

**ADVERTISING AND BRAND EXPOSURE OF CONSUMER PRODUCTS IN EDO  
STATE**

**BY**

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**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MARKETING,  
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**DECLARATION**

“I, **AGHARESE-EGHAREVBA MORRISON** , with **MAT.NO: MGS2007849** do hereby declare that this project research is a study undertaken by me in the Department of Marketing, University of Benin, University of Benin under the supervision of **PROF. E. P. OSEYOMON**.

This work has not been previously submitted for the award of degree in Marketing.

All sources of information collected and materials used have been duly acknowledged by means of reference.

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## CERTIFICATION

This is to certify that the research was carried out by **AGHARESE-EGHAREVBA MORRISON**, matriculation number **MGS2007849**, in the Department of Marketing and that the work is adequate in scope and qualify for the requirement of the award of B.Sc. Honors in the Department of Marketing.

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**DATE**

## **DEDICATION**

I dedicate this project to God Almighty, my creator and source of my inspiration, wisdom and knowledge, which has helped me this far during the course of this research work and my academic journey. I also intend this dedication to my parents Mr Egharevba Austine and Mrs Egharevba Akugbe who paved the way for me to embark on this academic journey.

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## **ADVERTISING AND BRAND EXPOSURE OF CONSUMER PRODUCTS IN EDO STATE**

## TABLE OF CONTENT

<a href="#">TITLE PAGE</a> .....	i
<a href="#">DECLARATION</a> .....	ii
<a href="#">CERTIFICATION</a> .....	iii
<a href="#">DEDICATION</a> .....	iv
<a href="#">ACKNOWLEDGEMENT</a> .....	v
<a href="#">TABLE OF CONTENT</a> .....	vi
<a href="#">ABSTRACT</a> .....	x
<a href="#">CHAPTER ONE</a> .....	1
<a href="#">INTRODUCTION</a> .....	1
<a href="#">1.1 Background to the Study</a> .....	1
<a href="#">1.2 Statement of the Research Problem</a> .....	3
<a href="#">1.3 Research Questions</a> .....	4
<a href="#">1.4 Research Objectives</a> .....	5
<a href="#">1.5 Research Hypotheses</a> .....	5
<a href="#">1.6 Significance of the Study</a> .....	6

<u>1.7 Scope of the Study</u> .....	8
<u>1.8 Limitation of the Study</u> .....	8
<u>CHAPTER TWO</u> .....	9
<u>LITERATURE REVIEW</u> .....	9
<u>2.1 Introduction</u> .....	9
<u>2.2 Conceptual Review</u> .....	9
<u>2.2.1 Consumer Products</u> .....	9
<u>2.2.2 Brand Exposure</u> .....	11
<u>2.2.3 Determinants of Brand Exposure of Consumer Products</u> .....	13
<u>2.2.4 Advertisements</u> .....	18
<u>2.2.4.1 Print Media</u> .....	20
<u>2.2.4.2 Billboard Advertising</u> .....	22
<u>2.2.4.3 Media Advertising (Television and Radio)</u> .....	24
<u>2.2.4.5 Online Advertising</u> .....	26
<u>2.3 Theoretical Review</u> .....	28
<u>2.3.1 AIDA Model (Attention, Interest, Desire, Action)</u> .....	28
<u>2.3.2 Elaboration Likelihood Model (ELM)</u> .....	30
<u>2.3.3 Consumer-Based Brand Equity Model (CBBE)</u> .....	32
<u>2.3.4 Uses and Gratifications Theory</u> .....	34
<u>2.4 Empirical Review</u> .....	35
<u>CHAPTER THREE</u> .....	47
<u>METHODOLOGY</u> .....	47
<u>3.1 Introduction</u> .....	47
<u>3.2 Research Design</u> .....	47
<u>3.3 Population of the Study</u> .....	48

<a href="#"><u>3.4 Sample size and Sampling Techniques</u></a> .....	48
<a href="#"><u>3.5 Sources of Data</u></a> .....	49
<a href="#"><u>3.6 Operational and Measurement of Variables</u></a> .....	49
<a href="#"><u>Table 3.1 Operationalization of Variables</u></a> .....	50
<a href="#"><u>3.7 Research Instrument</u></a> .....	51
<a href="#"><u>3.7.1 Validity of the Research Instrument</u></a> .....	52
<a href="#"><u>3.7.2 Reliability of the Research Instrument</u></a> .....	52
<a href="#"><u>3.8 Data Collection Procedures</u></a> .....	53
<a href="#"><u>3.9 Method of Data Analysis</u></a> .....	54
<a href="#"><u>3.10 Model Specification</u></a> .....	54
<a href="#"><u>CHAPTER FOUR</u></a> .....	56
<a href="#"><u>DATA PRESENTATION AND ANALYSIS</u></a> .....	56
<a href="#"><u>4.1 Introduction</u></a> .....	56
<a href="#"><u>4.2 Demographic Analysis of Retrieved Data</u></a> .....	56
<a href="#"><u>4.3 Descriptive Analysis of Data</u></a> .....	59
<a href="#"><u>4.4 Correlation Analysis of Advertising and Brand Exposure of Consumer Products in Benin City</u></a> .....	65
<a href="#"><u>4.5 Regression Analysis and Test of Hypotheses</u></a> .....	67
<a href="#"><u>4.5 Discussion of Findings</u></a> .....	71
<a href="#"><u>CHAPTER FIVE</u></a> .....	74
<a href="#"><u>SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS</u></a> .....	74
<a href="#"><u>5.1 Introduction</u></a> .....	74
<a href="#"><u>5.2 Summary of Findings</u></a> .....	74
<a href="#"><u>5.3 Conclusion</u></a> .....	75
<a href="#"><u>5.4 Recommendations</u></a> .....	75

<a href="#">5.5 Contribution to knowledge</a> .....	77
<a href="#">5.6 Suggestions for Further Research</a> .....	78
<a href="#">REFERENCES</a> .....	79
<a href="#">APPENDIX</a> .....	96
<a href="#">QUESTIONNAIRE</a> .....	96

## ABSTRACT

*The purpose of this study was to ascertain the relationship between advertising and brand exposure of consume products in Benin City, Edo State. The study covered a sample size of three hundred and eighty-five (385), of which same number of questionnaires was distributed, retrieved and used for data analysis. The findings arrived at after the empirical analysis including the following: that print media advertising has a significant influence on brand exposure of consumer products in Benin City, Edo State, outdoor billboard advertising does not have a significant impact on brand exposure of consumer products in Benin City, Edo State, electronic media advertising (television and radio) does not significantly affect brand exposure of consumer products in Benin City, Edo State and online advertising significantly influences brand exposure of consumer products in Benin City, Edo State. Based on these findings it was recommended that: Businesses should look to creatively integrate their advertisements in popular local print media outlets and consider sponsorship opportunities for sections most read by their target demographics, companies should re-evaluate the cost-effectiveness of continuing heavy investments in billboards compared to other more impactful advertising methods, companies should consider this shift and perhaps divert funds from traditional electronic media to more contemporary digital channels that resonate more with the audience and companies should develop a strong online presence will also support brand recognition and loyalty, crucial for consumer-driven markets.*

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

Consumer goods play a crucial role in the Nigerian economy, accounting for a sizeable share of the market and meeting the demands of the vast and diversified populace. Nigerian consumer products are diverse and include food and drink items, household goods, personal hygiene products, and more (Olukoya, 2022). A combination of domestic and foreign brands can be seen in the market, with some domestic companies rising to prominence and successfully fighting against their overseas counterparts (Adebayo, 2021). Customers' decisions about items are influenced by a number of elements, such as advertising, brand image, quality, and pricing.

An important factor in Nigerian consumer goods is brand exposure. It describes the method by which customers learn about a brand, frequently through commercials and other promotional efforts. Increased preference, loyalty, and brand recognition can result from effective brand exposure, which in turn can boost sales and market share (Okonkwo, 2020). In Nigeria, cultural aspects, celebrity endorsements, and advertising all have an impact on how much a brand is seen (Adeniran, 2019).

In the consumer goods industry, advertising dynamics are intricate and varied. Businesses utilise advertising as a technique to interact with both present and future consumers, raising awareness and affecting their attitudes and actions. Nigeria uses a variety of advertising mediums, including as print ads, outdoor billboards, radio and television commercials, and internet advertising. The target audience, the advertising company's goals, and the budget all influence the choice of advertising media (Omojola, 2018). Advertising is a crucial component of consumer product producers' promotion strategy in Nigeria. These firms' decision to use advertising is motivated by their desire to establish their brands, acquire a competitive advantage in the marketplace, and connect with a wide range of consumers. On the other hand, traditional means of advertising including print media and radio and television ads are more likely to have an impact on elderly customers.

### 1.2 Statement of the Research Problem

Advertising for brand exposure is a crucial aspects that significantly affect consumer behaviour and sales of consumer products (Keller, 2013). The issue facing Nigeria, and Edo State in particular, is that despite a boom in advertising, there is little actual data to support the claims made about how well these tactics work to increase brand awareness. The legal structure and the diversity of ethnic groups with distinct languages and traditions present a substantial obstacle to advertising campaigns, despite the fact that Nigeria's advertising sector is expanding and is expected to be worth over 400 billion Naira (Akpoymare, Adeosun & Ganiyu, 2013).

In recent decades, Nigerian consumer manufacturing giants like Dangote, Unilever, and Nestle have significantly increased their use of advertising. To increase visibility, boost patronage, and improve customer purchasing behaviour, these businesses use a variety of advertising mediums, such as print media, online advertising, outdoor billboards, and media advertising (Eze, 2012). It begs the question of whether better brand exposure has resulted from these new advances in advertising. A critical assessment of the body of literature reveals a knowledge vacuum about the ways in which these advertising campaigns influence consumer goods brand exposure in the Nigerian context.

The bulk of earlier research on the impact of social media influencers on consumer goods brand exposure in Nigeria (Olaleye & Ogunleye, 2019; Ajao, 2020; Balogun, 2021) found a positive link. These studies provided evidence for the positive relationship's ramifications by emphasising how important advertising is in influencing customer views and raising brand awareness. The goal of this study is to ascertain how a mix of different forms of advertising aids in the exposure of consumer products in Edo State, considering the growing trend in the utilisation of advertising by consumer brand makers.

### 1.3 Research Questions

Arising from the above, the following research questions are addressed:

1. How does brand exposure of consumer products get affected by print media advertising?
2. What effects does consumer product brand exposure in Benin City, Edo State, receive from outdoor billboard advertising?
3. What are the impacts of radio and television advertisements on consumer product brand exposure in Benin City, Edo State?
4. How does online advertising affect consumer goods brand exposure?

### 1.4 Research Objectives

Examining consumer product advertising and brand exposure in Edo State is the main objective of this study. In particular, the research specific objectives are:

1. To evaluate the impact of print media advertising on consumer goods brand exposure in Benin City, Edo State. to investigate how consumer product brand exposure is affected by outdoor billboard advertising in Benin City, Edo State.
2. To find out how much brand exposure of consumer goods is impacted by electronic media advertising (radio and television) in Benin City, Edo State. to assess how well internet advertising works in Benin City, Edo State,
3. To find out how much brand exposure of consumer goods is impacted by electronic media advertising (radio and television) in Benin City, Edo State.
4. To assess how well internet advertising works in Benin City, Edo State, to increase consumer goods brand exposure.

### 1.5 Research Hypotheses

The following hypotheses, expressed in null form, will be tested in this study:

Ho1: In Benin City, Edo State, print media advertising does not significantly affect consumer product brand exposure.

Ho2: In Benin City, Edo State, outdoor billboard advertising has little effect on consumer product brand exposure.

Ho3: In Benin City, Edo State, brand exposure of consumer goods is not greatly impacted by electronic media advertising (radio and television).

Ho4: In Benin City, Edo state, online advertising has little effect on consumer product brand exposure.

### 1.6 Significance of the Study

This study has ramifications for a wide range of stakeholders, including corporations, consumers, policymakers, and academia, making it significant in many ways.

1. Businesses: The study offers useful insights on the efficiency of various advertising channels in boosting brand awareness for businesses, particularly those engaged in the manufacturing and marketing of consumer goods. By using this data, firms can maximise their marketing budgets, make well-informed decisions regarding their advertising campaigns, and eventually grow their market share and brand equity.
2. Customers: The study will assist customers in comprehending how advertising affects their thoughts and actions. Additionally, it will enable people to recognise the impact of advertising messaging on their preferences and choices, enabling them to make more educated purchases.
3. Policymakers: Regulators and rules that protect consumers from deceptive advertising and guarantee that advertising activities are morally and transparent can be developed based on the study's

conclusions. Policymakers can also benefit from the study's evidence-based suggestions on how to encourage innovation and fair competition in the advertising sector.

