

**EFFECTS OF ADVERTISING ON AN ORGANIZATION'S SALES PERFORMANCE:
A STUDY OF INTERCONTINENTAL DISTILLERS LIMITED – IKEJA, LAGOS
STATE.**

BY

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MATRIC NO: 17020201008

**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF BUSINESS
ADMINISTRATION, COLLEGE OF HUMANITIES, MANAGEMENT AND SOCIAL
SCIENCES. MOUNTAIN TOP UNIVERSITY, OGUN STATE. NIGERIA.**

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DEGREE OF BACHELOR OF SCIENCES (B.Sc) HONOURS IN BUSINESS
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CERTIFICATION

This is to verify that this research project titled. "Effects of advertising on an organization's sales performance in Intercontinental Distillers Limited, Ikeja, Lagos state ". Was written by ESUMEI YVONNE ANITA with Matriculation Number: 17020201008 under my supervision.

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Dr. Olanipekun Ojo.

Date

Project supervisor

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Dr. Olanipekun Ojo

Head of Department.

Date

DEDICATION

This research work is dedicated to the Lord Almighty, to my parents and siblings for their unending love, support and encouragement from my childhood.

ACKNOWLEDGEMENTS

Without the help of numerous people, this project would not have been able to be accomplished. I'd want to express my gratitude to those who have made significant contributions to the completion of this research. I'd like to express my gratitude to everyone who helped me in whatever way. First and foremost, I thank God, the Almighty, for protecting me in all of my life decisions and during the completion of my Bachelor of Science degree (B.S.C) program.

I express my gratitude to my supervisor for his constructive criticisms, assistance, and insights during this research. This work was made feasible by his unending patience, intellectual direction, moral support, and extensive research experience.

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ABSTRACT

Basic relationship between organization and customers is advertising, as every organization has a vision and mission of generation sales (profit). This ideology is to convince us that through series of behaviour, advertising drives long term sales.

This study was based on the questions “How does advertising play a significant role in the sales performance of an organization?”, “How active participants influences advertising?” The objective of this premise is to analyze the effects of advertising on organization sales performance of INTERCONTINENTAL DISTILLERS LIMITED, another goal is to determine which form of advertising has a great influence on the organization sales. The essence of advert on a product is a forward looking view of creating a brand awareness of an organization goods or services.

The tools used for the examination of this study was generated through questionnaires, documentary reviews and interviews. The method of research study was based on specifically on quantitative research design method, the study comprised of sales and marketing managers of INTERCONTINENTAL DISTILLERS LIMITED.

The study found out that a well-planned and systematic advertising communication, not only create a brand awareness, persuade buyers, tailored into customers satisfaction, maintain

healthy relationship with customers and other competitors, get instant purchase action but most significantly increase and sustain an organization sales revenue.

KEY WORDS: Advertising, Intercontinental Distillers Limited, sales performance.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter provides collection of the in depth and background information ranging from background to the study, statement of the problem, objective of the study, research questions, statement of research hypothesis, scope of the study, limitations of the study, significance of the study as well definition of terms. Critically, this chapter establishes the study.

1.1 Background to the study

The world's economy is gradually changing into a global village. Advertising is most prominent major modes of communication among the others which includes; sales promotion, direct marketing, personal selling and sponsorship (events and experience). In the world's complex society, advertising has developed into a significant communication system which connects both consumers and businesses (Belch, 1998). Communication is the process of exchanging and the science of transmitting information (Smith, 1993). Advertising aims at creating a brand knowledge about goods, services and event to the target audience.

The major objective of an organization is to maximize profit in order to satisfy stakeholder's needs or shareholders' wealth maximization (value added) as pointed out by (Pandey 2000).

The organization has other sub – objectives, some of which are employee satisfaction, high production quality, technological advancement, skilled management system, suitable distribution channel, maintaining company's market share, guaranteeing and safeguarding customers' loyalty. In the society today, people think advertising is highly deceptive and

influences the individual to buy inferior products (Yelber, 2010). This has been seen in countries such as South Africa, Asia, and Nigeria, in which the study is based on Intercontinental Distillers Limited. Klein (2010) indicates that instead of producing things, companies are rather producing images of things, which affects the reflection of what the sales and marketing department wants it to stand.

The business world is faced with high degree of competition which has compelled organizations to develop various forms of marketing tools, distribution channel, technologies and policies so as to meet up with the rising demand and needs of customers. In a changing and aggressive business situation, advertising plays an important role in communicating with customers, both current and potential (Bendixen, 1993).

Bennett (2006) defines advertising as the non-personal delivery of marketing-related information to a target audience, which is usually paid for in order to achieve the sponsor's stated objectives. Borden (2007) defined advertising as the controlled dissemination of identifiable information and persuasion through mass media. Any paid type of non-personal presentation and promotion of ideas, goods, or services by a recognized sponsor is referred to as advertising (Kotler and Armstrong, 2010). Print media, such as newspapers, magazines, and brochures, as well as audio media, such as radio, and visual media, such as billboards and television, can all be used to advertise (Kotler and Armstrong 2010). When comparing different periods, sales performance describes the trend of collections in terms of revenue (Mc Cathy 1994).

Sales involves the activity of selling goods and services to the customers or public. A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything (Kotler and Armstrong 2010). The techniques of

advertising influences the sales performance of an organization, it can either boost or diminishes the sales rate of a company.

The process of conveying or exchanging information, as well as the science of sending it, is referred to as communication (Smith, 1993). Advertising has evolved into a key communication system that connects both consumers and businesses in today's complex society (Belch, 1998). Communication evaluates the impact of advertising on an organization's sales performance using media such as radio, television, billboards, mail, and postal, among others, informing buyers about the company's beverages available in market. Day by day, advertising is becoming more professionally organized and high-quality (Presbrey, 2009)

Therefore, advertising must be tailored towards consumer's satisfaction and organizational performance (Osogbo, 2014). However, if mass communication haven't been uncovered by individuals, advertising would probably not have developed.

The motive for this study is to discover the appropriate form of advertising used to achieve this objective, as advertising appears efficient in winning new customers, boosting the quantity of purchase by both new and old buyers moreover, for financial evaluation to determine the level of an organization profitability.

1.2 Statement of the problem

Advertising problems if not attended and solved at the early stage can cause great threat to the continued existence of an organization, thus, diminishing the organization sales level. David and James (1982) argued that advertising is one easy way to educate existing and prospective consumers about a product or service hence improves the organisation performance in general. Intercontinental Distillers Limited carries frequent adverts on its products majorly through radio, this however affects the company's sales because most people don't listen to radio

advertisement. Intercontinental Distillers Limited, like any other beverages firm, has significant competition, according to empirical facts. Using field data, (Leone and Schultz 1980; Vakratas and Amber 1996) attempted to quantify the effects of advertising on brand sales.

A preliminary interview was conducted with the marketing staff of Intercontinental Distillers Limited, and the feedback gotten despite the degree of advertising was not so much encouraging. The sales of the company was not improving. Nevertheless, the rate of new entrants who poses as threat to the current players within the industry, presence of substitute, bargaining powers of customers and suppliers is becoming very competitive as Intercontinental Distillers Limited also advertise to attract customers. Advertising effectiveness, lies in the capability to help stimulate sales (Eachambadi 1994; Mantrala, Sinha, and Zoltners).

Intercontinental Distillers Limited is under pressure as they try to keep up with changing customer tastes, target markets, technology advancements, population aging, government policies, and new distribution channels. As a result, advertising is commonly utilized as an independent variable to explain sales fluctuations. (Lilien, 1994)

This research effort will be used to as a drive to assess, study, observe and test how Intercontinental Distillers Limited is coping with complex, dynamic and multi-faceted market by varieties of advertisement to enhance sales performance.

1.3 Objectives of the study

The general objective of this study is to examine the effect of advertising on Intercontinental Distillers Limited sales performance, while the specific objectives are to:

- Determine the influence of informative, persuasive and reminder advertisement on sales performance of the company.
- Establish the relationship between various advertising campaigns and sales volume in Intercontinental Distillers Limited.
- Examine the method of advertising media and techniques that Intercontinental Distillers Limited used in advertising its Product.

1.4 Research questions

The following questions guided the study:

- What is the effect of informative, persuasive and reminder advertisement on sales performance of the company?
- What is the relationship between advertising campaigns and sales volume in Intercontinental Distillers Limited?
- How are the media and techniques of advertising employed by Intercontinental Distillers Limited?

1.5 Research hypothesis

- H0i: There is no significant relationship between informative, persuasive and reminder advertisement on sales performance of the company.
- H0ii: There is no significant relationship between advertising campaigns and sales volume in Intercontinental Distillers Limited.

- H0iii: There is no significant relationship between the media and techniques of advertising employed by the company.

1.6 Scope of the study

The scope of this study relates to the aims and objectives of advert and sales performance in Intercontinental Distillers Limited. This is a multinational company which deals with the production of alcoholic and non-alcoholic beverages whereby the parent firm operates the whole in terms of a coordinated global strategy.

