

**PERCEPTION OF TRANSIT ADVERTISEMENT BY BENIN CITY
RESIDENTS USING LUSH HAIR AS A CASE STUDY**

BY

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**UNIVERSITY OF BENIN,
BENIN CITY.**

SEPTEMBER, 2023.

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**A RESEACH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN,
BENIN CITY IN PARTIAL FULFILMENT FOR THE AWARDS OF
BACHELOR OF ARTS DEGREE (B.A.) IN MASS COMMUNICATION**

SEPTEMBER, 2023.

DECLARATION

I hereby declare that this project is based on a study undertaken by, IMASEUN, ESOHE TOVIA in the Department of Mass Communication, Faculty of Arts, University of Benin under the supervision of Dr. J.N. Bardi. I wish to state that all the findings and analysis were gotten as a result of personal research and findings and also the views of various scholars were duly acknowledged.

IMASUEN, ESOHE TOVIA
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CERTIFICATION

I, the undersigned certify that this project was done by Imasuen, Esohe Tovia under my supervision.

DR. J.N. BARDI (arpa)
Project Supervisor

Date

DR. D. EKHAREAFO
Head of Department

Date

DEDICATION

I dedicate this project to God Almighty for seeing me through this journey and his mercy towards me and for giving me the ability to complete this research work.

May His Name be glorified in Jesus Name?

Also to my lovely parents Mr. & Mrs. Gideon Imasuen for their parental care and support.

ACKNOWLEDGEMENT

All glory and honour be unto God, for his goodness and faithfulness towards my life. To my wonderful and beautiful and amazing mother Mrs. Oluwatoyin Imasuen, who has been there for me through her ceaseless prayers and encouragement. Also my father who has support me both financially and emotionally. Also my siblings for their support always, who showed me the purest love that I have ever seen and who solely worked to make sure that I get this far, I appreciate the love and support I am indeed grateful.

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To my beautiful and amazing cousin Blessed thank you for your love, support and kind words, you have there from me I love you.

Also to my beautiful bunk mate Precious you are an amazing soul, thank you for your love, care and support, you are the best bunk mate one could ever have God bless you, I love you.

My gratitude to my roommates Dami bum bum you are amazing I love you, Christabel thank you so much I love you, Tayo thank you for your support, Treasure I love you, Onome thank you so much, CY thank you for your love and support.

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ABSTRACT

This research is to evaluate the perception of transit advertisement by Benin City residents using Lush Hair as a case study. The survey sample method was adopted for this study, using the stratified random sampling method to draw sample of 400 respondents through the administered questionnaire as an instrument for data collection. From the analysis of the data gathered, findings show that transit advertisement has influence Benin City residents and also influence Lush Hair patronage. Findings show that transit advertisement communicate with it target audience and go a long way in reaching targeted audience. Based on the finding, the paper concludes that although transit advertisement has a great influence on Benin City residents, transit advertisement has been of positive means to Lush Hair and it is an effective means of communicating with target audience. Finally, Lush Hair transit advert should make buses advertising more exciting and persuasive to be about to lure and inform target audience about the product, and also Lush Hair should carry out research frequently on how to make transit advert more effective and to relate with their target audience. Adherence to all these recommendations stated in this study will help Lush Hair transit advertisement to be effective.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Currently, "advertising" describes a specific category of business communication. As a customer, you are exposed to hundreds or perhaps even thousands of profitable communications every day. A billboard, newspaper ad, television commercial, coupon, sales letter, publicity, event sponsorship, telemarketing, or email could all be used to advertise them. Advertising is one type of marketing communication.

Advertising is the systematic and deliberate non-personal dissemination of information about goods, services, and ideas by known sponsors through various mass media, according to Arens (2000, p. 7). Usually paid for, this information tends to be persuasive in character. Advertising is defined as any form of

communication that is sponsored, attributable to a sponsor, directed at a broad audience, and published through a range of mass media, including radio, television, billboards, newspapers, and magazines, with the goal of increasing public awareness of goods and services.

Advertising is any non-personal presentation and promotion of concepts, products, and services that is often supported by a sponsor, according to Dominick (2007, p. 321). Advertising seeks to boost a product or service's sales while also informing the general public about the key benefits of the good or service. The purpose of advertising is to increase consumer demand for a good or service and to enhance a company's reputation. It is a managed, recognizable, and persuasive form of mass media presentation.

It's important to keep in mind that the advertisements we hear and see are the outcomes of a variety of studies, strategic planning, tactical decisions, and executions, which taken together make up the complete advertising process. The advertising process passes through a number of gates before it reaches consumers since its objective is to persuade them to buy a specific product or service. In order to effectively reach potential clients, the advertisement message must be carefully

planned and developed. Advertising includes research, including customer, product, and marketing analysis, as well as funding for and establishment of creative strategies and plans, tactical decision-making on budgeting expenditures, and media and scheme insertions and broadcasts, according to Anyacho (2007, p. 6).

Advertising is individual and distinctive, and it is essential if anything about the existence of a good, service, or object is to be known. The goal of advertising is to inform the public of any product's existence. Asemah [2017, p. 4] claims that advertising consists of a variety of components.

