

**EXPOSURE AND RESPONSIVENESS OF UNDERGRADUATES OF
UNIVERSITY OF BENIN TO COCA COLA ADVERTISING CAMPAIGN**

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DEPARTMENT OF MASS COMMUNICATION

UNIVERSITY OF BENIN

BENIN CITY

MARCH, 2024

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ART, UNIVERSITY OF BENIN, BENIN,
BENIN CITY IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE AWARD OF BACHELOR OF ARTS (B.A) DEGREE OF MASS
COMMUNICATION**

MARCH, 2024

DECLARATION

I thereby declare that this project titled "Exposure and Responsiveness of Undergraduates of University of Benin to Coca Cola Advertising Campaign" was undertaken by me in the department of Mass Communication, faculty of arts, University of Benin under the supervision of Prof E.S Asemah. All ideas, findings and analysis of the study are products of my personal research and where the view of others have been used and expressed they have been duly acknowledged

Osigbeme Anne Epueize

CERTIFICATION

This is to certify that this project work was carried out by Osigbeme Anne Epueize, in partial fulfilment of the requirements for the award of Bachelor of Arts (B.A) Degree in Mass communication of the University of Benin, Benin City, and Edo State, Nigeria.

PROF. EZEKIEL S. ASEMAH
Project supervisor

Date

DR DANIEL EKHAREAFO
Head of Department

Date

DEDICATION

I dedicate this project to God Almighty for giving me the grace, strength and wisdom to be who I am now. I am so grateful to God for always being by my side and taking care of me throughout this program, my strength comes from God, without Him I am nothing.

I also dedicate this project to my parents: Barr. And Mrs. Michael Osigbeme who encouraged, supported and stood by me through this period. Their prayers, support and advice have made me who I am today. To all those who have impacted and affected me in any possible way to this journey. I am thankful, may God continue to bless and grant your heart desires.

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ABSTRACT

One of the elements driving progress to boost patronage and trust in any organisation is a good advertising campaign. This study was carried out to determine the Exposure and Responsiveness of Undergraduates of University of Benin to Coca Cola advertising campaign. Survey method was used to carefully collect 398 undergraduates in the University of Benin. The study was supported by Stimulus response theory and Yale's persuasion theory. Frequency and percentage analyses of the data were performed. The study became necessary following that most companies are constantly seeking ways to differentiate them from other companies and establish a strong brand image that will drive customer loyalty and responsiveness. Thus, it became imperative to examine the impact of advertising campaign on the exposure and responsiveness of coca cola customers in the University of Benin. The study concludes that Coca Cola advertising campaign reveals the significance of advertising in shaping consumer perception, patronage and behavior towards the brand and that a consistent advertising campaign on mass media has been found to positively impact brand recognition. Hence, the researcher recommends that Coca Cola should continue to leverage the use of creative advertising and deepen relationships with consumers through digital experience.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study.

Organizations use a variety of tactics to promote their products and services. Each organization has a strategy that is built around market conditions as well as product strengths. This may imply that a company must consider a variety of factors in order to ensure that its products enter and sell successfully in a market. When analyzing the various aspects that contribute to the success of a product on the market, 'advertising' is a critical component for firms to focus on. Advertising is seen as a critical component in the market success of a product since it has the ability to influence consumer decisions. This can also be influenced by the brand's reputation, which refers to how it has previously appealed to people and served them.

Advertising is an act of influencing the mindset of consumers in an attempt to unconsciously make them follow and purchase the goods or services of the advertiser. This study will examine the various components of an effective advertisement and the role it plays in promoting sales for a company, the important of advertising cannot be overemphasized and that is why no matter how big a company is, they don't stop advertising. Advertising as noted by Asemah (2022) is any paid, non-personal communication that is designed to communicate in a creative manner, through the use of

mass or information -directed media, the nature of products, services, and ideas. This briefly explains that advertising is a "creative communication" used to draw, pull and win a potential customers to buy a product or promotes it services, advertising is not for only small companies because even the big companies depend on sales to foster their company growth.

Persuasive view holds that advertising alters consumers' tastes and creates spurious product differentiation and brand loyalty. As a consequence, the demand for a firm's product becomes more inelastic, and so advertising results in higher prices. The article also claims that advertising is a big strategy used in persuading, providing information, identifying and differentiating brands. Awofadeju (2013) gives a more widely accepted definition of advertising as the non-personal communication of information, usually paid for any usually persuasive in nature about products (goods and services) or ideas by an identified sponsor through various media. Many multinational companies have realized that most people have the same basic need and desires and with this, they have resolved to tightening and paying full attention to advertising through mass media.

Even copywriters and art directors differ in their perceptions of creativity (Young, 2000). Advertising is all about being creative, but still some advertisement are more creative than others, this article exposes the secret behind a good advertisement and explains more on why some advert are more creative and catchy than others. Advertisement is a non-personal communication done in a creative manner, it can be in a form of entertainment

or education. Its goal is to create awareness about goods, products, services and even ideas and the aim is to bring about patronage and has the mandate to sell the advertisers goods and also give the consumer more information about the good or services.

Advertising plays a big role in today's competitive marketing world, especially with the rise of technology, there are now lots of creative strategy that can be used to persuade and attract consumers. This study will concentrate on the advertising campaigns used to influence consumer's behavior. Advertising is necessary in order to have a complete understanding of how producers and sales companies work effectively. While advertising performs the communicative function of informing consumers about a company's product or services, creative advertising campaign using the mass media also attract people to the market. Today, in current globalized and rapidly expanding business conscious world; creative advertising on mass media are increasingly becoming more relevant to the businesses. Companies need to adopt creative strategies and innovations in their operations in order to survive the challenges of the ever expanding global market.

The important of advertising campaign cannot be overemphasized, most activities done by an organization is done strategically to draw the attention of audience who will later turn to customers. If any organization is intending to enter into the spotlight, they shouldn't fail to understand the different mass media that would help to promote sales, Advertising is not done by management just for fun or to keep products or services. It is involved in persuasion or advocacy even clearly just giving us information, using media

that are paid for it to get through to the mass audience with the advertisement being clear and understandable, Advertising has the mandate to sell the advertiser's goods and help the consumers to shop wisely. The Coca Cola Company has been able to constantly remind us to "Drink Coca Cola" and encourages us to "Open Happiness" since 1886 till date. One thing that has remained constant is their advertising campaign, they put in lots of creativity in their advertisement and leaves a memory in the minds of anyone that has watched their advert. Businesses like Coca Cola that has been on for a long time, and they do not joke with their advertising campaign, they take the opportunity of advertising and creatively has been able to increase and promote sales at the same time informing and creating perception through their advertising campaign on mass media.

If there is one prerequisite to giving firms a competitive edge in a period of intense competitiveness, it is the need to market effectively and efficiently. Because so much money is spent on advertising, understanding its impact is critical for businesses, particularly those in the collusive oligopolistic market of soft beverages, where advertising helps to differentiate themselves. Advertising as noted by Asemah, Nkwam-Uwaoma (2023), Advertising is one of the planned communication strategies which is mainly aimed at selling goods and services through the creation of perception via the mass media like radio, television, newspapers, magazines, billboard and social media channels.

Asemah (2022) asserts that advertising is seen as a persuasive communication strategy that is aimed at convincing a particular target audience to be loyal to products and services advertised. Through advertising, an organizations can reach a wider audience within the shortest possible time frame. Advertising is important because it can go a long way in increasing the consumption of a particular product/service and also, creating brand awareness among customers. Mass media is being increasingly used as a platform to conduct marketing and advertising activities. Organizations have spent a lot of time, money, and resources on advertising on mass media. This study examines how consumers' are being influenced by advertising campaigns through mass media.

Creativity is an important component of advertising. Creative advertisement is an original plan and idea used to advertise. Using mass media to advertise is the creative strategy a company makes to guide their actions, and use to persuade, attract, gain and engage audience and also to promote sales. It is creative strategy that makes engagement with social media platforms drives engagement with advertising embedded in these platforms and, subsequently, evaluations of this advertising. Organization that leverages television commercials, print advertisements, outdoor billboards, digital platforms, and social media will be able to maximize brand exposure. This multi-channel approach ensures that advertising messages are accessible to a wide range of consumers across various touch points. It is further shown that engagement with mass media advertising itself is key in promoting sales. Consumers' demand and expectation for original, real content has

expanded dramatically as communication methods have changed and matured, and the world's largest businesses are not immune. Mass media advertising campaigns are not only for little brands or businesses in need of customers; huge brands do not cease promoting simply because they have been able to amass an audience online. A creative commercial introduces fresh ideas, innovation, and things people haven't heard, seen, or noticed before, gradually controlling their thoughts and compelling them to buy the goods or services.

This study investigates the influence, use and impact of advertising campaign of coca cola. Coca Cola was invented by pharmacist John Pemberton in 1886, Coca-Cola was originally advertised as a brain tonic to relieve headaches and exhaustion. It contained ingredients from the kola nut, including caffeine, and also cocaine – but not as much as people think. Over the years, Coca-Cola has taken the lead in good business, committing huge resources in laudable sustainability initiatives across its markets, especially Nigeria. Coca-Cola was introduced into the Nigerian market in 1951 and has since become the country's premium beverage brand. With over 2,900 direct employees and eight manufacturing plants, Coca-Cola serves more than 40 million consumers in the FCT and 36 States in Nigeria. For over 70 years, the company has positioned itself as a household brand unifying Nigerians both at home and in the diaspora while acknowledging the country's rich and unique cultural diversity.

The company owns and licenses over 500 different non-alcoholic beverage brands, which are sold in over 200 countries. Furthermore, it collaborates with bottlers, distributors, merchants, and wholesalers to bring the company's products to consumers. Because the beverage sector is so competitive, huge brands like Coca-Cola must invest in multi-channel marketing strategies and extensive mass media advertising. This means that if Coca-Cola does not consistently advertise, it will lose market share to other large competitors like PepsiCo (PEP)—this is especially important as consumers avoid sugary drinks due to health concerns, forcing soft drink brands to be more creative in order to stay in front of consumers. The company hires global marketing companies to ensure its products are advertised so that the people it is trying to reach receive a message they understand and identify with. Coca-Cola's advertising is successful because company leadership understands the importance of designing experiences that include its products—experiences that echo consumers' lives and show how a product improves them. Coca-Cola spends billions of dollars on advertising every year. Coca-Cola uses mass media to connect with its audience and create interactive experiences. . Coca-Cola utilizes mass media to gather consumer insights, build brand advocacy, and amplify its marketing messages.