This study is limited to sales and marketing departments of Intercontinental Distillers Limited, data was generated and collected from the sales and marketing managers of the organization, which helps in assessing the productivity level and effects of advertisement on Intercontinental Distillers Limited . Ikeja, Lagos State sales volume.

1.7 Significance of the study

There are two ways that advertising influences sales performance. First, by increasing consumers' interest in the focal product to the point where they would seek information about it, and second, by converting those who seek information into buyers (Hu et. al 2014). This research contributes to our knowledge of advertising. It indicates areas on which the company should concentrate its efforts in order to increase performance.

Furthermore, the research will aid the beneficiaries of this work in revising its advertising laws and regulations in order to keep up with modern culture. The study allows other researchers to do additional research on topics linked to advertising and organizational performance in Intercontinental Distillers Limited and elsewhere as a result of the findings.

1.8 Limitation of the study

There are factors which might serve as barriers to the researchers from attaining the peak of the research study. Some of which are:

- i. Attitude of personnel: the organization staffs, specifically the sales and marketing personnel were uncooperative, they refused to give a proper review of the company sales performance over the years, revealing how advertising affected them in countless ways, with reasons best known to them. Thus the confidentiality of information limits the research study.
- ii. Time: the time allocated to carry out this research study is limited most especially by the school.
- iii. Budget: the student lacks the sufficient financial resources needed to support the research, therefore limiting the scope of the study, as the cost which are meant to be covered by a sponsor is being covered by him.

1.9 Definition of terms

Some of the terms used in this study are defined as follows:

- i. Advertising: is defined by Bennett (2006) as "non-personal delivery of marketing-related information to a target audience, frequently paid for in order to achieve the sponsor's stated objectives." Borden (2007) defined advertising as the controlled dissemination of identifiable information and persuasion through mass media.
- ii. ADVERTISEMENT: Any public notice, such as a printed advertisement in a newspaper, a short film on television, a radio broadcast, and so on, aiming to promote goods, publicize an event, and so on (Collins English Dictionary (2012)).

- iii. **COMMUNICATION:** the transfer of messages or information from the sender, down to the receiver about goods, events or services.
- iv. **ADVERTISING PROCESS:** refers to the flow in which messages are delivered to the target audience.
- v. **ORGANIZATION:** a group of people who are consciously coordinating their efforts in order to achieve the organization's projected goals and objectives.
- vi. **ORGANIZATIONAL PERFORMANCE:** Organizational performance refers to an organization's actual productivity or results as measured against its stated goals. It takes into account three distinct aspects: financial performance, product market performance, and shareholder return (Richard 2009).
- vii. **PRODUCT:** A product, according to Philip Kotler, is "something supplied to a market for attention, acquisition, or consumption".

1.10 Background of Intercontinental Distillers Limited

Intercontinental Distillers Limited began in 1749 when two Italians, Justerini and Brooks, joined together to start J&B Wine and Spirits (derived from the initial of their names)

J&B had a series of acquisitions and ownership changes before becoming International Distillers & Vintners (IDV). IDV was the spirit division of the United Kingdom's Grand Metropolitan Plc. at the time.

The formation of International Distillers Nigeria Limited (IDNL) in 1983 was the result of Grand Metropolitan Plc's strategy to refocus her operations in order to grab the international market.

On a manual line, International Distillers Nigeria Limited (IDNL) began production in 1984 with Eagle Aromatic Schnapps. There were 53 people on staff at the time, three of them were expatriates.

In addition to Eagle Schnapps, the company imported and sold tried-and-true brands including SMIRNOFF, BAILEY'S Irish Cream, and GILBEYS London Dry Gin. IDNL then embarked on a series of expansions that brought it through its first decade of business with greater popularity, market acceptance, and preference for her goods, including Chelsea London Dry Gin, which was launched in 1987.

The company increased in size as a result of the creation of a diverse portfolio of profitable brands based on a thorough grasp of the Nigerian wine and spirit market, as well as the West African sub-region. International Distillers Nigeria Limited became Intercontinental Distillers Limited in 1997. (IDL)

Eagle Aromatic Schnapps, Chelsea London Dry Gin, Squadron Dark Rum, Bull London Dry Gin, Bull Dark Rum, Action Bitters, Confam Bitters, DeROK Cafe Liqueur, DeROK Chocolate Flavoured Liqueur, Commodore Aromatic Schnapps, Chapeau Wine, Veleta Fruit Drink, Confam Bitters, and Teezers are just a few of IDL's top-selling products.

The company's headquarters are located at Plot 2, No. 3 Ladipo Oluwole Street, Off Oba Akran Avenue in Ikeja, Lagos State, and it operates from a purpose-built distillery and bottling plant at KM 11, Ota-Idiroko road, Ota, Ogun State.

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The company makes and sells both alcoholic and non-alcoholic beverages. IDL's activities are run by seasoned business and industry professionals. This is a critical component of our success story, which we want to continue.

IDL produces and distributes high-quality beverages from a purpose-built distillery on Nigeria's Ota-Idiroko route (near Lagos). In the West African sub-region, our items are available.

They have a network of highly mobile salesmen and executives situated at our numerous depots, as well as a diverse network of distributors across the country

.Eagle Aromatic Schnapps, Chelsea London Dry Gin, Squadron Dark Rum, Bull London Dry Gin, Bull Dark Rum, Action Bitters, Confam Bitters, DeROK Cafe Liqueur, DeROK Chocolate Flavoured Liqueur, Commodore Aromatic Schnapps, Chapeau Wine, Veleta Fruit Drink, Confam Bitters, and Teezers are among the products manufactured and marketed.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Introduction

This chapter provides an insight to the detailed literature review on advertisement. In addition, it covers areas regarding the conceptual framework, theoretical literature review and empirical literature review of the study.

2.1 Conceptual Framework

2.1.1 Concept of Advertising

Advertising is defined as "the non-personal, typically paid for, and persuasive in nature conveyance of information about products, services, or ideas by identified sponsors through

various media" (Bovee and Arens, 1992). The Advertising Association of the United Kingdom defines advertising as "communication with users of a product or service."

2.1.2 Objectives of advertising

(Arens, 1996) group advertising objectives falls into 3 categories:

- i. Informative advertising: often used to create brand knowledge about the experience of a new product, for the main aim of developing demand for a particular goods or services. It is used when a product has to be re-launched or updated. Informative advertising tells the consumer about the product, the mode of usage, prices, mode of accessibility and product information. It builds product awareness as well as awareness for the company. Information should be sufficient to induce the consumers to take some sort of action. (Kotler and Armstrong 2010).
- ii. Persuasive advertising: marketers use persuasive advertising to convince a target audience to change their taste in brands, purchase their products and enhance customer loyalty. Persuasive advertising is highly competitive when there are close substitutes in market and products are competing for their share of the market. In this situation, the winning products will possess exclusive benefits in the competition. Comparative methods are common place, either directly or indirectly. ((Kotler and Armstrong 2010).
- iii. Reminder advertising: this takes the form of reminding people of a need or the benefits derived from a past product or transaction. It reminds the target audience of the previous promotional information about a product. It is utilized to keep the general public engaged in and aware of a well-known product that is nearing the end of its life cycle (Kotler and Armstrong 2010).

2.1.3 Purpose of advertising

The partnership that exist between consumers and manufacturers is aimed at achieving the following aims through advertising (Adekoya 2011). They consist of:

- i. To increase sales: Advertising motivates customers to buy a product or service, resulting in a higher profit margin from the sale of a certain product at a set unit price.
- ii. Individual consciousness formation: advertising enhances consumer culture by allowing customers to compare different products and services and, in the end, receive the best deal. (Kotler, 2002)
- iii. Encourage marketing: According to Dr. Philip Kotler, marketing is "the science and art of discovering, developing, and delivering value to meet the needs of a target market at a profit." Advertising which is connected to marketing has the utmost aim of engaging the target audience to the brands or products, goods and services. It involves the management process that helps to creates, keep and satisfy customers.
- iv. Formation of communication link: advertising helps in forming a good communication link between customers and producers. The communication function of linking together advertisers and consumer audience by means of information channels.(Kotler 2002)
- v. Creates demand: advertising creates demand by making the target market aware of the availability of a particular product.
- vi. Introduce new product: advertising helps in creating awareness about the existence of a new product in market.
- vii. Boost the image of firm: advertising helps to promote the image of an organization, by familiarizing the customers with the new product style of the organization, improvising their marketing communication channels and reducing customer's dissension.

