

**INFLUENCE OF ORAL-B TOOTHPASTE ADVERTISEMENTS ON
THE PATRONAGE OF THE PRODUCT AMONG
BENIN RESIDENTS**

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BENIN CITY**

MARCH 2024

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF ARTS, UNIVERSITY OF BENIN IN PARTIAL FULFILMENTF THE
REQUIREMENTS FOR THE AWARD OF BACHELOR DEGREE, (BA) IN MASS
COMMUNICATION.**

MARCH 2024

CERTIFICATION

This is to certify that this research work was written and submitted by me.
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DEDICATION

To God Almighty for his unfailing love, protection and unmerited guidance upon my life and for giving me a sense of direction and supernatural strength throughout this period. And also to my family and friends for their unending love and support towards me.

ACKNOWLEDGEMENTS

I want to specially appreciate God Almighty for his unconditional love, supernatural provision and protection all through this journey as an undergraduate. Words fail me to express my immense and heartfelt gratitude for his continuous guardianship and direction.

My appreciation goes to my supervisor Dr. Ndubisi N. Umoro for thoroughly going through this work and making all necessary corrections. And also whose expertise in research enlightened me about the principles of research and made the work progress smoothly. Thank you for your patience, encouragement, prayers and carefully inspecting and correcting my work in order to ensure it meets all criteria.

I want to express my gratitude to the head of department of mass communication Dr. Daniel Ekhereafo, my course Adviser Dr. Mrs. Ene Obaje, Dr Chinonso C. Nnabuife, Mrs G. E. Ogono, Dr. (Mrs) G. Akintaro, Prof. S. E. Asemah and all the lecturers of the department of mass communication for not only impacting in my learning but also in my character.

To my loving and wonderful mother Mrs Chinagorom Ngozi Livina. I am more than lucky to have you. Thank you for the unending love, guidance, advises, prayers and support that you showed me throughout this academic journey. You are the pillar who has made me stand firm. Thanks to my amazing sibling Miss Chigozie peace Chinagorom for being the best sibling any one can possibly ask for, your constant encouragement, support and advise has kept me going through these years as an undergraduate.

To my wonderful friends who have stood by me all through the way Ijeoma, My best friend, Vera, my mother figure friend, Shedrack, Michael, praise and the general MTF gang who I am not able to mention, I appreciate your support so far. God bless you all.

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ABSTRACT

This study focused on the Influence of Oral-B toothpaste Advertisement on the Patronage of the product among Benin Residents. The objective of the study were to find out the extent at which Benin residents are exposed to advertisement of Oral-B toothpaste, to examine the attitude of Benin residents towards the advertisement of Oral-B toothpaste and to determine the perception of Benin residents towards advertising Oral-B toothpaste. It also aims at investigating the influence of Oral-B toothpaste Advertisement on the Patronage of the product among Benin Residents. For it's methodology, the survey research method was used to gather the data used for the study.

Findings from this study revealed that Benin residents have been exposed to the advertisement of Oral-B toothpaste and they access this advertisement regularly. The findings also indicated that Benin residents attitudes towards the advertisement is neutral and that exposure to the advertisement of Oral-B toothpaste influences the buying behavior of Benin residents. Based on the findings , the researcher concluded that exposure of the advertisement is persuasive and that it is important in the marketing of product like Oral-B toothpaste.

The researcher recommended among other things that media practitioners should endeavor to make advertising relatively cheaper for businesses and brands and

that advertisers should be careful with the type and nature of advertisement they put out there, since advertisement can influence the buying behavior of people.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertising is one of the major forms of mass communication used in the contemporary competitive business world whose economies are organised along capitalistic or modified capitalistic lines. It is crucial to the success of the marketing efforts of an organisation as it provides a major boost to the marketing efforts of the company. It informs the present and potential users of the product about availability, quality and capabilities of the product. Bassey (2018) asserts that the subject of advertising is topical and the practice is very pervasive as advertising remains the easiest vehicle for the advertiser to communicate with the target markets or group of prospects far and near at the same time.

Over the years, advertising has been credited with the power to stimulate demand for products, promote widespread distribution of goods and services and also serve educational, economic and social functions in society. Dominick (2012) states that advertising increases productivity and boosts the standard of living. It promotes general awareness about the availability of goods and services in the economy. Moreover, it assists

consumers in avoiding wrong choices of goods and services through the information it provides about available goods and services. Advertising, according to Arens (2006), remains the oldest and dominant form of promotion before the adoption of integrated marketing communications (IMC). Bassey (2018) posits that as a tool of marketing communications, advertising seeks to stimulate interest and demand for products and it is a major communication tool employed to persuade potential consumers to patronise the company's offerings, services or ideas.

Virmani (2011) observed that in the past, products were just produced, and released into the market and the consumer selected from the available products. That was the era of the "seller's market" but today, the situation has changed. Wells (2006) note that advertising is a dynamic industry that changes as the consumers, technology and the market place change. In the same vein, Okpoko (2005) states that advertising plays an important role not only to agencies that undertake it but also to the manufacturers, producers and consumers. Consequently, Belch and Belch (2012) observe that the influence of advertising has been the subject of extensive debate among marketers, economists and psychologists. Although advertising may not change the consumer's deeply rooted values and attitudes, it may succeed in transforming a person's negative attitude into a positive one regarding a particular product. There is an expectation that where the prior evaluation of a brand is negative, serious or dramatic advertisements could be more effective in changing such attitude. Ewald (2015) posits that advertising guides consumers in their product choices and finally influences their patronage. Thus, advertising is a major tool in creating product awareness and conditioning the minds of potential consumers to take a final purchase decision and make the purchase.

According to Eric (2013), one of the core objectives of advertising is to build brand patronage. This means that advertising helps consumers to recognise brands, make decisions

and purchase the products they prefer. Daramola (2013) corroborates this by stating that “advertising builds product patronage and secures a steady market for goods by continuously reminding the buyer of brand names.” Oral B toothpaste is an oral hygiene product marketed by Procter and Gamble and the promotion of the product is usually carried out through various advertising media outlets such as television, radio, newspaper, magazine, and internet.

The marketing of products such as Close up and Maclean toothpastes is consumer oriented. Products are produced based on consumer’s likes, preferences, attitudes and opinions. Producers consider these individual requirements in the production process and advertise the same for successful selling. Therefore, advertising provides detailed and up-to date information regarding various products available in the market to consumers in terms of its benefits, availability and price. In addition to the above assertion. When a brand presents certain desirable characteristics, it elicits a favourable disposition towards it. The message has to give the brand a sort of identity by highlighting its features in order to send the right messages to prospective customers. As such, a product that is not advertised properly cannot be identified by customers. It may also contribute significantly to consumer’s initial learning about products because of its repetitiveness and availability at virtually no cost to the consumer. Every piece of advertising turns the attention of readers, listeners, viewers, or onlookers towards a product, service or an idea (Wernerfelt, 2019).

