

Effective Advertising: Tool For Achieving Client-Customer Relationships

Kehinde Oladele Joseph (Ph.D.)

*Department of Business Management, Covenant
University, Ota, Ogun State, Nigeria*

Ogunnaike Olaleke (Ph.D)

*Department of Business Management, Covenant
University, Ota, Ogun State, Nigeria*

Akinbode Mosunmola (Ph.D)

*Department of Business Management, Covenant
University, Ota, Ogun State, Nigeria*

Aka Deborah

*Department of Business Management, Covenant
University, Ota, Ogun State, Nigeria*

ABSTRACT

The paper examined the place of advertising as a strategic tool for achieving effective client-customer relationships. The objectives of the paper include: (i) to determine how creativity in advertising affects customers' purchase decisions; (ii) to examine the effects of frequency of advertising on customers' repurchases of products/service (iii) to proffer useful policy recommendations which companies will find beneficial when faithfully implemented, amongst others. The paper used survey research method with structured questionnaire which were administered among sampled respondents. Based on the nature of the hypothesis, the paper used correlation and ANOVA test statistics to analyze the information gathered through the questionnaire. Findings showed that creativity in advertising affects customer purchase decisions. Findings further reveal that frequency of advertising has effects on customer's purchase of a product, amongst others. The paper makes valuable recommendations which companies and captains of industry will find useful when faithfully implemented.

Keywords: Advertising, Client-Customer, Relationships, Purchasing

1. INTRODUCTION

Organizations are established for the aim of making profit, except for non-profit making which is primarily for the welfare of the citizenry. Before the advent of advertising, organizations were able to communicate their products to customers through other means. Advertising is one of the promotional tools amongst others which organizations use in communicating their product to target customers. Advertising ensures a certain exposure for the product or service being advertised, it increases sales and assist salesman in sales of goods and services. It creates awareness, improves customer attitude towards the product and service of the firm, it stimulates demand, increases customer base. It is also used to capture a wide range of customers. By means of advertising one can give proper information about their brands to the customer, most importantly every organization that advertises has a competitive edge over the others. Advertising after stimulating a demand in the heart of the consumer, causes the consumer to purchase these products, if the customer is satisfied with the product, it leads to continuous or repeat purchase of the product by the consumer which increases the revenue of the organization and the customer is attached to this product which leads to customer loyalty. Customer loyalty on the other hand, improves the market share of the organization, profit and sales. It leads to brand advocacy. For example, a loyal customer goes out to promote a product without been compensated. Loyalty also leads to customers being price insensitive; even if the price is increased they still purchase the product because they trust the brand. Forecasting is made easier for the organization as the attitude and behavior of the customer is known. Advertising has been seen as a tool that attracts customers, which might lead to purchase and re-purchase and end up in customer loyalty.

2. STATEMENT OF THE RESEARCH PROBLEM

Several writers and researchers such as Mackenzie and Lutz (1989), Mehta (2000), Okuneye (2011), Obinna (2007), Emenike (2013), Obong (2013) have looked at advertising and customer satisfaction from different perspectives. According to Mehta (2000) he viewed advertising effectiveness and customer attitude, when he said that, consumer attitude towards advertising is one of the indicators of effective advertising. Mehta went on to say that consumers' attitude towards advertising is one of the influential pointers of advertising effectiveness because consumer's ability towards advertising is always reflected in their thoughts and feelings and subsequently will influence their attitude towards advertising. Mackenzie and Lutz (1989) in examining advertising and advertising agencies explained that it, it only takes an efficient advertising agency to successfully detect the customer's feelings and thoughts, and the inability of the agency to identify its consumer's attitude brings about a breach in its efficiency and thereby resulting in ineffectiveness in adverts Mackenzie and Lutz (1989). Obong (2013) looked at advertising and customer retention, when the author asserts that advertising involves customers, and it is only these customers that can pass the message which the firm is trying to communicate. In other words advertising can only happen if the customers are willing to know the product or service of a firm. Okuneye (2011) also viewed advertising and purchase of consumer product. Many studies have been carried on generally on advertising and customer purchases. Fewer of these, if any, have really attempted to examine the place of advertising as a vital and effective tool for achieving client-customer relationships, this paper therefore tries to fill that missing intellectual gap. It observed that advertising has an effect on the purchase of consumer products therefore it is suggested that management in as much as they would carry out market research to identify consumer needs they should ensure that the right media is used to educate, inform and persuade consumers to purchase the product. In spite of all these various views on advertising, few researchers have carried out research on advertising and customer loyalty; hence this study is out to examine the effects of advertising on customer loyalty.

