**INFLUENCES OF ADVERTISING ON BUSINESS ORGANISATION**

**A CASE STUDY OF DIAMOND BANK, ENUGU**

**BY**

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**U14/MSS/MAC/040**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR AWARD OF BACHELOR OF SCIENCE (B.Sc.) DEGREE IN MASS COMMUNICATION**

**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, FACULTY OF MANAGEMENT AND SOCIAL SCIENCES**

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**JULY, 2018APPROVAL PAGE**

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**DEDICATION**

This project is dedicated to Almighty God for his Kindness, Protection, Mercy and love, my parents and my Supervisor. Thank you so much for helping my dreams and goals become a reality.

**ACKNOWLEDGEMENTS**

Words cannot express my gratitude to the many people who have mentored, guided and supported me during the past few years in achieving my higher education goals. I want to sincerely express my gratitude to God Almighty, the author of my life with whom everything is possible. To my HOD, Professor Cosmas Nwaokafor I say a big thank you to you for love, care, patience, advice and belief in us, you are indeed a father for all. I sincerely express my gratitude to my Supervisor, Dr. Alex Onyebuchi for guiding, supporting and mentoring me through this entire research project. Thank you so much for the prompt emails, responses, and endless days that you spent helping me with this project. Your belief in me has given me so much strength to see this project to the end.

I am equally grateful to my parents Mr. and Mrs. G.H Duru for nurturing me to this moment and for constant advice and courage they gave me towards this work may God continue to keep you and bless you.

I would like to appreciate my humble Lecturers Mr. Nnamdi Nzekwe, Mr. Ment Nnomeh, Mr. Michael Nwosu, Miss Fiona and Miss Ngozi, Rev Father Paul Obayi (Okunerere)for their contribution to this work.

Finally my humble gratitude goes to all my departmental and friends for their words of encouragement and their support thank you and I really appreciate.

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**ABSTRACT**

The study examined the effects of advertisement on the success of an organisation using Diamond bank adverts as a study. The objectives behind the study were to find out various advertising strategies employed by Diamond bank to reach its numerous customers, ascertain how effective these advertising strategies are, to ascertain the extent to which these advertisements of Diamond bank have contributed to the patronage of their service in Nigeria and to identify other areas these advertisements have improved in the organisation. A total number of sixty (60) questionnaires were administered to Staff members of diamond banks in Enugu state and a total of fifty two 52 were retrieved were surveyed. The finding of the study revealed that all respondents agree that diamond bank engage in various advertising strategies to reach their numerous audience. Respondents also agree that television advert is the major the advertising media strategy of the bank. The finding of the study also revealed that the various advertising strategy used by diamond bank is very effective toward achieving its objective. The study disclosed that most of the respondents indicated that the various advertisement of diamond bank has improved the area of expansion of the bank system. Also the finding revealed that the various advertisement contribute to the patronage level of the bank and this is to a great extent. It concludes that advertisement is a veritable tool for achieving the objectives of a business organisation. It thus recommends that Banks should pay more attention on their advertising strategies in other to gain more customers.

**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background to the Study**

Every business organization that is determined to succeed has to adopt an effective system for the promotion, distribution and sales of its services or product. Advertising is of three general means in term of communication. We read it and/or watch it, and there are almost countless means of delivery with sales message.

Advertising is a form of mass communication with the public. It is usually one sided i.e. from the company to the buyer/potential user of the product. It is a form of communication that typically attempts to persuade the potential customers to purchase or consume more of a particular brand of product/services. As rightly defined by Bovee (1995), "advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Advertising an important tool of communication is use to promote commercial goods and services, it can also be used to inform, educate and motivate the public about non-commercial issues such as AIDS, Don't drink and drive, Polio, Save water, electricity, animals and trees etc. "Advertising justifies its existence when used in the public interest - it is much too powerful tool to use solely for commercial purposes” Baron (2004).

Advertising is most effective with products that can be differentiated from similar products based on consumer accepted quality difference. Tom Egelhoff (2006) has classified advertising in 6 types, i.e. for company image, name brands, advertising service instead of a product, business-to-business advertising, co-op advertising and public service advertising. Television, Radio, Cinema, Magazine, Journal, Newspaper, Video Game, Internet, Billboard, Transit Cards, Sandwich Board, Skywriting are the different mediums used to deliver the message. The companies choose the method according to the cost, budget, target audiences and their response. However, word of mouth advertising/ personal recommendations is an unpaid form of advertising which can provide good exposure at minimum cost.

Although Television advertising is very important for a business to succeed, it can also be very expensive. In its first year, a company might spend as much as half of its sales on advertising programs. Business success doesn’t happen by accident; it requires careful thought and planning Chris Joseph(2013).

The heart of your business success lies in its advertisement. Most aspect of your business depend on successful advertisement Without advertisement, your business may offer the best products services in your industry, but none of your potential customers would know about it. (Kristie Lorette (2005)

Winston(2007) in his own view report that industries, which advertise heavily, tend to have higher profits rate than low advertiser, so that study will also show how sales is affected by Advertising because of the long term effect it has on sales.

Television advertising has long term effect on sales. Television advertising in short hold out the promises of greater and speed up return that would occur without it. Television advertising stimulate economic growth by acquainting the consumers with value of products widen the market for these products, pushes forward their acceptance by the consumer and encourage the investment and entrepreneurship necessary for innovation.

So Television advertising has a long term effect on consumer because of the informational aspect of the message and the persuasive, aspect as well, which will now serves as a reference point for the consumer when they want to act through buying of the product being advertised. It is most effective as a reinforcing of favourable attitudes, values and disposition already held by consumer.

Television Advertising is a very powerful institution and has been the target of considerable criticism regarding its social and economic impact. Critics always argue that television advertising is deceptive and untruthful; that it is often offensive, irritating, or in poor taste; and that is exploits certain groups, such as children. Many people believe, television advertising should be informative only and television advertising should not use subjective claims, puffery, embellishment, or persuasive techniques. Organization clearly understood that effective and efficient communication is inevitable for their success.

Television Advertising is any paid form of non-personal communication about an organization or its product to a target audience by an identified sponsor. It should be observed that for any promotional activity to be called advertisement it must be paid for.

In the real sense, it is the method used by companies for creating awareness of their products, as well as making new products known to the new and potential consumers.

This study however, centres on the effect of advertising on the success of an organization. This work shed light on how television advertising can really affect a consumer’s buying decisions in a growing economy like that of Nigeria and how successful television advertising can keep an organisation going even in the midst a tough competition.

**1.2 Statement of Problem**

Adverting is a critical factor as long as the success of an organization is concerned. This is because adverting makes an organization to stand out as well as increase visibility and profit Alonge (2001).

In Nigeria today the success of organizations has been tagged to be a product of the use of celebrities, good public relations as well as marketing. The effect of adverting in these cannot be over emphasized as it has led to tremendous profitability in organizations.

Scholars have previously attempted to find out the effect of celebrity endorsement in the success of an organization, others have researched upon public relations as a tool of organizational objectives achievement. This study however seeks to find the effect of advertisement on the success of an organization using Diamond Bank adverts as a study.