Coca-Cola's marketing strategy is based on strong brand positioning, emotional appeal, integrated communications, product innovation, and corporate social responsibility. Coca-Cola consistently maintains brand relevance, stimulates consumer connection, and

drives sales through dynamic advertising campaigns, strategic sponsorships, personalization, and the use of digital platforms. The company's ability to connect with consumers on an emotional level and adjust its marketing efforts to local markets has contributed to its global success and enduring brand history. Coca-Cola recognizes the potential of mass media in engaging with its audience and amplifying its brand message. The company's mass media strategy creates meaningful connections with consumers, encourages user-generated content, and fosters brand loyalty. This article will delve into the critical elements of Coca-Cola's mass media strategy and explore how the company effectively utilizes mass media to influence their consumers.

The terms advertising was coined from the Latin word "advertere" which means to draw attention. This is when you are getting the evidence mind in a product, notifying or informing somebody/people of something. It is against this background that the research examines the "EXPOSURE AND RESPONSIVENESS OF UNDERGRADUATES OF THE UNIVERSITY OF BENIN TOWARDS COCA COLA ADVERTISING CAMPAIGN."

In conclusion, Coca Cola use of creative advertising on mass media is an important part of its advertising campaign. This choice was made to improve sales and promote customer loyalty, as well as to help the company increase audience engagement. This study aims to investigate the exposure and responsiveness of customers and the Influence of advertising campaign, by making an assumption that the company's mass media

advertisements, offers the opportunity to connect with their target audience and develop meaningful connections, brand loyalty and awareness.

1.2. Statement of the Problem

There are different tactics that can be used to advertise a product, goods or services. For a company to stay current with the 21st century, they also need to evolve in how and where they advertise and follow what is trending in order to compete with other companies. This has brought about the emergence of advertising campaign, which is a way to meet with a wider audience and get more consumers, but still not all companies do well on their advertising campaign, the implication of this is that even with a wider opportunity to meet with lots of consumers, some companies will still not make sales, but organizations who pay attention to their advertising strategies and plan and executive a creative advertisement will always stand out in the midst of other organizations.

There have been various advertising campaigns aimed at getting customers to buy Coca-Cola on a daily basis. Its manufacturers have used a variety of techniques to market the brand and persuade customers to buy it. To entice their target demographic, they employ a variety of appealing promises and claims.

A good advertisement can be judged by assessing the impact it has on customers in terms of purchase interest following exposure to such advertisements. However, there could be various causes for the consumer's lack of interest in certain products. As a result, there is

a requirement for knowledge of a consumer's psychology as well as the exterior cues and stimuli that influence his or her decision-making strategy. Thus, this research aims to examine the exposure and responsiveness of residents on coca cola advertising campaign.

1.3 Objectives of the Study

The objectives were to

1. Determine the effect of advertising for an organization
2. Ascertain the level of effectiveness of advertising campaign for Coca Cola
3. Determine the extent by which advertisement influences consumer behaviour.
4. Find out which medium has the most influence on consumer perception.

1.4 Research Questions

The following questions were designed to guide the study;

1. What is the effect of advertising for an organization?
2. What is the level of effectiveness of advertising campaign for Coca Cola?
3. What is the extent by which advertisement influences consumer behavior?
4. Which medium has the most influence on consumer perception?

1.5 Scope of the Study

The exposure and responsiveness of residents in Benin towards the advertising campaign of Coca Cola will be examined in this study. The research will focus on understanding the use of advertising campaign by Coca Cola and the level of influence of consumer behavior among residents in Benin. The study will be conducted using a survey method, with a sample size of students from the University of Benin, who might have used a Coca Cola product or is currently a consumer of the product. Data will be collected through a questionnaire that will measure brand loyalty and perception of the advertising campaign of Coca Cola. The data collected will be analyzed using statistical techniques to determine the relationship between advertising campaign and brand loyalty. The findings of this study will provide insight into the effectiveness of advertising campaign in influencing brand loyalty among residents in Benin and will be useful for businesses seeking to improve their advertising strategies.

1.6 Significance of the Study

The study “Exposure and Responsiveness of Undergraduates of University of Benin towards Coca Cola Advertising Campaign” is a significant contribution to the field of advertising and consumer behavior. In today’s highly competitive marketplace, companies are constantly seeking ways to differentiate themselves from other companies and establish a strong brand image that will drive customer loyalty and responsiveness.

This study specifically examines the impact of advertising campaign on the exposure and responsiveness of Coca Cola customers in Benin.

The study is important because it highlights the power of advertising in shaping consumer perception and patronage. Previous research has shown that Companies of all sizes and industries want to get their names out there. With millions of people who can be turned to customers around the world, it's easy to see why advertising may be one of the best ways to promote a brand. It's a great way to bring awareness about a company and showcase their products or services. Advertisement allow organizations to reach desired consumers, promote their brand, and drive sales on popular mass media channels that house billions of users.

1.7 Definition of the Terms

The following terms are hereby defined;

Advertising; Advertising is the techniques and practices used to bring products, services, opinions, or causes to public notice to persuade the public to respond in a certain way toward

Company; A business organization that makes, buys, or sells goods or provides services in exchange for money what is advertised.

Consumer; A person who buys goods or services for their own use

Product; An article or substance that is manufactured or refined for sale.

Campaign; An organized course of action to achieve a goal.

Persuade; To make someone agree to do something by giving them good reasons for doing it.

Mass media; It is any communication, whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.

Creative; It is what gives life to messages about products and services that may otherwise be boring in the minds of target customers.

Brand: A valued promise that an organization makes to its external or internal audience

Brand awareness; It refers to customers' ability to recall and recognize the different brand under conditions and link to the brand name, logo, jingles, etc, it helps the consumer know which product and services category the particular brand belongs and what products and services are sold under what name.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

In this chapter, the researcher presents a conceptual review of necessary literature beginning from historical review, past works on this discourse, and the communication theories that support this work with a view to providing modern knowledge and insightful findings. It is explained under the following subheadings:

- Brief History of advertising
- History of coca cola company
- Concept of advertising
- Concept of advertising campaign
- Conceptual review of mass media
- Influence of advertising on consumer behavior
- Advertising media

2.1.1 History of Advertising

When and how exactly did advertising begin? It's doubtful that the ancient Greeks and Egyptian were insensible to the benefit of product promotion, the Romans knew how

to make a convincing sales pitch, some claim that early advertising started in Pompeii, and others claim that prehistoric cave printing were a form of advertising, which seems all together more fanciful. It's safe to say that advertising has always been with us, as there are always goods and services to be rendered to sell and a medium to talk them up, from the crier in the street to the handbill tack on the tree.

Advertising took a leap forward of course, with the creation of the printing press and movable type, an invention generally credited to German former goldsmith Johannes Gutenberg in 1447. Other important names loom out of the murk of advertising history notably that of 17th century French doctor, journalist and unlikely adman Theophraste Renaudot. He was born in London in 1586 to a wealthy protestant family, he studied medicine in Paris and Montpellier. He became a doctor at the age of 20, he was considered too young to be a doctor, so he decided to travel instead to Switzerland, Italy, England, and Germany. On one of his return through a family connection, he met and befriended Cardinal Richelieu. This fortuitous encounter led to Renaudot eventual appointment as an official doctor to Louis XIII.

Renaudot was a writer as well as a thinker and a physician. His reflection on the Parisian poor led to him to create on the Île de la Cité. What he called a "bureau Des addresses et Des rencontres" a recruitment office and notice board for the jobless. This establishment soon became a veritable information clearing house for those seeking and offering work, buying and selling goods and making public announcement of all kinds. To disseminate

the information more widely, Renaudot created in 1631 the first French newspaper, which he called "La gazette" (inspired by the unit of currency he'd discovered in Italy, the "gazette"). With this he became the first French journalist and inventor of the personal advertisement. Advertising has become one of the most important activities of present times. As its main objective is persuading prospective customer to buy a product.

The great expansion of business in the 19th century was followed by the growth of an advertising industry; it was that century, primarily in the United States that saw the establishment of advertising agencies. The first agencies were, in essence, brokers for space in newspapers. But by the early 20th century agencies became involved in producing the advertising message itself, including copy and artwork, and by the 1920s agencies had come into being that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.

Communication is as old as man. The historical development of advertising in Nigeria is as old as Nigeria as an entity. In Nigeria, advertising started with the use of African communication media which was their only source of passing information. Asemah, Kente and Nkwam-Uwaoma (2021) note that the messages and idea are transmitted by means of itinerant dance and mime groups, puppet shows and other folk media which serve not only to entertain, but to influence attitudes and behaviour.

Advertising in Nigeria could be said to have started officially with Rev. Henry Townsend's Newspaper called Iwe Iroyin in 1859. This particular newspaper carried advertisements on births and other social events. However, professional advertising is often said to have started in 1928 with the birth of West African Publicity Limited. Derived from UAC, it was established to cater for the needs of the colonial masters in Nigeria and West Africa. This company later became an advertising agency in 1929 named Lintas with two other subsidiaries namely Afromedia, the outdoor medium and Pearl/Dean, the cinema arm. In the 1950's new advertising agencies emerged.

The medium of advertising was in its infancy in those days Federal Government owned National Broadcasting Corporation (NBC) where the only television stations that operated in the four regions of East, West, North and later Midwest. With the increase in practitioners, an agency regulatory body had to be formed to standardize their practices. A meeting of the agencies held at Ebute Metta, Lagos in 1971 was to metamorphose into Association of Advertising Practitioners of Nigeria (AAPN) with the objective of protecting practitioners against unfavorable business. The association was later renamed Association of Advertising Agencies of Nigeria (AAAN)

The need to establish an institution Advertising Practitioners Council of Nigeria (APCON) by Decree 55 of 1988, later renamed Act 55 of 1988 by the civilian administration on November 1989, the first meeting of the association held somewhere in Ebute-meta, Lagos finally culminated to the birth of APCON. In the 1990's the sector came alive, it

began to expand beyond advertising as full services public relation firms such as the Quadrant JSP and Quest were established. Also the era witnessed the mad rush of foreign affiliations. While some agencies sought this affiliation to help boost their human capital, others just joined the bandwagon just to feel among. Media Independent Practitioners Association of Nigeria (ADVAN), outdoor Advertising Association of Nigeria (OAAN) later emerged in 1928.

Today, Nigerian advertising industry, is making efforts to ensure that they measured up to global industry practice. Affiliations also avails them of technical knowhow in the areas of creativity and training. The industry has grown to shooting their adverts locally and injecting a lot of local content in their campaigns the regulatory body of advertising, APCON, is living up to expectations by the measures put in place to sanitize the industry. Again measures are adopted to ensure practitioners operate within set advertising standards. Sectional associations include Broadcasting Organization of Nigeria (BON), Media Independent Practitioners Association of Nigeria (MIPAN), Advertisers Association of Nigeria (ADVAN), Newspapers proprietors Association of Nigeria (NPAN) and Outdoor Advertising Association of Nigeria (OAAN).