2.1.4 Classification of advertising

Advertising helps in realizing and fulfilling wide range of purposes, which makes it difficult for classification. It is however broken down into eight main categories.

i. By target market segmentation:

The more specific product or service is the narrower is the segment of the audience, among which they can be advertised. (Sandage, 2001). It should be noted that segmentation of consumers is based on social, political, professional and other features.

ii. By target impact:

Commercial (goods and services) and noncommercial (civic and societal). Commercial advertising is used to conceive and sustain increase in customers demand for products, building the conditions for trade. Noncommercial advertising is used to draw attention and build a positive image of an enterprise. (Sandage, 2001).

iii. By distribution area:

It consists of global, national, regional, and local area. Three other types of advertising aimed at the population within the boundaries of a particular state, region, city, town or district. (Sandage, 2001).

iv. By the way of transmission:

The mode of transmission can be in form of printed, electronic, outdoor advertising. (Sandage, 2001).

v. By the method implementation:

It could be either textual or graphic. Textual advertising is classified into simple and sophisticated categories, while visual advertising is divided into statistical and dynamic

categories. A normal wall advertisement is simple text advertising. The title, subtitle, primary text module, slogan, and other basic components of complex text advertising.

A suitable photographic image or picture, as well as dynamic advertising such as video and computer animation, are examples of statistical advertising. (Sandage, 2001).

vi. By the method of impact:

This can be in form of direct and indirect impact. Direct advertising is a close and straightforward advertising that places us in front of the fact: this is the product, please buy it. Here is the price, phone number, etc. Indirect advertising is a form of advertising unintended for. It operates almost on a subconscious level, whereby the consumers are not aware of the advertising information absorbed gradually. (Sandage, 2001).

vii. By the method of addressing:

An impersonal and personalized. Impersonalized advertising is represented by un-known or anonymous personalities of the advertised product, or consumers themselves (Sandage, 2001).

viii. By the method of payment:

It can be paid or free. Free advertising is scarce. In the most cases it is a government advertising, not for the purpose of profit-making. (Sandage, 2001).

2.1.5 Types of advertising.

There are different media used for advertising.

- i. Digital advertising: used for the marketing of products using digital technology, mainly on the internet, but also including mobile phones, television and other digital medium. It is sub-divided into:

- Television advertising: TV has the most effective impact as it is both visual and audio. It has topped the list of the various forms of advertising.
 - Radio advertising: used for marketing or promoting a product by audio aid.
 - Online advertising: often referred to as web advertising or internet advertising used to provide marketing messages to appeal customers.
- ii. Physical advertising: Describes advertising in bodily, natural, basic and instinctive form. It consists of the various sub-divisions:
- Press advertising: press advertising are done by journalists, correspondents and reporters. Describes advertising in a printed medium such as a newspaper, magazine, or trade journal. (BENNETT, 2010).
 - Mobile billboards advertising: Involves strategic use of moving vehicles to convey information about a product to the consumers.
 - In store advertising: form of advertising that promotes direct marketing between the buyer and consumers. It involves placement of product in a store or visible location.
 - Coffee cup advertising: was first popularized in Australia, it's a form of advertising placed upon a coffee cup delivered out of a coffee shop.
 - Outdoor advertising: known as street advertising. Creation of advertising services on highway, paths and road sides.

2.1.6 Concept of sales performance

Thus defined, organisational sales performance refers to the actual output of an organisational sales measured against its set objectives (Richard 2009). When comparing different periods, sales performance describes the propensity of collections in terms of revenue.

Sales performance refers to the overall amount of a company's production sold to the market on a monthly or annual basis, and it is influenced by a variety of elements such as customer relationships, marketing management, sales force abilities and motivation, and even product pricing. (Amanda D.H 2002).

The next generation of sales best practices is represented by sales performance. (Micahel D, 2006). According to Kuster and Canales (2011) sales performance assessment is frequently divided into two approaches: outcome and behavior measurements.

2.1.7 Sales and Sales revenue

Sales in business terms refers to the actual sales in money value, a company receives after necessary collections are made from various sales channels of the original total production put on the market. (Mc Cathy1994). It is sales that promotes the production in a company and also has effect in the company profitability ratio. In practice, a successful sales person, needs to be able to work according to the company process, use sales forecasting method, have systematic working methods and manage resources as well as have an input in sharing and developing innovation (kaario 2003).

According to (Sin 2006) it is believed that the right sales approach consists of sales training that supports a company sales methodology and related process. In order to increase sales, it is advisable to engage in some sort of short term training to improve the skills of the salesperson. It can be seminar or distant learning that does not require any time away from the property or job (Verret 2004). Sales literature acknowledges the relevance of understanding factors that influence the sales people's performance and how such factors vary, in different context, and such understanding is fundamental both to managers and researchers of sales.

A company must however embark on sales training programs, to create an avenue for orientation, sales process, customers relationship management, increase in motivation, recruitment and sales skill training for the main purpose of driving more sales revenue.

Sales revenue is the total amount of profit that a company gets from the sales of goods and services to the public at a given period of time. It is the main aim of a company to put as much goods sold on the market, by this, the rate of demand of such product will increase which will influence the company's sales, thus increasing productivity. The major challenge therefore offered to the company's business sector is to establish and maintain relationships with customers, particularly those with higher sales and profit-generating potential (Ingram, 2008), and where such relationships could be turned into a competitive advantage. (PERREAULT JR, CANON, 1999).

2.1.8 Effects of advertising on an organizational performance.

Osogbo, (2014) found that the high quality firm will reduce advertising spending and increase price from their respective complete information levels. The degree to which advertising generates a positive desired effect is known as advertising effectiveness. Advertising effectiveness is referred to as the level to which advertising generates a certified desired result. Measuring the effects of advertising is very essential, given the amount of finances needed for advertising.

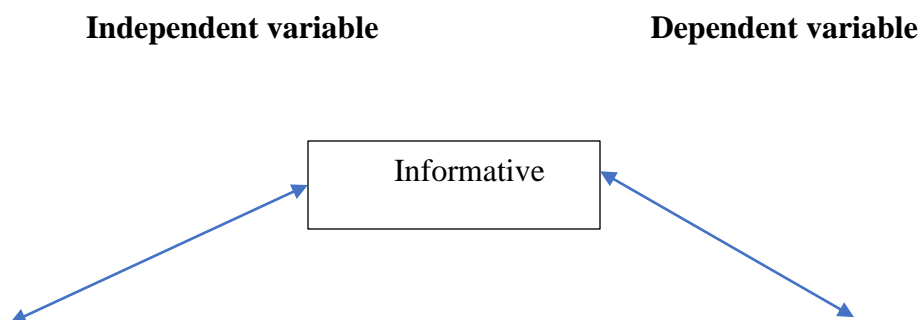
Nelson (1974) explained the way by which producers an increase the demand of their product is by advertising heavily, thus increasing the quality and minimizing price of goods involved. Sales cannot be the single objective of affective advertising, others factors which has impact on sales has to be considered. Effects of advertising can be either short or long term.

2.1.9 Influence of Advertising on Sales Performance

The notion of advertising is to improve sales level, thereby influencing the sales performance of an organization. Effective advertising tends to increase a customer's demand for a product, increasing the company's profit.

(Korgaonkar 2004) hypothesize that advertising campaigns were successful in increasing sales where they were for nondurable products with unique attributes, were geared to the consumer's market and backed by adequate financial resources, and when they featured unique and creative messages. Advertising also serves as a persuasive tool. (Shah 2009) posits that other marketing variables such as economic condition and level of competition in market also affect the advertising-sales relationship. Companies advertising to instill a sense of confidence in the mind of the target audience towards the purchase of that particular product. We are in a changing economy where the market needs of people changes day by day, which poses for changes in the need for creativity in selling. (Pride O.C Ferrell 1993) observed that advertising stimulates demand, thus stimulating sales.

(Nelson 2004) points to the important role of advertising is providing price and product quality information. Theoretically, advertising has direct influence on firm's performance by virtue of its ability to influence sales and profitability of a firm (Joshi and Hanssens, 2010). However, effective advertising tends to have captured surplus sale of a product, that wouldn't have happened if there was no form of advertising or incentives put in place.



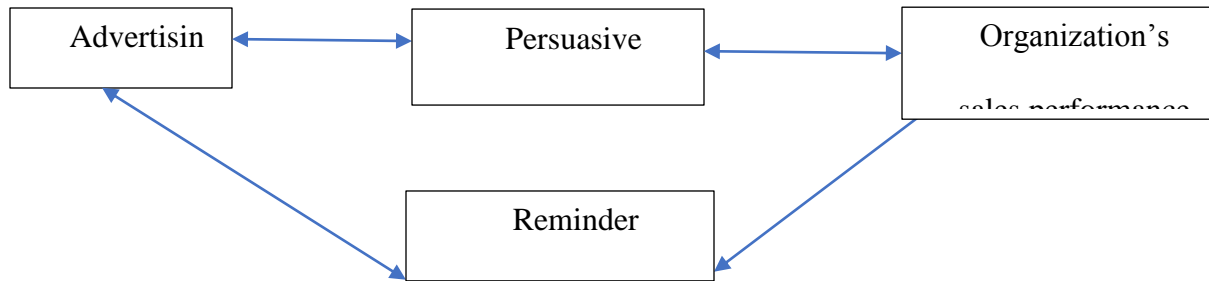


Figure 2.1: Conceptual framework for the study

Source: Adapted from: Dibb, Simkin, Pride and Ferrell's (1989) marketing concepts and strategies (sixth edition) Boston Houghton Mifflin Company.