1.2 STATEMENT OF THE PROBLEM

When the vehicle goes away, buyers may not be able to obtain the needed information about the products because transit advertisements offer messages in a temporary manner. Another issue is that while transit advertising is one of the cheapest and simplest forms of advertising and may quickly reach thousands of people, it is only as mobile as the cars themselves. The purpose of this study was to ascertain how Benin City inhabitants felt about transportation advertisements and how they perceived them. The purpose of this study is to determine how Benin City residents feel about transit advertisements as an out-of-home advertising medium.

1.3 OBJECTIVES OF THE STUDY

This study aims to analyze the perception of transit advertisement by Benin City residents using Lush Hair as a case study.

- This study will investigate what Benin City residents know about transit advertisement.
- This study will also examine how transit advertisement influence Lush Hair in a positive way.
- This study will show ways in knowing how far transit advertisement communicate with its target audience in Benin City.
- Identifying the negative aspects of Lush Hair transit advertisement toward Benin City residents.

1.4 RESEARCH QUESTIONS

- What are the influence of transit advertisements on Benin City residents?
- What influence does transit advertisement has on Lush Hair?
- How far does transit advertisement communicate with it target audience?
- What can be done about the negative aspect of transit advertisement towards

Lush Hair and the Benin residents?

1.5 SIGNIFICANCE OF THE STUDY

Future communicators and those who would later major in advertising, particularly transit advertising, need to complete this subject since it will provide them insight into the dynamics of advertising employing transportation as a tool. Additionally, it will be useful for individuals working in the advertising industry. This study will serve as a point of reference and enlighten academics, advertising firms, and the general public about how transit advertisements are perceived.

1.6 SCOPE OF THE STUDY

As there is more transit advertising in the three local government areas of Ikpoba-okha, Egor, and Oredo, this study will be carried out in Benin City and will focus on the citizens of these districts.

1.7 DEFINITION OF TERMS

• Perception

Showing the ability to see, hear, and understand things quickly and impression you have of such things.

- **Advertisement**

A notice, message, picture or film communicating with users of a product, services or job.

- **Transit**

This is the process of being moved from one place to another in regard to buses, trains, cars and so forth.

- **Out-of-home**

This is every advertisement located outside the home of audience

- **Resident**

A group of people who lives somewhere permanently or on a long term basis.

CHAPTER TWO

LITERATURE REVIEW

2.1 THEORETICAL FRAMEWORK (PERCEPTION THEORY)

An organized, systematic body of information that explains natural phenomena is referred to as a theory. Rudner, cited in Folarin (1998, p. 64), defined theory as a systematically related group of claims, including certain laws like generalizations, that can be experimentally tested. One type of systematic relatedness is deductive relatedness. A theory, according to Asemah (2011, p. 180), can be thought of as a collection of definitions, justifications, and predictions about a phenomenon. In order to maximize clarity and coherence, a theory aims to synthesize and integrate empirical facts.

By itself, a theoretical framework presents and describes the theory that underlies the research subject being investigated. It is a structure that condenses

ideas and hypotheses that you develop through empirical research and published information and synthesize in order to provide a theoretical framework or foundation for your data analysis and interpretation of the meaning in your research data.

The researcher bases her research in this study on perception theory, a theory that is pertinent to the topic at hand. In 1960, Klapper proposed the Perception Theory. It is a theory that claims that things are not always viewed in the ways they are or are intended to be seen, including situations, events, actions, ideas, and organizational structures.

One of the limited effects hypotheses, according to Asemah, Nwammuo, and Nkwam-Uwaoma (2011), explains how people have distinct cognitive structures that affect their needs, perceptions, beliefs, values, attitudes, and abilities, which leads to differences in how they view the world. The hypothesis is divided into three groups, which are as follows:

- **SELECTIVE EXPOSURE:**

According to this theory, people only expose themselves to particular messages from the media based on factors including the media's accessibility, age,

cultural acceptability, taboos, etc. The notion, which is part of psychological practice, historically refers to people's propensity to favor information that supports their preexisting beliefs while avoiding contradicting information. It is frequently utilized in media and communication studies. It is based on the idea that people cannot be influenced by signals they do not receive, and as a result, could reduce information overload if people only get certain types of information while avoiding others (Griffin, 2012, n.p.).

- **SELECTIVE PERCEPTION:**

According to this theory, people will only understand communications in light of their pre-existing ideas about them. This is frequently influenced by social relationships since each of us interprets communication messages based on our own history, as well as our present moods, needs, and recollections. Therefore, it refers to the method through which people interpret media information in a way that suits them while dismissing other viewpoints. It is a general phrase to refer to the tendency to perceive things in accordance with one's own frame of reference, needs, moods, and emotions (Asemah, 2011, p. 184).

- **SELECTIVE ATTENTION:**

Individuals decide whatever information to focus on at any particular time. The audience won't directly be affected by communications that don't grab their attention. This explains why marketers employ a wide variety of gimmicks to grab and hold audiences' attention. These filtering mechanisms aid us in choosing the information that we take in, retain, and interpret in unique and personally significant ways. Selective attention refers to the technique of mentally filtering a massive amount of information in which one has little interest.

This hypothesis is pertinent to this study because it suggests that how consumers view transit advertisements and Lush Hair affects their pleasure with and adoption of these products. In accordance with earlier findings, this study makes the assumption that Benin City inhabitants' perceptions of transit advertisements promoting Lush Hair will act as a conduit for the brand's knowledge and awareness to drive actions to promote it.

