CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Advertising plays a crucial role in the process of moving the goods from the producers to the consumers. While assisting the consumer in making decisions and preferences from among the diversity of items available for his selection and option, advertising assists to enhance mass marketing. Advertising as we know it now didn't start until the second part of the 19th century. Sonkusare, (2013). Mass communication was required to inform customers of their options as a result of the reality of mass production and the requirement to build routes of distribution to handle the actual physical movement of goods. In a competitive market, it is essential for advertising managers to grab customer's attention through advertisements and sales promotion. The cost of marketing includes a substantial advertising spend.

Advertising has a substantial positive influence on customer purchasing decisions, whereas consumer perception has a favourable but limited impact. According to Muhammad, (2012), effective advertising and good impression may significantly influence consumers' purchasing decisions. Advertising was described by Brehanu and Shimeles, (2015) as the planned broadcast of specific information and persuasion through mass media. Advertising is any form of compensated non-personal presentation and promotion of concepts, products, or services by a reputable sponsor Kotler et al., (2012). Advertisements can be placed in print media like brochures, newspapers, and magazines as well as audio and visual media like television and billboards.

Advertising (ad) is a tactic that effectively and widely disseminates information about goods, services, and innovations. It is a common practice to make available information on potential customers through non-personal contact. The tendency of a client to make unplanned purchases of products and services is known as impulsivity. Emotions and expectations are often aroused at the time a buyer decides to make such a purchase. The fact that they tend to make impulsive purchases as a result of advertising contributes to the challenge. Shopping and loneliness have a common bond in our daily lives. There are numerous different platforms available for shopping. People who are alone also have a strong want to buy things to fill a void. A lonely individual feels socially excluded because he lacks the type of companionship he would like. It aims to ascertain how fast-moving product purchases influenced by advertising changed customer behaviour.

Fast-moving consumer goods (FMCG) commonly referred to as Consumer-packaged goods (CPG), are goods that are in great demand, move rapidly off the shelves, and are affordably priced. Abraham (2019). These goods are referred to as "Fast-Moving" because customers often utilize them, which causes them to go quickly from shop or supermarket shelves. Every family spends a considerable amount of money each month on FMCG items due to the fact that the items are necessities for everyday life, fast moving consumer goods (FMCG) has a large client base. Since each age group and section of society utilizes one or more FMCG brand items, the product selection would aid in the selection of various age groups. This group of customers can assist in improving our comprehension of how advertising affects consumer behaviour.

Due to the enormous number of individuals who purchase FMCG items, a sizable quantity of money flows through the economy as a result of these products. Both an organization's existing products and new products must understand consumer choice/behaviour. Every buyer approaches buying a product with a different mind-set and way of thinking. If a business doesn't comprehend

what a customer expects from a product, there is a significant danger of product failure. Changes in fashion, technology, trends, lifestyle, disposable income, and other related elements have an impact on consumer behaviour. Han (2021). A marketer has to be aware of shifting circumstances in order to develop effective marketing tactics. In a highly competitive marketing climate, a company's capacity to recognize and address unmet customer requirements more effectively and quickly than its rivals is essential to its survival, profitability, and development. Thus, customer Choice contributes to the accomplishment of marketing goals. Therefore, the aim for this study is to determine the influence of different form of advertising on consumers purchasing decision on fast moving consumer goods (FCMG).

1.2 Statement of the problem

In the highly dynamic and competitive consumer goods market of Lagos State, where numerous Fast-Moving Consumer Goods (FMCG) brands vie for consumers' attention and loyalty, the role and impact of advertising have become increasingly critical.

Lagos State, being one of Nigeria's economic hubs, hosts a diverse and ever-evolving consumer goods landscape. The market is marked by constant shifts in consumer preferences, trends, and demands. This dynamism is amplified by the cosmopolitan nature of Lagos, where a myriad of cultures, income levels, and lifestyles intersect. Within this context, consumers are presented with an extensive array of choices, from everyday essentials to indulgent treats, all competing for their attention and loyalty David and James (1982).

In this fiercely competitive environment, advertising has emerged as a pivotal tool for FMCG companies such as Cadbury Nigeria PLC. Recognizing the intensity of competition, businesses allocate substantial resources to advertising to cut through the noise and distinguish their products. Cadbury Nigeria PLC, a prominent player, is no exception; it strategically invests in advertising

its FMCG products. These campaigns are meticulously crafted and executed across various media channels to achieve specific objectives. However, despite these substantial investments and strategic efforts, advertising effectiveness remains a complex challenge. The interplay of numerous factors can either enhance or hinder the impact of advertising campaigns. Therefore the aim of this research is to examine the different forms of advertisements and its impact on consumer's choice of Fast moving consumer products (FMCGS): A case study of Cadbury PLC.

1.3 Objectives of the Study

The general objective of this study is to examine the influence of advertising on consumer buying behaviour by focusing on Cadbury fast consuming products. Other specific objectives are:

1. To analyse the effectiveness of Broadcast advertising on Brand loyalty for Cadbury products.

2. To investigate the relationship between Outdoor advertising and consumer attitudes concerning Cadbury brands.

3. To examine the influence of online advertising on Buying decision process of Cadbury products.

4. To investigate the role of social media advertising on impulse buying of Cadbury Products.

1.4 Research Questions

The study is guided by the following research questions

1. How does the effectiveness of Broadcast advertising influence Brand loyalty for Cadbury products?

2. What is the relationship between outdoor advertising and consumer attitudes concerning Cadbury brands?

3. How does online advertising influence buying decision process of Cadbury products?

4. What role does social media advertising play in influencing impulse buying of Cadbury products?

1.5 Research Hypotheses

The following Hypothesis will be tested.

H_01: Broadcast Advertising does not effectively influence Brand loyalty for Cadbury products

H_02: There is no relationship between outdoor advertising and consumer attitudes concerning Cadbury brands

H_03: Online Advertising does not have an influence on buying decision process of Cadbury products

H_04: social media advertising does not play a role in influencing impulse buying of Cadbury products

1.6 Scope of the Study

The primary objective of this study was to investigate how advertising has played a pivotal role in shaping the

choices made by consumers when it comes to Cadbury products. The research was carried out in a

specific geographical area, namely the Ikeja local government area in Lagos, Nigeria. This region was

chosen due to its significance as a hub for commerce and consumer activities.

The participants in this study were carefully selected to ensure that they possessed a good understanding of fast-moving consumer goods (FMCG). These are products that are in high demand and are typically purchased frequently by consumers, such as snacks, beverages, and confectionery, which include Cadbury products.

The case study methodology was adopted to delve deeply into the consumer behaviour patterns related to Cadbury products within this specific demographic. The study aimed to uncover how advertising campaigns, marketing strategies, and brand perceptions influenced the choices and preferences of these informed consumers.

1.7 Significance of the study

Firstly, the results of this study will be used by students as reference resources. Secondly, it will assist management in establishing effective advertising campaigns, advertising campaigns involve significant financial investments. Through this study, Companies can evaluate the effectiveness and efficiency of their advertising efforts. Understanding which advertising strategies yield the highest ROI enables companies to allocate their resources more effectively and optimize their marketing budgets.

Thirdly, FMCG companies operate in highly competitive markets, where brand differentiation is essential. This study will help companies identify unique advertising techniques, messaging, and channels that can set them apart from competitors. This can lead to increased brand awareness, customer loyalty, and market share.

In addition, this study will help companies gain valuable insights into how consumers perceive, evaluate, and select FMCG products. This knowledge helps marketers develop effective advertising strategies that align with consumer preferences and drive sales.

Lastly, advertising can have both positive and negative impacts on consumers. This study will enable researchers and policymakers to identify ethical issues, such as deceptive advertising practices, and develop guidelines and regulations that protect consumer rights and promote fair competition in the FMCG industry.

1.8 Limitations to the Study

A research project is never conducted without some inherent factors that may make the findings difficult. One of the major limitations is time factor. Others may include:

The inability to access other FMCG companies since the case study is limited to Cadbury only

The responses by the consumers which the study relies on may be bias as a result of different factors such as recall and social desirability bias.

1.9 Operational Definition of terms

Influence: Consumer choice refers to the process by which individuals select or make decisions regarding the purchase and consumption of goods, services, or experiences. Cialdini, (2009).

Advertisement: Advertisement, commonly referred to as an ad, is a form of communication that is typically paid for and strategically crafted to promote or publicize a product, service, or idea. Belch, and Belch, (2020).

Consumer choice/ behaviour: Consumer choice refers to the process by which individuals select or make decisions regarding the purchase and consumption of goods, services, or experiences. Solomon et al., (2014).

Fast moving consumer goods (FMCG): It refers to everyday consumer products that are frequently purchased, consumed, and replaced by consumers at a relatively rapid pace. FMCG products are typically low-cost, non-durable goods that are consumed on a regular basis. Chaudhuri and Majumder, (2016).

Brand Loyalty: Brand loyalty refers to the extent of a consumer's commitment, preference, and repeat purchasing behaviour towards a particular brand over time. Oliver, (2014).

Impulse Buying: Impulsive buying refers to the tendency of certain consumers to make purchases in response to momentary urges or stimuli that are difficult to resist. Rook and Fisher, (1995).

Social media advertising: Social media advertising encompasses the various forms of advertising that are displayed on social media platforms, such as banner ads, video ads, sponsored posts, and interactive ad format. Kaplan and Haenlein, (2010).

Outdoor advertising: Outdoor advertising, also known as out-of-home (OOH) advertising, is a form of advertising that reaches consumers while they are outside their homes. It includes various formats such as billboards, transit displays, street furniture, and other outdoor media. Baker and Hart, (2008).

Broadcast advertising: Broadcast advertising refers to the dissemination of advertising messages through audio or visual mediums that reach a wide audience simultaneously. Belch, and Belch, (2020).

1.10 Brief history of Cadbury

The origin of Cadbury Nigeria plc dates back to the 1950s when the business was founded as an operation to source cocoa beans from Nigeria and as a precursor to enable the company's founder to tap opportunities for serving the local consumer market with the famous, Cadbury-branded products. Cadbury was formerly known as Cadbury and Schweppes is a British multinational confectionery company fully owned by Mondelez internationally (originally Kraft foods since 2010.since 2010 it has become the second largest confectionery brand in the world after mars. In the early 1960s, an initial operation was established to re-pack imported bulk products. This packing operation grew rapidly into a fully-fledged manufacturing operation and resulted in the incorporation of Cadbury Nigeria Limited in January 1965. In 1976, the firm became a publicly listed company with shares traded locally on the Nigerian Stock Exchange. Introduced in 1960, Cadbury Bournvita, the company's flagship brand, was initially imported and re-packed locally on the current site at Agidingbi, Ikeja Lagos. Having consolidated the Food Drinks market in Nigeria, Cadbury Bournvita became in 1965 the first Food Drink to be locally manufactured. Cadbury Bournvita was relaunched in a World Class, Environmentally Friendly Polypropylene January in 2011 and remains today a market leader in the Food Drinks category. In

2013, the Nutrition Society of Nigeria (NSN) endorsed Cadbury Bournvita as a Food Drink rich in energy and essential micronutrients, the only Food Drink Brand to be so endorsed. The company has been in existence for 197years. Cadbury Nigeria also developed other product-categories, most notably Candy. Introduced in 1970, Tom-tom, which has sustained market leadership for over 40 years–remains the most iconic brand in the Nigerian Candy market. It now comes in three variants: Classic, Honey Lemon and Strawberry. The other brand in the company's Candy are Trebor, Buttermint, In 2012, the company expanded its product categories in Nigeria when it launched Tang, the global leader in powdered beverages. Cadbury Nigeria owned 99.66% equity in Stanmark Cocoa Processing Company Limited, located in Ondo Town in Ondo State, Nigeria. The Company provides all the cocoa powder required for manufacturing Cadbury bournvita Starmark Cocoa Processing Company Limited. Cadbury dairy milk (CDM) was the first chocolate bar to have higher milk content than the earlier ones when it launched in 1905.back in 2015 Cadbury products including the iconic crème egg, was banned from being imported into the united states, it started when Hershey chocolate corporation filed a lawsuit alleging that Cadbury copied Hershey chocolate egg recipe of theirs that already existed. In 2019, Cadbury Nigeria Plc appointed Oyeyimika Adeboye as their Managing Director, marking her as the first woman to hold this position in the company's history.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter offers an overview into the comprehensive literature analysis on advertising. The conceptual framework, theoretical literature review, and empirical literature review of the study are also included.

