
THE IMPACT OF ADVERTISING ON SALES VOLUME OF A PRODUCT

A case study of Starcomms Plc, Nigeria.



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ABSTRACT

The major aim of this thesis was to demonstrate the impact of advertising on the sales and profit of a business organization taking Starcomms Plc as a case.

Longe (2001) defined advertising as any personal paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to present and promote a product, services and idea.

Good advertising requires competent personnel including a number of specialists to enable it thrive in the ever dynamic and competitive business environment.

It is therefore imperative that key personnel in departments that are directly involved to be carefully selected and positioned to ensure continuous success.

In recognizing the role advertising can play a growing number of companies and establishments have to embark on a nationwide advertising campaign. Advertising campaigns obviously informed by depressed consumer demand, thrive by persuading the consumer on the need for consumptions.

At the completion of this thesis, the impact of advertising at Starcomms was clearly defined and it should have become a continuous practice for Starcomms..

Keywords Advertising, distinct image, for Starcomms.

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1 INTRODUCTION

1.1 Background Information

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

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

This thesis however, centers on the impact of advertising on the sales volume of a product. This work will shed light on how advertising can really affect a consumer's buying decisions in a growing economy like that of Nigeria and how successful advertising can keep businesses going even in the midst a tough competition.

More so, advertising as a promotional tool also tends to remind, reassure and influence the decisions of the consumers because an advertisement itself enlightens, educates, and persuades consumers on their acceptability of the product offering.

Advertisement in such a media as print (newspaper, magazines, billboards, flyers) or broadcast (radio, television) typically consist of pictures, headlines, information about the product and occasionally a response coupon. Broadcast advertisement on the other hand consists of an audio or video narrative that can range from 15seconds spots to longer segments known as infomercials, which generally last 30 to 60 minutes. (Busari 2002)

Advertisements can also be seen on the seats of grocery carts, on the wall of airport walkways, on the sides of buses, airplane and train. Advertisements are usually placed anywhere an audience can easily and/or frequently a access visual and/or video. (Busari 2002)

1.2 Objectives of study

In a growing economy such as Nigeria, it is often very difficult to have a regular and consistent increase in the sales volume of a product because of the political and socio-economic instability in the country which directly affect the standard of living and the purchasing power of the consumers.

This thesis is based on the drive to know the effect of advertising on the sales volume of a product in a company and how this sales volume can keep the company going in business.

In order not to deviate from the original intention and motive, the following will therefore outline the objectives which the thesis intends to achieve. They are as follows:

To assess the extent to which an advertising programme reflects on the sales volume of a product.

To identify the major merits and demerits of advertising.

To get to know the concepts of advertising and its various forms.

Marketing problems often have far reaching effects on any company and if neglected can cause a great threat to the continued existence of the company, especially in the area of advertising as an aspect of corporate communication. (Giles 1997)

In the light of the above statement, examining the impact of advertising on the sales volume of a product, using Starcomms Plc as a case is therefore a significant undertaking. The market is such that consumer tastes are increasingly differentiated and maintenance of high service quality in the face of rising cost of essential factors is needed.

The market is also characterized by a multiplicity of advertisements. Advertising of various competing brands in the major telecommunication segments is increasing very rapidly and consumers are now more knowledgeable.

Starcomms Plc is faced with both a competitive and dynamic market setting, though the company is doing many things to maintain its leadership role in the industry. The company has also adopted intergrated marketing concepts as the basis for its marketing operations. It has become necessary for the company in order to continue informing and reminding its customers on how its brand services are different from the others in the market.

Every business organization that is determined to succeed has to adopt an effective system for the promotion, distribution and sales of its services. In order to fully understand the situation the problem has to be determined if advertising has any impact on the volume of sales for the consumer preference of a particular service.

Advertising has already been defined as a paid form of non-personal communication which co-ordinates all seller initiated efforts to inform and persuade in order to facilitate the sales and acceptance of products and services or ideas. To this end this thesis would focus on what kind of an effect advertising activities of Starcomms Plc has on the sales volume of the company's products service. (Hawkins, 2001, 231-238)

Another issue is the management determines which advertising tool will be the most effective. The advertising program of the company and a cost/

benefit analysis of the advertising tools employed by the company were examined in the research.

Research question

Does advertising have an impact on the sales volume of a company's products and services?

1.3 Research hypotheses and limitations of the study

For the purpose of this study, the hypotheses available are as follows;
That the advertising programmes of Starcomms Plc have no impact on the sales volume of their products.

That there is no positive or significant relationship between advertising and sales volume.

That there are no benefits in various advertising programmes employed by the organization.

This research study was constrained by inadequate data and information, release of information, and the location of the company used as a case study. These factors may have somehow limited the outcome of this research work.

This research work was designed to examine the impact of advertising on the sales volume of a company, but the data was restricted to information collected from the management and some consumers.

1.4 Starcomms Nigeria Plc.

Established in 1999, Starcomms is today the largest Fixed Wireless Telecommunications provider in West Africa. With the company's deployment of the world class CDMA technology in 2002, the company have exponentially broadened our subscriber base to over 3,200,000 customers all over Lagos, Ibadan, Port Harcourt, Maiduguri, Kano, Aba, Onitsha, Abuja, Asaba, Zaria, Benin, Kaduna, Abeokuta, Calabar, Warri, Owerri, Uyo, Ilorin, Shagamu, Ijebu Ode, Calabar, Sapele, Umuahia, Awka, Nnewi, Rano, Ogbomosho, Katsina, Jos, Bauchi, Enugu, Agbor, Suleja, Jaji, Gwagwalada, Ikot Ekpene, Oron and Eket - a subscriber base that continues to grow in leaps.

(http://www.starcomms.com/about_us.aspx)

In 2006, Starcomms launched 3G EVDO mobile broadband Data service that gives customers a smart, fast, convenient and mobile access to the internet (a first in Nigeria, and in West Africa). This followed the launch of the Value added services Fun Box; offering a variety of services that enhance the lifestyle of our users. These services include: 'Dash me credit' (airtime transfer), 'Talk Your Text' (Voice SMS), Voice conferencing involving up to 30 users at a time.