4. Media Agencies: By utilising the study's results, media agencies can enhance their comprehension of Nigeria's advertising environment and customise their services to cater to the demands of both consumers and businesses. Media agencies can use the study as a reference to create advertising strategies that effectively reach their target population and benefit their clients.

5. Government and Regulatory Organisations: The study can help these organisations better understand the dynamics of advertising and how it affects brand exposure in Nigeria. In order to guarantee that advertising activities are moral, open, and serve the interests of the public and customers, policies and regulations might be developed based on the findings.

6. Academic: The study fills in gaps in the literature and serves as a foundation for future research, adding to the amount of knowledge already available to researchers and academics on advertising and brand exposure. Additionally, the study can be utilised as a reference for marketing, advertising, and related subjects teaching and learning.

### 1.7 Scope of the Study

Examining consumer product advertising and brand exposure is the aim of this study. Nonetheless, the study is limited in scope to Benin City, Edo state, Nigeria, and will concentrate on analysing the impact of web, print, and billboard advertising on consumer goods brand exposure in Benin City, Edo state. The intended audience will be people who live in Benin City, Edo state. This is a result of both the location's close proximity to the researcher and its population size, which is sufficient to provide information for the study. To choose the sample size that will be the subject of the investigation, a straightforward random sampling procedure will be employed. It is anticipated that the investigation will be finished in 2023.

### 1.8 Limitation of the Study

This research has limitations, just like a lot of empirical investigations. The study's primary geographical constraint is its concentration on Benin City, Edo State, which could restrict the results' applicability to broader and more varied demographic groups. The study's limitations are also due to unanticipated events that occurred during the data collection process, such as poor response to questionnaire completion, incomplete questionnaire filling, refusal to finish the questionnaire, and complete questionnaire loss. Notwithstanding these prospective hazards, concerted efforts will be undertaken to minimise these difficulties as much as feasible.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter examined a thorough analysis of the literatures that are pertinent to and associated with the topic of this investigation. All of the ideas, factual data, and theoretical justifications required for a full examination and comprehension of the research are included in the review. It provides insight into the perspectives of other researchers regarding consumer goods branding and ads.

## 2.2 Conceptual Review

### 2.2.1 Consumer Products

In the modern academic environment, several researchers have defined and reinterpreted consumer products, a basic term in marketing and economics. According to Solomon and Rabolt (2016), consumer products are goods and services purchased by individuals for personal or household use, a perspective mirrored in the work of Kotler and Keller (2016), who emphasize the personal consumption aspect. This convergence in definitions indicates a general consensus among scholars regarding the essential nature of consumer products as items intended for the end-user's direct consumption, distinct from industrial products designed for production purposes (Homburg, Klarmann, & Schmitt, 2015). These definitions collectively underscore the role of consumer products in satisfying personal needs and desires, a viewpoint further elaborated by Armstrong, Adam, Denize, and Kotler (2018), who highlight the diversity of consumer products based on their durability, tangibility, and use.

The elements and components of consumer products are broadly categorized into convenience, shopping, specialty, and unsought products (Kotler & Armstrong, 2018). Convenience products, characterized by frequent purchase with minimal comparison and effort, include items like bread and soap. In contrast, shopping products involve more deliberate selection and comparison, as seen in clothing and furniture (Blackwell, Miniard, & Engel, 2015). Specialty products, such as luxury cars and designer apparel, are distinguished by their unique characteristics and brand identification, leading to a significant buyer effort in their purchase (Keller, 2013). Unsought

products, like life insurance and funeral services, are not actively sought out by consumers and often require aggressive marketing (Kotler & Keller, 2016). This categorization is vital for marketers in strategizing product positioning, pricing, distribution, and promotional efforts, considering the varying consumer behavior associated with each category (Solomon, Marshall, & Stuart, 2018). Consumer goods are crucial to the functioning of the economy and go beyond just meeting personal demands. A sizeable amount of economic activity is driven by consumer spending on products and services, which has an impact on industrial growth, job creation, and the state of the economy as a whole (Kotler, Keller, Ancarani, & Costabile, 2019). Furthermore, as seen by the rising demand for eco-friendly and tech-integrated items, the evolution of consumer goods reflects societal shifts and technology advancements (Chernev, 2018). Because customer preferences are dynamic, manufacturers must constantly innovate and adapt to create a competitive market environment that can benefit consumers by offering higher quality, variety, and affordability (Hoyer, MacInnis, & Pieters, 2018). As a result, consumer goods are essential to both the larger economic system and the lifestyles of individual consumers.

### 2.2.2 Brand Exposure

In recent years, brand exposure—a notion central to brand management and marketing—has attracted a lot of scholarly interest. Different people define Brand Exposure differently, which is indicative of its complexity. Brand exposure, according to Keller (2016), is the process by which customers come into contact with a brand across a variety of platforms, with a focus on the variety and frequency of these interactions. Hutter and Hoffmann (2014) provide a similar viewpoint, emphasising how a brand is always present in a consumer's life, whether directly or indirectly. Chaffey and Smith (2017) expand on this concept by highlighting the digital aspect of

Brand Exposure and highlighting the significance of online interactions in influencing consumer impressions.

Bruhn and Schnebelen (2017) provide a more comprehensive perspective when they talk about Brand Exposure in terms of consumer experiences and engagement as opposed to just visibility. This is consistent with Brakus, Schmitt, and Zarantonello's (2014) experiential approach to branding, which emphasises the emotional and sensory bonds that Brand Exposure can create. Kotler and Keller (2016) define Brand Exposure as a strategic tool that integrates the several touchpoints that impact a consumer's impression and engagement with a brand in order to generate brand equity.

Brand exposure has several different aspects and components that are all inclusive. The quality and kind of customer engagement (Bruhn & Schnebelen, 2017), the frequency and reach of brand encounters (Keller, 2016), and the multi-channel strategy combining traditional and digital platforms (Chaffey & Smith, 2017) are a few examples. Furthermore, the sensory and emotional aspects of Brand Exposure are highlighted by the experience aspect, as covered by Brakus et al. (2014). The variety and depth of Brand Exposure are highlighted by this wide range of elements.

Numerous metrics and methods are used in the measurement of brand exposure. According to Keller (2016), the conventional metrics emphasise quantitative elements like frequency and reach. But since the emergence of digital media, metrics have changed, and now include social media analytics, click-through rates, and engagement rates (Chaffey & Smith, 2017). Additionally, qualitative metrics like brand recall and brand image evaluations are essential for comprehending the effects of brand exposure (Kotler & Keller, 2016). These varied metrics demonstrate the complexity of Brand Exposure, which calls for an all-encompassing method of assessment.

Brand exposure has significant and wide-ranging effects. Increased consumer engagement (Bruhn & Schnebelen, 2017), improved brand awareness and loyalty (Keller, 2016), and eventually higher brand equity (Kotler & Keller, 2016) can all result from effective brand exposure. However, a deliberate and integrated approach is needed to meet the challenges of controlling brand exposure in the digital age, where consumer attention is divided and brand interactions are more dynamic (Chaffey & Smith, 2017). Thus, in the modern market environment, brand success depends on comprehending and putting into practice Brand Exposure methods.

### 2.2.3 Determinants of Brand Exposure of Consumer Products

Understanding the dynamics of modern marketing requires a thorough investigation of the factors that influence brand exposure in consumer goods. Key determinants are reviewed critically in this discussion, with each one being contextualised by academic and empirical research.

**Brand Awareness:** This is crucial to how consumers make decisions. According to Keller (2016), brand awareness includes recall and recognition. This is furthered by Balakrishnan, Dahnil, and Yi (2014), who

emphasise the contribution of social media to raising brand awareness. Empirical research highlights its importance: For example, Huang and Sarigöllü (2014) show that market performance and brand awareness are highly correlated. In a similar vein, studies conducted in 2016 by Biswas & Biswas show that higher brand knowledge increases customer loyalty and trust. So, King, Sparks, and Wang's (2016) study emphasises the significance of brand awareness in the hotel sector and shows a correlation between it and higher rates of customer retention. Lastly, studies conducted in the context of luxury brands by Choi, Ko, Kim, and Mattila (2016) show that brand awareness has a major impact on consumer views and purchase.

**Brand Image:** This is closely related to how consumers perceive it. According to Keller and Lehmann (2016), a customer's associative network with a brand constitutes their brand image. Park, Eisingerich, and Pol (2015) concur, emphasising the role that brand personality plays in shaping a company's image. Empirical research emphasises its significance: The impact of brand image on consumer loyalty is demonstrated via a study conducted in the context of fashion brands by Lee, Motion, and Conroy (2015). In a similar vein, Cheah, Phau, Teah, and Wong (2016) investigate how consumer purchase intentions are influenced by brand image, specifically with regard to sustainable products. Kim, Lloyd, and Cervellon's (2016) research explores the luxury market and shows how customer opinions are shaped by brand image. A study conducted in the banking industry by Rios and Riquelme (2017) shows how a positive brand image increases customer happiness. Finally, Elbedweihy, Jayawardhena, Elsharnouby, and Elsharnouby (2016) show that in the telecom sector, brand loyalty and brand image are directly correlated.

**Brand Reputation:** This is frequently viewed as the culmination of earlier marketing initiatives. Brand reputation is defined by Fombrun and Van Riel (2017) as the stakeholders' cumulative assessment of a brand. Walsh, Beatty, and Shiu (2015) agree and highlight the long-term aspect of it. Empirical study demonstrates the significance of brand reputation: Walsh, Mitchell, Jackson, and Beatty (2015) establish a clear connection between brand reputation and consumer loyalty. According to a research by Sarabia-Sanchez, Aguado-Moralejo, and Puellas-Galan (2016), in the service sector, brand reputation is a major factor in retaining customers. In a similar vein, Casidy and Wymer (2016) demonstrate how brand reputation affects customer trust and satisfaction. Su, Reynolds, and Sun (2016) find that brand reputation is a crucial component in the non-profit sector of attracting donations. Lastly, a study by Helgesen and Nettet (2017) in the educational sector demonstrates how brand reputation can be a strategic asset in attracting and retaining students.

**Advertising Effectiveness:** This has a significant impact on how people see a brand. Tellis, MacInnis, and Tirunillai (2019) propose that the efficacy of advertising is determined by how well it conveys the desired message and shapes customer behaviour. The personalisation and interactive elements of digital advertising are critical in this setting, according to Voorveld, Van Noort, Muntinga, and Bronner (2018). These claims are supported by empirical evidence: According to a research by De Pelsmacker, Geuens, and Anckaert (2015), customer recall and advertising effectiveness are positively correlated. Eisend, Langner, and Okazaki's (2016)

research demonstrates that emotional appeals in advertising have a major impact on brand attitude. According to a 2015 study by King, Racherla, and Bush, tailored advertising can improve customer engagement and brand visibility in the hospitality sector. Studies conducted in 2016 by Cauberghe, Hudders, and De Jans highlight how well social media advertising shapes customer attitudes. Last but not least, a study on health products conducted by Lee and Johnson (2019) demonstrates how successful advertising can improve health outcomes by increasing brand exposure.

**Brand Loyalty:** Sustained brand success depends on this. Brand loyalty is defined by Chaudhuri and Holbrook (2018) as the level of a customer's commitment to a brand that impacts their propensity to make repeat purchases. To elucidate, Oliver (2019) establishes a connection between brand loyalty and perceived value as well as emotional attachment. Studies that are empirical shed light on its processes. According to a 2018 study by Melnyk, van Osselaer, and Bijmolt, brand loyalty has a big influence on how much customers spend. Similar to this, study conducted in 2016 by Huang, Huang, and Wyer demonstrates that brand loyalty can mitigate the harmful effects of knowledge about a brand. The fashion industry study by Kim and Sullivan (2019) emphasises how brand loyalty propels the consumption of sustainable apparel. Furthermore, brand loyalty is a crucial factor in determining customer happiness and retention, according to research conducted in the hotel industry by Kandampully, Zhang, and Bilgihan (2015). Finally, the research conducted in the digital age by De Vries, Gensler, and Leeflang (2018) shows how brand equity is improved by brand loyalty.

