**TITLE PAGE**

**INFLUENCE OF RADIO ADVERTISEMENT OF PEAK MILK ON THE BUYING BEHAVIOUR OF CONSUMERS IN THINKER’S CORNER EMENE, ENUGU STATE.**

BY

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U14/MSS/MAC/051

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**CERTIFICATION**

This is to certify that this research project: Influence of Radio Advertisement of Peak Milk on the Buying Behavior of consumers in thinker’s corner, Enugu state; was written by Nnamoko, Blessing Chinwe Favour, with the Registration number U14/MSS/MAC/051, a bona fide student of the Department of Mass communication, Godfrey Okoye University, Ugwuomu-Nike Enugu, for the award of Bachelor of Science (B.Sc.), Degree in Mass Communication under the guidance and supervision of Dr. Louis Ezema, during the 2017/2018 academic session.

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**APPROVAL PAGE**

This is to certify that this research has been submitted to the Department of Mass Communication, Faculty of Management and Social Sciences, Godfrey Okoye University, Ugwuomu-Nike, Enugu state and was examined, read and approved by the under-signed, in partial fulfillment of the requirements for the award of B.Sc. Mass Communication.

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External Examiner

**DEDICATION**

This research work is dedicated to God Almighty for his unfathomable blessings, mercies, provision and grace which gave me the strength, wisdom and perseverance through this challenging path of study.

To my beloved parents, Mr. & Mrs. Nnamoko Chinwe. S. for their support, care and patience throughout my academic years; my siblings, Ifeanyi, Neme and Chisom for their prayers, love and encouragement, thank you all so much.

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**ABSTRACT**

This study examines if radio adverts of peak milk influences the buying behavior of consumers in thinker’s corner, Enugu state irrespective of its cost and price. The objectives of this research work was to find out how radio advertising of peak milk increases the number of its consumers and to know if consumers continue to use peak milk even after using it for the first time. This research was confined to only one theoretical framework which is the Agenda setting theory. A sample size of 200 respondents were drawn using the simple random sampling technique and the survey research method was applied using questionnaire as research instrument.

At the end of the study, it is concluded that to an extent radio advertising of Peak Milk increases its consumers. It is therefore recommended that WAMCO Nigeria plc should make their products affordable since consumers keep using Peak milk after using it for the first time due to a good radio advert.

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of study**

As a result of limited resources, consumers weigh many aspects of a product to determine if such a product is worth the pains of expenditure. Such aspects include; the price of the product, its relative advantage over other products, its quality and quantity to determine how such product can serve large-sized families. The hardship encountered in Nigeria society today, can even make some families to decide to stop taking their usual Peak Milk menu till the economy improves. However, advertising is a persuasive form of communication, which most times trigger the urge to buy goods and services irrespective of the amount in the pockets. Some consumers are also loyalists to certain goods and services, and so, hardly do without them.

Radio advertising has the peculiar advantage of communicating using different languages and other dialects. As such, these messages are quickly appreciated. Advertising helps to announce the existence of a product or service and the strategies in using them. However, radio stations advertise a wide range of products in order to satisfy their many clients. This means that the manner and creativity used in communicating some products may determine to what extent the consumers may seek these products over others.

Advertising and communication go hand in hand because it is a form of communication. According to Advertising Practitioners Council of Nigeria (APCON) advertisement is defined as a communication in the media paid for by an identified sponsor and directed at a target audience with the aim of imparting information about a product, service, idea or cause. According to Bovee (1992) 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. You cannot talk about advertising without talking of the media or channels for it. Advertising agencies and the mass media need each other to survive as advertisements cannot go viral for the public to patronize the products without the mass media while mass media cannot last long without funds got from the advertisements. These various media include television, radio, newspaper, magazines, etc.

According to Okunna (2012), radio is an audio medium for communication. As a medium, it has the capacity to cut through the barriers of illiteracy and poor infrastructural facilities which could limit the ability of other media channels to reach large audiences. Radio is by far the most widely used mass medium because it has some peculiar qualities such as:

Being relatively cheap, can be operated without electricity and it is easily portable and used by both the educated and illiterate.

Have you been driving along the road and found yourself humming to a radio jingle? That’s radio advertising at work. Radio advertising is when advertisers buy commercials frequently called spots in the radio industry, to promote their products and services. Advertisers pay commercial radio stations for airtime and in exchange the radio station broadcasts the advertiser’s commercial to its listeners. The broadcast of commercials on radio needs real feel orientation and voice is the single major determinant that draws the attention of listeners.

The history of radio advertising can be traced back to the 20th century, where radio equipment manufacturers and retailers operated most radio stations, and used them primarily to promote radio sales, rather than to profit. Radio stations at the time were seen more as an investment to entice households to purchase radios, and less as a standalone revenue stream.

Between 1919 and 1922, radio stations began to ramp up their offerings, and it became the norm to broadcast continuously. Station owners began obtaining business licenses and seeking ways to make the medium self-sufficient. Thus, radio advertising came to be.

The first recognized form of radio advertising came in early 1922 when AT&T began to sell toll broadcasting opportunities, in which businesses could underwrite or finance a broadcast in return for having their brand mentioned on air. Later that year, the New York radio station WEAF was the first station to run an official paid advertisement. These forms of radio advertising become more and more popular, leading stations into the golden age of radio.

For radio advertising to take place, the target audience which is the ‘consumer’ must be considered. Therefore, a consumer is a person who buys goods and uses it for services. Consumer behavior is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services (Walters and Paul). Buying and selling are activities individuals can never stop doing. Buying is one of the actions of any individual when going to purchase something. The process they use to select and choose any products and services are known as buying behavior of that individual.

Milk is a white liquid produced by the mammary glands of mammals. All mammals, including humans, normally produce milk to feed their offspring until they are ready for solid food.

Peak Milk is a milk product manufactured by ‘Wamco Nigeria plc’. It has been in existence since 1954 till date. Peak has been described as “a truly Nigerian iconic brand” as the brand marks its 60 years in the dairy market. WAMCO’s Managing Director, Mr. Rahul Colaco expressed appreciation of Nigerians’ loyalty to Peak milk and “particularly those who have come from far and near for the celebration of 60 years of nourishing Nigeria with quality dairy nutrition.” Peak milk comes in different sizes and assortments such as Peak evaporated Milk, Milk Powder, Choco, Peak UHT full cream. Peak evaporated milk comes in different sizes; Peak regular, Peak easy, Peak gold, Peak wazobia. Its nutritional value includes ; whole cow’s milk, stabilizer E339, with added vitamin B12+folic acid, iodine, vitamins A, D3, B1 and B6. Other milk products in competition with peak milk are: Three crowns milk, Oldenburgher Milk powder, Dano milk, Hollandia Milk, Cowbell Milk, Juno Milk, Kerrygold instant full cream milk powder, etc.