2.2 CONCEPT OF ADVERTISING

Advertising is the business of announcing that something is for sale or of trying to persuade customers to buy a product or services (Collin, 2003, n.p) The American Marketing Association also sees advertising as a placement of

announcements and persuasive messages in time or space purchased in any of the mass media by business firms, non-profit organizations, government agencies, and individuals who seek to inform and, or persuade members of a particular target market or audience about their products services, organization or ideas.

Arans (2008, p 7) says that advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products, services and ideas by identified sponsors, through various mass media. Anyacho (2007, p 6) says that advertising involves research- consumer research, product research, marketing analysis, getting the appropriation and developing creative strategy and plans, tactical decisions in regards to budgeting expenditures, media and scheme insertions and broadcasts.

The term advertising is derived from the Latin word “advertere “which means to turn attention towards a specific thing. Advertising has various features which include paid form, non-personal, promotion of ideas, identified sponsor, influence buyer’s behavior, element of marketing mix and promotion mix. Advertising is a mass communication tool, which is essentially in paid form by a firm or an individual and the ultimate purpose of which is to give information, develop

attitudes and induce action, which are useful to the advertiser.

Bel Molokwu (2000, p. 9) argue that advertising is structured in three lines to create what che refers to as the tripod, the three lines include;

- **THE ADVERTISER OTHERWISE KNOWN AS THE CLIENT**

The advertiser in this context is the individual or corporate entity for which advertising is done; the client is seen as the client of the advertising business.

- **THE ADVERTISING PRACTITIONERS (AGENCY)**

This tripod is an expert professional organization whose responsibility it is to carry out advertising services for its client. Bel Molokwu (2000, p. 34–35) lists several responsibilities of an advertising firm, including gathering client briefs, developing client campaigns, offering client advice, and executing client-sponsored advertising and commercial placements.

- **THE ADVERTISING OUTLET (MEDIA)**

The media is a crucial component of the tripod because, in the absence of the media, there would be no channel for advertising in the popular sense that we

currently understand it. The two main categories of media are print and electronic. There are other forms of advertising, though, such transit and outdoor. Billboards, neon signs, and other forms of outdoor advertising are used. Ads that are shown on moving cars, ships, or other moving modes of transportation are referred to as transit advertising. The print media includes newspaper, magazines, handbills, brochures, flyers and any other printed material while the electronic media includes television, radio, film, cinema and internet.

The salient point to note about the tripod of advertising is that they are interdependent, without the client the agency cannot exist and without the media there will be no outlet to expose the advertising message.

2.3 TYPES OF ADVERTISING

There are various type of advertisement companies use to reach their target consumers or to inform the public, according to [www. Wikipedia. Com](http://www.Wikipedia.Com) they include;

- **SOCIAL MEDIA ADVERTISING:**

Since social media marketing and advertising let you interact with your

audience in an authentic way, they differ from most other forms of promotion. You can tailor your advertisements to meet the characteristics of your target audience as well as the target audience's interest in the promotion. In addition, there are a number of popular platforms where you can select to promote depending on your target market and objectives. Advertising on LinkedIn, Facebook, Instagram, Twitter, Pinterest, and Tick-Tok are just a few of the sites in question.

• **PRINT ADVERTISING:**

Print advertising is one of the earliest and most established types of advertising. You can advertise your brand using this advertising strategy in actual printed newspapers, journals, and brochures. Consumers still want to handle and read tangible content, even though various forms of digital advertising are consuming a sizable portion of the print business. Print media such as newspapers, periodicals, brochures, and flyers are examples.

• **DIRECT MAIL:**

We are aware that direct is not the fastest option. However, we never stop checking our mail and occasionally even enjoy it. In actuality, compared to email marketing, 55% of individuals look forward to receiving their mail. While 80% of

emails are ignored, 80% of conventional mail gets opened. Marketers use direct mail to communicate with customers and share coupons, promotions, and news about their company. Many add a link to their website so that recipients may learn more about the offer online.

- **BROADCAST, VIDEO AND TV ADVERTISING:**

61 % of marketers plan to increase their video spending in 2021, as this type of advertising is where the future is heading, videos can advertise your business via a broadcast, an infomercial a television advertising commercial or via streaming platforms. TV advertising is ideal for reaching a large, more general market area since it can reach thousands, if not millions of people at once. It can also be expensive as they are sold by the second length and can change by price depending on the time it airs, the program it airs on and even if it a local or national Tv channel.

- **OUT-OF-HOME ADVERTISING:**

The signage that consumers view outside of their homes is referenced in this marketing. Billboards and advertisements that can be seen in public spaces or on transportation equipment like buses and subway cars are a few that come to mind. It

aims to catch a lot of people's interest. Usually, these advertisements help businesses expand their brand recognition in a certain region. Consumers' viewing time and the amount of outdoor advertising space may both be limited. Bold images and few words are used in these advertisements to make the content easier to understand.

• **RADIO AND PODCAST ADVERTISING:**

Radio and podcast advertising has become a common means to acquire information while on the go in today's fast-paced environment, particularly through podcast and radio. Radio and podcasts can reach a large audience thanks to their high peak listening times during rush hour. You can focus your targeting efforts on a select audience of listeners who will be most interested in and interested in your promotion. To do this, concentrate on a certain podcast or radio station that complements your offerings.