1.2 Statement of the Problem

Consumers are daily faced with the task of making a choice from products of similar brands that serve the same purpose. For instance, there are many brands of toothpaste in the market begging for attention and patronage of consumers. Producers of the different brands of toothpaste adopt different strategies to catch the attention and patronage of

consumers. One of these strategies is advertising. Other strategies are: personal selling, sales promotion, publicity, exhibitions, sponsorship and direct marketing.

According to Akinbode (2019) Oral B is amongst the competing brands of toothpastes. Consumers are constantly exposed to Oral B toothpaste adverts over the media; radio, television, magazines, newspapers and billboards. The issue that arises from this is whether advertisements positively influence consumer preference. Doraszelki and Markovich (2017) are of the view that constructing a brand identity that will create consumer preference is often a difficult task for advertisers especially for brands that are competing with similar products.

Several other researches such as Nwankwo (1999), Natala (2011) and Oladele (2014), show that advertising does not influence consumers and the relationship between advertising and brand preference remains uncertain. Consequently, Cowley (2016) states that companies must update their advertising message based on the consumers' changing needs, as a result of which consumers will remain influenced. Hence these toothpaste is competing for consumers attention, this study is an attempt to examine the influence of Oral B toothpaste advertisements on the patronage of the product among Benin residents.

1.3 Objectives of the Study

The main objective of the study is to understand the impact of advertising and on the buying behaviours of the consumer. The subsidiary objectives of the study are:

1. To evaluate the level of exposure of Benin residents towards Oral B toothpaste advertisement.

2. To find out the channels through which Benin residents are exposed to Oral B advertisement.
3. To ascertain the influence of Oral B toothpaste advertisement on Benin residents.
4. To find out Benin residents attitude towards Oral B advertisement
5. To identify the factors affecting Benin residents decision making in purchasing Oral B toothpaste.

1.4 Research Questions

1. What is the relationship between media exposure and consumers behaviours? Do media influence on consumer behaviour?
2. What are the channels through which the consumers are exposed to Oral B toothpaste advertisements in Benin City.
3. What kind of media is effective for Oral B toothpaste in Benin city?
4. What factors affect consumer buying decisions process in purchasing Oral B toothpaste?

1.5 Significance of the Study

Advertising is the most popular promotional tool to create need and wants of consumers. Now it is widely used by social business government organization. The growth of advertising in Nepal is phenomenal. Tough competition in the market makes business firms to apply more aggressive promotional activities to survive in the competitive market. Firms want to overcome in the over stocking and rough competition problems and get target marketing share. Consequently, the need of advertising in the contemporary business world is indispensable. Every stage of product life cycle need advertising, but volume of it may be low and high depending upon the nature and stages. Advertising makes wide spread distribution possible. With the

mushrooming of various electronic and non electronic media increase access to media advertising is growing with leaps and bounds. For making consumers well informed, advertising is becoming more important to provide suggestion on various aspects of daily life.

Advertising is essential to inform, persuade and remind to the consumers. So this study is useful to the marketing manager to improve their advertising policy. As this study carries comprehensive information on the effective aspects of advertising. So it will be valuable to analyse the impact of advertising towards buying behaviours of consumer.

1.6 Scope of the Study

The coverage of this study is on the residents of Benin city, Edo state. The study mainly focus on the influence of Oral B toothpaste advertisements on the patronage of the product.

1.7 Limitation Of The Study

The researcher faced a number of difficulties while conducting this investigation, including those related to finances, including the price of typing, printing, especially power supply. Similarly, despite repeated explanations that the exercise was only for academic purpose, the respondents were hesitant to complete the questionnaire because they were skeptical of the researcher's goals.

1.8Operational Definition of Terms

Advertisement: This is a **persuasive form of** communication. It persuades one to buy good and services and it depends on the individuals to exercise self control and sound of judgement in their purchases.

Influence: The act of power to change or affect someone or something without directly forcing those changes to happen.

Patronage: This is the support, encouragement, privilege, or financial aid that an individual or organization bestows on another.

Product: This is an object, or system, or service made available for consumer use as of the consumer demand.

CHAPTER TWO

Literature Review and Theoretical Framework

2.1 Concept of Advertisement

In today's global market, a number of firms are competing for marketing share. The challenge before firms is how to attract and retain customers. Advertising as a strategy plays a central role in developing brand image whether at the corporate, retail or product level. Similarly, advertising seeks to increase the awareness of consumer about a specific product or brand (Ayanwale, Alimi & Ayanbimipe 2011) Modern advertising is far from the early efforts of the Romans who painted walls to announce gladiator fights and the Phoenicians who painted pictures on large rocks to promote their wares along parade routes. Kotler & Armstrong (2013).

Advertising is the best known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool particularly for companies whose products and services are targeted at mass consumer markets such as packaged goods. Many scholars and authors have varying perspectives regarding the concept of advertising. One of the key functions of advertising is getting the target audience to actually accept the product, service or idea by developing an interest in it. Because of its salient role in marketing, advertising is viewed as a key marketing support

and inevitable aim of any enterprise that aims at being successful. More so, it is one of the most visible business activities. Companies risk public criticism if advertising offends the audience or if their products do not measure up.

According to Kotler & Armstrong (2013) Marketing management must make four important decisions when developing an advertising programme. These are: setting advertising objectives, setting the advertising budget, developing advertising strategy and evaluating advertising campaigns.

According to Anyacho (2017) advertising is a form of communication through the media about products, services, ideas paid for by an identified sponsor. It is a paid form of communication and the objective may be to create awareness about available goods and services, persuade or influence action or behavioural changes such as purchase to prospective consumers. The advert message is conveyed through different forms of mass media reaching a large audience of potential consumers because advertising is a form of mass communication and it is non-personal in nature.

Concurring the above, Arens (2016) expressing almost the same view describes advertising as a non-personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media.

This is to say that advertising is a persuasive tool used to create awareness about the availability of goods and services to prospective customers. Similarly, Dominic (2017), states that advertising is the process of drawing attention of prospective consumers leading to recognition of particular goods and service. Advertising as stated by Dominic (2017) fulfils four major functions in the society. First, it serves as a marketing function by helping companies sell products and services. Secondly, it serves as an educational function as people learn about new products and services or improvement in existing ones. It also serves an economic role as the ability to advertise enables competitors to enter the business arena. Competition in turn encourages products improvement and can lead to lower prices. Lastly, advertising performs a definite social function by vividly displaying the material and cultural opportunities available in a free enterprise society.

In addition, the nature and purpose of advertising differs from one industry to another and/ or across situations. Companies selling products and services to the consumer market generally rely heavily on advertising to communicate with target consumers. However, advertising can also be done by an industry to stimulate demand for a product category. It is also used extensively by companies who compete in the business and professional markets to reach current and potential customers. For example, business to business marketers use advertising to perform important functions such as building awareness of the company and its products, generating leads for the sales force, reassuring customers about the purchase they have made or helping create a favorable image of the company (Kotler & Keller, 2013).

