

**ASSESSMENT OF THE EFFECTIVENESS OF PIDGIN ENGLISH  
ADVERTISING CAMPAIGNS AMONG RESIDENTS OF BENIN  
METROPOLIS**

**BY**

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**UNIVERSITY OF BENIN,  
BENIN CITY.**

**SEPTEMBER, 2025**

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

**SEPTEMBER, 2025**

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## **DECLARATION**

This project work is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Art, University of Benin, Benin city, under the supervision of Mr. Sunday Ekerikewe (FRHD). All findings and analysis in the study are product of my personal research and where the views of others have been used and expressed, they are duly acknowledged.

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**EZE ONYEDIKACHI SUNDAY**  
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## CERTIFICATION

This is to certify that this research work was duly carried out by EZE ONYEDIKACHI SUNDAY in the Department of Mass Communication, Faculty of Arts, University of Benin, Benin city in partial fulfillment of the requirements for the award of Bachelor of Art (BA) in Mass Communication.

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*STUDENT'S THESIS*

**AUTHOR'S STATEMENT**

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## **DEDICATION**

This work is dedicated to God Almighty who has given me the strength, grace and wisdom required for the successful completion of this project work. This work is also dedicated to my guardians, Mr. & Mrs. Eze, for giving me the opportunity to attain this academic knowledge and supporting me both financially and emotionally throughout my course of study in the University.

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## **ABSTRACT**

In the competitive market of goods and services, language plays a pivotal role in attracting the target audience, customers and residents within the Benin metropolis. It is against this backdrop that the study assesses the effectiveness of the use of Pidgin English language by brands in the promotion of their products and services among residents of the Benin Metropolis. Through a comprehensive approach incorporating quantitative surveys, data were collected from the residents of Benin metropolis. Findings revealed that the use of Pidgin English in advertisements by some brands seem more persuasive than advertisements made with the standard English language within the Benin Metropolis. Based on the findings, the researcher concluded that the adoption of the use of Pidgin English by brands to reach out to a wider audience and also make relatable advertisements would resonate with the target audience experiences in order to capture their attention and make more sales.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

The term advertising is a broad one that has been conceptualised by different scholars in diverse ways. Advertising is a form of communication that is used to convince or persuade the public or target audience to take a particular action or make a specific purchase. Advertisement as a form of communication that isn't directed to one particular person but instead it is directed to a particular demography or group of persons. Literally all products or services available in the market to the public must have had a form of campaign or advertising campaign in order to get the attention of their target audience to enable them to take a particular action. The action could be to make a purchase, signup for a particular programme, submit a feedback or opinion of a particular event or even participate in a particular activity etc.

Advertising is a way companies to promote their products and the services they offer to the public. It is a strategic communication tool used by organizations to promote products, services, or ideas to a target audience. The major aim of advertisements is to influence consumer behaviour, build brand awareness, and drive sales. Advertisement is basically a non-personal message distributed or communicated to the public or target audience via the various media channels.

Advertising as noted by Asemah (2011) is any communication that is paid for, identified by a sponsor, directed at a target audience, through the various mass media like radio, television, billboards, newspaper, magazines, with the aim of creating awareness about goods and services. Arens (2008, p. 7) as cited in Asemah & Edegoh (2012); Asemah, Edegoh & Ogwo (2013); Asemah, Edegoh & Ojih (2013); Edegoh, Asemah & Okpanachi (2013); Edegoh, Ezebuenyin & Asemah (2013) and Asemah & Nwammuo (2017) sees advertising as "the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products, services and ideas by identified sponsors, through various mass media." The definition given by Arens (2008) is closely in line with that of Dominick (2007, p. 321) which says that "advertising is any form of non-personal presentation and promotion of ideas, goods and services, usually paid for by an identified sponsor."

The sole purpose of advertising is to promote the sales of a product and services rendered by the firm or organization. Advertising is also a means through which the firm can highlight the features of the product and how to make use of it. Advertising is basically a form of communication which is a means through which the company reaches out to the publics to create awareness of a new product or services, or to announce an update or enhanced feature of the product or services.