2.4 TYPES ADVANTAGE OF TRANSIT ADVERTISING

Sarah Weinstein and Beth Hendrick generally categorized the various forms of

transit advertising into two types:

- **INDOOR TRANSIT ADVERTISING**

This suggests that the advertisements are shown on the exterior of the vehicle. The ads are displayed on the sides or backs of buses, as well as on the exterior of cabs and trains. On board and roof advertising make up the last two categories of outdoor transportation advertising. While on board advertising is located on lateral portions, in front or behind the vehicle, indoor advertising is put on the roof of the vehicle.

- **OUTDOOR TRANSIT ADVERTISING**

This suggests that the advertisements are shown on the exterior of the vehicle. The ads are displayed on the sides or backs of buses, as well as on the exterior of cabs and trains. On board and roof advertising make up the last two categories of outdoor transportation advertising. On board advertising is located on lateral sections, either in front of or behind the vehicle, whereas indoor advertising is displayed on the top of the vehicle. Advertisements for public transportation can also be found on the exterior of transportation facilities such gas stations, bus terminals, railroad stations, airports, and metropolitan areas.

ADVANTAGES OF TRANSIT ADVERTISEMENT

Transit advertising have many benefit which include according to www.zabanga.us/marketing

- A transit advertisement can reach a broad audience. Buses, trains and travel all over the city, which means everyday many people of all ages, gender and socio economic backgrounds will see your brand message. This gains you key exposure when targeting a specific geographic area.

- Transit advertisement are a great way to target consumers in a specific market. For example, if you are trying to reach people who live in a particular area or people who use the subway or other public transportation, transit advertising is an ideal option.
- Transit advertising is relatively affordable. Compared to other forms of outdoor advertising, like billboards transit advertisements are a more cost effective option. The cost varies depending on the size and placement of the advert. But it is generally less expensive than other forms of advertising and your advert will receive traffic and frequency.
- Transit advertising is hard to ignore unlike other forms of advertising like

radio or TV, people cannot simply change the channel or turn off the advert.

Your eye catching advert will be seen by everyone on the bus, meaning you have a captive audience for your message. This is one of the key advantage of transit advertisement.

- Transit advertising is flexible, you can choose the size placement and duration of your advert campaign to fit your budget and goals.

2.5 CHALLENGE INVOLVED IN TRANSIT ADVERTISING

Some challenges involved in transit advertising include (Zabanga, 2023):

• IMAGE FACTOR:

To many advertisers, transit advertising does not carry the image they would like to represent their products or services. Some advertisers may think having their name on the side of a bus or on a bus stop bench does not reflect well on the firm.

• WASTE COVERAGE:

While geographic selectivity may be an advantage, not everyone who rides a transportation vehicle or is exposed to transit advertising is a potential customer. For products that do not have specific geographic segments, this form of advertising

incurs a good deal of waste coverage.

• **COPY AND CREATIVE LIMITATION**

It may be very difficult to place colorful, attractive adverts on cards or benches. And while much copy can be provided on inside cards, on the outside of buses and taxis the message is fleeting and short copy points are necessary.

• **MOOD OF THE AUDIENCE**

Sitting or standing on a crowded subway may not be conducive to reading advertising, let alone experience the mood the advertiser would like to create. Controversial adverts messages may contribute to this less than positive feeling. Likewise hurrying through on airport may create anxieties that limit the effectiveness of the advert placed there.

- Another problem is that some bus may not run the same route every day. To serve wear and tear on the vehicles, some companies alternate city routes (with much stop and go) with longer suburban routes, a bus may go down town one day and reach the desired target group but spend the next day in

the suburban where there may be little market potential.

- The reach of transit advertising also many times, those advertisements are subject to vandalism and the weather too can play spoilsport and businesses need to be constantly monitoring their transit advertisements.

2.6 HISTORY OF LUSH HAIR

Lush hair extension which is the case study is an internationally known hair extension brand offering retail products online across the globe, with wholesale distributors throughout the United States, Europe, Asia, Australia and even Nigeria. With a highly sophisticated team of hair experts and stylists, and over the 15 years of industry experience, Lush Hair extension provides 100% virgin human hair that is completely natural and of the highest quality, all collected ethically from hair donations in India.

Their goal is to provide the public with consistent access to a variety of unique lush hair extensions products that are versatile and that last for a very long time.

Lush hair extensions was established in 2015 by the founder Minaj Punjabi. With wholesale distributors in the United States, Europe, Asia, Australia, and even Nigeria, Lush hair extension, the subject of the case study, offers retail products online to customers throughout the world. Lush Hair Extension offers 100% virgin human hair that is fully natural and of the best quality, all acquired ethically from hair donations in India. The company has over 15 years of industry experience and a highly sophisticated staff of hair professionals and stylists.

Their mission is to consistently offer the public access to a wide range of distinctive, multipurpose, and long-lasting luxuriant hair extensions items. The company Lush hair extensions was founded in 2015 by Minaj Punjabi.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The survey method of research was used for this study. As the survey approach was designed to seek out and gather accurate information from respondents, it allowed the researcher to sample a broader and more representative group.

