Effect of Advertising on product growth of Techno Phone in Enugu State, Nigeria

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Abstract - *The purpose of this seminar work is focuses on effect of advertising on product growth of techno phone in Enugu State, Nigeria. Specifically the study aimed to pursue the following objectives: to determine whether advertising increase sales of techno phone, to ascertain the effect of advertising on profit of techno phone, to determine the nature of the relationship between advertising and market share of techno phone. The study has a population /sample size of (25) using connivance sampling method at 5% error to tolerance and 95% level of confidence. Instruments used for data collection were primary questionnaires and interview. The total number of 25 copies of the questionnaire were distributed at a spot and collected . Survey research design was adopted for the study. Three hypotheses were tested using Pearson product moment correlation coefficient and simple linear regression tool. The findings indicate that advertising significantly increase sales volume of techno phone (r = 0.616; F= 14.065; t = 3. 750; p< 0.05). Advertising significantly affect profit of techno phone (r = 0.651; F= 16.888 ; t = 4.110; p< 0.05). There is a positive relationship between advertising and market share of techno phone (r =.802, P<.05). The study concluded that effectiveness of advertising reach the target indexes of sales volume, market share, awareness and consumer preferences, i.e. achievement of all planned goals and objectives. The study recommends that organization should embark advertisement constantly, because it will help in educating their customers on how used their product and at same time increase the profit volume of the organization.*

Keywords: *Advertising; Product growth; Techno Phone*

1. INTRODUCTION

The evolution of advertisement dates back into the ancient times. Societies used symbols, and pictorial signs to attract their product users. Over centuries, these elements were used for promotion of products. In the early ages, these were handmade and were produced at limited scale for promotions. Later on, this phenomenon used and gained strength more intensively for promotional purposes. Today's modern environment, advertisements have become one of the major sources of communicational tool between the manufacturer and the user of the products. Advertising has not only become an integral part of our society and economic system, but has also grown over the years to assume tremendous proportions both as a business activity and as a social phenomenon (Zain-Ul-Abideen and Salman, 2012)[23]
Advertising, as a component of the promotional mix further enhance creation of customers' awareness towards organizational products and then the need to patronize such products if it meets the needs, expectation and satisfaction of the consumers (Belch & Belch, 2003)[8]. Kotler (2002)[15] sees advertising as one of the four major tools companies use to direct persuasive communications to target buyers and public noting that it

consists of non-personal forms of communication conducted through paid media under clear sponsorship. Advertising has become a powerful communication tool in passing message about the products and services to both customers and potential customers. When there is adequate awareness through advertising, high patronage will be achieved, which will result to an increase in sales volume, productivity and profit level of the organizations (Sajuyigbe ,Amusat and Oloyede Oluwayemi ,2013)[21]. Advertisement is very expressive - it allows a company to present its product clearly and effectively via text, sound and color. On one hand, advertising helps to form a long-term sustainable image of the product. On the other hand, it stimulates sales. (Kotler 2010) *Advertising encourage customer patronage and product growth. Product g*rowth stage is the second of stages in the product life cycle, and for many manufacturers this is the key stage for establishing a product's position in a market, increasing sales, and improving profit margins.
A good advertisement persuades the customer to the final purchase and keeps them motivated to do a certain action (Kenneth and Donald 2010)[13]. So advertising has an important role in today's businesses. The advertising not only persuades the customer to buy only but also gives them the options that can be considered when they go to

purchase to distinguish the products among many. So when the customer goes to purchase any thing he will once think about it that there is a certain product with certain features (Agwu 2013[5]; Ikpefan, et al., 2014)[12]. Advertising has been such a persuasive and intrusive socio-economic force in Nigeria, as in other countries, that neither manufacturer nor consumers can ignore it (Bardi 2010[7]; Agwu 2012)[4]. As a communication medium, advertising invades our streets, offices, villages and homes, pushing in messages about various products and services, ideas, persons (dead or alive) and institutions through various media outlet (Ozoh 1998). It does this intensively and persistently that it is only our natural abilities to selectively perceive and recall information that saves us from the thralldom of what communication experts have described as "information overload" (Nwosu, 1990).