Generally, for marketers who are interested in building or maintaining brand awareness and reaching the mass market with their advertising message, there is no cost effective substitute for media advertising as Kotler & Keller (2013) rightly points out. There are several reasons why advertising is such

an important part of many marketers integrated marketing communication programs. One of such reasons is that media advertising is still the most cost effective way to reach large numbers of consumer.

According to Okoro (2018), advertising is a valuable tool for building company as it is a powerful way to provide consumers with information as well as to influence their perception. It can also be used to create favorable and unique images associations for a brand which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes. Brand image plays an important role in the purchase of many products and services and advertising is still recognised as one of the best ways to build a brand.

2.1.2 History of Advertising

Advertising has been around since when they have been goods to sell and a means to talk about them from the criers at the market down to the wood plate hung on trees however, according to Tungate (2007), advertising took a leap forward with the appearance of the printing press and moveable type- an invention generally credited to German former goldsmith Johannes Gutenberg in 1447.

Advertising is a way to sell products to the consumers. Advertising has been going on for thousands of years from the very basic "word of mouth" to newspapers and magazines, radio, television, billboard and the Internet. The newspaper and magazine advertising medium began in the 17th century in England. This advertising medium was passed on to America during the colonial period in the early 18th century. Due to the invention of radio, people then soon used this broadcast medium for advertisement and it became quite popular in the early 1920's. The television era then came along during the middle of the 1940's and people started to utilize this medium for advertising. In the late 1980's and early 1990's, due to the advancement of the Internet and the computer technology which made home PCs more affordable, Internet advertising became one of the most cost effective advertising media for the people.(Chen, ,Lamour and Rahman 1999)

2.1.3 Level of Exposure of Benin Residents Towards Oral-B Toothpaste Advertisement.

This indispensable nature of advertising as a marketing tool is perhaps the most rectal consideration for the reach on the media advertisement on the buying habit on the consumer. It is also important to note that advertising communication as a stimulus aimed at eliciting a specific response from the receiver (Ali, 2016). According to Barry Borgat (2014), consumer should be given the reason why they should buy the product. He point out that advertising tested tool of mass information and mass production all over the world, when handled properly, the effectiveness of advertising is mostly subliminal when consciously we are affected by the advertisement.

The genesis of advertising cannot predate the emergence of mass communication media. This is because advertising is basically a mass communication effort. However advertising by use of different forms of notices on rocks or buildings have been traced to Greek and Roman merchant of old who carried some commercial signs in clay, wood or stone and hung them in front of their shops in the same manner that we use in convey to their prospective customers the wares they had for sell including their prices and a few other important information(Hecht, 2014).

Those day they also made inscription on the walls of their small shops to indicate the kind of products available for their customers. As time went on advertising started to become a serious business and it wasn't long before people started to offer themselves as specialists in advertising (Avhad, 2014). The earliest known record of an advertising agency dates back to 1786. Newspaper rapidly became a dominant advertising medium on till the emergence of television in the 20th century with the opportunities that digital communication offer, only beginning to realize it look like there will be plenty of changes still to come (Hecht, 2014).

According to Khan (2013), consumer behavior refers to the approaches involved when consumers make affirmative choices based on the nature of products and the initiative to buy or use products based on their expectations and preferences. Consumer behavior involves various stages that the consumer goes through when purchasing a product or service. These include identifying the need, searching for the product, paying for the product, and evaluating the products (Olise, 2016). Advertisers and marketing managers track the behavior of consumers to help them control consumers' decision-making process.

According to Kleiser and Boree (2013), Advertisements influence all five decision-making processes: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase.

2.1.1 Advertisement and Problem Recognition

Problem recognition is the first step of a consumer's decision-making process (Kleiser, 2013). Problem recognition occurs when the consumer realizes some needs and looks for ways of satisfying them. The problem leading to the wants and needs may be related to consumers' basic needs such as food, shelter, sanitation, healthcare, water, and education. Consumers often realize the problem when they feel dissatisfied with their current situation and seek improvement (Haller, 2014).

Moreover, the problem may also result from the consumer seeking to have a more luxurious lifestyle. Advertisers have realized that creating needs and wants remains important provided the new products and innovations present in the current market (Boree, 2013).

2.1.2. Advertisement and Information Search

After perceiving the problem, consumers start looking for information. In this step, the consumers try to explore the needed information to help solve the problem. Most advertisers apply a rational type of advertisement, ensuring that the products they advertise convince consumers that their problems can be solved. However, at this point, the consumers remain confused because many choices exist in the market. They start comparing the available options to help them get the best choice. Advertisements provide the needed information regarding their products so that consumers can rationally choose which product solves their problems. These advertisements are often done on newspapers, media channels, radios, TV, and printed materials (Barry, 2014).

2.1.3. Advertisement and Evaluating Alternatives

Information search and evaluation of alternatives are some of the most critical steps in a consumer's decision-making process. During this phase, the consumers compare the available options, considering which one best solves their problems and putting other factors in place.

The consumers always consider other factors during the evaluation phase, including brand name or social prominence in owning the product. This is a psychological factor that is put forward by irrational advertisements. In this case, the advertisers apply irrational advertising to assign values other than the actual value to the product. For example, a shoe of Nike company can be a shoe that protects your feet and makes you look socially superior and stylish. This clearly shows the primary value of the product, the perceived value created through irrational advertisements.

Therefore, the advertisers who make their brand more superior remain winners in this phase. Advertisers have a role in building their brands' reputation and making them superior to other products in the market. The advertisement works to reduce any uncertainty that a consumer can have regarding their products or services. At this point, the marketers use transformational advertising (Kleiser, 2013).

2.1.4. Advertisement and purchase decision

At this point, the consumer has a clear picture of the product and brand he needs to buy. However, this decision-making phase can constantly be interrupted when the customer receives negative feedback from friends and social media. In this phase, advertisers focus on a rational advertisement that uses the product's core value to convince the consumer and influence the consumer's purchasing decision.

Alternatively, some advertisers apply irrational advertisement to give the want more powers than the need. The advertiser can use informational and transformational advertisements depending on the information they want to pass to consumers (Ayanwale, 2012)

2.1.5. Advertisement and post-purchase

Advertisements are done after purchase to develop loyalty and a lasting relationship between the company and the consumer. At this phase, the advertisers aim to introduce new related products to

consumers, provide more information concerning the product bought, or offer the consumer product care services. The post-purchase advertisement also collects consumer feedback regarding the products sold and builds a good communication channel, customer experience, and target messages. Advertisers can also use informational advertisements to help promote their new products and transformational advertising to retain consumers' loyalty (Haller, 2014).

2.2. Channels Through Which Consumers Are Exposed To Oral B Toothpaste Advertisements.

It has been said that the development of media of mass communication dates back to the initial years of the Rana period. Prior to this, pamphlets were used to speak at loud voices to advertise in the temporary market (Phillips, 2016). Advertising research primarily relates to their critical decision that have to be made to develop advertising program:

- a. setting objectives,
- b. selecting the message,
- c. choosing appropriate media vehicles,

However, using or choosing any media is determined by analyzing different factors, such as, target audience, media habits nature of product message to be given to buyer, costs to incur on advertising etc. (Sharma, 2014).