**1.3 Objectives of study**

The aim of this study is to:

1. To find out various advertising strategies employed by Diamond bank to reach its numerous customers.
2. To ascertain how effective these advertising strategies are.
3. To ascertain the extent to which these advertisements of Diamond bank have contributed to the patronage of their service in Nigeria.
4. To identify other areas these advertisements have improved in the organisation.
   1. **Research Questions**

The following below are the research questions for this study;

1. What are the various advertising strategies employed by Diamond bank to reach its numerous customers?
2. How effective are these advertising strategies?
3. What is the extent to which these advertisements of Diamond bank have contributed to the patronage of their service in Nigeria?
4. What are the other areas these advertisements have improved in the organisation?

**1.5 Significance of study**

This study will discover the influence of adverts on organization success. It will help network communication organisation know the essence of advertising as long as their success is concerned. It will also serve as guideline for further researchers both in communication and marketing as well as students to know how to utilize advertising in the achievement of organizational goals. It will help to expose prospective professionals on the various strategies use by organisation to achieve success on a long or short run.

**1.6 Scope of study**

This study will cover television adverts in Diamond bank with a view of discovering the influence of the adverts to the organizational success. The study will be limited to various diamond banks in Enugu state, in southeastern [Nigeria](https://en.wikipedia.org/wiki/Nigeria), created in 1991, based on the limited time attached to the study.

**1.7 Operational definition of terms**

**Influence:** the result or impact of Diamond bank adverts on its audience use of advertising in Diamond adverts

**Advertisement:** a communication solicitation designed to sell diamond bank services relayed on television.

**Organisation:** Diamond bank

**Business:** a firm that engage in the buying and selling of goods and services for the purposes of national development and profit making.

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**CHAPTER TWO**

**LITERATURE REVIEW**

**2.0 Introduction**

Literature review provides a close examination of literature related to the topic of study. According to Wimmer and Domnick (2004) the review provides information about what other people have done and what result it generated. This literature review covers several main factors that are useful for gaining deeper insight into the effect of advertisement in the success of an organisation.

**2.1 Conceptual Review**

**2.1.1 The Nature of Advertising**

Advertising is a marketing function whose aim is to sell goods and services to consumers. These goods and services are “manufactures” and presented to satisfy human wants. Thus, advertising is one out of the various marketing strategies adopted by organization to achieve their marketing objectives (Wright and Warner, 1996; Bovee and Arens, 1992; Shimp, 2000). According to Wright J.S. et al (1998) “The basic reason for employing the techniques of advertising was the same in ancient and medieval time as it now. To communicate information and idea to group of people in over to change or reinforce an attitude. For advertising to become ablution it has to be recognized and its adaptability communicated to potential buyers. This is made possible through advertising agent. The first agents were brokers of space in newspaper and magazines who contracted with publishers for advertising space at bulk rates and resold the space at high price. As advertising become more sophisticated, the market increased in size while advertising budget grows in size and other services added. Advertising today has become the life wire and an indispensable tool in the marketing of goods and services. Advertising is a powerful tool used by companies to fulfill their promotional tasks. There are different views of advertising from different views of advertising from different intellectual and authors who had come up with different definitions of advertising. According to the definition of McCarthy (2003), advertising is “any paid form of non-personal presentation of ideas, goods and services by an identified sponsor. It is the main form of mass selling. Further definitions state that advertising is a form of communication, through the media about products, services, ideas, personalities or organizations, paid for by an identified sponsor. It is also a profession, a body of experts involved in the conceptualization, planning, creating, and placing of advertisement in the media.

Gillian Dyer says that in its simplest sense, the word “advertising” means drawing attention to something or notifying or informing somebody or something. Bovee and Arens gave the following as a working definition of advertising. “Advertising is the non-personal communication of information usually paid for and usually identified with sponsors through various media”.

American Marketing Association gave the following definition “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identifiable sponsor. Wright and Zeigher (2002) noting that not all advertisements are paid (for instance, safe driving, and forest preservation) gave the following definition “Advertising is controlled, identifiable information and persuasion by means of mass communication media”. Advertising as the advertising practitioners council of Nigeria (APCON) defines it “is a form of communication through media about products, services, or ideas, paid for by an identified sponsor”, etc. many scholars, professional bodies and associations and various authors have given diverse definitions of television advertising. However, it is noteworthy that each definition is unique on its own, thus, we can say television advertising is a complex field.

Longman (2000) says “advertising is an act of telling people publicly about a product or service in order to persuade them to buy it.

Alonge (2001) feels that advertising can be defined as any paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to prevent and promote product, services and idea.

This means that television advertising is branch of commerce which used to create awareness for particular product and it must be paid for. Television Advertising informs, educates and persuade people to buy the advertised goods or services.

In the study (Gillian, 2004) views it as “means of drawing someone’s attention to something or notifying or informing somebody of something”.

Harri Tuomola says in one his class that advertising must be paid for by an identified sponsor and must be persuasive to influence consumers buying behavior. (Hamk UAS, Finland)

Tuflinger (1996) says “advertising is the non-personal communication of information usually paid for and usually persuasive in nature, about product, services or ideas by an identified sponsor through the various media. So much for academic double talk. Let’s take this statement apart and see what it means.

**Non Personal**

First what is non-personal”? There are two ways to sell anything, personal or non-personally. Personal selling requires the seller and buyer to get together while non-personal selling involves the use of various media to reach the consumer/buyer.

Television advertising is directed to group of people with no particular person in mind and it thus non-personal in nature.

**Communication**

This means not only in speech or picture but any way one person can pass information, ideas or feeling to another. Thus, communication uses all these senses, smell, touch, taste, sound and sight. And of all the five only two are really useful in advertising i.e. sound and sight.

**Information**

Information is described as knowledge, fact or news. However you should bear in mind that one person’s information is another’s scam, particularly when advertiser talk about their products. Information comes in many forms it can be complete, it can be blare or deceptive.

**Paid form**

“Paid form” is a pretty straight forward meaning. It is advert created and placed on the media, the costs of creation and time or space in the media must be paid for. This is a major area in which advertising different from public relations.

However, some advertisements are not paid for by their sponsors. Free advertisements are exclusively for public service campaigns.

**Identified sponsor**

Identified sponsor means whosoever is putting out the advertising, must tell audience who they are. Legally, a sponsor must identify herself as sponsor of an advertisement.

This equally establishes the truthfulness of the message unlike propaganda which is another promotion with anonymous or hidden sponsors.

Obviously the ultimate function of Television advertisement is to help produce sales. This is the feedback expected from the consumer. Though Television advertisement may not lay absolute claim to sales, since it is equally the goal of other promotional tools, such as sales promotion, personal selling, etc, its contribution cannot be over-emphasized.

The advert message is put into a symbolic form such as pictures, written words or spoken words. The message is then transmitted to the consumer via television. But, Television advertisement cannot produce immediate sales; sales may come in the long run, since consumers normally don’t switch from uninterested individuals to convinced consumers in one instant move or day. (Richard F.T., 2006).

**2.1.2 Purpose of advertising**

Advertising plays a vital role in marketing consumers’ purchasing decision and promotion to particular. Most consumers have the erroneous impression that promotion is synonymous with advertising and vice-versa.

The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives. There are;

To introduce new product: One of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness.

Persuade customers to buy: Advertising helps in arousing the customer’s interest and by so doing persuades them to buy the product.

Creation of demand: Advertising stimulates demand by constantly reminding potential consumers about the availability of the product in the market.

To change consumer belief: Advertisement is a very good instrument that can be used to change consumer mind set about a product or service. Hence, help to tap into their buying power and influence their thoughts.