2.1 Conceptual Framework

2.1.1 Concept of Advertising

Advertising is defined as a marketing communication strategy aimed at promoting products, services, ideas, or brands to a target audience. Its primary objective is to influence consumer behaviour and encourage them to take specific actions, such as purchasing a product, signing up for a service, or supporting a cause. Advertising utilizes various channels and platforms to convey persuasive messages and create brand awareness

According to Singh (2012), advertising is a form of promotion and like a promotion. He observes that advertising goals must to be precise. This necessitates the identification of the target audience in detail as well as the clarification and indication of the desired impact of the advertisement on the customer. The conditions of direct deals often stated the promotional aim. Currently, marketing is viewed as having communication goals that strive to inform, persuade, assist potential customers in remembering the worth of the goods, and hold the present consumers of the thing.

Advertising, according to Kotler and Armstrong (2010), is highly expensive because it enables a company to clearly and effectively promote its product through text, sound, and colour. On the

one hand, advertising helps create a detailed, realistic image of the product. However, it revitalizes business deals.

Advertising promotes consumer spending and product expansion. The second stage of the product life cycle is called the "product growth stage," and for many manufacturers, this is the crucial time for securing a product's place in a market, boosting sales, and raising profit margins.

According to Ismail (2016), a successful advertising keeps consumers motivated to carry out a certain activity and persuades them to make the desired purchase. Kotler and Armstrong agreed.

It is certain that the history of advertising dates back to the archaic times when societal orders used pictures and visual indicators to attract customers for their goods. These materials have been used for product innovation for hundreds of years. These were meticulously put together in the early days and produced at a limited price for improvements. Later, for a specific cause, this miracle was used and its quality was taken more seriously. In the contemporary environment, notices have emerged as one of the key channels of communication between the producer and the consumer of the goods. In addition to becoming an essential component of our social and economic structure, public relations has grown significantly over the years as a business strategy and as a marvel. Sama (2019).

Today, advertising has developed into a fantastic specialized tool for informing customers and potential customers about the goods and services available. According to Sajiyigbe, Amusat, and Oloyede Oluwayemi (2013), any association will see an increase in deal volume, profitability, and benefit level when there is sufficient awareness through publicizing.

According to Dauda's (2014) research, advertising is a crucial tool for establishing one's place in the market. In addition to using advertising to promote and elevate their products, businesses also

utilize public relations to ward off competitors, strengthen their brands, and present their products favourably to anticipated consumers, buyers, and customers. People, organizations, groups, government agencies, and diverse sectors of many economies use advertising to mobilize messages to target audiences. This is due to the fact that a well-publicized program may be a cost-effective way to spread messages, increase support and awareness, and develop brand preferences.

2.1.1.1 Objectives of Advertising

According to Kotler et al., (2011), the objectives of advertising are multifaceted, and they can vary based on the specific goals and strategies of the advertising campaign. Some common objectives of advertising include:

- Creating Brand Awareness: Building brand recognition and familiarity among the target audience, so they can easily identify and recall the brand when making purchasing decisions.

- Increasing Sales and Revenue: Driving consumer interest and demand for products or services to boost sales and generate higher revenue for the business.

- Informing and Educating Consumers: Providing essential information about products, features, benefits, and promotions to help consumers make informed choices.

- Changing Consumer Perceptions: Shaping consumer attitudes and perceptions about a brand, product, or service to create positive associations and eliminate negative stereotypes.

- Encouraging Product Trial: Convincing consumers to try a product or service for the first time, with the hope that they will become repeat customers.

- Promoting New Product Launches: Introducing and creating excitement around new products or services in the market.

- Differentiating from Competitors: Highlighting unique selling points and competitive advantages to stand out from competitors in the market.

- Building Brand Loyalty: Fostering strong connections with existing customers to encourage repeat purchases and brand advocacy.

- Reinforcing Brand Values and Image: Aligning advertising messages with the brand's core values and maintaining a consistent brand image.

- Supporting Sales and Distribution Channels: Assisting sales teams by creating awareness and demand for products, which can lead to increased support from retailers and distributors.

2.1.1.2 Purpose of Advertising

According to Adekoya (2011), the collaboration between customers and producers tries to accomplish the following goals through advertising. They include:

- To boost sales: Advertising encourages consumers to purchase a good or service, which raises the profit margin from the sale of a certain good at a predetermined unit cost.

- Individual awareness formation: By enabling consumers to compare various goods and services and ultimately choose the best price, advertising improves consumer culture. (Kotwal, 2008)

- Promote marketing: Marketing is, in the words of Dr. Philip Kotler, "the science and art of discovering, developing, and delivering value to meet the needs of a target market at a profit." The primary goal of marketing-related advertising is to attract the target market to the brands, products, and services. It entails the management procedure that aids in acquiring, retaining, and satisfying clients.

- Creation of a communication link: Effective communication between consumers and producers is facilitated by advertising. Connecting advertising and consumer audience through information channels as a mode of communication. (Kotwal, 2008)

- Creates demand: By informing the target market that a certain product is available, advertising helps to build demand.

- Introduce a new product: Advertising aids in raising awareness of a product's availability on the market.

- Improve the firm's image: By introducing clients to the new product style of the business, improving their marketing communication channels, and lowering customer dissatisfaction, advertising helps businesses improve their reputation.

2.1.1.3 Classification of Advertising

Advertising takes on many forms and has different purposes depending on the sector or the circumstance. As with the roles and functions of advertising in the marketing program, the goals of an organization's advertising activities sometimes change. One marketer would aim to elicit a quick response or action from the audience, while another might prefer to build awareness or a good reputation for its good or service over time. Marketers use local, national, and retail advertising to reach consumers, which may either stoke general or niche demand.   They employ trade, professional, and business-to-business advertising for business and professional markets (Belch and Belch, 1998).

National advertising is when big businesses advertise on a national scale or in the majority of the nation's regions. National advertising includes the majority of commercials for well-known businesses and brands that are aired during prime time on TV or in other important national or regional media.

In order to develop or reinforce the company's or brand's image and encourage customers to buy it, national advertisers aim to tell or remind consumers of the companies or brand's characteristics, benefits, advantages, or uses (Belch and Belch, 1998).

Retail and local Advertising: Businesses utilize advertising to persuade customers to visit a certain store, use a particular service, or spend money at a particular place.

Local or retail advertising frequently highlights certain purchasing considerations like cost, opening times, services, ambiance, appearance, or product selection. Retailers care about increasing in-store foot traffic, thus their promotions frequently take the form of direct-action marketing meant to boost in-store foot traffic and sales right away (Belch and Belch, 2009).

Business-to-Business advertising is directed towards people who make purchases of industrial goods or services for their firms or have the power to influence those purchases. Business-to-business advertising may be divided into three main groups: People in enterprises that purchase industrial goods or other services or have the power to influence their purchase are the target audience for industrial advertising. Industrial goods are things that are either utilized as raw materials or component components to create other products, are employed to manufacture other goods (machines), or are used to support a business' operations (e.g., office supplies, computers). Additionally included in this category are business services including banking, insurance, travel, and healthcare.

Professional Advertising-is advertising targeted to professionals such as doctors, lawyers, dentists, engineers, or professors to encourage them to use a company's product in their business operations. It could also be employed to persuade experts to suggest or outline the end-user application of a company's product. Trade advertising is marketing that is directed towards

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wholesalers, distributors, and retailers, among other marketing channel participants. According to (Belch and Belch, 1990), the objective is to persuade channel members to stock, advertise, and resale the manufacturer's branded items to their clients.

2.1.1.4 Negative effect of Advertising

The most prominent commercial activity is advertising. When a corporation starts to market, everything it has been doing secretly for years suddenly becomes public. Advertising is frequently criticized for the way it affects our culture as well as the function it plays in selling goods and services. Advertising is criticized for its excesses as a marketing strategy. At worst, according to some critics, advertising is blatantly dishonest, and at best, it simply conveys good information about the items. Others claim that by promising increased sex appeal or elevated social prestige, advertising mentally manipulates consumers into purchasing items they cannot afford. Others criticize advertising as being in poor taste, insulting, or simply too much (Bovee and Arens, 1989).

Advertising is "the art of convincing people to spend money they do not have for something they do not need," according to American comic Will Rogers. Like Rogers, contemporary critics of advertising point out its detrimental impact and assert that commercials encourage impulse purchase. Advertising does, however, also give customers useful information about the goods being sold (Lindblad, 2013).

The purpose of advertising shifts to what the company wants people to do. A company employs advertising to help them withstand the effects of societal and economic changes. Nevertheless, according to economists, advertising has a major impact on customer behaviour and, over time, can push a company into competition. The strategy was developed based on the organization's understanding of the advertising and its grasp of the impact of the competitors. As a result, it is generally agreed that the fundamental purpose of advertising is to give customers the appropriate

amount of information about the goods or services, which is connected to the goal of the competition, which is to satisfy the needs of the consumer. According to this theory, the amount of advertising has an impact on the target audience for the business (Park, 1996; cited in Vivekananthan, 2010).

Advertising is crucial in the process of getting products and services from producers to consumers, according to Ramiz et al., (2012). The distribution of manufacturing output through mass marketing might significantly boost GDP (Gross Domestic Product).

While assisting the customer in making decisions and preferences from among the range of goods and services available for his selection and option, advertising aids to promote mass marketing.

Mass advertising as we know it now didn't start until the second part of the 19th century. Mass communication was required to inform customers of their options as a result of the reality of mass production and the requirement to build routes of distribution to handle the actual physical movement of goods.

Advertisement generates demands. Critics frequently claim that advertising causes individuals to purchase items they do not actually need or even desire. The claim is that customers are comparatively simple to entice into desiring the next shiny object that marketers give. Materialism is promoted via advertising. Additionally, it is asserted that advertising may alter people's desires and goals. The enduring claim is that conformity and status-seeking behaviour—both of which are regarded as materialistic and superficial—tend to predominate in cultures with extensive advertising. Stereotypes are perpetuated through advertising. Advertisers frequently use images of their target audience in their campaigns in the hopes that viewers will identify with them and pay

attention to their message. According to critics, this approach has a particularly bad outcome since it reinforces prejudices (Arens et al., 2009).

The full and total deterioration of various kinds of art is the most severe adverse impact of advertising. Almost nothing that you see or hear on television or the radio is produced just for creative purposes. Right now, you are being sold something by everything you see or hear. All the dancers are dancing around a new perfume, all the singers are singing about something you should purchase, and all the animated shows are advising you what to get your kids for Christmas (Niazi, et al., 2012).

2.1.1.5 Types of Advertising
There are different types of advertising used in the promotion of goods and services which are:

1. Broadcast Advertising (Radio and Television)

Broadcast advertising is a traditional method of conveying promotional messages through television and radio to a wide audience. Commercials are created and aired during scheduled programs, utilizing visual and auditory elements to effectively communicate messages. Television advertising involves creating commercials that range in length and feature audio-visual content, while radio advertising relies solely on audio commercials played on radio stations (Olsen et al., 2012).

Television Advertising

Television advertising is a pivotal part of broadcast advertising. It entails the creation and dissemination of commercials during television programs, shows, or events. These commercials, varying in length, incorporate a combination of visual elements, auditory effects, and narratives to capture viewers' attention and convey the intended message. Television advertising has long been

a cornerstone of marketing strategies due to its ability to reach a broad audience and create lasting impressions. (Smith, 2019).