Now various media are available in the market. The individual advertising situation largely determines the complexity of media selection. A retailer in a small town where there is only a weekly newspaper does not have much of a problem.

However a retailer in a major metropolitan area has the problem of choosing media from among newspaper, radio, television, outdoor, transit, and direct mail (Saliff, 2016). The problem of media selection is even more complex in the case of the national advertiser who sells to a broad national market. What type of media should be used? If women magazines, which cities? If television a nationwide network or stations which local coverage in individual markets? What network? What stations?

There are no rules of thumb of set formulas for solving this selection problems. Each advertising situation presents its own unique set of circumstance. Each type of medium has its own character and each specific medium in turn differs from the next. There is no single best medium for Oral B toothpaste product advertisement. Each media decision must be made in light of particular requirements of a particular situation. Even competitors selling the same products to nearly the same markets use different media strategies (Sandage Vernon and Rotzoll, 2014).

The coverage or reach of the media is the size of potential audience readers, listeners and viewers covered by the media. Circulation refers to the numbers of copies of the newspapers and magazines

distributed, number of radio and television sets receiving the signals. Each medium of communication has different cost structures depending upon size and position of advertisement in print media and time slots in audio and audiovisual media. The level of advertising impact of the different media also differs. There are various media options available to the advertiser. Media selection is concerned with selection of the most efficient and cost efficient and cost effective advertising media (William, 2017).

Media research helps the advertisers to identify the various media available in a target market, their coverage circulation, cost and impact. The advertising media can be grouped into two broad categories according to its nature of information flow (Clark, 2014).

A. Electronic Advertising Media

- Television
- Film
- Radio
- E-mail and internet

B. Non-Electronic Advertising Media

- News paper
- Posters
- Hoarding Board
- Traveling display
- Exhibition and trade fairs
- Magazines

2.3 Influence of Oral-B Advertisement

Creating an effective media campaign for Oral-B toothpaste involves a strategic approach across various channels.

- Television

Television is the one of the leading advertising media as well as popular for developed and developing countries. Most of the advertising agency uses it as an advertising medium because it combines the merits of both radio and cinema. Consumer can see and hear the advertisement message in their homes.

It gives information to a large number of people through sounds and visual picture (Sharon, 2016). The private enterprise system governing U.S. television and burgeoning of alternatives channels, first on pay T.V. then on cable television, has led to fierce competition. Over a time U.S firms have become very adopt in producing such mass audience pleasing programs. This is the comparative advantage in world market. In sharp contrast to the united state, European television was at one time largely government controlled.

Basically, Government ownership of stations means non- commercial television except for rare and restricted instances. In West Germany, for example, television advertising was restricted to 40 minutes a day, in Switzerland 20 minutes a day (James and Brittany, 2014). Deregulation of European television has changed the competitive environment. The use of new technologies (satellite broadcasting, cable and pay TV) has increased the number of channels. For example in Nigeria after 2004, 24 hours satellite TV broadcasting has increased the number of channels available from 7 to 12 (Solanke, 2016).

Now there are more TV station in Europe and Africa and more air time to fill, there will be a greater demand for TV programming. Also deregulated TV station and channels will show more commercials, so there is a more advertising by firms seeking an African market (Terpstra and Sarathy 2017). Television commercials are a powerful way to reach a broad audience. A 30-second commercial can showcase the product's benefits, emphasizing features such as enamel protection, cavity prevention, and fresh breath. Engaging visuals and demonstrations can effectively communicate the product's efficacy (Latifa, 2016).

- Radio

Radio is the cheapest and quickest means of mass communication in Nigeria. In a populated country like Nigeria, Radio broadcasting has provided to be a very effective medium for disseminating information educating people and entertaining the masses. Radio recognizes that its primary obligation is to serve its listeners. It has been providing various programs aimed at creating mass awareness in its attempts to reflect the views of all sections of the society. The people in the hilly area and many of the remote villages have little or no access neither to motorable road nor to any communication and entertainment facilities (Bayode, 2015).

Illiteracy being a common feature among the people, little use is made of the news papers which has very limited and delayed circulation. Incorporating radio advertisements into the media strategy for Oral-B toothpaste can effectively complement other channels. The auditory nature of radio enables the brand to connect with consumers, emphasizing the key attributes of the product and promoting good oral health practices. Therefore, radio has been the most suitable means of dissemination information and providing entertainment (Ayobami, 2016).

- E-mail and Internet

E-mail and internet are the modern technologies which has become popular among the urban consumers. Here, e-mail means electronic mail service that is sent from one computer to another and displayed on screen. Similarly internet means an international computer network with information accessible to the public via modern links. Usually, the e-mail programme stores the message on the network until the user wants to read them. There are many kinds of e-mail system, but they all provide the same basic services for sending and retrieving message, and attaching files to message. Usually user can print e-mail messages. Store them for future reference, or simply read messages and delete them (Geller, 2015).

Internet is an extension of the network system to the entire world. it is an electronic highway that connects various networks around the world.

These networks belong to government agencies, universities libraries and big business houses. Having been connected to the internet, users can send electronic mail, share files and search a data base. A data is a collection of related information. In order to be connected to the internet a user needs to be linked to local service provider and open an account (Williams, 2017). Combining email campaigns with strategic internet advertising allows Oral-B to engage with consumers directly, provide personalized information, and increase brand visibility across digital platforms. This integrated approach ensures a comprehensive and targeted digital presence for the promotion of Oral-B toothpaste (Aren, 2018).

- News paper

The newspaper has become an integral part of the life of almost every community. It is really hard to imagine life without newspaper in this situation. It has covered the places on office, school, campus, bank and good cup of tea in the morning or even more important than tea to start the day, the newspaper is a mass medium that is read by almost everybody and everywhere. Newspaper is major community serving medium today for both news and advertising (James, 2017).

The newspaper is classified in terms the bases of coverage frequency, and language. Here coverage means geographical and subject coverage. On the basis of area a newspaper can be national regional and local (Sola, 2016). Placing print adverts in magazines, newspapers, and dental publications ensures visibility across diverse audiences. These adverts should be visually appealing and include concise yet impactful messaging about the benefits of Oral-B toothpaste (Morenike, 2017).

- Poster

Here, poster means information about products and service painted in the different kinds of paper and posted on the wall so that prospective consumer can see such message. Poster media is a kind of another way of advertising products and services. Poster advertising assists producer to manufacturer to inform or remind about goods and services. Producers use the available media to reach the prospective consumers. Poster advertisement is used for the introduction phase of products and services. It is highly

used by generally small scale organization it is basically adopted to excel the sales of products and services immediately (Barry, 2015).

A well-designed poster campaign serves as a tangible and visually impactful way to promote Oral-B toothpaste in physical spaces where potential customers are likely to see and engage with the content. The key is to create visually appealing posters with clear messaging that resonates with the target audience (Blatt, 2015).