Advertising utilizes different media to reach out to the masses and uses different types of appeals to connect to the customers across the globe.

According to Anyacho (2007, p. 6), cited in Asemah (2022) "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."

Before an advertisement campaign is carried out a lot of research has to be done by the company and the employed advertisement agency in order to have a successful advertisement campaign. The research may include the demography of the target audience, the best medium to reach them, the language best understood by them, their beliefs etc.

The advertisement campaign research is done before the advertisement is made in order to find the most suitable means or method to make the advertisement and reach out to the target audience better. Before an advertisement campaign is considered as a successful one, the advertisers must have observed a significant increase either in the amount of traffic they receive on their website or online store, purchase orders, coupon usages, feedbacks, etc.

Advertisements is also a means through which newly established companies can enter the market. This simply means that new companies get to introduce their products and services to the public and stand a chance in the competitive market. Companies already in the market also make use of advertisements to get new customers or make the public aware of the new features added to their products or even the new offers they have for the publics.

The major reason for advertisements campaigns is to pass an information to the publics and create awareness about the product to the target audience. Language is a very important factor in the success of an advertisement campaign in today's world. The language best understood by the target publics has to be used so that the message can be easily disseminated to the audience and the advertisement considered a success.

This research is to assess the effectiveness of using the Pidgin English language to advertise products and services from companies and how the public respond these advertisements. Due to the fact that Nigeria as a country of over 100 tribes was colonized by the British the English language was adopted as the country's official language and therefore a high percentage of the advertisements out there are in the English language. Nigerian pidgin, also known simply as pidgin or Broken or as Naija in scholarship, is an English-based creole language spoken as a lingua franca across Nigeria. The language is sometimes referred to as pigin or vernacular

(Wikipedia). Pidgin English is a simplified language that combines English with local languages. It's used for communication between people who don't share a common language.

The pidgin is not the native language of any community but it is most times learnt as a second language. According to the Google Ai overview, the estimated number of Nigerian Pidgin speakers ranges from 75 million to 150 million people. The Pidgin English language is spoken more in the southern part of Nigeria and in urban areas throughout the country.

Due to the fact that there a lot of people speaking the pidgin English companies now adopt the language for their advertisements and promotions on the media such as the radio, television, print and even the social media platforms. The Pidgin English is also known as a simplified form of English by some people and most people find it easier to be understood. The primary objectives of making advertisements and promotions is to make the public aware of the products and services offered by the organization through the best possible means and method and sometimes making use of the popular pidgin English may be more favourable than using the English language itself.

The use of Pidgin English in advertising campaigns has gained significant traction in Nigeria, particularly among residents of Benin Metropolis. Pidgin English, a linguistic blend of English and local languages, serves as a lingua franca fostering communication among diverse ethnic groups. Its effectiveness in advertising campaigns hinges on its accessibility, relatability, and ability to evoke emotional connections with the target audience. One of the key advantages of using Pidgin English in advertising is its broad audience reach. Unlike Standard English, which may be perceived as elitist or inaccessible to certain demographics, Pidgin English resonates with people across different social and educational strata. In Benin Metropolis, a region with a high prevalence of Pidgin English speakers, advertisements crafted in this informal dialect are more likely to capture attention and generate interest. Businesses that employ Pidgin English in their advertising can effectively communicate with a wider audience, ensuring that their messages do not exclude those who may struggle with Standard English.

Message clarity is another crucial factor in evaluating the effectiveness of Pidgin English advertising campaigns. Since Pidgin English is deeply embedded in everyday interactions, its usage in advertisements simplifies complex messages, making them more digestible for the average consumer. Advertisements crafted in this dialect often use humor, local idioms, and cultural references that enhance

comprehension and retention. This linguistic adaptation ensures that marketing messages are not only understood but also memorable, increasing the likelihood of influencing consumer behavior.

