



ADVERTISING AND ORGANIZATIONAL PERFORMANCE: A PANACEA FOR ECONOMIC GROWTH IN NIGERIA

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ABSTRACT: *This research examines the effect of advertising on organization's performance with references to MTN Nigeria's Ado-Ekiti retail outlets. Organizational performance was a dependent variable in the study, whereas advertising was an independent variable. The study's overall goal is to look at how advertising affects business performance, and its particular goals are to look at how advertising affects sales volume and how MTN Nigeria uses advertising to improve business performance. The study uses a quantitative technique to acquire its data. The study's population consisted of fifty-five (55) MTN Nigeria employees working at retail locations in Ado Ekiti, of whom 30 of the sample's total responses were completed and returned. The results showed that MTN Nigeria had a good brand image and had advanced in their business thanks to advertising; however, recently, they had slowed down their advertising efforts. It is recommended that regular and consistent up-to-date training on product information be given to the advertising agency so that they will have the current knowledge and skills to handle the advertisements and to ensure that product information is being stressed. The study comes to the conclusion that advertising is necessary and should be a continuous activity regardless of how successful a product or service is for a company or regardless of the edge the company has in the industry.*

KEYWORDS: Advertising, Sales Performance, Organizational Performance, Economic Development, Sustainable.



INTRODUCTION

Advertising has a significant part in organizational success in the present age of the proliferation of information and the media. In addition to altering how consumers consume a product, ads also impact how consumers see that product. Since ancient times, ads have been utilized for a wide range of brands all across the world. Over the past 20 years, there has been a noticeable rise in the number of advertising for each business. Customers' purchase decisions for certain products are greatly influenced by advertisements. It is a well acknowledged truth that marketing may endow a good or service with unique qualities that it might not otherwise have.

Producers and marketers have conducted research by implementing a market orientation strategy in their respective companies in an effort to better understand how people seek, select, buy, use, evaluate, and dispose of goods and services that will meet their requirements and wants. Additionally, there is a fierce rivalry among marketers to attract new clients and keep the ones they already have as a result of the availability of numerous goods and services, with various qualities and the existence of numerous manufacturers of related goods and services. Advertising plays a significant part in the struggle for marketers to recognize and accept items and services.

Because the general public is expected to acquire and utilize freshly launched items and services, there is a chance that they may not be recognized and accepted. Additionally, the already available goods and services could be changed and transformed into something that differs from what the customers are accustomed to. Therefore, customers must be made aware of the presence and accessibility of these goods and services through advertising if producers and marketers are to generate sales. Advertising informs, persuades, and recalls consumers much like other promotional strategies. Additionally, it alters how customers think, feel, and act toward goods and services. As societies advance, people's tastes and preferences shift, forcing producers and marketers to come up with new solutions for meeting the ever expanding wants and expectations of customers for improved business success. Numerous businesses have diversified into manufacturing various goods and services in response to consumers' need for variety, which fuels additional business rivalry. Companies utilize behavior-inducing tactics like personal selling, sales promotion, and the like to draw consumers' attention to the goods and services of a specific company. Since more than ten years ago, the Global System for Mobile Telecommunications (GSM) has become a popular form of communication in Nigeria. The majority of businesses offering GSM mobile services in Nigeria have increased their network coverage to include cities, towns, and rural areas. MTN Nigeria Communications was the first to launch its service across major Nigerian cities, towns, and villages in all 36 states of the federation, including the Federal Capital Territory, as one of the major players in the country's telecoms industry with the largest Code Division Multiple Access. MTN, the industry leader in Nigeria's telecoms sector, also employs advertising to market its goods and services. MTN has made great efforts to connect with the Nigerian people, but there are signs that not everyone has access to the company's goods and services. Additionally, not all of the people who have been contacted use the company's goods and services. As a result, the effect of advertising on organizational performance will be examined in this study.



Objectives of the Study

The main objective of the study is to investigate the impact of advertising on organizational performance while the specific objectives are:

1. To determine the effect of advertising on sales volume in MTN Nigeria.
2. To examine the forms of advertisement used in MTN Nigeria for their organizational performance.