2. STATEMENT OF THE PROBLEM

Over the years, advertising has become a regular strategy for positioning products, services and ideas in the market place. Yet an over dependence on advertising could be counter-productive and disdainful for the targeted audience who often regard excessive advertising as information overload. In spite of the growing criticisms about the effectiveness advertising , its relevance in contemporary marketing management is not in doubt. Moreover, there are good reasons to doubt that advertising is required to create or sustain demand for a product. If this perception were true, but in reality most of techno phones does not function as projected in advert, this brings biasness to the mind of customers, making them not patronize techno phone well, which cause drop in sales volume, decline in profit and market share. Thus the study seeks to investigate influence of advertising on product growth of techno phones.

3. OBJECTIVES OF THE STUDY

The broad objective for this study is to determine influence of advertising on product growth of techno phone. The specific objectives were:
i.   To determine whether advertising increase sales of techno phone
ii.   To ascertain the effect of advertising on profit of techno phone
iii. To determine the nature of the relationship between advertising and market share of techno phone

3.1   Research Questions
With the above objectives in focus, the study seeks to find answers to the following questions
i.   How does advertising increase sales volume of techno phone
ii.   What is the effect of advertising on profit of techno phone
iii. What is the nature of the relationship between advertising and market share of techno phone

3.2   Research Hypotheses
These hypotheses were proposed for the study
i.   Advertising significantly increase sales volume of techno phone
ii.   Advertising significantly affect profit of techno phone
iii. There is a positive relationship between advertising and market share of techno phone

4. CONCEPTUAL FRAMEWORK: ADVERTISING

Nwaizugbo (2004)[18] defines advertising as a process of presenting a product or idea to a person or group of persons, some openly sponsored message (oral or visual) about a product or seller. This message which is being presented is known as advertising.
Kotler and Armstrong (2007:426)[14] see advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
 Richards and Curran (2002) define advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. An official and well-liked definition of advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Belch & Belch. 2003).

4.1   Objectives of Advertising
Ferrel, (1991)[10] stressed that setting advertising objectives is the first step in developing an advertising program. These objectives are usually based on past decisions about the target market, positioning, and marketing mix, which defines the job that advertising must do in the total marketing program (Kenneth and Donald, 2010)[13]. Nwosu, (1997)[19] pointed out that some companies are reserved when it comes to investing in advertising mostly because of their expectations and incorrectly set objectives. They seek through advertising solutions as problems that can only be solved by adjusting the marketing plan or sometimes the entire strategy of the company. Besides advertising, the marketing mix is made by other 3 components Price, Product and Placement (Ozoh, 1994)[20]. When these elements are not aligned with the specific of the target market, advertising cannot help and an investment in communication activities wouldn"t be justified.
According to the marketing plan, the manager decides what problems of the company must advertising solve, what opportunities and strengths can be emphasized, what weaknesses and threats can be addressed (Williams, 1997)[22]
Zsai, et al., (2007)[25] stressed that an advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. Advertising objectives, according to the authors can be classified by primary purpose as:

a. *Informative advertising:* This is used to inform consumers about a new product or feature or to build primary demand.

b. *Persuasive advertising:* This is used to build selective demand for a brand by persuading consumers that it offers the best quality for their money.

c. *Comparison advertising:* This advertising compares one brand directly or indirectly to one or more other brands.

d. *Reminder advertising:* This is used to keep consumers thinking about a product. This form of advertising is more important for mature products.