3. OBJECTIVES OF THE STUDY

The general objective of this study is to examine the relationship between advertising and customer loyalty.

The specific objectives include:

- To identify the relationship between advertising campaign and customer motivation.
- To determine how creativity in advertising affects customer's purchase decision.
- To examine the effect of frequency of advertising on customers' repurchase of a product and service.
- To proffer useful policy recommendations which companies will find beneficial when faithfully implemented

The paper makes the following propositions which are state in the form of null hypotheses

- Creativity in advertising does not affect customer's purchase decision.
- Advertising campaign does not affect customer's motivation.
- Frequency of advertising has no effect on customers' purchase of a product

4. LITERATURE REVIEW

4.1 CONCEPTUAL FRAMEWORK

Advertising is derived from the Latin word "adverte" which means "to turn toward" (Bhatia, 2000). Advertising has been viewed in different perspectives and defined by various researchers and scholars who include: Hart and O'Connor in Eluwa (1999) define advertising as the action of calling a product or service to the attention of the public especially a paid form of announcement". From this definition, it can be said that Hart and O'Connor are saying that advertising is all about the public attention drawn by the paid announcement. According to advertising practitioners council of Nigeria (APCON), "advertising is any paid form of communication through the mass media about a product, service, or ideas paid for by an identified sponsor" as cited in (Ibidunni, 2004). Advertising is a non-personal, paid for announcement by an identified sponsor used to get to large audiences, and also create brand awareness, help in order to differentiate a brand from its competitors and build an image of the brand; (Duncan, 2005). According to Bearden et al (2004) advertising is defined as a marketing communication element that is persuasive, non-personal, could be paid for by an identified sponsor, and disseminated via various mass channels of communication to promote the choice of products or services, persons, or ideas. Advertising is defined as a marketing communication element that is persuasive, non-personal, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons, or ideas (Patti and Frazer 1998). Advertising stimulates demand, helps build brand success, develops and shapes buyers behavior, and gives the seller a measure of certainty about the level of sales. In addition, it informs buyers about the features of a product and the availability that makes the market more competitive (Galbraith 1991).

4.2 OBJECTIVES OF ADVERTISING

Fill (2006) identified the following as objectives of advertising.

- To create or maintain awareness of the product
- To communicate certain information about a product
- To change the attitude of people towards the product or firm
- To build up a brand image
- To increase sales and reinforce customers behavior.

Advertising works by influencing the behavioral pattern of the consumers which in turn builds continuous consumer patronage thereby ensuring brand loyalty. It makes use of messages channeled through the right

medium. Several medias are available for advertising which include National newspapers, Local and regular newspapers, Magazines and Trade press, Television, Direct mail, Commercial radio, Posters and transport advertising, as well as Cinema. The major media type of advertising by Kotler (1998) include; Newspapers, Televisions, Direct mail, Radio, Magazines, Internet, Outdoor (Billboards etc), Yellow pages, newsletters, Brochure and telephone. An advertisement example includes- print advertising, corporate newsletter, website advertising internet advert, television and radio advertising.

4.3 THE MARKETING ROLE

Advertising plays different roles in development of any nation, organizations, and in individuals. These according to scholars include: The process a business uses for the satisfaction of consumer needs and wants by providing goods and services is called marketing. The marketing department is responsible for selling a company's product. Products are also identified in terms of their product category. By category, it means the classification to which the product is assigned. The particular group of consumers thought to be potential customers for goods and services constitute the target market. The tools available to marketing managers are the product (design, performance), its price, the place where it is made available (distribution), and its promotion. They are also collectively referred to as the marketing mix or the four P's (product, price, place and promotion). Advertising of course is one of the most important promotion tools.

