the strong stimuli [13]. This implies that good advertisements that appeal to the buyers can bring about either positive or negative responses, subject to their experience about the advertised goods.

### Advancement and Consumer Patronage

A multitude of research has studied the relationship between advertisements and customer patronage. Advertising not only creates awareness about the product, but also increases the engagement and liking for the customer [14]. Evidence suggests the presence of a strong relationship between the level of advertisements and sales performance; superior forms of advertisements yield superior market shares and high levels of customer patronage [15]. Furthermore, particular advertisements, including television ads, have proved to make serious impacts upon the emotions of the consumer. Emotion appeal applied during advertisements has the capability to strengthen the relationship between the consumer and the brand, alongside the product, thus raising the chances of purchase [16]. This highlights the importance played by advertisements in shaping the perceptions of the consumer and the purchasing decision-making process.

## RESEARCH METHODOLOGY

### Research design and data collection

It was conducted using Survey Research Design to generate primary data. Relevant data were collected to determine the relationship between the variables-consumers patronage [Dependent variables] and advertising [Independent variables]

[17]. These relevant data were gathered from both primary and secondary sources. The questionnaire constitutes the primary source, while the published material on advertising and consumer patronage, such as textbooks, journals, and magazines, constitutes the secondary source. We designed a well-structured questionnaire with two sections: A and B. Section A comprises the questions relating to the respondents' biodata, such as sex, age, marital status, length of service, and salary scale. Section B focuses on the statements used to size up the respondents. The respondents expressed their views through a two-point scale labelled "Yes" and "No" to acquire the necessary information on the various variables related to sales achievement. The questionnaires were administered to the participants with the help of facilitators to understand their advertising impression.

### Sampling method

For the survey to be easy to accomplish and because of the time constraint, the convenience method of Non-probability Sampling was adopted to represent the population and describe and interpret the existing situation.

### Sampling plan

The study's population was drawn from a manufacturing company, specifically Doyin Pharmaceuticals Nigeria Limited. Since the population cannot be reached because of the dispersion of Doyin Group of Companies in some parts of Lagos states, Doyin Pharmaceuticals Nigeria Limited was used as the sampling frame. The company is readily accessible to the researchers, thus enhancing the study's in-depth description. In addition, the questionnaires were administered to top management, middle, and lower management levels, comprising managers such as supervisors, secretaries, sales representatives, clerks, messengers, drivers, and cleaners. The choice was based on the fact that they are adolescents who are expected to answer the question more accurately due to the simplicity of questionnaires, which were designed in a manner that will make the application of statistical methods easier in analysing the data collected and also to aid in validating the research hypothesis.

### Analytical procedure

The questionnaire responses were examined and analysed based on a simple percentage method. Moreover, the chi-square statistical method was employed to test the hypothesis because the questionnaires were drawn up based on an ordinary scale using Yes and No. For easy data analysis, the following items in both A and B were coded thus:

| Sex    | Code | Educational Qualification | Code |
|--------|------|---------------------------|------|
| Male   | 1    | SSCE/GCE                  | 1    |
| Female | 2    | OND/NCE                   | 2    |
|        |      | BSC/HND                   | 3    |
|        |      | PGD/MBA/MSC               | 4    |
|        |      | Professional course       | 5    |

| Marital status | Code |
|----------------|------|
| Single         | 1    |
| Married        | 2    |

| Age         | Code |
|-------------|------|
| 20-25 years | 1    |
| 26-35 years | 2    |
| 36-45 years | 3    |
| 46-50 years | 4    |

| Management status       | Code |
|-------------------------|------|
| Top Management Level    | 1    |
| Middle Management Level | 2    |
| Lower Management Level  | 3    |

### Population and sample size

The sample size of this study is made up of officers at different levels of management in Doyin Pharmaceuticals Nigeria limited the respondents are divided into junior, senior and executive staff categories.

## DATA ANALYSIS AND RESEARCH FINDINGS

### Data Analysis

During this research, 100 questionnaires were administered. Only ninety [90] questionnaires constituting 90% of the whole population were recovered, and only ten (10) questionnaires (10% of the population) were not returned. Below is the presentation of the analysis of the responses.

**Table 1. Sex Distribution of Respondents**

| Sex   | No of Respondent | Percentage |
|-------|------------------|------------|
| 1     | 44               | 48.9       |
| 2     | 46               | 51.1       |
| Total | 90               | 100        |

From the table it was discovered that out of the 90 respondents that were sampled, 44 (48.9%) of them were males while 46 (51.1%) of them were females

Hence, advertising has significant impact on female consumer's patronage than male consumers patronage since the frequency of females is more than that of males.