Brand recall is significantly enhanced through the use of Pidgin English in advertising campaigns. Given its informal and conversational nature, Pidgin English creates a sense of familiarity and trust between brands and consumers. This familiarity fosters stronger brand connections, as consumers associate the brand with their everyday language and experiences. When advertisements employ catchy Pidgin English slogans or jingles, they become ingrained in the minds of the audience, improving brand recognition and recall. For instance, notable brands in Nigeria have successfully used Pidgin English to create memorable advertising campaigns that resonate with consumers long after they have been aired.

Residents of Benin Metropolis are more likely to engage with advertisements that reflect their linguistic and cultural identity. Pidgin English fosters a sense of inclusion, making consumers feel that brands understand their realities and aspirations. This emotional connection increases the likelihood of consumers responding positively to advertisements, whether through word-of-mouth marketing, social media interactions, or actual product purchases. Engaging advertisements in

Pidgin English tend to generate higher levels of interaction, as audiences find them relatable and entertaining.

Despite these advantages, there are some challenges associated with Pidgin English advertising campaigns. One major limitation is the perception of Pidgin English as an informal or less prestigious language. Some brands may hesitate to use it for fear of being seen as unprofessional or targeting only a specific socio-economic class. Additionally, since Pidgin English varies across different regions, advertisers must carefully craft their messages to ensure that they remain intelligible and appealing to diverse audiences within Benin Metropolis. Failure to consider these variations may result in misinterpretation or loss of intended meaning.

The effectiveness of Pidgin English advertising campaigns among residents of Benin Metropolis is largely positive, given the language's widespread use, clarity, memorability, and ability to foster consumer engagement. While challenges exist, such as potential perceptions of informality and regional variations, these can be mitigated through strategic messaging and careful audience targeting. As businesses continue to recognise the influence of Pidgin English in connecting with consumers, its role in advertising campaigns is likely to expand, further solidifying its importance as a powerful marketing tool in the Nigerian commercial landscape.

## **1.2 Statement of the Problem**

In Nigeria, a linguistically diverse nation with over 100 languages, Pidgin English has emerged as a widely spoken language, particularly in urban centers like the Benin metropolis. It serves as a bridge across ethnic and socio-economic divides and fosters cultural identity. Despite the prevalence, formal advertising campaigns in Nigeria predominantly employ English, often overlooking the communicative and cultural relevance of Pidgin English. This raises critical questions about the efficacy of language choice in advertising, particularly in regions like Benin Metropolis, where Pidgin English is deeply embedded in daily interactions.

While Pidgin English is celebrated for its accessibility, the adoption in mainstream advertising remains limited. Advertisers frequently default to Standard English, assuming it aligns with professionalism and broader reach. However, this approach may exclude significant segments of the population, particularly those with limited formal education or stronger affinity for pidgin. Preliminary observations suggest that campaigns in pidgin could enhance engagement, comprehension and emotional connection among the target audiences. Yet there is a scarcity of empirical data to substantiate these claims or guide stakeholders in optimizing language strategies. Understanding the impact of Pidgin English in advertising holds implications for equitable communication, marketing efficiency, and cultural representation. For Benin Metropolis, a hub of commerce and multiculturalism, this

research could inform policies and practices that align advertising strategies with the linguistic realities of its residents, fostering inclusive economic growth.

Advertisers and brands increasingly adopt Pidgin English to project familiarity and broaden reach, relying on assumptions about its universal appeal. Yet, the absence of localized, data-driven insights poses risks. For instance, variations in pidgin dialects, perceptions of informality, and potential mismatches between brand identity and audience expectations remain unexplored challenges. Furthermore, Benin Metropolis's unique cultural landscape marked by a blend of traditional values and urban modernity may influence how pidgin advertisements are received, complicating generalizations from studies conducted in other regions.

The lack rigorous analysis in this area leaves advertisers with incomplete guidance, potentially leading to inefficient resource allocation, missed engagement opportunities, or unintended cultural missteps. Additionally, academic literature on advertising in multilingual settings often overlooks Pidgin English, focusing instead on global languages or standard Nigerian English.