- Hoarding

Basically, hoarding is a large board used for displaying advertisement. Small as well as large company use such type of advertisement to attract of prospective consumer by hanging hoarding in the public way, so that consumer can see it easily quickly. Generally, this type of advertisement is used to convey the message of consumer goods such as noodles, shampoo, soap, Horlicks, toothpaste, television motor bike car and so on (Eluwa, 2016).

A hoarding advertisement for Oral-B toothpaste can be a powerful tool for creating widespread brand awareness and reinforcing key product benefits. The visual impact and continuous exposure make hoardings an effective component of an integrated marketing campaign (Aren, 2018).

- Trade Fair and Exhibition

Trade fair participation provides a very wide exposure to the product among potential users. Trade fairs and expositions are organized at national and international levels. Manufacturers participate in the trade fairs in order to expose their new products to a very large number of visitors. Buyers are more positive and ready to purchase new product in trade fairs than in the normal market. Installations and accessory equipment are mostly introduced through special exhibitions (Jodi, 2016).

Participating in trade fairs and exhibitions provides Oral-B with a platform to showcase its toothpaste, engage with the audience, and build strong connections within the industry. The interactive and experiential nature of such events contributes to brand visibility and consumer education (James, 2017).

2.4 Attitude towards Oral-B Advertisement

Environment, family, and salespersons influence consumers' decisions regarding their oral hygiene care. In addition, several cultural, social, personal, and psychological factors also influence consumers' purchasing decisions regarding oral hygiene products. Perceptions regarding the available oral hygiene products develop due to the above mentioned factors.

Consumer behavior depends on the process of deciding why, when, and how to purchase a required product from a variety of available choices. The more a person believes to have subjective knowledge

about a product, the more confident they would be in their buying decisions. Oral health varies based on socioeconomic inequalities globally and depends on factors such as occupation, social-class, income, and education. A higher income results in increased acquisition of hygiene aids and a higher education is correlated with better knowledge of healthy behavior and better access to healthcare resources. Thus, inequalities may be related to making poor choices regarding oral hygiene.

Favorable oral health depends on continuous and appropriate oral hygiene practices. The most abundantly available oral hygiene products are toothbrushes and toothpastes. Other tools include dental floss, miswak (wooden stick), and interproximal brushes. A consumer's choice regarding the appropriate tool may be influenced by personal motives or advice from community workers. Media advertisements usually portray that certain products work like miracles and claim that such products completely cure oral diseases such as toothache and sore or bleeding gums. Such claims presumably influence consumers' purchasing decisions regarding oral hygiene products. In addition to advertisements, physical properties of products, such as their taste, flavor, color, and appearance are also influencing factors.

From a consumer's perspective, self-noted improvement in oral hygiene, brand, credibility of the company manufacturing the product, ingredients, and availability of product information are some other factors which influence a consumer's choice of a toothpaste. The four main factors which affect the consumer buying behavior are:

- 1) Personal factors
- 2) Psychological factor
- 3) Cultural and social factor
- 4) Economic factor

1. Personal factors

The first factor which affects the consumer buying behavior of oral B toothpaste is personal factor. The personal factor consists of age & stages of life cycle, occupation, personality, lifestyle and values which affects the consumer buying behavior. These are the combination of both direct and indirect personal factors. Out of these, some affects direct to the consumer buying behavior and some affects indirect to the consumer buying behavior. The companies should focus on the personal factor and it is usually applicable in the daily products as well as specific products (Kotler & Keller 2016).

-Age and stages of life cycle

Consumer buying behavior is always dynamic and change at the different stages of age and different stages of life cycle or different stages of relationship. A person changes the taste of buying goods at different ages of life. There are different ages which is segmented by the marketers, which started from

up to 12 years, 13 to 18 years, 19 to 26 years, 27 to 35 years, 36 to 50 years and above 50 years. In these stages of age, the buying behavior of a person changes continuously.

-Personality

According to Kotler (2016), Personality refers to the unique psychological characteristics that distinguish a person or group. Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability and aggressiveness” (Kotler, 2017). When a consumer purchases a specific branded product of toothpaste instead of other branded product, it indicates the personality of the consumer. Brands also have its own personalities. Kotler & Keller defined the term “brand personality as the specific mix of human traits that we can attribute to a particular brand” (Kotler and Keller 2016).

-Lifestyle

Lifestyle is a behavior of a person living its own life with its own style in the world. Every person has its own lifestyle for living life. Kotler (2015) defined the definition of lifestyle a person pattern of living as expressed in his or her activities, interests and opinions. Lifestyle includes activities, interests and opinions of a person. Activities refers the person work, hobbies, shopping, sports and social events. Interests refers the person eating food, fashion, family and recreation. Opinions refers the person social issue and business product. Lifestyle of a person create a different image in the society. A customer doesn't buy only a product, he buys a lifestyle as well. The companies can take the advantages from the study of consumer lifestyle. The companies can make the marketing strategy after the study of consumers lifestyle. The companies can also make the product after the study of consumers lifestyle (Kotler, 2017). Lifestyle affect as a personal factor of the consumer buying behavior.

2. Psychological factor

The psychological factor also affects the consumer buying behavior of Oral B toothpaste product. It is also known as internal factor (Ali and Ramya, 2016). Environment play an important role in the purchasing process of consumer (Kotler and Keller, 2016). The peoples often influenced by the other consumers purchase of goods or services. The other consumer might be a friend, family member, colleague and so on (Rani, 2014). Consumer can be excited for a new product which introduced in the market, it is because of environment. Environment relates with psychology. Some companies focus on this factor. The psychological factor includes four factors motivation, perception, learning and memory. (Kotler and Keller, 2016).

3. Social factor

The social factor is one of the most affected factor which affect on consumer buying behavior. The social factor includes the group, social network, online social network and family of a person. The word of mouth is also a part of social factor which influenced the consumer buying behavior. Kotler defined the definition of Group as Two or more people who interact to accomplish individual or mutual goals. Kotler also said groups that have a direct influence and to which a person belongs are called

membership groups. In contrast, reference groups serve as direct face-to-face interactions or indirect points of comparison or reference in forming a person's attitudes or behavior. People often are influenced by reference groups to which they do not belong (Kotler, 2017).

Kotler and Keller stated that some of these are primary groups with whom the person interacts fairly continuously and informally, such as family, friends, neighbors, and coworkers. People also belong to Secondary groups, such as religious, professional, and trade-union groups, which tend to be more formal and require less continuous interaction (Kotler and Keller, 2016). The word of mouth is the strongest factor which influences the consumer buying behavior. A person can influence more by his or her family or friends rather than the other persons such as sales person of a company and so on. A person more trusts on its family or friend instead of other persons. The recommendation of family or friends is more followed by the person rather than another person. Family is a more important part of any person's life.

An individual trusts on family more rather than any other person. Family suggestion or recommendation are more important for any person's life. The family member can influence more to the consumer. According to Kotler (2015), the impact of the personal words and recommendations of trusted friends, family, associates and other customers on buying behavior" (Kotler, 2017). Nowadays, the people are more spending time on online social media and they also enhance the social network. Online social network includes the social media sites, blogs etc. The social networking sites are Facebook and Twitter etc. The companies are more focusing on online social media for reaching its customer (Kotler, 2017).