4.4 THE COMMUNICATION ROLE

Advertising is first of all, a form of communication. In a sense, it is a message to a consumer about a product. It gives attention, characterized by providing a bit of information and sometimes a little bit of entertainment and tries to create some kind of response, such as sales. In reality, most advertising is not as personal or as interactive as a conversation because it relies mostly on mass communication, which is indirect and complex. As a form of mass communication, it transmits product information to connect buyers and sellers in the market place. In its branding role, it transforms a product by creating an image that goes beyond straight forward facts. It is also a form of marketing communication. All of these tools and techniques have different strength and weaknesses, and they are used to accomplish different objectives. The most important strength of advertising is its ability to reach a larger audience. That's why it is so important in introducing a new product, building awareness and creating a brand image.

It also delivers information that people can use in making product decisions. Advertising is useful for established products where it can remind loyal customers of the satisfying experience they had with the brand. It is also an important way to deliver a persuasive message about a brand and create positive beliefs and feelings about it.

4.5 THE ECONOMIC ROLE

Advertising's economic contributions come from its advantage as a mass-communication tool. The more people know about a product, results to higher sales and the higher the sales level, would bring about cheaper product. In other words, most economists pressure that, because it reaches large group of potential consumers, advertising brings cost efficiency to marketing and thus, lower prices to consumers. (Mitchell, 2009). Advertising tends to flourish a lot in nations that enjoy some level of abundance in her economy, in which supply is greater than demand. In these societies, advertising extends beyond a primarily informational role to create a demand for a particular brand. This is done through two techniques: hard-sell approach that use reasons to persuade consumers and soft-sell approach that build an image for a brand and touch consumer's emotions.

Moriarity (2009) identifies two contrasting point of view explain how advertising is seen as a vehicle for helping consumers assess value through price cues and other information. This school advcotes view the role of advertising as a means to objectively provide value information, thereby creating more rational economic decisions. By focusing on images and emotional responses, the second approach appeals to consumer making a decision on non-price benefits. This is presumed to be the way images and psychological appeals can be used to influence consumer decisions. This type of advertising is believed to be so persuasive that it reduces the extent to which a consumer will move to an alternative product, regardless of the price charged.

4.6 THE SOCIETAL ROLE

Advertising also has a number of social roles. In addition to informing us about new and improved products, it also mirrors fashion and design trends and enhances aesthetic sense. Advertising has an educational role in that it teaches about new product and for use. It helps us shape an image of ourselves by setting up role models with which we can identify and it gives us way to express ourselves in terms of our personalities and sense of style through the things we wear and use. It also presents images capturing the diversity of the world in which we live. There are both negative and positive dimensions to these social roles. Furthermore, Wright (1995) asserts that it is considerable more to make a personal call on a house hold business executive than to deliver a message by mass communication to the same house. Churchill (1998) states that advertising nourishes the consuming power of men, creates wants for better standards of living and also spurs individual exertion and greater production. Duncan (1994) opines that provided the consumer is free, firstly to agree with any particular product in preference to another, there is little scope for condemnation of persuasive advertising. Wildron (1997) states that advertising and positioning of products are the things needed by every producer to gather the required.

Wright (2002) further states that one of the specific benefits that advertising contributes to the economy is the replacement of more costly method of communication between the producers and consumers or users. This in other words implies that good advertising techniques:

- Increases the volume of sales of products.

- It also influences target groups as well as the products that have encountered public problem
- It builds up the interest in a product category.
- Assist in repositioning and most importantly expose features, benefits and advantages of the product

4.7 MANAGING ADVERTISING PROGRAMME

4.7.1 DEVELOPING THE ADVERTISING PROGRAMME

Worlu, Kehinde and Adebuyi (2011) explain that in developing a programme, the firm must always start by identifying the target market and buyer motives. This will lead to making the five major decisions in developing an advertising programme known as “the five Ms.” This five M’s are summarized in the diagram below.