4.2   Theoretical framework

4.2.1   AIDA

AIDA was created by Strong in 1925 and is a behavioural model that has as purpose to make sure that an advertisement raise awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005)[11]. The model is seen as a highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997)[9]. With the AIDA model Strong suggests that for an advertisement to be effective it has to be one that:

1. Commands *Attention*
2. Leads to *Interest* in the product
3. And thence to *Desire* to own or use the product
4. and then finally leads to *Action*

(Mackay, 2005)[17]

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way (Brierley, 2002).

5. EMPIRICAL REVIEWS: ADVERTISING EFFECT ON SALE VOLUME, MARKET SHARE AND PROFITABILITY

Olufayo, Ladipo, and Bakare (2012) conducted a study on effect of Advertising on the Patronage of a New Product . Effective communication of the existence of products will definitely ensure prompt patronage from consumers. This study aims to investigate the effects of advertisement on the patronage of new products and also to find out if budget allocations for advertising have any significant effect on sales volume of Nestle Nigeria Plc. The descriptive survey research design was adopted for this study in which a structured questionnaire was used to elicit information from the target respondents who are employees and customers of Nestle Plc. Primary data was collected and processed in the study. 250 questionnaires were administered to respondents and results showed that there is relationship between advertising and consumer patronage just as it depicts that budget allocation to advertising will have effect on sales volume. It is

recommended that Advertising strategy or tool cannot be overlooked in the business organization as it is pivotal to the success of Nestle Plc.

Sajuyigbe, Amusat and Oloyede (2013)[21] examined the impact of advertising on sales turnover with special reference to Nigerian Breweries Plc. Data were collected through structured questionnaire and six years annual reports and accounts of Nigerian Breweries. Sample size for the study was ninety participants and data were analyzed through Pearson Product Moment Correlation coefficient with the aid of statistical package for social science (SPSS) version 16. Result showed that that is strong positive significant relationship between advertising and sales turnover and it was discovered that importance of advertising cannot be underestimated in achieving organization stated objectives especially in this global business competitive environment. Subsequently, recommendations were made to the management to improve advertising budget every year and also to engage in electronic advertising so as to have access to global market.

Agwu Ikpefan, Atuma And Achugamonu (2014)[3] conducted a study on conceptual review of the effects of advertising on consumer buying behaviour. The aim primarily was to examine the effect of advertising on consumer buying behaviour within the Nigerian context. The study focused on revealing the relationship either positively or negatively, between advertising and consumer buying behaviour. It equally postulates what effect continuous advertisement of product has on consumer buying behaviour. The findings indicate that advertisements that are properly packaged will surely persuade consumers to experiment the particular product, and that such advertisement should be executed long enough to generate such curiosity that will motivate consumers to buy. The study recommends a proper understanding of various segments of customers and their buying behaviours. And the organisation as well as others, must endeavour to understand the buying behaviour of its customers in order to identify the - what, why, where, when and how - they buy; otherwise, an unstructured advertising campaign will not yield positive results.

Abah and Abah (2015)[1]Conducted a study on analysis of the effect of advertising on sales volume of an agro-Allied company: A Case of Benue Brewery Limited, Makurdi, Benue State, Nigeria. The broad objective of the study was to analyse the effect of advertising on sales volume of Benue Brewery Limited (BBL). The specific objectives were to: (i) examine the appropriateness of the media of advertising used by BBL; (ii) examine the suitability of the messages used by BBL in its advertisements; and (iii) to determine the relationship between advertising and sales volume in BBL. From the analysis, majority (46.90%) of respondents got to know about BBL products through the broadcast media, majority (86.34%) of respondents stated that the advising media used reach their target audience, majority (89.13%) of the respondents stated that the messages influence their

buying behaviour, majority (81.68%) stated that they clearly understood the messages, majority (81.68%) of respondents stated that the advertising messages attracted them to BBL products, majority (81.68%) of the respondents enjoy the messages and majority (89.13%) of the respondents stated that the messages influence their buying behaviour. The study concludes that the media of advertising used by BBL were suitable, the messages were effective and there was a significant relationship between advertising and sales volume of BBL products. The study recommends that BBL should pay more attention to the broadcast media and word of mouth advertising, to improve on its budget so as to maintain increase in sales volume, should prepare adequately for increase in demand whenever adverts are being made and should carryout periodic review of its advertising messages to ensure that they suitable for the target market at all times.