Consumers’ buying behavior is one of the processes of decision-making of any buyer both individually and in groups such as how emotions affect buying behavior. The buying behavior of a consumer changes according to different conditions such as demographic, culture, tradition, climate, etc.

**1.2 Statement of the problem**

There is an increase in the production of other milk products and the competition between Peak Milk and others is rapid. Statistics have proven that milk is an essential and more available food for growth. Children, young people and adults are respectively advised to take milk. Evidence from literature shows that there is no consistent pattern of milk consumption in Enugu state. As a result, it is not clear if consumers buy milk based on the ones they see, the prices or if they are indeed motivated by radio advertising. It is this lack of clear understanding of the role of radio advertising in relation to other variables like cost, availability in the consumption of Peak milk that this study seeks to find out if radio advertising influences consumer patronage of Peak Milk. Can radio advertising influence the buying of Peak milk in as much the price is higher than other milk products?

**1.3 Objectives of the study**

1. To find out how radio advertising of Peak Milk increases the number of its consumers.
2. To find out whether customers buy Peak Milk after listening to its adverts.
3. To find out if the consumers continue to use Peak Milk after using it for the first time.

**1.4 Research questions**

1. How does radio advertising of Peak Milk increase the number of consumers?
2. Do consumers buy Peak Milk after listening to its adverts?
3. Do consumers keep using peak milk after using it for the first time?

**1.5 Hypothesis**

H1 - Radio advertising of peak milk influences the buying behavior of consumers.

H0 – Radio advertising of Peak Milk does not influence the buying behavior of consumers.

H1 – Consumers can buy peak milk after listening to its advert.

H0 - Consumers cannot buy peak milk after listening to its advert.

H1 - Consumers keep using peak milk after using it for the first time.

H0 - Consumers stop using peak milk after using it for the first time

**1.6 Significance of the study**

The significance of this study is to enable radio stations know the extent their adverts are being acknowledged by the listening audience. It will help to evaluate the advertising programs of radio stations in Enugu to determine their compatibility to listeners. The knowledge from this research will contribute to existing knowledge on the subject matter.

**1.7 Scope of the study**

The scope of the study centers on consumers in Thinker’s corner, Emene, Enugu state.

**1.8 Operational Definition of Terms**

**Advertisement** - a communication in the media paid for by an identified sponsor and directed at a target audience with the aim of imparting information about a product, service, idea or cause.

**Consumer**- a consumer is a person who buys goods and uses them for his or her benefit.

**Radio advertising** – commercials of radio industry paid for by an advertiser.

**Buying behavior** - The process consumers use to select and choose any products and services.

**CHAPTER TWO**

**REVIEW OF RELATED LITERATURE**

**2.1 Introduction**

This chapter aims to review past and present research works in context with the ongoing research on how radio advertising of peak milk influences the buying behavior of consumers.

**2.2 Conceptual Framework**

**2.2.1 Advertising**

An advertisement is defined by the Advertising Practitioners Council of Nigeria(APCON) as a ‘communication in the media paid for by an identifiable sponsor and directed at a target audience with the aim of transferring information about a product, service, idea or cause” (Ukaegbu, 2013).

Terence (2007), defined 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. The basic purpose of advertising is to communicate the news to the user or the customer that there is something new in the market. But when we go into the depth; advertising serves the source to persuade or attract customer about the product to do a certain action which is usually to purchase a product (Kenneth and Donald 2010). Advertising serves a good purpose for business nowadays (Onunkwo 1997) because of numbers of goods and services produced every day. Advertising helps in telling the consumer about any new product or service or any new promotion on the existing product and service. Advertising helps to describe the features and characteristics of product or service in the visual form so that the customer can understand it easily. So advertising has become important for business nowadays (Bardi 2010).

According to Anon (2008), Advertising is “a paid, mediated, form of communication from an identifiable source, designed to persuade the audience to take some action, now or in the future.” The term “mediated” means, simply, that some medium like television or newspaper or even the Internet convey the message from sender to receiver, as opposed to direct “in-person” communication. The term “identifiable source” distinguishes advertising from wholly anonymous communications, such as those found in some unsolicited e-mail. The “action” can be buying a product or service, but it also can be directed at some other aspects, or it might even entail not-for-profit social behavior like recycling, saving your money, saving the whales, or preventing abortion. Of course, one aspect of this definition that clearly makes it stand apart from most concepts of journalism is the phrase “designed to persuade.” Its persuasive purpose is unambiguous, yet advertising does have strong ties to the field of journalism.

Advertising has a long term dynamic effect on consumers’ purchase and sales of producers. A firm’s reason for advertising is to create awareness of a product. This has effect on current and future sales of firms as consumers tend to respond to the advertisement in the long run. This dynamic effect of advertising explains that firms usually advertise a product the most at the entry (Sharma and Sharma 2009). Producers often advertise their product with the intention of increasing their sales which allows the firms to gain economies of scale and keep prices down. It also makes their products well known on the market. Also, advertising is necessary when introducing new products on the market. Without it, firms would find it difficult to break into market in which there are established brands (Sloman and wride 2007).

According to Cohen (1988), advertising is a business activity that employs creative techniques to design persuasive communication in mass media that promote ideas, goods, and services in a manner consistent with the achievement of the advertiser‘s objective, the delivery of consumer satisfaction and the development of social and economic welfare.

To regulate advertising at the time. Therefore advertising remained unorganized. The underdeveloped nature is clearly demonstrated because the majority of consumer products and services advertised in Nigeria were of foreign origin and mostly non-essential.  The products advertised often targeted the elites because the Nigerian masses could not afford them.  Financial advertisements were the most dominant products and services of Nigerian origin because they promoted more products and services that the average Nigerian could not afford. AAPN is a self-regulatory body that was legally incorporated by advertising agencies in the country and stands for discipline, honest and responsible advertising. The association was later renamed Association of Advertising Agencies of Nigeria. As the industry continued to grow in volume of business and complexity, more and more people were attracted to the industry. The need to establish an institution to regulate advertising practice became apparent. This gave rise to the establishment of Advertising Practitioners Council of Nigeria (APCON) by Decree 55 of 1988, later renamed Act 55 of 1988 by the civilian administration on 14th November 1989 at a meeting held at somewhere in Ebute Meta, and officially inaugurated by Prince Tony Momoh. The establishment of APCON made it the apex regulatory body for Advertising practice in Nigeria to regulate the activities of advertising agencies.