This study therefore seeks to assess the effectiveness of Pidgin English advertising campaigns among residents of Benin metropolis by investigating key variables such as audience comprehension, emotional resonance, cultural relevance,

and perceived brand credibility. It also explores demographic factors (e.g., age, education, ethnicity) that may mediate these outcomes. By addressing these questions, the research aims to provide actionable insights for marketers while contributing to scholarly discourse on language, media, and globalization in Africa.

### **1.3 Objectives of the Study**

The objectives of the study were to:

1. Determine the level of effectiveness which Pidgin English has in creating awareness about a product or services within the Benin Metropolis
2. Find out the opinion of the people on how persuasive pidgin English advertisements influences their purchase decisions
3. Examine the level at which companies adopt the pidgin English language and elaborate more on how effective it would be if it was applied more often for their target audience within the Benin Metropolis.

### **1.4 Research Questions**

The following questions guide this study.

1. What is the level of effectiveness of Pidgin English in the act of persuading the target audience to take an action?

2. What is the take of the target audience on how effective the adoption of the Pidgin English by some brands has been on them?
3. How often do the residents of Benin Metropolis encounter advertisements in the Pidgin English language?

### **1.5 Scope of the Study**

This research will focus on the residents of Benin Metropolis in order to assess the effectiveness of advertisements in Pidgin English within the metropolis.

This study focuses on Benin Metropolis, the capital of Edo State, Nigeria, a city with a diverse population where Pidgin English is widely spoken and understood. By concentrating on this urban center, the study captures the impact of Pidgin English advertisements on a broad demographic, encompassing various social classes, educational backgrounds, and professional groups.

The target audience of this study includes residents of Benin Metropolis who are exposed to Pidgin English advertising across different media channels. These channels include television, radio, billboards, social media, and print media, which collectively contribute to shaping consumer perceptions and behaviours. By engaging with individuals from different age groups and socioeconomic statuses, the study

seeks to determine how effectively Pidgin English advertisements influence purchasing decisions, brand loyalty, and audience engagement.

This study also examines different aspects of Pidgin English advertising campaigns, including message clarity, cultural relevance, emotional appeal, and consumer response. Message clarity assesses how well audiences understand advertisements in Pidgin English compared to those in Standard English. Cultural relevance explores how Pidgin English advertisements incorporate local idioms, humor, and expressions to resonate with the target audience. Emotional appeal evaluates how Pidgin English enhances consumer connection and brand recall. Consumer response focuses on audience engagement, including reactions, preferences, and purchasing behaviors influenced by Pidgin English advertisements.

Overall, the study's scope is designed to provide a comprehensive assessment of how Pidgin English advertisements function within Benin Metropolis, highlighting their effectiveness in reaching and influencing consumers. The findings aim to inform businesses, advertisers, and marketers on the strategic use of Pidgin English in advertising campaigns to enhance audience engagement and brand success.

## **1.6 Significance of the Study**

This study will serve as foundational resource for future research endeavours seeking to investigate the assessment of effectiveness of Pidgin English advertising campaigns among residents of Benin Metropolis. The significance of this study on the effectiveness of Pidgin English advertising campaigns among residents of Benin Metropolis lies in its potential contributions to various stakeholders, including businesses, advertisers, marketers, and researchers. This study provides valuable insights into how Pidgin English, as a widely spoken language in Nigeria, influences consumer behavior, brand perception, and market engagement. By examining the impact of Pidgin English in advertising, the study enhances understanding of its role in marketing communication and its effectiveness in reaching a broad and diverse audience.

For businesses and advertisers, the study offers practical knowledge on how Pidgin English can be strategically utilized to improve brand awareness, audience engagement, and product sales. Many companies invest heavily in advertising campaigns without fully considering the language preferences of their target audiences. By highlighting the effectiveness of Pidgin English in conveying messages clearly and fostering emotional connections with consumers, this study can help businesses optimize their advertising strategies to maximize impact and return on investment.