To create brand loyalty: The demand of the consumers can be maintained by constantly arousing their interest on a particular product and this will ultimately create brand loyalty.

Develop large market: Advertising create large market segment which leads to the development of larger market.

To promote the image of the firm: Advertising builds a corporate image for a company.

i. It helps to familiarize consumers with the new style of product in the market.

ii. Alert and sensitizes member of marketing channel.

iii. Helps to reduce consumer dissonance.

Despite the growing strength of social networks, television advertising is still the most influential medium in peoples purchase decision. A report from the television bureau of advertising and knowledge networks inc. reveals that 37 percent of television viewers make purchase decision after watching advertisements on television compared to 7percent for social networks. Impact and persuasion are two facts or for a successful Television commercial that arouses viewer interest immediately and remains memorable. Television advertiase4ment demonstrate their influence in a variety ways. Gary White (2008)

Television advertisement influence gender differences between male and female. For example, the frequent use of male voices in voice-overs conveys the notion that males are more credible and authoritative than females. Television advertising influence the impression role appropriate behaviours for both gender, affecting the popular perception of what makes a successful male or female. For instant commercial about cosmetic further the motion that woman’s responsibility is to remain attractive forever.

Television advertising promotes the notion that buying products equals happiness. It nurtures a consumer culture that encourage people to buy new products as a way to conform to the society’s goals, values and pleasure White (2008).

Television advertising originally stemmed from radio advertising. Initial, (Goldman 2005) Radio campaigns were simply utilized as a means of selling radios and assortment of other commonly used products. However, when advertisers begin to realize that this could be an effective means of communicating with the audience throughout the day, they begin to look for new and more innovative ways to gain public attention and aim it towards a given product. More than any other point, 1948 proved to be the year television advertising truly began to take center stage. This worked out for a number of reasons including the country coming of World war II and an assortment of other social factor, coupled with their finally begin enough television sets for a given message to be effectively delivered. Finally, after a lot of researches and even more surveys of what the public sort from their television set, marketers moved in the first advertising angel revolved around making the titles of given shows features the name or certain products or products lines. Among the most prominent examples of this included; Call gate comedy hour and Coke time. Eventually as a result of the increased popularity of television, companies began to realize that a more profitable alternative to the one- product-per-show advertising method that they were employing had to exist. It wasn’t until NBC executive Sylvester L Weaver did the public first began to get a taste of television advertising as we recognize it today. Weaver and an innovator introduced a new concept of television advertising in which sponsors will purchase blocks of time during a show so as to allow multiple sponsors for any show. It relived agencies of all the cost related to producing a show. By 1969, things became stable and advertising industries grew stronger.

According to the report of Bovee & Aren on (1995). 35 percent (35%) of this capital expenditure goes on Television commercials, 20 percent (20%) on Radio campaigns, 15 percent (15%) on Billboard Ad, 8 percent (8%)on Press Ad, 12 percent (12%)on shows, 5 percent (5%) on below the belt like Posters and Hand bills, while the remaining 5 percent (5%) is on Point of sales.

Television advertising has become such a potent force that it has the power to create and promote the product in the mind of the viewer and finally induce the viewer into buying the product.

Jefkins (2000:98) supports this statement through this example “SUNRISE MTN ADVERT ON TELEVISION” aired on 2006

MacBride, et al (1981:61) states that the rise of television as an advertising media are obliviously more striking since they started from a zero base only a few decades ago. Their phenomenal development has not been only in the proliferation of receiving sets but also in the quality of output. Television as an advertising media have multiplied the amount of visual information and entertainment available to the public to a vast degree and have introduced new dramatic sensations which involve the viewer in far flung events and advertising messages.

**2.1.3 Types of advertising**

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

**2.2. Digital Advertising**

**2.2.1 Television Advertising / Music in Advertising**

With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear. Certain forms of advertising such as TV advertising typically require a large budget (Kotler, P, 2002).

**2.2.2 Radio Advertising**

All of us are aware about a radio and must have heard advertisements for various products in it. It is rare for a company to shift all of its marketing allocation into promotions, however, because a radio advertisement, for example, may be needed to inform the consumer of the promotion (Donald William H., 2001 / 2002).

**2.2.3 Online Advertising**

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. With traditional advertising, you pay for space on the printed newspaper or magazine page or you pay for time on radio or television airwaves. With online advertising, you pay for space on a web page (Miller Michael, 2011).

Consumers largely use email to contact customer service on pre- and post-sale bases. Although these email addresses can be captured for the purpose of outbound email marketing with the customer’s consent (in other words, opt-in), the outbound service reply should include a reminder in the footer that promotes email registration for marketing messages and/or newsletters (Mullen Jeanniey & Daniels David, 2009).

With online Advertising, the marketing aspect is made a lot easier when the Internet arena is thrown into the picture. In this sense, all the things referred to the ‘marketing’ facet of a business are done online. Advertising, branding, and selling of products and services are accomplished by using Internet as the medium (Internet Marketing Essentials For Newbies p. 6). It is a powerful communications medium that can act as a ‘corporate glue’ that integrates the different functional parts of the organization ( An introduction to Internet Marketing, http://www.eszes.net/eLibrary/intmktgch1. pdf, 13.06.2011. p.6.)

**2.3.0 Physical Advertising**

**2.3.1 Press Advertising**

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. Newspapers are a good medium for targeting individuals at or near the purchase decision. Magazines, through their editorial features and pictures, forge relationships with their readers that often last over time. There are several types of magazines: consumer or business and vertical or horizontal. There are hundreds of consumer magazines targeting every demographic and psychographic segment (BENNETT, 2010).

**2.3.2 Mobile Billboard Advertising**

Mobile billboards are devices that expand on the concept of roadside billboards as a means of advertising various goods and services. Mobile billboard advertising involves the strategic use of moving vehicles to promote different products to a wider range of potential clients. Rather than relying on consumers to pass a stationary billboard posted along a highway, the mobile billboard ad is constantly moving over roadways and hopefully introducing the advertised products to consumers who may never have seen the ad otherwise (Tatum Malcolm, http://www.wisegeek.com/whatis-mobile-billboard-advertising.htm, 12.06.2011).

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes.

The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: Target advertising, one-day, and long-term campaigns, Conventions, Sporting events, Store openings and similar promotional events, and Big advertisements from smaller companies (http://en.wikipedia.org/wiki/Advertising, 13.06.2011)

**2.3.3 in-Store Advertising**

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays (http://en.wikipedia.org/wiki/Advertising, 12.06.2011).

It also gives you a way to connect with consumers as they are making a final commitment to buy. Instore advertising is your last chance to shape shoppers’ thinking, a culmination of all the media messaging they may have received about your product (Reaching Consumers at Point of Sale, http://www.billboards.com/in-storeadvertising, 13.06.2011).

**2.3.4 Coffee Cup Advertising**

Coffee cup advertising is the next generation of advertising media and is one of the strongest mediums in which to deliver a message as thousands of people every day purchase it (http://www.coffeecupadvertising.com.au/, 13.06.2011). Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East(http://en.wikipedia.org/wiki/Advertisi ng, 12.06.2011).

**2.3.5 Outdoor (Street) Advertising**

This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti and 3d pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces (http://en.wikipedia.org/wiki/Advertising, 12.06.2011). Outdoor advertising is as old as advertising itself, but new life is being breathed into the old medium. In fact, as digital, video and wireless technologies redefine the sector over the next few years, it will rank second only to Internet advertising in ad spending growth.