**2.2.2 Roles of advertising to a consumer**

Companies rely on media to market their products and increase sales, as the media plays significant roles in advertising. They include:

**Awareness**

An advertisement could alert you about new products that come into the market. It contains information about what the product is, what it does and why you should buy it. It brings to your attention where the product can be bought, how much it costs or who may use it; in terms of age and the lethal effects if used improperly.

**Profits**

Both print and broadcast media cover huge audiences at the same time. The subsequent effect on advertising is that it raises the rate at which the products or services being publicized sell. A well-executed advertisement prompts you to try out the goods by purchasing them. This, in turn, increases sales. Increase in sales translates into profits for the manufacturer.

**Brand**

Advertising popularizes brands. The media popularizes the brand by constant replay and in print media, through repetitive publication. Thus the target customers remember the brand and buy the product. For instance, the recognition of labels like Coca-Cola's is attributed to successful advertising.

**Demand**

Whether the form of media is print or broadcast, the target audience is large. Where the advertisement persuades and convinces the public about the goods offered or services rendered, more people will be inclined to purchase or go for the said services. The products already in the market get exhausted and the services crowded. There arises a subsequent demand for more products and services.

**2.3 Radio Advertising**

Radio advertising is a form of advertising via the medium of radio. Its ability to reach a wider population of consumers scattered over a large geographical area makes it very effective and efficacious, it is a good channel for marketing fast moving consumer products like beer (Rajagopal, 2010). Airtime is purchased from a station or network in exchange for airing the commercials. Radio has the limitation of being restricted to sound and proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found not only on air, but also online. Radio advertising involves advertisements on air that are paid placements to promote products, services or events. The concept is like television, but with words, music, and sounds without the use of visual images. Radio advertising can be very effective, especially when you are reaching a captive audience. Understanding your target market is critical when advertising on the radio, as you will want to select a station that reaches the same consumer as you want to market to. For instance, if you are looking for a more mature audience, you will want to find a station that plays the classics or is talk radio. Likewise, if you want a younger audience, you will avoid stations that play oldies music or focuses on news. You want a station that plays current hits and has a reputation for reaching younger listeners. With the right audience, you are ready to launch radio ads that will effectively communicate your message, tell about your product or service, and motivate people to make a move. You may want people to go online to order your item or visit a retail store and pick up your product. Radio ads can be very effective when used appropriately. According to Verhoef *et al* (2000) radio advertisements influence listeners on all days of the week and at the time of work. The positioning of advertisements on radio is precise and well-targeted to consumer segments which drive higher response among listeners.

**2.3.1 Types of Radio Advertising**

Depending on your brand and the type of message you're trying to convey, you'll likely lean toward one of these popular radio advertising choices.

**1. Live read**

This is a format where you can hear commercials read in real-time online by a radio announcer, a type of commercial also known as a live read. This type of advertisement is more effective with a really popular on-air host because advertisers hope that the host's voice will carry extra weight with the show's audience.

**2. Sponsorship**

Many radio stations implement sponsorships for certain types of radio segments, such as traffic, weather, or sports scores during halftime of the big game. It will generally sound something like this: 'This hour's weather update brought to you by Beach Rentals. Call Beach Rentals for all of your vacation needs.’

**3. Produced spot**

A produced spot can either be a **straight read** of your advertising message or a read that incorporates multiple voices, sound effects or a jingle. A **jingle** is a short, catchy song about your company. These typically tell listeners where to find your business or your products and can be funny, serious, or informative.

**2.3.2 Online Radio**

Kozamernik and Mullane (2005) revealed that the Internet Radio is a relatively recent phenomenon. Nevertheless, during the past ten years, the Internet has become a very important distribution mechanism for audio and video streams and files. Audience statistics show that IR is increasingly popular, especially among young people and users in offices.

There’s a growing shift towards online listening because it offers greater freedom in terms of variety and choice.  Without the limitation of geographical boundaries or distance from antennae, almost anything is within reach. And, even though the stations broadcast via the web, few charge a subscription which means that all this is available free to the listener. Whereas the average FM listener only spent half an hour listening to the radio during peak times, today’s trend is to enjoy streaming the online radio station of your choice whilst you drive, chat, and workout or even work on your laptop.  This translates into great benefits for the online radio advertiser.

1. A bigger audience – more people are listening, both in your local area and from further afield;
2. Longer listening – because of the ease and convenience of listening on any device, people are spending more time listening.

For advertisers, this is brilliant as you can reach consumers listening in on smart phones, tablets, laptops and PCs from all over the world day and night. It’s a great time to think about serving adverts about your product or brand to a larger audience. Internet radio also has the potential to be the most ubiquitous form of media ever and is more commanding of your attention than film, television, or books. This is because listening to the radio online can be enjoyed while doing other activities.

Web radio has the advantage of allowing broadcasters to measure audience directly thereby assisting with more strategies to enhance sales. Broadcasters using a Windows Media Server, or other streaming media, will have detailed reports of the streams played, while those using web servers can estimate audience sizes by viewing the traffic statistics found in the web-server log file, an automatically-generated list of all the files served. Internet Radio adds a global audience which may be important for logistics to assist with sales around the world. While terrestrial radio is generally limited to a certain geographical territory, Internet radio users/audience is effectively global and is redefined according to shared interest. The Internet radio introduces a concept of a multitude of niche audiences spread globally and not necessarily limited to one geographical region or country.

**2.3.3 Advantages and Disadvantages of radio advertising**

**Local**

For small businesses, radio represents a powerful local medium. Local radio attracts an audience that wants to keep up with local news, events and personalities. Businesses with a focus on local audiences led the growth in spot radio advertising in the third quarter of 2011, according to the Radio Advertising Bureau. Auto dealers and restaurants took the first two places with entertainment venues and home furnishings figuring in the top six.

**Coverage**

Radio enables small business to match advertising campaigns with their geographical markets. Local businesses can use local or regional stations to reach local customers, while small businesses targeting national markets can advertise on national radio. Using national radio in conjunction with an e-commerce website means that small businesses do not have to build a network of outlets to reach a national audience.