4. Economic factor

The economic factor is the fourth factor which affects the consumer buying behavior. The economic condition of a consumer affects its purchasing decision and choice of a specific brand or product. The companies can study on behavior of spending money and saving money of consumer. There are several economic factors including Personal Income, Family income, Income expectations, Savings, Consumer credit and Other economic factors (Ali & Ramya, 2016). The personal income refers to the income of an individual. The personal income of a person affects the buying behavior. The consumer makes its decision on the basis of its net income after taxes. The family income refers to the sum of family members' income.

The income of either more than one family member or all family member income. It depends on the families or working family members. The income expectation refers to the income which possibly comes in the form of bonus, overtime and so on. The saving refers to the money saved by a person after using all the expenses in a month. The consumer credit refers to the money provided by the banks or financial institutes. A credit card is one of the forms of consumer credit. The other economic factors include inflation, slowdown, government policies and so on. If a person's income is low so he is unable to buy a costly product. So, the income is directly proportional to the buying goods or services.

2.5 Theoretical Framework

Elaboration likelihood model In line with the objectives of the study, the elaboration likelihood model was adopted to anchor this work. It is a persuasion model of advertising. O'keefe (2008) posits that Elaboration likelihood model was developed by Richard Petty and John Cacioppo in 1981. The model develops an understanding of the effectiveness of an advert through two routes of persuasion which are central and peripheral route. The central route of persuasion takes place when elaboration likelihood is high and involves efforts in cognition. Individuals usually focus on relevant information and draws up prior experience for assessment/elaboration. If the message is consistent with prior attitudes, the individual will support the advert. On the contrary, counter arguments are formed if the messages conflict with personal attitudes. O'keef (2008) further states that in the peripheral route, persuasion takes place when elaboration likelihood is low and the individual does not think about the message content. Rather, non-content elements are considered such as aesthetics, music and celebrities utilized within the advert.

There are various variables that influence elaboration likelihood of an advert. One of such is repetition. Moderate message repetition provides increased availability for analyses which can lead to favorable brand attitudes with strong arguments. Self-referencing is also a variable that has greater elaboration if people can relate the product to themselves. Arousal leads consumers to focus on the least demanding elements of the ad. However, these elements are then implied when making product evaluations. More prior knowledge as a variable is better but is only effective with retrieval of the information (O'keef, 2008).

In summary, elaboration likelihood model depends on the consumer's level of involvement with the product and the message. When consumer's level of involvement is higher, the central route to persuasion is more likely. On the other hand, the peripheral route to persuasion is more likely when consumer's involvement is low.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 The Research Design

The study is a descriptive survey. This study is concerned with "Assessing the Influence of oral B toothpaste advertisements on the patronage of the product among Benin residents". Asemah

(2017), explain that the research design focuses on people and the vital parts of their beliefs, opinion, attitudes, motivations and behaviour. By asking a group of people questions via a questionnaire or an interview schedule, survey research designs look into the behavioral opinions and perceptions of those people.

3.2 Area of the Study

The area of this study is Oredo, Egor, and Ovia North East local government areas, Edo State, Nigeria.

3.3 Population of the Study

Abdul Wahab, (2012) describe population as a technical term used in research to describe the group, which may be of People, animals or things from which the research intends to draw his study's sample. According to information obtained from the national population commission of Nigeria (web), national bureau of statistics (web) of 1991 obtained by the researcher following the completion of survey with the several local government areas in Benin City, the total population of all everyone in Oredo, Egor and Ovia north east local government is estimated to be 1,285,500.

3.4 Sample Size

Sample size refers to the selection of a number of individuals for a research study in such a way that these individuals represent the group from which they are selected. A sample size of 400 was gotten from the Taro Yamani formula to determine the sample size from a given population which is:

$$N = N$$

$$1 + N (e)^2$$

Where n – sample size

1 – 1 is constant

N- Population size

e- Level of precision or sampling error which is +/- 5% or 0.05

Where N = population

E = level of error (0.05)

N= 1,285,500.

$$n=1 + 1,285,500$$

$$n = 400$$

Therefore, the sample size will be illustrated in the table below.

LocalGovernment	Population	PercentageSample
Oredo	553,300	100
Egor	502,700	200
Ovia North East	229,500	100
Total	1,285,500	400

3.5 Sampling Technique

The sampling technique which will be adopted for the study is a "simple random sampling technique". Because of the study's enormous population and the difficulty in reaching everyone at once, this technique will be employed to choose the respondents. The decision to use the simple random sampling technique will be partly influenced by the requirement to fairly reflect the population. The researcher will approach the respondents to ask them to take part in the study after randomly selecting each member of the sample.

3.6 Method of Data Collection

The data to be used in this study will be collected through the primary source of data collection. The primary source is the questionnaire. A onetime survey method will be adopted on a face to face administration of the structured questionnaire to various respondents.

3.7 Instrument for Data Collection

The instruments for data collection of this study will be questionnaire. Questionnaire will be used in collecting data from our respondents and this methods of data collection comprises of open ended and close ended questionnaire.

3.8 Validity of Research Instrument

The project manager will receive a presentation of the instrument that the researcher had built. The supervisor will verified that the items are appropriate and capable of eliciting the necessary information for the study based on face validity. Additionally, the researcher reorganized the items and the questionnaire themselves before analysis to ensure the trustworthiness of the results.

3.9 Reliability of Research Instrument

The questionnaire was proven to be quite dependable in achieving the objective of this research study of the study in fulfilling the objectives of this research study. Pilot testing was used in the study. This is to say that pilot testing allowed the researcher to determine whether or not each member of the sample would comprehend the questions they were expected to respond to and 20 copies of questionnaire were shared to respondents.

4. Method of Data Analysis

The qualitative analysis emerging from the case narratives and key informant interviews was transcribed, coded and analyzed according to the themes and emerging issues. The quantitative data from the questionnaire was analyzed using descriptive statistics. Descriptive statistics are in the form of frequencies, percentages and tables.

CHAPTER FOUR

PRESENTATION OF DATA ANALYSIS

The research work was concerned with assessing the influence of Oral B toothpaste advertisements on the patronage of the product among Benin residents. The chapter give the report of the research finding based on the data collected from Benin residents. The first part of the chapter consists of the demographic variable of the respondents which are presented in tables. The second part of this chapter is made up of the analysis of the influence of Oral B toothpaste advertisements on Benin residents. This section was analyzed in line with objectives and research questions.

4.0 Section A: Socio Demographic Data of Correspondent

4.1.1: Respondents by Age

Age	Frequency	Percentage
20-29	98	24.5
30-39	121	30.2
40-49	97	24.2
50 above	84	21
Total	400	100

Source: Field work, 2024

Table 4.1.1 indicates distribution of respondents by age. It does shows that 30.2% of the total population is within the age of 30-39 followed by 24.5% which are within the age of 20-29.