Starcomms is the first operator to launch 'Instant messenger' on mobiles in Nigeria, Location based service(star Track) to locate family and friends, SMS2Email service for sending and receiving mail with the ease of SMS.

Still in 2006, Starcomms took yet another giant leap when the Nigerian Communications Commission (NCC) granted it a Unified License. This enabled Starcomms to operate as a mobile CDMA network nationwide.

Early in 2007, Starcomms redefined voice services, in 2 distinct categories; Mobiles and Fixed. Our 07028 mobile number series, introduced Freedom Roaming.

Tariffs for mobiles and the use of RUIM cards - offering subscribers full mobility – subscribers can now roam from one Starcomms coverage city to another on the same number and charging plan.

As the African leader in the commercialization of CDMA, Starcomms continues to demonstrate its expertise in maximizing the performance of new technologies across its infrastructure equipment and subscriber products in order to meet customer expectations.

Today with our 0702-8, 0702-9, 08190, 08191 series, we remain the most poised in providing our customer's great experience of mobile and fixed/wireless with a wide range of flexible and innovative services some; the first of their kind in Nigeria.

Market Position: Starcomms is proud to be Nigeria's largest CDMA 3G Mobile Network A clear leader in the introduction of innovative products and services to the Nigerian market, continuously enhancing and simplifying the lifestyle of our customers.

http://www.starcomms.com/about_us.aspx

OUR VISION

To be among the 3 largest mobile operators and the premier provider of world-class, fixed and wireless communications solutions.

OUR VALUES

PRIDE

PURSUIT OF PERFECTION

Attract and retain the best talent in the industry

Focus on growing profits and increasing returns

RESPECT

Our unity is in our diversity

Collaborate and integrate with customers, partners and ourselves

INNOVATION

Develop services and technical solutions driven by customer needs

Focus on providing complete solutions instead of selling hardware

DEDICATION

Demonstrate ownership and drive at every level

Focus and execution from inception to deployment

EXCELLENCE

Listen to our customers and partner with them

Continued refinement and re-engineering

STAFF: With over 820 employees nationwide, starcomms Plc boasts of a strong team that's poised to build a great/customer friendly telecommunication company across Nigeria.

Our success as a company is built on the strength of our team members who consist of excellent professional manpower.

At Starcomms, we dedicated team players who seek to provide products and services that are in line with our subscribers' telecommunication requirements. We seek to establish a success driven company that is borne out of our resolve to always put our customer needs first.

Our staffs are passionate about excellent service delivery; we guarantee quality service across the country in all our various services.

http://www.starcomms.com/about_us.aspx

1.5 Definition of key terms

Advertising: This is any paid form of non-personal presentation of idea, goods or services by an identified sponsor.

Advertising Agencies: These are usually independent business organizations comprised of creative and business personnel, who develop, prepare and place adverts for organizations so as to attract and influence consumers' behaviour towards a product or service.

Consumer: This is the person(s) to which the advertisement and products/services are directed. Here they are also known as buyers of a company's product.

Outdoor Media: These cover the use of billboards, sign posts, posters, handbills, etc. in communicating the advertising message to the consumers.

Electronic Media: These include radio, television, the internet, etc and can be either local or international.

Market: This is usually the strategic location or place where the company's consumer/buyers are situated or where they go to buy the products/services of their choice. The market place offers different products/services to different consumers.

Producer: This is the organization or firm that provides a product or that delivers services for consumer consumption.

Sales Volume: This is used to measure the amount, usually in cartons/crates, etc, of the product being sold at a given point in time. This is commonly used as well with products but it could be as used within a service company.

Transit Advertisement: A relatively minor volume of the advertisement placed in or on public buses, taxis, cars and other commercial vehicles.

Product: This can represent anything a consumer acquires or might acquire to meet a perceived need. The need not necessarily need to be satisfactory. Some product might not satisfy their needs.

Sales: This is a process of selling something such as a product, ideas or services. It also covers the number of goods or services sold at a given point in time. (Arowomole, 2001, 17-25)

2 ADVERTISING IN NIGERIA

2.1 Historical background of the study

The practice of advertising is as old as man. According to Keller (2005), the urge to advertise seems to be a part of human nature evidenced since ancient times. One of the earliest means of advertising was the use of signs. Early craftsmen used signs to advertise their wares and some traders like the Phoenicians planted commercial messages on prominent rocks. They were among the forerunners of modern day advertising.

However, excavations at Pompey reveal that each little shop had an inscription on the wall next to the entrance to tell the passerby whether the shop was the place to buy bread, drinks or other goods.

A significant event in the development of advertising was the invention of a system of casting moveable type by the German, Johannes Guterberg in 1384. The event revolutionized communication methods for the whole world. (Keller 2005)

William Catton, an early printer made advertising history in 1478 when he printed a handbill, regarded as the first printed English advert. In the handbill there was the advertisement of his book called “SALISBURY PYE”, handbook of ruler for the guideline of the clergy at Easter. (McHugh, 2000, 451)

Evolution of advertisement in Nigeria

Nigeria’s first newspaper, called “IWE IROYIN” was first published in 1859. The paper set the landmark for the development of modern advertising in Nigeria.

In a sense, one can say that advertising just like other disciplines came via our colonial master. However, this is not to conclude that we did not have some form of traditional advertisements before the arrival of the colonialist, there were e.g. town criers used by the king in the delivery messages, in the past. For a message to go across to the members of the public a town crier was sent out to do so. (Arowomole 2002)

2.2 Theoretical framework

As is generally known that the role played by advertising is increasing the sales volume of any company’s product at any point in time cannot be overemphasized. As a matter of reality, it has contributed immensely to increasing growth of many companies in various industries. This is because it goes a long way in placing positive image about the companies’

products in the mind of potential consumers; this can also influence their buying behavior.

However, the formal study of this write-up requires an understanding of its definitions because advertising itself means different things to different people, i.e. there are many definitions to it as there are many authors.

In a study of the consumer view of advertising carried out in 1974 by the American Association of Advertising Agencies, more than half of the respondent described advertising as a channel of information from the manufacturer to consumer, some said it is manipulated, propaganda, and misleading.

Many scholars, professional bodies and associations and various authors have given diverse definitions of advertising. However, it is noteworthy that each definition is unique on its own, thus, we can say advertising is a complex field.