2.1.2 Brief History of Coca Cola

The Coca-Cola Company is an American multinational corporation founded in 1892, best known as the producer of Coca-Cola. The drink industry company also manufactures,

sells, and markets other non-alcoholic beverage concentrates and syrups, and alcoholic beverages. The company's stock is listed on the NYSE and is part of the DJIA and the S&P 500 and S&P 100 indexes. The headquarter is in Atlanta. With more than 2,800 products available in more than 200 countries, Coca-Cola is the largest beverage manufacturer and distributor in the world, one of the largest corporations in the United States, and one of the most successful brands in marketing history.

Coca-Cola in Nigeria 1950s Nigerian Bottling Company Ltd (NBC) was incorporated in November 1951, as a subsidiary of the A.G. Leventis Group with the franchise to bottle and sell products of The Coca-Cola Company in Nigeria. The production of Coca-Cola commenced at a bottling facility in Nigeria (Lagos state) in 1953. In the same year, the company opened its first bottling plant in Apapa. In 2000 NBC became member of the newly formed Coca-Cola Hellenic Bottling Company S.A. (an anchor bottling group with operations in 28 countries worldwide. In November, 2011, NBC became the first company in Nigeria to receive the Food Safety System (FSSC 22000) certification.

In 2011, Coca-Cola celebrated 125 years of refreshing the world. Nigerian Bottling Company celebrated 65 years of refreshing Nigerians in 2016. And September 2019, the NBC manufacturing plant in Ikeja, Lagos was presented with the prestigious 'Alliance for Water Stewardship' (AWS) Gold Certification. The Ikeja plant now holds the record

of the first site in Africa to receive this certification. Coca Cola Company, celebrated 70 years of storied heritage in Nigeria in 2021.

2.2 CONCEPTUAL REVIEW

2.2.1 CONCEPT OF ADVERTISING

As many famous scholars have expressed their opinions on what advertising is as an area of marketing communication, it has been described by many scholars based on their comprehension of the notion in their own perspective. Advertising is one of the most fascinating phenomena in business. It is pervasive, perplexing, multidimensional, and unfathomably rich. It is seemingly simple, yet full of paradoxes. Advertising is the best way to communicate to customers. Advertising is paid, non-personal communication that is designed to communicate in a creative manner, through use of mass or information-directed media, the nature of products, services, and ideas.(Asemah, 2022).

A public notice, especially: a paid notice that is published or broadcast (as to attract customers or to provide information of public interest) an advertisement for a new car/movie/business. Advertisements for job openings. Radio/television/online advertisements. (Merriam Webster Dictionary of English 2023). Asemah et al (2022 p. 3) citing Anyacho (2007)Advertising involves research, consumer research, product research, marketing analysis, getting the appropriation and developing creative strategy

and plans, tactical decisions in regards to budgeting expenditures, media and scheme insertions and broadcasts.

Advertising is a means of mass selling using mass media to put a reminder of the goods and services into the minds of the consumer to foster sell and improve brand loyalty. Advertising also influences the minds of consumer and persuades them through to purchase the goods or services. Advertising may be the paid form of non-personal communication to spread business information in target audience via some medium. According to the American Association of Marketing (AAM) “advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”.

Odiboh (2002) defined advertising as a non -personal communication paid for by an identified sponsor, which is relayed through various media with the aim of influencing people's behavior towards the advertiser’s products, services or ideas. Furthermore, millions of consumers are exposed to hundreds of commercial messages everyday which may appear in the form of billboards, newspapers, television commercials, and radio jingles etc. These are few of many communication tools used by manufacturers (or advertisers) to initiate and maintain contact with their customers, clients and prospective consumers of their products. The combined effects of the manufacturer, the creative agency, the media planning and buying agency, the media owners (radio, television, billboard, newspapers, magazine) to disseminate the advertising message to the public, is

aimed at influencing the behaviour of the prospective consumers towards buying the products being advertised. That is why professionals refer to advertising as a joint or combined effort of various professionals towards realizing the marketing goals of the advertisers.

The message is conveyed through channels of communication, such as a sales person, advertising media or public relations tools. Consumers who read, hear or see the message are the receivers (Kelvin R A, Hartley, Steven W and Rudelius W (2004). Until a purchase is made by the consumer, advertising will not be complete. However, an advertising message must be attention- catching and aimed at a target audience to which it must be meaningful. Weinberg, Lang, and Simmonds in their book, advertising management, opine that the development of any message of advertising is a creative act meant to achieve certain marketing goals for target segment (Odiboh 2002).

When advertising, the things to be said and done are organized in a strategic manner that it will be able to draw the attention to the goods or services, and promote the sales of the product or services. Asemah (2022) pointed out that advertising has the following components;

1. Communication paid for; most advertising messages are paid-for. This means that advertisers buy air time and space to run their advert messages. Thus, advertising isn't free. It is however, worthy to note that non - profit organizations, such as Red

Cross, do not pay for air time and space. This is because they are not commercial oriented, they render public service and as such, advertising messages from them are run free as public service.

2. Identified Sponsor; for obvious reasons, the sponsor of an advertising campaign is identified. This is what some scholars refer to as the source of the advertising message. We have many of them today, they include; Coca Cola, MTN, First Bank. All these organizations often identify themselves when they advertise either via the electronic or print media or Internet. Dominick (2007,p.321) says "in most cases, identifying the sponsor is the prime purpose behind advertising otherwise, why advertise." If the sponsor is not to be known, then there is no point going on air or to the print media to advertise, because the advertiser wants to raise his company (products) from the level of unawareness, to the level of awareness.
3. Target Audience; Advertising is typically directed to groups of people and not individuals. It is, therefore, non-personal, non-personal in the sense that you are not meeting the people one on one, rather you have a particular group of people in the mind and you pass your advertising messages across to them. Every advertising message has its target audience and the advertiser must take that into consideration when designing advertising message. So, advertising is directed towards a large group of people who are anonymous in nature.

4. Communication; It is a type of communication, it's usually a very structured form of applied communication, employing both verbal and nonverbal elements that are composed to fill specific space and time formats determined by the sponsors.
5. For passing of ideas or messages to the consumers; Advertising helps to publicize tangible goods, such as handsets, drugs, books, etc and also to publicize intangible services rendered by an organization like banks. Increasingly, advertising is used to advocate ideas, whether economic, political, religious or social.
6. To promote sales: Advertising is aimed at promoting the sales of products. The essence of advertising is to bring about increase in patronage of products produced by an organization or services rendered by an organization. When awareness is created about goods and services, people tend to buy more.
7. Creation of perception: Advertising is aimed at creating perception. Burgeon and Ruffiner(1979,p.104) see perception as "the process of making sense out of experience." To corner & Hawthorn,(1989,p.29) "perception is how an individual makes Sense out of his or her own world.
8. Through the Mass Media; The message reaches us through channels of communication referred to as media. The advertising medium is any paid means which is used to present an advertisement to its target audience. Thus, we have

radio advertising, television advertising, newspaper advertising, magazine advertising and billboard advertising.

Advertising increases the knowledge of the consumers, and with this it makes it easy for a consumer to easily find and buy their desirable products because they have already been exposed to it through advertising. It speeds up sales and increases brand loyalty. The functions of advertising according to Asemah et al (2022) include;

- Marketing function; it serves a marketing function by helping companies that provide products or services to sell their products.
- Generates Consumer Demand: The demand generated by advertising, public relations and sales promotion "pulls" the goods or services through channels of distribution,, notes "References for business."
- Persuasion; Powerful visual advertising presentations compel consumers to purchase goods, services and ideas as aa way to achieve emotional fulfilment. Persuasion is the core mission of advertising.
- Market Penetration; through advertising, companies that are new in business can easily penetrate the market.
- Information; Advertising supplies the necessary information to consumers so that they know what is available and where to buy it.

- Identifying Brands; Products, services and ideas are sold through businesses that are differentiated by their brand identities. Brand identity is communicated to the public via advertising.
- Previewing New Trends; Previews about the virtues of new products, services and ideas, motivate consumers to obtain them because they do not want to be left out. Advertising lets consumers in on up-and-coming trends and new markets.
- Customer Loyalty; Consistent quality advertising increases consumer loyalty for a product, service or idea.
- Pricing; Advertising displays consumer goods with competitive prices relative to the current market, thus educating consumers about what things should cost.
- Improves the sale of product; Advertising facilitates a noticeable increase in the sale of the product. It thus, helps reduce per unit cost of the product and helps the businesses to earn profits.
- Increases Employment; Advertising is a complicated task and a lot of people are involved in the making of an advertisement. Research team, design team and many other people are required to make and deliver it.

- Religious and Moral Benefits; Social and religious institutions use advertising for communicating their messages like messages of patriotism, fate, compassion, tolerance and charity toward the needy, messages related to health and education.
- Education; Advertising educates the people about the various use of different products and this increase their knowledge.
- Preparation of Ground for New Products; New product needs introduction because potential customers have never used such product earlier and the advertisement prepares a ground for that new product.
- Informing the Changes to the Customers; Whenever changes are made in the prices, channels of distribution or in the product by way of any improvement in quality, size, weight, brand and packing, they must be communicated to the public by the producer through advertisement.
- Neutralizing Competitors Advertising; Advertising is unavoidable to compete with or neutralize competitors advertising.
- Promoting Standard of Living; Advertising promotes the standard of living of the people by increasing the variety and quality in consumption as a result of sustained research and development activities by the manufacturers.

2.2.2 Concept of Advertising Campaign

Advertising has become one of the most important activities of present times. As its main objective is persuading prospective customer to buy a product. A marketing campaign is a collection of advertisements designed to promote a specific product or service. An ad campaign is built around a specific and distinct topic in order to raise brand awareness for a company's product or service. Basically, an advertising campaign can be defined as a family of ads that shares a visual/verbal identity and promotes a single idea to a defined target audience. Multiple targeted media vehicles are used to reach the intended audience with a specific message about a particular product, service or company. A multimedia campaigns job is to introduce a product or service, create an identity, build increasing awareness for the product or service, and promote a sale (Roblyn Blakeman (2015)).

The art of advertising is using creativity to market a product or brand. A campaign is a method used to carry out advertising. A typical advertising campaign comprises of several ad series that run at the same time or over a short period of time. Before launching a global commercial, it is critical to thoroughly understand the target audience and campaign objectives. The incorporation of research into the planning and purchasing process enables clients to select the most effective platforms and channels for reaching the target market, as well as the kind of campaigns that will be most effective.

Advertising campaigns are groups of advertising messages that are similar in nature; they contain the same messages and topics and are distributed in numerous forms of media at the same time. The advertising campaign time frames are specific and defined. As a result, an advertising campaign is a sequence of advertisements. Texts that all have the same subject and theme and make up an anthology Marketing communication that is interwoven. Public relations campaigns appear in multiple mediums across a certain time range. Coca-Cola is well-known for its mass media advertising campaigns, which have long been a cornerstone of the company's marketing strategy. These campaigns are intended to appeal to a broad audience and frequently employ famous imagery and themes associated with the company.