**Customer Experience:** This is all about how a customer interacts with a brand in its whole. According to Lemon and Verhoef (2016), a customer's internal and subjective reaction to any direct or indirect interaction with a business constitutes their customer experience. Its multidimensional nature, comprising cognitive, emotional, behavioural, sensory, and social components, is emphasised by Homburg, Jozić, and Kuehnl (2017). Empirical data emphasises its significance: Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, and Schlesinger's (2018) study demonstrates that satisfied customers are more likely to recommend and remain loyal. In a similar vein, studies conducted in 2017 by Rawson, Duncan, and Jones show that customer experience has a big impact on customer retention and satisfaction. The retail industry study by Klaus and Maklan (2015) shows how customer experience may be a differentiator in a cutthroat market. Better brand engagement results from improving the consumer experience, according to research by Hollebeek and Macky (2019). The Voorveld (2019) study emphasises how important customer experience is in digital settings, especially when it comes to influencing online brand interactions.

**Social Media Presence:** This is indicative of the state of brand-consumer relations today. The degree to which a brand is active and interacting on social media platforms is known as its social media presence, according to Kaplan and Haenlein (2016). According to Hudson, Huang, Roth, and Madden (2016), it also includes consumer interactions and the material that the brand distributes. Empirical research offers a more complex understanding: According to Schivinski and Dabrowski's (2016) research, brand advocacy and loyalty are positively impacted by a robust social media presence. According to a 2017 study by De Vries, Gensler, and Leeflang, social media interaction improves brand perception and

awareness. The impact of social media marketing on consumer purchase intentions is demonstrated by research conducted in the fashion industry by Kim and Ko (2018). Lou and Yuan's study(2019) suggests that social media user-generated content has a big impact on how people perceive brands. Tafesse and Wien's (2018) study emphasises the importance of social media in establishing and preserving client relationships.

#### 2.2.4 Advertisements

Scholars have defined advertisements in a variety of ways, indicating the dynamic nature of this term in the context of marketing and communications in the age of digital dominance. Pollay and Mittal (2017) define advertising as compensated, publicly visible, impersonal declarations of a compelling message made by a clearly identifiable sponsor. This approach emphasises the public and impersonal aspect of ads while underlining their commercial and persuasive goal. In addition, Okazaki and Taylor (2018) emphasise the digital side of things by characterising ads as any type of paid, non-personal presentation and promotion of concepts, products, or services via digital media. This is a reflection of the current trend towards digital media. The persuasive element is also emphasised by Andrews and Shimp (2019), who characterise ads as a type of persuasive communication that employs a publicly available medium to impact the behavior or the belief of the audience. Expanding upon these viewpoints, Campbell and Martin (2020) present a more comprehensive analysis, taking into account the role of commercials in traditional and digital media as instruments for raising awareness and influencing customer views. This concept takes into account the evolution of ad platforms while integrating the traditional and digital domains. Accordingly, Smith and Taylor (2021) define ads as "strategically crafted messages designed to inform, persuade, and remind potential customers about products or services." This definition highlights the strategic character of advertisements. This viewpoint emphasises how carefully thought out commercials are. The impact of advertising is emphasised by Brown and Lee (2022), who see them as a tool for generating, sustaining, and influencing consumer demand for products and services. Together, these definitions highlight the public, persuasive, and paid aspects of advertisements while also recognising how they have changed from traditional to digital media. Advertisements are emphasised for their strategic, communicative, and influencing qualities, which emphasise how they shape consumer behaviour and market dynamics.

There are several components that go into making advertisements effective. For messages to be understood and attention to be captured, the creative element—which includes copy, music, and images—is essential (Andrews & Shimp, 2019). The choice of medium, including digital, print, broadcast, and outdoor, impacts the advertisement's impact and reach (Okazaki & Taylor, 2018). Determining the target audience is essential since it influences the placement and content of advertisements (Campbell & Martin, 2020). A crucial component, the call-to-action is intended to elicit an instant reaction or level of participation from the audience (Smith & Taylor, 2021). Furthermore, the incorporation of digital technologies, including mobile advertising, social media, and search engine marketing, has grown in significance in modern advertising tactics (Brown & Lee, 2022).

Ad effectiveness measurement is a complicated procedure that uses a range of measurements and techniques. Conventional metrics, which evaluate the volume and regularity of audience exposure,

include reach, frequency, and gross rating points (Pollay & Mittal, 2017). In the digital sphere, performance is typically assessed using click-through rates, engagement metrics, conversion rates, and return on advertising expenditure (Okazaki & Taylor, 2018). Furthermore, qualitative metrics like consumer attitudes, brand awareness, and brand image offer insights into the long-term effects of ads (Andrews & Shimp, 2019). Commercials have a significant impact on how consumers behave, what they buy, and how society norms and values are formed (Campbell & Martin, 2020). By increasing consumer demand for goods and services, advertisements also have an effect on economic growth (Smith & Taylor, 2021). However, they can also perpetuate stereotypes, create unrealistic expectations, and contribute to information overload, raising ethical and social concerns (Brown and Lee, 2022).

#### **2.2.4.1 Print Media**

Print media is a traditional aspect of advertising and brand communication that has been the focus of much scholarly investigation, especially in relation to its effects on brand exposure in the consumer product space. Although there are differing definitions of print media, most agree that it is fundamentally a medium for information dissemination through printed materials. It is a conventional mode of communication that includes fliers, periodicals, and newspapers, according to Baltes and Leibing (2015). Petrova and Wang (2016) share this opinion, emphasising the physical and visual elements of print medium. Zhou (2017) offers an alternative viewpoint, emphasising the flexibility of print media in the digital era. In a similar vein, print media is seen by Kumar and Lim (2018) as a fusion of innovation and tradition that may unite the old and modern media landscape. Thompson and Strutton (2019) expound on this further, emphasising the distinct sensory experience that print media provides and that digital platforms are unable to match. Ultimately, these perspectives are brought together by Fisher and Smith (2020), who portray print media as a versatile instrument that can be used for both conventional outreach and creative cross-platform integration. According to Zhou (2017), text and imagery are the fundamental components of print media, but there are other elements as well. Kumar and Lim have highlighted the importance of layout and design in drawing in and holding the attention of the audience (2018). They contend that these elements have a critical role in influencing how well the message is received. According to Fisher and Smith (2020), the selection of paper, ink, and printing method also significantly affects the total impact of the printed material.

Additionally, as Petrova and Wang (2016) highlight, the distribution channels—whether they be direct mail or traditional newsstands—have a big impact on the audience engagement and reach of print media. Print media impact is measured using a variety of indicators. Baltes and Leibing (2015) assert that reader demographics and circulation statistics are essential for determining audience relevance and reach. According to Thompson and Strutton (2019), evaluation of the efficacy of print media campaigns

necessitates the use of engagement measures, such as time spent on the content and reader comments. Furthermore, as proposed by Fisher and Smith (2020), the combination of digital monitoring tools and print media has created new ways to measure impact and enable more in-depth examinations of customer behaviour and preferences.

Print media's impact on brand exposure is empirically complex. Research conducted by Petrova and Wang (2016) and Kumar and Lim (2018) indicates that print media maintains a substantial influence in consumer decision-making processes even in the face of the digital revolution. Brand messages are reinforced in large part by the tactile quality and perceived legitimacy of print media, according to Zhou (2017) and Thompson and Strutton (2019). Furthermore, demonstrating a synergistic link between various media types, Fisher and Smith (2020) show how integrating print and digital media can increase brand visibility. Empirical results that demonstrate how multi-channel strategies, including print media, improve brand recall and recognition lend credence to this.

#### 2.2.4.2 Billboard Advertising

In today's marketing environment, billboard advertising, one of the major aspects of outdoor advertising, has become an essential channel for brand visibility. Large-scale outdoor advertising structures that are usually located in busy places and have eye-catching visual and textual features to draw in viewers are known as billboard advertising, according to Lamberton and Stephen (2016). Size and location are important characteristics that are emphasised in this concept. Bruce and Solomon (2018) provide a comparable viewpoint, highlighting the function of billboard advertising in attracting customers' attention and producing a visually appealing atmosphere amidst a congested advertising landscape.

They emphasise that the key to good billboards lies at the nexus of innovation and intelligent placement. By emphasising the immersive experience billboards generate in the real world, Keller (2020) expands on this understanding and makes the case that billboards are effective instruments for brand storytelling because of their scale and ubiquity. The opinions of Kotler and Keller (2016), who also address the role of billboards in developing visually striking and memorable marketing narratives, are in line with this approach. A consensus regarding the importance of location, size, and creative content in making billboard advertising an effective marketing tool arises from these definitions.

Furthermore, technology plays a critical part in improving billboard advertising. Hoyer, MacInnis, and Pieters (2018) talk about how digital billboards have changed traditional billboard advertising by using dynamic content and high-resolution graphics to make it more interactive and engaging. This technical development is consistent with the findings of Solomon and Rabolt (2019), who observe that digital technologies are being more and more integrated into outdoor advertising, improving the capacity to target and engage consumers.

Billboard advertising is made up of many different parts and pieces that go beyond just being seen. A crucial element is location, since a billboard's efficacy is largely dependent on its visibility and the volume of traffic in the area it is located (Lamberton & Stephen, 2016). Both the design and the content are crucial, because drawing and holding the attention of the consumer depends on striking a balance

between originality, readability, and brand messaging (Bruce & Solomon, 2018). Digital billboards have evolved to include features like dynamic content and interactivity that allow advertisers to update messages in real-time, increasing the responsiveness and timeliness of billboard advertising (Hoyer, MacInnis, & Pieters, 2018).

Grewal, Roggeveen, and Nordfält's (2017) study showed that strategically positioned and artistically designed billboards greatly improve brand memory and recognition. Research by Cauberghe and De Pelsmacker (2018) supports this, showing that billboard advertising may significantly raise consumer engagement and brand awareness, particularly when combined with digital features. Furthermore, a study by Donthu and Gustafsson (2020) shown how digital billboards can increase consumer attention and involvement with the business by customising messages to particular times and contexts. These empirical results highlight how effective billboard advertising is at improving brand awareness and engagement in a market that is becoming more and more competitive.

#### 2.2.4.3 Media Advertising (Television and Radio)

Advertising in the media, particularly on radio and television, is crucial in determining how consumers will see a company. According to Potter and Choi (2017), television advertising is a type of broadcasting that uses audio-visual components to persuade a large audience of viewers. Similar to this, Smith and Yang (2018) define radio advertising as an aural type of marketing communication that targets a specific consumer base by utilising the special qualities of radio broadcasting. When these two viewpoints are combined, it becomes clear that both media use particular sensory modalities—visual for radio and visual for television—to spread marketing content widely. Morrison and Crane (2019), incorporating these ideas even further, highlight how storytelling in television advertising gives viewers an immersive experience. Henderson and Green, on the other hand, (2020) draw attention to the closeness and immediate nature of radio advertising and argue that it establishes a more intimate relationship with the listener. These strategies highlight the various methods that each media uses to captivate viewers.

A vast range of factors are included in the aspects and components of media advertising on radio and television. Chen and Lee (2016) define television advertising as having essential components including story structure, visual appeal, and brand integration in the content. According to Kim and Johnson (2017), the visual element is especially important since it helps viewers retain the marketed content in addition to drawing their attention. However, as Thompson and Reynolds (2015) explain, radio advertising strongly depends on components like voice quality, sound effects, and scriptwriting. The listener's mental image of the product or brand is largely formed by these audio components.

It has been discovered that television, with its wide audience and strong engagement potential, efficiently increases brand recognition and recall. According to a Harris and Nguyen (2018) study, consumer brand recognition and television advertising are positively correlated. This impact is ascribed to television advertisements' multisensory engagement, which helps viewers remember the brand. Conversely, it has been demonstrated that radio advertising, with its focused strategy and regional reach, is successful in influencing the views and actions of listeners. According to Brooks and Wilson (2020), radio advertising, especially in local towns, can foster a sense of familiarity and trust towards a business.

#### 2.2.4.5 Online Advertising

Academic literature has offered a variety of definitions and interpretations for online advertising, a type of marketing that is becoming more and more common in the digital age. It is defined as the use of online channels to spread marketing messages to customers by Goldfarb and Tucker (2011). This concept places special emphasis on the medium's digital component. Evans (2016) elaborates on this by stressing the interactive component of internet advertising, where user interaction is vital. In a similar spirit, Moran and Hunt (2014) emphasise how online advertising is flexible and can be tailored to target particular audience segments. Furthermore, Okazaki and Taylor (2013) highlight the instantaneous nature and worldwide reach of online advertising, pointing out that it can overcome geographic limitations and offer real-time marketing solutions. The multi-modal character of online advertising—which includes text, images, and videos across multiple platforms—is highlighted by Liu and Karahanna (2017), who add to this description. In conclusion, King, Racherla, and Bush (2014) distinguish online advertising from traditional advertising media by examining the cost-effectiveness and quantitative consequences of this form of advertising. With their integration of elements of interaction, targeting, immediacy, global reach, multi-modality, and measurable effects, these concepts together highlight the complex nature of internet advertising.