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

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

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

Gillian (1982) views it as “means of drawing someone’s attention to something or notifying or informing somebody of something”.

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

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

Non Personal

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

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

Communication

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

Information

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

Paid form

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

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

Identified sponsor

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

This equally establishes the truthfulness of the message unlike propaganda which is another promotion with anonymous or hidden sponsors. A company sponsors advertising in order to convince and influence people to buy its products. All these can be shown in model:

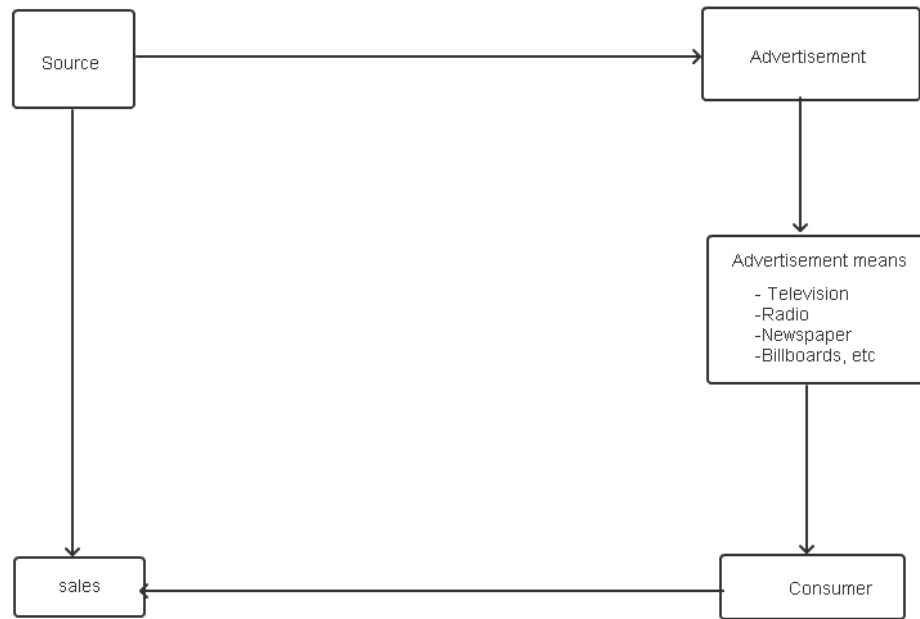


Figure 1 Model of Advertising (Osuagwu (Linus) 1997, 185)

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

The advert message is put into a symbolic form such as pictures, written words or spoken words. The message is then transmitted to the consumer via means of advertisement like television, radio, newspaper and so on. But, advertisement cannot produce immediate sales; sales may come in the long run, since consumers normally don't switch from uninterested individuals to convinced consumers in one instant move or day. (Richard F.T., 1996)

2.3 Importance of advertising

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

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

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

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

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

- Retail advertising: Advertising to consumers by various retail stores such as supermarkets and small stores.
- Trade advertising: Advertising to wholesalers and retailers by manufacturers to encourage them to carry their products.
- Industrial advertising: Advertising from manufacturer to other manufacturers known as “business-to-business” advertising.
- Institutional advertising: Advertising designed to create an attractive image for an organization, rather for a product.
- Product advertising: Advertising for a good or service to create interest among consumers, commercial and industrial buyers.
- Advocacy advertising: Advertising that supports a particular view on an issue (e.g. an ad in support of fake food and drug control). Such advertising is also known as cause advertising.
- Comparison advertising: Advertising that comprises competitive products.
- Interactive advertising: Customer- oriented communication that enables customers to choose the information they receive, such as interactive video catalogs that allows customers select items to view.
- Online advertising: Advertising messages that are available by computer when customers want to receive them.

Advertising using infomercials

One fast growing form of advertising is the infomercial. An infomercial is a television program devoted exclusively to promoting goods and services. Infomercials have been successful because they show the product in great detail. A great product can sell itself if there's some means to show the public how it works. Infomercial provides that opportunity.

Using technology in advertising

The technology revolution is having a major impact on advertising. For example, promoters are using interactive television to carry on a dialogue with consumers instead of merely sending them messages and they are

using CD-ROM technology to provide more product information than ever before.

Advertising on the World Wide Web is a recent phenomenon. Price of web-based advertising space is dependent on the relevance of the surrounding web content and the traffic that the website receives. Others are adverts through E-mail (unsolicited bulk e-mail advertising is known as “spam”), unpaid advertising i.e. word of mouth, SMS text messages, etc. (Philip Kotler,2005,443-446)

2.4 Purpose of advertising

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

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

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

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

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

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

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

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

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

- It helps to familiarize consumers with the new style of product in the market.
- Alert and sensitizes member of marketing channel.
- Helps to reduce consumer dissonance.

Future of advertising

Advertising has gone through five major steps of development: domestic, export, international, multinational and global. For global advertisers, there are four potentially competing business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximizing local effectiveness of ads and increasing the company's speed of implementation.

Born from the evolutionary stage of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions, and importing ideas that travels.

2.5 General impact of advertising on products and services of Starcomms plc.

This part of thesis is aimed at discussing the genuine impact that advertising has been playing on the sales volume of the product and service of Starcomms.

The development of advertising as the major factor has contributed to the increase in sales volume of any product in Nigeria, even in the world at large. To be sincere, hardly will any product survive in a competitive market without any means of advertisement.

During this work, all effort were made to get some actual figures regarding profit margin when the advertising hold very strong part of the business and how the profits were negatively affected at the fall of this practice but as part of the company policies, it was not allowed.

Nigeria's largest communication network MTN were able to double its profit it reap in South Africa for three years within two years in Nigeria due to an intensive and effective advertisement they put in place. Big corporation like NB Plc, MTN, Nestle, Cadbury, and so many banks know the impact of advertisement, to the extent that they always spend so much to release series of advert from time to time in order to increase their product and service sales.

The economic effect of this on the sales volume is that it makes proper identification of individual brand known and their advertisements easier while the brands advertised are easily recognized at the point of purchase. This has helped to build brand preference for Starcomms's Talk de Talk product all over Nigeria.