According to Wimmer and Dominick (2006, p. 321), the survey technique of research necessitates meticulous planning and implementation. The survey research strategy for this study took into account a wide range of choices and issues. The

design gives the researcher the chance to analyze the research problem outside of a lab where respondent behavior may be controlled.

The survey study design uses a questionnaire as an instrument to collect data from a range of respondents, who together make up the sample size, that are large enough to be collected relatively easily. This design was chosen to allow the researcher to employ a series of queries on various facets of the study's subject that particular study participants were anticipated to respond to.

3.2 POPULATION OF STUDY

A research population is generally a large collection of individuals or objects that is the main focus of a scientific query. The population guide the researcher in her choice of sampling technique for the study. The population of this study is drawn from among residents of Benin City, the population of the three local government area in Benin City Egor, Ikpoba Okha and Oredo.

3.3 SAMPLE SIZE

Sample size to the representation of the large group of population of the study. It is a part or a fraction of the entire census of the population of the study. It is a

representation of the entire population for actual study the sample was drawn from the population of Benin City which comprises of three local government area of Ikpoba Okha, Oredo and Egor. Therefore, the questionnaire will be administered to the sample size. The questionnaire is to allow the researcher collect responses or data from the sample size for measuring the variables of the study.

The Taro Yamani's formula for determining sample size was adopted in determining the sample size for the study especially that this study's population is large and known.

The formula is thus expressed as

$$N$$

$$n = \frac{1 + N(e)^2}{1 + N(e)^2}$$

Where n= sample size

N=population of study

e= error margin and it is constant as 0.5

For the sample size for each of the local government area which makes up Benin City will be using Taro yamani's formula.

$$\text{Oredo} = \frac{553300}{1285500} \times 400 = 172.1$$

$$1285500 \quad 1$$

$$\text{Egor} = \frac{502700}{1285500} \times 400 = 156.4$$

$$1285500 \quad 1$$

$$\text{Ikpoba-Okha} = \frac{549700}{1285500} \times 400 = 171$$

$$1285500 \quad 1$$

$$\text{Total} = 400$$

3.4 SAMPLING TECHNIQUES

The sampling techniques is the selection of some members or elements from the population for actual investigation or study. Sampling is the selection of some members or elements from the population for actual investigation or study. It is the techniques used in arriving at the sample (Okwechime ,2011 p. 24).

The sampling proctor collect data for this study was the stratified random sampling method. This method was adopted to allow the researcher divide the population of the study into sub group. The population of this study which is the entire Benin City was divided into sub groups according to the three local

government area into which the sample size was stratified to represent the entire population of Benin City, Egor, Ikpoba- Okha and Oredo.

The simple random sampling method was adopted to give each element within each of the sub groups of the population of the study an equal chance of selection for gathering data for the study.

3.5 INSTRUMENT OF DATA COLLECTION

The research design chosen for the study was a survey design, which used a questionnaire as its instrument to collect data from the study's population. The equipment or tool used in a study to gather data or used to measure the variables that are used by the study to provide answers to questions is known as a research instrument.

The questionnaire is the data collection tool for this investigation. Data collection for the study involved the use of the questionnaire. As the main method for gathering data for the study, it includes specific or well-structured questions.

While the study's secondary data was gathered or acquired from literature.

3.6 VALIDITY AND RELIABILITY OF THE STUDY

A research instrument's validity is used to develop confidence that it can generate reliable results and important data. If a measure regularly produces an answer, it is reliable. Validity is a crucial component of any measuring tool used in research, according to Okwechime (2012), on page 54.

This study underwent face validation as a validity test to make sure the questionnaire could collect the necessary information or data for the investigation.

On the other hand, research reliability is concerned with the consistency of the outcomes from the use of the reading instrument. If an instrument regularly produces the same or comparable results, it is dependable.

3.7 METHOD OF DATA COLLECTION

Ofo (1994 n.p.) backed up this claim by stating that if the wrong approach is used to solve a problem, the study's findings may not be accepted because they will likewise be incorrect. A suitable study methodology will make it easier to reach a more accurate conclusion about how residents of Benin City see transport

advertisements.

After individually speaking with the residents of Egor Ikpoba, Okha, and Oredo, three local government areas in Benin City, about the research project and the necessity for them to complete the questionnaire, the researcher distributed the questionnaire to them. After giving the questionnaire to respondents, the researcher collected their answers right away.

3.8 METHOD OF DATA ANALYSIS

A table containing percentages would be used to provide the data for analysis. The use of tables with percentages will make it possible to compare data easily, analyze figures quickly, and show data consistently (Ohaja, 2003, n.p.). The quantitative method of data analysis will be used to present the data gathered for this investigation. The quantitative approach to data analysis uses statistics to support or refute the researcher's hypotheses and provide solutions to any open-ended issues.

To prevent confusion about the data being presented, the tables with titles

clearly delineate the columns, rows, and figures. Additionally, it improved the presentation of double option responses and helped explain the analysis.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 DATA PRESENTATION AND ANALYSIS

Section A: Demography Information

TABLE 1: GENDER DISTRIBUTION

Gender	Frequency	Percentage
Male	150	37.5
Female	250	62.5

Total	400	100
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Table 1 shows that 150 respondents which represent 37.5% are Male and 250 respondents which represent 62.5% are Female. This basically shows that most of the responses were gotten from the females among the population of study.