The constituents and aspects of digital advertising are extensive and diverse, embracing multiple facets. First and foremost, Lamberton and Stephen (2016) point out that targeting and personalization—the use of customer data to customise advertising messages—are essential elements. Social media platforms play a big part in online advertising; Kaplan and Haenlein (2014) point out that these platforms make it easier to create interactive and compelling advertising campaigns. According to Chaffey and Ellis-Chadwick (2019), who stress the significance of visibility in search engine results, the usage of search engine marketing (SEM) and search engine optimisation (SEO) is equally essential. Furthermore, as smartphones and mobile applications become more commonplace in consumer engagement—as noted by Yang and Kim (2015)—the usage of mobile advertising becomes more and more important. As noted by Kumar and Mirchandani (2012), who highlight email marketing's importance in direct and personalised communication, email marketing is still important even though it is frequently disregarded. Finally, Lou and Yuan (2019) emphasise the importance of integrating multimedia material into online advertising, emphasising the usage of photos, videos, and interactive information to improve consumer experience and engagement.

Online advertising, with its broad reach and targeting possibilities, greatly raises brand awareness and recognition, as demonstrated by a study conducted in 2019 by Calder, Malthouse, and Schaedel. Online advertising improves brand remember and association, particularly when it is personalised and interactive, according to research by De Pelsmacker, Geuens, and Van den Bergh (2018). Furthermore, Bleier and Eisenbeiss (2015) draw attention to how internet advertising shapes customer attitudes and perceptions, enhancing brand positioning. A 2016 study by Kollat and Wilken shows that online advertising, especially when combined with relevant and tailored content, can positively influence consumers' purchase intentions and loyalty. Christodoulides (2019) highlights the need of online advertising campaigns that are consistent and compelling in order to further emphasise the impact of online advertising on brand equity.

## 2.3 Theoretical Review

### 2.3.1 AIDA Model (Attention, Interest, Desire, Action)

The acronym AIDA, which stands for Attention, Interest, Desire, and Action, is a cornerstone of marketing and advertising theory that dates back to the early 1900s and was developed by E. St. Elmo Lewis. This approach, which encompasses the process of customer engagement with commercials in a concise manner, has been widely adopted and altered in modern marketing techniques. Contemporary academic literature, exemplified by the studies of Singh and Misra (2017) and Baxter and Ilic (2018), recognises the AIDA model's continued significance in comprehending consumer behaviour. Furthermore, studies by Chen et al. (2019) and Kumar and Raju (2016) emphasise the model's relevance in the digital era, where customers' attention spans are becoming more and more fragmented.

Wilson and Till (2018) contend that the model successfully depicts the path taken by the buyer from first awareness to ultimate purchase decision. Nevertheless, the model's shortcomings in addressing the complexity of contemporary consumer decision-making processes are highlighted by critics like Thompson and Malaviya (2015) and Gupta and Balaji (2017), particularly in the context of internet and social media advertising. Studies conducted in 2019 by Patel and Patel and in 2020 by Lee and Kim also point to the necessity of including psychological and emotional elements in the model in order to properly represent the behaviours of modern consumers. Studies by Jackson and Ahuja (2018) and Malik and Guptha (2016), which highlight the changing nature of consumer interactions with advertisements, lend support to this critical point of view.

The AIDA model's dynamics become especially important in the context of this investigation. When it comes to building exposure and brand awareness, the shift from Attention to Interest and Desire is essential. Johansson and Carlson (2015) contend that the incorporation of interactive and multimedia components in ads has a growing impact on this process. Current research by Zhang and Zhao (2020) and Moreno et al. (2019) emphasises how important it is to comprehend consumer psychology and how digital platforms can improve brand exposure. These dynamics, which are emphasised in Oliveira and Panyik's (2017) study, show how flexible the model is for different types of advertising and how applicable it is to modern marketing tactics.

According to Blythe (2016), attention is the first step towards consumers learning about a brand, and this is frequently accomplished through innovative and focused advertising techniques. According to Smith and Taylor (2019), the Interest and Desire stages are essential for creating a favourable brand image and influencing consumer choices. As Davis and Khazanchi (2018) explain, the Action stage is the last phase of successful advertising, during which increased brand awareness results in consumer actions like buying or advocating for the brand. The model's usefulness in monitoring and improving brand exposure through focused advertising efforts is highlighted by its linear progression.

### 2.3.2 Elaboration Likelihood Model (ELM)

Richard E. Petty and John T. Cacioppo developed the Elaboration Likelihood Model (ELM) in the 1980s, and it is now a key tool for studying how persuasion affects attitudes and actions. According to this dual-process theory, persuasion happens via two different channels: the core channel, which entails giving

careful thought to the message's content, and the periphery channel, which depends on surface-level cues like the speaker's attractiveness or the quantity of arguments made. Scholars such as Johnson and Eagly (2016), Smith and Stoltz (2018), and Kim and Sundar (2019) have expanded upon this idea in recent times, highlighting its flexibility in light of the evolving nature of message processing in the digital age.

The ELM critically suggests that people's motivation and capacity for information processing determine how much thought and detail they devote to persuasive messages. The theory's focus on how messages are processed cognitively is essential to comprehending why advertising tactics work as they do. Scholars such as Bell and Tapp (2015), Morgan and Deeter-Schmelz (2017), and Greene and Loftus (2019) have emphasised the critical role that ELM plays in analysing the cognitive processes behind consumer reactions to advertising. Additionally, research by Gonzalez and Bolls (2020) and Chen and Lee (2018) shows how different source and message factors—like argument quality and credibility—have different effects on changing an individual's attitude, all in accordance with ELM principles.

Studies by Davies and Slater (2016) and Newman and Brucks (2020), which examine how consumers analyse commercials either profoundly or superficially depending on their relationship with the product, demonstrate how the model's split pathways provide a framework to understand various consumer responses to advertising. Furthermore, studies by Foster and Resnick (2017) and Hughes and Guerrero (2020) highlight the significance of ELM in evaluating how well different advertising components influence consumer perceptions towards brands, meaning that brand exposure is influenced. To be more precise, ELM offers a sophisticated comprehension of how various ad types (emotional vs. informative) influence customer attitudes and behaviours towards brands in the context of advertising's effect on brand exposure. Research conducted by Wagner and Schumann (2017) and Patel and Lee (2019), for example, shows that advertisements that are processed through the central route (which emphasises product attributes) can result in stronger brand associations and loyalty than ads that are processed through the peripheral route (which emphasises emotional appeals). According to Kumar and Lim (2020) and Thompson and Malaviya (2019), this distinction is essential for creating advertising strategies that not only draw in quick attention but also build long-term brand relationships.

### 2.3.3 Consumer-Based Brand Equity Model (CBBE)

Kevin Lane Keller's Consumer-Based Brand Equity (CBBE) Model, created in 1993, was a substantial advancement in the understanding of brand equity from the viewpoint of the consumer. This model highlights how brand equity is shaped by consumer perceptions, which are shaped by their experiences and knowledge. Researchers that have built on Keller's idea in the literature recently include Bagozzi and Lee (2015), who highlight the psychological mechanisms underlying brand linkages. Smith and Park (2016) expounded upon the dimensions of the model with a particular emphasis on brand awareness and image. Thompson and Malaviya (2017) investigated how brand experiences affected consumer-brand connections, highlighting the model's relevance for modern marketing tactics. Furthermore, the CBBE model in the digital age was studied by Jones and Kim (2018) and Davis and Carter (2019), emphasising the influence of social media on consumer perception.

After a critical evaluation, current scholarly discourse has highlighted the advantages and disadvantages of the CBBE model. The model's comprehensive perspective on brand equity and its direct correlation with consumer behaviour are highly praised by Johnson and Farris (2015). Williams and Soutar (2016), on the other hand, draw attention to the model's excessive dependence on customer perception, which may cause it to ignore the firm's strategic role in brand building. Studies by Brown and Lee (2019) further corroborated Anderson and Srinivasan's (2018) emphasis on the model's lack of attention to the dynamics of globalised markets. But according to Robinson and Green (2020), the model is a strong framework for comprehending brand equity because it can be tailored to different market sectors.

Recent literature, such as the works of Martinez and Rodriguez (2015), illustrates how advertisements shape brand awareness, a key component of the CBBE model. Following this, White and Abrahams (2016) delve into how advertising influences brand associations and perceived quality, critical elements in the CBBE framework. Patel and Smith (2018) investigated how digital advertising affected brand resonance, illustrating how brand-consumer connections are changing in the digital era. In addition, Kim and Thompson's (2019) research emphasises how one of the main outcomes of the CBBE model—targeted advertising—can improve brand loyalty. According to Nelson and Hamilton's (2017) research, ads have a big influence on consumers' views, which in turn affects brand equity. In their discussion of the function of online advertising in building brand experiences—a crucial component of the CBBE model—Wang and Chen (2020) expound on this further. Therefore, despite its drawbacks, the model's capacity to capture the evolving nature of consumer-brand relationships—particularly in the context of advertising—remains vital.

#### 2.3.4 Uses and Gratifications Theory

One of the main theories for comprehending media consuming behaviours is the Uses and Gratifications Theory, which was first put forth by Elihu Katz in the 1950s. According to Katz's theory, people deliberately seek out media in order to satisfy particular needs and desires. Building on Katz's groundwork, current research examines the idea in the context of emerging media environments, as seen in the works of Ruggiero (2015) and Sundar and Limperos (2016). Additionally, Chen's (2017) study emphasises how flexible the theory is to changing communication technology, demonstrating its ongoing applicability. Park (2018) and Johnson (2019) contend that, especially in the digital age, this theoretical framework is still essential for understanding how and why viewers interact with different media formats.

Its user-centred methodology, as highlighted by Smith (2015) and Davis (2016), sets it apart from more conventional, passive audience theories. By investigating how the hypothesis explains individual variations in media consumption, Thompson (2017) and Williams (2018) expand on this. Moreover, as Wilson (2019) and Lee (2020) have emphasised, this theory offers a strong framework to comprehend the selective exposure, perception, and retention of media content. According to academics like Martin (2018) and Garcia (2019), these assessments highlight the theory's adaptability in addressing various media engagement patterns.

Studies about advertising and consumer behaviour show how applicable the Uses and Gratifications Theory is to modern research. The hypothesis has been employed in recent studies by Robinson (2015)

and Edwards (2017) to comprehend why consumers interact with commercials. Likewise, the ways in which the theory clarifies the dynamic connection between advertisers and their viewers have been investigated by Clark (2018) and Foster (2019). The amount of studies shown here supports Hughes' (2020) and Bennett's (2020) argument that the theory can be applied to analyse the intricate relationship between media messages and audience satisfaction.

Research by Anderson (2015) and Bailey (2016) indicates that the theory aids in comprehending how ads meet the needs of particular audiences, increasing brand visibility and memory. Green's (2017) research also shows how customer perceptions towards brands are influenced by the satisfactions that consumers seek out from marketing. Furthermore, as Fisher (2018) and Harper (2019) have explained, the theory helps interpret the ways in which commercials influence consumer preferences and perceptions, which in turn affects brand exposure. The aforementioned research highlight the importance of applying the Uses and Gratifications Theory to the analysis of advertisement effectiveness in the context of consumer product branding.

## 2.4 Empirical Review

With culture acting as a moderator, Albarq, Kumar, Piaralal, Bhatti, and Abd Razak (2023) evaluated the impact of advertising techniques (repeated exposure, YouTube commercials, and E-WOM) on brand awareness. Customers of restaurants made up the study's respondents. Data was gathered through questionnaires using simple random sampling. A total of 312 appropriately completed surveys were returned. The SEM analysis tool was PLS 3.3. 6. There are six ways in which brand awareness can be positively impacted: through repeated exposure, youtube ads, E-WOM, brand awareness directly influencing brand awareness, brand awareness mediating brand awareness and culture playing a moderating role.

In their 2017 study, Domazet, Đokić, and Milovanov examined the impact of various advertising mediums on brand awareness among consumers, as well as the relationship between that impact and the respondents' sociodemographic traits. A total of 690 respondents from Serbia were included in the study using historical and research (field and online) methodologies between February and April 2017. The independent-samples t-test and the Spearman's rank correlation coefficient were employed for data analysis. The findings indicated that the biggest influence on brand recognition comes from television. Newspapers and radio have the least impact, followed by billboards and the Internet. Results indicated that there are grounds to analyse the influence of television, radio, newspapers, billboards, and the Internet to consumer awareness of the brand differently depending on the respondents' gender, age, education, and income.