Hypotheses

H₀₁: Advertising does not have significant effect on sales volume.

H₀₂: There is no positive significant relationship between advertising and MTN Nigeria organizational performance.

LITERATURE REVIEW

Concept of Advertising

Advertising has always been a key factor in boosting a company's product sales volume; in fact, it has made a significant contribution to the expansion of several businesses across a wide range of sectors because it has given potential customers a favorable impression of the company's goods, which may have an impact on their decision to purchase. According to Bennett (2006), promotion is the process of getting the marketer's word about the goods or services to potential customers. In essence, the fundamental goals of communication are information and persuasion. Consumers must be aware that a product exists if they are to grasp how it may suit their requirements. This is an undeniable reality. Therefore, sharing information is communication's primary goal. Customers might desire reassurance that the product will meet their demands. Therefore, some persuasion is necessary to convince them to purchase the goods.

According to Alonge (2001), it is a "method of calling attention to something or warning or telling someone of something." According to Courtland (2003), advertising is defined as non-personal communication material that is typically paid for and typically persuasive in character and is provided by known sponsors through a variety of media.

Advertising, according to Akanbi and Adeyeye (2011), is a marketing tactic that uses paid media time or space or another kind of communication to spread ideas and information about products and services to a targeted audience. According to Kotler (2003), advertising is a non-personal communication that is funded by a specific sponsor and distributed over a variety of media in an effort to influence consumer behavior toward the advertiser's goods and services at the lowest feasible cost.

Advertising, according to Frank (2005), as referenced by Akanbi and Adeyeye (2011), is the process of trying to convince consumers to make a purchase. Advertising is defined as the broadcast of information about a concept, service, or product to force action consistent with the advertiser's objective. In print (news response papers, magazines, billboards, flyers) and



broadcast (radio, television) media, advertisements often include images, headlines, product information, and occasionally a coupon. Contrarily, a broadcast advertising is an audio or visual story that can range in length from 15-second advertisements to lengthier ones called infomercials, which often run 30 to 60 minutes (Busari, 2002).

The acts involved in presenting to a group a non-personal, oral or visual, openly sponsored message about a good, service, or idea are collectively referred to as advertising, according to Wanoff (2007). This communication, known as an advertising, is broadcast through one or more media and is supported by the named sponsor. The primary functions of advertising are to inform, convince, and remind potential buyers about the goods that are offered.

According to Alonge (2001), advertising may be characterized as any type of compensated non-personal communication that is sent through multiple media to customers or target audiences with the intention of discouraging and promoting goods, services, and ideas

Dunn et al. (1978) defined advertising as a paid, non-personal communication through various media by business firms, non-profit organizations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a specific audience. This definition stems from their functional perspective of advertising.

According to Adekoya (2011), advertising is a type of commerce that is used to raise awareness of a certain product, and it must be paid for. People are informed, educated, and persuaded to purchase the promoted goods or services via advertising.

Advertising is a significant method through which businesses engage with their clients, both existing and future, according to Clow and Blaack (2006). In order to successfully communicate the desired message to the audience, advertising programs' operational decision-making will benefit from having defined objectives. The goals of an advertising campaign can take many different shapes, including the following: raising brand awareness of an already-existing brand or introducing a new one, developing brand identity, increasing customer traffic, raising orders from retailers or wholesalers, answering questions from channel members and end users, and providing high-quality information.

Forms of Advertising

Armstrong and Kotler (2004) classified advertising into the following categories: reminder, persuasive, and informational advertising.

Persuasive advertising can be defined as the process of influencing a person to do something. It refers to the process of modify the values, wants and actions of others (Muniz & Guinn, 2001). After educating and reminding consumers about products and services, persuasion is advertising's second-most crucial duty. Successful advertising seeks to convince the consumer to purchase rather than only inform, display, fascinate, or amuse them (Clow & Baack, 2007) Advertising frequently persuades by making only certain appeals. Various strategies are referred to as appeals when trying to get the audience's attention or sway their opinions or actions in favor of a certain good or service (Trehan, 2010). Consumer interest in a product or service advertised by an advertiser is sparked through appeals. The color, form, or message of the goods may all make an appeal.