Radio Advertising

Radio advertising focuses on audio commercials broadcasted through radio stations. These commercials employ sound effects, music, and voiceovers to engage listeners and deliver messages effectively. Although lacking the visual component of television advertising, radio ads can create unique auditory experiences that resonate with the audience. Radio advertising remains a valuable medium, particularly for local and regional promotions. De Pelsmacker, and Dens (2018)

2. Outdoor Advertising

Outdoor Advertising also known as out-of-home (OOH) advertising, refers to advertising campaigns that target consumers outside their homes. It includes various formats such as billboards, transit advertisements (buses, trains, taxis), street furniture (bus shelters, kiosks), digital displays, and more. Outdoor advertising provides high visibility and exposure in high-traffic areas, making it a valuable medium for reaching a broad and diverse audience.

It has most likely been around since the time of the cave dwellers. It was employed by the Greeks and the Egyptians 5,000 years ago. Outdoor communication is undoubtedly one of the most popular techniques, especially if you live in a city or a suburb (Belch and Belch, 2003). Another widely used type of advertising is outdoor advertising, which uses a variety of devices and strategies to get people outside. The most prevalent forms of outdoor advertising are billboards, kiosks, and other company-organized events and tradeshows. Although billboard advertising is increasingly common, it must be extremely succinct and attention-grabbing to draw in pedestrians.

The kiosks serve as both an accessible outlet for the company's products and a powerful instrument for publicizing the company's goods. Organizing several events or sponsoring them is a great way to promote your business. The business might plan trade shows or even exhibits to promote its goods. If not this, the corporation can plan a number of occasions that are closely related to their industry. For instance, a business that produces sports utilities may sponsor a sporting event to promote its goods (Sama, 2019)

Outdoor advertising offers high visibility to a vast number of people, making it an effective way to build brand awareness and reach a diverse audience. Advertisements placed in strategic locations can capture the attention of commuters and pedestrians. It allows for targeted messaging based on the location of the display, making it suitable for local and regional advertising campaigns. Advertisers can tailor messages to suit the context of specific neighbourhoods or cities. The large size and visibility of outdoor ads allow for creative and impactful visuals. Engaging designs and attention-grabbing images can leave a lasting impression on the audience. Hyun, (2017).

3. Online Advertising

Online advertising, also known as Internet marketing, digital advertising, or web publicity, is a type of marketing that makes use of the Internet to provide promotional advertising messages to customers. For a number of reasons, many customers find internet advertising upsetting and have increasingly turned to ad blocking. Email advertising, search engine marketing (SEM), social media marketing, a variety of display advertising (including web banner promotion), and mobile advertising are all examples of online advertising. The diverse formats, catches users' attention as they browse websites or use mobile apps. Search Engine Marketing (SEM) enables businesses to display relevant ads directly in search engine results, ensuring their visibility to users actively

searching for related products or services. Moreover, online advertising offers extensive data and analytics capabilities, providing valuable insights into ad performance. Advertisers can measure key metrics, such as click-through rates (CTR), conversion rates, impressions, and engagement, allowing for real-time optimization and data-driven decision-making. This level of transparency and measurability helps businesses allocate their advertising budgets more efficiently and refine their campaigns to maximize their impact (Smith and Yang, 2004). The concept of programmatic advertising further enhances the efficiency of online advertising. Through automated technology, programmatic advertising streamlines the buying and placement of digital ads in real-time auctions. This process enables advertisers to target specific audience segments, based on user behaviour, demographics, and preferences, ensuring that ads are served to the most relevant users, thereby improving ad relevance and campaign effectiveness.

However, online advertising is not without challenges. The growing concern over data privacy and ad-blocking software has prompted advertisers to adopt more transparent and user-friendly ad formats. Advertisers must strike a delicate balance between engaging users and respecting their privacy preferences. Ismail, (2016)

4. Social Media Advertising

According to Naizi, (2012) social network usage among millennials is at an all-time high. It is obvious from this that social media may be seen as a vital channel and tool for connecting with the target market as well as a tool for raising brand recognition. On the Internet, this is the most efficient method to connect with Generation Y. The top social networking websites that Millennials use online are Facebook, WhatsApp, Twitter, YouTube, Snapchat and Tik-tok. Numerous strategies may be used to exploit social media. For instance, Dell Computers employs customer support representatives to search Twitter for and respond to product-related complaints.

Social media platforms offer a diverse range of ad formats to suit various marketing objectives. Advertisers can choose from sponsored posts, promoted tweets, carousel ads, video ads, stories ads, and more. Each format allows for creative and interactive content, enabling brands to showcase their products or services in engaging ways. This variety of ad formats offers advertisers the flexibility to experiment with different creative approaches and storytelling techniques, making social media advertising a dynamic and versatile tool. Shakib, (2018)

Social media advertising encourages user engagement through likes, comments, shares, and direct interactions with brands. This two-way communication fosters brand-consumer relationships and provides valuable feedback for businesses. Users can interact with ads by leaving comments or sharing them with their network, amplifying the reach of the advertising message and increasing brand visibility. Moreover, social media platforms allow advertisers to respond to user comments and inquiries directly, fostering a sense of customer care and responsiveness.

Social media advertising is particularly well-suited for mobile devices, as many users access social media platforms via smartphones and tablets. Mobile-friendly ad formats ensure that brands can reach users even on the go, enhancing the potential for engagement and conversions. With the increasing use of mobile devices, social media advertising provides businesses with a powerful way to connect with users at any time and from any location. Jin, and Phua, (2014).

2.1.2 Concept of Consumers choice/ Behaviour

Consumer is one who consumes the product or goods and services. The goal of marketing is to fulfill the requirements and desires of the target market. Customers are put front and center in organization activities according to the current marketing approach. The goal of marketing ideas is to attract the most consumers possible, which launches an analysis of all target market circumstances (Sonkusare, 2013).

A consumer is someone who purchases or utilizes products or services. The people who offer these services are marketers. Why do consumers act as they do (or do not act) is one of the most difficult issues for marketers to answer. Such knowledge is essential for marketers since it will help them understand what matters to consumers as well as the key factors influencing their purchasing decisions. The variables influencing customers' purchasing decisions are very intricate. It has a strong psychological foundation, with a little sociology tossed in for spice. It describes how social groupings including family, friends, and society at large may have an impact on a customer. Customers' purchasing decisions are influenced by their profoundly held beliefs and attitudes, their perspective of the world and where they fit into it, common sense, impulsiveness, or just plain take. Customers typically have to choose between two types of purchases: "New Purchases," which are very challenging for customers to make because they lack confidence in their decision-making, and "Repurchases," which customers feel comfortable making because they have previously purchased the product (Patwardhan et al., 2011). The decision-making process and physical action involved in obtaining, assessing, utilizing, and discarding products and services may be referred to as consumer choice/behaviour. The five steps of this procedure are depicted below.

- Need recognition is the first step in the purchasing decision-making process, during which the customer acknowledges a need or a problem. When a person's typical demands, such as hunger or thirst, escalate to a level high enough to become a drive, the desire may be activated by internal cues. External cues can also cause a desire to arise (Furaiji et al., 2012).

- Information search: When a customer is motivated to look for more information throughout the buyer selection process, they may just be more attentive or they may engage in an active information search. A customer that is intrigued may or may not look for further details. A

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customer that is intrigued may or may not look for further details. A customer is more likely to purchase a pleasing product at that time if their urge is strong and it is available. (Belch & Belch, 1990).

- Alternative evaluation - The stage of the buyer decision process in which the consumer uses information to evaluate alternative brands in the choice. Marketers need to understand alternative evaluation, or the method that consumers use to analyse data before making brand decisions. Unfortunately, shoppers do not always employ a straightforward and uniform evaluation method. In its place, other assessment procedures are in use (Schiffman, and Kanuk, 2004).

- Purchase Decision: After weighing the pros and disadvantages of the different brands in the evoked set, the customer may decide to make a purchase. This choice involves the process of learning and attitude development and entails matching buying motives and evaluation criteria with characteristics of brands in the evoked set (Belch & Belch, 1990).

- Evaluation after Purchase – The decision-making process for customers continues even after they have made a purchase. The knowledge gained from using the brand or product will be used as feedback for next purchases. Therefore, advertising must continue to focus on this phase of the decision-making process and create tactics that go beyond just offering a high-quality commodity or service (Belch & Belch, 1990).

2.1.2.1 Factors that influences consumer choice/ behaviour

Consumer behaviour is influenced by a number of variables that fall into four categories: cultural, psychological, social, and individual.

Cultural factors have a wide-ranging and profound impact on consumer behaviour, playing a part in social class, subculture, and buyer culture. Smaller subcultures, or communities of individuals

with a common set of values based on shared circumstances and experiences, exist within every society. Nationalities, religions, racial groupings, and geographical areas are examples of subcultures Kotler and Armstrong (2008).

Social factors including the consumer's small groups, family, and social positions and status also have an impact on their behaviour. Social class is an unnoticed division of society's members into several categories according to certain personal characteristics. Social influences are a little different. They are more outward and have a significant impact on your thoughts and behaviour.

They are reliant on the environment and how it functions. Depending on their level of education, employment, and wealth, members of a society can be classified into several social classes (Bendixen, 1985)

Personal factors Consumers' personal circumstances have an impact on what they buy. These individual differences in these personal aspects lead to variations in customer perceptions and behaviour. Age, income, occupation, and way of life are a few examples of personal variables. A significant aspect that affects purchasing behaviour is age. Young folks make different purchasing decisions than middle-aged people do. Elderly consumers behave entirely differently while making purchases. Teenagers will be more inclined to purchase brightly coloured clothing and cosmetics. Middle-aged people are concerned about their family's home, possessions, and automobile. A person's shopping habits might be influenced by their income. Consumers with greater incomes have more purchasing power.

The lifestyle of a customer has a significant impact on their purchasing habits. For instance, when a customer adopts a healthy lifestyle, his purchases will be related to nutritious replacements for processed foods (Gaumer and William, 2005).

Psychological factors

It encompasses motivation (Maslow's hierarchy of wants), perception, learning, beliefs, and attitudes that have an impact on our choice to make a purchase. The buying choice of a consumer is frequently influenced by others. For marketing techniques to be effective, the marketer must be aware of who is engaged in the purchasing decision and what function each individual plays. The four areas of psychological elements that might affect consumer behaviour are motivation, perception, learning, and beliefs and attitudes (Pinki, 2014).

2.1.2.2 Impulse buying

Impulse buying refers to the spontaneous and unplanned purchase of products or services driven by sudden and intense emotional impulses rather than careful consideration or deliberate decision-making. It is a common consumer behaviour characterized by the urge to buy on the spot without prior intention. Impulse buying can happen both online and offline, and it often involves products or items that are perceived as desirable or attractive in the moment. This phenomenon is influenced by various psychological, situational, and marketing factors that prompt consumers to act on their immediate desires. Understanding impulse buying is crucial for marketers and retailers to effectively target and capitalize on impulsive purchasing behaviour. Rook, (1987)

Several psychological factors contribute to impulse buying. Emotions, such as excitement, curiosity, or happiness, can trigger the urge to make impulsive purchases. Additionally, the need for instant gratification and the pleasure derived from acquiring new possessions can lead consumers to indulge in impulsive buying. Cognitive factors, such as decision fatigue or the use of heuristics, may also play a role. Consumers may rely on mental shortcuts or previous positive experiences with products to make quick purchase decisions**.** Verplanken and Herabadi, (2001).