**Special Interests**

Radio stations target different audiences with their programming schedules, enabling advertisers to target special interest groups or different age groups with minimal waste. Different music programs, for example, give you the choice of targeting a teenage audience, an older audience with an interest in classical music or cultural events, or a general audience.

**Cost**

Radio advertising is a low-cost medium compared with rates for reaching similar audiences by press or television advertising. Rates vary by region with higher costs for radio stations that cover densely populated metropolitan areas. Production costs are lower than those of other media. You can create simple radio ads yourself or use a production company to create more complex ads. Some radio stations offer free or low-cost production services to advertisers.

**Trust**

Radio advertisements reach an audience that trusts the medium for information such as news, weather and sports reports. Radio also plays an important emotional role in listeners’ lives, according to the UK Radio Advertising Bureau. People listen to radio when they are getting ready in the morning, doing household chores or traveling, creating an advertising environment that other media cannot match.

**Attention**

The emotional strength of radio can also be a disadvantage for advertisers. Radio can provide a background sound for people who are working, traveling or carrying out chores, which means they are only paying partial attention to content and may miss advertising messages. Advertisements that use only voice or voice and music can blend in to general program content, minimizing their impact.

**2.4 Buying Process**

The buying process is a set of procedures used to identify products for purchase, verify quality and compliance of products and vendors carry out purchasing transactions, and verify that operations associated with purchasing have been executed appropriately. Arens (2005) states that different organizations have 8 buying processes of varying complexity, depending on the industry in which they work and the nature of the products being purchased. Sharma and Sharma (2009), using Fixed Effect Model of Panel Data Analysis for 134 companies, found in their study that, besides advertising, factors like company’s brand, quality of the product and company’s reputation affect the sales of a company.

**2.9 Consumer Buying Behavior**

Moskal and Leydens (2000) define consumer buying behavior as the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology and economics. The purchases of a food commodity such as a sack of flour or sugar products provide example of consumer buying behavior (Ibid)**.**

Achumba (1996) defined consumer behavior as the activities of people engaged in actual or potentials use of market items whether products, services, information or ideas. Advertising Practitioners Council of Nigeria (2000) noted that without consumers there will be no marketing process. It is the consumer who ultimately makes the final decision on the products and brands to be purchased and it is the consumer’s behavior that determines the success or failure of the marketing company.

According to Kotler and Keller (2012) consumer buying behavior is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions.

**2.4.1 Factors Impacting the Buying Behavior of Consumers**

It has been established that the consumer buying behavior is the outcome of the needs and wants of the consumer and they purchase products to satisfy these needs and wants. These needs can be various depending on the personal factors such as age, psychology and personality. Also there are some other external factors which affect and control the buying behavior of consumers.

There is a wide range of factors that can affect consumer behavior in different ways. These factors are divided by Hoyer *et al*. (2012) into four broad categories: situational, personal, social and cultural factors.

Situational factors impacting consumer behavior may include location, environment, timing and even weather conditions (Hoyer *et al*., 2012). In order to benefit from situational factors major retailers attempt to construct environment and situations in stores that motivate perspective customers to make purchase decision. Range of available tools to achieve such an outcome include playing relaxing music in stores, producing refreshing smells in stores and placing bread and milk products in supermarkets towards the opposite end of stores to facilitate movement of customers throughout the store to make additional purchases etc.

Personal factors, on the other hand, include taste preferences, personal financial circumstances and related factors. The impact of personal factors on consumer decision-making is usually addressed by businesses during market segmentation, targeting and positioning practices by grouping individuals on the basis of their personal circumstances along with other criteria, and developing products and services that accommodate these circumstances in the most effective manner.

According to Hoyer *et al*. (2012) social factors impacting consumer behavior arise as a result of interactions of perspective consumers with others in various levels and circumstances. Targeting members of society perceived as opinion leaders usually proves effective strategy when marketing products and services due to the potential of opinion leaders to influence behavior of other members of society as consumers.

Lastly, cultural factors affecting consumer behavior are related to cross-cultural differences amongst consumers on local and global scales. Culture can be defined as “the ideas, customs, and social behavior of a particular people or society” (Oxford Dictionaries, 2015) and the tendency of globalization has made it compulsory for cross-cultural differences amongst consumers to be taken into account when formulating and communicating marketing messages.

**2.4.2 Consumer Behavior and Marketing Mix**

Marketing mix is one of the major concepts in the field of marketing and each individual element of marketing mix can be adopted as an instrument in order to affect consumer behavior. Importance of the marketing mix can be explained in a way that “successful marketing depends on customers being aware of the products or services on offer, finding them available in favorably judging that practitioners of the offering in terms of both price and performance” (Meldrum and McDonald, 2007).Core elements of marketing mix consist of product, price, place and promotion.

**Product**

Product element of marketing mix relates to products and services that are offered to customers to be purchased. Products can have three levels: core, actual and supporting products. For example, core product in relation to mobile phones can be explained as the possibility to communicate with other people in distance.  Actual product, on the other hand, relates to specific brand and model of a mobile phone, whereas augmented product may relate to product insurance and one-year warranty associated with the purchase of a mobile phone.

**Price**

Price represents another critically important element of marketing and four major types of pricing strategies consist of economy, penetration, skimming, and premium pricing strategies (East *et al*., 2013).

**Place**

Place element of marketing mix relates to point of distribution and sales of products and services. Advent of online sales channel has changed the role of place element of marketing mix to a considerable extent.

**Promotion**

Promotion element of marketing mix refers to any combination of promotion mix integrating various elements of advertising, public relations, personal selling and sales promotions to varying extents (Kotler, 2012).

**2.5 Review of Related Works**

Anifowose (2013) asserted that communication involves the process by which information and understanding are transferred from one person to another. It is the basis for all human interaction for all group functioning interaction for all group functioning. Radio remains a medium in development communication usually employed by the development officers or experts for the dissemination of relevant development messages, especially for rural audience. He further argued that radio can be multi-faceted as among other things, it can serve to pass messages, improve the capability of calling upon and organizing groups and organizations, enlarge the forum for social dialogue, provide effective capability building of the community to raise awareness and knowledge of community issues, bring the people’s voice to the higher level of their political structure and mobilize community to tackle issues.