As generally known that reputation connotes emphasis, the more the products and service of Starcomms are being advertised especially during sport sponsorship, educational events and many social functions, the more the advert is registered in the brains of the consumers. Even someone who does not always watch TV but due to the love the person has for sport, he has no choice but to see such adverts, hence advert can change the orientation of such consumer alongside influence his buying behaviour and increase his taste for such product above all other branches.

Information is the fastest travelling element than any other thing in the world. Even communication comes through information. If information is not necessary, communication would have been useless.

Since advertising is all about communication of the existence of product to consumers, it has been tool that generates sales for most organizations yearly.

This is because advertisement travels faster and wider than personal selling, direct marketing, public relations and other tools of promotional activities put in place by a company. It travels faster than the product itself, the advertisement has gotten to the place where even the product is not available.

A good advertisement has served as a saviour to this product under many circumstances even the midst of severe competition for other related competitive products or services. It has been the major tool that went all the way in changing consumers' negative impression about the product and persuades them to purchase.

Advertising has effect because it has set the product apart as being different and superior to other brands, it has been argued by Ferguson (1974) that "advertising increase barriers to entry and reduces competition on measured by increase in monopoly profit".

The argument that advert reduces competition is based on the assumption that the cost of advertising, a new product is prohibitive for any but the large firm in the industry. In order words advertising superiority enables large existing product to block new competitors from entering into market and result in the establishment of monopoly with high price.

Advertising has been a great weapon for Starcomms over the years and this has really given them edge in their industry. Starcomms Commercially launched in 1999, Starcomms is today the largest Fixed Wireless Telecommunications provider in West Africa but gradually falling from where they use to be. Advertising and much of promotional activities has been great weapon adopted by Starcomms by very strong marketing team. In 2006, Starcomms launched 3G EVDO mobile broadband Data service that gives customers a smart, fast, convenient and mobile access to the internet (a first in Nigeria, and in West Africa). This followed the launch of the Value added services Fun Box; offering a variety of services that enhance the lifestyle of our users. These services include: 'Dash me credit' (airtime transfer), 'Talk Your Text' (Voice SMS), Voice conferencing involving up to 30 users at a time. This product package came with serious promotional gifts and basically aggressive advertising. Almost every street of major cities in Nigeria like, Lagos, Ogun, Ibadan, Abuja and Portharcourt felt the vibration of the aggressive advertisement. Just about two months after these marketing activities, the total number of customer sky rocket from 2million customers all over the country. This gave Starcomms wide margin of profit in less than

24months. The sales volume rose with about 60% far above what the recorded the previous year. There is no way advertising could be a dead issue for any company leading in their industry and aiming to achieve their corporate objectives.

In 2008, after Starcomms emerged as the first telecommunication company to be listed on Nigeria stock exchange. Its logo and “shuffle talk” a brand name appeared almost on every matches and commercial buses. This took Starcomms far again to hit 5million subscribers and definitely have great impact on sales volume of the products and services generally. Advertising has made Starcomms to stand out as Nigeria’s largest CDMA 3G mobile networks, a clear leader in the introduction of innovative products and services to Nigeria market.

Starcomms becomes household name with their intensive sponsorship of entertainment industry also in 2009. This brought them many awards from entertainment sector and give them edge as the preferred CDMA and wireless internet operator.

2.6 Advertising media used by Starcomms plc

Starcomms plc uses television, radio, and newsprint to communicate its products to their consumers. Here are some of the reasons for the various media used.

Newspaper: There are divisions of print media owned by either the government or individual organizations. There are major media published daily, weekly, or even monthly on a national, state, or region basis. They are bought and read largely for their news value and appropriate for announcing new products or new developments on existing products. This medium is used because they are widely read; carry a lot of information and the cost of information is comparatively low.

Magazines: These are another division of the print media. These are another division of the print media. There are various types of magazines such as health magazines, beauty, gossip, entertainment, sports, etc. Information about new and existing products is placed there to attract a particular section of the society.

Radio: In Nigeria today, radio station are seriously increasing in number and brands, hence giving room for a wider coverage. This is another easy way of passing message across to the general public.

Television: This has made significant impact in the field of advertisement. Advert through the television is an effect way of reaching consumers who have access to TV sets.

Commercials on television are shown on different stations and also on cable or pay television.

Adverts in a special programmes are done for certain products, it attract a class of viewers or a particular age group. As such advertisers should

study programmes that appeal to the people. The television adverts are effective for producers whose products are distributed and used nationwide. Firm uses this medium to communicate to new and loyal consumers because;

- The presence of various sound and movement all combined offer a great deal of creativity.
- It makes advertising to appear interesting and entertaining thereby capturing the attention of consumers, etc.

However, with all its effective and wider reach television has one major disadvantage, it is costly:

The picture and impression on television ads is to make lasting impression on viewers.

Adeyanju (1997) rightly put, it that, "radio is a simple medium in language, simple in production and transaction in nature. It's cheaper than TV, we have local, state, nation and even private radio stations in Nigeria". Due to this fact, consumers of a product always hear more adverts. The producer uses this medium as its present in virtually all state to directly communicate.

The television and print media are not always left out in the race to capture the widest market, though it's very expensive to run an advert on a regular basis, this producer will have no option than to expand its advertising strategies in order to carry along all the consumers because of the competitive nature of the industry.

Bill board: A billboard (also called a "hoarding" in the UK and many other parts of the world) is a large outdoor advertising structure (a billing board), typically found in high traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically showing large, ostensibly witty slogans, and distinctive visuals, billboards are highly visible in the top designated market areas. Starcomms have many of this all over the country and mostly on the highways connecting different states. They always choose a strategic position to erect their billboard in order to get the information across to the target audience.

Factors that determine the choice of media

The selection of advertisement media is a primary concern to an advertising agency. This is due to its paramount importance towards successful, effective and meaningful response from its advertisement messages. It is not enough to say the right thing about the right thing but to the right people using the right choice of media.

The factors that must be considered before arriving at the logical and possible decision in the choice of media are;

Cost of medium: The cost of medium varies, while some are very costly, some are relatively cheap. This must be weighted with the financial resources made available for the advertisement to ensure compatibility.

Product features: The nature of the product is very significant. Some products are very complex, while others are simple. The unique features of a complex product must be explained while simple products are more or less of a mass market.