2.1.2.3 Brand Loyalty

Brand loyalty refers to the strong attachment and commitment that consumers have towards a particular brand, leading them to consistently choose and repurchase products or services from that brand over time. It is a critical aspect of consumer behaviour and a desirable goal for businesses as it can lead to increased customer retention, higher customer lifetime value, and positive word-of-mouth recommendations. Brand loyalty is influenced by various factors, including product quality, brand image, customer experience, and emotional connections with the brand. Brand loyalty is cultivated through consistent positive experiences, perceived value, and trust, which lead consumers to develop strong emotional connections with the brand. Loyal customers are more likely to repurchase products, recommend the brand to others, and resist switching to competitors even when faced with competitive promotions or pricing incentives. Consequently, brand loyalty plays a crucial role in brand success and long-term sustainable growth. Kim and Kim, (2005).

2.1.2.4 Consumers Attitude

Consumer attitudes refer to individuals' overall evaluation, feelings, and beliefs towards products, services, brands, or marketing stimuli. Attitudes play a significant role in consumer decision-making and behaviour, influencing purchasing intentions, brand choices, and post-purchase satisfaction. Consumer attitudes are shaped by various factors, including personal values, past experiences, social influences, and marketing communications. Understanding consumer attitudes is essential for businesses to design effective marketing strategies and build strong brand-customer relationships. Solomon, (2014).

Consumer attitudes are formed through cognitive processes, affective experiences, and social interactions. Marketers use various strategies to influence consumer attitudes, such as advertising, product positioning, brand storytelling, and celebrity endorsements. Understanding consumer

attitudes helps businesses tailor their marketing efforts to resonate with target audiences, build brand loyalty, and drive positive consumer behaviour.

2.2 Theoretical Framework

This research will make use of three theories which are Market response theory, Affective response theory and persuasive hierarchy theory. The anchoring theory will be the Persuasive hierarchy theory

2.2.1 Market response theory

The assumption behind market response theory is that there is a direct relationship between price, demand and buying behaviour. This advertising philosophy uses sales, market share, and brand preference as indicators and metrics.

Market response models assist managers in understanding how consumers as a whole and individually respond to marketing campaigns, as well as how competitors cooperate. (Marketing Models, Lilien GL, Kotler PH, Moorthy KS, Hanssens DM, Parsons LJ, and Schultz RL, (Prentice-Hall, Englewood Cliffs, NJ, 1992). The theory comprises aggregate and individual aspects.

i. **Aggregate perspective**: The theory's aggregate dimension is based on the relationship between market statistics on advertising spending or audience size and on the other hand, there are brand sales or market share Aggregate perspective link product sales to advertising expenditure for a market as a whole.

ii. **Individual perspective**: Alternatively, the term "Individual dimension" refers to a person's brand preference or the quantity of exposures necessary to shape their own or their family's purchasing habits.

Market response theory, also known as marketing-mix modeling, has faced criticisms due to its simplifications and generalizations, which may not capture real-world complexities accurately. The heavy reliance on historical data and potential data limitations can impact the accuracy of the models. Endogeneity bias and the neglect of long-term effects and external factors are also concerns. The assumption of a homogeneous response across customer segments might not reflect reality, and the models may lack predictive power in rapidly evolving markets. Moreover, the correlational nature of market response models makes establishing causality challenging. Despite these criticisms, market response theory remains a valuable tool when used in conjunction with other insights to understand marketing effectiveness comprehensively. Lehmann and Jocz, (2007).

2.2.2 Affective Response Theory

Affective response theory takes a different method because it concentrates on the emotional response that advertising can elicit. (Holbrook and O'Shaughnessy 1984). This hypothesis contends that customer preferences are more heavily influenced by the pleasure, sensations, or emotions elicited by exposure to the message than by objective product features (Gardner, 1985). In order to see the intended benefits, regular exposure to the advertisement is also necessary. However, if repeated exposure surpasses a certain threshold, it loses its efficacy (wear in - wear out effect). This affective response considers the promoted brand on the one hand, on the other side, there's the advertisement. The creative idea could be primarily centered on melody, which is known to have emotional effects. This method has a flaw in that it is hard to separate emotional impacts from cognitive consequences. Advertising clearly includes an emotional component, but it is impossible to measure these effects.

Affective response theory, which highlights the influence of emotions on consumer behavior, has faced criticisms for its overemphasis on emotions and limited predictive power. Critics argue that

while emotions are important, they are just one of many factors shaping consumer decisions. The theory lacks specificity in identifying which emotions are most influential and may not adequately account for individual differences. Additionally, it does not always provide clear mechanisms explaining how emotions lead to specific consumer actions. The difficulty in measuring emotions and the potential influence of cognitive factors further add to the criticisms. Researchers continue to explore more comprehensive models to better understand the complexities of consumer decision-making.

2.2.3 Persuasive Hierarchy Theory

Advertising should have a variety of impacts on the customer, according to the persuasive hierarchy theory, in order to affect sales. Such impacts occur in a certain order, with the first acting as a need while also being the most crucial. These effects are thought to have an impact on cognition, emotion, and behavior.

Numerous additional elements, like the level of engagement and attitude toward the message, also mediate the effect. The literature has paid a lot of attention to involvement. It involves both the perceived risk of making a purchase and an emotional tie to a situation or a product (Reed and Ewing, 2004). To this idea, other models might be found. The Elaboration Likehood Model, developed by Richard E. Petty and John T. Cacioppo, makes the assumption that a consumer's response is cognitive and can take one of two paths: either analyzing a product feature or putting it into practice (Lee and Schumann, 2004). Another model was put out by Deborah MacInnis and Bernard J. Jaworski (Smith and Yang, 2004) to account for the intermediary impacts that advertising causes. They assert that there are six levels of cognitive processing that take place at the consumer level.

- Examining the traits that affect one's emotional state of mind

- The basic categorization is affective transfer

- Heuristic analysis is the result of meaning analysis.

- The combination of information that strongly persuades.

- Convincingly embodying the characters and empathizing with their negative side effects

- Effects of self-persuasion in the construction process.

The ideas and models presented highlight how important it is to include as a moderating factor in advertising communication.

Persuasive Hierarchy Theory, which posits that consumers process advertising messages sequentially from cognition to affect to behavior, has faced criticisms regarding its oversimplification of the consumer decision-making process. Critics argue that real-world decision-making is more complex and dynamic, with interactions between cognitive, emotional, and behavioral elements occurring simultaneously. The theory's linear approach may not fully capture the interplay of various factors influencing consumer responses to advertisements. Additionally, individual differences and cultural factors may lead to diverse decision-making patterns, challenging the universality of the hierarchy. Critics call for more nuanced models that consider the multifaceted nature of consumer behavior and the bidirectional interactions between cognitive and affective elements.

2.3 Empirical review

Below are some of the empirical reviews that are related to this Study.

Shrivastava and Bisen, (2014) investigated the Impact of Advertisement on Consumers' buying Behaviour: A Study on FMCG Products in Lucknow City.The research investigated the influence of advertisement on consumer behaviour among college students (N = 100) in the age group of 18-26. The research focuses on examining how advertisements affect attitudes towards buying behaviour, with a specific emphasis on fast-moving consumer goods (FMCG) brands of body and detergent soaps. The study analyses data from seven FMCG brands including Lux, Pears, Dettol, Dove, Fiama D' Wills, RIN, and Surf Excel. A questionnaire was utilized to assess the impact of advertisements on consumer preferences. Findings reveal that advertisements significantly influence consumer preferences and choices, thereby impacting buying behaviour. Among the FMCG soap brands, DOVE is the most preferred, followed by PEARS. Despite Surf Excel's higher advertising effects, consumers lean towards RIN due to its lower price point. The visual appeal of advertisements on the silver screen strongly attracts and influences consumers.

Haque, et al., (2011) conducted an empirical study titled "Assessing the impact of Advertisement towards Malay Consumers: An Empirical Study of Fast Food Restaurants in Malaysia." The main objective of the research was to investigate consumers' perspectives on fast food restaurant advertisements. The data was collected through a convenient sampling method from the Klang Valley area in Malaysia.

The research findings revealed that Internet advertisements had the most significant influence on customers, followed by commercial advertising and print advertisements. Based on these results, the study provided valuable implications for advertisers to enhance their fast food restaurant

advertisements. For instance, managers can adapt their slogans based on current situations, enabling them to create more suitable and effective advertising that resonates with customers.

The Impact of Outdoor Advertisements on Consumer Behaviour: A Study in Sivas City by Gulmez et al., (2010) sought to differentiate outdoor advertisements from other advertising mediums and determine their significance in affecting consumer behaviour. The researcher Conducted through face-to-face interviews with a non-random sample of 400 Sivas city residents, the study employs T-test, variance analysis, and factor analysis for data analysis, utilizing SPSS 15.0 for Windows. The findings reveal generally positive perceptions of outdoor advertisements among respondents. Participants perceive outdoor advertisements as more visually appealing, creative, and impactful compared to other advertising forms due to their large physical size. Respondents also appreciate the variety and aesthetic enhancement outdoor ads bring to the cityscape, with minimal perceived environmental pollution. However, the study identifies relatively low awareness of outdoor advertisements among certain segments of the population. The results indicate that well-executed outdoor advertisements with innovative concepts, effective information dissemination, and environmental sensitivity are positively received by consumers.

Maiyaki and Adam, (2020) examined the Impact of Advertising on Consumer Buying Behaviour in Kano Metropolis: A Study of Mobile Telecommunication Network Service. The study explored the influence of various forms of advertising on consumer buying behaviour. The study utilized a questionnaire survey with a purposive sampling technique to gather data from 352 respondents in public senior secondary schools within Kano metropolis. The data were analysed using regression analysis in SPSS V.21 software to identify the impact of independent variables. The study found that outdoor, print, and broadcast advertising had a significant and positive effect on consumer buying behaviour, while celebrity advertising did not show a significant impact. Based on the

findings, the researchers recommended that the telecommunication company should focus on advertising methods that deliver simple and clear messages to consumers and periodically review the advertising budget to enhance market share and boost profits.

The Impact of Advertising on Consumers Buying Behaviour by Chukwu et al., (2019) revealed that many organizations in Nigeria exhibit a lukewarm attitude towards advertising, neglecting its potential impact on sales and consumer behaviour. In the era of technological advancements, effective advertising has become crucial for gaining a competitive advantage. The study adopted a survey research design, collecting data through questionnaires to test hypotheses. Multiple regression technique was utilized to analyse the data. The findings reveal a significant and positive relationship between emotional response, environmental response towards the brand, brand awareness, sensory stimulated advertising, and consumer buying behaviour. All independent variables displayed statistically significant t-ratios, indicating their positive influence on consumer buying behaviour. The review recommends reaching the target audience extensively to understand their consumption patterns and behaviours and emphasizes the importance of emotional-related advertising to induce consumer patronage effectively.

Advertising and Consumer Buying Behaviour: A Study with Special Reference to Nestle Ltd by Kumar, (2011) analysed the influence of advertising on consumer buying behaviour, with a focus on Nestle, a leading nutrition, health, and wellness company. The study emphasizes the importance of matching brands with the current market environment to meet consumers' needs effectively. An analytical approach was adopted, surveying 200 randomly selected consumers in Agra city. The results indicate that advertising plays a significant role in influencing consumers' preference for Nestle. Consumers' mean value preference for Nestle was the highest compared to other brands, attributed to its attractive advertising policy and product quality. TV advertisements of Nestle were

found to have the greatest impact on consumer buying behaviour, with their creative presentation

and language effectively conveying messages and emotions. The study underscores the importance

for companies to prioritize their advertising campaigns to retain and expand their market presence.

2.4 Gap in the literature

1. Divergent outcomes regarding the connection between different forms of advertising and Consumers choice have been observed.

2. Stream ling the focus of the research to the influence of advertising on consumer's choice of fast moving consumer goods (FMCGS).

3. An underexplored area in research pertains to how specific forms of advertising, including factors referral programs, increasing the consumers choice for FMCGs products

4. Limited research on the influence of social media and online advertising on consumer's choice of FMCGs products in Nigeria.

Table 2.4.1   **A Summary of Gaps in Literature**.