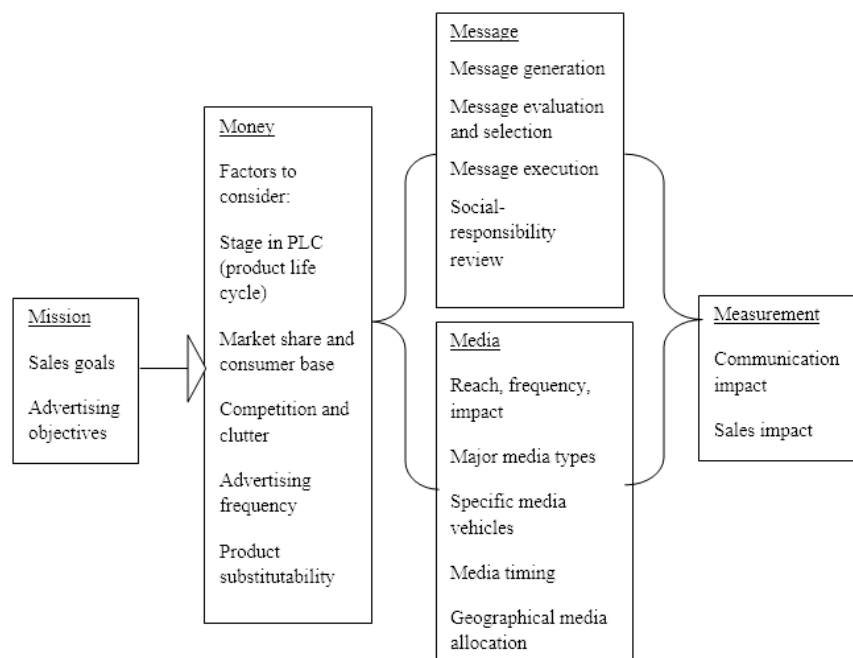


Figure 1: The Five (5) M's. of Advertising

Source: Kotler, P. Armstrong, G, Saunders, J. and Wong, v. (1999). Principles of marketing, 2nd Edition, Prentice Hall, European.

- Mission: this is the objective; this mission could be to introduce a new product, to remind customers of an existing product, to introduce a sales promotion. It all depends on the advertiser’s mission.
- Money: how much can be spent, this is a major question considered here. In doing this the following factors are considered. Stage in the product life cycle, consumer base, Market share and advertising frequency, competition and cluster, product sustainability.
- Message: What message should be sent, it is concerned with the nature of message the advertisers relay to the customers. In doing this it passes through the following steps: Message generation, Message evaluation and selection Message execution Social-responsibility review

- Media: Where to place the advertisement, this is basically concerned with where the advert will be placed. The medium in which the message gets to the customers, in doing this the advertisers examine the following factors: Reach, frequency, Impact, Major media types, Specific media vehicles, Media timing, and Geographical media.
- Measurement: how should the result be evaluated, to any task that is taken a measure is ought to be taken also to ascertain whether the goals are met or not. In advertising, the advertisement's objectives are measured through; communication effects and sales effects.

This diagram of the five M's of advertising has a relationship with the research topic, as advertising has to be managed in the right way to achieve pre-determined goals of an organization. These goals includes, customer repurchase, customer loyalty, increase sales, increase market shares.

4.7.2 SETTING THE ADVERTISING OBJECTIVES

Advertising objectives are goals which the advertiser hopes to achieve in the near term. Smith (2001). Worlu, et al (2011) the advertising objectives must flow from prior decisions on target market positioning, and marketing mix. Objectives can also be classified according to whether their aim is to inform, persuade, remind or reinforce. Thus we have:

- Informative advertising: this aims to create awareness and knowledge of new product or new features of existing products.
- Persuasive advertising: this aims to create liking, preference, conviction, and purchase of a product or service.
- Reminder advertising: aims to stimulate repeat purchase of product and service.
- Reinforcement advertising: aims to convince current purchaser that they made the right choice.

4.7.3 ADVERTISING BUDGET

The achievement of communication objectives will depend upon how much is spent on advertising. Advertising generates income, but expenses must be controlled, and advertising, as well as all marketing communications, should show a profit. (Schultz 2001). Four methods of setting budgets are the percentage of sales, affordability, matching competition, and the objective and task methods (Kotler and Armstrong, 1999). In this connection, there are five specific factors to consider when setting the advertising budget.

- Stage in the product life cycle: new product typically receives large advertising budgets to build awareness and to gain consumer trail.
- Market share and consumer base: high market-share brands often require less of advertising expenditure as a percentage of sales to maintain market share. To build share by increasing market size requires large expenditures.

- Competition and clutter: in a market with a large number of competitors and high level of advertising spending, a brand should advertise more heavily so as to be heard. Even simple clutter from advertisements is not directly competitive to the brand that creates a need for heavier advertising.