**2.4 Importance of Advertising**

The public/consumers benefits greatly from advertising expenditures. First, advertisements are informative. The newspaper ads are full of information about products, prices, features and more. Businesses spend more on direct mail than radio or magazine advertising. Direct mail (e.g. catalogs and letters sent by mail to people’s homes and offices) is an informative shopping aid for consumers. Most times consumers receive mini catalogs in their newspaper, that tells them what’s on sales, where at what price, for how long and more.

Advertising not only informs us about products, it also provides us with free television and radio programmes because money advertisers spend for commercial time pays for production costs. Advertising also covers the major costs of producing newspapers and magazines.

Newspapers, magazines and radio are especially attractive to local advertisers. However, television offers many advantages to a national advertiser but it’s expensive. But few media besides television allow advertisers to reach so many people with such impact. Marketers must choose which media and which programs can be used to reach the audience and what they desire. Different kinds of advertising are used by various organizations to reach different market targets. (Philip Kotler, 2005, 776)

Young (2005) stated that in an effort to improve managing and gain audience attention, advertisers create branding moment that will resonate with target markets, and motivate audiences to purchase the advertised product or service, advertisers copy test their advertisement before releasing them to the public.

Major categories of advertisement used by various organizations include the following:

• Retail advertising: Advertising to consumers by various retail stores such as supermarkets and small stores.

•Trade advertising: Advertising to wholesalers and retailers by manufacturers to encourage them to carry their products.

•Industrial advertising: Advertising from manufacturer to other manufacturers knows as “business-to-business” advertising.

•Institutional advertising: Advertising designed to create an attractive image for an organization, rather for a product.

•Product advertising: Advertising for a good or service to create interest among consumers, commercial and industrial buyers.

• Advocacy advertising: Advertising that supports a particular view on an issue (e.g. an ad in support of fake food and drug control). Such advertising is also known as cause advertising.

•Comparison advertising: Advertising that comprises competitive products.

•Interactive advertising: Customer- oriented communication that enables customers to choose the information they receive, such as interactive video catalogs that allows customers select items to view.

•Online advertising: Advertising messages that are available by computer when customers want to receive them.

**2.4.1 Measuring the Effectiveness of Advertising**

For an advert to be effective and yield positive results, the organization must clearly define its aim and objectives of advertising which means spelling out what the organization tends to achieve through advertising.

In determining the effectiveness of an advert, it will be a matter of how well the advertiser communicates his plans to the intended audience. This indicates that an organization should gain a better knowledge of its target audience and should also know the appropriate media to use in executing their plans.

Belch and Blech (2001) points out that method of evaluating the effects of a particular sales promotion or advertising. The first is the awareness tracking studies which counts the number of inquiries and demands gotten during the promotion or advertising while the second is the market source system which calculates a break even rate by dividing the sampling investment by the profits.

The evaluation of adverts is necessary to an organization in determining how effective the advertising was and to know if they should change the advert pattern or continue with it.

Baron (2004) recognized the following techniques for measuring the effectiveness of advert;

Copy testing involves measuring the effectiveness of adverts by showing them to the sample or a collection of people considered being representatives of the target market. Forced exposure is the second technique, this type is mostly used for television adverts where advertisers bring consumers to the theater where they watch a television program and at the end of the show or programme a new advert will be shown. Recognition test, this technique is used after releasing the advert to the general public. Here people that have seen the adverts are asked in person or by phone whether they remember seeing that specific advert. Finally, recall test where consumers are asked again in person or by phone the advert they most easily remember. This technique is an effective one.

But all these research techniques lacked the ability to demonstrate the influence advert messages on consumer patronage to know whether the advert has helped promote the sales and services of the products or not. So evaluating advertising effectiveness can easily be done by measuring the sales especially when the advert is intended to arouse immediate interest on a product or service and this is exactly what this research work is all about.

**2.5 Brief history of television in Nigeria**

Television broadcasting in Nigeria and Africa as a whole started on October 31, 1959 with the establishment of the “Western Nigeria Service”. WNTV was established by an Act of the Western Region Home of Parliament. Popularly known as “first in Africa”, it was a commercial television operation with transmitters in Ibadan and Abafon (near Ikorodu to feed the Ibadan and Lagos metropolitan area. The establishment of WNTV reflected the political atmosphere of Nigeria at that time. It was a period when loyalties and commitment were stronger for individual region than for the federation. This explains why television broadcasting as was the case in radio. It was the commitment of regional competition that led to the then Eastern Nigeria to set up its own television station, the “Eastern Nigeria Television” ENTN on October 2, 1960.

WNTV and ENTV share one thing in common, they were built by the same company – overseas Radiffusion. This company owned shares in two stations and was therefore influential in policy formation and programme content. (80% of the programme content was foreign). Before long, relations between overseas Rediffusion and the two regions become strained and the company was paid off by the regions. The successful take-off of television in the West and East led to the desire to establish a federal owned television, this desire was however faced with a lot of political rancor and filibuster as some federal government officials saw television as luxury of entertainment and therefore any monies to be spent on its development should go into maximizing the gains of radio. In the end, the Federal Economic Council of ministers gave the order for the final approval of the establishment of a Federal Government owned Television studio located in Lagos.

The NBC – International, an American Network owned company, was contracted to build the proposed Federal Government Television Service on April 1962, it went on air as the Nigerian Television Service (NTS) jointly owned by both federal government and the NBC-International of America. The joint ownership as a result of five year contract between bodies which provides that:

1. Ownership would solely become that of the federal government at the end of the five years and;

2. NBC – International would train Nigerians to take over the management of the television service.

At the end of the contract on April 2, 1907 the NTS became integrated with the Nigerian Broadcasting Corporation (NBC). The call latter now became NBC-TV. Meanwhile regional development of television continued. The above was lifted from the works of Ebo (1994).

**2.5.1 Functions of television**

Television has three main functions, first, it informs, and secondly, it entertains and socializes people. However, to broaden the review of the function of television the main functions may be identified as

Information: This consists in the collection and dissemination of news. Facts, message, opinions and comments required in order to understand, react knowledgeably and take appropriate decisions. Television news programmes have become hot property. In earlier days, they were regarded as mere public service that the individual stations and networks felt obliged to perform. Nowadays, these programmes are important sources of income. A Sambe (2005:99-100).

Entertainment: Television commands the firmer ground than all other media in providing entertainment. This is done through the diffusion of sound and images for personal and collective recreation and enjoyment. Television set provides for relaxation. For instance, after a hectic day’s jobs; one sits to watch some of comic plays or the song operas that are meticulously put together by the presents for relaxation. Television programmes also help to reduce tension and at firms stress. Such programmes as drama, funfair, and music are good source of entertainment.

Socialization: By this process a common basis of knowledge is provided which will enable people to behave appropriately as integrated members of the society. It also fosters social unity and awareness, indeed in taking active part in societal activities.

**2.5.2 Advantages of television advertising**

* Advertising on television can give a product or service instant validity and prominence.
* You can easily reach the audiences you have targeted by advertising on television. Children can be reached during cartoons and housewives during the afternoon soap operas.
* Television adverts offers the greatest possibility for creative advertising. With a camera, you can take your audience anywhere and show them almost anything.
* Television reaches very large audiences – usually much larger than the audience your local newspaper reaches, and it does so during a short period of time.
* It has the ability to convey your message with sight, sound and motion.