AUTHOR/YEAR	STUDY	METHODOLOGY	FINDINGS	GAPS
Shrivastava and Bisen, (2014).	Impact of Advertisement on Consumers' buying Behaviour: A Study on FMCG Products in Lucknow City.	Cross sectional survey design.	advertisements significantly influence consumer preferences and choices	Only considers detergent soaps in Lucknow City.
Haque, et al., (2011)	Assessing the impact of Advertisement towards Malay Consumers	Convenient sampling	Internet advertisements had the most significant influence on customers, followed by commercial advertising and	Only concentrates on fast food restaurants in Malaysia

			print advertisements.	
Gulmez et al., (2010).	The Impact of Outdoor Advertisements on Consumer Behaviour	T-test, variance analysis, and factor analysis for data analysis	well-executed outdoor advertisements with innovative concepts are positively received by consumers.	Focuses on outdoor advertising on consumer behaviour.
Maiyaki and Adam, (2020).	Impact of Advertising on Consumer Buying Behaviour in Kano Metropolis	purposive sampling technique	outdoor, print, and broadcast advertising had a significant and positive effect on consumer buying behaviour	Excluded the influence of social media on consumers buying behaviour
Chukwu et al., (2019)	The Impact of Advertising on Consumers Buying Behaviour	survey research design	significant and positive relationship between emotional response , sensory stimulated advertising, and consumer buying behaviour	Did not go into different forms of advertising and their effect on consumer behaviour
Kumar, (2011).	Advertising and Consumer Buying Behaviour	analytical approach	TV advertisements of Nestle were found to have the greatest impact on consumer buying behaviour	Only focused on Nestle products and a particular form of advertisement

Source: Researchers computation, 2023

2.5 Conceptual Framework

The conceptual framework provides a description of the relationships between the concepts being

used (Fisher and Krutilla, 2009). The research effort may be made simpler and concerns that are

unrelated to the topic and research question can be eliminated by defining the ideas and developing

a conceptual framework. The conceptual framework for Advertisements and consumer choice was

built based on the extensive literature evaluations mentioned above. In this research study, there

are two variables—a dependent variable and an independent variable. The consumer choice for

fast moving consumer goods (FMCGS) is one of the dependent variables. The different elements

of advertisements, such as Print media, Outdoor, online and social media Advertisements, are

considered independent variables


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┌─────────────────┐                              ┌─────────────────┐
│ Advertisements  │                              │   Consumers     │
└─────────────────┘                              │     Choice      │
        │                                        └─────────────────┘
                                                          │
┌──────────────────────────┐   HO₁        ┌──────────────────────────────┐
│ ┌──────────────────────┐ │              │ ┌──────────────────────────┐ │
│ │ Broadcast advertising│ │─────────────▶│ │      Brand Loyalty       │ │
│ └──────────────────────┘ │   HO₂        │ └──────────────────────────┘ │
│ ┌──────────────────────┐ │              │ ┌──────────────────────────┐ │
│ │ Outdoor advertising  │ │─────────────▶│ │   Consumers Attitudes    │ │
│ └──────────────────────┘ │   HO₃        │ └──────────────────────────┘ │
│ ┌──────────────────────┐ │              │ ┌──────────────────────────┐ │
│ │  Online advertising  │ │─────────────▶│ │     Buying decision      │ │
│ └──────────────────────┘ │   HO₄        │ │        process           │ │
│ ┌──────────────────────┐ │              │ └──────────────────────────┘ │
│ │Social Media advertising│─────────────▶│ ┌──────────────────────────┐ │
│ └──────────────────────┘ │              │ │      Impulse buying      │ │
└──────────────────────────┘              │ └──────────────────────────┘ │
                                          └──────────────────────────────┘
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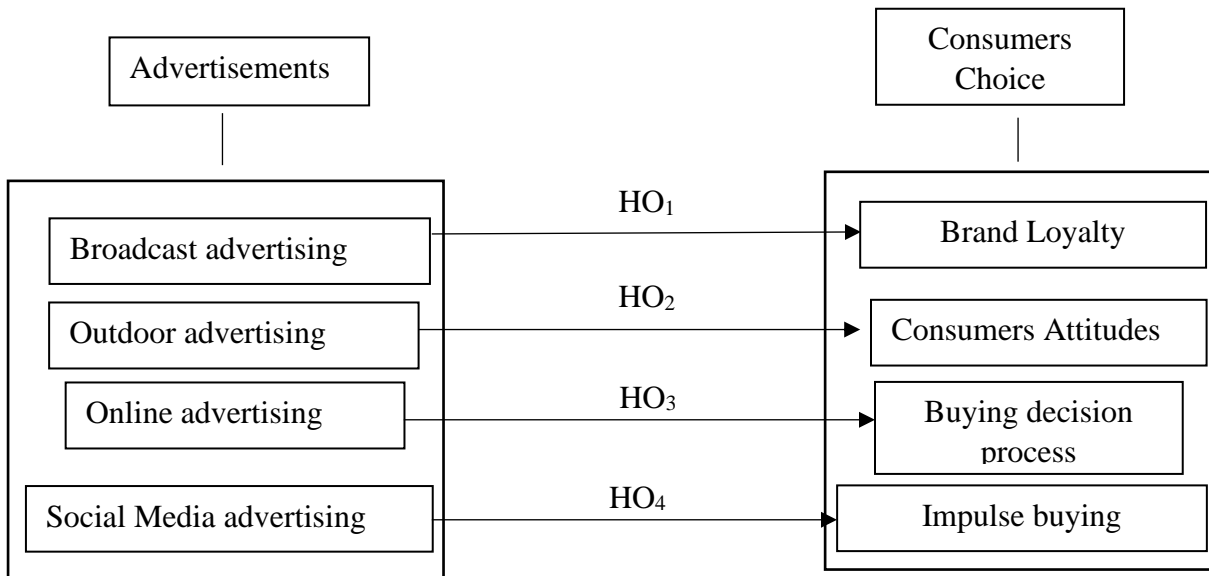
Figure 2.1 Conceptual Framework; Researchers Computation, 2023

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The Chapter attempts to explain the methodology used for this study under the following sub-headings: research design, study population, sampling techniques, data collection instrument, data sources, validity and reliability of the research instrument, method of data collection, and method of data analysis.

3.1 Research Design

The methodology and methods the researcher employed while conducting the study make up the research design. This is a rational and acceptable technique for researchers to determine how to gather and analyze their data in the simplest possible manner. The information type, information collection technique, scheduling, and sample distribution strategy are all part of the study design. A descriptive survey research approach was used for the investigation. The purpose of a descriptive survey design, according to Nworgu (2006), is to gather information from a sample of the population in order to characterize the circumstances or relationships that exist, attitudes that are held, processes that are taking place, impacts that are visible, or emerging trends.

3.2   Study Population

Kothari (2006) defines population of the study as the sum total of individuals from which the researcher selects a sample of the study. Among the 20 constitutionally recognized local government areas within Lagos state, this study will focus on a specific segment: consumers of fast-moving goods residing in Ikeja local government. Ikeja is home to a substantial population, surpassing 1.1 million individuals. To ensure manageable and representative data collection, the

targeted population for this study will encompass approximately 15% of the total consumers within

Ikeja local government. This translates to an estimation of about 165,000 consumers who will form

the basis of this research.

3.3 Sample Size Determination

This study uses Taro Yamane formula to calculate the sample size

$$\text{Sample size}=n = \frac{N}{1+N(e)^2}$$

Where

n= Sample size

1= constant

N= population

e= expected error =0.05

$$n = \frac{165000}{1 + 165000(0.05)^2}$$

$$n = \frac{165000}{1 + 412.5}$$

$$n = \frac{165000}{413.5}$$

$$n = 399$$

Therefore the number of respondents is 399

3.4 Sampling Techniques

Sampling is the act, technique, or process of choosing a valid sample from a population that is representative of the entire population. Sampling is the process by which a relatively small number of individuals, things, or events are emphasized, chosen, and examined in order to learn more about the whole population from which the sample was drawn (Kothari, 2006). The researcher will use Purposive sampling to select respondents from among the population of the study.

3.5 Method of data analysis

The frequencies and percentages on demographic factors of the respondents will be used to examine the bio-data of the respondents and the research questions they responded. Meanwhile, percentage the computed for the calculated strongly agreed", Agreed", disagreed" and strongly disagreed statements. Additionally, based on the frequency of replies to the questions, the percentage will be computed

At the conclusion of the whole data collecting procedure, logical checks will be made, and any inconsistent data will be properly cleared. The outcomes will be examined, transformed into tables, and presented as percentages. To illustrate the distribution of attitudes and perceptions among respondents, percentages will be used to evaluate data for the various study questions. Utilizing computer data analysis tools such as the statistical package for social science (SPSS) and other pertinent programs to aid understand results, the statistical summaries of the results will be given in the form of percentages and tables.

3.6 Data collection Instrument

The techniques used to obtain data, such as observation, document analysis, and so on, are also recognized as research instruments. Questionnaires were utilized as the study's data gathering tool. The research was based on original information gathered from the employees. The main data came from a research survey that used questionnaires as part of its methodology. The questionnaire comprised of close-ended questions.

3.7 Method of Data collection

This study involves the use of quantitative method. A well-structured questionnaire is the tool utilized for the quantitative technique.

3.8 Pilot Study

10% of the sample size for the research was used for the pilot. When the results were evaluated, it was discovered that the questionnaire questions' Cronbach alpha exceeded 0.7, which is typically regarded appropriate to proceed with the use of instrument

a. Listwise deletion based on all variables in the procedure.	
Reliability Statistics	
Cronbach's Alpha	N of Items
.841	16

3.8.1 Validity of Research Instrument

Validity evaluates how well a study result might perform under real-world conditions. In other words, it assesses how well study results represent the research itself. By asking questions and seeking for answers in the work of other researchers, researchers evaluate the validity of their own work. The researcher was able to consult experts in the field of study to get their opinion and to make corrections to the questionnaire to make sure it was able to collect and extract the right data from the respondents. The researcher also gave the questionnaire to the project supervisor for review. The questionnaire items that needed to be restated and those that weren't crucial to the study were found thanks to the validity.

Case Processing Summary		N	%
Cases	Valid	399	100.0
	Excluded[a]	0	.0
	Total	399	100.0

3.8.2 Reliability of research Instrument

The consistency of the data collecting tool, which means if the survey's questions elicit the same kind of answer while the condition remains constant, is what dependability is concerned with. It measures how closely subsequent trials yield the same outcomes. The Likert scale will be used in this study to determine reliability, and an analysis of reliability will be performed using Cronbach's

Alpha as the metric. The Likert scale is seen to have a high level of internal consistency if the reliability co-efficient is at least $\alpha \geq 0.50$. According to George and Mallerly (2019), the reliability of the questionnaire scale is determined by whether the statistical Alpha is equal to or higher than 0.50. This procedure assisted in correcting any issues with the questionnaire and the research's overall survey methodology. To increase internal consistency, the questionnaire's format and content will both be improved.

3.9 Model Specification

$Y=f(x)$

Where:

Y= Consumer choice/ buying behaviour

x= Advertisement

$X = x1, x2, x3, x4,$

$Y = y1, y2, y3, y4$

$x1 =$ Broadcast advertising (BA)

$x2=$ Outdoor advertising (OA)

$x3 =$ Online advertising (OAG)

$x4 =$ social media advertising (SMA)

$y1 =$ brand loyalty

y2 = Consumer attitudes

y3 = buying decision process

y4 = impulse buying

3.11 A priori Expectations
A priori specification for the relationship between the independent and dependent variables are

shown in the table below

Variables	A priori expected sign
Broadcast advertising (BA)	Positive
Outdoor advertising (OA)	Positive
Online advertising (OAG)	Positive
Social media advertising (SMA)	Positive

Source: Researchers Computation, 2023

3.12 Ethical Considerations

This covers the study's ethical issues. Since Mason (2005) cannot be readily anticipated that

various ethical concerns and dilemmas emerge, researchers are required to build an effective

ethical structure to govern research's 'practice'. The greatest ethical standards and ideals must be

upheld by the researcher if they are committed to doing high-quality research. These principles

ought to guide the study's design, technique choice, data collecting, analysis, and reporting.