4.1.2: Respondents by Marital Status

Gender	Frequency	Percentage
Single	112	28
Married	198	49.5
Divorced	35	8.75
Widow	55	13.75
Total	400	100

Source: Field work, 2024

As indicated in table 4.1.2, 49.5% of the respondents are Married while 28% of the respondents are single. On the other hand, 8.75% of the respondents are divorced while 13.75% are widowed.

4.1.3: Respondents by Years Present in the Local Government Area

Academic year level	Frequency	Percentage
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Less than 1 year	118	29.5
2-9 years	103	25.75
10-19 years	95	23.75
Above 20 years	84	21
Total	400	100

Source: Field work, 2024

Table 4.1.3 showed the number of years the respondent has spent in the local government area. As indicated above, 29.5% of the respondents have spent less than a year, 25.75% have spent 2 to 9 years, 23.75% of the respondents have spent 10 to 19 years, while 21% of the respondent have spent above 20 years in the local government.

Table 4.1.4: Respondents by Religion

Religion	Frequency	Percentage
Christian	286	71.5
Muslim	109	27.25
Others	5	1.25
Total	400	100

Source: Field work, 2024

As indicated in table 4.1.4, 71.5% of the respondents are Christians, while 27.25% are Muslims. Only 1.25% of the respondents have other religion.

4.2: SECTION B

Table 4.2.1: Does media advertisement influence Benin residents buying behavior of Oral B toothpaste?

Response	Frequency	Percentage
Yes	298	74.5
No	102	25.5
Total	400	100

Source: Field work, 2024

Table 4.2.1 indicated that 74.5% of the respondents which represent the majority think media advertisement have influence on the buying behavior of Oral B toothpaste by Benin residents while 25.5% thinks it has no effect on respondents buying behavior.

Table 4.2.2: Do Benin residents prefer Oral B toothpaste over other brands due to media advertisement?

Response	Frequency	Percentage
Yes	196	49
No	204	51
Total	400	100

Source: Field work, 2024

In table 4.2.2, respondents were asked if they prefer Oral toothpaste over other brands due to media advertisement. As indicated above, 49% of the respondents are of the motion while 51% of the respondents thinks otherwise.

Table 4.2.3: Do Benin residents perceive Oral B toothpaste as a high quality product?

Response	Frequency	Percentage
Yes	313	78.25
No	87	21.75
Total	400	100

Source: Field work, 2024

In table 4.2.3, respondents were asked if they perceive Oral B toothpaste as a high quality product. It indicates that 78.25% of the respondents perceive Oral B toothpaste as a high quality product. While 21.75% of the respondents don't think it is.

Table 4.2.4: Which of this channels do you think exposes Benin residents to Oral B toothpaste?

S/N	Items	Yes	%	No	%
1	Television	400	100	0	0
2	Radio	46	11.5	354	88.5
3	Billboards	81	20.25	319	79.75
4	Social Media	371	92.75	29	5.25
5	Newspaper	73	18.25	327	81.75

Source: Field work, 2024

Table 4.2.4 indicates the channels that exposes Benin residents to Oral B toothpaste. In the first item, it is indicated that all residents are exposed to Oral B toothpaste through Television advertisement. Item 2 signified that only 11.5% of Benin residents are exposed to radio advertisement of Oral B toothpaste. In item 3, 20.25% of residents are exposed to billboard advertisement of Oral B toothpaste while 79.75% are not exposed to Oral B toothpaste through billboard advertisement. Item 4 suggested that 92.75% of respondents which represent the majority are exposed to Oral B toothpaste advertisement through social media. Lastly, it is indicated in item 5 that 18.25% of respondents are exposed to newspaper advertisement while 81.75% are not exposed to newspaper advertisement of Oral B toothpaste.

Table 4.2.5: Do residents believe that Oral B toothpaste advertisement effectively communicate product benefit and feature?

Response	Frequency	Percentage
Yes	339	84.75
No	61	15.25
Total	400	100

Source: Field work, 2024

In table 4.2.5, respondents were asked if Oral B toothpaste advertisement effectively communicate products benefit and feature. It is indicated that 84.75% of the respondents which represents the majority believes that Oral B toothpaste advertisement immensely communicate it benefits and features while 15.25% of the respondents thought otherwise.

Table 4.2.6: Do Benin Residents perceive Oral B toothpaste as offering better value for the price?

Response	Frequency	Percentage
Yes	299	74.75
No	101	25.25
Total	400	100

Source: Field work, 2024

In table 4.2.6, respondents were asked if they perceive Oral B toothpaste as offering better value for the price. As indicated above, 74.75% of the respondent believes that Oral B toothpaste offers better value for its price while 25.25% of the respondent don't think it does.

Table 4.2.7: Does trust in the brand influence Benin resident attitude?

Response	Frequency	Percentage
Yes	400	100
No	0	0
Total	400	100

Source: Field work, 2024

In table 4.2.7, Respondents were asked if trust in the brand influence Benin resident attitude towards its purchase. As indicated, all respondents think it has an influence.

Table 4.2.8: Do age, gender and income impact Benin resident decision making process?

Response	Frequency	Percentage
Yes	341	85.25
No	59	14.75
Total	400	100

Source: Field work, 2024

In table 4.2.8, it is indicated that 85.25% of the respondent perceives age, gender and income as a determining factor in Benin resident decision making while only 14.75% don't think it's a determining factor.

Table 4.2.9: Do psychological factors such as perception and attitude dictate Benin resident decision

Response	Frequency	Percentage
Yes	273	68.25
No	127	31.75
Total	400	100

Source: Field work, 2023

Table 4.2.9 indicates that 68.25% of the respondents think psychological factors such as perception and attitude dictate Benin resident decision making while 31.75% of the respondent don't think it has an effect.

4.2.10: Do you think price affect Benin resident decision?

Response	Frequency	Percentage
Yes	387	96.75
No	13	3.25
Total	400	100

Source: Field work, 2024

In table 4.2.10, respondents were asked if they think price affect Benin resident decision making. It was indicated that 96.75% of respondents think it does affect resident decision while only 3.25% feels it has nothing to do with the price.

DISCUSSION OF FINDINGS

Research Question 1

In answering the research question, data presented in Table 4.2.1, 4.2.2 and 4.2.3 will be used.

Table 4.2.1 revealed that 298 (74.5%) of the respondent which represent the majority concluded that media advertisement influence Benin residents buying behavior of Oral B toothpaste as it often employs persuasive techniques, showcasing benefits like cavity prevention, whitening, and fresh breath. Table 4.2.2 suggested that Benin resident don't necessarily prefer Oral B toothpaste over other brands as only 49% of the respondents prefers it. It was noted that toothpaste preference is subjective, influenced by personal factors and can vary from person to person. Table 4.2.3 revealed that 313 (78.25%) of the Benin residents perceive Oral B toothpaste as a high quality product. A combination of brand reputation, professional endorsements, product features, research, presentation, and positive customer experiences contributes to the perception of Oral B toothpaste as a high-quality oral care product.