**Table 2. Age Distribution of the Respondent**

| Age   | No of Respondent | Percentage |
|-------|------------------|------------|
| 1     | 20               | 22.2       |
| 2     | 32               | 35.6       |
| 3     | 30               | 33.3       |
| 4     | 8                | 8.9        |
| Total | 90               | 100        |

The aged 20-25 years, 32 (35.6) were aged between 26-35 years. 30 (33.3) were aged between 36-45 years, 8 (8.9) were aged 45-50 years.

Thus, advertising has significant impact of the patronage of consumers between the ages of 26-35 years, since they have the highest number of respondents and percentage.

**Table 3. Marital status of the Respondents**

| Marital Status | No of Respondent | Percentage |
|----------------|------------------|------------|
| 1              | 30               | 33.3       |
| 2              | 48               | 53.3       |
| 3              | 12               | 13.3       |

The above table reveals that out of the 90 respondents' samples [3.13.3%] of them were people of the top management level, [67.174.4%] were middle management level and 20 [22.2%] of them were people of the lower management level Since the middle management level has the highest number of

respondent and percentages. It means that advertising has significant impact on the patronage of such calibre.

**Table 6. Length of service of the respondent**

| Length of service | No of Respondent | Percentage |
|-------------------|------------------|------------|
| 1                 | 34               | 37.8       |
| 2                 | 39               | 43.3       |
| 3                 | 17               | 18.9       |
| Total             | 90               | 100        |

The table shows that out of the 90 respondents' sample, 34(37.8%) have served below 5years, 39(43.3%) have served 5-10 years and 17(18.9%) have served between 11years and above. Thus, the highest number of respondent and percentage are those that have served between 5-10 years it means advertising has significant impact on them.

**Table 7. Salary Scale of the Respondents**

| Salary Scale | No of Respondent | Percentage |
|--------------|------------------|------------|
| 1            | 15               | 16.7       |
| 2            | 28               | 31.1       |
| 3            | 22               | 24.4       |
| 4            | 16               | 17.8       |
| 5            | 9                | 10.0       |
| Total        | 90               | 100        |

From the above table it shows that out of 90 respondents' sample,15(16.7) were earning between 5,000 and 10,500;28(31.1) were earning between 10,500 and 20,500; 22 (24.4) were earning between 20,500 and 30,500; 9(10.0%)were earning between 40,500, and above.

Hence, advertising has significant influence on those who are earning between 10,500 and 20,500.

**Table 8. Indicating if exposure influences the perception of a consumer**

| Salary Scale | No of Respondent | Percentage |
|--------------|------------------|------------|
| 1            | 56               | 62         |
| 2            | 34               | 38         |
| Total        | 90               | 100        |

Looking at the table above, it shows that 62% of the respondents agree that exposure of the customer turnover influences his or her perception, while 38%said that it does not thus; exposure of the consumer influences his or her perception of advertising information formed towards a company will affect the patronage of its product while 42% of them said it does not. Thus, attitude formed towards a company negatively affect the patronage of its products.

**Table 9. Indicating attitudes towards patronage of a company's product**

| Salary Scale | No of Respondent | Percentage |
|--------------|------------------|------------|
| 1            | 52               | 58         |
| 2            | 38               | 42         |
| Total        | 90               | 100        |

**Table 10. Indicating if memory plays an important role in marketing information analysis**

| Responses | No of responses | Percentage |
|-----------|-----------------|------------|
| 1         | 50              | 56         |
| 2         | 40              | 44         |
| Total     | 90              | 100        |

From the table it shows that 56% of the respondents agree that memory plays an important role in analysing marketing information while 44% said that it does not. Hence, memory is an important instrument for analysing marketing information.

**Table 11. Indicating if advertisement redness purchasing risk**

| Responses | No of Responses | Percentage |
|-----------|-----------------|------------|
| 1         | 46              | 51         |
| 2         | 44              | 49         |
| Total     | 90              | 100        |

The table shows that 51% of the respondents agree that advertisement reduces purchasing risk encountered by the consumers, while 49% said that it does not. Hence, advertisement reduces the purchasing risk of consumers.

**Table 12. Indicating if advertising cost justifies its benefits**

| Responses | No of Responses | Percentage |
|-----------|-----------------|------------|
| 1         | 52              | 58         |
| 2         | 38              | 42         |
| Total     | 90              | 100        |

The table shows that 58% of the respondents agree that the cost incurred on advertisement justifies the benefits in return in terms of increase in sales. Hence advertisement benefits justify its costs.