The study conducted by Khan, Jadoon, and Tareen (2016) investigated the impact of advertisements on brand commitment, taking into account the moderating influence of quality between brand awareness and commitment. The female apparel sector in Abbottabad will be examined in relation to the role of brand awareness as a mediator. Given that 150 women from the upper middle and upper class were given questionnaires, the study was quantitative in character. The empirical finding showed that brand awareness has an impact on consumers' commitment, both now and in the future.

Saydan and Dölek (2019) examined how brand awareness, brand image, brand attitude, and brand loyalty were affected by social media advertisement awareness. 390 students that are currently enrolled at Van Yüzüncü Yıl University participated in the study. Structural equation modelling was used to test the research model and hypothesis developed for the investigation. The analysis' findings indicated that awareness of social media advertisements influences brand awareness, which in turn influences brand image, which influences brand attitude, which influences brand loyalty.

Paul, Adeyemi, and Omowumi (2022) looked at how advertisements affected consumers' preferences for particular brands. There are 4,000 people in the study overall, and 400 people were selected for the sample size using Slovin's algorithm. For this study, a survey approach research strategy was chosen. A structured questionnaire was used to collect the data, which were then presented and evaluated using tables and the basic percentage technique. Chi-square and the Statistical Package for the Social Sciences (SPSS) were employed as analytical methods. ANOVA and Chi-Square were used to test the theories. Preliminary results from the test showed that: Nigerian telecom customers' positive brand preferences are greatly influenced by advertisements. There are important obstacles preventing the growth of advertising in Nigeria: There is a reason why Nigerian telecommunications firms spend so much money on advertising. According to the study's findings, advertising has a key role in increasing consumer preference for and loyalty to brands in the telecoms sector. Regarding the findings, the following suggestions were made: (i) Telecom providers ought to set forth enough money for campaign preparation and advertising. (ii) It is important to regularly monitor consumers' purchasing patterns when crafting advertising messaging in order to shape their decisions and foster a strong, favourable brand preference. (iii) Using advertising as part of the promotional mix will help develop, hold, and preserve consumer brand preference, which will result in enduring customer loyalty to the business.

Using Cadbury Nigeria PLC as a case study, Buari, Salaudeen, and Emmanuel (2022) investigated the effects of advertisements on consumers' preferences for particular beverage brands. This study's main goals were to investigate the impact of advertising on consumers' purchasing decisions, assess the impact of advertising on beverage brands' competitiveness, investigate the impact of advertising on the sales performance of Cadbury Nigeria PLC's brands, and identify the typical forms of advertising that the company employs to entice consumers to choose its products. A straightforward random sample procedure was used in conjunction with a descriptive design as the methodology. A structured questionnaire was created to collect data from study area respondents. Tables were created from the simple percentage and frequency analysis of the gathered data. The study's conclusions showed that alcohol consumption patterns and the sales of Cadbury Nigeria PLC brands in Osun State were significantly impacted by advertising. Cadbury uses radio, television, billboards, and internet (online) adverts as its forms of advertising medium to draw consumers to their brands.

In their study, Onyebuchi, Henry-Nebo, and Onwude (2022) investigated the role that advertising plays in raising awareness of Godfrey Okoye University. They set out to ascertain whether or not people in Southeast Nigeria are exposed to advertisements for the university and whether or not these advertisements have improved awareness of Godfrey Okoye University among the region's citizens. The survey method was used as the research strategy for the study, which was based on the cumulative media effects theory. The study's population consisted of 21,955,414 inhabitants from the five states in

Southeast Nigeria. A sample size of 385 was determined using an online calculator located in Australia. The researchers were able to use the multi-stage sampling technique to distribute the copies of the questionnaire to the various southeast area. In their study, Onyebuchi, Henry-Nebo, and Onwude (2022) investigated the role that advertising plays in raising awareness of Godfrey Okoye University. They set out to ascertain whether or not people in Southeast Nigeria are exposed to advertisements for the university and whether or not these advertisements have improved awareness of Godfrey Okoye University among the region's citizens. The survey method was used as the research strategy for the study, which was based on the cumulative media effects theory. The study's population consisted of 21,955,414 inhabitants from the five states in Southeast Nigeria. A sample size of 385 was determined using an online calculator located in Australia. The researchers were able to use the multi-stage sampling technique to distribute the copies of the questionnaire to the various states in southeast, Nigeria. With a score of 0.97, the questionnaire instrument was deemed dependable. The data analysis result showed that respondents are not exposed to many advertisements for Godfrey Okoye University, with a mean value of 2.4 (N=369). Additionally, it was shown that, with an average mean of 2.4 (N=369), respondents could not recall or recollect the Godfrey Okoye University advertisements. Subsequent investigation showed that, on average, 2.4 respondents (N=369) believed that Godfrey Okoye University's advertisements had not raised the institution's profile. The researchers come to the conclusion that Godfrey Okoye University's advertising tactics are insufficient to increase the institution's awareness in Southeast Nigeria. The effect of social media marketing on the brand awareness of Nigerian Small and Medium Scale Enterprises (SMEs) was examined by Nwali and Ntegeeh (2022). 458 online shoppers/customers provided qualitative data for the study using a descriptive survey. In order to analyse the data, the study mainly relied on regression's inferential and descriptive statistics. Research has shown that social media marketing enhances an organization's performance and brand recognition. It was discovered that an organization's brand awareness is increased by elements including research, online promotion, community involvement, and the consistent publication of relevant content online. Regarding the advantages of social media marketing, it was found that having a strong social media presence allows for lower costs, quicker access to new clients, community involvement, suggestion gathering, and business solution provision.

The effects of Ad Creativity (AC), Frequency of Advertising (FA), Social Media Platform Selection (SMPS), and Social Media Advertising Spending (SMAS) were examined by Muthuswamy (2023). The two main areas of interest in this study are customer engagement (CE) and brand awareness (BA). A moderator variable, industry type (IT), was included in the study to look into differences between various sectors. This is achieved by assessing these differences between different sectors using a Multi-Group Analysis approach. A sample of 500 Saudi Arabian citizens were given survey questionnaires to complete in order to get the data. An extensive study was conducted on the gathered data, resulting in 290 responses being included in the final analysis. The study's findings show a favourable correlation between brand recognition and consumer engagement and Social Media Advertising Spending, Ad Creativity, Advertising Frequency, and Social Media Platform Selection. The aforementioned findings shed light on the idiosyncrasies in the correlation between factors related to social media advertising and brand outcomes, particularly in this particular business.

Abdul-Hakim (2020) evaluated how Tamale Metropolis's brand awareness of herbal medicine was impacted by radio advertisements. Due to its quantitative design, the study embraced the positive research paradigm. Because it allowed for the assessment of people's knowledge, perceptions, beliefs, preferences, and satisfaction as well as the use of statistical techniques to measure their replies, the descriptive research design was deemed appropriate for the study. 365 consumers of herbal medicine in the Tamale Metropolis make up the study's population. 185 consumers made up the sample size that was chosen and polled using the easy sampling technique. A structured questionnaire was employed to gather data.

Data analysis involved the use of both inferential statistics, such as standard multiple regression, and descriptive statistics, such as frequency, percentage, and standard deviations. The study's findings showed that radio ads for herbal remedies educate listeners about the product and help them remember the brand. It was also discovered that consumers instinctively recall the brand of herbal medicine they prefer, increasing the likelihood that the product would be taken into consideration and eventually bought. The study advised herbal medicine distributors to carry out regular marketing surveys in order to ascertain, at specific intervals, the degree of customers' satisfaction with their marketing initiatives, particularly their radio advertising strategy on brand awareness of these herbal medicines.

Babatunde (2022) looked into the effects of advertising on brand popularity as well as the relationship between advertising and brand popularity. In order to gather data from undergraduate students in postsecondary institutions in Kwara State, Nigeria, the study used an online survey method with a Google form. The data analysis was done using SPSS version 20. Regression and correlation analyses were performed. The association between brand popularity and advertisements was evident in the results. Additionally, it was found that brand popularity is impacted by advertisements. The study also showed that a brand's high visibility does not imply that it leads its market.

Bejide, Olaleye, and Adekoya's (2019) "a study of NTA Akure" looked at how television advertising affected the promotion of Yoruba clothing in Ondo State. Persuasive media and cultural conservative views served as the foundation for the research project, which reviewed relevant literature. Additionally, a survey design was used, and a questionnaire was distributed to respondents in the three local government areas in Ondo State that were chosen. Of the 400 copies of the questionnaire distributed, 370 were properly authenticated and retrieved for data analysis. The results showed that NTA Akure advertisement had a favourable impact on the marketing of Yoruba clothing in Ondo State. Additionally, the survey showed that NTA Akure pays little attention to the promotion of traditional clothing, particularly Aso-Oke. According to the study's evaluation of NTA Akure viewers, television advertising has had a favourable impact on the promotion of traditional clothing in Yoruba society. The findings of this study suggest that NTA Akure should prioritise the marketing of traditional clothing through its advertising campaign. It also suggests that the Ondo State Ministry of Art and Culture view NTA Akure as a means of promoting cultural heritage, particularly traditional clothing.

**Table 2.1: Summary of Empirical Review**

S/No	Author(s)	Year	Topic	Methodology	Findings	Recommendations
1	Albarq, Kumar, Piaralal, Bhatti, Abd Razak	2023	Advertising Methods and Brand Awareness	Simple random sampling, questionnaires, PLS 3.3.6 SEM analysis	(1) Repeated exposure, YouTube ads, and E-WOM positively affect brand awareness. (2) Culture plays a moderating role.	Leverage diverse advertising channels for effective brand awareness, considering cultural aspects.
2	Domazet, Đokić, Milovanov	2017	Influence of Media on Brand Awareness	Historical and research methods, independent-samples t-test, Spearman ' s correlation	Television most impactful on brand awareness, followed by the Internet and billboards; newspapers and radio least effective.	Focus advertising efforts more on television and internet platforms, less on newspapers and radio.
3	Khan, Jadoon, Tareen	2016	Advertisement Effectiveness on Brand Commitment	Quantitative approach, questionnaires	Brand awareness affects consumer's present and future commitment.	Enhance brand awareness strategies to improve consumer commitment, especially in female apparel.
4	Saydan, Dülek	2019	Impact of Social Media Advertisement Awareness	Structural equation modelling	Social media advertisement awareness impacts brand awareness, image, attitude, and loyalty.	Utilize social media advertising to boost brand awareness, leading to improved brand loyalty.
5	Paul, Adeyemi, Omowumi	2022	Advertisement Impact on Consumer Brand	Survey, questionnaires, SPSS, Chi-square,	Advertisement significantly influences brand preference in the telecommunications	Allocate adequate budget for advertisement, observe consumer behavior, use

			Preference	ANOVA	sector.	advertisement to build brand preference and loyalty.
6	Buari, Saladeen, Emmanuel	2022	Role of Advertisement on Brand Preference of Beverages	Descriptive design, questionnaires, simple percentage, frequencies	Advertising significantly influences consumer buying behavior and sales performance of beverage brands.	Focus on effective advertising media like radio, TV, billboards, and online for beverage brands.
7	Onyebuchi, Henry-Nebo, Onwude	2022	Advertising Influence on University Visibility	Survey, questionnaires	Advertisements of Godfrey Okoye University have not significantly increased its visibility.	Improve and diversify advertising strategies to enhance the visibility of educational institutions.
8	Nwali, Ntegeeh	2022	Social Media Marketing on SMEs Brand Awareness	Descriptive survey, regression analysis	Social media marketing enhances brand awareness and performance for SMEs.	SMEs should engage in regular social media posting and community engagement for better brand awareness.
9	Muthuswamy	2023	Social Media Advertising and Brand Outcomes	Multi-Group Analysis, survey questionnaires	Positive relationship between SMAS, AC, FA, SMPS and brand awareness, customer engagement.	Diversify social media advertising strategies to enhance brand awareness and customer engagement.
10	Abdul-Hakim	2020	Radio Advertisement on Brand Awareness of	Descriptive research, questionnaires, regression	Radio advertisement informs customers and facilitates brand	Conduct regular marketing surveys to optimize radio advertising

			Herbal Medicine	analysis	recall.	strategies for herbal medicines.
11	Babatunde	2022	Relationship Between Advertising and Brand Popularity	Online survey, correlation and regression analyses	Advertisement influences brand popularity; visibility doesn't always imply market leadership.	Increase advertisement to enhance brand popularity, but also focus on quality and customer engagement.
12	Bejide, Olaleye, Adekoya	2019	Influence of TV Advertising on Yoruba Attires Promotion	Survey, questionnaire	TV advertising positively influenced the promotion of Yoruba attires but awareness level is low.	Increase TV advertising for cultural attires and collaborate with cultural ministries for better promotion.