For marketers, the findings of this study provide empirical evidence on the power of localized advertising and its ability to resonate with the audience on a personal level. Given that Pidgin English is commonly spoken in informal settings and everyday interactions, its use in advertising creates a sense of familiarity and relatability. This study will help marketers understand the psychological and cultural factors that make Pidgin English advertisements more appealing and memorable to consumers in Benin Metropolis.

The study also has significance for researchers and academics in the fields of linguistics, communication, and marketing. It contributes to the growing body of knowledge on the role of language in advertising, particularly in multilingual societies where English coexists with indigenous languages and informal dialects. Researchers can use this study as a reference for further investigations into the effectiveness of language choices in advertising, consumer behavior, and the dynamics of cultural marketing in Nigeria and beyond.

Furthermore, the study is significant in fostering cultural appreciation and acceptance of Pidgin English as a legitimate medium of communication. Despite its widespread use, Pidgin English is often considered an informal or lower-status language. By demonstrating its effectiveness in advertising and consumer

engagement, the study contributes to changing perceptions about Pidgin English, positioning it as a valuable tool in commercial and social communication.

In conclusion, this study is significant in multiple ways, from guiding businesses and marketers in optimizing advertising strategies to enriching academic research and influencing policy decisions. Its findings will provide actionable insights that enhance the effectiveness of advertising campaigns, foster better consumer connections, and promote the recognition of Pidgin English as a powerful marketing language in Benin Metropolis and beyond.

### **1.7. Limitations of the Study**

One of the most experienced challenges in this research is the lack of reference materials. This is a contemporary topic, and as such, it is difficult getting materials relevant to the study.

Also, limited resources would not allow the researcher to expand the scope of this study.

### **1.8 Definition of Terms**

**Advertising:** It is a form of communication that intends to persuade the public to purchase a particular product, services or take a particular action.

**Advertisements:** It is the message communicated to persuade the public to make the purchase.

**Pidgin English:** It is a sort of broken English that is spoken across urban cities in the country by millions of residents in the country

**Target Audience:** this is the group of people which the advertisements are directed to.

**Media:** It is the medium or means through which the advertisements get to reach the target audience.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Concept of Advertising**

Advertising is a form of communication for marketing used to persuade, convince and encourage the public to take a particular action. Advertising is form of communication used by businesses, organizations, or individuals to promote and market products, services and ideas. It aims to inform, persuade and influence an audience's purchasing decisions or attitudes. Advertising is a means of conveying information to consumers about a product or service that exists in many different media; it serves to persuade and inform consumers in order to influence them and their purchasing power (Watrous, 2008, p. 47, cited in Asemah, 2014). The primary goal of advertising is to increase awareness, generate interest, and drive action such as purchasing a product or signing up for a service.

Okoro (2002) defines advertising as “a paid, non-personal communication through various media by business firms, nonprofit organizations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience”. He captures advertising as a tool used not just by businesses but also nonprofit organisations and individuals, this simply means advertising can be used by anybody just for the purpose of creating awareness for a product, service or an upcoming event. He also emphasized on the fact that advertisement is a paid form of communication, non-personal nature and always has a persuasive intent which is the main purpose of advertising.

Nwosu (2007) views advertising as “a controlled, identifiable information and persuasion by means of mass communication media, aimed at modifying consumer behaviour in favour of the advertiser’s product or service”. Nwosu links advertising to behaviour modification and identifying the driving of consumer to carry out a particular action as the ultimate goal of advertisement. Process of advertising is always deliberate and traceable to a sponsor, distinguishing it from word-of-mouth or publicity. Advertisements also relies on mass media channels to have its message out there in the public in order to reach the target audience.

Ogbodo (2015) states that advertising is “a marketing communication function that serves to transmit information, shape attitudes, and induce actions beneficial to

the advertiser by using paid space or time in the media”. Advertising plays a crucial role in the economy, culture and shaping consumer behaviour.