Audience characteristics: This greatly influences the choice of not only the message but also equally the mean of advertisement.

Objectives of advertisement: The reason of advertising a product or service must be uppermost when choosing a medium. This is because each of the media has its own objective, therefore, for a round peg to be in a round hole, there must be coincidence of objectives.

Message characteristics: The message that each medium can contain equally varies. Therefore, for a better communication, the advertisement message must be in line with what the advertisement medium or media can obtain.

Location, Demography, Religion, etc: All these will determine the kind of advertisement message can be distributed. However, advertising research is key to determining the success of an ad in any country or region. The ability to identify which demerits and /or moments of an ad that contributes to its success is how economies of scale are maximized.

Once one knows what works in an ad, that idea or ideas can be imported by any other market. Market research measures, such as flow of attention, flow of emotion and branding moments provide insight into what is working in an advert in any country or region because the measures are based on the visuals not verbal elements of an advertisement. (Young Charles, 2005, 130-136)

3 RESEARCH METHOD

In this chapter, the method of data collection and analysis is discussed. The various steps which the study follows to solve the questions at hand is discussed.

3.1 Restatement of hypothesis

The hypotheses are:

That the advertising programme of the company has no impact on the sales volume of their product.

That there is no positive or significant relationship between advertising and the sales volume of a product.

That there are no benefits of various advertising programmes employed by the organization.

3.2 Determination of respondents and sample size

The respondents of this study are members of staff of Starcomms Plc, Nigeria and a few members of the public (Customers). Questionnaires were administered for this research work. Thirty members of staff and twenty-five members of customers constitute the respondents for this research work

The sample size of this research work refers to the number of respondents to whom the questionnaires were administered.

3.3 Methods of data collection

The data needed for this thesis work was collected through the use of primary and secondary sources. A well designed questionnaire was used. The questionnaires were administered to fifty-five (55) respondents including staff of Starcomms Plc and customers constituting the sample size. Responses to the questions were used to test the hypothesis.

3.4 Limitations of the research method

Similar to any research, this study has several characteristics that limit the generalization of its findings. There were some problems in collecting and collating the distributed questionnaires on time because of the attitudes of respondents. Secondly, a lack of funds made it very difficult to take the questionnaire to the respondents personally. Some questionnaires were not adequately completed either.

4 DATA PRESENTATION AND ANALYSIS.

The main objective of this chapter is to analyze, interpret and present the data that was obtained from the findings.

A total 55 questionnaires were sent out and 30 were fully answered and returned.

4.1 Table Analysis.

4.1.1 Section 1

Question 1: Sex

Table 1 Sex

| Variable | Frequency | Percentage % |
|----------|-----------|--------------|
| Male | 16 | 53.3 |
| Female | 14 | 46.7 |
| Total | 30 | 100 |

The above analysis (table 1) indicates that of the respondents who filled and returned the questionnaires males were 53.3% and female is 46.7%

Question 2: Age

Table 2 Age

| Variable | Frequency | Percentage % |
|----------|-----------|--------------|
| 18-25 | 16 | 53 |
| 25-35 | 12 | 40 |
| 46-above | 2 | 7 |
| Total | 30 | 100 |

It can be seen in the above analysis (table 2) that 18- 25years was the age of 53% of the respondent, age group 25- 25 years formed 45% and 46 years and above were 7% of the respondents.

Question 3: Education Qualification

Table 3 E.Q.

| Variable | Frequency | Percentage % |
|----------|-----------|--------------|
| NCE/OND | 5 | 17 |
| BSC/HND | 18 | 60 |
| MSC/MBA | 7 | 23 |
| Total | 30 | 100 |

The above analysis (table 3) indicates that most respondents were BSC/HND holders accounting for 60% of the respondents, while NCE/OND and MSC/MBA holders were 17% and 23% respectively.

Question 4: Designation

Table 4 Designation

| Variable | Frequency | Percentage % |
|-------------------------|-----------|--------------|
| Manager | 8 | 27 |
| Head of Department | 15 | 50 |
| Staff (Junior & Senior) | 7 | 23 |
| Total | 30 | 100 |

The table above (table 4) reveals that best of the respondents 50% were in the middle managerial level.

Question 5: Years of Service

Table 5 Years of service

| Variable | Frequency | Percentage % |
|----------|-----------|--------------|
| 18-25 | 16 | 53 |
| 25-35 | 12 | 40 |
| 46-above | 2 | 7 |
| Total | 30 | 100 |

The above table (table 5) shows that most respondents had been working for a period of 5 – 10 years which stands at 37%, below 2years 33% while respondents with work experience above 10 years were 30%

4.1.2 Degree of response tables

Question 1: Advertising will increase an organization’s target market and boost sales.

Table 6 Advertising

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 10 | 34 |
| Agree | 12 | 40 |
| Undecided | 7 | 23 |
| Strongly Disagree | 0 | 0 |
| Disagree | 1 | 3 |
| Total | 30 | 100 |

The table above (table 6) reveals that 34% of the respondents strongly agreed that advertising increases an organization’s target and boosts its sales, 40% agreed, 23% were undecided and 3% disagreed.

Question 2: Consumer buying attitude can be influenced through consistent advertising

Table 7 Consumer buying attitude

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 10 | 34 |
| Agree | 13 | 43 |
| Undecided | 3 | 10 |
| Strongly Disagree | 0 | 0 |
| Disagree | 4 | 13 |
| Total | 30 | 100 |

In the above table (table 7) 34% of the respondents strongly agreed, 43% agreed, 10% were undecided and 13% disagreed with the argument that advertising influences customer buying attitude.

Question 3: Advertising is a powerful tool capable of reaching and motivating large audiences.

Table 8 Audiences

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 18 | 60 |
| Agree | 11 | 36.7 |
| Undecided | 0 | 0 |
| Strongly Disagree | 0 | 0 |
| Disagree | 1 | 3.3 |
| Total | 30 | 100 |

The table (table 8) shows that 60% of the respondents strongly agreed that advertising is a powerful tool capable of reaching and motivating large audiences, 36.7% agreed and 3.3% disagreed.

Question 4: No product can survive competition without intensive advertisement.