TABLE 2: AGE DISTRIBUTION

Age	Frequency	Percentage
15-20	100	25
21-30	200	50
31-65	100	25
Total	400	100

Table 2 shows that those between Ages 15-20 constitute 25% of the sample, followed by those within 21-30 50% and 31-65 25%. This basically indicate that most of the respondents were gotten from the people within the age of 21-30.

TABLE 3: SHOWING THE MARITAL STATUS OF RESPONDENTS

Marital status	Frequency	Percentage
Single	350	87.5
Married	50	12.5
Divorced	0	0
Total	400	100

This table also shows that single respondents representing 87.5% while married

respondents representing 12.5% and No respondent is divorced. This show that majority of respondents are single.

TABLE 3: EDUCATIONAL LEVEL

Educational level	Frequency	Percentage
WAEC	200	50
OND	50	12.5
HND	50	12.5
BA	100	25
Other	0	0
Total	400	100

This table also indicates WAEC holders respondents representing 50% while OND holders respondent representing 12.5% following HND holders respondents representing 12.5% following BA holders respondents representing 25% and No respondent is other. Analysis indicates that all respondents are literate.

TABLE 5: RELIGION DISTRIBUTION

Religion	Frequency	Percentage
Christianity	355	88.75
Islam	45	11.25
Other	0	0
Total	400	100

The above table shows that 88.75% respondents, representing are Christians,

11.25% respondent representing are muslims, while No respondent representing 0% practice other religious faiths. This shows that respondents cut across two religions. However, Christians are predominant amongst respondents.

SECTION B; PSYCHOGRAPHIC DATA

TABLE 6: DO YOU GO OUT?

Variable	Frequency	Percentage
Yes	395	98.75
No	5	1.25
Table	400	100

The above table shows that 395 respondents representing 98.75% agreed that they do go out, while 5 respondent representing 1.25% do not go out. This implies that majority of the respondents do go out.

TABLE 7: IF YES, HOW OFTEN?

Variable	Frequency	Percentage
Very often	342	85.5
Often	50	12.5
Rarely	8	2
Table	400	100

The above table shows that 8 respondents representing 2% rarely go out, as

342 respondents representing 85.5% go out very often and 50 respondents representing 12.5% often go out. This implies that majority of the respondents from the population of study do go out very often.

TABLE 8: ARE YOU FAMILIAR WITH LUSH HAIR?

Variables	Frequency	Percentage
Yes	350	87.5
No	50	12.5
Table	400	100

The table shows that 350 respondents representing 87.5% are familiar with Lush Hair and 50 respondents representing 12.5% are not familiar with Lush Hair. This indicates that majority of the respondents are familiar with Lush Hair.

TABLE 9: ARE YOU FAMILIAR WITH TRANSIT ADVERTISEMENT?

Variables	Frequency	Percentage
Yes	238	59.5
No	162	40.5
Table	400	100

The table above indicates that 238 respondents representing 59.5% are familiar with transit advertisement, and 162 respondents representing 40.5% are not familiar with transit advertisement. This indicates that majority of the respondents

are familiar with transit advertisement.

TABLE 10: IF YES, WHICH OF THE MEDIUM OF TRANSIT ADVERTISEMENT?

Variables	Frequency	Percentage
Bus	200	50
Tricycle	100	25
Train	43	10.75
Car	57	14.25
Table	400	100

The table above reveals in varying degrees, the medium of transit advertisement. 200 respondents representing 50% sees more of transit advertisement on buses, while 100 respondents representing 25% sees transit advertisement on tricycles, as 43 respondents representing 10.75% sees transit advertisement on trains and 57 respondents representing 14.25% sees transit advertisement on cars. This implies that majority of the respondents are familiar with transit advertisement through buses as a medium of transit advertisement.

TABLE 11: HOW OFTEN DO YOU COME ACROSS LUSH HAIR TRANSIT ADVERT?

Variable	Frequency	Percentage
Very often	109	27.25
Often	250	62.5
Rarely	41	10.25

Table	400	100
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The table above shows how often respondents come across Lush Hair transit advert. The table reveals that 41 respondent representing 10.25% rarely come across Lush Hair transit advert, as 250 respondent representing 62.5% often come across Lush Hair transit advert and 109 respondents representing 27.25% very often come across Lush Hair transit advert. This implies that majority of the respondents from the population of study come across Lush Hair transit advert very often.

TABLE 12: HAS LUSH HAIR TRANSIT ADVERT INFLUENCE YOUR PURCHASE HABIT?

Variables	Frequency	Percentage
Yes	345	86.25
No	55	13.75
Table	400	100

The above table shows that 345 respondents representing 86.25% believe that Lush Hair transit advert influence their purchase habit and 55 respondents representing 13.75% believes that Lush Hair transit advert do not influence their

purchase habit. Analysis reveals that majority of respondents from the population of study purchase habit are influence by Lush Hair transit advert.

TABLE 13: DO YOU SEE TRANSIT ADVERTISEMENT AS AN EFFECTIVE MEANS OF ADVERTISEMENT?