4.7.4 CHOOSING THE ADVERTISING MESSAGE

Smith (2001) posits that, the message must be written from the point of view of the consumers not the advertisers. The criterion for deciding what should be included in the advertising copy is usefulness, that is, will it solve the problem faced by the consumers and does it provide believable evidence to make this claim credible. Advertising campaigns vary in creativity, advertisers go through four steps to develop a creative strategy, Worlu, et al (2011) which includes:

- Message generation focuses on creation or development of advertising message. This can be done by linking the brand directly to a single benefit.
- Message evaluation and selection focuses on the suggestion by saying that message be rated on durability, exclusiveness and believability. Success here means that the message will be effective.
- Message execution underscores the point that the message's impact does not depend only on what is said but also on how it is said. Some adverts aim for rational positioning and others emotional positioning. Social responsibility review requires advertisers and their agencies to be sure that the 'creative' advertising does not overstep social and legal norms.

4.7.5 DECIDING ON THE MEDIA

The media and vehicle must be one in which the audience are normally exposed to, for example if the children are to be used the television is the best media. (Nwokoye 1996). After choosing the message the next task is to identify the vehicle that will carry the message Worlu Kehinde and Adebuyi (2011). The steps here include:

- Deciding on reach, frequency and impact: Selection of media is finding the most cost-effective media that would deliver the desired number and type of exposures to target audience. Reach means the number of household exposed to a particular media schedule at least once a specified time period. Frequency means the number of time at least an individual of the house hold is exposed to the message.
- Deciding among major media type: the planner has to know the ability of the major media types that would deliver reach, frequency, and impact to the target audience. The major advertising media are: television, newspaper, radio, direct mail, magazines, outdoors, newsletter, telephone, and the internet.
- Selecting specified vehicle: the media planner must search for the most cost-effective vehicle in each chosen media type. The advertiser may decide to buy 30seconds of advertising on network television.
- Deciding on media timing: in choosing media, the advertiser faces both macro scheduling and a micro-scheduling problem. The macro-scheduling problem involves scheduling the advertising in relation to seasons and the business.

- Deciding on geographical allocation: a firm has to decide how to allocate its advertising budget over space as well overtime.

4.7.6 EVALUATING ADVERTISING EFFECTIVENESS

Worlu, et all (2011) emphasized that good planning and control of advertising depends on measures of advertising effectiveness. Most of the is spent by agencies on pretesting adverts and much less is spent on evaluating their effectiveness. Most advertisers try to measure the communication effect of an advert i.e. its potential effect on awareness, knowledge, or preference. They would also like to measure the adverts sales effect. Kotler (1998) suggested two broad ways, Communication effect research and Sales effect research.

Communication Effect Research

Kotler (1998) explains that, communication effect reach seeks to determine if an advertisement is communicating effectively. It could be done before or after the advertisement is put into the actual media.

There are three methods of advertising pretesting;

- Direct rating: this expects a consumer panel to determine advertisement and ask them to rate the messages. Those direct rating are used to evaluate advertisement attention, read through, cognitive effective and behavioural strength.
- Portfolio tests: this allows consumers to view and/listen to a portfolio of advert taking as much time as they need. Respondents are then asked to recall all advertisement and their contents, aided or unaided by the interviewer. This recall level indicates an advertisements level to stand out and its message to be understood and remembered.
- Laboratory tests: these are equipment used to measure consumer's psychological reactions, heartbeats, blood pressure and pupil dilation or perspiration to an advertisement. This method measures an advertisement attention getting power but reveals nothing about the impact of advertisements on the beliefs attitude or attentions.

Sales effect research

Kotler (1998) states that, advertising research method is generally harder to measure than the communication effect method. Sales are influenced by many factors besides advertising such as; the product features, price and availability of competitor's action. The fewer or more controllable the other factors, the fewer for it to measure advertising impacts on sales. The sales impact is easiest to measure in brand or corporate image building advertising. Two approaches can be used to measure sales effect:

- Historical approach: this involves correlating past sales of advertising expenditures
- Experimental design: this method is used to determine if the organization is overspending or under spending on advertisement. They set aside some sales territories and instead of spending the normal percentage of advertisement to sales, the company spends more in some and less in others