According to Stafford and Stafford (2003), informative advertising aims to create initial interest in a product, service, business, individual, location, concept, or cause. This goal is typically pursued throughout the marketing of any new market entrance since at this early stage, marketing success frequently hinges on just declaring availability. As a result, educational advertising is frequent in the early stages of the life cycle of a product. It assists in providing details regarding a product's compatibility and quality. The information provided often contributes to building a solid reputation.

Reminder advertising is a strategy used to keep customers thinking about a product or service, according to Kotler and Armstrong (2004). For established products or services, it is crucial. Customers are reminded of the availability of the product, where to acquire it, and how to keep it in the forefront of their thoughts. It implies that the audience gets reminded of the same campaign through the messaging in this media of print or television (Eng & Keh, 2007). To recall the audience in the most straightforward manner possible, denotation-based communication theories must also be applied.

Classification of Advertising

Advertising takes on many forms and has different purposes depending on the sector or the circumstance. With national, local, and direct-response advertising that may entail promoting primary or selective demand, marketers target the consumer market. For commercial and professional markets, they utilize industrial, professional, and trade advertising. The following characteristics can be used to categorize advertising in order to better understand its nature and intent:

a. National Advertising: National advertising refers to advertising carried out by a business that is directed at the final consumer market on a national scale or in the majority of the nation's regions. National advertisers are the businesses that fund these advertisements. National advertising includes the majority of the commercials for well-known businesses that we watch on TV or in other major media. It employs or reinforces the brand's image while educating or reminding consumers of the product's qualities, advantages, and benefits (Wells & Chen, 2005).

b. Retail/Local Advertising: Retail and local advertising are two categories that are frequently used for consumer-targeted advertising. Major stores and smaller local businesses also utilize this sort of advertising to persuade customers to visit a particular store or use a local service, such as a bank, hospital, fitness center, restaurant, or exhibition room. While large advertisers sell their goods in several areas, local or retail advertising needs to persuade customers to visit their business. Retail advertising frequently highlights unique consumer benefits such as shop layout, credit policies, services, ambiance, product selection, and other distinguishing characteristics (Osogbo, 2014).

c. Direct-Response Advertising: Direct-response marketing is a type of direct marketing in which a product is advertised in a way that enables consumers to buy it directly from the seller. Changing lifestyles are mostly to blame for the rise in popularity of direct-response advertising in recent years. Direct-response advertising has dramatically increased as a result of how convenient it is to shop via phone or mail (Osogbo, 2014).



d. Business-to-Business Advertising: Sometimes, a corporation, industry, or profession serves as the final client rather than the general consumer market. One firm may employ business-to-business advertising to promote its goods or services to another. It is divided into three fundamental areas, including trade, professional, and industrial advertising (Osogbo, 2014).

Sales Performance

The volume of goods or services sold during ordinary business operations of a company within a given time frame is known as sales performance. It is the total amount of things sold in units or numbers during an organization's regular business hours (Moghareh et al., 2009). According to Erdem, sales success is the sum of a multitude of factors, including returns, gross sales, delayed shipments, delayed billings, and credit notes (2002). The following list of sales activities for successful salespeople was provided by Abu-Doleh and Weir (2007): selling, amusement, dealing with distributors, attending meetings, working with orders, servicing products, servicing accounts, training and recruitment, travel, communication/information. The lack of strong connections between the performance methods operating at different periods and their relationships with one another is also emphasized (Core, Guay & Buskirk, 2003).