Television commercials share the largest percentage of these total expenditure expended into advertising campaign in Nigeria. It is an amazing discovery that the budget allocation used in producing a 45 to 60 seconds television commercials is much more than what is used in making a full length 2-3 hours home video in Nigeria. Multinationals like Guinness, MTN, Glo (etc) go as far as South Africa to shoot some of their television commercial, paying flight fee, world class production fee, hotel accommodation for their Staff, Ad Agency Staff and Models, Model fees etc. Companies sometimes spend as much as three to forty million Naira (N3, 000,000-N40, 000,000) on a single 45-60 seconds television commercial.

You will spend nine years of your life watching shadowy images moving in a glass tube. These figures you invite daily into your home look like tiny people. They talk, dance, get into trouble, and even die. They like for 36 or 60 minutes a week and disappear like the genre of Aladdin’s famous lamp, waiting for your remote control to bring them back to life again. These patterns of dancing phosphors try to make you laugh, or cry or at least feel entertained and enlightened. Some time they ask for your love, and often get it. You become attached to some of these imagines and invite them back more often than your closest relatives. You become best friends with some of these electronic genres and visit them often for years. These genres of the picture tube have the power to change lives. They tell stories, teach you have the world works, show wonders you would see only in pictures books; they try to sell you what they say you need, from deodorant to fast of course, you don’t think of them as ghost or genres; you call them television personalities or celebrities. Jeffrey Shrank (1985:20-22).

These tiny creatures that live in every household were unleashed around 1939. No person is credited with inventing television but it was introduced to the masses at New York world’s fair. Hundreds of curious people crowded around a television screen not much bigger than this page to view fuzzy black and white images most thought the invention a clever novelty. The newspaper dismissed the gadgets as a toy the masses had little time to support. These creatures however, have changed the world. They have serve well as messengers of news. And they turned out to be wonderful story teachers. You often talk about them with your friends. The stories they tell on the tube are the myths that shape our society… television is now in its fifties. Some say television is the greatest invention of twentieth century, while others see it as a “cast waste-land” that steals time. Some blame television for teaching violence, while other claim TV. Turn viewers into cough potatoes. Still others see television as history’s most effective educator bringing knowledge of the universal to even the poorest citizen. Such education they point out was once available only to the wealthy who could afford to travel and to attend the best schools. Children today seem to know more about the world than their parents or grandparents did at that same age. Jeffrey Shrank (1985:20-22).

When asking for an opinion of television, some described it as a harmless pastime that provides escape from the troubles of daily life other argue that it presents a dangerously unreal picture of the world for every convenience statement about the dangers of television. There seem to be an equally compelling, argument about its benefits. To watch or not to watch that is the decision. Each time you make that decision, you reveal values, Jeffrey Shrank (1985:20-22).

**2.6 Diamond Bank**

The bank is a financial services provider from Nigeria. Headquartered in [Lagos](https://en.wikipedia.org/wiki/Lagos), Nigeria's largest city, the bank maintains a banking subsidiary in [The United Kingdom](https://en.wikipedia.org/wiki/The_United_Kingdom).[[5]](https://en.wikipedia.org/wiki/Diamond_Bank#cite_note-5) As of December 2012[[update]](https://en.wikipedia.org/w/index.php?title=Diamond_Bank&action=edit), the bank's total assets were valued in excess of US$7.3bn (NGN:1.7 trillion).

As at June 2013, the bank operates 240 branches in Nigeria, 20 branches in [Benin Republic](https://en.wikipedia.org/wiki/Benin_Republic), 2 branches in [Senegal](https://en.wikipedia.org/wiki/Senegal), 1 branch in [Togo](https://en.wikipedia.org/wiki/Togo) and 3 branches in [Côte d’Ivoire](https://en.wikipedia.org/wiki/C%C3%B4te_d%E2%80%99Ivoire). Diamond Bank Plc began as a private limited liability company on March 21, 1991 (the company was incorporated on December 20, 1990). Ten years later, in February 2001, it became a [universal bank](https://en.wikipedia.org/wiki/Universal_bank).

In January 2005, following a Private Placement share offer which substantially raised the Bank's equity base, Diamond Bank became a public limited company. In May 2005, the Bank was listed on The [Nigerian Stock Exchange](https://en.wikipedia.org/wiki/Nigerian_Stock_Exchange). Moreover, in January 2008, Diamond Bank's [Global Depositary Receipts](https://en.wikipedia.org/wiki/Global_Depositary_Receipt) (GDR) was listed on the Professional Securities Market of the [London Stock Exchange](https://en.wikipedia.org/wiki/London_Stock_Exchange). The first bank in [Africa](https://en.wikipedia.org/wiki/Africa) to record that feat.

Diamond Bank boasts of the best people in the Nigerian Banking industry – a team of professional and creative minds focused on providing innovative customer-centric solutions. Over the years, our people who are our best assets have continued to sustain the Bank.

## The business is based on strong, enduring relationships and is driven by innovation and leading edge technology Diamond Bank has put together a team of professionals whose combined banking experience, coupled with the result-oriented culture of the Bank, enables it to offer a range of services that meet international standards.

Diamond Bank has identified the key success factors in today's Nigeria banking environment to include:

-competent staffing  
- strategic focus  
- superior technology, and  
- a sound financial position.

The Bank commands a clear edge in these areas and looks forward to putting these resources and advantages to work for the customer.

**2.6.1 Latest campaign by Diamond Bank**

Diamond Bank is set to break its new campaign to undoubtedly claim its position as one of the leading financial institutions in Nigeria- providing customers with tangible financial solutions tailored specifically to suit their lifestyle.

Following a successful brand refresh in November 2012 where the Brand saw changes in its colours moving away from the monosyllabic greys and dark tones to more vibrant colours, the motive was to make the brand more approachable in line with its’ positioning as a leading Retail bank in Nigeria.

For more than twenty years, Diamond Bank has built equity as a strong reliable salient bank. Relatively unscathed by the upheavals of the Nigerian Banking sector in the 1990s and more recently, the Bank is now considered one of the foremost banks in lending to customers, SME banking and corporate banking especially in the oil and gas sector.

In a highly delicate and competitive banking environment with little or no product differentiation and where products are easily replicated, Banks must seek to clearly define their role and product positioning. Diamond Bank’s new media campaign “you need a new bank,” reminds customers of the power of choice especially when it comes to choosing a bank. As customers are becoming more discerning of banking products and services, the Bank is putting a stake in the ground- armed with a portfolio of products and technology to produce faster and more efficient services, the question becomes ‘’why do you stay with a Bank that does not meet your needs?” said Ayona Trimnell, Head Corporate Communications, Diamond Bank Plc.

The concept for the new campaign has been developed in collaboration with X3treme Media a young dynamic Agency based in Lagos. The message, albeit intently challenging, pulls in humour and tongue in cheek dialogue to drive the message to the customer.

The campaign will be carried across all touch points- print, radio, outdoor and television and will be aired Monday June 17th 2013

**2.7 Empirical Review**

In a study conducted by international journal of advanced academic research - social sciences and education in the year 2015 on the effect of television advertising on the success of a business organisation using questionnaire as its methodology pointed that MTN Company uses the “KING” of advertising media which is television, as it combines the aural quality of sound and the visual impact of images to produce pictures. For instance, Television uses the complementary nature of sound that makes the universality of the photographic code more meaningful to a homogenous audience luring them to buy.