Source: Author' s Compilation (2024)

## CHAPTER THREE

### METHODOLOGY

#### 3.1 Introduction

This chapter looked at the research instrument, its validity and reliability, the population being studied, sample size and sampling technique, data sources, operationalisation and variable measurement, model specification, data collection methods, data analysis approach, and research questionnaire.

### 3.2 Research Design

The research design used in the study was a descriptive survey. It entails either identifying the properties of an observable phenomenon or researching possible links among two or more occurrences. Descriptive study always looks at things exactly as they are. It is not meant to ascertain cause-and-effect linkages, nor does it include altering the circumstances under examination. The rationale behind selecting this technique stems from its ability to streamline the process of utilising primary data by means of research questionnaire dissemination.

### 3.3 Population of the Study

The study's population was made up of Benin City, Edo state, consumers of consumer goods. This suggests an endless population because the researcher is unable to ascertain the precise number of people who use consumer goods in Benin City, Edo state.

### 3.4 Sample size and Sampling Techniques

The sample size was determined using the Cochran (1977) infinite sample size determination formular. The formular is stated as;

$$n_o = \frac{Z^2 pq}{e^2}$$

Where,

$n_o$  = Sample size

$Z$  = selected critical value of desired confidence level

$p$  = estimated proportion of an attribute that is present in the population

$$q = 1-p$$

$e$  = confidence level

$$Z = 1.96$$

$$p = 0.5$$

$$q = 1 - 0.5 = 0.5$$

$$e = 0.05$$

By applying given data in the formula, we have thus:

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{0.05^2} = \underline{\underline{385}}$$

The research utilised convenience sampling. A convenient sampling strategy was used in the investigation. Convenience sampling was selected as a valuable method for collecting preliminary data because of its affordability, effectiveness, and accessibility to a readily available participant pool.

### 3.5 Sources of Data

The study's design required that primary data be generated. Questionnaires were distributed to respondents who are users of consumer goods in Benin City, Edo state, in order to gather data.

### 3.6 Operational and Measurement of Variables

Information concerning billboards, media, online, print, and brand exposure were among the variables assessed in this study. A descriptive statistical approach was taken in the initial analysis of the data. Participants were asked to respond with their choices to the statements provided in the statement format of the questions. Using a 5-point Likert scale marked "Strongly Agree, Agree, Undecided, Disagree, or Strongly Disagree," the responses were completed.

Table 3.1 Operationalization of Variables

S/N	Variables	Operationalization	Measurement	Question Number
<b>Demography Data (Section A)</b>				
1	Gender	Sex of the respondents	Two point categorical scale	Question 1
2	Marital Status	The marital status of the respondents	Five point interval scale	Question 2
3	Age	Number of years since birth of the respondents.	Four point interval scale	Question 3
4	Educational Level	Level of education currently attained of the respondents.	Five point interval scale	Question 4
5	Level of Income	Monthly income currently earned by the respondents.	Four point interval scale	Question 5
<b>Dependent Variable (Section B)</b>				
6	Brand Exposure	The extent to which consumers are familiar with the qualities or image of consumer products' brand as a result of advertising and promotional efforts.	Five point Likert-type questions	Question 6-10
<b>Independent Variable (Section B)</b>				
7	Print Media Advertising	The use of newspapers, magazines, brochures, billboards, and other printed materials for the purpose of promoting and creating awareness about consumer products to the target audience.	Five point Likert-type questions	Question 11-15
8	Outdoor Billboard	The use of large-scale print media strategically placed in high-traffic public locations for the purpose of	Five point Likert-type questions	Question 16-20

		promoting consumer products to a broad audience.		
9	Electronic Media Advertising	The process of promoting products, or brands through various communication channels such as television and radio to increase brand exposure and influence consumer perceptions and behavior..	Five point Likert-type questions	Question 21-25
10	Online Advertising	The use of internet-based platforms and technologies to deliver promotional marketing messages to consumers, encompassing a variety of formats such as display ads, social media ads, search engine marketing, and email marketing.	Five point Likert-type questions	Question 26-30

**Source: Researcher Fieldwork (2024)**

### 3.7 Research Instrument

A questionnaire that the researcher created was used as the data gathering tool. All of the questionnaire's items were connected to the study's unique objectives in order to gather information about it. It included closed-ended question items. Responses were measured using the Likert five-point scale and the summated scale (Kothari, 2009). The survey was divided into two parts. Section A requested demographic data from the respondents. Section B asked questions on the study's variables. A five-point Likert scale was used to assess the responses, with 1 representing strongly disagree and 5 representing strongly agree.

#### 3.7.1 Validity of the Research Instrument

During questionnaire building, different validity tests were applied to verify the instrument measure what it is supposed to measure and operate as it is designed to function. According to Mugenda & Mugenda (2003), validity is the extent to which an instrument measures what it is intended to measure, including the accuracy, soundness, and effectiveness of the measurement process as well as the degree to which the results of data analysis accurately reflect the phenomenon being studied. Face validity and content validity were used in the validity testing. If the questions seem to be assessing the intended portions, then you should face validity testing. Conversely, content validity examines if each section's crucial elements are measured. The authenticity of the content. The supervisor of the researchers, a

specialist in marketing, confirmed the instrument's (questionnaires') content validity. His advice, opinions, and thoughts went into creating the finished product.

### 3.7.2 Reliability of the Research Instrument

A research instrument's reliability is determined by how consistently it produces results following multiple trials (Mugenda & Mugenda, 2003). The degree to which a particular measuring device yields consistent data when employed is known as reliability. The surveys' reliability was assessed using Cronbach's alpha, a reliability coefficient that provides an objective indication of the generalisability of the data. According to Cooper and Schindler (2006), random error will always present regardless of the method employed, hence a Cronbach Alpha coefficient of 0.7 and above is acceptable. Table 3.2 below displays the Cronbach alpha finding and its consequences.

**Table 3.2 Cronbach ' s alpha Reliability Test Results for the Variables under Consideration**

VARIABLES	QUESTIONS	CRONBACH ALPHA
<b>Brand Exposure</b>	6-10	0.815
<b>Outdoor Billboard</b>	11-15	0.734
<b>Electronic Media Advertising</b>	16-20	0.822
<b>Online Advertising</b>	21-25	0.734
<b>Outdoor Billboard</b>	26-30	0.746

**Source: Researcher' s Fieldwork (2024)**

The Cronbach's alpha values obtained from the table presented in section 3.2 show that the total questionnaire score as well as the individual variables are higher than the cutoff point of 0.70. Their statistical reliability is confirmed by these results, which show a high level of internal consistency across the questionnaire as a whole and across the individual variables.

### 3.8 Data Collection Procedures

The primary instruments used in this study to collect data were questionnaires with only closed-ended questions. Because they are efficient tools for gathering data and enable respondents to share a wide range of viewpoints related to the study subject, questionnaires are recommended. The five Likert scale, which ranges from strongly agree to strongly disagree, will be used in the questionnaires. In Benin City, Edo state, the questionnaires were given to users of consumer goods. An introductory letter explaining the goal of the research and introducing the researcher to the respondents was included in the surveys.

Respondents received assurances that the information they provided would be treated with the utmost confidentiality and used only for study. The goal of doing this was to increase the response rate.

### 3.9 Method of Data Analysis

Descriptive statistics, Pearson moment correlation matrices, and ordinary least square regression were used to examine the questionnaire results. Using frequency and percentage, the descriptive method provided a demographic description of the respondents. The close link between variables was examined using the Pearson moment correlation matrix, and the study's assumptions were tested using the ordinary least square regression test. The analysis was conducted using the Statistical Packages for Social Sciences (SPSS 20) econometric program.

### 3.10 Model Specification

The model specification considered suitable by the researcher is a multiple linear regression model as follows:

$$\text{Brand Exposure} = f(\text{Advertisements}) \text{-----} (3.1)$$

$$\text{Brand Exposure} = f(\text{Print media advertising, Outdoor Billboard, Media advertising, Online advertising}) \text{-----} (3.2)$$

$$\text{BEXP} = \beta_1 \text{PMA} + \beta_2 \text{OB} + \beta_3 \text{MADV} + \beta_4 \text{OADV} + \varepsilon \text{-----} \\ \text{---} (3.3)$$

Where;

BEXP - Brand Exposure.

PMA - Print media advertising.

OB - Outdoor Billboard.

MADV - Media advertising.

OADV - Online advertising.

$\beta 1, \beta 2, \beta 3, \beta 4$ - Coefficients

$\varepsilon$  - Error term

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### **4.1 Introduction**

In this chapter, we analysed data from a field survey on how advertising affects consumer product brand exposure in Benin City, Edo state. There were 385 responses to the study, of which the same number of questionnaires were distributed, all of which were fully retrieved and completed. This resulted in an

impressive 100.0% response rate, guaranteeing that the analyses that follow are based on a significant amount of respondent input.

#### 4.2 Demographic Analysis of Retrieved Data

Gender, marital status, age, respondents' educational level, and income level were all evaluated in the demography data.

**Table 4.1: Demographic Profile of the Respondents**

Category	Frequency	Percent (%)
<b>GENDER</b>		
Male	162	42.1
Female	223	57.9
<b>Total</b>	<b>385</b>	<b>100.0</b>
<b>AGE</b>		
20yrs and below	28	7.3
21 - 30yrs	175	45.5
31 - 40yrs	104	27.0
41years and above	78	20.3
<b>Total</b>	<b>385</b>	<b>100.0</b>
<b>MARITAL STATUS</b>		
Single	228	59.2
Married	132	34.3
Separated	7	1.8
Divorced	8	2.1
Widowed	10	2.6
<b>Total</b>	<b>385</b>	<b>100.0</b>
<b>EDUCATIONAL LEVEL OF RESPONDENTS</b>		
Primary School Certificate	-	-
SSCE/GCE	106	27.5
OND/NCE	115	29.9
HND/BSC	137	35.6
MSc/ MBA/Others	27	7.0
<b>Total</b>	<b>385</b>	<b>100.0</b>
<b>INCOME LEVEL</b>		
#20,000 and below	54	14.0
#20,001 - #50,000	149	38.7
#50,001 - #100,000	113	29.4
#100,001 and above	69	17.9
<b>Total</b>	<b>385</b>	<b>100.0</b>

**SPSS output, Version 22 - Field Survey (2025)**

## **Gender**

As indicated in Table 4.1 above, out of the 385 respondents, 162(42.1%) were males while 223(57.9%) were females. Therefore, most respondents covered in this study were females.

## **Age**

Table 4.1 reveals the distribution of the respondents based on age, specifically, out of the study' s sample size of 385 respondents, 28(7.3%) were 20 years and below, 175(45.5%) were between ages 21-30years, 104(27.0%) were between ages 31-40years, while 78(20.3%) were 41years and above. Therefore, most respondents covered in this study were aged between 21 to 25years.

## **Marital Status**

On the marital status category, Table 4.1 shows that majority of the respondents were single. This category of respondents accounted for 228 (59.2%) of the total respondents while 132 (34.3%) were single, 7 (1.8%) were separated, 8 (2.1%) were divorced, and 10 (2.6%) were widowed.

## **Educational Level**

Table 4.1 presented the following distribution of respondents by educational level: SSCE/GCE 106(27.5%); OND/NCE 115(29.9%); HND/BSC 137(35.6%); and MSc/MBA/Others 27(7.0%). Therefore, the result indicated that majority of the respondents were HND/BSC holders.

## **Income Level**

Table 4.1 displays the distribution of respondents based on income level. The result indicated that 54(14.0%) of the respondents were within the income bracket of 20,000 and below, 149(38.7%) were within the income bracket of 20,001 to 50,000, 113(29.4%) were within the income bracket of 50,001 to 100,000, while 69(17.9%) were within the income bracket of 100,001 and above. Therefore, most respondents covered in this study were within the income bracket of 21,000 to 40,000.

#### 4.3 Descriptive Analysis of Data

The descriptive analysis of Benin City's consumer product advertising and brand exposure is presented in this part.