Akanbi, Paul . and Adeyeye,(2011) [6]Conducted a study on the impact of advertising on sales volume with particular reference to _igerian Bottling Company. The objective of the study is to examine the impact of advertising as a tool for growth in the company's sales, market share and profitability. It also seeks to study the nature of advertising as well as the relationship between advertising and sales. The statistical analytical techniques used for this study include student 't' test and ordinary least square regression method. The secondary data were collected from the company's annual financial records and account for eleven years covering 1999 - 2009. The major result showed that there is a significant relationship between advertising and the sales of the company. The study also showed that there is a significant improvement in the sales of the company as a result of advertising. It was recommended that organizations should educate the general public through advertising on the uses, functions and benefits of their products.

Zoe Ventoura–Neokosmidi (2005)[24] conducted a study on Advertising, Market Share, And Profitability In The Greek Consumer Industry . An empirical investigation of the relationship between advertising to sales ratio, market share and firm profitability was carried out. Cross section analysis was used over 36 companies that produce fast moving consumer goods, for the year 2002. This paper finds that market share has a positive impact on firm profitability. In contrast to our expectation, the influence of market share is greater than that of advertising to sales ratio. To further examine the contribution of each explanatory variable after the other has been included in the model, the partial F-test was used. The obtained results verify the cross section analysis results

Abdullahi, (2015)[2] conducted a study on effect of Advertising on the Sales Revenue and the Profitability of Selected Food and Beverages Firms in Nigeria. this study evaluated the effectiveness of advertising expenses on the sales revenue and profitability of selected food and beverages firms in Nigeria. This study was based on

secondary data collected for advertising expenditures, sales revenue and profit of food and beverages companies listed in the Nigerian Stock Exchange over the period of 2000 to 2012 from the annual report and accounts of the firms under study. Among the objectives of the study is to determine the extent to which advertising costs impact on the sales revenue and profitability of the selected food and beverages companies in Nigeria. Correlational and Ordinary Least Square regression analysis study designs were adopted for the study. The first hypothesis test showed that advertising expenses has no positive significant relationship with the sales revenue of the companies. Further, the second hypothesis test showed a positive significant relationship between advertising and the profitability of the firms. This study concluded that advertising is one of the most important medium of communication influencing the companies' performance in more than one ways. It is therefore recommended that not only advertising should be given adequate attention while formulating strategies relating to sales revenue and profitability promotion policy. Other factors which are important to increasing sales revenue and profitability such as sales promotion, personal selling, publicity etc. which are crucial should be considered.

5.1 Method and Materials

The study was carried out using descriptive survey design. Primary data was obtained through the use of interviews, questionnaire. The population of the study focuses on user of techno phone and staff of fine brother enterprise at Holy Ghost Enugu State , Nigeria. A sample size of 25 was obtained from the infinite population using convenience sample size determination method. The instrument used for data collection was questionnaire structured in a Likert 5 point scale and validity was done using content face to face approach , the instrument was validated by given it to marketing experts who made the necessary correction so that the instrument can measure what it ought measure . The reliability test was done using spearman ranking order of correlation coefficients was used. The result gave a reliability coefficient of 0.79, indicating a high degree of consistency. The three hypotheses formulated were tested at 0.05 level of significance. Linear regression was used to test hypotheses one and two and Pearson product correlation coefficient was used in testing hypothesis three. A computer aided Microsoft special package for social science (SPSS) was used to aid analysis.

5.2 Data Analysis and Discussion

The data obtained from the field were presented and analyzed with descriptive statistics to provide answers to the research questions while the corresponding hypotheses were tested with Linear regression   at 0.05 alpha level.