According to Asemah, Akase,Nkwam-Uwaoma(2023) The critical part of making an advertising campaign is determining a campaign theme as it sets the tone for the individual advertisements and other forms of marketing communication that will be used. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a substantial period, but many of them are short lived due to factors such as being ineffective or market conditions and/or competition in the marketplace and marketing mix. To plan every international advertising campaign, the following steps should be followed:

1. Analyse Target Market; The advertising process starts by identifying potential users of a good or service. This target market should be defined in terms of geographic area, demographic characteristics, customer needs, buying habits and media usage. In this case, the target audience is identified by the agency through consumer research. Variables that are taken into account include geography, which includes the markets (countries of residence) of the target audience; demographics, which include age, disposable income; behaviours, which include propensity to travel internationally and attitudes, which entails being curious about other countries, value exploration and discovery.
2. Campaign Strategy; A campaign strategy is devised. The strategy is based on available market research and takes into account criteria such as the penetration of different media within individual countries and the structure and size of the target audience. The creative elements of the campaign will begin to be formed at this time such as the advertising message, genre and distribution format.
3. Define your Advertising Budget: Knowing your budget and then working within it rather than constantly readjusting it is wise whenever you are planning an advertising campaign. You have to decide what advertising method will get your message the farthest forth lowest price possible.

4. Create Advertising Message; the traits of a target market influence the advertising message a company uses. The advertising message must get the customer's attention, increase interest in the good or service, improve a company's image in the minds of consumers, boost the potential of a customer's desire to buy and also motivate customers into action.

5. Select media; At this stage, the agency will make a pre-selection of relevant media and properties, which they think will best meet the strategy; they will then send a media brief to each of the media owners they have selected. The client will generally establish Key Performance Indicators (KPIs), to measure the success of its campaign. These indicators will generally vary by media property and by media owners, but examples include increase in brand awareness, brand favorability or ticket sales. Marketers must decide what media to use to deliver the advertising message. The major advertising media include newspaper, television, radio, magazine, direct mail, outdoor and internet.

6. Execute Once advertising is planned, it must be executed. The advertising plan should include a schedule for the ideal launch time of the campaign. The advertising effort would not be effective if it is carried out at the wrong time or season. An advertiser may decide to plan, book and implement the campaign themselves or hire a media agency, depending on their experience and resources available. Either way, a detailed media plan needs to be compiled containing

timing, expenditure, predicted reach and frequency for the campaign across the various media outlets chosen and fees and slots negotiated. At the same time, creative material will be produced, either by a creative agency, the advertiser or by the in-house creative team of the media owner, so that everything is in place for the campaign launch.

7. Measure Campaign Success It is essential to decide in advance how you are going to evaluate campaign success so that you can ensure the right measures are in place. The best way of measuring campaigns is through consumer surveys. This is because they enable advertisers to ask people about all the media channels they consume, as well as, about the audience itself, its lifestyle habits and product choices. So, advertisers can identify audience response such as changes in brand awareness, brand attributes and favourability. Television reporting tends to be done at the end of a campaign, but online performance can be tracked on an ongoing basis. As with anything in marketing, the key is to test and learn as you go so that you can be better informed for the next campaign. This implies that after the advertising is executed, should also be evaluated for effectiveness. Surveys may be conducted to test product awareness and sales figures should be analysed to determine whether the advertising caused an increase in sales. Information from the evaluation is then used to plan more effective advertising in the future.

An advertising campaign is a collection of advertising messages that all share a common idea and theme and form part of an integrated marketing communication (IMC). An IMC is a platform that allows a group of individuals to pool their ideas, opinions, and thoughts into a single huge media database. Advertising campaigns use a variety of media platforms and target certain audiences over a set period of time. The campaign theme is the central message that will be received in promotional activities, as well as the primary emphasis of the advertising campaign, since it establishes the motif for the series of individual advertisements and other marketing communications that will be employed.

Campaign themes are typically created with the intention of being used for an extended length of time, however many of them are only temporary due to variables such as ineffectiveness, market conditions, competition, and marketing mix. Advertising campaigns are designed to achieve a specific goal or set of goals. Such goals often involve developing a brand, increasing brand awareness, and increasing the rate of conversions/sales.

2.2.3 Conceptual Review of Mass Media

Media are means through which information is disseminated from a source to a broad and diverse audience. Asemah (2013) avers that they are the channels or devices that are used to convey messages to group people. Thus, it can be said that the media are channels of communication. Mass media is any kind of communication that reaches a large audience,

whether written, broadcast, or spoken. Television, radio, advertising, movies, the Internet, newspapers, magazines, and so on are all examples. Coca-Cola employs a multi-channel advertising strategy that includes both traditional and digital media. To boost brand awareness, the brand uses television commercials, print advertisements, outdoor billboards, digital platforms, and social media. This multi-channel strategy ensures that Coca-Cola's advertising messages reach a diverse variety of consumers across several touch points.

The term "mass media" refers to a variety of media that reach a large audience through mass communication. Broadcast media, which includes cinema, radio, recorded music, and television, conveys information electronically. The internet and mobile mass communication are both instances of digital media. Email, social media sites, websites, and Internet-based radio and television are all examples of Internet media. Many other forms of mass media have a digital presence as well, for example, by linking to or airing TV advertising online, or by distributing QR codes in outdoor or print media to direct mobile users to a website. They can use the Internet's basic accessibility and outreach capabilities to easily broadcast information to many different locations around the world at the same time and at a low cost. Asemah (2020) says that the mass media are different from face to face communication. Mass media have a large and heterogeneous audience; messages are received simultaneously that is, for electronic media but the interpersonal communication does not have all these features. The media is used to raise product

awareness among a large number of people. These folks must be contacted since their expertise of a product ensures its sale.

Internet, television, radio, billboards, and other forms of mass communication are examples of mass media. In all circumstances, a sizable section of the population has access to the communications offered by these media sources, and advertising can have a significant impact. Similarly, Asemah, Ogwo and Obidike (2013) opine that mass media play a very crucial role in every society. The media can be generally viewed from two angles; first, as technological devices employed to disseminate information to a large and heterogeneous audience. Second, as a social institution, which, refer to those highly organized or defined relationship for the gathering, processing, packaging and dissemination of information, for public consumption.

Radio, television, and the internet are examples of electronic media used in advertising. Radio is the most popular medium. An effective radio commercial delivers an unexpected and relevant punch to the listeners (consumers). Radio has a unique feature that highlights music and drama. Programmes, news, and conversation shows that bring listeners' attention to the radio station. The radio station that delivers programs that capture the interest of the listeners or audience has a larger audience. As a result, advertisers seek to place their advertisements on mediums or media that have a larger or wider circulation. Radio provides frequent and selective reach at one of the lowest

expenses per thousand, although radio production is costly. National commercials can be made for one-tenth the cost of television commercials.

The average adult listens more than three hours a day, radio builds a large audience quickly and a normal advertising schedule easily allows repeated impact on the listeners. Also, specialized radio formats, with prescribed audiences and coverage areas, enable advertisers to select the market they want to reach a specific sex, age group, ethnic or religious background, income group, employment category, educational level or special interest, (Hasan,2003).

It refers to worth noting that television advertising have a massive impact; no other media can ever match with television in terms of effective presentation. Television is one of the world's most important means of communication Asemah, Nkwam-Uwaoma, Tsegyu (2017). Television advertising notwithstanding offers an immediacy that other forms of advertising cannot achieve, displaying and demonstrating the product with sound and full colour right before the customer's eyes. In the same vein, television advertising permit infinite original and imaginative appeals through the various facets of television commercials-sight, sound motion and colour. Since the public considers television the most authentic and influential medium, it offers advertisers and consumers the prestigious image of appreciating Coca cola products.

In marketing, billboard advertising is considered a straightforward and impactful advertisement. What makes their research unique is that it attempted to investigate the current status of this form of advertising to determine whether it is still an effective medium in which the company should trust to invest or not. If it is, it identifies the current factors that are still relevant and may contribute to the success of any particular organization. Nwachukwu (2006), asserts that bill board as an advertising media plays a fundamental to manufacturers, advertising agencies because they capture the attention of the people quickly and make them understand the messages easily about the products and services. The messages remain indelible in their mind and as they watch them, it makes them to go for the product irrespective of the cost involved.

Unlike traditional mass media, social media not only provides people with information but also allows them to engage and share ideas with other users in a web-like arrangement. Facebook, YouTube, Twitter, LinkedIn, blogs, and Myspace are examples of internet platforms with material based on user interaction and user-generated content. Similarly, businesses and advertising agencies have adapted to the current trend of communication technology in order to contact customer's at the most convenient time and place.

Consumers' appetite and expectation for original, authentic content has grown dramatically as social media has evolved and matured, and the world's most recognizable brands are not exempt. Coca-Cola is one such FMCG brand that has successfully

navigated the age of social media enlightenment. Coca-Cola has employed a variety of strategies to maintain a good social media presence.

Social media and online communication channels have become the most important aspect of the Coca-Cola marketing strategy as technology has advanced. It actively posts photographs, videos, and other content on online digital marketing platforms such as Facebook, Twitter, Instagram, YouTube, and Snapchat, SEO, email marketing, content marketing, and video marketing are the primary components of Coca-Cola's marketing strategy.

OPINION REVIEW

2.3.1 Influence of Advertising on Consumer Behavior

The market is saturated with numerous products or services, most companies make similar functional claims; as a result, it has become increasingly difficult for companies to differentiate their products or services based on functional features. Differentiators based on functional features portrayed in advertisements are seldom long. Durable because competitors may imitate it

Consumer behavior is the way a customer interacts with your brand before or after making a purchase decision. Consumer behavior refers to how a person acts or feels after seeing an advertising. Although different client demographics respond differently to commercials, they all react the same way to the brand after seeing the advertisement. It is

mostly determined by the structure, message, and branding employed by a firm in its commercial. It is vital to understand how consumers buy. You can develop adverts based on the information provided by their activity.

Asemah (2022) noted that an advertising appeal refers to the approach used to attract the attention of consumers and to influence their feelings towards a product service or cost. Asemah observes that Advertising appeals can be categorized into two;

1. Rational Appeals; This type of appeal mainly centers on the practical, functional and utilitarian need for the product and the advantages or reason for wanting to use or own a particular brand. Marketers use rational appeal mostly when they are advertising products that have substitutes. In this case they try to roll out the qualities and merits, which your own product has that the others do not.
2. Emotional appeals; This type of appeal is the one directed at the emotions of the consumer; is widely believed that advertising what appeals to the emotions of the consumers work better than rational appeals in terms of selling products and services.

However, people nowadays have access to an infinite number of commercials. They want something new, engaging, and able to capture their attention. Boring advertisement will not last long in the eyes of customers. As a result, entertainment has been identified as an

important advertising approach for enhancing advertising effectiveness and persuading consumers to make a purchase.