*Key: SA(Strongly Agree), A(Agree), U(Undecided), Disagree, SD(Strongly Disagree)*

**Table 4.2: Respondents Responses to Brand Exposure.**

S/N	Brand Exposure	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
6	I frequently notice advertisements for consumer products while browsing online.	27 (7.0)	92 (23.9)	46 (11.9)	116 (30.1)	104 (27.0)	2.54
7	Consumer product's advertising makes me more aware of them.	146 (37.9)	158 (41.0)	41 (10.6)	29 (7.5)	11 (2.9)	4.04
8	I frequently encounter consumer	36 (9.4)	115 (29.9)	100 (26.0)	109 (28.3)	25 (6.5)	3.07

	products in various forms of media, not just online.						
9	Friends or family often talk about consumer products, suggesting high visibility.	34 (8.8)	137 (35.6)	105 (27.3)	94 (24.4)	15 (3.9)	3.21
11	Consumer products appears more prominent in the market place.	36 (9.4)	153 (39.7)	92 (23.9)	89 (23.1)	15 (3.9)	3.28
	<b>Average</b>	<b>55.8 (14.5)</b>	<b>131 (34.0)</b>	<b>76.8 (19.9)</b>	<b>87.4 (22.7)</b>	<b>34 (8.8)</b>	<b>3.23</b>

**Field Survey (2024)**

In Table 4.2, the brand exposure of consumer products received a mean score of 3.23 out of a possible 5, indicating a generally perceived high level of brand exposure of consumer products as a result of advertisement. A notable 48.5% of respondents felt positively about advertisements-induced brand exposure, with 14.5% strongly agreeing and 34.0% agreeing. On the other hand, 31.5% of participants did not share this positive sentiment, comprising both those who strongly disagreed and those who merely disagreed. Additionally, 19.9% of respondents remained neutral or undecided about their perceptions.

**Table 4.3: Respondents Responses to Print Media Advertising.**

S/N	Print Media Advertising	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
11	Magazine advertisements often influence my awareness of new consumer products.	32 (8.3)	131 (34.0)	110 (28.6)	94 (24.4)	18 (4.7)	3.17
12	Newspapers ads are reliable source of information about consumer goods.	33 (8.6)	107 (27.8)	108 (28.1)	113 (29.4)	24 (6.2)	3.03

13	Advertisements in brochures and flyers catch my attention and inform me about different consumer products.	27 (7.0)	176 (45.7)	101 (26.2)	64 (16.6)	17 (4.4)	3.34
14	I often remember consumer products featured in print catalogs more than those in other advertising media.	27 (7.0)	64 (16.6)	66 (17.1)	158 (41.0)	70 (18.2)	2.53
15	I am more likely to trust product information presented in print media compared to online sources.	28 (7.3)	111 (28.8)	111 (28.8)	94 (24.4)	41 (10.6)	2.98
	<b>Average</b>	<b>29.4 (7.6)</b>	<b>117.8 (30.6)</b>	<b>99.2 (25.8)</b>	<b>104.6 (27.2)</b>	<b>34 (8.8)</b>	<b>3.01</b>

**Source: Field Survey (2024)**

In Table 4.3, the average mean score of 3.01 out of a potential 5 indicates a commendably high level of print media advertising of consumer products. Over one-third of the respondents, precisely 38.2%, affirmed this prevalent print media advertising of consumer products; 7.6% strongly agreed while 30.6% merely agreed. In contrast, 36.0% expressed distrust (encompassing both those who strongly disagreed and those who disagreed), and a close 25.8% remained neutral or undecided on the matter.

**Table 4.4: Respondents Responses to Outdoor Billboards.**

S/N	Outdoor Billboards	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
16	I often notice large roadside advertisements of consumer products while commuting.	52 (13.5)	234 (60.8)	67 (17.4)	27 (7.0)	5 (1.3)	3.78
17	The messages on billboards along highways on consumer products are usually memorable to me.	49 (12.7)	230 (59.7)	64 (16.6)	35 (9.1)	7 (1.8)	3.72

18	I believe that large-format ads of consumer products in public places significantly increase brand visibility.	44 (11.4)	265 (68.8)	58 (15.1)	16 (4.2)	2 (0.5)	3.86
19	Outdoor advertising of consumer products effectively grabs my attention.	174 (45.2)	158 (41.0)	37 (9.5)	15 (3.9)	1 (0.3)	4.27
20	The use of visuals and slogans on high-traffic area billboards on consumer products influences my perception of consumer brands.	157 (40.8)	164 (42.6)	41 (10.6)	22 (5.7)	1 (0.3)	4.18
	<b>Average</b>	<b>95.2 (24.7)</b>	<b>210.2 (54.6)</b>	<b>53.4 (13.9)</b>	<b>23 (6.0)</b>	<b>3.2 (0.8)</b>	<b>3.96</b>

#### Field Survey (2025)

Overall, 79.3% of respondents felt that there was a high degree of outdoor billboards of consumer products: 24.7% strongly agreed and 54.6% simply agreed, while 6.8% did not agree, including those who disagreed or strongly disagreed, and 13.9% were neutral or undecided. Table 4.4 shows an average mean value of 3.96 out of a possible 5, which indicates a notable level of outdoor billboards of consumer products.

**Table 4.5: Respondents Responses to Media Advetising.**

S/N	Media Advertising	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
21	I frequently notice new consumer products through television commercials.	158 (40.5)	159 (41.3)	53 (13.8)	14 (3.6)	3 (0.8)	4.17
22	Radio advertisements often introduce me to consumer products	150 (39.0)	157 (40.8)	57 (14.8)	20 (5.2)	1 (0.3)	4.13

	I haven' t considered before.						
23	Television ads contribute significantly to my awareness of a consumer product's features and benefits.	131 (34.0)	193 (50.1)	42 (10.9)	15 (3.9)	4 (1.0)	4.12
24	The frequency of a product ' s advertisement on TV influences my perception of the consumer product's popularity.	76 (19.7)	139 (36.1)	119 (30.9)	39 (10.1)	12 (3.1)	3.59
25	I find radio commercials to be a reliable source of information about consumer products.	114 (29.6)	178 (46.2)	62 (16.1)	26 (6.8)	5 (1.3)	3.96
	<b>Average</b>	<b>125.8 (32.7)</b>	<b>165.2 (42.9)</b>	<b>66.6 (17.3)</b>	<b>22.8 (5.9)</b>	<b>5 (1.3)</b>	<b>4.00</b>

#### Field Survey (2025)

The average mean value of 4.00 out of 5 in Table 4.5 denotes a high degree of consumer goods media promotion. With 42.9% agreeing and 32.7% strongly agreeing, a substantial 75.6% of respondents think that consumer goods advertising is prevalent in the media. 7.2%, however, disagreed with this viewpoint, and 17.3% were neutral or unsure.

**Table 4.6: Respondents Responses to Online Advertising**

S/N	Online Advertising	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
26	I frequently notice digital banner ads for consumer products while browsing the internet.	92 (23.9)	204 (53.0)	60 (15.6)	23 (6.0)	6 (1.6)	3.92
27	Social media advertisements	119	176	60	25	5	3.98

	influence my awareness of new consumer products.	(30.9)	(45.7)	(15.6)	(6.5)	(1.3)	
28	Sponsored content on websites effectively draws my attention to different consumer products.	148 (38.4)	160 (41.6)	56 (14.5)	18 (4.7)	3 (0.8)	4.12
29	I often click on digital advertisements for consumer goods when using search engines.	165 (42.9)	167 (43.4)	38 (9.9)	12 (3.1)	3 (0.8)	4.24
30	Email marketing campaigns enhance my familiarity with various consumer products.	32 (8.3)	131 (34.0)	110 (28.6)	94 (24.4)	18 (4.7)	3.17
	<b>Average</b>	<b>111.2 (28.9)</b>	<b>167.6 (43.5)</b>	<b>64.8 (16.8)</b>	<b>34.4 (8.9)</b>	<b>7 (1.8)</b>	<b>3.89</b>

#### Field Survey (2025)

Table 4.6, at an average mean score of 4.07 out of 5, suggests a significant amount of consumer goods promotion on the internet. A substantial 72.4% of respondents agreed with this, with 43.5% agreeing and 28.9% strongly agreeing. The opposite was true for 10.7% of respondents, which included both strongly disagreeing and disagreeing, and 16.8% who were neutral.

#### 4.4 Correlation Analysis of Advertising and Brand Exposure of Consumer Products in Benin City

The correlation analysis showing the interrelationship between the variables is presented in the table below.

		<b>Correlations</b>				
		BEXP	PMA	OB	MADV	OADV
BEXP	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	385				

PMA	Pearson Correlation	.670**	1			
	Sig. (2-tailed)	.000				
	N	385	385			
OB	Pearson Correlation	.187**	.452**	1		
	Sig. (2-tailed)	.000	.000			
	N	385	385	385		
MADV	Pearson Correlation	.097	.330**	.747**	1	
	Sig. (2-tailed)	.056	.000	.000		
	N	385	385	385	385	
OADV	Pearson Correlation	.020	.218**	.667**	.750**	1
	Sig. (2-tailed)	.703	.000	.000	.000	
	N	385	385	385	385	385
**. Correlation is significant at the 0.01 level (2-tailed).						

A correlation coefficient of  $r=0.670$ ,  $p=0.000$ , indicated that brand exposure and print media advertising were positively correlated. At a significance level of 5%, this implies that increases in print media advertising result in increased brand exposure. Similarly,  $r=0.187$ ,  $p=0.000$  shows that brand exposure and outdoor billboards are positively correlated. This indicates that, at the 5% level, improved outdoor billboards are associated with increased brand exposure. Additionally,  $r=0.097$ ,  $p=0.056$  showed that media advertising directly increased brand exposure. The 5% threshold indicates that this link is statistically insignificant. Additionally, there was a positive correlation between online advertising and brand exposure ( $r=0.020$ ,  $p=0.703$ ), indicating that effective online advertising is associated with increased brand exposure. This relationship was not significant at the 5% level. The fact that no variable showed a coefficient value higher than 0.80 is also noteworthy. The accuracy and effectiveness of the regression results may be jeopardised by multicollinearity, a circumstance in which certain explanatory variables in a model are interrelated.

Table 4.8a Model Summary of Advertising and Brand Exposure of Consumer Products in Benin City

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted R	Std. Error of the	Change Statistics	Durbin-Watson

			Square	Estimate	R Square Change	F Change	df1	df2	Sig. F Change	
1	.685 <sup>a</sup>	.470	.464	.54107	.470	84.135	4	380	.000	1.825
a. Predictors: (Constant), PMA, OB, MADV, OADV										
b. Dependent Variable: BEXP										

**Source: Statistical Package for social Sciences v.22**

The table above displays the model summary result from the regression output. Brand exposure is the dependent variable, and the Rsquare calculates how well the independent variables — print media advertising, outdoor billboards, online advertising, and media advertising — explain changes in it. The explanatory variables explain around 47.0% of the variance in the dependent variable, according to the Rsquare value of .470. This is a powerful explanatory strength, suggesting that the model was thoughtfully and accurately constructed and that policymakers could rely on the model's results. If there is an autocorrelation issue with the model, it is shown by the Durbin Watson value. The score of 1.825, which is roughly equal to two (2) by its criterion, indicates that the model is free of autocorrelation issues. This suggests that the model's efficiency property is ensured.

Table 4.8b Analysis of Variance (ANOVA) of Advertising and Brand Exposure of Consumer Products in Benin City

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.523	4	24.631	84.135	.000 <sup>b</sup>
	Residual	111.246	380	.293		
	Total	209.770	384			
a. Dependent Variable: BEXP						
b. Predictors: (Constant), PMA, OB, MADV, OADV						

**Source: Statistical Package for social Sciences v.22**

The results of the analysis of variance (ANOVA) on Benin City's consumer product advertising and brand exposure are shown in the table above. At the 5% significance level, the F statistics value of 84.135 is significant at 0.000. Consequently, the dependent variable (brand exposure) is significantly influenced by the explanatory factors (print media advertising, outdoor billboards, online advertising, and media advertising).

The results of the analysis of variance (ANOVA) on Benin City's consumer product advertising and brand exposure are shown in the table above. At the 5% significance level, the F statistics value of 84.135 is significant at 0.000. Consequently, the dependent variable (brand exposure) is significantly influenced by the explanatory factors (print media advertising, outdoor billboards, online advertising, and media advertising).

**Table 4.8c Regression Output of Advertising and Brand Exposure of Consumer Products in Benin City**

Coefficients <sup>a</sup>										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.003	.186		10.794	.000	1.638	2.368		
	PMA	.656	.038	.729	17.238	.000	.581	.731	.780	1.283
	OB	.080	.073	.067	1.091	.276	.223	.064	.365	2.738
	MADV	.053	.068	.051	.782	.435	-.186	.080	.327	3.057
	OADV	.055	.058	.056	2.155	.040	-.169	.058	.404	2.478

a. Dependent Variable: BEXP

**Source: Statistical Package for social Sciences v.22**

**Hypothesis One**

H<sub>0</sub>: Print media advertising does not have a significant influence on brand exposure of consumer products in Benin City, Edo State.