Variables	Frequency	Percentage
Yes	340	85
No	10	2.5
Maybe	50	12.5
Table	400	100

The above table reveals 340 respondents representing 85% believes that transit advertisement is an effective means of advertisement, while 10 respondents representing 2.5% believes that transit advertisement is not an effective means of advertisement and 50 respondent representing 12.5% are not sure if transit advertisement is an effective means of advertisement. This implies that majority of respondent from the population of study see transit advertisement as an effective means of advertisement.

TABLE 14: DO YOU THINK LUSH HAIR SHOULD CONTINUE USING TRANSIT ADVERTISEMENT?

Variables	Frequency	Percentage
Yes	344	86

No	56	14
Table	400	100

The table above shows 344 respondents representing 86% believes Lush Hair should continue using transit advert and 56 respondent representing 14% believes Lush Hair should stop using transit advertisement. This implies that most of the respondents from the population of study believe Lush Hair should continue using transit advertisement.

TABLE 15: IF YES, WHY

Variables	Frequency	Percentage
Sales promotion	230	57.5
Create awareness	100	25
Reach larger audience	70	17.5
Table	400	100

Data in the table above shows why Lush Hair should continue using transit advertisement. The data reveals that 230 respondents representing 57.56% are of the

view that transit advertisement brings sales promotion to Lush Hair, while 100 respondents representing 25% said transit advertisement create awareness for Lush Hair and 70 respondents representing 17.5% believes transit advertisement reaches larger audience. This implies that majority of the respondents believe Lush Hair should use transit advertisement to promote sales.

TABLE 16: IF NO, WHY

Variables	Frequency	Percentage
There are other means	333	83.25
It is not effective	67	16.75
Table	400	100

The above table shows 333 respondents representing 83.25% believe that Lush Hair should stop using transit advertisement because there are other means, and 67 respondents representing 16.75% believes transit advertisement is not an effective means for Lush Hair.

TABLE 17: DO YOU SEE LUSH HAIR TRANSIT ADVERT AS EXCITING?

Variables	Frequency	Percentage
Yes	199	49.75
No	201	50.25
Table	400	100

The table shows 201 respondents representing 50.25% do not see Lush Hair transit advert as exciting and 199 respondent representing 49.75% believes Lush Hair transit advert is exciting. This implies that most of the respondents see Lush Hair transit adverts as exciting means of advertisement.

TABLE 18: WITHOUT THE ADVERT, WILL YOU STILL PATRONIZE LUSH HAIR?

Variables	Frequency	Percentage
Yes	150	37.5
No	250	62.5
Table	400	100

The table reveals 250 respondents representing 62.5% will not patronize Lush Hair without advert, and 150 respondents representing 37.5% will patronize Lush Hair. This implies that majority of the respondents from the population of study will not patronize Lush Hair without transit advert.

4.2 ANSWERING OF RESEARCH QUESTIONS

This study was undertaken with the intention of assessing the perception of transit advertisement by Benin City residents with a case study Lush Hair. In this section the data analyzed is used to provide answers to the research question identified in chapter one of the study.

RESEARCH QUESTION 1: WHAT ARE THE INFLUENCE OF TRANSIT ADVERTISEMENT ON BENIN CITY RESIDENT?

The answer to this research question can be traced to tables 5 and 6. In table 5, 238 respondents representing 59.5% are familiar with transit advertisement, and 162 respondents representing 40.5% are not familiar with transit advertisement. In table 6, the table reveals that 200 respondents representing 50% see more of transit advertisement on buses, while 100 respondents representing 25% see transit advertisement on tricycles, as 43 respondents representing 10.75% see transit advertisement on trains and 57 respondents representing 14.25% see transit advertisement on cars. However, this analysis simply indicates the influence of transit advertisement towards the resident by revealing how familiar transit advertisement is to the respondent and what medium of which they have seen transit advertisement.

RESEARCH QUESTION 2: WHAT INFLUENCE DOES TRANSIT ADVERTISEMENT HAS ON LUSH HAIR?

To answer this question, reference is made to table 7,8, and 14. In table7 data in the table shows how often respondents come across Lush Hair transit advertisement. The table above shows how often respondents come across Lush Hair transit advert. The displayed reveals that 41 respondent data representing 10.25

rarely come across Lush Hair transit advert, as 250 respondent representing 62.5% often come across Lush Hair transit advert and 109 respondents representing 27.25% very often come across Lush Hair transit advert. In Table 8 shows that 345 respondents representing 86.25% believes Lush Hair transit advert influence their purchase habit and 55 respondents representing 13.75% believes that Lush Hair do not influence their purchase habit, while in table 14 reveals 250 respondents representing 62.5% will not patronize Lush Hair without adverts and 150 respondents representing 37.5% will patronize Lush Hair without adverts. Analysis reveals that majority of respondents purchase habit are influence by Lush Hair transit advert and also how transit advert increase patronage for Lush Hair.

RESEARCH QUESTION 3: HOW FAR DOES TRANSIT ADVERTISEMENT COMMUNICATE WITH IT TARGET AUDIENCE?