The differential effects of advertising campaign of leading and challenger retail firms on expected sales of products reveal that radio advertisements produce substantial arousal among consumers and enhance volume of sales in various outlets of retail stores. Thus retailing firms replicate this advertising strategy in large cities and metropolitan areas during different leisure sales seasons (Panagopoulos and Green, 2008)

According to Rajagopal (2011), he reveals that shopping behavior of urban consumer at retail stores in response to radio advertisements is highly influenced by the physical, cognitive and economic variables. Radio advertisements propagating promotional messages on sales of products have quick response to the supermarkets and department stores. Listeners of radio commercials are attracted towards advertisements, which are more entertaining while disseminating the message. This study on impact of radio advertisements on consumer behavior revealed that advantage shopping at retail stores in response to radio advertisements is highly influenced by the physical, cognitive and economic variables.

Ezekiel Babatope and Peter Olufemi(2014),in their study assessed the use of radio and other means of information dissemination among the residents of Ado-Ekiti. It is a survey research employing descriptive research design of the survey type, the instrument used to collect data was questionnaire. The sampled population was one hundred and twenty residents of Ado-Ekiti (120) were selected to participate in the study using simple random sampling technique while the collected data was analyzed using tables, bar chart, simple percentage and frequency count, mean and standard deviation. The findings revealed that radio is the most important instrument in information dissemination because it reaches larger percentage of the people irrespective of their location; it promotes the level of awareness of the people on socio-political and economic issues and it also enable people to be adequately informed about programmes and activities of the government. The cost of accessing information through radio, television and use of mobile phone were not expensive as shown by the study while that of internet, satellite and cable television were expensive. Radio was mostly used to access information followed by mobile phone, television, newspaper, social network, satellite and cable television followed by the internet. The three major problems facing the residents of Ado-Ekiti in accessing information were poor television signals, high cost of purchase, installation and subscription of satellite television and many cannot afford the cost of internet connectivity.

Marmori Oy. (2009) stated that to successfully achieve radio marketing, the creative planning and ad production must be seriously considered as it makes the essential part of the emergence of a radio spot. With the help of sound, speech, sound effects, music and authentic sounds you can build sounds capes and different forms of consciousness, that become images in the receivers minds. Even though the radio spot is received to the listener only through one sense, the hearing, people tend to perceive their surroundings using all their senses. Therefore, the radio spot is a perfect sensory experience for the receiver. At best, hearing a good radio ad is comparable to reading a good book. Similar to the reader, the listener creates their own surrounding scenery for the happenings in their own minds. This is why radio offers a great environment for image advertising.

The effects of localism in radio broadcasting have attributed to the consumers view that usage of radio in metropolitans is beyond just seeking the traffic information on streets and weather updates. The localized commercials on radio keep consumers also aware about the market movements (Sauls and Greer, 2007).

Radio advertisements drive consumers to remember messages differently in reference to the favorite jingle, program or music. Such beliefs of listeners help advertisement to stay atop of the mind and consumers unconsciously associate with it as a personally relevant information and have an enduring impact on their emotions. Short cycle radio advertising is developed to have an enduring emotional impact on an audience by facilitating their creation of personally relevant understandings of an advertisement (Braun-Latour and Zaltman, 2006).

**2.6 Theoretical Framework**

**Agenda setting theory**

Also known as The Agenda Setting Function of the Mass Media, it was first put forth by Maxwell McCombs and Donald Shaw in 1972 in Public Opinion Quarterly. They originally suggested that the media set the public agenda, in the sense that they may not exactly tell you what to think, but they may tell you what to think about. “This impact of the mass media; the ability to effect cognitive change among individuals, to structure their thinking has been labeled as the agenda setting function of mass communication. Here may lay the most effect of mass communication, its ability to mentally order and organize our world for us. In short mass media may not be successful in telling us what to think, but they are stunningly successful in telling us what to think about” (Shaw and McCombs, 1977.5). The theoretical framework is on agenda setting theory because radio advertising tells the public what to think about and not what to think.

**2.7 Summary**

There are limited studies available on the influence of radio advertisements on the buying behavior of consumers but with the above review it shows that radio advertising can influence buying behavior of consumers.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

This chapter describes the methods and procedures used in conducting the research. It explains the research design, population of study, sample size and technique, validity and reliability of instrument, method of data collection and method of data analysis.

**3.2 Research design**

A research design is the structure within which the research is conducted. It is the blueprint and a detailed plan of how a research study is to be conducted. The researcher chose a survey research design. In this case, the researcher should use a questionnaire.

**3.3 Population size**

Population means the whole body of items, objects, materials or people that fall within a geographical location in which the researcher intends to investigate for his or her study. That is the whole participant of the study. The constituents of population have certain attributes in common; the number may be large or small. In the context this research, the population included every individual or element within the research environment that was likely to be affected in one way or another by the findings of this research. Therefore the target population for this research consists of consumers of peak milk in thinker’s corner, Enugu state.

**3.4 Sampling technique and size**

The sampling technique used by the researcher is the simple random sampling technique which allows each member of the population an equal chance of being selected. The formula adopted in determining the sample size is given by TaroYamane (1964)

N=

Where,

n= sample size to be determined

N= Population

1= Fixed Number Factor

e= margin of error usually 0.05%

n=

n =

n =

n =

n = 200

**3.5 Description of research instrument**

The research instrument used for the study is questionnaire. Questionnaire is designed to have two sections. All the questions in section a consist of biographic data while the questions in section B are aimed at obtaining data and information that address the research objectives, questions and hypothesis. The questionnaire was designed using the 5-Likert scale format of Strongly Agree, Agree, Disagree, Strongly Disagree and Undecided.

**3.6 Validity** **of instrument**

Validity is the ability of a research instrument to measure what it is supposed to measure. In order to ensure the validity of a research instrument, proper ensuring of questionnaire and a conduct of a pretest of all the questions contained in the questionnaire were carried out. The design of the questionnaire was also made for respondents to tick their preferred choice from the options provided.

**3.7 Reliability of instrument**

Reliability refers to the stability of the measurement used to study the relationships between variables. The questions in the questionnaire were designed taking into consideration the research questions on the subject. To ascertain the reliability of the research instrument, the cronbach alpha reliability test method will be used. This method is based on a scale of 0.60 and above any coefficient below this scale will be rejected as having the characteristics of inter inconsistency.

**3.8 Sources of Data**

The study is based on both primary and secondary data.

**Primary data:** This is the first hand information collected from the field by the researcher. It is often undertaken after the researcher has gained some insight into the issue by reviewing secondary research or by analyzing previously collected primary data.

**Secondary data:** Secondary data is information that has already been collected and analyzed by other researchers for academic and other purposes. Secondary data was gathered from various sources namely; conference papers, text books and journals articles.