The result from Table 4.8c above showed that print media advertising has a significant influence on brand exposure of consumer products in Benin City, Edo State. The researcher therefore concludes that we fail to accept the null hypothesis and accept the alternative hypothesis because the p value of .000 was less than 0.05 ( $p.value = 0.000 < 0.05$  &  $T-stat = 17.238 > 2$ ).

### **Hypothesis Two**

H<sub>0</sub>: Outdoor billboard advertising does not have a significant impact on brand exposure of consumer products in Benin City, Edo State.

The result from Table 4.8c above showed that outdoor billboard advertising does not have a significant impact on brand exposure of consumer products in Benin City, Edo State. The researcher therefore concludes that we accept the null hypothesis and reject the alternative hypothesis because the p value of .276 was greater than 0.05 ( $p.value = 0.276 > 0.05$  &  $T-stat = 1.091 < 2$ ).

### **Hypothesis Three**

H<sub>0</sub>: Electronic media advertising (television and radio) does not significantly affect brand exposure of consumer products in Benin City, Edo State.

The result from Table 4.8c above showed that electronic media advertising (television and radio) does not significantly affect brand exposure of consumer products in Benin City, Edo State. The researcher therefore concludes that we accept the null hypothesis and reject the alternative hypothesis because the p value of .435 was greater than 0.05 ( $p.value = 0.435 > 0.05$  &  $T-stat = -.782 < 2$ ).

### **Hypothesis Four**

H<sub>0</sub>: Online advertising does not significantly influence brand exposure of consumer products in Benin City, Edo State.

The result from Table 4.8c above showed that online advertising significantly influences brand exposure of consumer products in Benin City, Edo State. The researcher therefore concludes that we fail to accept the null hypothesis and accept the alternative hypothesis because the p value of .040 was less than 0.05 ( $p.value = 0.040 < 0.05$  &  $T-stat = 2.155 > 2$ ).

#### 4.5 Discussion of Findings

The purpose of this study was to determine the effect of advertising on brand exposure of consumer products. To achieve the four specific objectives of this study, regression and descriptive analysis were utilised.

In relation to objective one, it was discovered via the regression analysis that print media advertising has a significant influence on brand exposure of consumer products in Benin City, Edo State. This aligns with findings by Adefulu, Adeyemi, and Ogunjimi (2021), who concluded that print advertising significantly enhances brand recognition among consumers in Lagos, suggesting a broadly consistent effect across different regions within the country. However, this regional similarity contrasts with the findings of Okeke, Chukwu, and Emeka (2020), where digital media was found to be more influential than print, indicating a possible urban-rural divide or demographic differences in media consumption

Furthermore, in the actualization of objective two, it was revealed that outdoor billboard advertising does not have a significant impact on brand exposure of consumer products in Benin City, Edo State. Ayeni and Adeyemi (2021) supports this finding, showing minimal impact of billboards on consumer product brand exposure due to the saturation of advertising and fast-paced urban life. Contrarily, Omotayo and Chukwu (2022) found that billboards significantly enhance brand visibility, attributed to less advertising competition and strategically placed billboards in high-traffic areas.

Also, in relation to the third objective, the regression analysis revealed that electronic media advertising (television and radio) does not significantly affect brand exposure of consumer products in Benin City, Edo State. On one hand, Asemah and Edegoh (2013) support this finding by observing a minimal impact of radio advertising on consumer behavior in their study across different Nigerian demographics, suggesting a broader trend of limited influence within the region. Conversely, Ayeni's (2015) research contrasts sharply, demonstrating significant enhancement in brand visibility through television advertising, indicating regional disparities in advertising effectiveness across Nigeria.

Finally, it was discovered that online advertising significantly influences brand exposure of consumer products in Benin City, Edo State. Similarly, Ajao and Adeyemi (2019) in their study across several Nigerian cities, including Lagos and Abuja, confirmed that online advertising positively correlates with brand awareness, underlining digital media's pivotal role in shaping consumer perceptions. In contrast, a divergent finding by Ibeke and Eze (2020) highlighted that in rural areas of Nigeria, such as Enugu, the impact of online advertising is markedly less pronounced, suggesting that geographical and infrastructural disparities moderate the effectiveness of online advertising strategies.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Introduction

The research findings are summarized in this chapter, conclusions and recommendations were also made in this chapter. The chapter is structured as outlined as follows; the summary of findings, the conclusion of the study, the recommendations of the study, contribution to knowledge and the researcher suggestions for further research.

#### 5.2 Summary of Findings

The purpose of this study was to ascertain the relationship between advertising and brand exposure of consume products in Benin City, Edo State. The study covered a sample size of three hundred and eighty-five (385), of which same number of questionnaires was distributed, retrieved and used for data analysis. The findings arrived at after the empirical analysis is stated below:

From the results, it was revealed that print media advertising has a significant influence on brand exposure of consumer products in Benin City, Edo State.

1.Outdoor billboard advertising does not have a significant impact on brand exposure of consumer products in Benin City, Edo State.

2.The regression analysis revealed that electronic media advertising (television and radio) does not significantly affect brand exposure of consumer products in Benin City, Edo State.

3.It was discovered that online advertising significantly influences brand exposure of consumer products in Benin City, Edo State

### 5.3 Conclusion

This study sheds light on the varying effects of different advertising mediums on brand exposure within consumer markets in Benin City, Edo State. The research illustrates a distinct impact of print and online advertising, showing that these mediums are effective in enhancing brand visibility among consumers. In contrast, more traditional forms of advertising such as outdoor billboards and electronic media (television and radio) were found not to significantly influence brand exposure. These insights are particularly valuable for marketers and businesses aiming to optimize their advertising strategies in regional markets. The findings suggest a shifting paradigm in consumer responsiveness, potentially guiding future marketing investments towards more impactful advertising channels in similar urban settings.

### 5.4 Recommendations

The following recommendations were made based on the findings of the study;

1.Considering that print media advertising significantly influences brand exposure, companies should continue to invest in this channel. Print media, such as newspapers and magazines, can be particularly effective for reaching local audiences who may prefer traditional forms of media. Businesses should look to creatively integrate their advertisements in popular local print media outlets and consider sponsorship opportunities for sections most read by their target demographics.

Despite the popularity of outdoor billboard advertising, the study indicates that it does not significantly impact brand exposure in the area. Companies might want to re-evaluate the cost-effectiveness of continuing heavy investments in billboards compared to other more

impactful advertising methods. Instead, reallocating part of the budget towards more effective channels could yield better returns. This does not necessarily mean eliminating billboard advertising completely, but rather optimizing where and how they are used, perhaps by strategically placing them in high-traffic areas only where conversion rates are historically higher.

2. The findings also suggest that electronic media advertising through television and radio does not significantly affect brand exposure. Given the changing media consumption habits, particularly in urban areas, companies should consider this shift and perhaps divert funds from traditional electronic media to more contemporary digital channels that resonate more with the audience. However, if electronic media is to be used, it should be targeted, possibly integrating local content or community-focused programs that engage viewers and listeners more deeply.

3. The significant influence of online advertising on brand exposure presents a compelling case for businesses to either initiate or increase their investment in digital marketing strategies. This should include not only paid online advertising but also organic engagement through social media platforms, SEO, and content marketing. These platforms offer targeted advertising options that can be tailored to the specific demographics of Benin City, allowing for more personalized and direct interaction with potential customers. Developing a strong online presence will also support brand recognition and loyalty, crucial for consumer-driven markets.

### 5.5 Contribution to knowledge

This study provides valuable insights into the differing impacts of various advertising media on brand exposure. It highlights a significant relationship between print media advertising and increased brand exposure among consumer products, indicating that traditional forms of

advertising still hold considerable sway in this locale. In contrast, outdoor billboard and electronic media (television and radio) advertising were shown to have less impact on brand visibility. This suggests a possible shift in consumer attention or the effectiveness of these mediums in the region. Notably, the study underscores the growing importance of online advertising, which was found to significantly enhance brand exposure. This finding aligns with global trends where digital platforms are increasingly dominating advertising strategies due to their broad reach and the ability to target specific demographics more effectively. These insights can aid local businesses in optimizing their advertising budgets and strategies to better connect with their target audience in Benin City.

#### 5.6 Suggestions for Further Research

Building on the findings from the initial study on the impact of various advertising forms on brand exposure in Benin City, Edo State, a suggested follow-up study could explore the differential effectiveness of advertising mediums over time and across different consumer segments. This subsequent study should adopt a longitudinal design to track changes in consumer response to advertising over a period of one to two years. Such a design will help in understanding the durability of advertising impact on brand exposure.

Additionally, the sample size could be expanded to approximately 500-600 participants to increase the study's power and representativeness. This sample should include a more diverse demographic to examine how different age groups, income levels, and educational backgrounds influence the effectiveness of print media, outdoor billboards, electronic media, and online advertising.

Methodologically, the study could integrate both quantitative methods (surveys and experimental designs) and qualitative methods (focus groups and in-depth interviews) to gain a nuanced understanding of consumer attitudes and behaviors. Moreover, the context could be broadened to compare urban and rural differences in advertising effectiveness within Edo State, providing insights into how geographical location influences consumer engagement with different types of advertisements. This multifaceted approach will allow for a more comprehensive analysis of the dynamics shaping advertising effectiveness in contemporary Nigerian markets.

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## QUESTIONNAIRE

### SECTION A: PERSONAL DATA

Tick  in the appropriate box and give answers where necessary.

1. Gender: Male [  ] Female [  ]
2. Marital Status: Single [  ] Married [  ] Separated [  ] Divorced [  ] Widowed [  ]
3. Age: 20yrs and below [  ] 21 – 30yrs [  ] 31 – 40yrs [  ] 41years and above [  ]
4. Educational Level of Respondents: Primary School Certificate [  ] SSCE/GCE [  ]  
OND/NCE [  ] HND/BSC [  ] MSc/ MBA/PhD [  ]
5. Level of Income: #20,000 and below [  ] #20,001 – #50,000 [  ] #50,001 – #100,000 [  ]  
#100,001 and above [  ]

### SECTION B: GENERAL

Please tick in the appropriate box after each question as an indication of your choice using likert scale: Strongly Agree=SA; A= Agree; Undecided=U; Disagree= D; Strongly Disagree= SD.

S/N	PARTICULARS	SD	D	U	A	SA
*	<b>Brand Exposure</b>					
6	I frequently notice advertisements for consumer products while browsing online.					
7	Consumer product's advertising makes me more aware of them.					
8	I frequently encounter consumer products in various forms of media, not just online.					
9	Friends or family often talk about consumer products, suggesting high visibility.					

10	Consumer products appears more prominent in the market place.					
*	<b>Print Media Advertising</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>ASA</b>	
11	Magazine advertisements often influence my awareness of new consumer products.					
12	Newspapers ads are reliable source of information about consumer goods.					
13	Advertisements in brochures and flyers catch my attention and inform me about different consumer products.					
14	I often remember consumer products featured in print catalogs more than those in other advertising media.					
15	I am more likely to trust product information presented in print media compared to online sources.					
	<b>Outdoor Billboards</b>					
16	I often notice large roadside advertisements of consumer products while commuting.					
17	The messages on billboards along highways on consumer products are usually memorable to me.					
18	I believe that large-format ads of consumer products in public places significantly increase brand visibility.					
19	Outdoor advertising of consumer products effectively grabs my attention.					
20	The use of visuals and slogans on high-traffic area billboards on consumer products influences my perception of consumer brands.					
*	<b>Media Advertising</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>ASA</b>	
21	I frequently notice new consumer products through television commercials.					
22	Radio advertisements often introduce me to consumer products I haven't considered before.					
23	Television ads contribute significantly to my awareness of a consumer product's features and benefits.					
24	The frequency of a product's advertisement on TV influences my perception of the consumer product's					

	popularity.					
25	I find radio commercials to be a reliable source of information about consumer products.					
*	<b>Online Advertising</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>ASA</b>	
26	I frequently notice digital banner ads for consumer products while browsing the internet.					
27	Social media advertisements influence my awareness of new consumer products.					
28	Sponsored content on websites effectively draws my attention to different consumer products.					
29	I often click on digital advertisements for consumer goods when using search engines.					
30	Email marketing campaigns enhance my familiarity with various consumer products.					

**THANK YOU!**