**Table 13. Indicating if advertising on television is more effective than other promotional tools**

| Responses | No of responses | Percentage |
|-----------|-----------------|------------|
| 1         | 66              | 73         |
| 2         | 24              | 27         |
| Total     | 90              | 100        |

Based on the result in the table,73% of the respondents said that advertising on television is more effective than other promotional tools, while 27% said that it does not. Thus, advertisement on television is the most effective marketing strategy to influence consumer's patronage.

**Table 14. Indicating if advertisement increases the company's turnover**

| Responses | No of Responses | Percentage |
|-----------|-----------------|------------|
| 1         | 53              | 59         |
| 2         | 37              | 41         |
| Total     | 90              | 100        |

From the above table, it shows that 59% of the respondents agree that advertisement increases the company's turnover while 41% said it does not.Hence, advertisement increases the turnover of the company.

**Table 15. Indicating if repetition of an advertising message creates irritation**

| Responses | No. of responses | Percentage |
|-----------|------------------|------------|
| 1         | 48               | 53         |
| 2         | 42               | 47         |
| Total     | 90               | 100        |

From the table, it shows that53% of the respondents agree that repetition of an Advertising creates Irritation while 47% of them said that it does not. Therefore, repetition of advertising messages creates Irritation which affects Advertising effectiveness.

**Table 16. Indicating if age, education, status or lifestyle affects consumer's perception**

| Responses | No of Responses | Percentage |
|-----------|-----------------|------------|
| 1         | 63              | 70         |
| 2         | 27              | 30         |
| Total     | 90              | 100        |

Based on the results from the table, it shows that 70% of the respondents agreed that age, education, status or lifestyles have effect on consumer's perception, while 30% said it does not. Hence, age, education, status and lifestyles affect consumer's perception to process advertising information.

**Table 17. Indicating if the company adopts the right media**

| Responses | No of Responses | Percentage |
|-----------|-----------------|------------|
| 1         | 63              | 70         |
| 2         | 27              | 30         |
| Total     | 90              | 100        |

From the table, 70% of the respondents said that the company adopts the right media while 30% of them disagreed. Thus, the company adopts the right media to carry out its marketing activities.

**Table 18. Indicating if advertisement influence choice of commodity**

| Responses | No of Responses | Percentage |
|-----------|-----------------|------------|
| 1         | 58              | 64         |
| 2         | 32              | 36         |
| Total     | 90              | 100        |

Result from the table above 64% of the respondents agree that Advertisement Influence the choices of their commodity, while 36% of them said it does not. Hence, advertisement influence the choice of commodity by the consumers.

**Table 19. Indicating if social responsibility of a company increases its turnover**

| Responses | No. of responses | Percentage |
|-----------|------------------|------------|
| 1         | 43               | 48         |
| 2         | 47               | 52         |
| Total     | 90               | 100        |

Looking from the table it shows that 48% of the respondents agree that social responsibility of a company to its locality increases its turnover.

**Table 20. Indicating if irritation in advertisement adversely affect purchasing decision**

| Responses | No. of responses | Percentage |
|-----------|------------------|------------|
| 1         | 62               | 69         |
| 2         | 28               | 41         |
| Total     | 90               | 100        |

The table shows that 69% of the respondents said that irritation from advertisement affects the purchasing decision adversely while 31% of them said that it does not. Thus, irritation from advertisement adversely affects the purchasing decision of the consumer.

**Table 21. Indicating if picture, models and images influences buying decision**

| Responses | No. of responses | Percentage |
|-----------|------------------|------------|
| 1         | 56               | 62         |
| 2         | 34               | 38         |
| Total     | 90               | 100        |

From the table it shows that 62% of the respondents agree that pictures, models, and images created in an advertisement influence the buying decisions of the consumers, while 38% said that it does not.

**Table 22. Indicating if there is any relationship between motivation, perception, attitude and advertising**

| Responses | No of responses | Percentage |
|-----------|-----------------|------------|
| 1         | 55              | 61         |
| 2         | 35              | 39         |
| Total     | 90              | 100        |

From the table, it shows that 61% of the respondents agree that there is a relationship between motivation, perception, attitude and advertising effectiveness, while 39% said that there is no relationship. Hence, there is a relationship between motivation perception, attitude and advertising effectiveness.

**Table 23. Indicating if market age has adverse effect of product demand**

| Responses | No. of responses | Percentage |
|-----------|------------------|------------|
| 1         | 43               | 48         |
| 2         | 47               | 52         |
| Total     | 90               | 100        |

From the table it shows that 48% of the respondents said that market age has adverse effects on product demand, while 52% said that it does not. Therefore, market age does not have adverse effect on the demand of a product.