**3.9 Method of data analysis**

The non-parametric statistical chi-square was used to test the hypothesis. Chi square statistics is the measure of discrepancy between the observed and the expected frequencies. This research will make use of frequency table/percentages to analyze the descriptive characteristics of the respondents.

To test the hypothesis, the chi-square (x2) statistic is employed. The x2 is given as:

X2 =

Where:

O = observed values

E = expected values

**CHAPTER FOUR**

**PRESENTATION AND ANALYSIS OF DATA**

**4.1 Introduction**

In this chapter, the collected information/data was analyzed with various statistical tools. It will be made up of the following sections; response rate analysis, tables, and frequencies/percentages, test of hypothesis and discussion of results.

**4.2 Response Rate Analysis**

In a survey research, questionnaire was distributed to various targeted respondents and in the process the rate of return is calculated to measure if the collected questionnaire is sufficient enough for analysis. In this study, 75 copies of the questionnaire were distributed to the respondents, 70 were returned and it was discovered that they were properly filled. Thus in all, 70 questionnaire was used for the analysis. To calculate the rate of return, we have:



Since the return rate is 93%, then the response rate is high and acceptable. Presenting the above analysis in a tabular form, we have:

**Table 4.2.1 Questionnaire Return Rate**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Questionnaire distributed** | **Questionnaire not used** | **Questionnaire not returned** | **Questionnaire returned** | **Response percentage%** |
| 200 | 20 | 30 | 150 | 75% |

***Source:*** *Field Survey, Response Rate Analysis*

**4.3 ANALYSIS OF DATA**

Descriptive statistics was used to summarize the demographic information and the research question in this study while the hypothesis was tested using correlation analysis

**ANALYSIS ON THE BIODATA OF THE RESPONDENT**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.1 SEX** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | MALE | 60 | 40.0 | 40.0 | 40.0 |
| FEMALE | 90 | 60.0 | 60.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

Table 4.3.1 above shows the sex distribution of the respondents, from the result, it can be ascertain that 60(40.0%) of the respondents are male, while 90(60.0%) of the respondents are female. Hence we conclude that majority of the respondents are female.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.2 AGE** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 21-30YEARS | 90 | 60.0 | 60.0 | 60.0 |
| 31-40YEARS | 27 | 18.0 | 18.0 | 78.0 |
| 41-50YEARS | 21 | 14.0 | 14.0 | 92.0 |
| 51-60YEARS | 12 | 8.0 | 8.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table frequency values shows that out of the age blanket, 90(60%) of the respondents are 21- 30years, 27(18.0%) of the respondents are 31 – 40years, 21(14.0%) of the respondents are 41 – 50 years and 12(8.0) of respondent is 51-60. It can be firmly ascertain that majority of the respondents are 21-30years.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.3 How long have you been using peak milk?** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | NEVER | 18 | 12.0 | 12.0 | 12.0 |
| 1-5YEARS | 42 | 28.0 | 28.0 | 40.0 |
| 6-10YEARS | 51 | 34.0 | 34.0 | 74.0 |
| 11YEARS AND ABOVE | 39 | 26.0 | 26.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

Table 4.3.3 which is a frequency table of values, from the result, it can be ascertain that 18(12.0%) of the respondents have never used it, 42(28.0%) of the respondent are 1-5years, 51(34.0%) of the respondent are 6-10years, 39(26.0%) of the respondents are 11years and above. Hence we conclude that majority of the respondents have worked in the organization for about 1-5 years.

**How Does Radio Advertising Increase Peak Milk Consumers.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.4 I bought Peak Milk after hearing about it on Radio** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 6 | 4.0 | 4.0 | 4.0 |
| DISAGREE | 42 | 28.0 | 28.0 | 32.0 |
| UNDECIDED | 9 | 6.0 | 6.0 | 38.0 |
| AGREE | 48 | 32.0 | 32.0 | 70.0 |
| STRONGLY AGREE | 45 | 30.0 | 30.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 6(4.0%) of the respondents are strongly disagree, 42(28.0) of the respondent are disagree, 9(6.0%) of respondent are undecided, 48(32.0%) respondents agree, 45(30.0%) of the respondents strongly agree. From the result, majority of the respondents strongly agrees. Therefore, the statement above is accepted.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tables 4.3.5 I love the radio peak milk advert so much that I want to buy peak milk when I hear it.** | | | | | |
| Item | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 3 | 2.0 | 2.0 | 2.0 |
| DISAGREE | 36 | 24.0 | 24.0 | 26.0 |
| UNDECIDED | 6 | 4.0 | 4.0 | 30.0 |
| AGREE | 60 | 40.0 | 40.0 | 70.0 |
| STRONGLY AGREE | 45 | 30.0 | 30.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 3(2.0%) of the respondents are strongly disagree, 36(24.0%) of the respondent are disagree, 6(4.0%) of respondent are undecided, 60(40.0%) respondents agree, 45(30.0%) of the respondents strongly agree. From the result, majority of the respondents agrees. Therefore, the statement above is accepted.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.6 The peak milk radio advert always makes me want to drink peak milk.** | | | | | |
| Item | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | DISAGREE | 36 | 24.0 | 24.0 | 24.0 |
| UNDECIDED | 6 | 4.0 | 4.0 | 28.0 |
| AGREE | 33 | 22.0 | 22.0 | 50.0 |
| STRONGLY AGREE | 75 | 50.0 | 50.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 36(24.0%) of the respondent are disagree, 6(4.0%) of respondent are undecided, 33(22.0%) respondents agree, 75(50.0%) of the respondents strongly agree. From the result, majority of the respondents agrees. Therefore, the statement above is accepted.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.7 the peak milk radio advert makes me want to buy peak milk** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 3 | 2.0 | 2.0 | 2.0 |
| DISAGREE | 36 | 24.0 | 24.0 | 26.0 |
| UNDECIDED | 6 | 4.0 | 4.0 | 30.0 |
| AGREE | 51 | 34.0 | 34.0 | 64.0 |
| STRONGLY AGREE | 54 | 36.0 | 36.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 3(2.0%) of the respondents are strongly disagree, 36(24.0%) of the respondent are disagree, 6(4.0%) of respondent are undecided, 51(34.0%) respondents agree, 54(36.0%) of the respondents strongly agree. From the result, majority of the respondents agrees. Therefore, the statement above is accepted.