Based on the study objectives and literature reviewed, the conceptual framework of this study is illustrated in the figure 2.1 above, postulating a positive relationship between advertising and organizational sales performance.

2.2 Theoretical Review

The knowledge of the effects of advertising usually involves classifying those internal or external customer-specific side effects that led to the emerging of certain advertising response theories. St. Elmo Lewis, who devised the famous AIDA model (attention, interest, desire, action) in 1898, appears to be the starting point in assessing the effects of advertising. However, since then, the literature has revealed a slew of new findings. The theories relating to this research work are: (Vakratsas and Amble, 1999):

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. Sales, market share, and brand preference are all indicators and measurements to this advertising theory.

Market response models help managers understand how customers react to marketing initiatives individually and collectively, as well as how competitors interact. (Marketing Models, Lilien GL, Kotler PH, Moorthy KS, Hanssens DM, Parsons LJ, Schultz RL (Prentice-Hall, Englewood Cliffs, NJ, 1992). The theory has two dimensions: Aggregate and individual.

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, Individual dimension refers to an individual's brand preference or the number of exposures required to develop individual or household purchase behavior.

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). According to this theory, consumers build their preferences based on the pleasure, feelings, or emotions evoked by exposure to the message, with objective product attributes playing a lesser role (Gardner, 1985). Repeated exposure to the advertisement is also required to identify the desired effects, but when the frequency of exposure exceeds a particular threshold, the repeated exposure loses its effectiveness (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 notion could be mostly focused on melody, which has well-known emotional impacts. The problem with this approach is that it is impossible to

distinguish between affective and cognitive effects. Although it is evident that advertising has an emotive component, these impacts cannot be quantified.

2.2.3 Persuasive Hierarchy Theory

According to persuasive hierarchy theory, advertising should have a multitude of effects on the consumer in order to affect sales. Such effects are produced in a specific order, with the first serving as requirements and, at the same time, being the most essential. These effects are believed to be of cognitive, emotional and behavioural impacts.

A variety of other factors, such as the degree of involvement and attitude toward the message, also have a mediating effect. Involvement has gotten a lot of attention in the literature. It's the emotional attachment to a product or scenario, as well as the perceived danger of making a purchase (Reed and Ewing, 2004).

The level of involvement normally ranges from high to low, but it's worth noting that this dichotomy isn't the only way to deal with it. In fact, from one end to the other, the degree of variation is constant.

There were several models, according to this notion. Richard E. Petty and John T. Cacioppo established the Elaboration Likelihood Model, which assumes that a consumer's response is cognitive and can go in two directions: one for evaluating product features and the other for executing them (Lee and schumann 2004). Deborah MacInnis and Bernard J. Jaworski C. (Smith and Yang, 2004) proposed another model aimed at the intermediate effects that advertising produces. According to them, there are six layers of mental processing that occur at the consumer level.

- a. An examination of the characteristics that have an emotive mood influence
- b. Affective transfer as a primary classification

- c. Effects The effect of meaning analysis is a heuristic analyze
- d. The combination of material that has a strong persuading effect
- e. Taking on the characters in a convincing manner empathetic nature's side effects
- f. Self-persuasion effects in construction processes.

The theories and models provided emphasize the significance of involving as a moderating element in advertising communication

2.3 Empirical Literature Review

Lot of researchers had come up with the study of the effects of advertising on an organization's performance for different products. The positive relationship between the advertisement and sales on an organization performance has showed that advertisement in an industry, using Intercontinental Distillers Limited as a case study, increases its sales of beverages but its short-lived. Using field data, several researchers have attempted to estimate the effects of advertising on brand sales (Leone and Schultz 1980; Vakratsas and Ambler 1996). Given the limitations of field data, the majority of the study concentrated on several technical challenges involved in properly collecting the impartial effects of advertising (Hanssens, Parsons, and Schultz 1990).

Little studies have tackled the effect of advertisement on sales. Few has been researched upon on capturing the impact of how the effects differ by creative channel, and time of day for broadcast advertising (example: Bhattacharya and Lodish 1994). Understanding on the various marketing mix: price, product, place and promotion has contributed to the instability of advertising's effect and the complications involved in getting an impartial estimates.

Musa (2003) used a case study of TTCL Company to investigate the relationship between advertising and organizational performance in Tanzania. He discovered that advertising has a

direct association with a company's overall business operations. In some circumstances, advertising has been shown to diminish the future elasticity of demand for companies who charge more than the industry norm.

The ability of advertising to assist boost sales is what determines its efficacy (Eachambadi 1994; Mantrala, Sinha, and Zoltners 1992; Naik, Mantrala, and Sawyer Sethi 1998; Vidale and Wolfe 1957). As a result, advertising is commonly utilized as an independent variable to explain sales fluctuations (Lilien 1994).

Abraham and Lodish (1990) believes that advertising effectiveness has to be captured by additional sales of product over and above those that would have occurred in the absence of any advertising or promotion. The longer the period of advertising causes an increment in a company's sales as the demand rises. Echambadi (1994) uses the capital budgeting analogy to illustrate the impact of advertising on sales and profitability. He added that a company can spend as much money on advertising as it wants as long as the profits it generates meet or exceed the internal benchmark.

Luo and Donthu (2001) apply DEA – Data Envelopment analysis – to the question on how to measure the efficiency of the advertising in the traditional media. Additionally, Yunjae Cheong (2006) uses the similar model to carry out a study on the evaluation of ad media spending efficiency. The model emphasizes on how to measure, evaluate and estimate the effects of advertising media expenditure, thereby improving the efficiency of advertising.

According to Yew, Keh, and Ong (2005), non-manufacturing enterprises that invest heavily in advertising had better one-year stock market performance.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction

This chapter will be the description of the research method of the study. It explains research design and methodology, target population, sample size determination, method of data collection and analysis.

This study aim to evaluate the effect of advertising on sales performance of Intercontinental Distillers Limited established on the view of the company's marketing and sales departmental managers.

3.1 Research Design

Research design are strategies and the processes for research that span the decision from broad assumption to detailed method of data gathering and analysis (Cresswell 2003).

This study adopts descriptive survey research design, in which the researcher administers a survey to measure the current attitudes or opinions of the population or sample. Survey research design aim at observing what is happening to the sample variables as it mostly involve the use of primary data without any attempt to manipulate or control the sample objects.

3.2 population of the study

Population is a collection of individuals having one or more characteristics in common (Kothari, 2002). The target population of this study were sales and marketing managers of Intercontinental Distillers Limited.

3.3 Sample size

The sample size consists of the sales and marketing managers which makes the target population and sample size the same.

3.4 Sampling technique

The method of sampling administered in this study is the Judgmental sampling technique, in which the sample members are chosen on the basis of the researcher's knowledge and judgment. There are probabilities that the results generated will be highly accurate with

minimum margin of error due to the researcher's knowledge in creating a sample in the sampling technique.

3.5 Data source and type

The study comprised the usage of both primary and secondary data.

Primary data are sourced by the researcher for the specific purpose of addressing the problem at hand, being the most significant were gathered through structured questionnaires and interviews (Malthotra, 2005).

A general rule stated that the examination of available secondary data is a pre requisite to the collection of primary data (Malthotra, 2005)

Secondary data are pieces of facts collected not for immediate usage but other purposes.

3.6 Method of data collection

Secondary data for this study was obtained from sales and marketing records, internet and other related publications. The primary data was collected from the marketing and sales managers of Intercontinental Distillers Limited. Ikeja, Lagos state through questionnaires and interviews.

3.7 Limitation of the Study

Management of the company were not optimistic in giving out company's information despite the guarantee of confidentiality and anonymity. Another limitation is that there were not sufficient information on the internet and company's website regarding how advertisement has affected the sales performance level. The limited time period and lack of support and financial resources restricted the researcher from obtaining all needed factors that could have made the study compact.

3.8 Data Collection and Analysis

In this study, interviews and questionnaires were adopted and prepared to correct any inconsistencies or mistakes found in the data. The questionnaires and interviews were organized to attain personal information regarding the company's advertisement objectives through informative, persuasive and reminder advertising to obtain the forms of media in which Intercontinental Distillers Limited prefer to advertise its products and most essentially to obtain sales performance related questions to collect data and information whether advertisement is affected or not.

Quantitative analysis software package for statistical sciences (SPSS) was used to analyze data with the help of excel spreadsheets.

3.9 Validity of the data

A valid measure in statistics is one that measures what it claims to measure (Kothari, 2004).

The term "validity" refers to the ability to provide results that accurately reflect the notion being assessed. The questionnaires and interview was created with the help of the supervisor to increase their validity.

In order to meet with the research's goal, the questions were surveyed to ensure that they accurately reflected the theoretical framework.