Table 9 Product

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 7 | 23 |
| Agree | 21 | 70 |
| Undecided | 0 | 0 |
| Strongly Disagree | 0 | 0 |
| Disagree | 2 | 7 |
| Total | 30 | 100 |

In the table above 23% of the respondents strongly agreed, 70% agreed and 7% disagreed with the argument that without advertising no products can survive competition.

Question 5: The existing facilities and services in the advertising organization are considered inadequate to face any competition.

Table 10 Considered

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 0 | 0 |
| Agree | 4 | 13.3 |
| Undecided | 3 | 10 |
| Strongly Disagree | 16 | 53.3 |
| Disagree | 7 | 23.3 |
| Total | 30 | 100 |

In the table above (table 10) 13.3% of the respondents agreed, 10% were undecided, 53.3% strongly disagreed and 23.3% disagreed with the argument that existing facilities of the advertising organization were inadequate to face any competition.

Question 6: Advertising justifies the existence when it is used in the interest of public.

Table 11 Advertising

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 10 | 33.3 |
| Agree | 17 | 56.7 |
| Undecided | 1 | 3.3 |
| Strongly Disagree | 2 | 6.7 |
| Disagree | 0 | 0 |
| Total | 30 | 100 |

The data above (table 11) indicates that 33.3% of the respondents strongly agreed, 56.7% agreed, 3.3% were undecided and 6.7% strongly disagreed with the argument.

Question 7: Selection of advertising media is of primary concern to an organization.

Table 12 Selection

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 21 | 70 |
| Agree | 7 | 23.3 |
| Undecided | 0 | 0 |
| Strongly Disagree | 0 | 0 |
| Disagree | 2 | 6.7 |
| Total | 30 | 100 |

The above table (table 12) shows that 70% of the respondents strongly agreed, 23.3% agreed while 6.7% disagreed with the argument that selection of advertising media is the primary concern to an organization.

Question 8: An organization must consider its financial status before embarking on advertisement.

Table 13 Advertisement

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 10 | 33.3 |
| Agree | 13 | 43.3 |
| Undecided | 0 | 0 |
| Strongly Disagree | 0 | 0 |
| Disagree | 7 | 23.3 |
| Total | 30 | 100 |

The analysis above (table 13) shows that 33.3% of the respondents strongly agreed, 43.3% agreed while 23.3% disagreed with the argument that an organization must consider its financial status before embarking on advertisement.

Question 9: The effect/impact of advertising can change as the market grows older.

Table 14 Effect/impact

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 18 | 60 |
| Agree | 11 | 36.7 |
| Undecided | 1 | 3.3 |
| Strongly Disagree | 0 | 0 |
| Disagree | 0 | 0 |
| Total | 30 | 100 |

In the table (table 14) above 60% of the respondents strongly agreed, 36.7% agreed, 3.3% were undecided with the argument that the effect of advertising can change as the market grows older.

Question 10: Advertising gives room for product comparison.

Table 15 Advertising give room for product comparison

| Variable | Frequency | Percentage % |
|-------------------|-----------|--------------|
| Strongly Agree | 2 | 6.7 |
| Agree | 13 | 43.3 |
| Undecided | 5 | 16.6 |
| Strongly Disagree | 3 | 10 |
| Disagree | 7 | 23.3 |
| Total | 30 | 100 |

The analysis above (table 15) shows that 6.7% of the respondents strongly agrees, 43.3% agreed, 16.6% undecided, 10% strongly disagreed and 23.3% disagreed with the argument that advertising form a basis for comparison.

4.2 Testing for hypothesis

The chi-square distribution method was used to test the hypotheses. Its formula is

$$\chi^2 = \sum \frac{(o - e)^2}{e}$$

Where o = Observed frequency

e = Expected value

c = Column

r = Row

Level of significance is 0.05

TEST OF HYPOTHESIS 1: That the advertising programme of the company has no impact on the sales volume of their products or services.

Table 16 Hypothesis 1

| Gender | Male | Female | Total |
|----------|------|--------|-------|
| Positive | 11 | 13 | 24 |
| Female | 5 | 1 | 6 |
| Total | 16 | 14 | 30 |

$$\text{Observed value} = \frac{CT \times RT}{GT} = \frac{\text{Column Total} \times \text{Row Total}}{\text{Grand Total}}$$

$$\text{Male Positive} = \frac{16 \times 24}{30} = 12.8 \quad \text{Negative} = \frac{16 \times 6}{30} = 3.2$$

$$\text{Female Positive} = \frac{14 \times 24}{30} = 11.2 \quad \text{Negative} = \frac{14 \times 6}{30} = 2.8$$

$$\text{Expected value} = \frac{30}{5} = 6$$

| F_o | F_e | $F_o - F_e$ | $(F_o - F_e)^2$ | $(F_o - F_e)^2 \div F_e$ |
|-------|-------|-------------|-----------------|--------------------------|
| 12.8 | 6 | 6.8 | 46.25 | 7.71 |
| 3.2 | 6 | -2.8 | 7.84 | 1.31 |
| 11.2 | 6 | 5.2 | 27.04 | 4.51 |
| 2.8 | 6 | -3.2 | 10.24 | 1.71 |
| | | | | 15.24 |

Required Frequency = 15.24

Table 18 Significance table

| Optiom | F_o | F_e | $F_o - F_e$ | $(F_o - F_e)^2$ | $(F_o - F_e)^2 \div F_e$ |
|--------|-------|-------|-------------|-----------------|--------------------------|
| SA | 8 | 6 | 2 | 4 | 0.6 |
| A | 16 | 6 | 10 | 100 | 16.6 |
| U | 1 | 6 | -5 | 25 | 4.16 |
| SD | 0 | 6 | -6 | 36 | 6 |
| D | 5 | 6 | -1 | 1 | 0.16 |
| Total | | | | | 27.52 |

$$(c - 1)(r - 1)$$

$$(2 - 1)(2 - 1) = 1 \times 1 = 1$$

Level of significance is 0.05

Therefore $\chi^2_t = 3.84$

$$\chi^2_c = 27.52$$

Decision: Since $\chi^2_c > \chi^2_t$ the hypothesis that the advertising programme of the company has no impact on the sales volume of the products and services is rejected.