Organizational Performance

Performance can be defined using the 3E: efficiency, efficacy and economies as forms of manifestation, according to MihaiRistea (2002), who thinks that these three concepts can be associated with performance. This approach to performance was named by the professor as being the equation of the 3Es, and mathematically, it could be represented as follows: Performance = Efficiency + Efficacy + Economies. It can be noticed that an entity is successful when it is efficient, effective and economical. Therefore, to be successful means combining all three variables, the combination of which reflects the performance level of an entity. Efficiency has to do with either using a quantity given by resources, aimed at the highest level of the achieved results, or reducing the quantity of the used resources with the aim of achieving a predetermined result. Economies have to do with providing the means, the necessary resources to perform an activity at the minimum cost. Efficacy is determined by achieving or exceeding the predetermined results to the actual results made throughout the development of the activity. This represents the ability of the enterprise to meet and even exceed the expectations of users of the accounting information (shareholders/associates, clients, suppliers, employees, government) at the same time as reaching the predetermined organizational objectives. An entity reaches efficacy when it manages to improve the way of using all sources which are available and necessary for the development of the activity, performing as well as possible in light of the needs and requirements of the external partners of the organization.

Effects of Advertising on Organizational Performance

When it comes to the other component, which is whether a high-quality or low-quality corporation spends more on advertising, there is a ton of signaling literature on the topic. According to Osogbo (2014), high-quality businesses would spend less on advertising and charge more as a result of their respective comprehensive information levels. The reasoning for this is that a high-quality corporation cannot take advantage of its benefits when the information is insufficient. Anytime there are benefits to quality, a business will want to cut back on promotion. Akanbi and Adeyeye (2011) provided an explanation of how advertising



functions as information. Although experienced products' producers may boost demand by extensively promoting, cutting costs, and improving quality, customers are more likely to pay more for search goods than for experienced goods. Researchers have discovered little main demand impacts of direct-to-consumer advertising and marketing in the pharmaceutical sector. In a dynamic model for consumer packaged products, Terence (2010) calculates pricing and advertising intensity for the saltine crackers category, with advertising increasing demand for the category. Researchers have found conflicting links between advertising and initial demand in the tobacco and auto sectors. The inelastic demand for these items is the primary cause of this imbalance. Erdem (2002) demonstrated using data from individual scanner panels that more advertising can lower uncertainty about the advertised brand across categories.

Relationship between Advertising and Sales Performance

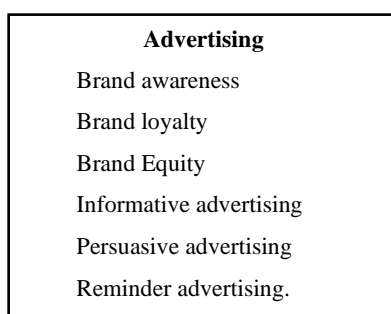
Advertising seeks to boost sales income in order to boost sales performance (Akanbi & Adeye, 2011). Effective advertising may boost product sales for marketers, increasing their revenues. Consumers and other prospects can learn about the many items that are accessible to them via advertising. This promotes competition by allowing consumers to contrast and select items. Competition motivates businesses to focus more on quality and pricing in order to keep consumers and clients (Cambridge International College Training Manual, 2000). What role advertising has in a buyer's buying choice depends on how it interacts with a variety of other factors.

According to Kamber (2002), businesses use advertising to compete in a novel and competitive manner inside the market, to improve their market share via increasing customers, and to make use of the cheap cost method of instructing consumers to develop marketing strategies. David et al. (1988) acknowledges that several experts have heard various points of view about how advertising affects sales success. However, the majority of them concur that successful advertising will eventually boost sales.

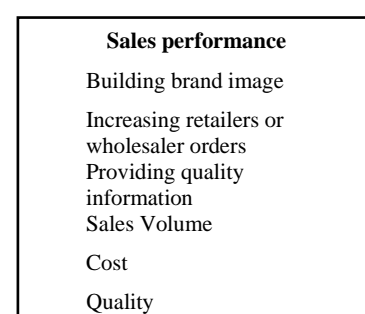
According to Abiodun (2011), there is rivalry between competitor advertisers as well as a choice between their competing products and services in a competitive society. The largest advertiser in the world would simply go bankrupt if he stopped running ads since people forget things extremely easily. Also, the demands and circumstances of the market are shifting, necessitating creative marketing. This will demonstrate to the business what it should create to meet customer demands. When businesses make such a commodity and market it, consumption automatically increases. demonstrating the connection between advertising and sales results.