4.8 CRITICISM OF ADVERTISING

Scholars have identified a number of shortcomings which can be traced to Advertising. These include:

- For advertising critics a serious problem is that, "the long standing notion of separation between advertising and editorial/creative sides of media is rapidly crumbling" and advertising is increasingly hard to tell apart from news, entertainment or information. The boundaries between advertising and programming are becoming blurred.
- Advertising critics see advertising as the leading light in our culture. Sut Jhally and James Twitchell go beyond considering advertising as a kind of religion and that advertising even replaces religion as a key institution.
- Advertising also often uses stereotype gender specific roles of men and women reinforcing existing clichés and it have been criticized as "inadvertently or even intentionally promoting sexism, racism, heterosexuals, ableism, and ageism. At very least, advertising often reinforces stereotypes by drawing on recognizable "types" in order to tell stories in a single image or 30 second time frame."
- Kalle (1999), one of the most outspoken critics of advertising, considers advertising "the most prevalent and toxic of the mental pollutants. From the moment your radio alarm sounds in the morning to the wee hours of late-night TV microjolts of commercial pollution flood into your brain at the rate of around 3,000 marketing messages per day.

4.9 CUSTOMER LOYALTY

Loyalty embodies a willingness to support the objects of one's loyalty and to continue that support over the long term, thus forming an attachment and commitment on the part of the customer to a supplier's offering Shaar (1967, 486). While Dick and Basu (1994, 99) defined loyalty as relationship between relative attitude towards an entity and repeat patronage behavior. Many authors in this sense have recognized that segmenting loyal can assist in developing an understanding of the nature of loyalty orientation and can inform appropriate marketing actions. A model of loyalty segmentation is proposed by Dick and Basu (1994) they argue that loyalty is determined by the strength of the relationship between relative attitude and repeat patronage, and that it has both attitudinal and behavioral elements. Customer loyalty is described as occurring when customers repeatedly purchased a good or service over time; and has positive attitudes towards a good or service, or towards the company delivering the good or service (Wong and Sohal, 2003).

4.9.1 TYPES OF CUSTOMER LOYALTY

Feurst (1999) divides customer loyalty into four different types. He tries to categorize the concept of loyalty on the basis of the force that provides the loyal behavior. The categories are graded by how strong the loyalty is. Customers are more engaged in the offer when the grade of loyalty is high and thereby customers are harder for competitors to get. The grades go from enforcement from the outside to inner commitment. The

first two grades are easier to create if set in relationship with the other two, but at the same time these customers are easier for competitors to steal. The first grade is:

- **Forced Loyalty.** Obstacles categorize this grade. These can be, lack of time, lack of alternatives, or that it is laborious or expensive to change supplier. An example could be that you choose a bank close to you geographically, even if there are better alternatives.
- **Bought Loyalty.** This is consciously chosen loyalty. It is based on some sort of bonus that customers receive in money or discount, if they are loyal. An example could be that the customers are loyal because when they buy five of something they get the sixth for free.
- **Practical Loyalty a, Habit.** This is unconscious loyalty. The customers' choices are based on routines. Customers always use one supplier and will continue to do so without thinking about it. If they change, they will choose within an evoked set of suppliers. For example when customers use the same hairdresser all their lives.
- **Convenience.** Customers are aware of their loyalty to the easier way of doing things that the offer supplies.
- **Engaged Loyalty Quality.** Customers are aware of their loyalty to the functionality of the service or product. The customers have certain demands on quality that the supplier provides.
- **Engaged Loyalty Commitment.** The customers are aware of their loyalty to a symbolic value, or status and social values and inner awards. They get certain feeling when using the service or product. A common example in literature is Harley Davidson Motor cycles. Soderlund (2001) divides loyal customers into two main groups, loyal customers and strongly loyal customers. Within the loyal group there are satisfied and unsatisfied customers. The satisfied customers do not have to be loyal but there is a correlation between satisfied customers and loyal customers. There are unsatisfied customers who are loyal.

4.9.2 THE FOUR CS OF CUSTOMER LOYALTY

Captive are customers who continue to patronize a brand or service, because they have no real choice. Customer is captive to the brand with limited experience of any other brand. **Convenience- seeker** is customer who is just satisfied by the brand, they do not have either positive or negative view about the brand with low involvement with.