**Testing of hypotheses**

The hypothesis raised in chapter one of this study will now be tested through the use of Chi-Square statistical method. The results of the analysis are presented as follows: all hypothesis is tested at 5% or 0.05 significant level and the formula for Chi-Square is as follows:

$$\chi^2 = \sum(O_i - E_i)^2/E_i$$

- Where
- X<sup>2</sup> Cal : chi square calculated
- O<sub>i</sub> : Observed frequency
- E<sub>i</sub> : Expected frequency

X<sup>2</sup> : Tab chi square in the table

E<sub>i</sub> is calculated using the formula

$$\text{Expected frequency} = \frac{\text{Sum of column} \times \text{sum of row}}{\text{Grand total}}$$

$$\frac{\sum c \times \sum r}{GT}$$

**Computation of chi-square**

**Hypothesis**

- H<sub>0</sub>: there is no significant influence of advertising effectiveness on consumer's patronage.
- H<sub>1</sub>: There is a significant influence of advertisement effectiveness on consumer's patronage.

In testing hypothesis data from tables 9,11,13,17,18 and 23 will be used.

| Responses | Q <sub>1</sub> . | Q <sub>2</sub> . | Q <sub>3</sub> . | Q <sub>4</sub> . | Q <sub>5</sub> . | Q <sub>6</sub> . | Total |
|-----------|------------------|------------------|------------------|------------------|------------------|------------------|-------|
| Yes       | 52               | 46               | 66               | 63               | 58               | 43               | 328   |
| No        | 38               | 44               | 24               | 27               | 32               | 47               | 212   |
| Total     | 90               | 90               | 90               | 90               | 90               | 90               | 540   |

$$E_i = \frac{328 \times 90}{540} = 54.7$$

$$\frac{212 \times 90}{54} = 35.3$$

**Decision Rule:** where the computed value is greater than the table value ( $X^2_c > X^2_t$ ) accepts alternative hypothesis ( $H_1$ ) and reject null hypothesis ( $H_0$ ). But where table value is greater than the computed value ( $x^2_t > x^2_c$ ), accept null hypothesis ( $H_0$ ) and reject alternative hypothesis.

**Yes.**

$$\frac{(52-54.7)^2}{54.7} + \frac{(46-54.7)^2}{54.7} + \frac{(66-54.7)^2}{54.7} + \frac{(63-54.7)^2}{54.7} + \frac{(58-54.7)^2}{54.7} + \frac{(43-54.7)^2}{54.7}$$

$$\frac{(-2.7)^2}{54.7} + \frac{(-8.7)^2}{54.7} + \frac{(11.3)^2}{54.7} + \frac{(8.3)^2}{54.7} + \frac{(3.3)^2}{54.7} + \frac{(-11.7)^2}{54.7}$$

$$\frac{(7.29)}{54.7} + \frac{(75.69)}{54.7} + \frac{(127.69)}{54.7} + \frac{(68.89)}{54.7} + \frac{(10.89)}{54.7} + \frac{(-136.89)}{54.7}$$

$$= 0.13 + 1.38 + 2.33 + 1.26 + 0.20 + 2.2$$

$$= 7.5$$

**NO**

$$\frac{(38-35.3)^2}{35.3} + \frac{(44-35.3)^2}{35.3} + \frac{(24-35.3)^2}{35.3} + \frac{(27-35.3)^2}{35.3} + \frac{(32-35.3)^2}{35.3} + \frac{(47-35.3)^2}{35.3}$$

$$\frac{(2.7)^2}{35.3} + \frac{(8.7)^2}{35.3} + \frac{(-11.3)^2}{35.3} + \frac{(-8.3)^2}{35.3} + \frac{(-3.3)^2}{35.3} + \frac{(-11.7)^2}{35.3}$$

$$= 0.21 + 2.14 + 3.6 + 1.95 + 0.31 + 3.9$$

$$= 12.11$$

$$\text{Yes \& No} = 7.5 + 12.11 = 19.61$$

$$X^2_C = 19.61$$

$$\text{Degree of freedom} = (c-1)(r-1)$$

$$(6-1)(2-1)$$

$$(5)(1)$$

$$= 5$$

Significant level = 0.05

Checking df 5 under f 5% or 0.05, the table value ( $x^2_t$ ) = 9.24  
That is  $X^2_C > X^2_T$  at 0.05, df 4

From the analysis, it was discovered that the calculated value ( $x^2_c$ ) of 19.61 is greater than the table value ( $x^2_t$ ) of 9.24 with the degree of freedom of 5 and at the 0.05 level of significant. Based on the result, the alternative hypothesis ( $H_1$ ) is hereby accepted while the null hypothesis ( $H_0$ ) is rejected.