5.3 How does advertising increase   sales volume of techno phone

Table 1: Coded Responses on advertising and sales volume

S.No.	Questionnaire items	S.Agree /Agree		Disagree /S.Disagree		Undecided		
		Freq	%	Freq	%	Freq	%	Total (Freq)
1	Consistency of advertising massages on techno phone induce customer to make purchase which increase sales volume	15	60	7	28	3	12	25
2	Sales volume can be increase when techno phone company demonstrate feature of their product through advertise	20	80	3	12	2	8	25
3	Customer patronize product when what they saw on advertise are what the product possess	17	68	5	20	3	12	25
	TOTAL	52		15		8		75

Source: fieldwork 2016

According to the table (1) based on aggregate response 52(69.33%) indicated strongly agree, 15(20%) indicated disagree while 8(10.67%) indicated undecided. This implies that Advertising significantly increase sales volume of techno phone

Ho1: Advertising does not significantly increase sales volume of techno phone

Table 1a Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.616a	.379	.352	1.15867	.571

a. Predictors: (Constant), advertising
b. Dependent Variable: sales volume

Table 1b ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.882	1	18.882	14.065	.001b
	Residual	30.878	23	1.343		
	Total	49.760	24			

a. Dependent Variable: sales volume
b. Predictors: (Constant), advertising

Table 1c Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.332	.419		3.181	.004
	advertising	.711	.190	.616	3.750	.001

a. Dependent Variable: sales volume

R $= 0.616$
R^2 $= 0.379$
F $= 14.065$
T $= 3.750$
DW $= 0.571$

Interpretation : The regression sum of squares (18.882) is less than the residual sum of squares (30.878), which indicates that more of the variation in the dependent variable is explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.616, indicates that there is positive relationship between advertising and sales volume. R square, the coefficient of determination, shows that 37.9% of the variation in sales volume is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about 1.15867. The Durbin Watson statistics of 0.571, which is not more than 2, indicates there is no autocorrelation.

The advertising coefficient of 0.616 indicates a positive significance between advertising and sales volume, which is statistically significant (with t = 3.750).

Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted.

What is the effect of advertising on profit of techno phone?

Table 2: Coded Responses on advertising on profit of techno phone

S.No.	Questionnaire items	S.Agree /Agree		Disagree /S.Disagree		Undecided		
		Freq	%	Freq	%	Freq	%	Total Freq
4	There is increase in profit margin of techno phone as a result of advertising	19	76	4	16	2	8	25
5	Increase in customer patronage of techno phone boost company profit	17	68	5	20	3	12	25
6	Advertising educate the general public on usage techno phone which help company to increase their profit	20		4		1		25
Total		56		13		6		75

Source: fieldwork 2016

According to the table (2) based on aggregate response 56 (75%) indicated strongly agree, 13(17%) indicated disagree while 6(8%) indicated undecided. This implies that advertising significantly affect profit of techno phone

Ho$_2$: Advertising does not significantly affect profit of techno phone

Table 2a   Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.651[a]	.423	.398	1.08503	.353

a. Predictors: (Constant), advertising
b. Dependent Variable: profit of techno phone

Table 2b   ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.882	1	19.882	16.888	.000[b]
	Residual	27.078	23	1.177		
	Total	46.960	24			

a. Dependent Variable: profit of techno phone
b. Predictors: (Constant), advertising

Table 2c Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.511	.431		1.185	.248
	advertising	.765	.186	.651	4.110	.000

a. Dependent Variable: profit of techno phone

R   = 0.651
R^2 = 0. 423
F   = 16.888
T   = 4.110
DW   = 0. 353

Interpretation : The regression sum of squares (19.882) is less than the residual sum of squares (27.078), which indicates that more of the variation in the dependent variable is explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.651, indicates that there is   positive relationship between advertising and profit of techno phone. R square, the coefficient of determination, shows that 42.3% of the variation in profit of techno phone is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about 1.08503. The Durbin Watson statistics of 0.353, which is not more than 2, indicates there is no autocorrelation.