While the primary goal of advertising is to inform the public about your company, depending on how well it is presented, it can also amuse the audience. They captivate viewers and get them invested in your work, just like in TV shows and movies. The entertainment value of TV shows is enhanced by advertising, which either make the viewer's laugh or feel something. The same is true for online advertisements, which are so fascinating that internet users may mistakenly believe they are not adverts. Some advertisements even become viral because they amuse the audience. They will share your advertisements if they find them to be particularly interesting to watch.

Consumers grow better acquainted with a brand after repeated exposure through commercials. A consumer will often recognize a brand based on an advertisement. New brands can compete with more established ones by using ads to reach their target consumers. Using advertising, you can persuade others to try your goods. It may strengthen their belief that the good or service would alleviate their concerns.

Advertisements are employed by new products to attract clients for whom they have not yet proven their worth. Advertisements that showcase new product offerings or variants can help to rebuild consumer trust in the brand. Coca-Cola products are better exhibited and presented for consumers to see, convenience and accessibility grab their attention.

2.3.2 Advertising Media

The term advertising media refers to all media used for advertising purposes or advertising support, it is the medium through which an advertisement is delivered to a target audience for the purpose of marketing, promotion, and selling goods and services. Asemah (2022) category media into;

1: Print media; the oldest of the mass media are the print media, which have been in existence for a very long time. Merrill & Lowenstein(1979) cited in Asemah (2022) in their discussion of the advantages of print media, explain that print media have innate advantages over radio and television. The "print media" refers to any commercially published and printed medium such as newspapers and magazines that sell advertising space to a variety of advertisers. We shall examine the following channels under print media of advertising;

A; Newspaper

The newspaper as an advertising medium is the "old soldier that never dies." A Newspaper by definition is an unbound and printed publication, issued at regular intervals, which presents information in words and often supplemented with pictures.

B; Magazines

They are designed to appeal to people in a given community. The magazine is a bound pamphlet issued more or less regularly and containing a variety of reading matters. Whetmore (1985) cited in Asemah (2022) describes magazines as a "mass menagerie" and that they form a wild and unpredictable collection of publication colourful, competitive and exciting.

2; Electronic Media;

Odetoyinbo (1998) cited in Asemah (2022) describes electronic media as mechanically or technically operated devices of mass communication. They serve as paths, ways or means of doubling or representing communication that would otherwise be limited to two persons or groups of persons in a face to face communication. We shall examine radio and television under the electronic media of advertising.

a: Television

It is an audio visual medium of disseminating information or messages to the audience. It's greatest assets is that it can be seen and heard. Because of its motion in picture, quality dramatization actions are used to achieve the desired purpose. Television is one of the most persuasive media of our time. It combines sight and sound to broadcast the highest degree of realism to the homes of a very large number of people. Unlike the newspaper and magazine, which appeal to only sight, television appeals to both sight and

sound. The benefit that television offers to advertiser are; it is an intimate medium that is good for demonstration, it has a combination of sight and sound.

b: Radio

Radio is the most persuasive medium of advertising in every part of the world. For now, no medium has the potential to reach so many parts of the world than radio, it can reach grassroots. To a large extent, radio pioneered the market segmentation strategy that is common to all the media. As a mass medium, radio has capacity to cut through barriers of illiteracy and poor infrastructural facilities, which could limit the ability of the print media to reach its large audience.

Asemah (2022) gave the different strategies advertisers use to reach their large audience through television and radio and they include;

A; Network Advertising; Advertisers can place their advertising messages on National Television stations on national broadcast networks. Network broadcast takes place when claims of stations across the nation come together to offer one programme. This kind of network broadcast offers people in different parts of the country the opportunity to watch such programme.

B: Sponsorship

An advertiser who shoulders or foots the cost of a programme is engaging in sponsorship.

In a sole sponsorship, the advertiser is responsible for both the programme content and the content and total cost of production.

C; Participation shows;

This can simply be described as a situation whereby two or more companies come together jointly sponsor a programme. The advantage of this kind of sponsorship is that it promotes the image of the organization before the public.

D; Internet

Dominick (2007) cited by Asemah (2022) identifies for basic reasons, which brought about the revival of the internet as an advertising made internet attractive for advertisers, innovative technologies, including streaming video and full motion graphics made advertising more memorable, surveys indicated that people were spending more time on internet and less time with television, advertisers followed that audience and spent more on internet adverts and advertisers discovered that some online techniques were more effective than traditional banner advertising. Today, we can say that the internet is a medium of advertising. There are advert messages of so many companies online, which try to explain to consumers the various products and services in existence, which will be

of benefits to them, so many people all over the world make use of the internet and in the course of using it, they see advert messages that are online.

2.4 Empirical Review

The empirical review discusses carefully selected papers linked to this work. Their parallels and differences have also been discussed. The following works are described below:

A research conducted by Edokpolor (2018) on the topic " Influence of glo mobile advertisement on consumer purchase decision: A case study of subscribers of glo mobile in Ekehuan community of Oredo." The objective of his study was to investigate how glo mobile advertising influences the purchasing decision of its consumers, to identify other reasons why consumers purchase glo mobile products and to find out if glo mobile advertisement has recall and persuasion effect on consumers. He used the quantitative method of data collection and a total of 200 hundred respondents completed the research questionnaire across from the local government area, Benin City, Edo state. His findings showed that to a large extent, there is a positive link between glo mobile advertisement and consumer purchase decision as 96% respondents agreed that the influence of advertisement has continue to make them use glo mobile services. It does show that indeed advertising can influence a Customer's purchasing decision. During the course of his study he discovered that advertising has a significant influence on consumers

purchasing decisions, but other economic, social and psychological factors also contribute to such decision making process. Therefore, advertising cannot be considered as a factor in isolation of all these other extenuating factors. He also recommended that advertisers should improve on the obsolete advertising mix which could be extended to the internet and social media which has become the face of the 21st century media.

Umor Francis Ebenezer¹ & Blessing German (2018) conducted a study on the Consumer Perception of the Advertising Media for Coca - cola Products in Port Harcourt. The objective of the study was to gain an understanding on consumer perception of advertising media for Coca cola products in Port Harcourt and to explain how individual use mass media messages and information to satisfy their needs. A sample of 400 subjects was randomly drawn from the population of 5000. Questionnaire constituted the instrument for data collection. Their findings revealed that the consumer's television, radio, the social media and billboards are the most used advertising media for Coca cola products with television and billboards having the highest appeal. From these findings, they conclude that no company can make headway or progress without involving in intense advertising campaign. This is the reason Coca Cola Company takes advertising as a fundamental tool in the marketing of its products to Port Harcourt residents.

Vivekananthan(2010) studies the "Influence of advertisement in consumer brand preference." The brand studied were coca cola, Fanta, elephant and Ole. She used 48 Grama Niladhari divisions based on the total number of sample size 200. Her findings

showed that while advertisement should be believable, soft drinks especially Ole, Fanta, and Elephant have to create their jingles in most attractive way according to the current expectation of the market. And use technological instruments in the composition of background music of the advertisements are essential. She concluded that true information about the brand in the advertisement and maintain the good will of the brand in the market.

Hasnain, Naqvi and Yushi(2016) conducted a study on the attitudes of audience towards repeat advertisements a case study of Pepsi Ads. The object of the study was to gain an understanding on how people purchased the brand either because of repeat ads or because of celebrity endorsements, influence of repetition of advertisement on viewers attitude, to find the attitude of people towards repeat ads of PEPSI during cricket match. The research made use of people of 19-45 and above as target sample, a total of 150 questionnaires were collected. The responses from the questionnaire showed that repetition of ads is not a good idea to force a customer to go and avail the product of Pepsi. They should have something innovative. The theme of advertisements is the most important factor for the customers when it comes to evaluate different factors of the advertisements.

A study entitled "The influence of advertising on consumer brand preference" and carried out by Ayanwale, Alimi, Ayanbimipe (2005). A case study of Cadbury Nigeria plc. They used the survey method of 315 randomly selected consumers of the food drinks in Ibadan,

Lagos and ile-ife, cities in Southwestern Nigeria. Their findings showed that many consumers do not buy whatever is available or affordable if a product is good value for its price, it will command brand loyalty. It also gives suggestions that organization should carry out the following;

1: research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand

2; Develop more effective advertising campaign that attracts consumers attention and capture their interest. At this stage the company advertising messages should both be persuasive and reminder- oriented. The messages must be strong and appealing enough to persuade and build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands the product. Comparative advertising, a variant of persuasive advertising, could be useful in this regard as it seeks to establish the superiority of one brand through specific comparison with one or more other brands in their product class.

They also pointed out that the study revealed that television is currently the most potent of all media used in advertising a product, and more consideration should be given to television as a medium of advertising.

Ramzan(2019) examined the impact of media advertisements on consumer behaviour. The study looked at the impact of television and internet for creating advertisements on

awareness. The online survey method was utilized for the study. Data collectedness from 529 respondents comprising student in India. Internet advertisements affect awareness, interest and conviction stages of consumers. This result is in alignment with the results obtained by Ahmed (2017), where it was observed that online advertisements have more impact on pre purchase stages as compared to the purchase and post purchase stages. This result is partially in agreement with the result obtained by Tang and Chan (2017), where they found that online media is used more for creating advertising on awareness and it did not have an impact on the purchase decision. To conclude, the findings indicated that television and Internet advertisements are affecting Advertising on awareness, interest and conviction stages of consumer behaviour. Magazines are more effective in influencing purchase and post purchase stages of consumer behavior. However, radio advertisements did not affect any of the stages of consumer behavior In contrast, newspapers are the only medium which affect all the stages of consumer behaviour.

2.5 Theoretically Review

Various summarized assumptions of different theories and how they connect to this study effort were employed to provide a theoretical insight into this project work. The researcher therefore considered the relevance of the following theories that includes stimulus-response theory (magic bullet) and Yale's theory of attitudinal change.

2.5.1 Stimulus Response Theory

Stimulus-response theory was propounded by B.f skinner in 1975, the theory arose from early ideas on conditioning, which is a behavioral process in which a response becomes more regular or predictable in a given environment as a result of reinforcement. Stimulus Response Theory is a concept in psychology that refers to the belief that behavior manifests as a result of the interplay between stimulus and response. In particular, the belief is that a subject is presented with a stimulus, and then responds to that stimulus, producing "behavior" (the object of psychology's study, as a field). In other words, behavior cannot exist without a stimulus of some sort, at least from this perspective.

The stimulus response theory according to Daramola (2001:45): "...is that media messages are received in a uniform way by every member of the audience and that immediate and direct responses are triggered by such stimuli. The theory further assumed that communication is something someone does to someone else, the communicator, not the consumer or receiver, is the causative person."