The questions in this study were constructed in such a way that the managers did not hesitate to answer them honestly. In order to obtain more pertinent information about the study, the managers were interviewed in order to obtain strong recommendations.

3.10 Ethical consideration

The researcher, participants, moderators or personnel code of conduct should reflect their behaviour, moral codes and principles in the research study.

According to (Sekaran 2003), ethics in business research is a set of behavioural principles and standards originated from the first phase of the research study. In order to keep confidentiality in this study, the data given by the staffs does not require writing their names and ensured that their various response will be handled in confidentiality.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

4.0 Introduction

The aim of this study was to examine the effects of advertising on an organization's sales performance: a study of Dufil prima foods ltd – Ota, Ogun state. Questionnaires and interview was conducted on 2 respondents who are sales and marketing managers of Dufil Prima Foods Ltd.

4.1 presentation of data

This study used questionnaire to collect data from the respondents. The research questionnaire was administered to two (2) staff of the selected company which is the sample size representing the study population. The two, representing 100% of the respondents responded to the questionnaires given to them. The table below shows the details at a glance.

Table 4.1.1 Analysis of Response Rate

Questionnaire	Respondents	Percentage (%)
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Returned	2	100
Not Returned	0	0
Total Distributed	2	100

Source: Field Survey 2021

Table 4.1.2 Gender of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	2	100.0	100.0	100.0

Source: Field Survey 2021

On the gender of the respondents, the researcher ascertained that the two respondents were male as shown in the Table 4.1.1.2 above which represents 100% of the respondents.

Table 4.1.3 Age of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 51 years and above	2	100.0	100.0	100.0

Source: Field Survey 2021

The table 4.1.3 represents analysis of the age of the respondents, the researcher ascertained that the two representing 100% of the respondents were within the age range of 51 years and above. This implies that respondents were aged adults.

Table 4.1.4 Marital Status of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	2	100.0	100.0	100.0

Source: Field Survey 2021

The table 4.1.4 represents analysis of marital status of the respondents, the researcher ascertained that the two representing 100% of the respondents are married.

Table 4.1.5 Academic Qualification of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid M.Sc./MBA/PhD	2	100.0	100.0	100.0

Source: Field Survey 2021

The study obtained details about the academic qualifications of the respondents in this study in order to establish the most prevalent education level that would give the most desirable data. Respondents were asked to show their education level and the findings are shown in Table above. The Table shows that 100% of the respondents are M.Sc./MBA/PHD certificate holders. Therefore, the two respondents in the study are graduates and are lettered in their field.

Table 4.1.6 How long have you worked in the organization

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 10 years	1	50.0	50.0	50.0
20 years & above	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey 2021

The findings on the work experience of respondents are shown in the Table above. The results indicate that one of the respondents representing 50% has worked for less than 10 years in the organization, while the other one also representing 50% has worked for 20 years or above.

Table 4.1.7 Staff category

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Management staff	2	100.0	100.0	100.0

Source: Field Survey 2021

The findings on the staff category of respondents are shown in the Table 4.1.7 above. The results indicate that 100% of the respondents representing are management staff. This implies that the research is meant for the management staff.

Table 4.1.8 What motivated the management to engage in advertising

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sales	1	50.0	50.0	50.0
Discounts	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey 2021

The table 4.1.8 above represents analysis of what motivates the management to engage in advertising, the researcher ascertained that 1 representing 50% of the respondents are motivated by sales, while the other management staff is motivated by discounts given.

Table 4.1.9 Your management is always eager to provide the funds for advertising

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------

Valid	Yes	1	50.0	50.0	50.0
	No	1	50.0	50.0	100.0
	Total	2	100.0	100.0	

Source: Field Survey 2021

The table 4.1.9 above represents analysis on whether of management is always eager to provide the funds for advertising, 50% of the respondents said yes while the other 50% said no to the question on whether of management is always eager to provide the funds for advertising.

Table 4.1.10 Respondent's age and profession

Response		Frequency	Cumulative Percent
Valid	50+ (Sales manager)	1	50.0
	50+ (Sales man)	1	100.0
	Total	2	

Source: Field Survey 2021

The table 4.1.10 above represents analysis on respondents' age and profession. 1 of the respondents is above 50 and a sales manager while the other 1 is above the age of 50 and a sales man.

Table 4.1.11 Intercontinental Distillers Limited gives information about their product via radio, television, internet, press, billboards and pathways.

	Frequency	Percent	Valid Percent	Cumulative Percent

Table 4.1.11 Intercontinental Distillers Limited gives information about their product via radio, television, internet, press, billboards and pathways.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	2	100.0	100.0	100.0

Source: Field Survey 2021

The information presented on the above Table 4.1.11 reflects the responses of respondents on whether intercontinental distillers limited gives information about their product via radio, television, internet, press, billboards and pathways. The analyses shows that all 100% of respondents strongly agreed with the question. Therefore, it can be concluded that intercontinental distillers limited gives information about their product via radio, television, internet, press, billboards and pathways.

Table 4.1.12 Intercontinental Distillers Limited makes use of marketing communication tools to gain market share

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	1	50.0	50.0	50.0
Strongly Disagree	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether intercontinental distillers limited makes use of marketing communication tools to

gain market share. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while also 1 (50%) of the other strongly disagreed with the question. Therefore, it is undecided whether intercontinental distillers limited makes use of marketing communication tools to gain market share

Table 4.1.13 Intercontinental Distillers Limited makes use of marketing communication tools to improve profit margin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	1	50.0	50.0	50.0
Disagree	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether intercontinental distillers limited makes use of marketing communication tools to improve profit margin. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while also 1 (50%) of the other disagreed with the question. Therefore, it is undecided whether intercontinental distillers limited makes use of marketing communication tools to improve profit margin

Table 4.1.14 Intercontinental Distillers Limited makes use of marketing communication tools to increase sales volume

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly Agree	1	50.0	50.0	50.0
	Agree	1	50.0	50.0	100.0
	Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether intercontinental distillers limited makes use of advertisement to increase sales volume. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while also 1 (50%) of the other agreed with the question Therefore, it can be concluded that intercontinental distillers Limited makes use of advertisement to increase sales volume.

Table 4.1.15 Intercontinental Distillers Limited makes use of advertisement campaigns to improve sales performance.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	1	50.0	50.0	50.0
Strongly Disagree	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether intercontinental distillers limited makes use of advertisement campaigns to improve sales performance. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while also 1 (50%) of the other strongly disagreed with the question. Therefore, it is

undecided whether intercontinental distillers Limited makes use of advertisement campaigns to improve sales performance.

Table 4.1.16 Intercontinental Distillers Limited makes use of advertisement campaigns to improve market share.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	50.0	50.0	50.0
	Disagree	1	50.0	50.0	100.0
	Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether intercontinental distillers limited makes use of advertisement campaigns to improve market share. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while also 1 (50%) of the other disagreed with the question. It is therefore undecided whether intercontinental distillers Limited makes use of advertisement campaigns to improve market share.

Table 4.1.17 Intercontinental Distillers Limited makes use of rebranding campaigns to improve profit margin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	100.0	100.0	100.0

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether intercontinental distillers limited makes use of rebranding campaigns to improve profit margin. The analyses shows that all 100% of respondents strongly agreed with the question. Therefore, it can be concluded that intercontinental distillers Limited makes use of rebranding campaigns to improve profit margin.

Table 4.1.18 Intercontinental Distillers Limited makes use of rebranding campaigns to increase sales volume

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	1	50.0	50.0	50.0
Disagree	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table 4.1.18 reflects the responses of respondents on whether intercontinental distillers limited makes use of advertisement campaigns to increase sales volume. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while also 1 (50%) of the other disagreed with the question. It is therefore undecided whether intercontinental distillers Limited makes use of advertisement campaigns to increase sales volume.

Table 4.1.19 Dufil Prima Foods Ltd provides information about their products through various advertising campaigns

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	50.0	50.0	50.0
	Neutral	1	50.0	50.0	100.0
	Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table 4.1.19 reflects the responses of respondents on whether Dufil Prima Foods Ltd provides information about their products through various advertising campaigns. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while 1 (50%) of the other was neutral with the question. It is therefore undecided whether Dufil Prima Foods Ltd provides information about their products through various advertising campaigns.

Table 4.1.20 Intercontinental Distillers Limited gives frequent information to customers and distributors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	100.0	100.0	100.0

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether intercontinental distillers limited gives frequent information to customers and distributors. The analyses shows that 100% of respondents strongly agreed with the question.

Therefore, it can be concluded that intercontinental distillers limited gives frequent information to customers and distributors

Table 4.1.21 Intercontinental Distillers Limited uses physical and digital advertising media to improve her organization performance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	50.0	50.0	50.0
	Agree	1	50.0	50.0	100.0
	Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table 4.1.21 reflects the responses of respondents on whether Intercontinental Distillers Limited uses physical and digital advertising media to improve her organization performance. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while also 1 (50%) agreed with the question. It is therefore concluded that Intercontinental Distillers Limited uses physical and digital advertising media to improve her organization performance.