Contented are customers who have a positive attitude to the brand, but not interested to additional purchasing.

Committed customers are satisfied and happy customers with the brand, and cannot be attracted by competitors. In this research we are interested into loyal committed customer who are happy with the service even the existence of strong competitors.

5. METHODOLOGY

The paper used survey research method with structured questionnaire which were administered among sampled respondents. A total of One hundred and fifty questionnaires were distributed, while one hundred and thirty six were returned out of which five questionnaires were rejected because they were not properly filled. This means that the researchers made use of one hundred and thirty one questionnaires that were properly filled. Based on the nature of the hypotheses generated earlier, the information gathered through the questionnaire was analyzed using correlation and ANOVA test statistics.

5.1 HYPOTHESIS TESTING

For the purpose of this research, there were three hypotheses as earlier stated in chapter one (1) of this work. These hypotheses are seen as tentative answers to the research questions in that same chapter, these hypotheses have to be tested to either know if they should be accepted or rejected as the case may be. These three hypotheses are listed below for proper work to be done on them using the SPSS tool and the Pearson's correlation analysis method and regression analysis for this to be effectively done. The testing of hypotheses and their final interpretation would help this research to know what final decision to take at last. They are;

Hypothesis One

H₀: Creativity in advertising does not affect customer purchase decision.

H₁: Creativity in advertising affects customer purchase decision.

Objectives: To determine how creativity in advertising affects purchase decision.

Table 1 Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.473 ^a	.224	.212	.63902		
Source: Field Survey 2014						
a. Predictors: (Constant), Unilever advertising displays creativity, There is need for creativity in advertising						
Table 2 ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	15.091	2	7.545	18.478	.000 ^b
	Residual	52.268	128	.408		
	Total	67.359	130			
Source: Field Survey 2014						
a. Dependent Variable: Creativity in advert affects purchase decision						
b. Predictors: (Constant), Unilever advertising displays creativity, There is need for creativity in advertising						

Table 3 Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.701	.172		4.086	.000
	There is need for creativity in advertising	.418	.083	.410	5.046	.000
	Unilever advertising displays creativity	.138	.076	.148	1.822	.071

Source: Field Survey 2014
a. Dependent Variable: Creativity in advert affects purchase decision

R=.473, R square=.224 F=18.43, S=.000

The linear regression technique was used in estimating the extent to which creativity in advert affect purchase decision of Unilever product. The results indicates that there is positive relationship between creativity and purchase decision of Unilever advert as shown by the value of beta .410, this association is significant as shown by the p-value of .000. There is a positive relationship between Unilever advertising creativity and purchase decision as indicated by the beta value of .418; the association is however significant as shown by the p-value .071.

However the model summary suggests that 22.4% variation in creativity in advert affect purchase decision could be explained in the independent variable. That is, the selected variables can only influence a 22.4% change in dependent variable. The ANOVA table tests the null hypothesis to determine if it is statistically significant, the result from the model is statistically significant (sig=.000) and hence the null hypothesis should be rejected.

Decision rule

Reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁) therefore creativity in Unilever's advert affects purchase decision.

Hypothesis two

H₀: There is no relationship between advertising campaign and customer motivation.

H₁: There is a relationship between advertising campaign and customer motivation

Objectives: To identify the relationship between advertising campaign and customer motivation

Table 4		Correlation	
		Unilever advertisement motivates me to purchase their product	Advertising campaigns of Unilever is highly promotional
Unilever advertisement motivates me to purchase their product	Pearson Correlation	1	.651**
	Sig. (2-tailed)		.000
	N	131	131
Advertising campaigns of Unilever is highly promotional	Pearson Correlation	.651**	1
	Sig. (2-tailed)	.000	
	N	131	131

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

Source: Field Survey 2014

Using Person's correlation, there was a significant positive relationship between the two variables; advertising campaign and customer motivation [r=0.651, n=131, p=.000], this means that advertising campaign and customer motivation are correlate therefore there is a positive significant relationship between them. The R-

value shows the direction and the strength of the correlation. The bigger the value the more significant it is. ** means the null hypothesis can be rejected since $r=0.651^{**}$. The p-value, decision criteria is to reject the null hypothesis if $p \leq 0.05$. If $p \geq 0.05$ then the correlation is considered to be insignificant but if (meaning that the researcher can be 95% confident that the relationship between these two variables is not due to chance) then the correlation is considered to be significant. In this case $p=0.00$, hence reject the null hypothesis.