The stimulus–response model is associated with the assumption that the mass media has powerful effects. Also referred to as the “hypodermic needle theory,” “transmission belt theory,” or “magic bullet theory,” it can be considered one of the first general conceptions describing mass media effects (→ Media Effects, History of). Lowery and DeFleur (1995) summarized the basic assumptions behind the stimulus–response or

hypodermic needle theory as follows: (1) people in a mass society lead socially isolated lives, exerting very limited social control over each other because they have diverse origins and do not share a unifying set of norms, values, and beliefs; (2) similar to higher animals, human beings are endowed at birth with a uniform set of instincts that guide their ways of responding to the world around them; (3) because people's actions are not influenced by social ties and are guided by uniform instincts, individuals attend to events (such as media messages) in similar ways; and (4) people's inherited human nature and their isolated social condition lead them to receive and interpret media messages in a uniform way.

In this model, media messages are seen as "symbolic bullets," striking every eye and ear, resulting in effects on thought and behavior that are direct, immediate, uniform, and therefore powerful. According to the generally accepted history of media effects research, the stimulus-response model was the guiding perspective in the media effects field during the early days of communication study. Although this "received view" on the field's history does not go unquestioned, it is still influential.

This theory is relevant to this work because it examines the powerful effect of the mass media messages on the target audience. It gives an overview of the dominance of media messages and its influence on the consumers decision towards buying a product being advertised. Once the message has been developed the stimulus-response paradigm is a good place to start when trying to understand buyer behavior. Marketing and

environmental cues penetrate the buyer's mind. Certain purchasing decisions are influenced by the buyer's attributes and decision-making process. The marketer's job is to figure out what happens in the buyer's mind between the arrival of external stimuli and the buyer's purchase decision.

2.5.2 Yale's Persuasion Theory

Yale attitude change approach (also known as the Yale attitude change model) is the study of the conditions under which people are most likely to change their attitudes in response to persuasive messages. This approach to persuasive communications was first studied by Carl Hovland and his colleagues at Yale University during World War II. The basic model of this approach can be described as "who said what to whom": the source of the communication, the nature of the communication and the nature of the audience.[1] According to this approach, many factors affect each component of a persuasive communication.

The credibility and attractiveness of the communicator (source), the quality and sincerity of the message (nature of the communication), and the attention, intelligence and age of the audience (nature of the audience) can influence an audience's attitude change with a persuasive communication. Independent variables include the source, message, medium and audience, with the dependent variable the effect (or impact) of the persuasion.

Asemah, Nwammuo and Nkwam- Uwaoma(2017) stated that Yale's Persuasion Theory Hass generated a great deal of research and insight into the nature of persuasion. This approach has helped not only social psychologists to understand the process of persuasion, but also companies, in making their marketing and advertising strategies more effective. The Yale attitude change theory is a method to making persuasive communication effective. The theory also includes a six steps process to changing people's attitude concerning an issue; the steps are; presentation, attention, comprehension, yielding, retention and behaviour.

This theory, like other theories on social psychology and audience behaviour is both related and relevant to this work. It recognizes the important of the nature of a message, advertising campaign in this case, as a key element in the general understanding and acceptance of a brand. This theory is important to understand the process of persuasion. This perspective produced a great deal of research and insight into the nature of persuasion. This research supports it's assumption that we can identify factors or steps in the process of persuasion that influences attitude change.

Summary

The goal of this chapter was to conduct a critical review of all pertinent material. The literature review scans current information, relevant works, and previous studies on the issue to create an awareness of the paper's direction and the areas it aims to investigate.

As a result, this chapter discusses the history of color as well as Coca-Cola Nigeria, a conceptual analysis of advertising, advertising campaigns, mass media, and consumer behavior. The empirical review and theoretical framework came next. This chapter has contributed to a complete grasp of the topic under consideration and has served to solidify the foundation of this research.

CHAPTER THREE

METHODOLOGY

This chapter focuses on and discusses the methods and procedures used to generate relevant and accurate data that will be used to meet the research objectives and answer research questions. To this end, this chapter is presented and discussed under the following subheading;

- Research design
- Population of the study
- Sample size
- Sampling procedures
- Instrument of data collection
- Validity of study
- Reliability of instrument
- Methods of data collection
- Method of data analysis

3.1 Research Design

The survey method will be used as the research approach in this study. Because the survey approach seeks and retrieves factual information from respondents, it allows the researcher to sample a broader and more representative group. The survey approach is utilized to collect quantitative research data, which will then be used to study the "influence of Coca-Cola advertising campaign on the responsiveness of undergraduates at the University of Benin." Asemah, Gujbawu, Ekharefor, and Okpanachi, (2017) explained that survey is simply the process of looking at something in its entirety. He further noted that it is a research method that takes a sample in order to understand and make descriptive assertions about a large population and it is also a sample in order to understand and make descriptive assertions about a large population and it is also a method that is aimed at developing generalized propositions about human behaviours from what is observed in a sample population. Because of the challenges in studying a whole population, the study of samples from which inferences about the population can be drawn is required.

The survey research design is deemed suitable and ideal for collecting appropriate responses, which will be used for the purposes of this study, as it aimed to measure the impact of Coca-Cola's use of advertising campaign on the influence of consumers by collecting the opinions and responses of undergraduates in Benin City through a determined and specific sample size.

3.2 Population of the study

The population for the purpose of this research study is 77000. This is the total number of male and female undergraduates of university of Benin, drawn from the University support desk estimates that they are 77000 students enrolled in the University of Benin between the Ekehuan and ugbowo campuses. This statistic was taken into consideration when conducting the study. Thus, 77000 people make up the study's population.

3.3 Sample size

The sample size for this study is 398. The number was determined by using the Cochran sample size determination formula, which is suitable for calculating and determine the sample size of larger population.

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

n = sample size, N = population size (the universe) e = sample error

The estimated sample for is study is 352

Therefore;

$$n = \frac{77,000}{1 + 77000(0.05)^2}$$

$$n = \frac{77000}{1 + 77000(0.025)^2}$$

$$n = \frac{77000}{1 + 192.5}$$

n= 77000/193.5

n= 397.9

n=398

3.4 Sampling Technique

This study made use of the multi sampling technique to select the samples. This was considered to be appropriate for this study because the respondents were chosen in three stages using the purposive, stratified and simple sampling procedures.

3.5 INSTRUMENT OF DATA COLLECTION

The instrument of data collection for this study is the questionnaire. A questionnaire is a research instrument which consists of series of relevant questions mainly for gathering useful and needful information form respondents. Asemah et al (2012) mentioned that a questionnaire is a set of questions designed to investigate a given subject matter. Questionnaires are extensively used by researchers to obtain facts about past, present and anticipated events, conditions and practices to make inquiries concerning attitudes and opinions. The questionnaire that will be used will be divided into two sections: The demographic and psychologic section. The demographic section was used to collect information about the respondents' bio data, while the psychographic section focused on the research questions in order to collect appropriate responses that will be used in answering them.

3.6 Validity of the Study

Asemah, Gujbawu, Ekhareafor and Okpanachi (2017) says that Validity is the extent to which an instrument measures what it is, supposed to measure and performs as it is designed to perform, while reliability is the ability of the research instrument to consistently measure what it is intended to measure.

3.7 Reliability of the Instrument

Questionnaire, as the instrument of data collection, was tested to be highly reliable in fulfilling the objective of this research study and answering the study's research questions, as the questionnaire will be subjected to a pilot study.

3.8 Method of Data Collection

The researcher will collect relevant data from the primary and secondary source for the research study. The primary source of data includes the copies of questionnaire, which will be directly and personally administered to the respondents in a way that it will be easily retrieved.

3.9 Method of Data Analysis

Data will be collated and analysed using the descriptive method of data presentation, interpretation and analysis. Data obtained from the survey questionnaire was analyzed to arrive at a conclusion that satisfied the research questions. Table were used to analyze the data gathered from the field to simplify and improve understanding of the result.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

This chapter presents and analysis the data that was collected through the questionnaire. They were collected and analysed by using the simple percentage method. A total of 398 copies of online questionnaire were distributed and all of them were properly filled, making the sample size a total of 398, after the questionnaire has been administered, which accounts for 100% return and 0% loss. The items in the questionnaire are analyzed below using frequencies, percentages and tables for the presentation of data.

4.1 Data Presentation and Analysis

Table 1: Distribution of Respondents by Gender

Variable	No of Respondents	Percentage
Male.	105	26.4%%
Female	293	73.6%
Total	398	100%

Source: Internet Survey 2024

Table 1 reveals that both males and females were involved in the study. However, female respondents were more available to participate in the study, as compared to their male counter parts.

Table 2: Distribution of Respondents by Age

Variable	No of Respondents	Percentage
16 - 20 years	264	66.3%
21 - 30 years	118	29.6%
31 - 40 years.	10	2.5%
40 years and above	6	1.6%
Total	398	100%

Source: Internet survey 2024

Table 2 reveal that young people within the age bracket of 16-20 are more available to participate in the study, then followed by those within the age bracket of 21-30 years old, while lesser participants are from the age bracket of 31 -40 years. The greater number of respondents for this study are youth.

Table 3: Distribution of Respondents by educational qualification

Variable	No of Respondents.	Percentage
First degree	318	79.9%
Master	48	12%
PHD.	13	3.3%
Others	19	4.8%
Total	398	100%

Source: Internet Survey 2024

Table 3 shows that the study included more of respondents that has acquired their first degree educational qualification, then followed by those who have acquired their Master degree and then those who have other educational qualification, and a lesser participation from those who have their PHD.

Table 4: Distribution of Respondents by Religion

Variables	Number of Respondents	Percentage
Christianity	380	95.5%
Islam.	16	4%
Traditional	2	0.5%
Total	398	100%

Source: Online Survey, 2024

Table 4 reveal that the study involved respondents from different religion. However, the Christianity religion has more respondent followed by the Islam religion and few from the traditional religion.

Table 5: Distribution of Respondents by Marital Status

Variables	No of Respondents.	Percentage
Single	359	90.2%
Married	33	8.3%
Divorced/Separated	6	1.5%
Widowed	0	0%
Total	398	100%

Source: Internet survey 2024

Table 5 depicts that the study involved respondents with various marital status. However, single respondents were more involved in the study than married respondents and very few from the divorced/separated status.

Table 6: Advertising campaign influences consumer behaviour

Variable	No of Respondents	Percentage
Strongly Agree	279	70%
Agree	112	28.2%
Strongly disagree	2	0.5%
Disagree.	3	0.8%
Undecided	2	0.5%
Total	398	100%

Source: Internet Survey 2024

Table 6 indicates that 279(70%) respondents strongly agree that advertising campaign influences consumer behaviour, while 112 (28.2%) respondents also agree that Advertising campaign influences consumer behavior, while (0.5%) strongly disagree, (0.8%) disagree and (0.5%) are undecided. This shows that majority of the respondents agreed that Advertising campaign influences consumer behaviour.