Table 4.1.22 Intercontinental Distillers Limited runs TV commercials to boost their market share

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	50.0	50.0	50.0

Strongly Disagree	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table 4.1.22 reflects the responses of respondents on whether Intercontinental Distillers Limited runs TV commercials to boost their market share. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while 1 (50%) strongly disagreed with the question. It is therefore undecided whether Intercontinental Distillers Limited runs TV commercials to boost their market share.

Table 4.1.23 Intercontinental Distillers Limited run ads to boost their company’s sales volume

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	1	50.0	50.0	50.0
Disagree	1	50.0	50.0	100.0
Total	2	100.0	100.0	

Source: Field Survey 2021

The information presented on the above Table 4.1.23 reflects the responses of respondents on whether Intercontinental Distillers Limited run ads to boost their company’s sales volume. The analyses shows 1 (50%) of the respondents strongly agreed with the question, while 1 (50%) disagreed with the question. It is therefore undecided whether Intercontinental Distillers Limited run ads to boost their company’s sales volume

Table 4.1.24 Intercontinental Distillers Limited run ads to improve market demand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	2	100.0	100.0	100.0

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether intercontinental distillers limited run ads to improve market demand. The analyses shows that all 100% of respondents strongly agreed with the question. Therefore, it can be concluded that intercontinental distillers Limited do not run ads to improve market demand.

Table 4.1.25 How Long Has He/She Been a Sales And Marketing Manager?

	Response	Frequency	Cumulative Percent
Valid	9 years	1	50.0
	2 years	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on how long he/she has been a sales and marketing manager. The analyses shows that 1 of the respondents has been for 9 years, while the other one has been a sales and marketing manager for just 2 years.

Table 4.1.26 When and why they started

	Response	Frequency	Cumulative Percent
Valid	9 years (Promotion)	1	50.0
	2 years (Redeployment)	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on the when and why they started working, 1 (50%) started 9 years ago and started due to promotion while the other 1 representing 50% started 2 years ago due to redeployment.

Table 4.1.27 What is the level of awareness creation for their product?

Response	Frequency	Cumulative Percent
Valid Very high level of awareness	2	100.0
Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on what the level of awareness creation for their product is. 100% of the respondents thinks there is a high level of awareness for their product.

Table 4.1.28 How frequently do you advertise your products?

Response	Frequency	Cumulative Percent
Valid Very often (Continuously, day-in, day-out)	1	50.0
Very frequently	1	100.0
Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on how frequently the company advertise their products. 1 (50%) advertise their products day in, day out (very often) while the other 1 representing 50% advertise their products very frequently

Table 4.1.29 In what way has creating awareness of Intercontinental Distillers Limited products influenced the company's sales?

Response	Frequency	Cumulative Percent
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Valid	High sales volume, Enhanced brand equity, increased profitability	1	50.0
	Enhanced consumers top of the mind, create brand equity, improve sales volume	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on the way creating awareness of Intercontinental Distillers Limited products influenced the company's sales. 1 (50%) of the respondents thinks it has influenced it in the light of high sales volume, enhanced brand equity and increased profitability while the other 1 (50%) of the respondents thinks it has enhanced consumers top of the mind, create brand equity and improved sales volume.

Table 4.1.30 What are the advertising campaign strategies employed by the company?

	Response	Frequency	Cumulative Percent
Valid	Below the line and above the line strategy are usually used	2	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on what the advertising campaign strategies employed by the company is. 2 i.e. 100% of the respondents says below the line and above the line strategies are employed by the company.

Table 4.1.31 If you were to focus on a particular advertising campaign to improve profit margin, which would that be?

Response		Frequency	Cumulative Percent
Valid	Below the time campaign	1	50.0
	Radio	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on what particular advertising campaign they would like to focus on to improve profit margin, 1 (50%) of the respondents say they would like to focus on below the time campaign while the other 1 (50%) of the respondents says would like to focus on radio advertising to improve profit margin.

Table 4.1.32 Which advertising campaign will you retain as a sales and marketing manager to gain market share?

Response		Frequency	Cumulative Percent
Valid	Radio	1	50.0
	TV	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on which advertising campaign they would retain as a sales and marketing manager to gain market share. 1 (50%) of the respondents say they would retain the radio advert campaign while the other 1 (50%) of the respondents says would retain the television advertising campaign to gain market share.

Table 4.1.33 What are the advertising media and techniques used by the company to create awareness of their products?

	Response	Frequency	Cumulative Percent
Valid	TV, radio, social media	1	50.0
	Radio, TV, Instagram	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on the advertising media and technique used by the company to create awareness for their product. 1 (50%) of the respondents TV, radio and social media are the advertising media while the other 1 (50%) of the respondents says television, radio and instagram are the advertising media used to create awareness for their product.

Table 4.1.34 Does the media play a positive or negative influence on market demand?

	Response	Frequency	Cumulative Percent
Valid	Positive	1	50.0
	Yes	1	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether the media play a positive or negative influence on market demand. 1 (50%) of the respondents replied as positive while the other 1 (50%) of the respondents was affirmative in the response. Therefore, it can be concluded that media play a positive role on market demand.

Table 4.1.35 Do you think the use of advertising media has increased the company's sales volume?

Response		Frequency	Cumulative Percent
Valid	Yes	2	100.0
	Total	2	

Source: Field Survey 2021

The information presented on the above Table reflects the responses of respondents on whether the use of advertising media has increased the company's sales volume. 2 i.e. 100% of the respondents replied yes to the question. It can therefore be concluded that advertising media has increased the company's sales volume.

4.1.1.1 Informative, Persuasive and Reminder Advertisement and Sales Performance

Table 4.1.1.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.862 ^a	0.744	0.712	1.85714

a. Predictors: (Constant), Informative, persuasive and reminder advertisement

SOURCE; Author's computation with the aid of SPSS version 23

The summary of the regression model has been presented on the table above. The cumulative R-square (R^2) of 0.744 which represents the multiple coefficient of determination gives the proportion of the total variation in the dependent variable explained by the independent variable. The overall strength of the relationship between the set of independent and the dependent variables is reflected by this value (R-square). Hence, it signified that 74.4% of the total variation in the sales performance was caused (or could be explained) by informative and persuasive proxies used in this study. The adjusted R^2 of 0.712, indicates that even after

adjusting for error in the model, the independent variables of the study can still explain the dependent variable to the tune of 71.2%. The Adjusted R-Square makes an attempt to correct the R-Square. It shows that 71.2% of the variation in the dependent variable is accounted for by the independent variables taking into consideration all other variables that are not included in the model.

Table 4.1.1.2 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	80.008	1	80.008	23.198***	0.001 ^a
	Residual	27.592	8	3.449		
	Total	107.600	9			

a. Predictors: (Constant), Informative, persuasive and reminder advertisement

b. Dependent Variable: Sales performance of the company

, ** and * indicate significant at 10%, 5% and 1% level respectively*

SOURCE; Author's computation with the aid of SPSS version 23

F-Statistic (ANOVA) was used to measure the overall fitness and reliability of the model used in this study. The F-statistic value (23.198) is an indication that the model used for this study is fit and reliable. This study used both the p-value (0.001) and the F-test (23.198) to accept that the independent variables has predictive power over the dependent variable. The results therefore suggests that the study model used in this study is fit and reliable.

Table 4.1.1.3 Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2.163	0.957		2.261**	0.054
	Informative, persuasive and reminder advertisement	2.020	0.419	0.862	4.816** *	0.001

a. Dependent Variable: Sales performance of the company

, ** and * indicate significant at 10%, 5% and 1% level respectively*

SOURCE; Author's computation with the aid of SPSS version 23

The regression analysis results show positive and significant relationship between informative, persuasive and reminder advertisements and sales performance of the company. This positive relationship is supported by the T-statistic of 4.816. Based on the p-value (0.001) of the coefficient in the regression, it can be derived that the variable informative, persuasive and reminder advertisements has a positive and significant relationship (p-value=0.001 at 1%) with sales performance of the company. This means that an increase in informative, persuasive and reminder advertisements by the company would influence the sales performance of the company positively at a significant level.

4.1.2.1 Advertising Campaigns and Sales Volume

Table 4.1.2.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.544	0.296	0.208	3.07791

a. Predictors: (Constant), Advertising campaigns

b. Dependent Variable: Sales Volume

SOURCE; Author's computation with the aid of SPSS version 23

The summary of the regression model has been presented on the table above. The cumulative R-square (R^2) of 0.296 which represents the multiple coefficient of determination gives the proportion of the total variation in the dependent variable explained by the independent variable. The overall strength of the relationship between the set of independent and the dependent variables is reflected by this value (R-square). Hence, it signified that 29.6% of the total variation in the sales volume was caused (or could be explained) by advertising campaigns proxies used in this study. The adjusted R^2 of 0.208, indicates that even after adjusting for error in the model, the independent variables of the study can still explain the dependent variable to the tune of 20.8%. The Adjusted R-Square makes an attempt to correct the R-Square. It shows that 20.8% of the variation in the dependent variable is accounted for by the independent variables taking into consideration all other variables that are not included in the model.