Figure 1: Conceptual Framework

Dependent Variables



Independent Variables





METHODOLOGY

The study uses a quantitative technique to acquire its data. Primary and secondary sources were used to compile the data required for this investigation. The questionnaire was well-designed. The study's population consisted of fifty-five (55) MTN Nigeria employees working at retail locations in Ado Ekiti, of whom 30 of the sample's total responses were complete and returned.

The hypothesis was put to the test using answers to the questions.

RESULT AND DISCUSSION

Table 1: Demographic.

Opinion	Frequency	Percentage
Age		
20-29	16	53
30-39	12	40
40-49	2	7
Total	30	100
Gender		
Male	16	53.3
Female	14	46.7
Total	30	100
Educational Level		
Diploma	5	17
Degree	18	60
Masters	7	23
Total	30	100

Source: *Field Survey, 2022*

Table 2: Advertising will increase an organization's target market and boost sales.

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

Source: *Field Survey, 2022*

According to the data above in Table 2, 40% of respondents agreed, 23% were unsure, and 3% strongly disagreed with the statement that advertising raises an organization's aim and improves its sales.

**Table 3:** Advertising is a powerful tool capable of reaching and motivating large 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

Source: *Field Survey, 2022*

According to Table 3, 36.7% and 3.3% of respondents both agreed and strongly agreed that advertising is an effective strategy for reaching and inspiring broad audiences.

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

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

Source: *Field Survey, 2022*

According to the data in the table above, 23% of respondents strongly agreed, 70% agreed, and 7% disagreed that no product could withstand competition without promotion.

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

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

Source: *Field Survey, 2022*

In the table above, 13.3% of respondents agreed, 10% were unsure, 53.3% strongly objected, and 23.3% disagreed with the claim that the advertising organization's current facilities were insufficient to handle any competition.

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

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

Source: Field Survey, 2022

Table 6 above shows that 33.3% of respondents strongly agreed with the argument, 56.7% agreed, 3.3% were indecisive, and 6.7% strongly disagreed.

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

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

Source: Field Survey, 2022

Table 7 above reveals that 23.3% strongly agreed, 70% of respondents agreed, and 6.7% disagreed with the claim that an organization's choice of advertising media is its top priority.

TEST OF HYPOTHESIS

Table 8: Chi-Square

F_0	F_e	$F_0 - F_e$	$(F_0 - F_e)^2$	$(F_0 - F_e)^2 \div F_e$
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

**Table 8:** Significance table

Option	F ₀	F _e	F ₀ - F _e	(F ₀ - F _e) ²	(F ₀ - F _e) ² ÷ 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 and used in MTN Nigeria for their organizational performance is rejected.

FINDINGS

First off, public awareness-raising campaigns for non-commercial concerns like AIDS, political ideologies, etc. may be carried out using the same advertising strategies used to sell commercial goods and services. Most businesses find it challenging to run advertisements since the most successful media are sometimes quite expensive and may not reach their target demographic. Advertising raises entrance barriers and lessens competition, as indicated by an increase in monopoly profit, claims Ferguson (1974). MTN Nigeria's advertising has advanced the firm in its field and helped to build a positive reputation for it, but recently, as a result of a pause in their advertising efforts, some minor issues have been found.

CONCLUSION

The study comes to the conclusion that advertising is a need and should be a continual activity, regardless of how profitable a product or service is for a company or the competitive advantage the firm has in the industry.



RECOMMENDATIONS

The study recommends as follows:

- i. The marketing manager of MTN Nigeria must build and formulate marketing programs that will satiate the wants of customers due to the competitive nature of the sector. Since other service providers employ similar advertising strategies, it is advised to utilize different types of advertising to elicit a different and stronger response from the customer.
- ii. The advertising agency should get regular, consistent, up-to-date training on product information so that they will have the knowledge and skills necessary to handle the advertisements and to guarantee that product information is being stressed in order to inform the customers.
- iii. The business should also make sure that advertising firms post their product advertisements on channels and in public locations where viewers will be able to readily relate to them and make purchases. An excellent advertisement should be compelling, offer the relevant details about the items, and be effective.

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