The advertising   coefficient of 0.651 indicates a positive significance between advertising and profit techno phone,

which is statistically significant (with t = 4.110). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted.

5.4 What is the nature of the relationship between advertising and market share of techno phone?

Table 3: Coded Responses on advertising and market share of techno phone

S.No.	Questionnaire items	S.Agree /Agree		Disagree /S.Disagree		Undecided		
		Freq	%	Freq	%	Freq	%	Total(Freq
7	Market share of company can be increase through advertising	18	72	3	12	4	16	25
8	Advertising encourage customer to purchase techno phone	19	76	5	20	1	4	25
9	Techno phone can be a leader in phone industry with good advertising	21	84	3	12	1	4	25
Total		58		11		6		75

Source: fieldwork 2016

According to the table (3) based on aggregate response 58 (77.33%) indicated strongly agree, 11 (14.67%) indicated disagree while 6 (24%) indicated undecided.

This implies that. There is a positive relationship between advertising and market share of techno phone

Table 3a Descriptive Statistics			
	Mean	Std. Deviation	N
Advertising	1.8000	.76376	25
market share of techno	2.0400	1.30639	25

Table 3b Correlations		advertising	market share of techno
Advertising	Pearson Correlation	1	.802[**]
	Sig. (2-tailed)		.000
	N	25	25
market share of techno	Pearson Correlation	.802[**]	1
	Sig. (2-tailed)	.000	
	N	25	25

**. Correlation is significant at the 0.01 level (2-tailed).

Table (3a) shows the descriptive statistics of the advertising and marketing share with a mean response of 1.8000 and std. deviation of .76376 for advertising and a mean response of 2.0400 and std. deviation of 1.30639 for market share and number of respondents (25). By careful observation of standard deviation values, there is not much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table (3b) is the Pearson correlation coefficient for advertising and marketing share of techno phone. The correlation coefficient shows 0.802. This value indicates that correlation is significant at 0.05 level (2tailed) and implies that there is a significant positive relationship between advertising and marketing share of techno phone. (r = .802). The computed correlations coefficient is greater than the table value of r = .195 with 23 degrees of freedom (df. = n-2) at alpha level for a two-tailed test (r = . 802, p< .05). However, since the computed r = .802, is

greater than the table value of .195 we reject the null hypothesis and conclude that there is a positive relationship between advertising and marketing share techno phone. (r =.802, P<.05).

6. SUMMARY OF FINDINGS

The findings at the end of this study include the following
 i Advertising significantly increase sales volume of techno phone (r = 0.616; F = 14.065; t = 3. 750; p< 0.05)
 ii Advertising significantly affect profit of techno phone (r = 0.651; F = 16.888 ; t = 4.110; p< 0.05)
 iii There is a positive relationship between advertising and market share of techno phone (r =.802, P<.05).

7. CONCLUSION

The study concluded that effectiveness of advertising reach the target indexes of sales volume, market share,

awareness and consumer preferences, i.e. achievement of all planned goals and objectives. Companies need not only to produce good quality products, but also to inform consumers about their benefits, as well as to achieve clear positioning of their products in the minds of the consumers. In order to make a new product to succeed, it must have the desired parameters for consumers, to be unique, and consumers should have the information about its characteristics.

8. RECOMMENDATIONS

Based on the findings of this study and the conclusions drawn there- from, the following recommendations were made

i.

rganizations make good budget for their advertisement, because that help in boost sale volume of their organization

ii.

rganization should embark advertisement constantly, because it will help in educating their customers on how used their product and at same time increase the profit volume of the organization

iii.

or any organization to increase their market share , advertisement, is strategic weapon that can used by such organization to induce, educate, and encourage customer patronage which in a long brings about increase in market share.

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