Table 4.1.2.2 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.812	1	31.812	3.358	0.104 ^a
	Residual	75.788	8	9.474		
	Total	107.600	9			

a. Predictors: (Constant), Advertising campaigns

b. Dependent Variable: Sales volume of the company

, ** and * indicate significant at 10%, 5% and 1% level respectively*

SOURCE; Author's computation with the aid of SPSS version 23

F-Statistic (ANOVA) was used to measure the overall fitness and reliability of the model used in this study. The F-statistic value (3.358) is an indication that the model used for this study is fit and reliable. This study used both the p-value (0.104) and the F-test (3.358) to say that the independent variables has little predictive power over the dependent variable.

Table 4.1.2.3 Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.246	1.700		1.909*	0.093
Advertising campaigns	1.161	0.634	0.544	1.832	0.104

a. Dependent Variable: Sales volume of the company

, ** and * indicate significant at 10%, 5% and 1% level respectively*

SOURCE; Author's computation with the aid of SPSS version 23

The regression analysis results show positive and insignificant relationship between advertising campaigns and sales volume of the company. This positive relationship is supported by the T-statistic of 1.832 during the periods. Based on the p-value (0.104) of the coefficient in the regression, it can be derived that the variable advertising campaigns has a positive and insignificant relationship (p-value=0.104 > 10%) with sales volume of the company. This means that an increase in advertising campaigns by the company would influence the sales volume positively at an insignificant level.

4.1.3.1 Media and Techniques of Advertising Employed

Table 4.1.3.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	0.884 ^a	0.782	0.754	1.71391
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a. Predictors: (Constant), The media

b. Dependent Variable: Techniques of advertising

SOURCE; Author's computation with the aid of SPSS version 23

The summary of the regression model has been presented on the table above. The cumulative R-square (R^2) of 0.782 which represents the multiple coefficient of determination gives the proportion of the total variation in the dependent variable explained by the independent variable. The overall strength of the relationship between the set of independent and the dependent variables is reflected by this value (R-square). Hence, it signified that 78.2% of the total variation in the techniques of advertising employed was caused (or could be explained) by media proxies used in this study. The adjusted R^2 of 0.754, indicates that even after adjusting for error in the model, the independent variables of the study can still explain the dependent variable to the tune of 75.4%. The Adjusted R-Square makes an attempt to correct the R-Square. It shows that 75.4% of the variation in the dependent variable is accounted for by the independent variables taking into consideration all other variables that are not included in the model.

Table 4.1.3.2 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	84.100	1	84.100	28.630***	0.001
	Residual	23.500	8	2.938		
	Total	107.600	9			

a. Predictors: (Constant), The media

b. Dependent Variable: Techniques of Advertising Employed

****, ** and *** indicate significant at 10%, 5% and 1% level respectively***

SOURCE; Author's computation with the aid of SPSS version 23

F-Statistic (ANOVA) was used to measure the overall fitness and reliability of the model used in this study. The F-statistic value (28.63) is an indication that the model used for this study is fit and reliable. This study used both the p-value (0.001) and the F-test (28.63) to accept that the independent variables has predictive power over the dependent variable. The results therefore suggests that the study model used in this study is fit and reliable.

Table 4.1.3.3 Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.071	0.883		2.346**	0.047
The media	2.071	0.387	0.884	5.351***	0.001

a. Dependent Variable: Techniques of Advertising Employed

****, ** and *** indicate significant at 10%, 5% and 1% level respectively***

SOURCE; Author's computation with the aid of SPSS version 23

The regression analysis results show positive and significant relationship between media and techniques of advertising employed. This positive relationship is supported by the T-statistic of 5.351 during the periods. Based on the p-value (0.001) of the coefficient in the regression, it can be derived that the variable media has a positive and significant relationship (p-value=0.001 at 1%) with techniques of advertising employed. This means that an improvement in media would influence the techniques of advertising employed positively at a significant level.

4.2 Verification of research hypotheses

Ordinary Least Square result was used to make decision on the acceptance of the study hypotheses. The hypotheses formulated in this study have been tested in this section. In order to test the hypotheses, ordinary least square regression results were used as it presented the overall relationship between dependent and independent variable. The results of the tested hypotheses are stated below;

Hypothesis One

H₀: There is no significant relationship between informative, persuasive and reminder advertisement on sales performance of the company.

The test results in Table 4.3.2 showed that there was a positive and statistically, significant relationship between informative, persuasive and reminder advertisement on sales performance of the company. Therefore, the null hypothesis, *H₀*, was rejected and it was concluded that there is significant relationship between informative, persuasive and reminder advertisement on sales performance of the company.

Hypothesis Two

H₀: There is no significant relationship between advertising campaigns and sales volume in Dufil Prima Foods Ltd.

Result from the test of hypothesis indicated a positive but insignificant relationship between advertising campaigns and sales volume in Dufil Prima Foods Ltd. Therefore, the null hypothesis, *H₀*, could not be rejected, and it was concluded that there is no significant relationship between advertising campaigns and sales volume in Dufil Prima Foods Ltd.

Hypothesis Three

H₀: There is no significant relationship between the media and techniques of advertising employed by the company.

Result from the test of hypothesis indicated a positive and significant relationship between media and techniques of advertising employed by the company. Therefore, the null hypothesis, ***H₀***, was rejected and it was concluded that there is a significant relationship between media and techniques of advertising employed by the company.

4.3 Discussion of Findings

The responses from the respondents shows that Intercontinental Distillers limited gives information about their product via radio, television, internet, press, billboards and pathways. The company makes use of marketing communication tools to improve profit margin. The study found that media play a positive role on market demand of intercontinental distillers Limited. However, the company do not run ads to improve market demand, instead, Intercontinental Distillers limited uses physical and digital advertising media to improve her market demand and organization performance. Intercontinental Distillers limited gives frequent information to customers and distributors, and makes use of advertisement to increase sales volume.

The study showed that positive and significant relationship exists between informative, persuasive and reminder advertisements and sales performance of the company. This positive relationship is supported by the T-statistic of 4.816. Based on the p-value (0.001) of the coefficient in the regression, it can be derived that the variable informative, persuasive and reminder advertisements has a positive and significant relationship (p-value=0.001 at 1%) with sales performance of the company. This means that an increase in informative, persuasive and reminder advertisements by the company would influence the sales performance of the

company positively at a significant level. Also, the study found that 74.4% of the total variation in the sales performance of Intercontinental distillers limited was caused (or could be explained) by informative and persuasive proxies used in this study. The Adjusted R-Square shows that 71.2% of the variation in the dependent variable is accounted for by the independent variables taking into consideration all other variables that are not included in the model.

The study showed positive and insignificant relationship exists between advertising campaigns and sales volume of the company. This positive relationship is supported by the T-statistic of 1.832 during the periods. Based on the p-value (0.104) of the coefficient in the regression, it can be derived that the variable advertising campaigns has a positive and insignificant relationship ($p\text{-value}=0.104 > 10\%$) with sales volume of the company. This means that an increase in advertising campaigns by the company would influence the sales volume positively at an insignificant level. Also, the study found that 29.6% of the total variation in the sales volume of Intercontinental distillers limited was caused (or could be explained) by advertising campaigns proxies in the study. The adjusted R^2 of 20.8% of the variation in the dependent variable is accounted for by the independent variables taking into consideration all other variables that are not included in the model.

The findings of the study showed positive and significant relationship between media and techniques of advertising employed. This positive relationship is supported by the T-statistic of 5.351 during the periods. Based on the p-value (0.001) of the coefficient in the regression, it can be derived that the variable media has a positive and significant relationship ($p\text{-value}=0.001$ at 1%) with techniques of advertising employed. This means that an improvement in media would influence the techniques of advertising employed positively at a significant

level. Also, the study found that 78.2% of the total variation in the sales volume of Intercontinental distillers limited was caused (or could be explained) by advertising techniques proxies in the study. The adjusted R^2 of 75.4% of the variation in the dependent variable is accounted for by the independent variables taking into consideration all other variables that are not included in the model.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter covers the field of discoveries, draws conclusions and recommendations, and concludes with study topics for the future. The study's goal was to determine the effect of advertising on sales performance, as well as the level of sales performance and the medium utilized to sell Intercontinental Distillers Limited products.

5.1 Summary

Advertising is a powerful tool for improving a company's sales performance. It (advertising) helps organizations improve their productivity, effectiveness, sales revenue, sales volume, and overall performance. Organizations seek to advertise their products in order to direct their operations and achieve their aims and objectives. The purpose of this study, titled, Effects of advertising on organization's sales performance, was to look at advertising and its effects on sales performance.

The study adopted a descriptive design (survey) aims at assessing the effects of advertising on an organization's sales performance. The study setting was Intercontinental Distillers limited. Ikeja, Lagos State, Nigeria. Questionnaires and interviews was administered to sales and marketing managers of Intercontinental Distillers limited. The independents variable (Advertising) was measured by the volume of the sales to Advertising, factors affecting advertising and benefits of advertising.