European Journal of Marketing 33,11/12 1162 on [Persuasion and Management Support for IT Projects](https://www.researchgate.net/publication/274714784_Persuasion_and_Management_Support_for_IT_Projects) focus on influence strategies of personal appeals, legitimate pressure, coalition and exchange were found to be ineffective in influencing decision outcomes. This finding supports previous studies (Case et al., 1988; Dosier et al., 1988; Falbe and Yukl, 1992; Venkatesh et al., 1995; Yukl and Falbe, 1991; Yukl and Tracey, 1992) and suggests that strategies that rely on authority and pressure (legitimating pressure), or which do not attempt to change or internalise favourable attitudes (personal appeals, exchange, coalition) are unlikely to be effective.

Coalition tactics have been found to be successful in achieving the desired influence (Keys, Case, Miller, Curran, and Jones 1987), while another study found that managers who used coalition tactics were likely to receive low performance ratings (Kipnis and Schmidt 1988). Other evidence suggests that coalition building has no effect on achieving valued outcomes (Case, Dosier, Murkinson, and Keys, 1988; Dosier, Case, and Keys, 1988). Regarding exchange tactics, Dreher et al. (1989) found that reliance on exchange tactics resulted in higher salaries for males, although exchange tactics have generally been found to have non significant effects on individuals' attempts to influence those at organizational levels above their own (Case et al. 1988; Mowday 1978).

Extensive academic research has been conducted on the psychology of emotion (e.g., Lazarus 1984) and the ways in which ad-evoked feelings may influence consumer response to marketing communication (e.g., Batra and Ray 1986; Holbrook and Batra 1987). Scholars have also observed that advertising may evoke both positive and negative emotions when seeking to persuade. Indeed, Brown, Homer and Inman (1998, p.115), suggest that from a practical perspective, “the relative strength of positive and negative feeling effects potentially could guide advertisers’ decisions regarding executional strategies.”

According to the Morden (1991) advertising gives the knowledge about the product and create the idea in mind about it. Rosaldo (1989) cited in Monaghan and just (2000) found that culture influences all human activity is about culture. New technology give the different product to the consumers, it enhance the product quality and change the style of product (Stantone and Futrell (1987). Geert Hofstede (1984) has been more studied about culture on work values; he says that change in culture can be easily understand but the evaluation of the culture in the human nature is difficult.

**2.8 Theoretical Framework**

**2.8.1 Uses and gratification theory**

The theory that has emerged in our discourse so far to help further argue our position is the Uses and Gratifications theory which was first used by Elihu Katz in 1959. Most communication researchers up to the point were questioning “what do the media do to people?” However, Katz suggested asking the question. What do people do with media?”

Uses and Gratification theory assure that the media audience have alternate choice to satisfy their needs therefore they seeks out a media source that best fulfills their needs. This theory perceives the recipient as actively influencing the effect process, since he selectively chooses, attends to, perceives & retain the media messages on the basis of his/her needs, belief etc., that focus was thus shifted from media production & and transmission functions to the media consumption function. Instead of asking “what kinds of effects occur under what conditions?” the question became “who uses which contents from which media under which condition and for what reasons?”

The theory discussed above conforms to the study because it’s purely audience centered and addresses needs like surveillance function, excitement, guidance, identification, and socialization and information acquisition. To be able to gratify these needs it must be realized that MTN subscribers uses television as an example.

Every organisation engaged in various promotional techniques in order to achieve their aim and the set objective of the organisation. The assumption of the theory posit that must people are exposed to various media and contents in order to gratify their needs. Every organisation is fully aware of their target audience and what actually gratify their immediate needs and desire, these gives rise the use of television media for various advert based on the effect and power carried by the television media and the amount of believability and lasting effect on the audience.

**2.8.2 The Cultivation Theory**

Early work in this area of theory begin with Gerbner et al (1973). In propounding this theory, he discovered that heavy TV viewers had a markedly different view of reality than light viewers. Heavy viewers overestimate and confuse issues. The cultivation theory assets that the media, especially TV, exert tremendous influence on people by altering the individual’s perception of reality. Through exposure, the media (television) message and programmes, people cultivate new reality, preferences and new attitude. This theory has a tremendous stimulus effects that makes the media audience to respond spontaneously. It is also referred to as “hypodermic needle” relating to the response of the audience to the instant instance when a person is pricked with needles. This is made possible considering the proximity of the audience to the media.

**Relevance of the Theory to the Study**

The more exposed audience is to various television adverts tends to have a lasting effect and carries a brand culture in the heart and mind of the people. Viewer tends to actually believe what they are exposed to overtime (the length of the advert frequency) whereby, buying into the set idea and opinion of the originator of the message. Hence organisation makes use of television for their adverts based on the importance and advantage attached over other medium of communication.

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**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.0 Introduction**

This chapter provides information on the procedures adopted in collecting data for providing answers to the research questions. Hence, the focus of this chapter is on the discussion of research design, study of population, sample size, sample technique, research instrument, method of data collection and method of data analysis.

**3.1 Research Design**

Survey research was adopted in this research study because people’s views and opinions on the subject matter will be the primary data. This method, as Okoro (2001) notes, selects and studies samples drawn from the population to discover the relative incidence, distribution and inter-relations of sociological and psychological variables. Since this study is an audience research necessitating opinions, attitudes, motivations and individualistic consideration, the survey method was considered most appropriate for the work.

**3.2 Population of Study**

Population can be defined as the total number of people living or occupying a specific area, city, country at a particular period. According to Okoro (2001), population is the total number of people including children, the disabled, beggars and other persons in a particular territory at a particular time. The population would consist of 60 selected staff of diamond banks in Enugu state, Nigeria.

**3.3 Sampling size and Sampling technique**

The sample size refers to the total number of respondent representing the population of the study. Thus, for the purpose of this study, the researcher would select its respondents based on the population of the study. 60 respondents were chosen randomly for the study.

Also for the sampling technique, Simple Random Sampling technique will be used for the distribution of the questionnaire. Simple random sampling involves picking respondents at random from the total population study. This sampling technique will eagle the research to pick the respondent at random without any restriction or limits.

**3.4 Data collection instrument**

The questionnaire will be used as the instrument for data collection. Okoro (2001) acknowledges that the questionnaire has substantial merits to weigh in its favour for gathering information from people about their opinions, attitudes, behaviours and perception on a given phenomenon.

The questionnaire will consist of questions with a few open-ended questions and a majority of close ended questions. The questions will be constructed in simple English to ensure clarity, unambiguity, neutrality and unimpeded responses. The questions will be designed to elicit information about respondents’ demographical and psycho graphical characteristics. The questionnaire shall be used to gather relevant data on the Influence of advertisement on organisation success.

**3.5 Data Analysis**

The simple percentage method would be used for analyzing the data from the respondents. The analysis would b done in relation to the response given by the respondents of the questionnaire. The data retrieved would also be tabulated and put into different types of diagrams using the Statistical Package for Social Science (SPSS).

**3.6 Validity of Instrument**

The questionnaire, being the instrument used in conducting this research, is fashioned out in such a way as to adequately reflect the phenomenon under study. Although the questionnaire being a survey instrument is said to be an artificial measure which restricts respondents from fully expressing their opinions, the researcher will therefore try to provide a good number of open- ended questions that were meant to enable the respondents express themselves and elicit the answers relevant to the subject of study.