**Do Consumers Buy Peak Milk after Listening to its Advert?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.8 I listen to radio often** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 9 | 6.0 | 6.0 | 6.0 |
| DISAGREE | 30 | 20.0 | 20.0 | 26.0 |
| AGREE | 51 | 34.0 | 34.0 | 60.0 |
| STRONGLY AGREE | 60 | 40.0 | 40.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 9(6.0%) of the respondents are strongly disagree, 30(20.0%) of the respondent are disagree, 51(34.0%) of the respondents agree, 60(40.0%) of the respondents strongly agree. From the result, majority of the respondents strongly agrees. Therefore, the statement above is accepted.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.9 Radio adverts are more compelling to me than TV** | | | | | |
| Item | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 24 | 16.0 | 16.0 | 16.0 |
| DISAGREE | 48 | 32.0 | 32.0 | 48.0 |
| UNDECIDED | 6 | 4.0 | 4.0 | 52.0 |
| AGREE | 39 | 26.0 | 26.0 | 78.0 |
| STRONGLY AGREE | 33 | 22.0 | 22.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 24(16.0%) of the respondents are strongly disagree, 48(32.0%) of the respondent are disagree, 6(4.0%) of the respondents undecided, 39(26.0%) of respondents agree, 33(22.0%) of the respondents disagree. From the result, majority of the respondents strongly agrees. Therefore, the statement above is rejected.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.10 I am more likely to buy something when heard about it on radio** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 6 | 4.0 | 4.0 | 4.0 |
| DISAGREE | 39 | 26.0 | 26.0 | 30.0 |
| UNDECIDED | 9 | 6.0 | 6.0 | 36.0 |
| AGREE | 51 | 34.0 | 34.0 | 70.0 |
| STRONGLY AGREE | 45 | 30.0 | 30.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 6(4.0%) of the respondents are strongly disagree, 39(26.0%) of the respondent are disagree, 9(6.0%) of the respondents undecided, 51(34.0%) of respondents agree, 45(30.0%) of the respondents strongly agree. From the result, majority of the respondents agrees. Therefore, the statement above is accepted.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.11 I will use a product if I heard about it on radio** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 3 | 2.0 | 2.0 | 2.0 |
| DISAGREE | 48 | 32.0 | 32.0 | 34.0 |
| UNDECIDED | 9 | 6.0 | 6.0 | 40.0 |
| AGREE | 57 | 38.0 | 38.0 | 78.0 |
| STRONGLY AGREE | 33 | 22.0 | 22.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 3(2.0%) of the respondents are strongly disagree, 48(32.0%) of the respondent are disagree, 9(6.0%) of the respondents undecided, 57(38.0%) of respondents agree, 33(22.0%) of the respondents agree. From the result, majority of the respondents strongly agrees. Therefore, the statement above is accepted.

**Do Consumers Keep Using Peak Milk after using it for the First Time**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.12 Once I tasted peak milk, I didn’t want to use any other milk product** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | DISAGREE | 21 | 14.0 | 14.0 | 14.0 |
| UNDECIDED | 6 | 4.0 | 4.0 | 18.0 |
| AGREE | 54 | 36.0 | 36.0 | 54.0 |
| STRONGLY AGREE | 69 | 46.0 | 46.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 21(14.0%) of the respondent are disagree, 6(4.0%) of the respondents undecided, 54(36.0%) of respondents agree, 69(46.0%) of the respondents strongly agree. From the result, majority of the respondents strongly agrees. Therefore, the statement above is accepted.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.13 I have been using only peak milk since I found out about it.** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 9 | 6.0 | 6.0 | 6.0 |
| DISAGREE | 45 | 30.0 | 30.0 | 36.0 |
| UNDECIDED | 6 | 4.0 | 4.0 | 40.0 |
| AGREE | 36 | 24.0 | 24.0 | 64.0 |
| STRONGLY AGREE | 54 | 36.0 | 36.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 9(6.0%) of the respondents are strongly disagree, 45(30.0%) of the respondent are disagree, 6(4.0%) of the respondents undecided, 36(24.0%) of respondents agree, 54(36.0%) of the respondents strongly agree. From the result, majority of the respondents strongly agrees. Therefore, the statement above is accepted.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.14 I have used peak milk before but I prefer another brand of milk** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 30 | 20.0 | 20.0 | 20.0 |
| DISAGREE | 33 | 22.0 | 22.0 | 42.0 |
| UNDECIDED | 9 | 6.0 | 6.0 | 48.0 |
| AGREE | 24 | 16.0 | 16.0 | 64.0 |
| STRONGLY AGREE | 54 | 36.0 | 36.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 30(20.0%) of the respondents are strongly disagree, 33(22.0%) of the respondent are disagree, 9(6.0%) of the respondents undecided, 24(16.0%) of respondents agree, 54(36.0%) of the respondents strongly agree. From the result, majority of the respondents strongly agrees. Therefore, the statement above is accepted.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 4.3.15 I have only used peak** | | | | | |
| Items | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STRONGLY DISAGREE | 45 | 30.0 | 30.0 | 30.0 |
| DISAGREE | 45 | 30.0 | 30.0 | 60.0 |
| UNDECIDED | 6 | 4.0 | 4.0 | 64.0 |
| AGREE | 21 | 14.0 | 14.0 | 78.0 |
| STRONGLY AGREE | 33 | 22.0 | 22.0 | 100.0 |
| Total | 150 | 100.0 | 100.0 |  |

***Source: Field Survey, 2018 via SPSS***

The table above shows the result of the respondents 45(30.0%) of the respondents are strongly disagree, 45(30.0%) of the respondent are disagree, 6(4.0%) of the respondents undecided, 21(14.0%) of respondents agree, 33(22.0%) of the respondents strongly agree. From the result, majority of the respondents disagrees. Therefore, the statement above is rejected.

**4.4 TEST OF HYPOTHESIS**

This section is concerned with the testing of hypothesis earlier stated. In doing this, correlation was used. A test of hypothesis help to decide which of the contradictory claims is correct. It acts as guide through the research work in order to draw a logical or empirical conclusion.

**Decision Rule**

If the calculated Pearson correlation value is greater than the critical value (0.05), we accept the null hypothesis and if the calculated Pearson correlation value is less than the critical value (0.05) accept the alternative hypothesis.