The study respondents had a good attitude toward advertising and saw it as a key component in improving an organization's sales performance. Increased sales, individual consciousness formation, encourage marketing, formation of communication connection, stimulates demand, introduce new product, and raise the image of the firm are all benefits of advertising, according to the study. According to the study, the most essential factors that boost a company's sales success are awareness, communication, and product, with advertising being a strong contender. Advertising increases output, increases income creation, and has a good impact on organizational performance, according to the respondents.

The following are the study's inferential findings, which include hypothesis test:

- The study discovered overall significant positive correlation ($R=0.744$, $P<0.01$) between informative, persuasive and reminder advertisement and sales performance.
- Test of hypothesis also revealed positive and significant correlation ($R=0.544$, $p< 0.01$) between Advertising campaigns and sales volume.
- Strong significant positive correlation ($R=0.754$, $p<0.001$) between media and techniques of advertising employed.
- Significant positive relationship between Advertising and organisation's sales performance.

- Advertising is consistent and a core ingredient toward meeting organisation objectives, and fostering of company's image.

5.2 Conclusion

Advertising is critical to every company's success, but it isn't the only factor. The purpose of this study is to determine the underlying advertising objectives in the sales performance of Intercontinental Distillers Limited. Ikeja. Lagos State.

According to the conclusions of the study, three variables, informative, persuasive, and reminder advertising, have an impact on the company's sales performance, and the media mixes used by Intercontinental Distillers Limited to sell its products have been evaluated.

Sales performance is influenced by advertising in two ways. First, by attracting consumers' interest in the product to the point where they seek information about it, and second, by converting those who seek information into buyers (Hu et.al 2014).

The positive association between advertising and sales performance was confirmed by a Pearson correlation finding. The positive relationship demonstrated that an increase in advertising can lead to an increase in sales performance.

The data study revealed that reminder advertising is the most important component among the three, indicating that the company's advertising goal is to promote reminders. The second most important aspect was found to be informative advertising, and the third most important factor was found to be compelling advertising.

The data study revealed that reminder advertising is the most important component among the three, indicating that the company's advertising goal is to promote reminders. The second most

important aspect was found to be informative advertising, and the third most important factor was found to be compelling advertising.

Based on the positive association between advertising and sales performance found in this study, it can be inferred that the more customers exposed to Intercontinental Distillers Limited advertising, the higher the company's sales performance.

5.3 Recommendation

The following possible recommendations are drawn based on the study's findings and conclusions:

- Intercontinental Distillers Limited should build a more effective advertising plan that captures the attention of consumers and piques their curiosity, resulting in increased sales.
- According to Keller (2009), because consumers spend minimal time or effort on low-involvement product consumption decisions, brand awareness alone is sufficient to decide and determine purchase, as customers are willing to make decisions based solely on brand recognition. As a result, it is suggested that Intercontinental Distillers Limited launch an aggressive advertising effort to raise brand awareness which will lead to strong sales.
- Intercontinental Distillers Limited management should assess their advertising message, its impact on sales, and relevant media on a regular basis in order to improve their sales success.
- The Intercontinental Distillers Limited advertising message should be both compelling and reminder oriented at this stage of competition in Ethiopia's beer market.

- The advertising message must be persuasive and compelling enough to persuade and build product preference, as well as urge people to switch to Intercontinental Distillers Limited products by changing their perceptions of competing brands.
- The advertising purpose, on the other hand, should derive from an examination of a company's current marketing condition; for example, if a brand is new to the market, the advertising objective of Intercontinental Distillers Limited products should obviously be instructive.
- The advertising purpose, on the other hand, should derive from an analysis of a company's existing marketing position; for example, if a brand is new to the market, the advertising objective of Intercontinental Distillers Limited products should obviously be educational

5.4 Areas of further studies

The purpose of this study was to see how advertising affected the sales of Intercontinental Distillers Limited in Ikeja, Lagos State. Nigeria. Due to a lack of time, this study is not conclusive. As a result, it is critical to conduct additional study in the following areas:

The impact of e-marketing on sales volume, as well as the impact of employee training on sales. The study of various industries would broaden our knowledge and understanding of the impact of advertising on an organization's performance, as well as revenue and profitability.

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APENDIX

QUESTIONNAIRE TOOL(IDL SALES AND MARKETING MANAGERS)

EFFECTS OF ADVERTISING ON AN ORGANIZATION'S SALES PERFORMANCE: A STUDY OF INTERCONTINENTAL DISTILLERS LIMITED – IKEJA, LAGOS STATE.

Dear Respondent,

I am a final year student of Mountain Top University. I am writing a project on the named topic in partial fulfilment of the requirements for the award of Bachelor of Science degree in Business Administration. I will appreciate if the questionnaire is completed to the best of your knowledge with utmost sincerity to achieve credible results. The information provided will only be used for academic purpose, and will be treated with utmost confidentiality.

Please answer the following questions by ticking the one you consider most appropriate among the alternatives.

Thank you for your sincere cooperation.

SECTION A

RESPONDENT'S DEMOGRAPHIC

1. Gender:

- a) Male () b) Female ()

2. Age:

- a) 21-30yrs () b) 31-50yrs () c) 51-above ()

3. Marital Status:

- a) Single () b) Married c) Separated/ Divorced () d) Widowed ()

3. Academic Qualification:

- a) Below first Degree () b) B.Sc/ HND () c) M.Sc/MBA/PHD ()

4. How long have you worked in the organization:

- a) Less than 10 years () b) 10-19 years () c) 20 years and above ()

5. Staff category:

- a) Junior staff () b) Senior staff () c) Management staff ()

SECTION B

1. What motivated the management to engage in advertising

- a) Sales b) Price c) Discounts d) Others

2. Your management is always eager to provide the funds for advertising

- a) Yes b) No c) I don't no

SECTION C

Kindly indicate the extent to which you agree with the following statements on advertising effects on an organization’s sales performance in Intercontinental Distillers Limited.

Key: SA= Strongly Agree, A= Agree, N = Neutral, D = Disagree and SD = Strongly Disagree.

Hypothesis One: There is no significant relationship between informative, persuasive and reminder advertisement on sales performance of the company.

	S A	A	N	S D	D
Intercontinental Distillers Limited makes use of advertisement to improve sales performance					
Intercontinental Distillers Limited gives information about their product via radio, television, internet, press, billboards and pathways.					
Intercontinental Distillers Limited makes use of marketing communication tools to gain market share					
Intercontinental Distillers Limited makes use of marketing communication tools to improve profit margin					
Intercontinental Distillers Limited makes use of marketing communication tools to increase sales volume					

SECTION D

Hypothesis Two: There is no significant relationship between advertising campaigns and sales volume in Intercontinental Distillers Limited.

	S	A	N	S	D
	A			D	
Intercontinental Distillers Limited makes use of advertisement campaigns to improve sales performance.					
Intercontinental Distillers Limited makes use of advertisement campaigns to improve market share.					
Intercontinental Distillers Limited makes use of rebranding campaigns to improve profit margin					
Intercontinental Distillers Limited makes use of rebranding campaigns to increase sales volume					
Intercontinental Distillers Limited provides information about their products through various advertising campaigns					

SECTION E

Hypothesis Three: There is no significant relationship between the media and techniques of advertising employed by the company.

	S A	A	N	S D	D
Intercontinental Distillers Limited gives frequent information to customers and distributors					
Intercontinental Distillers Limited uses physical and digital advertising media to improve her organization performance					
Intercontinental Distillers Limited runs TV commercials to boost their market share					
Intercontinental Distillers Limited run ads to boost their company's sales volume					
Intercontinental Distillers Limited run ads to improve market demand					

INTERVIEW QUESTIONS

INTRODUCTION

Welcome and I appreciate you for willing to participate. My name is Esumei Yvonne Anita, I will be using this interview for my thesis and your response will be handled in confidentiality.

INTRODUCTORY QUESTIONS

- Respondent's age and profession

- How long has he/she been a sales and marketing manager?

- When and why they started

Research Question 1: Informative, persuasive and reminder advertisement on sales performance of the company.

- b) What is the level of awareness creation for their product?

- c) How frequently do you advertise your products?

d) In what way has creating awareness of Intercontinental Distillers Limited products influenced the company's sales?

Research Question 2: Advertising campaigns and sales volume in Intercontinental Distillers Limited.

1. What are the advertising campaign strategies employed by the company?

2. If you were to focus on a particular advertising campaign to improve profit margin, which would that be?

3. Which advertising campaign will you retain as a sales and marketing manager to gain market share?

Research Question 3: Media and techniques of advertising employed by Intercontinental Distillers Limited.

6. What are the advertising media and techniques used by the company to create awareness of their products?

7. Does the media play a positive or negative influence on market demand?

8. Do you think the use of advertising media has increased the company's sales volume?