TEST FOR HYPOTHESIS 2: That there is no positive and significant relationship between advertising and sales volume of a product.

Table 19 Hypothesis 2

| Gender | Male | Female | Total |
|----------|------|--------|-------|
| Positive | 13 | 16 | 29 |
| Female | 1 | 0 | 1 |
| Total | 14 | 16 | 30 |

$$\text{Observed value} = \frac{CT \times RT}{GT} = \frac{\text{Column Total} \times \text{Row Total}}{\text{Grand Total}}$$

$$\text{Male Positive} = \frac{14 \times 29}{30} = 13.5 \quad \text{Negative} = \frac{14 \times 1}{30} = 0.46$$

$$\text{Female Positive} = \frac{16 \times 29}{30} = 15.5 \quad \text{Negative} = \frac{16 \times 1}{30} = 0.53$$

$$\text{Expected value} = \frac{30}{5} = 6$$

Table 20 Required Frequencies

| F_o | F_e | $F_o - F_e$ | $(F_o - F_e)^2$ | $(F_o - F_e)^2 \div F_e$ |
|-------|-------|-------------|-----------------|--------------------------|
| 13.5 | 6 | 7.6 | 57.76 | 9.63 |
| 0.5 | 6 | -5.5 | 30.25 | 5.04 |
| 15.5 | 6 | 9.5 | 90.25 | 15.04 |
| 0.5 | 6 | -5.5 | 30.25 | 5.04 |
| | | | | 34.75 |

Required Frequency = 34.75

Table 21 Significance table

| Optiom | F_o | F_e | $F_o - F_e$ | $(F_o - F_e)^2$ | $(F_o - F_e)^2 \div F_e$ |
|--------|-------|-------|-------------|-----------------|--------------------------|
| SA | 1 | 6 | -5 | 25 | 4.16 |
| A | 11 | 6 | 5 | 25 | 4.16 |
| U | 0 | 6 | -6 | 36 | 6 |
| SD | 18 | 6 | 12 | 144 | 24 |
| D | 0 | 6 | -6 | 36 | 6 |
| Total | | | | | 44.32 |

$$(c - 1)(r - 1)$$

$$(2 - 1)(2 - 1) = 1 \times 1 = 1$$

Level of significance is 0.05

Therefore $\chi^2_t = 3.84$

$$\chi^2_c = 44.32$$

Decision: Since $\chi^2_c > \chi^2_t$ the hypothesis that there is no positive and significant relationship between advertising and the sales volume of a product is rejected.

TEST FOR HYPOTHESIS 3: That there are no benefits in the various advertising programme employed by the organization.

Table 22 Hypothesis 3

| Gender | Male | Female | Total |
|----------|------|--------|-------|
| Positive | 13 | 14 | 27 |
| Female | 3 | 0 | 3 |
| Total | 16 | 14 | 30 |

The Impact of Advertising on Sales Volume of a Product

$$\text{Observed value} = \frac{CT \times RT}{GT} = \frac{\text{Column Total} \times \text{Row Total}}{\text{Grand Total}}$$

$$\text{Male Positive} = \frac{16 \times 27}{30} = 14.4 \quad \text{Negative} = \frac{16 \times 3}{30} = 1.6$$

$$\text{Female Positive} = \frac{14 \times 27}{30} = 12.6 \quad \text{Negative} = \frac{14 \times 3}{30} = 1.4$$

$$\text{Expected value} = \frac{30}{5} = 6$$

Table 23 Required frequencies

| F_o | F_e | $F_o - F_e$ | $(F_o - F_e)^2$ | $(F_o - F_e)^2 \div F_e$ |
|-------|-------|-------------|-----------------|--------------------------|
| 14.4 | 6 | 8.4 | 70.56 | 11.76 |
| 1.6 | 6 | -4.4 | 19.36 | 3.23 |
| 12.6 | 6 | 6.6 | 43.56 | 7.26 |
| 1.4 | 6 | -4.6 | 21.16 | 3.53 |
| | | | | 25.78 |

Required Frequency = 25.78

| Optiom | F_o | F_e | $F_o - F_e$ | $(F_o - F_e)^2$ | $(F_o - F_e)^2 \div F_e$ |
|--------|-------|-------|-------------|-----------------|--------------------------|
| SA | 0 | 6 | -6 | 36 | 6 |
| A | 0 | 6 | -6 | 36 | 6 |
| U | 3 | 6 | -3 | 9 | 1.5 |
| SD | 12 | 6 | 6 | 36 | 6 |
| D | 15 | 6 | 9 | 81 | 13.5 |
| Total | | | | | 33 |

$$(c - 1)(r - 1)$$

$$(2 - 1)(2 - 1) = 1 \times 1 = 1$$

Level of significance is 0.05

Therefore $x^2t = 3.84$

$$x^2c = 33$$

Decision: Since $x^2c > x^2t$ then the hypothesis that the various advertising programme employed by the organization is of no benefit is rejected.

5 SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION.

5.1 Summary of findings

The role of advertising on the sales volume of a product is very important because oftentimes consumers' decisions as regards what to buy is motivated by what has been seen heard of or practically used.

Advertising helps in that it carries the message far and wide to a scattered target audience that the advertiser or producer could not have reach it at once so easily.

It was gathered from the responses of the respondents who filled the questionnaire that the organization is unrelenting in its efforts to ensure effective advertising programmes for their various services and products. In the mind of the consumers the company was also using advertising strategies suitable for the company as well as the market in which it exists.

More so, the findings reveal that the advertising position of a product or service is strong in the mind of the consumer in order to encourage repeated purchase of the product, so that the competitors will not have an edge over them. This also creates brand loyalty and product differentiation.

According to various sources, the past experience and state of mind of the person subjected to advertising may determine the impact that advertising has on him/her.

In an effort to improve messaging and to gain the audience's attention, advertisers create branding and moments that will resonate with target markets and motivate the audience to purchase the advertised product or service.

5.2 Conclusion

In a study of consumer views on advertising carried out in 1974 by the American Association of Advertising Agency, more than half of the respondents described advertising as a channel of information from the manufacturer to the consumers. Some said it was a manipulation, propaganda and a misleading marketing instrument. While advertising can be seen as necessary for economic growth, it is not without social costs, it

is increasingly invading public spaces, such as schools, hospitals, buses, etc, which some critics have argued is a form of consumer exploitation.