CHAPTER FOUR

Data Presentation, Analysis and Discussion of findings

4.0 Introduction

All of the field data was presented, analysed, and discussed in this chapter. A comprehensive total of 399 questionnaires were distributed to participants as part of the study's methodology. Out of these, 370 accurately completed questionnaires were collected within the designated timeframe and utilized for the analysis. This reflects a response rate of 92.7%, which the researcher considered to be sufficient for acquiring unbiased and pertinent data crucial to this research endeavour. The 370 collected questionnaires were presented and analysed using the Software Package for Social Science (SPSS) to ensure clarity and aid understanding.

Table 4.0.1 Preliminary survey details

Questionnaire response rate

S/N	Questionnaires	Frequency	Percentages (%)
1	Number of questionnaire administered	399	100
2	Questionnaires retrieved and used for analysis	370	92.7
3	Number of Questionnaires not retrieved	29	7.3

Source: Field survey, 2023

Table 4.0.1 above provides the response rate to questionnaires administered. A total of 399 copies of questionnaire were administered to the consumers of fast moving consumer goods. The total number of questionnaires retrieved after administration was 370 as 29 copies were not retrieved. This means 92.7% response rate was achieved.

45

4.1 Demographic data of respondents

The following shows the frequency counts and percentage of demographic data of respondents in terms of gender, age, marital status, Educational level, income, and occupation of respondents.

Table 4.1 Demographic data of respondents

Variables	Frequency	Percentages (%)
Gender		
Male	190	51.4
Female	180	48.6
TOTAL	**370**	**100**
Age		
18-24 years	16	4.3
25-34 years	162	43.8
35-44 years	179	48.4
45-54 years	13	3.5
TOTAL	**370**	**100**
Marital Status		
Single	60	16.2
Married	298	80.5
Divorced	8	2.2
Widowed	4	1.1
TOTAL	**370**	**100**
Educational level		
OND/NCE	93	25.1
B.sc/HND	212	57.3
MBA/Ms.c/PHD	65	17.6
TOTAL	**370**	**100**
Income		
Below N50,000	12	3.2
N50,000-N100,000	36	9.7

N100,000-N500,000	277	74.9
N500,000 and above	45	12.2
TOTAL	**370**	**100**
Occupation		
Private employment	195	52.7
Public employment	57	15.4
Self-employment	118	31.9
TOTAL	**370**	**100**

Source: Field survey, 2023

Table 4.1 displays the demographic characteristics of the respondents. As depicted in the table, out of the respondents, 190 individuals, constituting 51.4%, identified as male, while 180 individuals, accounting for 48.6%, identified as female. This straightforwardly signifies that the majority of the consumers comprises of males.

Furthermore, the findings in Table 4.1 reveal that 16 respondents, making up 4.9%, were between aged18-24 years; 162 respondents, representing 43.8%, fell within the 25 to 34 age range; 179 respondents, accounting for 48.4%, were aged 35 to 44 and 13 respondents, constituting 3.5%, were between 45 and 54 years;. This analysis highlights that the largest age group among the consumers was in the 35 to 44 bracket.

Concerning marital status, Table 4.1 illustrates that 60 respondents, equivalent to 16.2%, were single, 298 respondents (80.5%) were married, 8 respondents (2.2%) were divorced, and 4 respondents (1.1%) were widowed. These figures underscore that a significant proportion of the participating consumers were married.

Turning to educational level, the data in Table 4.1 also reveals that 93 respondents (25.1%) held OND/NCE Certificates, 212 respondents (57.3.0%) possessed Bsc /HND degrees and 65

respondents (17.6.0%) held Master's degrees/Doctorate degrees. This finding indicates that a substantial majority of the respondents in the study held Bsc/HND degrees.

In relation to the income earned has family, as outlined in Table 4.1, 12 respondents (3.2%) earned below N50,000, 36 respondents (9.7%) earned between N50,000-N100,000, 277 respondents (74.9%) earned between N100,000 to N500,000 and 45 respondents (12.2%) earned N500,000 and above. This outcome revealed that majority of the respondents earned between N100, 000 and N500,000.

Regarding the occupation of the respondents, as indicated in Table 4.1, 57 respondents (15.4%) have a public employment, 195 respondents (52.7%) had a private employment while 118 respondents (31.8%) were self-employed. Therefore, majority of the respondents are working in the private sector

4.3 Analysis of Research Questions
4.3.1 SECTION B
Research Question one: How does the effectiveness of broadcast advertising influence brand loyalty for Cadbury products?

This section presents the answer provided by the consumers in response to research question one that seeks to analyse the effectiveness of Broadcast advertising on Brand loyalty

Items	Frequency	Percentage (%)

Strongly Agree	290	78.4
Agree	72	19.5
Disagree	8	2.2
Total	**370**	**100.0**

Table 4.2 Broadcast impact on brand loyalty aids Cadbury marketers in devising better promotional strategies

Source: Field Survey, 2023

Table 4.2 presented the result for the frequency distribution of consumers in response to broadcast impact on brand loyalty aids Cadbury marketers in devising better promotional strategies, the table revealed that majority of the respondents 78.4% strongly agreed, 19.5% agreed while 2.2% of the respondents disagreed. Which means that majority of the respondents strongly agreed with the statement.

Table 4.3 Cadbury's Broadcast advertisements effectively communicate the unique qualities and benefits of their products.

Items	Frequency	Percentage (%)
Strongly Agree	36	9.7
Agree	174	47.0
Neutral	116	31.4
Disagree	36	9.7
Strongly disagree	8	2.2
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.3 revealed the result for the frequency distribution of consumers in response to broadcast advertisements effectiveness and communication of unique qualities, the table showed that 9.7% of the respondents strongly agreed, 47.0% agreed, 31.4% respondents were neutral, 9.7% of the

respondents disagreed and 2.2% strongly disagreed. Which means that majority of the respondents felt positive with the statement.

Table 4.4 Captivating Broadcast ads lead to measurable brand loyalty boosts across various customer segments.

Items	Frequency	Percentage (%)
Strongly Agree	57	15.4
Agree	57	15.4
Neutral	125	33.8
Disagree	95	25.7
Strongly disagree	36	9.7
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.4 illustrated the result for the frequency distribution of consumers in response to Captivating Broadcast ads lead to measurable brand loyalty boosts, the table showed that 15.4% of the respondents strongly agreed, 15.4% agreed, 33.8% respondents were neutral, 25.7% of the respondents disagreed and 9.7% strongly disagreed. This suggest that majority of the respondents were neutral concerning the statement.

Table 4.5 Positive brand loyalty results from the reach and engagement of our broadcast ads, evident in increased customer advocacy and referrals.

Items	Frequency	Percentage (%)
Strongly Agree	83	22.4
Agree	85	23.0
Neutral	106	28.6
Disagree	49	13.2
Strongly disagree	47	12.7
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.5 showed the result for the frequency distribution of consumers in response to Engaging broadcast ads and customer advocacy and referrals, the table showed that 22.4% of the respondents strongly agreed, 23.0% agreed, 28.6% respondents were neutral, 13.2% of the respondents disagreed and 12.7% strongly disagreed. This suggest that a substantial number of the respondents felt neutral concerning the statement.

4.3.2 SECTION C
Research Question two: What is the relationship between outdoor advertising and consumers attitudes concerning Cadbury brands?

This section presents the answer provided by the consumers in response to research question two that seeks to investigate the relationship between Outdoor advertising and consumer attitudes

Table 4.6 Outdoor ads' visual impact fosters a positive emotional connection with me, leading to improved attitudes towards Cadbury brands.

Items	Frequency	Percentage (%)
Strongly Agree	164	44.3
Agree	80	21.6
Neutral	67	18.1
Disagree	34	9.2
Strongly disagree	25	6.8
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.6 presented the result for the frequency distribution of consumers in response to Outdoor ads' visual impact fosters a positive emotional connection, the table revealed that majority of the respondents 44.3% strongly agreed, 21.6% agreed, 18.1% of the respondents are neutral, 9.2% of the respondents disagreed and 6.8% strongly disagreed. Which means that majority of the respondents strongly agreed with the statement.

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Table 4.7 Cadbury's outdoor ads positively influence my attitudes towards the brand, leading to higher purchase consideration.

Items	Frequency	Percentage (%)
Strongly Agree	55	14.9
Agree	145	39.2
Neutral	125	33.8
Disagree	41	11.1
Strongly disagree	4	1.1
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.7 revealed the result for the frequency distribution of consumers in response to Cadbury's outdoor ads positively influence attitudes towards the brand, the table showed that 14.9% of the respondents strongly agreed, 39.2% agreed, 33.8% respondents were neutral, 11.1% of the respondents disagreed and 1.1% strongly disagreed. Which means that majority of the respondents felt positive with the statement.

Table 4.8 the widespread presence of outdoor ads has instilled a sense of familiarity and recognition of Cadbury brands, positively affecting my attitudes.

Items	Frequency	Percentage (%)
Strongly Agree	111	30.0
Agree	76	20.5
Neutral	109	29.5
Disagree	65	17.6
Strongly disagree	9	2.4
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.8 illustrated the result for the frequency distribution of consumers in response to outdoor ads has instilled a sense of familiarity and recognition of Cadbury brands, the table showed that

30.0% of the respondents strongly agreed, 20.5% agreed, 29.5% respondents were neutral, 17.6% of the respondents disagreed and 2.4% strongly disagreed. This suggest that majority of the respondents a total of 50.5% agreed with the statement.

Table 4.9 Outdoor advertising has played a crucial role in shaping my perceptions, positioning Cadbury brands as a preferred choice in the market.

Items	Frequency	Percentage (%)
Strongly Agree	86	23.2
Agree	136	36.8
Neutral	86	23.2
Disagree	41	11.1
Strongly disagree	21	5.7
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.9 showed the result for the frequency distribution of consumers in response to Outdoor advertising has played a crucial role in shaping perceptions, the table showed that 23.2% of the respondents strongly agreed, 36.8% agreed, 23.2% respondents were neutral, 11.1% of the respondents disagreed and 5.7% strongly disagreed. This suggest that a substantial number of the respondents felt positive concerning the statement.

4.3.3 SECTION D

Research Question three: How does online advertising influences buying decision of Cadbury products?

This section presents the answer provided by the consumers in response to research question three that seeks to examine the influence of online advertising on Buying decision process

Table 4.10 Online ads significantly raise awareness and interest in Cadbury products, directly influencing my purchasing decisions.

Items	Frequency	Percentage (%)
Strongly Agree	192	51.9
Agree	91	24.6
Neutral	63	17.0
Disagree	20	5.4
Strongly disagree	4	1.1
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.10 presented the result for the frequency distribution of consumers in response to Online ads significantly raise awareness and interest in Cadbury products, the table revealed that majority of the respondents 51.9% strongly agreed, 24.6% agreed, 17.0% of the respondents are neutral, 5.4% of the respondents disagreed and 1.1% strongly disagreed. Which means that majority of the respondents strongly agreed with the statement.

Table 4.11 Online ads enables me to compare Cadbury products with competitors, influencing their final buying decisions.

Items	Frequency	Percentage (%)
Strongly Agree	41	11.1
Agree	123	33.2
Neutral	166	44.9
Disagree	36	9.7
Strongly disagree	4	1.1
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.11 revealed the result for the frequency distribution of consumers in response to online ads enabling comparison of Cadbury products with competitors, the table showed that 11.1% of the respondents strongly agreed, 33.2% agreed, 44.9% respondents were neutral, 9.7% of the respondents disagreed and 1.1% strongly disagreed. Which means that majority of the respondents were neutral concerning the statement.