The questions in the questionnaire will be peer reviewed and subjected to supervisor review and approval to ensure that right and relevant questions are asked. The questions were reviewed to eliminate non-clarity and ambiguity.

**3.7 Reliability of Instrument**

The reliability of the instrument in this study will be carried out with the use of the test-re-test technique. Therefore, it was determined if similar studies had been carried out with the questionnaire as instrument for data collection.

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**CHAPTER FOUR**

**PRESENTATION AND ANALYSIS OF DATA**

Analysis of the data generated in the course of this study is presented in this chapter. This is presented in tables, showing the frequency and percentages of respondents for easy understanding. The study achieved its objectives by analysing demographic variables, as well as other important data obtained from the respondents. In all, a total number of sixty (60) questionnaires were administered to members of diamond banks in Enugu state and a total of fifty two 52 were retrieved to be analyses. In order to provide answers to the research questions raised in the study, the data collected were analysed using frequency counts and percentages of data analysis.

**DEMOGRAPHICAL PRESENTATION OF THE STUDY**

**TABLE 1: GENDER DISTRIBUTION OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| Gender | Frequency | Percentage (%) |
| **Male** | 27 | 51.9% |
| **Female** | 25 | 48..1% |
| **TOTAL** | 52 | 100% |

*Source: Field survey 2018*

The table above shows that 27 respondents representing 51.9% are male while 25 respondents representing 48.1% are female. This shows that we have more male respondents than female since it has the highest frequency.

**TABLE 2:** **AGE DISTRIBUTION OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| Age category | Frequency | Percentage (%) |
| **20-25** | 10 | 19.2% |
| **25-30** | 30 | 57.7% |
| **31- above** | 12 | 23.1% |
| **TOTAL** | 52 | 100% |

*Source: Field survey 2018*

From the table above, 10 respondents representing 19.2% is between 20 to 25 years, 30 respondents representing 57.7% is between 25 to 30 years. 12 respondents representing 23.1% is between 31 and above years. This shows that most of the respondents are between 25 and above years, since it has the highest frequency.

**TABLE 3: MARITAL STATUS OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| Marital | Frequency | Percentage (%) |
| **Single** | 30 | 57.7% |
| **Married** | 20 | 38.5% |
| **Divorced** | 2 | 3.8% |
| **TOTAL** | 52 | 100% |

*Source: Field survey 2018*

From the above table, 30 (57.7%) respondents are single, 20 (38.5%) respondents are married and 2 (3.8%) are divorced. This means that most of the respondents are single.

**4.1 DATA PRESENTATION OF CORE RESEARCH QUESTIONS**

**RESEARCH QUESTION ONE: WHAT ARE THE VARIOUS ADVERTISING STRATEGIES EMPLOYED BY DIAMOND BANK TO REACH ITS NUMEROUS CUSTOMERS?**

To answer this research questions, table 4 and table 5 shall be used.

**TABLE 4: DOES DIAMOND BANK ENGAGED IN VARIOUS ADVERTISING TO REACH THEIR AUDIENCE?**

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| **Yes** | 52 | 100% |
| **No** | 0 | 10% |
| **Total** | 100 | 100.0% |

*Source: Field survey 2018*

From the table above, all 52 (100%) respondents agree that diamond bank engaged in various advertising to reach their audience.

**TABLE 5: WHAT IS THE ADVERTISING MEDIA STRATEGY USED BY DIAMOND BANK?**

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| **Television advert** | 35 | 67.3% |
| **Radio advert** | 5 | 9.6% |
| **Print advert** | 12 | 23.1% |
| **TOTAL** | 100 | 100% |

*Source: Field survey 2018*

The table above shows that, Most 35 (67.3%) of the respondents says that diamond bank advertising media strategy is the used of television advert, 2 (9.6%) of the respondents says that diamond bank advertising media strategy is the used of Radio advert and 12 (23.1%) of the respondents says that diamond bank advertising media strategy is the used of Print advert.

**RESEARCH QUESTION TWO: HOW EFFECTIVE ARE THESE ADVERTISING STRATEGIES?**

To answer this research question two, table 6 shall be used.

**TABLE 6: HOW EFFECTIVE IS THE ADVERTISING STRATEGY USED BY DIAMOND BANK?**

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| **Very effective** | 52 | 100% |
| **Not effective** | 0 | 0% |
| **Total** | 52 | 100% |

*Source: Field survey 2018*

From the above table, all 52(100%) respondents agree the advertising strategy used by diamond bank is very effective.

**RESEARCH THREE: WHAT IS THE EXTENT TO WHICH THESE ADVERTISEMENTS OF DIAMOND BANK HAVE CONTRIBUTED TO THE PATRONAGE OF THEIR SERVICE IN NIGERIA?**

To answer this research question 3, table 7 and tale 8 shall be used.

**TABLE 7: DOES THE VARIOUS ADVERTISEMENTS CONTRIBUTED TO THE PATRONAGE LEVEL OF THE BANK?**

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| **Yes** | 46 | 88.5% |
| **No** | 6 | 11.5% |
| **Total** | 52 | 100% |

*Source: Field survey 2018*

From the table above, most 46 (88.5%) respondents agree that various advertisements contribute to the patronage level of the bank while 6 (11.5%) of the respondent disagree with the fact that advertisement contribute to the patronage level of the bank.

**TABLE 8: TO WHAT EXTENT HAS THE ADVERTISEMENT STRATEGY CONTRIBUTED TO THE PATRONAGE LEVEL OF THE BANK?**

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| **Great extent** | 46 | 88.5% |
| **Low extent** | 6 | 11.5% |
| **TOTAL** | 52 | 100% |

*Source: Field survey 2018*

From the table above, Most 46 (85%) of the respondent agree that advertisement strategy contribute to the patronage level of the bank to a great extent while 6(11.5%) respondents says that advertisement strategy contribute to the patronage level of the bank to a Low extent.

**RESEARCH QUESTION FOUR: WHAT ARE THE OTHER AREAS THESE ADVERTISEMENTS HAVE IMPROVED IN THE ORGANISATION?**

To answer research question 4, table 9 shall be used.

**TABLE 9: WHAT OTHER AREA HAS THE ADVERTISEMENT IMPROVED IN THE BANK SYSTEM?**

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| **Bank expansion** | 37 | 71.2% |
| **Number of customer** | 10 | 19.2% |
| **Networking** | 5 | 9.6% |
| **TOTAL** | 52 | 100% |

**Source: Field survey 2018**

The table above shows that, Most 37(71.2%) respondents agree that advertisement have improved the area of expansion of the bank system, 10(19.2%) respondents agrees that advertisement have improved the area of customer numbers of the bank system, while 5(9.6%) respondents agrees that advertisement have improved the area of networking of the bank system.

**4.2 Discussion of findings**

**RESEARCH QUESTION ONE: WHAT ARE THE VARIOUS ADVERTISING STRATEGIES EMPLOYED BY DIAMOND BANK TO REACH ITS NUMEROUS CUSTOMERS?**

The finding of the study revealed that all respondents agree that diamond bank engage in various advertising strategy to reach their numerous audience and also among the various media available members of diamond bank agree that television advert is the major advertising media strategy of the bank.