**Hi - Radio advertising of peak milk influences the buying behavior of consumers.**

**Ho – Radio advertising of Peak Milk does not influence the buying behavior of consumers.**

**Table 4.4.1**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA with Friedman's Test** | | | | | | |
|  | | Sum of Squares | df | Mean Square | Friedman's Chi-Square | Sig |
| Between People | | 836.940 | 149 | 5.617 |  |  |
| Within People | Between Items | 13.560a | 3 | 4.520 | 73.964 | 0.0005 |
| Residual | 68.940 | 447 | .154 |  |  |
| Total | 82.500 | 450 | .183 |  |  |
| Total | | 919.440 | 599 | 1.535 |  |  |
| Grand Mean = 3.7600 | | | | | | |
| a. Kendall's coefficient of concordance W = .015. | | | | | | |

***Source: Field Study, 2018 via SPSS***

**Decision:** We can see that the value of the calculated X2 73.964 is greater than the critical value of X2 0.05 and its significant at 0.0005. We therefore reject the null hypothesis and accept the alternative hypothesis. Thus, radio advertising of peak milk influences the buying behavior of consumers.

**H1 – Consumers can buy peak milk after listening to its advert.**

**H0 - Consumers cannot buy peak milk after listening to its advert.**

**Table 4.4.2**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA with Friedman's Test** | | | | | | |
|  | | Sum of Squares | df | Mean Square | Friedman's Chi-Square | Sig |
| Between People | | 897.615 | 149 | 6.024 |  |  |
| Within People | Between Items | 46.005a | 3 | 15.335 | 117.460 | .0005 |
| Residual | 130.245 | 447 | .291 |  |  |
| Total | 176.250 | 450 | .392 |  |  |
| Total | | 1073.865 | 599 | 1.793 |  |  |
| Grand Mean = 3.4850 | | | | | | |
| a. Kendall's coefficient of concordance W = .043. | | | | | | |

***Source: Field Study, 2018 via SPSS***

**Decision:** We can see that the value of the calculated X2 117.460 is greater than the critical value of X2 0.05 and its significant at 0.0005. We therefore reject the null hypothesis and accept the alternative hypothesis. Thus, Consumers can buy peak milk after listening to its advert.

**H1 - Consumers keep using peak milk after using it for the first time.**

**H1 - Consumers stop using peak milk after using it for the first time.**

**Table 4.4.3**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA with Friedman's Test** | | | | | | |
|  | | Sum of Squares | df | Mean Square | Friedman's Chi-Square | Sig |
| Between People | | 1013.835 | 149 | 6.804 |  |  |
| Within People | Between Items | 165.765a | 3 | 55.255 | 217.635 | .0005 |
| Residual | 176.985 | 447 | .396 |  |  |
| Total | 342.750 | 450 | .762 |  |  |
| Total | | 1356.585 | 599 | 2.265 |  |  |
| Grand Mean = 3.4050 | | | | | | |
| a. Kendall's coefficient of concordance W = .122. | | | | | | |

***Source: Field Study, 2018 via SPSS***

**Decision:** We can see that the value of the calculated X2 217.635 is greater than the critical value of X2 0.05 and its significant at 0.0005. We therefore reject the null hypothesis and accept the alternative hypothesis. ThusConsumers keep using peak milk after using it for the first time.

**4.5 Discussion of Findings**

Table 4:3.1 to table 4:3.3 was meant to find out the bio data of the respondent. The result shows that the majority of the respondents are female, majority of the respondent are 21-30years old, the majority of the respondent have used peak milk for 1-5years.

Table 4.3.4 to table 4.3.7 was use to answer the question of how does radio advertising increasing peak milk consumers. The researcher found out that to an extent radio advert of peak milk has increase the consumers through radio advert and other advert of the product.

According Rajagopal, (2010), radio advertising is a form of advertising via the medium of radio. Its ability to reach a wider population of consumers scattered over a large geographical area makes it very effective and efficacious, it is a good channel for marketing fast moving consumer products like beer.

Table 4.3.8 to table 4.3.11 was used to answer the question of do consumers buy milk after listening to its advert. The findings shows that to a limit, consumers buy milk after listening to its advert.

Terence (2007), conceived that 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.

Table 4.3.12 to table 4.3.15 was used to answer the question of do consumers keep using peak milk after using it for the first time. The findings shows that peak is a good product on like many other brands of milk, but due to the brand, quality and its consumer’s test, they prefer buying peak milk due to its taste and brand.

The study sees brand as a means of popularizing a particular product through advertising. The media popularizes the brand by constant replay and in print media, through repetitive publication. Thus the target customers remember the brand and buy the product. For instance, the recognition of labels like Coca-Cola's is attributed to successful advertising.

**CHAPTER FIVE**

**SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

**5.1 Introduction**

This chapter is aimed at summing up the findings of this study as well as to draw the conclusion from the research work. Secondly the researcher gives recommendations based on the findings of the study.

**5.2 Summary of findings**

From the analysis of data presented, a number of findings were made from the study which investigated the effect of employee relations on organization performance and are as follows:

1. That to an extent, radio advertising increases peak consumers.
2. That consumers buy peak milk after listening to its advert.
3. To a limit, consumers keep using peak milk after using it for the first time.

**5.3 Conclusion**

The study was carried out to establish the influence of radio advertising of peak milk on the buying behavior of consumers in Enugu State.The study shows that to an extent, radio advertising increases peak consumers.Consumers buy peak milk after listening to its advert.To a limit, consumers keep using peak milk after using it for the first time.

**5.4 Recommendations**

Based on the findings, the researcher recommended as follows;

1. In other to take full position of the market the peak milk company manager should always try and maintain its strategy and also seek for new ways to pull the market through radio advertising.
2. That since consumers buy peak milk after listening to its advert, the company should try and maintain its radio advertising goodwill with their sales reputation.
3. Finally, the company manager should also try more in convincing their customers and also try and make their brand affordable since consumers keep using peak milk after using it for the first time due to a good radio advert.

It is hoped that if these recommendations are strictly adhered to by all concerned, it will positively increase the influence of radio advertising of peak milk on the buying behavior of consumers in Enugu State.

**5.5 Suggestion for Further Studies**

Research could be carried out on the following:

1. [The effects of television advertisements on the buying habit of consumers](https://iproject.com.ng/mass-communication/final-year-project-topics/the-effects-of-television-advertisements-on-the-buying-habit-of-consumers/project-topics).
2. An Assessment of Dano Milk Radio Advertisement on Buying Behavior of Residents of Kano Local Government, Kano State, Nigeria.
3. Influence of television advertising on consumer buying habits of Guinness stout in Ikeja community of Lagos state.

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