Research Question 2

Table 4.2.4 would be used to answer research question 2.

Based on the results obtained from analysis of data collected, the following findings were made:

Item 1 suggested that television's wide reach, audio visual impact, ability for repeated exposure, and storytelling capabilities make it an effective platform for Oral B to expose people to its toothpaste advertisements and influence consumer behavior. Item 2 revealed that Benin resident don't view radio as an effective channel for Oral B toothpaste advertisement as only 46 (11.5%) of the total population was represented. As regards this, it was noted that while radio can be effective for certain types of advertising, the nature of Oral care products like toothpaste, with their emphasis on visual results and complex messaging, makes other channel like television more suitable for Oral B advertising strategy. Item 3, Only 81 (20.25%) respondents believes that billboards exposes Benin residents to Oral B toothpaste. 319 (79.75%) respondents don't think it is effective enough because outdoor advertising is susceptible to weather conditions, and poor visibility due to factors like rain or fog can impact the effectiveness of billboard advertisements. This unpredictability can limit the consistent visibility of the Oral B brand. Item 4 revealed that social media is an effective channel for oral B advertisement. The combination of wide audience reach, targeted advertising, visual content sharing, interactivity, influencer partnerships, real time engagement, educational opportunities, analytics, and cost-effectiveness makes social media an effective and versatile channel for Oral B advertising. Item 5 revealed that newspaper is not effective for Oral B toothpaste advertisement. It was revealed that with the shift towards digital media consumption, the readership of print newspapers has declined. Newspaper will not provide the platform to effectively convey the product's uniqueness and advancements.

Research Question 3

Table 4.2.5, 4.2.6 and 4.2.7 would be used to answer research question 3.

In table 4.2.5, 339 (84.75%) respondents believe that Oral B toothpaste advertisement effectively communicate product benefit and feature by utilizing a combination of visual elements, targeted

messaging, influencer partnerships, educational content, and consistent branding. Table 4.2.6 revealed that 74.75% of the respondent feels that Oral B toothpaste offers better value for its price while 25.25% don't think it does. Table 4.2.7 revealed that all the respondent admitted that trust in Oral B brand influence Benin resident buying prowess. This trust creates a sense of reliability and confidence, driving consumers to choose Oral b toothpaste over competing products.

Research Question 4

Table 4.2.8, 4.2.9 and 4.2.10 would be used to answer research question 4

It was revealed in table 4.2.8 that majority of the respondent which represent 85.25% of the total population feels that age, gender and income status impact Benin resident decision making process. Table 4.2.9 showed that 68.25% of respondents feel psychological factors such as perception and attitude dictate Benin residents decision because these factors are interwoven with personal experiences, beliefs, and external influences, ultimately shaping how individuals perceive and choose oral care products while 31.75% respondents don't feel it dictates Benin residents decision. Finally, table 4.2.10 revealed that majority of respondents which represented 96.75% where of the motion that price affects Benin residents decision since price is a multifaceted factor that interacts with various aspects of consumer decision-making. Affordability, perceived value, promotions, economic conditions, and individual preferences all contribute to how consumers evaluate and choose toothpaste products based on their price.

Chapter Five

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

This chapter summarizes the details of what the study is about, the method used in collecting data and finding of the collected data. This study was aimed at examining the influence of Oral

B toothpaste advertisements on the patronage of the product among Benin residents. It was carried out using the simple random sampling technique. The simple random sampling technique method for gathering data for the study made use of questionnaire as the research instrument to gather data from the respondents which provided the findings of the study.

From the responses gathered from the respondents through the questionnaire, the following were the findings of the study.

- i. Benin residents have been exposed to Oral B toothpaste advertisement and they assess the advertisement regularly.
- ii. The attitude of Benin residents toward Oral B toothpaste advertisement is neutral.
- iii. Benin residents are satisfied with the manner in which adverts are presented in the various channels.
- iv. Exposure to advertisement of Oral B toothpaste influences the buying behavior of Benin residents.
- v. Benin residents believe that television advertisement is persuasive and that it is important in the marketing of a product like Oral B toothpaste.

5.2 Conclusions

The findings of the study have revealed that the extent to which Benin residents are exposed to the advertisement of Oral B toothpaste is high and that they are satisfied with the manner in which the adverts are presented. The study has further revealed that exposure to different channels advertisement of Oral B toothpaste influences the buying behavior of Benin residents.

Based on the analysis of data made, the obvious conclusion from the study is that advertisement through media is persuasive and that it is important in the marketing of a product like Oral B toothpaste. Hence, it is pertinent that media advertising be encouraged more as it is key to attracting and influencing customer loyalty.

5.3 Recommendation

On the basis of the findings and conclusion reached in this study, the researcher recommends the following:

1. As can be observed from the advertisement made by Oral B toothpaste, advertisers and advertising agencies should market their goods and services utilizing the different channels for advertisement.
2. Knowing full well that advertising has positive effects on any business and subsequently, the state of the economy, media practitioners should endeavor to make advertising relatively cheaper for businesses.
3. The price of Oral B toothpaste should be cheaper to attract more customers.

Department of Mass Communications,

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University of Benin,

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Questionnaire

This research is being carried out by **Chinagorom Winifred Elizabeth** to gather more knowledge on the **"Influence of Oral B toothpaste advertisements on the patronage of the product among Benin residents"**.

I will be grateful if you sincerely fill out this questionnaire on your opinion of the subject matter. Response and answers will be treated with utmost confidentiality and used only for research purposes.

Section A: Presentation and Analysis of Demographic Data

Instruction: Please tick(✓) in the appropriate box after each question.

1. Age

20-29() 30-39() 40-49() 50 and above ()

2. Marital status

Married() Divorced () Widowed () Single ()

3. Years present in the Local Government

Less than 1 year () 2-9 years () 10-19 years () 20 years and above ()

4. Religion

Christian () Muslim () Others ()

Section B: Presentation and Analysis of Psychographic Data

Research question :

5. Does media advertisement influence consumers buying behaviour of Oral B toothpaste?

Yes () No ()

6. Do consumers prefer Oral B toothpaste over other brands due to media advertisement?

Yes () No ()

7. Do consumers perceive Oral B toothpaste as a high quality product?

Yes () No ()

Research question 2

8. Which of these channels do you think exposes consumers to Oral B toothpaste advertisements?

S/N	ITEM	YES	NO
1	Television		
2	Radio		
3	Billboards		
4	Social Media		
5	Newspaper		
6	Film		
7	Posters		

Research question 3

9. Do residents believe that Oral B toothpaste advertisements effectively communicate product benefits and feature? Yes () No ()

10. Do consumers perceive Oral B toothpaste as offering better value for the price? Yes () No ()

11. Does trust in the brand influence consumer attitudes? Yes () No ()

Research question 4

12. Do age, gender and income impact consumers' decision process?

Yes () No ()

13. Do psychological factors such as perception and attitude dictate consumers decision?

Yes () No ()

14. Do you think price affect consumers decision?

Yes () No ()

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