Table 7: Your Perception of Coca Cola advertising campaign

Variable	No of Respondents	Percentage
Very good	313	78.6%
Good	78	19.6%
Undecided	7	1.8%
Bad	0	0%
Very Bad	0	0%
Total	365	100%

Source: Online Survey 2024

Table 7 reveals numerous variables to measure how respondents perceive Coca Cola advertising campaign 313 (78.6%) respondents believe that Coca Cola advertising campaign is very good, while 78 (19.6%) believe that it is good. This implies that majority of the respondents in this study believe that Coca Cola advertising campaign is very good, contrary to the few 1.8% that are undecided.

Table 8: Coca Cola advertising campaign makes it easy to identify the organization

Variable	No of Respondents	Percentage
Strongly Agree	304	76.4%
Agree	83	20.9%
Strongly disagree	7	1.8%
Disagree.	3	0.8%
Undecided.	1	0.1%
Total	398	100%

Source: Online Survey 2024

Table 8 indicates that 304 (76.4%) respondents strongly agree that Coca Cola advertising campaign makes it easy to identify the organization, while 83 (20.9%) respondents also agree with the statement, on the other side, 7(1.8%) strongly disagree, 3(0.8%) disagree and 1(0.1%) are undecided. It is safe to say that majority of the respondents agree that Coca Cola advertising campaign makes it easy to identify the organization.

Table 9: Extent to which Coca Cola advertising campaign is effective

Variable	No of Respondents	Percentage
Very High	78	19.6%
High	297	74.6 %
Undecided	21	5.3%
Low	2	0.5%
Very Low	0.	0%
Total	398	100%

Source: Online Survey 2024

Table 9 clearly reveal that a greater percentage of the sample size 297 respondents (74.6%) believe that the extent to which Coca Cola advertising campaign is effective is high, while 78(19.6) respondents are of the opinion that it is very high, 21(5.3%) are undecided and 2(0.5%) believe it is low.

Table 10: Extent to Which Coca Cola advertising campaign usage has influenced your perception towards the brand.

Variable	No of Respondents	Percentage
Very High	63	15.8%
High	309	77.6%
Undecided	15	3.8%
Low	9	2.3%
Very Low	2	0.5%
Total	398	100%

Source: Online Survey 2024

Table 10 reveals numerous variables used to determine the extent to which COCA COLA advertising campaign usage has influenced respondent's perception towards the brand. Majority of the respondents believe that the extent to which it has influenced their brand loyalty is high, while a lesser percentage of the respondents were undecided and few believe it is low. However, the extent which Coca Cola advertising campaign has influenced respondents perception towards the brand is high 309(77.6%).

Table 11: Television, Radio, Billboard, and Social media are the dominant media in COCA Cola Advertising campaign.

Variable	No of Respondents	Percentage
Strongly Agree	291	73.1%
Agree	95	23.9%
Undecided	10	2.5%
Disagree.	2	0.5%
Strongly Disagree	0	0%
Total	398	100%

Source: Online Survey 2024

Table 11 shows that a higher number of respondents 291(73.1%) and 95 (23.9%) in this study are of the opinion that Television, Radio, Billboard and Social media are the dominant media used in Coca Cola advertising campaign, while a lesser percentage of the respondents are undecided 10(2.5%) and 2(0.5%) do not agree that Television, Radio, Billboard and Social media are the dominating media used in Coca Cola advertising campaign. This indicate that higher number of respondents are aware that Coca Cola uses Television, Radio, Billboard and Social media for their advertising campaign.

Table 12: Social media is the most effective media used to influence consumer perception on Coca Cola

Variable	No of Respondents	Percentage
Strongly agree	90	22.6%
Agree	277	69.5 %
Undecided	13	3.3%
Disagree	17	4.3%
Strongly disagree	1	0.3%
Total	398	100%

Source: Online Survey 2024

Table 12 reveals that a greater percentage of the respondents agree that Social media is the most effective media used to influence consumer perception on Coca Cola, with a total respondents of 277(69.6%) and 90(22.6%) strongly agree. However, few respondents were undecided 13(3.3%) and 18(4.5%) disagree, and 1(0.3%) strongly disagree. This shows that Social media is the most effective media used to influence consumer perception on Coca Cola.

Table 13: Coca Cola uses alot of strategies to maintain a good social media presence

Variable	No of Respondents	Percentage
Strongly agree	100	25.1%
Agree	281	70.6%
Undecided	13	3.3%
Disagree	4	1%
Strongly disagree	0	0%
Total	398	100%

Source: Online Survey 2024

Table 13 clearly show that more of the respondents believe that Coca Cola uses alot of strategies to maintain a good social media presence, 281(70.6%) agrees and 100(25.1%) strongly agree. Which implies that Coca Cola uses an effective and strong strategies to maintain a good online presence.

Table 14: Coca Cola advertisement are easy to remember

Variable	No of Respondents	Percentage
Strongly agree	114	28.6%
Agree	256	64.3%
Undecided	11	2.8%
Disagree	5	1.3%
Strongly disagree	12	3%
Total	398.	100%

Source: Online Survey 2024

Table 14 indicate that majority of the respondents (64.3%) agree that Coca Cola advertisement are easy to remember, while (28.6%) strongly agree with the statement. This implies that Coca Cola advertisement are easy to remember and they are effective in the minds of consumers.

Table 15: Coca Cola advertising campaign increases customers trust, confidence and loyalty

Variable	No of Respondents	Percentage
Strongly agree	105	26.4%
Agree	262	65.8%
Undecided	26	6.5%
Disagree	4	1%
Strongly disagree	1	0.3%
Total	398	100%

Source: Online Survey 2024

Table 15 shows that a greater percentage of the respondents (65.8%) agree with the statement that Coca Cola advertising campaign increases customers trust, confidence and loyalty, as (26.4%) of the respondents also strongly agree with the statement. Therefore, Coca Cola advertising campaign increases customers trust, confidence and loyalty.

Table 16: The advertising campaign used by Coca Cola are capable of maintaining customer loyalty, brand trust and patronage over a long term

Variable	No of Respondents	Percentage
Strongly agree	96	24.2%
Agree	283	71%
Undecided	6	1.5%
Disagree	13	3.3%
Strongly disagree	0	0%
Total	398	100%

Source: Online Survey 2024

It can be seen from Table 16 that majority of the respondents (95.2%) are of the view that the advertising campaign used by Coca Cola are capable of maintaining customer loyalty, brand trust and patronage over a long term.

4.2 Discussion of Findings

4.2.1 Research Question 1;

What is the effect of advertising for an organization?

Firstly, in order to answer the research question, data presented by Table 6, 7, 9 will be used. In trying to ascertain the effect of advertising for an organization, Table 6 showed relevant responses that 279 (70%) respondents strongly agree and recognized the use of advertising campaign and how it influences consumer behaviour, while 112(28.2%) agree

to the statement, 2(0.5) strongly disagree, 3(0.8%) respondents disagree and 2(0.5%) respondents can't tell. This shows that to a large extent, customers are influenced by advertising campaign.

Secondly, Table 7 ascertained that a high number of the respondents 313(78.6%) perceived that Coca Cola advertising campaign is very good and 78(19.6%) perceived it as good, 7(1.8%) respondents were undecided. This implies that Coca Cola advertising campaign is very high and effective as most respondents attested to it. This is in line with Asemah (2022) which says that advertising is seen as a persuasive communication strategy that is aimed at convincing a particular target audience to be loyal to products and service advertised.

Also, Table 9 revealed that the extent to which Coca Cola advertising campaign is effective is very high. 78(19.6%) believed that the extent to which Coca Cola advertising campaign is effective is very high, 297(74.6%) believed that it is high, 21(5.3%) respondents can't tell, while, 2(0.5%) believed it is low. Therefore, Coca Cola advertising campaign is effective.

4.2.2 Research Question 2:

What is the level of effectiveness of advertising campaign for Coca Cola?

The findings and data revealed in Table 8 and 10 will be used in order to know the level of effectiveness of advertising campaign for Coca Cola. Table 8 ascertained that a large number of the respondents strongly agree 304(76.4%) that Coca Cola advy campaign

makes it easy to identify the organization, while 83 (20.9%) agree with the same statement. A lower percentage of respondents strongly disagree 7(1.8%) and 3(0.8%) disagree that Coca Cola advertising campaign makes it easy to identify the organization and 1(0.1%) were undecided. This shows that Coca Cola advertising campaign is effective and makes it easy to identify the organization.

In the same vein, Table 10, discussed that 309(77.6%) believe that the extent to which Coca Cola advertising campaign usage has influenced their perception towards the brand is high and 63 (15.8%) consider it to the very high, 15(3.8%) respondents couldn't tell and 9(2.3%) believe that the extent to which Coca Cola advertising usage has influenced their perception towards the brand is low, 2(0.5%) consider it to be very low. Therefore, the findings of this study proved that the extent to which Coca Cola advertising campaign usage has influenced respondents perception towards the brand is high.

4.2.3; Research Question 3;

What is the extent by which advertisement influences consumer behaviour

In order to answer this question Table 15 and 16 will be used to answer this research question. Table 15 showed that a greater percentage of the respondents 262(65.8%) agree that Coca Cola advertising campaign increases customers trust, confidence and loyalty, while 105 (26.4%) strongly agree with the statement, however, 26(6.5%) were undecided, while 4 (1%) disagreed and 1(0.3%) strongly disagreed. This means that a higher

percentage of respondents agree that Coca Cola advertising campaign increases customers trust, confidence and loyalty.

Also, Table 16 exposed relevant fact that 96(24.2%) strongly agree that advertising campaign used by Coca Cola are capable of maintaining customer loyalty, brand trust and patronage over a long term and 283(71%) agree with the statement, while 6(1.5%) were undecided and a very few number of respondents disagree that advertising campaign used by Coca Cola are not capable of maintaining customer loyalty, brand trust and patronage over a long term, they are not as much as the respondents who agree. Therefore, it is imperative to note that the findings of this study agree that the advertising campaign used by Coca Cola are capable of maintaining customer loyalty, brand trust and patronage over a long term.

4.2.4 Research question 4;

Which medium has the most influence on consumer perception?

In answering this research question, Table 11, 12 and 13 will be used in order to know the medium that has the most influence on consumer perception. According to Table 11, 291(73.1%) respondents strongly agree that Television, radio, billboard and social media are the dominant media in Coca Cola advertising campaign, while 95(23.9%) also agree with the same. However very few respondents 10 (2.5%) were undecided and 2 (0.5%) disagree but none strongly disagree that Television, radio, billboard and social media are the dominant media in. Coca Cola advertising campaign. In essence, this implies that

Television, radio, billboard and social media are there dominant media in Coca Cola advertising campaign.