However, the same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues such as AIDs, political ideology, etc.

The most effective media are often very expensive; the inexpensive media may not reach your target market, thereby making it difficult for most organizations to run adverts. According to Ferguson (1974). “advertising increase barriers to entry and reduce competition as measured by increase in monopoly profit”.

Moreover, according to Nickels et al (1999) advertising not only helps to maintain superior stand in the industry and profit maximization, it provides information about a products or services and also gives consumers free television and radio programmes.

Giles (1997) sees advertising as non-personal communication directed at a target audience through various media in order to present and promote products, services and ideas. The cost of media space, time and advertisement production is borne by the sponsor or sponsors.

Advertising gives a clear image for any product or service of a company which is a great asset. A well structured and continuous advertising might stand as one of those strategies to sustain a distinct market position. It could also help to identify strong market competitors.

Advertising has taken Starcomms Plc far in their industry and built up a strong image for the company but recently, due to relent in their advertising effort, some little problems have been identified there.

No matter how successful a product or service is for a company and regardless of the edge the company has in the industry, advertising is a must and should be a continuous activity.

5.3 Recommendation

Having analyzed, discussed and interpreted the data collected in this study, the author therefore recommends the following:

Due to the competitive nature of the industry the marketing manager of Starcomms Plc must develop and formulate marketing programmes that will satisfy the needs of the consumers. Since other service providers have similar advertising messages, it is recommended that for a more distinguished and effective response from the customer, other forms of advert should be used.

Regular and consistent up-to-date training on product information should be given to the advertising agency so that they will have the current knowledge and skills to handle the adverts and also to ensure that product information is being emphasized so as to enlighten the customers.

As advert campaigns are relayed from different service providers, the adverts should be used to aid the customers to identify the company's products or service when they are making a purchase decision.

The company should also ensure that advertising agencies place their product adverts on stations and places where the consumers will easily identify with them make a purchase. A good advert should be effective, persuasive and contain the necessary information on the products.

For over fifteen months, there has been a slight backward shift in the market position of Starcomms Plc and also there is fall in the regular rate of increase in turnover as a result of negligence from angle of advertising. It is thereby recommended that Starcomms Plc should get back to their intensive and aggressive advertising practice to keep their pace of growth.

Finally, it is suggested that market research and other studies be conducted to enable Starcomms Plc identify those areas where promotional activities with effective advertising is lacking. They should also regularly examine the segments of the market that have been appealing so as to hold strongly on to them and to look for ways of attracting more customers.

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Appendices have their own style:

Appendix 1

QUESTIONNAIRE

SECTION A

Instruction: Please tick or mark where applicable.

- Sex: (a) Male ()
(b) Female ()
- Age Distribution: (a) Below 25years ()
(b) 25 – 35 years ()
(c) Above 46 years ()
- Marital Status: (a) Single ()
(b) Married ()
- Designation: (a) Manager ()
(b) Head of Department ()
(c) Staff [Junior & senior] ()
(d) Others ()
- Qualification: (a) Primary School ()
(b) Secondary School ()
(c) NCE/OND ()
(d) HND/BSC ()
(e) Others ()
- Year(s) Spent in the company:
(a) Below 2years ()
(b) 5 – 10 years ()
(c) Above 10 years ()
- Religion: (a) Christian ()
(b) Muslim ()
(c) Traditional ()
(d) Others ()

The Impact of Advertising on Sales Volume of a Product

| | SECTION B | Strongly Disagree | Disagree | Undecided | Agree | Strongly Agree |
|----|---|-------------------|----------|-----------|-------|----------------|
| 1 | No product can survive competition without intensive advertisement | | | | | |
| 2 | Advertising activities increase the length of leisure period | | | | | |
| 3 | Advertising will increase organization target market and boost sales | | | | | |
| 4 | The advertising target often includes everyone in the firm target | | | | | |
| 5 | The advertising programme of the company has no impact on the sales volume of their product. | | | | | |
| 6 | Most advertisement are misleading and false. | | | | | |
| 7 | Advertisement is a strong tool in tapping into consumers buying power. | | | | | |
| 8 | Advertising creates product differentiation | | | | | |
| 9 | Selection of advertising media is of primary concern to an organization | | | | | |
| 10 | An organization must consider their financial status before embarking on advertisement | | | | | |
| 11 | Advertising enables producers to enjoy economic of large scale | | | | | |
| 12 | The effect/impact of advertising can be change as market grow older | | | | | |
| 13 | That there is no positive and significant relationship between advertising and sales volume of a product. | | | | | |
| 14 | Consumers buy what they have come across in one form or the other | | | | | |

The Impact of Advertising on Sales Volume of a Product

| | | | | | | |
|----|---|--|--|--|--|--|
| 15 | Advertising gives room for production comparison. | | | | | |
| 16 | There is a significant difference in advertising and advertisement | | | | | |
| 17 | That there are no benefits in the various advertising programmes employed by the organization | | | | | |
| 18 | No advertisement has the chance of being believed completely if its major objective is to change customers mind | | | | | |
| 19 | Great advertising is the creative expression of understanding the market needs. | | | | | |
| 20 | An identified brand means safety | | | | | |
| 21 | Advertising is a power tool capable of reaching and motivating large audiences. | | | | | |
| 22 | Consumer's loyalty can be further guaranteed through consistent advertising | | | | | |
| 23 | Advertising justifies its existence when it is used in the interest of the public | | | | | |
| 24 | Advertising is non-personal but yet effective. | | | | | |
| 25 | It is only the rich organizations that can advertise their products or services | | | | | |
| 26 | The expensive nature of advertising programmes make it not ideal for small firms | | | | | |
| 27 | Advertising increases the number of hours worked per day | | | | | |
| 28 | Only the organization with good capital base and large customer network can embark on advertising. | | | | | |

The Impact of Advertising on Sales Volume of a Product

| | | | | | | |
|----|--|--|--|--|--|--|
| 29 | The existing facilities and services in advertising organization are considered inadequate to face any competition | | | | | |
| 30 | Low productivity in an organization is due to ineffective and non-directional advertising programme. | | | | | |