Decision rule

The correlation ($r=0.651$, between advertising campaign and customer motivation is highly significant at 0.01 level therefore, we reject the null hypothesis (H0) and accept the alternate hypothesis (H1). This means that a significant positive relationship exists between advertising campaign and customer motivation.

Hypothesis three

H₀: Frequency of advertising has no effect on customers' purchase of a product

H₁: Frequency of advertising has an effect on customers' purchase of a product

Objectives: To measure the effect of advertising in customer repurchases of product

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.168	.155	.99646

Source: Field Survey 2014
a. Predictors: (Constant), i prefer purchase products that are equally advertised

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	25.576	2	12.788	12.879	.000 ^b
	Residual	127.095	128	.993		
	Total	152.672	130			

Source: Field Survey 2014
a. Dependent Variable: My re-purchase of products is due to frequency of adverts
b. Predictors: (Constant), i prefer to buy a number of products because of the frequency of Advert.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.927	.300		3.092	.002
	A number of companies advertise their product	.381	.111	.284	3.424	.001
	i prefer to buy product because of its advertisement	.258	.091	.236	2.842	.005

Source: Field Survey 2014
a. Dependent Variable: My purchase of product is due to the way the product is advertised

R= .409 R square=.168 F=.12.87 S=.000

In estimating the frequency of Adverts and customer purchases, linear regression technique was used. The results indicates that there is a positive relationship between frequency of Advert and customer purchases

which is indicated by the beta value which is .284, the association is however significant as indicated by the p-value .001. There is a positive relationship between frequency of Advert and customer repurchases which is indicated by the beta value which is .234, the association is however significant as indicated by the p-value .005

However, the model summary suggests 16.8% variation in frequency of Adverts and customer repurchase could be explained by the independent variable. That is, the selected variable can only influence a 16.8% change in dependent variable. The ANOVA table test the null hypothesis to determine if it is statistically significant, the result from the model is statistically significant (Sig=.001) and hence the null hypothesis should be rejected.

Decision rule

Reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1) therefore product purchases is affected by frequency of Adverts.

6. CONCLUSION

Advertising works by influencing behavioural pattern of consumers which in turn helps in building continuous consumer patronage of products/services and thereafter ensuring brand loyalty of product purchased. Advertising delivers information which potential consumers use in making purchase decisions. It helps in delivering persuasive messages about a brand and this helps in creating positive beliefs and feelings about the product and the organization that actually produced the products.

Advertising promotes customer loyalty to products. It ensures that customers repeatedly purchase goods/services overtime and makes customers to have positive attitude towards goods and services, and by extension towards the company delivering the goods or services.

Creativity of advertising messages in the various media as well as frequency of the advertisement in the media have strong positive effects on customers purchases. It is also worthy to note that repeated advertising campaign in the media has effect in motivating consumers to purchase the product being advertised. This quality commitment on the part of customers towards products whose adverts are creatively produced and media campaigns are run in mass media that are customer friendly.

7. POLICY RECOMMENDATIONS

- Organizations must ensure they creatively create needed awareness about their products/services across to target customers. Such messages been sent across to target audience should bring consumers from a

stage of unawareness → awareness → knowledge → liking → preference → conviction and finally → purchase of the products.

- Advertising messages must be done in such a way as to really promote product benefits across to target consumers. These messages must be done in such a way as to improve the peoples' living standard.
- Company must constantly use their adverts to sponsor a number of media programmes. This will afford target audience to watch free media programmes such as we have in Nollywood and Hollywood etc. These free media programmes been watched by target audience create good relationships between the company sponsoring these adverts and target audience.
- Organizations should advertise their products in media loved and treasured by their audience so that association with such media will enhance and add value to the products/services advertised in such media.
- Organizations should adopt integrated marketing communication approach in their communications with target audience.
- Organizations should use highly creative advertising agencies which will help create effective and highly competitive adverts that can efficiently sell the products and create good image for the company and its products.
- In designing an effective advert message that can promote good client-customer relationship, advertising agencies must use worthy and credible society celebrities. This will make consumers transfer the love they have for such adverting messages to the products, amongst others.

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