Also, Table 12, revealed that a higher number of respondents 277 (69.5%) agree that Social media is the most effective media used to influence consumer perception on Coca Cola, while 90(22.6%) strongly agree with the statement. Although, 13(3.3%) were undecided, 17 (4.3%) disagreed with the statement and 1(0.3%) strongly disagreed that Social media is the most effective media used to influence consumer perception on Coca Cola. This shows that to a large extent, the respondents agree that Social media is the most effective media used to influence consumer perception on Coca Cola. This is validated in line with Dominick (2007) cited by Asemah (2022) surveys indicated that people were spending more time on internet and less time with television, advertisers followed that audience and spent more on internet adverts and advertisers discovered that some online techniques were more effective than traditional banner advertising.

In the same vein, Table 13 ascertained that respondent's agreed that Coca Cola uses alot of strategies to maintain a good social media presence. 281(70.6%) agreed that Coca Cola uses alot of strategies to maintain a good social media presence, and 100(25.1%) strongly agree. However, only 13(3.3%) undecided, 4(1%) disagree and none strongly disagree that Coca cola uses alot of strategies to maintain a good social media presence. Therefore, Coca Cola uses alot of strategies to maintain a good social media presence.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

This study was aimed at investigating the influence, use and impact of advertising campaign of Coca Cola. The concept of advertising was review in this study, as well as Coca Cola as an Organization, Most importantly resident's disposition, to Coca Cola advertising campaign effectiveness was positive. Based on the extensive research conducted on the Exposure and Responsiveness of Undergraduates of University of Benin To Coca Cola Advertising Campaign, it can be concluded that advertising plays a critical role in shaping the perception and behavior of consumers towards the organization.

Based on thorough investigation the research has shown that,

- Coca Cola exclusive use of advertising campaign has been highly effective in shaping consumer perception and patronage as well as improved brand recognition and awareness among Benin residents
- The findings showed that the use of advertising campaign has helped Coca Cola to differentiate themselves from other companies and establish a strong brand image that has driven customer loyalty and responsiveness.

- The study discovered suggests that the use of advertising campaign is capable of maintaining customer loyalty, brand trust and patronage over a long term.
- The use of Television, Radio, Billboard and social media are dominant media that connect with audience and create interactive experiences.
- Consumers will often recognize a brand after repeated exposure through commercials, making it easy for them to see and accessibility grab their attention.
- Social media has been proven to be the most effective media for advertising as it not only provide information to people but allows them to engage and share ideas.
- The research revealed that the positive effect of Coca Cola social media advertising campaign are easy to remember and has made it easier for the organization to contact customers all over the world
- The study also showed that the positive effect of Coca Cola advertising campaign on consumer is that it increases customers trust, confidence and loyalty.
- The research suggests that advertisement should be done in a creative manner and entertaining or educative in order to win and get the attention of people as well bring about patronage.
- The study highlights the importance of advertising campaign in order to draw the attention of audience who will later turn to customers.

5.2 Conclusion

The research on Exposure and Responsiveness of Undergraduates of University of Benin to Coca Cola Advertising Campaign reveals the significance of advertising in shaping consumer perception, patronage and behavior towards the brand. The consistent advertising campaign on mass media has been found to positively impact brand recognition, awareness, and loyalty among Benin residents.

The study emphasizes the significance of advertising campaign in an organization, with Coca Cola use of advertising campaign on mass media they have been able to survive the challenges of the ever expanding global market.

Overall, the study's results indicate that effective advertising campaign makes an organization to differentiate themselves from other companies and establish a strong brand image that will drive customer loyalty and responsiveness.

5.3 Recommendations

Based on the findings of this study, several recommendations can be made for Coca Cola to enhance its advertising campaign and strengthen their level of brand loyalty amongst undergraduates of University of Benin:

- Leverage the use of creative advertising campaign: The study has shown that the Coca Cola advertising campaign are creative and uses stories to resonate with it's target audience and show the values of happiness, friendship and celebration. Coca cola can continue to leverage these associations in its advertising campaign to create awareness

about their product and connect with consumers on a higher level amongst undergraduates of University of Benin.

- Deepen relationships with consumers through digital experience: Television, Radio, Billboard, and social media have been found to dominate in Coca Cola advertising campaign, however, creative advertising campaign on social media has also been discovered to be the most significant part of Coca Cola advertising campaign. With technological advancement, Coca Cola can further enhance relationship with consumers through social media platforms to connect with their audience and create interactive experiences.

- Consistent advertising campaign and brand image; Consumers from around the world know the Coca-Cola logo and what they sell! The visual identity of Coca-Cola portrays love, passion, purity and humility. Also, if Coca-Cola does not advertise consistently, it will lose market share to other large competitors like PepsiCo (PEP)—it is even more important as consumers turn away from sugary drinks due to health concerns, leaving soft drink brands to amplify their creativity to stay in front of consumers.

- Conduct regular market research: To stay relevant and competitive Coca-Cola should use research to find out what consumers want and how happy they are with products that are on offer. Primary research methods help also with finding out if products need improving in different ways eg. taste, aesthetics.

•Oversee and ascertain the impact and effect of advertising campaign on consumer behaviour: To supervise the effectiveness of its advertising campaign, Coca Cola should monitor and analyze key performance metrics such as weekly consumption levels, brand equity and the profit from its investment as it tracks the impact of its marketing programs.

By implementing these recommendations, Coca Cola can further enhance its advertising campaign and continue to strengthen its position in the competitive world.

5.4 Suggestions for Further Studies

The findings of this study have revealed the importance of advertising campaign in shaping consumer perception and behavior towards a brand. To build upon these findings, several suggestions for further studies can be made:

- The role of mass media in advertising campaign: This study highlighted the mass media and how they are used for advertising. Further research can explore all the mass media and the role they play in advertising.
- The impact of sponsorship and partnership in advertising: While this study explored the effect of advertising campaign and how it influences consumers perception towards the brand, further research can explore how sponsorship and partnership in advertising campaign to foster trust and brand awareness.
- The role of emotional advertising appeal and its effect on audience; Further research can explore how emotional advertising appeal connect with consumers

deeply emotionally and how it is used to strengthen the organization emotional connection with consumers.

- The role of advertising campaign in market penetration: This study highlighted the importance of advertising campaign in consumers perception towards the brand. Further research can explore the role of advertising campaign in market penetration.
- The impact of advertising campaign on social media platforms: With the increasingly use of social media platforms, further research can explore how social media advertisements impact online consumer behavior, and the impact of advertising campaign on social media platforms.
- By conducting further research in these areas, brands can gain a deeper understanding of the role of advertising campaign and consumer behavior and perception and develop more effective advertising campaign strategies to enhance their brand identity and competitiveness in the market

5.5 Contribution to Knowledge

The purpose of this study was to investigate the exposure and responsiveness of undergraduates of University of Benin to Coca Cola advertising campaign. The findings of this study make a significant contribution to the field of advertising and consumer behavior by highlighting the importance of advertising campaign strategies in shaping consumer perception and behavior towards the organization. Specifically, the study

provides insights into how advertising campaign bring awareness about a company showcase their products or services and can impact brand recognition, awareness, and loyalty among consumers.

By demonstrating the positive impact of Coca Cola advertising campaign on consumer perception and patronage, the study contributes to a better understanding of how advertising can be leveraged to create a unique and memorable brand recognition. Moreover, the study highlights the importance of advertising campaign in allowing organisations to reach desired consumers, promote their brand and drive sales on popular mass media channels that house billions of people. Brands that maintain a consistent advertising campaign are more likely to be recognized and remembered by consumers.

Overall, the findings of this study provide valuable insights for brands seeking to differentiate themselves from other companies and enhance their competitiveness in the global marketplace. The study highlights the importance of considering the right media that would be used for advertisement and reach a diverse variety of consumers across several touch points.

QUESTIONNAIRE

Department of Mass Communication,
University of Benin,
Benin City, Nigeria
November, 2023.

Dear Respondent,

REQUEST FOR THE COMPLETION OF ITEMS IN THE QUESTIONNAIRE

I am a final year student of the above named department/institution. I am conducting a research on the topic, "EXPOSURE AND RESPONSIVENESS OF UNDERGRADUATES OF BENIN TO COCA COLA ADVERTISING CAMPAIGN.". This research study is in partial fulfilment of the requirement for the award of a Bachelor of Arts degree in mass communication.

I would appreciate it if you could help me deliver relevant and meaningful replies by completing the questionnaire below. I guarantee you that your comments will be kept confidential, and that any information you provide will be used solely for the purposes of this scholarly work.

Thank you for your understanding and cooperation.

Yours faithfully,

Osigbeme Anne Epueize
Researcher.

Instruction: Please kindly tick (√) the appropriate option below

SECTION A: *DEMOGRAPHICS*

1. What is your gender? (a) Male (b) female
2. What age bracket do you belong to? (a) 16years – 20years (b) 21years – 30years
(c) 31years – 40years (d) 40years and above
3. What is your educational qualification? First degree () Master () PhD ()
Others ()
4. What religion do you belong to? Christianity () Islamic () Traditional ()
5. What is your marital status (a) Single. (b) Married (c) divorced/separated (d)
Widowed

SECTION B: *PSYCHOGRAPHICS*

6. Advertising campaign influences consumer behaviour (a) Strongly Agree (b)
Agree (c) Undecided (d) Disagree € Strongly Disagree
7. Your perception of Coca Cola advertising campaign (a) Very good (b) Good (c)
Undecided (d) Bad € Very bad
8. Coca cola advertising campaign makes it easy to identify the organization (a)
Strongly Agree (b) Agree (c) Undecided (d) Disagree € Strongly Disagree
9. Extent to which COCA COLA advertising campaign is effective (a) very high (b)
high (c) Undecided (d) low € very low

10. Extent to which COCA COLA advertising campaign usage has influenced your perception towards the brand (a) very high (b) high (c) Undecided (d) low € very low
11. Television, radio, billboard and social media are the dominant media in COCA COLA advertising campaign (a) Strongly agree (b) Agree (c) Undecided (d) disagree € Strongly disagree
12. Social media is the most effective media used to influence consumer perception on Coca Cola (a) strongly agree (b) Agree (c) Undecided (d) disagree (e) strongly disagree
13. Coca Cola uses alot of strategies to maintain a good social media presence (a) strongly agree (b) agree (c) undecided (d) disagree (e) strongly disagree
14. COCA COLA advertisement are easy to remember (a) Strongly agree (b) Agree (c) Undecided (d) disagree € strongly disagree
15. COCA COLA advertising campaign increases customers' trust, confidence and loyalty (a) Strongly agree (b) Agree (c) Undecided (d) disagree € strongly disagree
16. The advertising campaign used by COCA COLA are capable of maintaining customer loyalty, brand trust and patronage over a long term (a) Strongly agree (b) Agree (c) Undecided (d) disagree € strongly disagree

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