To resolve this question are findings in table 9 and 11. In table 9 reveals 340 respondents representing 85% believe that transit advertisement is an effective means of advertisement, while 10 respondents representing 2.5% believe that transit advertisement is not an effective means of advertisement and 50 respondent

representing 12.5% are not sure if transit advertisement is an effective means of advertisement. In table 11 data shows why Lush Hair should continue using transit advertisement. The data reveals that 230 respondents representing 57.56% are of the view that transit advertisement brings sales promotion to Lush Hair, while 100 respondents representing 25% said transit advertisement create awareness for Lush Hair and 70 respondents representing 17.5% believes transit advertisement reaches larger audience. The implication of the above statistic is that transit advertisement communicate with a large number of target audience.

RESEARCH QUESTION 4: WHAT CAN BE DONE ABOUT THE NEGATIVE ASPECT OF TRANSIT ADVERTISEMENT TOWARDS LUSH HAIR?

This question can be resolved through the data in table 13 where the table shows 201 respondents representing 50.25% do not see Lush Hair transit advert as exciting and 199 respondent representing 49.75% believes Lush Hair transit advert is exciting. To this end, analysis indicates that Lush Hair transit advertisement should be exciting to audience in other to promote sale and patronage.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDING

The study looked at how residents of Benin City perceived a transit

commercial for Lush hair, among other things. In light of this, the purpose of this study was to determine how Benin City residents felt about the Lush Hair transit advertisement. The goal of the study was to determine whether transportation advertising really does influence lush hair. Four research questions were posed to accomplish this. The survey study approach assisted in gathering data from the relevant population, which was then analyzed and produced the following conclusion:

1. To a large extent, transit advertisement has influence on Benin City residents 238 respondents representing 59.5% have been influence by transit advert and 200 respondent representing 50% agreed that the medium of transit advertisement also influence respondent.
2. To a great extent, transit advertisement has influence Lush Hair 345 respondents representing 86.25% believes that Lush Hair has greatly be influence by transit advertisement and 250 respondent representing 62.5% agreed that transit advertisement has influence Lush Hair by increasing patronage. Respondent also give various aspect of the influence of transit advertisement to Lush Hair.

3. For the third research question, respondent agreed that transit advertisement communicate with it target audience, it goes a long way in reaching its target audience and communicating the purpose of the transit advert.
4. The negative aspect cannot be overlooked respondents believe that Lush Hair transit advertisement is not exciting and should be look into so as not to loose their audience.

5.2 CONCLUSION

In conclusion, it is important to note that, according to the study, even though transit advertisements have a significant impact on Benin City inhabitants, Lush Hair has benefited from them and they have proven to be a successful method of reaching its target audience. As a result, the views and perceptions of the residents of Benin City were made public, and the responses were largely positive with a small number of unfavorable aspects that might be addressed to increase the effectiveness of transit advertising.

5.3 RECOMMENDATIONS

The researcher aims to forward some ideas that can help with the unfavorable view of transit ads after carefully evaluating the responses. Transit advertising will advance and become more successful when these tips and proposals are put into practice by the advertising firm, academics, and society at large. Herewith, the following suggestion is made:

- ❖ That in creating transit advertisement, Lush Hair must consider all the other factors that are not necessarily found within advertising mix.
- ❖ Lush Hair transit advert should make its buses advertising more exciting and persuasive to be able to lure target audience and get information about the product, meanwhile the information should be convincing and that will bring patronage.
- ❖ Lush Hair transit advert should carry out research every 6 months to know the reactions or view of their consumer concerning their product.
- ❖ Lush Hair transit advert should conduct frequent research on how to make their advert more effective and able to relate with their target audience.

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APPENDIX

Department of Mass Communication,

Faculty of Arts,
University of Benin,
P.M.B 1154, Benin City,
Edo State,
Nigeria.

May 2023.

Dear Respondents,

REQUEST FOR COMPLETION OF QUESTIONNAIRE

I am an undergraduate student of Mass Communication in University of Benin.

I am currently conducting a research on **PERCEPTION OF TRANSIT
ADVERTISEMENT BY BENIN CITY RESIDENTS**

I would like you to fill this questionnaire based on the knowledge that you have about the questions that are contained in the questionnaire. All information will be treated with an utmost confidentiality and will be used for the main purpose of the study.

Yours Faithfully,

IMASUEN ESOHE TOVIA
Researcher

SECTION A:

Gender: Male [] Female []

Age: 15-20 [] 21-30 [] 31-65 []

Marital Status: Single [] Married []

Educational Level: WAEC [] OND [] HND [] B.A [] Others []

SECTION B:

1. Do you go out?

A. YES [] B. NO []

2. If yes, how often?

A. Very Often [] B. Often [] C. Rarely []

3. Are you familiar with Lush Hair?

A. YES [] B. NO []

4. Are you familiar with transit advertisement?

A. YES [] B. NO []

5. If yes, which of the medium of transit advertisement?

A. Bus [] B. Tricycle [] C. Train []

6. How often do you come across these advert?

A. Very often [] B. Often [] C. Rarely []

7. Has Lush Hair transit advert influence your purchase habit?

A. YES [] B. NO []

8. Do you see transit advertisement as an effective means of advertisement?

A. YES [] B. NO []

9. Do you think Lush Hair should continue using transit advertisement?

A. YES [] B. NO []

10. If yes, why -----

11. If no, why -----

12. Do you see Lush Hair transit advert as exciting?

A. YES [] B. NO []

13. Without the advert, will you still patronize Lush Hair?

A. YES [] B. NO []