Table 4 and 5 shows that all 52 (100%) respondents agree that diamond bank engaged in various advertising to reach their audience and most 35 (67.3%) of the respondents says that diamond bank advertising media strategy is the used of television advert respectively.

MacBride, et al (1981:61) states that the rise of television as an advertising media are obliviously more striking since they started from a zero base only a few decades ago and television as an advertising media have multiplied the amount of visual information and entertainment available to the public to a vast degree and have introduced new dramatic sensations which involve the viewer in far flung events and advertising messages.

**RESEARCH QUESTION TWO: HOW EFFECTIVE ARE THESE ADVERTISING STRATEGIES?**

The finding of the study also revealed that the various advertising strategy used by diamond bank is very effective toward achieving its objective. Table 6 shown that all 52(100%) respondents agree the advertising strategy used by diamond bank is very effective.

Belch and Blech (2001) points out that method of evaluating the effects of a particular sales promotion or advertising is the awareness tracking studies which counts the number of inquiries and demands gotten during the promotion or advertising while the second is the market source system which calculates a break even rate by dividing the sampling investment by the profits.

**RESEARCH THREE: WHAT IS THE EXTENT TO WHICH THESE ADVERTISEMENTS OF DIAMOND BANK HAVE CONTRIBUTED TO THE PATRONAGE OF THEIR SERVICE IN NIGERIA?**

Also thefinding revealed that the various advertisement contribute to the patronage level of the bank and does contribute to a great extent. Table 7 shown that most 46 (88.5%) respondents agree that various advertisements contribute to the patronage level of the bank and Table 8 also shown that Most 46 (85%) of the respondent agrees that advertisement strategy contribute to the patronage level of the bank to a great extent

In a study conducted by international journal of advanced academic research - social sciences and education in the year 2015 on the effect of television advertising on the success of a business organisation using questionnaire as its methodology pointed that MTN Company uses the “KING” of advertising media which is television, as it combines the aural quality of sound and the visual impact of images to produce pictures. For instance, Television uses the complementary nature of sound that makes the universality of the photographic code more meaningful to a homogenous audience luring them to buy.

**RESEARCH QUESTION FOUR: WHAT ARE THE OTHER AREAS THESE ADVERTISEMENTS HAVE IMPROVED IN THE ORGANISATION?**

However, the study disclosed that most of the respondents say that television advertising of Diamond Bank has improved the area of expansion of the bank system. New technology give the different product to the consumers, it enhance the product quality and change the style of product (Stantone and Futrell (1987).

Table 9 shown that most 37 (71.2%) respondents agrees that television advertisement have improved the area of expansion of the bank system.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATIONS**

* 1. **Introduction**

This chapter sums up all that have been done from the first chapter to the fourth. This research is directed towards the ascertainment of the effect of advertisement on the success of an organisation using Diamond bank adverts as a study. The findings from the research instrument adopted would be summarized from the data collected and recommendations put forward.

* 1. **Summary of findings**

This study was conducted to investigate the effects of advertisement on the success of an organisation using Diamond bank adverts as a study. This chapter, however, presents a summary of this study and conclusion which was drawn from the finding of the research work in order to make specific recommendation.

The first chapter of this study contains the introductory part, such as background to the study, statement of the research problem, research objective, research question, significance of the study, scope of the study, the limitations of the study, and operational definition of terms. The objectives behind the study were to find out various advertising strategies employed by Diamond bank to reach its numerous customers, ascertain how effective these advertising strategies are, to ascertain the extent to which these advertisements of Diamond bank have contributed to the patronage of their service in Nigeria and to identify other areas these advertisements have improved in the organisation.

The second chapter of this study examined nature of advertising, type of advertising, history, importance of television advertising from the conceptual, empirical and theoretical perspectives, reviewing opinions of various scholars. It consists of: Review of relevant concepts, Review of related studies and Theoretical Framework.

The third chapter focused on the Methodology of the research. It explained the size of the population and selected sample along with how data will be retrieved from the selected sampling frame, methods for collecting data, instrument to be used and how the data will be scrutinized and presented. A total number of sixty (60) questionnaires were administered to Staff members of diamond banks in Enugu state and a total of fifty two 52 were retrieved were surveyed.

The fourth chapter dealt with data analysis and presentation of data, interpretation and discussion of finding from the study. After administrating of the questionnaire for the study, the data derived was analysed, presented and the finding were in the chapter. The finding of the study revealed that all respondents agree that diamond bank engage in various advertising strategies to reach their numerous audience. Respondents also agree that television advert is the major the advertising media strategy of the bank. The finding of the study also revealed that the various advertising strategy used by diamond bank is very effective toward achieving its objective. The study disclosed that most of the respondents indicated that the various advertisement of diamond bank has improved the area of expansion of the bank system. Also thefinding revealed that the various advertisement contribute to the patronage level of the bank and this is to a great extent.

However, the chapter five, which is this chapter dealt with summary of the study, conclusion of the study and pertinent recommendation in regard to the findings and conclusion of the study.

* 1. **Conclusion**

Consequent upon the findings, it can be concluded that advertisement is a veritable tool for achieving the objectives of a business organisation.

Also, television adverts is an important medium to reach large audience. Also it can be said that advertisement contributes to the patronage level of the bank.

**5.3 Recommendations**

The study therefore recommends the following based on the finding of the study;

1. Banks should pay more attention on their advertising strategies in other to gain more customers.
2. Other media platforms such as the online media and social media should be employed to reach audiences and sustain their advertising strategies.
3. Organisations should try as much as possible to be consistent in their adverts in other to sustain the audience interest in their products.
4. Advertising and public relations unit in an organisation should strive to come up with creative and meaningful adverts in other to capture their audience attention and develop other areas in the industry.

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**APPENDIX I**

**QUESTIONNAIRE**

Dear Respondent,

I am an undergraduate of the above named institution and department, conducting a research titled, **“EFFECT OF ADVERTISEMENT ON THE SUCCESS OF AN ORGANISATION USING DIAMOND BANK ADVERTS AS A STUDY”.**

The researcher hereby appeals to you to fill this questionnaire as honestly as possible as your candid responses are required to solve the research problem accurately. Please be assured that the information you give will be treated with strict confidence.

Thank you.

**PART A: DEMOGRAPHIC DATA**

**Please tick the appropriate boxes where applicable.**

1. **Gender:** a. Male ( ) b. Female ( )
2. **Age:** a. 20-25 years ( ) b. 26 – 30 years ( ) c. 31 and above ( )
3. **Marital status:** a. Single ( ) b. married ( ) c. divorced ( )

**PART B: CORE RESEARCH DATA**

**Read the questions below and carefully respond by ticking the right option.**

1. Does diamond bank engaged in various advertising to reach their audience?
2. Yes ( ) b. No ( )
3. What is the advertising media strategy used by diamond bank?
4. Television advert ( ) b. Radio advert ( ) c. Print advert ( )
5. How effective is the advertising strategy used by diamond bank?
6. Very effective ( ) b. Not effective ( )
7. Does the various advertisement contributed to the patronage level of the bank?
8. Yes ( ) b. No ( )
9. To what extent has the advertisement strategy contributed to the patronage level of the bank?
10. Great extent ( ) b. Low extent ( ) c. None of the above
11. What other area has the advertisement improved in the bank system?
12. Bank Expansion ( ) b. Numbers of customer ( ) c. Networking ( )

**APPENDIX II**

**Some of the advertisement placement by Diamond Bank Nig. Plc**