Meaning there is a significant influence of advertising effectiveness on consumer's patronage.

## SUMMARY, CONCLUSION AND RECOMMENDATION

### Summary of the findings

Based on the findings in the previous chapter, it was discovered that non-advertising activities have significant

adverse effects on the acceptability of a product and, as a result, an adverse effect on the company's turnover. However, advertising is highly effective and positively impacts customers' patronage as in the choice of a commodity. The findings also indicated that the company adopted the right media to carry out its advertising campaign. Whichever way, it was viewed that advertising is an essential tool in showcasing a company's product to the entire world. This shows that the use of advertising in recent times has the opportunity of making the company stand out and thus giving it the chance of reaping its fruits in terms of turnover. More so, aggressive advertising on a product as opposed to its substitute has the potential to increase the company's turnover. Besides, advertisements done or shown on Television have a high potential to arouse people's affection because they teach them how to use the product and how effective it is. Also, Pre-trial advertising influences subsequent product trial processing because it presents first-hand information to the target market. The responses from the respondents show that a company that spends more money on marketing activities will definitely get results in terms of sales achievement. However, it was found that market age does not determine the demand for a product. It was discovered that adverse effects stemming from comparison with highly attractive models do not necessarily reduce the buying decision of consumers, but advertisements reduce the purchasing risk. Also, irritation in advertising has been proven to have many negative consequences on advertising effectiveness. Moreover, neither age, education, state, nor lifestyle affect the consumer's perception. However, it helps the memory to analyse the marketing information about motivation, perception, and attitude toward a product to be practical. On the contrary, it was gathered that a company's social responsibility to society does not increase turnover, but that attitude and exposure, as a result of pictures, models, and images shown in advertisements, influence the perception of the consumers as well as their purchasing decision. However, it was revealed that argument-based advertisement increases consumer patronage because it is meant to solve the problems people face.

## Conclusion

From the analysis of data and information gathered from the previous chapter about previous studies, it is evident that if the concept of advertising is strictly followed or well-tailored towards the achievement of the company's ultimate goal, which is profit maximization as a result of high turnover. As they are well applied, the sales objectives will surely be achieved. This implies that a company's readiness and willingness to embark on advertising activities make possible a smooth aid to operation and, hence, enhance effective sales.

The majority of companies are primarily reluctant when it comes to advertising budgets. It was also concluded that well-known companies always exert efforts to stimulate consumers to patronize their products by advertising frequently and aggressively. Their aim is always to update their customers on new and effective products. This concept usually leads to high patronage and turnover, resulting in high profit and, eventually, high market share for the company. The company chooses the right media for its advertising activities to reach the target market, and choosing the trusted media with proper planning skills is beneficial. However, many companies always find a way of cutting down on advertising expenditures moreover, those who choose the trusted media with proper planning skills. However, many companies always find a way

to reduce advertising expenditures. Moreover, those who invest in this strategy usually experience high sales, high market share, and adequate profit, whereby the company's stakeholders will be cared for. Furthermore. One feasible explanation for pre-trial advertisement is that it directs a consumer's attention toward the salient attributes of a brand that are featured in the advertisement, in turn, the consumer places greater weight on these attributes collectively; the result supports the notion that advertising exposure predisposes consumers to process a subsequent trial in a more focused, meaningful, and confident way because they will see themselves as an expert. The results suggest that the choice of rightmost is digits is an important executioner variable in price advertising. The findings illustrate that advertising serves as a hostess in introducing new offerings. As a teacher, by educating the attributes and benefits of the service, as a counsellor, provide comparative information, which is helpful in decision-making as an enabler, which offers pre-purchase and post-purchase re-assurances that increase the possibility of the consumer's chance of patronizing the product, and finally, as a magician to stimulate creativity and thinking process of the buyer that is the memory of the consumer, which plays a very vital role in this marketing information.

### Recommendations

The organization should improve its publicity by raising the level and variety of advertisements, while making the communications communicate the benefits, uses, availability, and competitiveness of the products. An emphasis on price competitiveness can appeal to those with weak purchasing ability and build strong relationships for the firm. Proper use of the mechanical (televisions, radios, internet) and non-mechanical (press, billboard, leaflet) media is essential for the optimum outreach campaign. Advance publicity is essential for acquainting the consumers with the products and inducing experiment buying. Additionally, the use of attractive models combined with corporate social responsibility will likely influence perceptions and assist the firm's image building, eventually building its market position.

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