Table 4.12 Online ads conveniently showcase Cadbury products, markedly expediting consumer buying decisions.

Items	Frequency	Percentage (%)
Strongly Agree	105	28.4
Agree	82	22.2
Neutral	71	19.2
Disagree	87	23.5
Strongly disagree	25	6.8
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.12 illustrated the result for the frequency distribution of consumers in response to Online ads conveniently showcasing Cadbury products, the table showed that 28.4% of the respondents strongly agreed, 22.2% agreed, 19.2% respondents were neutral, 23.5% of the respondents disagreed and 6.8% strongly disagreed. This suggests that majority of the respondents a total of 50.6% agreed with the statement.

Table 4.13 Online ads precisely target consumer segments, driving engagement and impacting Cadbury product buying decisions.

Items	Frequency	Percentage (%)
Strongly Agree	91	24.6
Agree	125	33.8

Neutral	92	24.9
Disagree	46	12.4
Strongly disagree	16	4.3
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.13 showed the result for the frequency distribution of consumers in response to online ads precisely target consumer segments, driving engagement and impacting Cadbury product buying decisions, the table showed that 24.6% of the respondents strongly agreed, 33.8% agreed, 24.9% respondents were neutral, 12.4% of the respondents disagreed and 4.3% strongly disagreed. This suggest that a substantial number of the respondents felt positive concerning the statement.

4.3.4 SECTION E
Research Question four: What role does social media advertising play in influencing impulse buying?

This section presents the answer provided by the consumers in response to research question four that seeks to investigate the role of social media advertising on impulse buying.

Table 4.14 Social media ads showcasing real-time user experiences have heightened my confidence in impulsive purchases of Cadbury products.

Items	Frequency	Percentage (%)
Strongly Agree	196	53.0
Agree	61	16.5
Neutral	58	15.7
Disagree	33	8.9
Strongly disagree	22	5.9
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.14 presented the result for the frequency distribution of consumers in response to Social media ads showcasing real-time user experiences have heightened my confidence in impulsive purchases of Cadbury products., the table revealed that majority of the respondents 53% strongly agreed, 16.5% agreed, 15.7% of the respondents are neutral, 8.9% of the respondents disagreed and 5.9% strongly disagreed. Which means that majority of the respondents strongly agreed with the statement.

Table 4.15 One-click purchasing on social media platforms facilitates my impulse buying of Cadbury products.

Items	Frequency	Percentage (%)
Strongly Agree	45	12.2
Agree	93	25.1
Neutral	168	45.4
Disagree	59	15.9
Strongly disagree	5	1.4
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.15 revealed the result for the frequency distribution of consumers in response to One-click purchasing on social media platforms facilitates my impulse buying of Cadbury products, the table showed that 12.2% of the respondents strongly agreed, 25.1% agreed, 45.4% respondents were neutral, 15.9% of the respondents disagreed and 1.4% strongly disagreed. Which means that majority of the respondents were neutral concerning the statement.

Table 4.16 Continuous Cadbury brand reminders in social media feeds my shape of impulse buying decisions for their products.

Items	Frequency	Percentage (%)
Strongly Agree	119	32.2

Agree	62	16.8
Neutral	91	24.6
Disagree	84	22.7
Strongly disagree	14	3.8
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.16 illustrated the result for the frequency distribution of consumers in response to Continuous Cadbury brand reminders in social media feeds my shape of impulse buying decisions for their products, the table showed that 32.2% of the respondents strongly agreed, 16.8% agreed, 24.6% respondents were neutral, 22.7% of the respondents disagreed and 3.8% strongly disagreed. This suggest that majority of the respondents felt positive concerning the statement.

Table 4.17 Interactive, shareable social media ads amplify word-of-mouth influence, boosting impulse buying of Cadbury products.

Items	**Frequency**	**Percentage (%)**
Strongly Agree	104	28.1
Agree	86	23.2
Neutral	111	30.0
Disagree	49	13.2
Strongly disagree	20	5.4
Total	**370**	**100.0**

Source: Field Survey, 2023

Table 4.17 showed the result for the frequency distribution of consumers in response to Interactive, shareable social media ads amplify word-of-mouth influence, boosting impulse buying of Cadbury products, the table showed that 28.1% of the respondents strongly agreed, 23.2% agreed, 30.0% respondents were neutral, 13.2% of the respondents disagreed and 5.4% strongly disagreed. This suggest that a substantial number of the respondents felt neutral concerning the statement.

4.4 HYPOTHESIS TESTING

4.4.1 Hypothesis One:

H$_0$1: Broadcast advertising does not effectively influence brand loyalty for Cadbury products

Correlations			Broadcast advertisement	Brand loyalty
Spearman's rho	Broadcast advertisement	Correlation Coefficient	1.000	.056
		Sig. (2-tailed)	.	.279
		N	370	370
	Brand loyalty	Correlation Coefficient	.056	1.000
		Sig. (2-tailed)	.279	.
		N	370	370

Source: Field survey, 2023

The result above indicated that there is a weak correlation between broadcast advertising and Brand loyalty with correlation coefficient "r" being 0.056. Therefore, there is a weak relationship or association between Broadcast advertising and brand loyalty. However, the significant value (sig 2- tailed) "0.056" is higher than the p-value (p-value = 0.05). This implies that the weak relationship observed between the two variables is not significant. Hence, null hypothesis is accepted. That is, broadcast advertising does not have a significant effect on brand loyalty of Cadbury products.

4.4.2 Hypothesis two:

H$_0$2: There is no relationship between outdoor advertising and consumer attitudes concerning Cadbury brands.

Correlations			Outdoor advertising	Consumers attitudes
Spearman's rho	Outdoor advertising	Correlation Coefficient	1.000	.637[**]
		Sig. (2-tailed)	.	.000

			370	370
	Consumers attitudes	Correlation Coefficient	.637**	1.000
		Sig. (2-tailed)	.000	.
		N	370	370
**. Correlation is significant at the 0.01 level (2-tailed).				

The result above indicated that there is a strong positive correlation between outdoor advertising and consumers attitudes with correlation coefficient "r" being 0.637. Therefore, there is a strong relationship or association between outdoor advertising and consumers attitudes. However, the significant value (sig 2- tailed) "0.000" is lower than the p-value (p-value = 0.05). This implies that the strong positive relationship observed between the two variables is significant. Hence, null hypothesis is rejected. That is, outdoor advertising has a significant effect on consumers' attitudes of Cadbury products.

4.4.3 Hypothesis three:

H₀3: Online Advertising does not have an influence on buying decision process of Cadbury products.

Correlations				
			Online advertising	Buying decision process
Spearman's rho	Online advertising	Correlation Coefficient	1.000	.193**
		Sig. (2-tailed)	.	.000
		N	370	370
	Buying decision process	Correlation Coefficient	.193**	1.000
		Sig. (2-tailed)	.000	.
		N	370	370
**. Correlation is significant at the 0.01 level (2-tailed).				

The result above indicated that there is a weak positive correlation between online advertising and Buying decision process with correlation coefficient "r" being 0.193. Therefore, there is a weak relationship or association between online advertising and buying decision process. The significant value (sig 2- tailed) "0.000" is lower than the p-value (p-value = 0.05). This implies that the weak positive relationship observed between the two variables is significant. Hence, null hypothesis is rejected. That is, online advertising has a weak significant effect on buying decision process of Cadbury products.

4.4.4 Hypothesis four:

H_04: Social media advertising does not play a role in influencing impulse buying of Cadbury products

Correlations			Social media advertising	Impulse buying
Spearman's rho	Social media advertising	Correlation Coefficient	1.000	.492[**]
		Sig. (2-tailed)	.	.000
		N	370	370
	Impulse buying	Correlation Coefficient	.212[**]	1.000
		Sig. (2-tailed)	.000	.
		N	370	370
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Field survey, 2023

The result above indicated that there is a moderate correlation between social media advertising and impulse buying with correlation coefficient "r" being 0.492. Therefore, there is a moderate relationship or association between social media advertising and impulse buying. However, the significant value (sig 2- tailed) "0.000" is lower than the p-value (p-value = 0.05). This implies that the moderate relationship observed between the two variables is significant. Hence, null hypothesis is rejected. That is, social media advertising has a significant effect on impulse buying of Cadbury products.

4.5 Discussion of findings

The findings from the analysis of the Topic "Effect of Advertising on consumer choice of fast moving consumer goods: A study of Cadbury plc" was discussed in this section. The general objective of this research is to investigate the effect of advertising on different aspect of consumer's choice with a specific focus on Cadbury products. The general objective is further sub-divided into four specific objectives. The specific objectives drawn from these general objectives were to: .To analyse the effectiveness of broadcast advertising on Brand loyalty for Cadbury products, to investigate the relationship between Outdoor advertising and consumer attitudes concerning Cadbury brands, to examine the influence of online advertising on buying decision process of Cadbury products and to investigate the role of social media advertising on impulse buying of Cadbury Products.

The research adopted descriptive survey design in order to get information from selected respondents through structured questionnaire on the subject matter. The resulting data collected from 370 respondents were then analysed using descriptive statistics and correlation analysis which arrive at our findings. The findings from the study are presented as follows: The research investigated the relationship between broadcast advertising and brand loyalty. The findings showed that broadcast advertising does not have a significant effect on brand image of Cadbury

products. The relationship between the two variables is weak and insignificant. Hence the null hypothesis was accepted. This finding is in line with the findings of Haque, et al., (2011) which revealed that the broadcast advertising does not have anything to do with the brand loyalty of consumers to a product.

Researcher also investigated the relationship between outdoor advertising and consumers attitudes. Findings showed that there is a strong and positive relationship between outdoor advertising and consumers attitudes. The findings also revealed that the strong positive correlation is significant. This finding does also uphold with the findings of Gulmez et al., (2010) which revealed that that well-executed outdoor advertisements with innovative concepts, effective information dissemination, and environmental sensitivity are positively received by consumers.

Furthermore, the research analysed the influence of online advertising on buying decision process. Basically, a weak positive correlation was observed with correlation between online advertising and buying decision process. Also, having obtained a significant value of 0.000, the relationship is significant. On that note, the null hypothesis was rejected. This finding is different from the findings made by Chukwu et al., (2019) on influence of advertising on consumer buying behaviour, which revealed that most consumers through online advertising, their decision process of buying a particular product have increased significantly.

Lastly, the researcher ascertained the relationship between Social media advertising and impulse buying of Cadbury products. There was a significant and moderate positive relationship observed between Social media advertising and impulse buying. On this basis, null hypothesis was rejected. There exists a similarity in this finding and the findings of Shrivastava and Bisen, (2014). which determined the effect of advertising on consumer buying behaviour which was revealed that

consumers through what they see on social media instigate them in purchasing products they did not plan for.

CHAPTER FIVE

Summary, conclusion and Recommendations

5.1 Summary

This study concentrates on the effect of advertising on consumer's choice of fast moving consumer goods (FMCGS).

Findings of the research showed that revealed that majority of the respondents 78.4% strongly agreed, 19.5% agreed while 2.2% of the respondents disagreed that Broadcast impact on brand loyalty aids Cadbury marketers in devising better promotional strategies. In addition Outdoor ads' visual impact fosters a positive emotional connection with me, leading to improved attitudes towards Cadbury brands indicated that that majority of the respondents 44.3% strongly agreed, 21.6% agreed, 18.1% of the respondents are neutral, 9.2% of the respondents disagreed and 6.8% strongly disagreed. Which means that majority of the respondents strongly agreed with the statement.

Furthermore, 30.0% of the respondents strongly agreed, 20.5% agreed, 29.5% respondents were neutral, 17.6% of the respondents disagreed and 2.4% strongly disagreed. This suggest that majority of the respondents a total of 50.5% agreed that the widespread presence of outdoor ads has instilled a sense of familiarity and recognition of Cadbury brands, positively affecting my attitudes. Invariably in response to Online ads significantly raise awareness and interest in Cadbury products, the table revealed that majority of the respondents 51.9% strongly agreed, 24.6% agreed, 17.0% of the respondents are neutral, 5.4% of the respondents disagreed and 1.1% strongly disagreed. Which means that majority of the respondents strongly agreed with the statement.

On the statement " Social media ads showcasing real-time user experiences have heightened my confidence in impulsive purchases of Cadbury products.'' the findings revealed that revealed that majority of the respondents 53% strongly agreed, 16.5% agreed, 15.7% of the respondents are neutral, 8.9% of the respondents disagreed and 5.9% strongly disagreed. Which means that majority of the respondents strongly agreed with the statement.

On the statement Interactive, shareable social media ads amplify word-of-mouth influence, boosting impulse buying of Cadbury products that 28.1% of the respondents strongly agreed, 23.2% agreed, 30.0% respondents were neutral, 13.2% of the respondents disagreed and 5.4% strongly disagreed. This suggest that a substantial number of the respondents felt neutral concerning the statement. Hence, majority of the respondents agreed that social media ads amplify word-of-mouth influence, boosting impulse buying of Cadbury products.

The test of Hypothesis one showed that there was that there is a weak correlation between broadcast advertising and Brand loyalty with correlation coefficient "r" being 0.056. Therefore, there is a weak relationship or association between Broadcast advertising and brand loyalty. However, the significant value (sig 2- tailed) "0.056" is higher than the p-value (p-value = 0.05). This implies that the weak relationship observed between the two variables is not significant. Hence, null hypothesis is accepted. That is, broadcast advertising does not have a significant effect on brand loyalty of Cadbury products.

The test of Hypothesis two indicated that there was a strong positive correlation between outdoor advertising and consumers attitudes with correlation coefficient "r" being 0.637. Therefore, there is a strong relationship or association between outdoor advertising and consumers attitudes. However, the significant value (sig 2- tailed) "0.000" is lower than the p-value (p-value = 0.05). This implies that the strong positive relationship observed between the two variables is significant.

The test of Hypothesis three showed is a weak positive correlation between online advertising and Buying decision process with correlation coefficient "r" being 0.193. Therefore, there is a weak relationship or association between online advertising and buying decision process. The significant value (sig 2- tailed) "0.000" is lower than the p-value (p-value = 0.05). This implies that the weak positive relationship observed between the two variables is significant. Hence, null hypothesis is rejected. That is, online advertising has a weak significant effect on buying decision process of Cadbury products.

The test of Hypothesis four showed that there was a moderate correlation between social media advertising and impulse buying with correlation coefficient "r" being 0.492. Therefore, there is a moderate relationship or association between social media advertising and impulse buying. However, the significant value (sig 2- tailed) "0.000" is lower than the p-value (p-value = 0.05). This implies that the moderate relationship observed between the two variables is significant. Hence, null hypothesis is rejected. That is, social media advertising has a significant effect on impulse buying of Cadbury products.

5.2 Conclusion

In conclusion, this study aimed to examine the effects of different advertising strategies on consumer behaviour in relation to Cadbury products. The research focused on four specific aspects: brand loyalty, consumer attitudes, buying decision processes, and impulse buying. The findings shed light on the effectiveness of various advertising approaches in shaping these behaviours.

the study's outcomes underscore the varying degrees of effectiveness that different advertising strategies wield in shaping consumer behaviour concerning Cadbury products. While broadcast

advertising did not exhibit a significant impact on brand loyalty, outdoor advertising, online advertising, and social media advertising emerged as influential factors in shaping consumer attitudes, purchasing decisions, and impulsive buying behaviour, respectively. These findings offer valuable insights for Cadbury marketers and other companies in the fast-moving consumer goods sector, aiding them in devising targeted and impactful promotional strategies to engage and sway their target audiences.

5.3 Recommendations

Based on the findings of the study, several recommendations can be offered to Cadbury and other similar consumer goods companies to enhance their advertising strategies and effectively influence consumer behaviour:

Diversify Advertising Approaches: Since outdoor advertising demonstrated a strong positive impact on consumer attitudes, companies like Cadbury should continue investing in outdoor campaigns. However, this shouldn't overshadow other advertising channels. Maintaining a diverse mix of advertising approaches, including digital and social media, will help reach a broader audience and create a more well-rounded impact.

Strengthen Online Advertising Campaigns: While online advertising showed a weak but significant correlation with the buying decision process, it's crucial to strengthen online campaigns. Companies should focus on creating engaging and informative online content that can guide consumers through their decision-making journey. This could include detailed product information, customer reviews, and interactive elements to assist potential buyers.

Personalize Advertising Content: To improve the effectiveness of all advertising strategies, including broadcast, outdoor, online, and social media, companies should work on personalizing their content. Utilizing data-driven insights to tailor advertisements to specific audience segments

can enhance engagement and resonance. Personalized content speaks directly to consumers' preferences and needs, increasing the likelihood of positive outcomes.

Measure and Optimize: Regularly monitor and analyze the performance of different advertising campaigns. Use key performance indicators (KPIs) such as engagement rates, conversion rates, and brand sentiment to gauge the impact of each approach. Based on the results, refine and optimize advertising strategies for better results over time.

Combine Channels for Comprehensive Campaigns: Instead of relying solely on one advertising channel, consider integrating multiple channels to create a comprehensive advertising campaign. For instance, combining outdoor advertising with social media campaigns can reinforce brand messaging and increase the likelihood of consumer engagement and action.

Experiment with Innovative Approaches: Stay open to exploring innovative and cutting-edge advertising techniques. Emerging technologies such as augmented reality (AR), virtual reality (VR), and interactive storytelling can create unique and memorable experiences that resonate with modern consumers.

By implementing these recommendations, Cadbury and other companies in the FMCG sector can create more effective advertising campaigns that resonate with consumers, enhance brand loyalty, drive positive consumer attitudes, facilitate informed buying decisions, and encourage impulse purchases.

5.4 Contribution to Knowledge
i. This study has filled an important gap in existing research. While past studies have focused on factors like sales volume, promotional mix, social media, and pricing changes, there has been a lack of attention given to the impact of different advertising approaches on consumers' preferences

for fast-moving consumer products. This study addresses this gap by providing insights into the unique effects of diverse advertising strategies on consumer choices in this domain.

ii. The study has highlighted the tendency of many private workplaces to not prioritize advertising efforts adequately. This revelation serves as an enlightening revelation for both public and private sector organizational management. It underscores the need for these entities to develop policies that promote robust advertisement campaigns. Such policies would be geared towards achieving sustained and steady growth in consumer preference and choice.

iii. The study will assist other researchers to understand the effects of advertisement on consumer choice of fast moving consumer products and how to carry out further research work in this area

5.5 Suggestion for further studies
i. Further study can focus on the Role of Social Media Influencers in Shaping Consumer Brand Preferences: A Comparative Study

ii. Further study can also focus on the Influence of Emotional Appeals in Advertising on Consumer Purchase Decisions: A Cross-Cultural Analysis

iii. Further study can investigate on Exploring the Impact of Personalized Digital Advertising on Consumer Engagement and Purchase Intent

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Appendix

(Questionnaire Tools)

MOUNTAIN TOP UNIVERSITY

QUESTIONNAIRE ON

EFFECTS OF ADVERTISING ON CONSUMERS CHOICE OF FAST-

MOVING CONSUMER GOODS(FMCGS) IN LAGOS

(A STUDY OF CADBURY PLC)

Dear Respondent, I am writing a project on the above stateded topic in partial fulfilment of the requirements for the award of Bachelor of Science Degree in Business Administration.kindly respond to the questionnaire to the best of your knowledge with utmost sincerity so as to achieve credible results. The information provided will only be used for academic purpose and will be treated with confidentiality. Please answer the questions by ticking the one you consider most appropriate among the alternatives.

 Thanks in anticipation of your co-operation.

_____ **Onogoro Gabriel (Researcher)**

Kindly answer the following questions by ticking (   ) the option that best describes your agreement or by filling the spaces provided.

SECTION A

DEMOGRAPHIC DATA

1. Gender: Male (   ), Female (   )

2. Age Range: 18-24 years (   ) 25- 34 Years (   ) 35- 44 years (   ) 45-54 years (   ) 55 years and above (   ).

3. Marital Status: Single (   ) Married (   ) Divorced (   ) Widowed(   )

4. Educational Level: SSCE (   ) OND/NCE (   ) B.Sc/ HND (   ) MBA/MS.c/PHD (   )

5.Income: Below N50,000(   ) N50,000 – N100,000 (   ) N100,000-N500,000(   ) N500,000 and above (   )

6. Occupation: public employment (   ) Private employment (   ) self –employed (   )

SECTION B

Positive brand loyalty results from the reach and engagement of our broadcast ads, evident in increased customer advocacy and referrals.

To analyse the effectiveness of Broadcast advertising on Brand loyalty

Using the scale below, please answer the statement below by ticking the option that best satisfies your response to the following statement.

Strongly Agree {SA} = 4; Agree {A} = 3 Disagree {D} = 2; Strongly Disagree {SD} = 1

S/N	ITEMS	SA	A	D	SD
1	Broadcast impact on brand loyalty aids Cadbury marketers in devising better promotional strategies				
2	Cadbury's Broadcast advertisements effectively communicate the unique qualities and benefits of their products.				
3	Captivating Broadcast ads lead to measurable brand loyalty boosts across various customer segments.				
4	Positive brand loyalty results from the reach and engagement of our broadcast ads, evident in increased customer advocacy and referrals.				

SECTION C

To investigate the relationship between Outdoor advertising and consumer attitudes

Using the scale below, please answer the statement below by ticking the option that best satisfies your response to the following statement.

Strongly Agree {SA} = 4; Agree {A} = 3 Disagree {D} = 2; Strongly Disagree {SD} = 1

S/N	ITEMS	SA	A	D	SD
1	Outdoor ads' visual impact fosters a positive emotional connection with me, leading to improved attitudes towards Cadbury brands.				
2	Cadbury's outdoor ads positively influence my attitudes towards the brand, leading to higher purchase consideration.				
3	The widespread presence of outdoor ads has instilled a sense of familiarity and recognition of Cadbury brands, positively affecting my attitudes.				
4	Outdoor advertising has played a crucial role in shaping my perceptions, positioning Cadbury brands as a preferred choice in the market.				

SECTION D

To examine the influence of online advertising on Buying decision process

Using the scale below, please answer the statement below by ticking the option that best satisfies your response to the following statement.

Strongly Agree {SA} = 4; Agree {A} = 3 Disagree {D} = 2; Strongly Disagree {SD} = 1

S/N	ITEMS	SA	A	D	SD
1	Online ads significantly raise awareness and interest in Cadbury products, directly influencing my purchasing decisions.				
2	Online ads enables me to compare Cadbury products with competitors, influencing their final buying decisions.				

S/N	ITEMS			
3	Online ads conveniently showcase Cadbury products, markedly expediting consumer buying decisions.			
4	Online ads precisely target consumer segments, driving engagement and impacting Cadbury product buying decisions.			

SECTION E

To investigate the role of social media advertising on impulse buying

Using the scale below, please answer the statement below by ticking the option that best satisfies your response to the following statement.

Strongly Agree {SA} = 4; Agree {A} = 3 Disagree {D} = 2; Strongly Disagree {SD} = 1

S/N	ITEMS	SA	A	D	SD
1	Social media ads showcasing real-time user experiences have heightened my confidence in impulsive purchases of Cadbury products.				
2	One-click purchasing on social media platforms facilitates my impulse buying of Cadbury products. .				

3	Continuous Cadbury brand reminders in social media feeds my shape of impulse buying decisions for their products.				
4	Interactive, shareable social media ads amplify word-of-mouth influence, boosting impulse buying of Cadbury products.				

Thank you.