### **2.1.1 Characteristics of Advertising**

- Unlike public relations or word-of-mouth, advertising involves paying for space or time to promote a product or service. Advertising involves financial transactions where advertisers pay for media space or time convey their messages (Asemah, 2011). Advertisers pay for media placements, such as Television slots, radio time, online ads, and billboards, to deliver their message to the audience.
- Advertising is designed to reach a specific audience. This can be based on demographic factors (age, gender, income), psychographic factors (interests, lifestyle), or geographic factors (location). The more precisely an advertisement targets the right people, the more likely it is to be effective. Advertising is typically directed to a group of people and not individuals. It is, therefore, non-personal in the sense that you will not meet the people one-on-one, rather, you have a particular group of people in mind and you pass your advertising message to them. (Asemah, 2023)

- The main objective of advertising is to influence the behaviour of consumers or a target audience. Advertisers use various methods to persuade individuals to choose their brand, purchase a product, or adopt an idea over alternatives.
- Advertising often relies on creative content, such as catchy slogans, striking visuals, entertaining videos, or emotional appeals. The goal is to capture the audience's attention, communicate the key message and leave a lasting impression
- Advertising can appear in a wide range of media, including traditional outlets like television, radio and the print media, as well as digital media like social media platforms and websites. The platform chosen depends on the target audience and the campaign goals.
- The core message of advertising is to communicate the benefits or value of a product, service, or idea. This message may highlight features, address problems, solve consumer needs, or offer a special promotion. It is designed to convince the audience of the value the product or service brings to them.

## **2.2 Functions of Advertising**

The functions of advertising are diverse and essential to achieving marketing objectives. Advertising helps to inform, persuade and remind consumers while also

contributing to building brand recognition, driving sales, and supporting long-term business growth. The following are functions of advertising:

- One of the fundamental functions of advertising is to inform potential customers about a product, service or brand. Advertising helps introduce new products, services, or features to the market and informs people of their availability. It serves a marketing function by helping companies that provides product to sell them. Asemah (2023) Research and Tactics in Public Relations and Advertising.
- Advertising can provide essential information about a product's features, benefits, uses and how it solves specific consumer problems. It helps consumers make informed decisions.
- When a new product is launched, advertising creates awareness about it. It educates the target audience on what the product does and why it might be valuable to them. Through advertising companies that are new in business can easily penetrate the market. It helps new organisations with new products or services to take on the giants in the industry and carve out a niche for itself in the market. Asemah (2023)
- Advertising aims to convince the target audience to choose one product or brand over others by emphasizing its unique benefits, features, or value proposition. The persuasive element aims to influence consumer preferences and behaviour.

Consumers are persuaded to buy products, services, and ideas via persuasive visual advertising displays in order to feel emotionally satisfied. The primary goal of advertising is persuasion. Advertising explains how good your life will be after using the concept, product or service you are contemplating, Asemah (2023)

- Advertising can establish a brand's position in the market by associating it with specific attributes, such as quality, affordability, luxury or innovation. This helps build an identity in the minds of consumers.
- One of the most immediate functions of advertising is to directly encourage people to make a purchase. Special offers, discounts, or seasonal promotions are often advertised to drive sales in the short term.
- Advertising can also help businesses expand into new markets by attracting new customer segments, either geographically or demographically, and encouraging them to try the brand
- In markets with many similar products, advertising helps to differentiate one brand from another. Creative and strategic ads highlight the unique qualities of a product or service to set it apart from competitors.
- Advertising plays a key role in creating and shaping a brand's image by communicating its values, personality and mission. Over time, advertising helps

build a recognizable brand identity. Businesses that stand out from the competition via their brand identities sell goods, services and concepts. Public awareness of brand identity is via advertising. Thanks to advertising, consumers develop emotional bonds with certain companies that they get more used to overtime. (Stefan, 2016 cited in Asemah 2023)

- Advertising can stimulate demand for existing products or services by educating consumers about their needs or benefits. It can also help create demand for new or innovative products by introducing something that consumers didn't know they wanted.
- Modern advertising, especially through digital and social media channels, focuses on building two-way communication between the brand and its audience. Engaging ads prompt conversations, feedback, and interaction with the brand.
- Continuous and innovative advertising can help a brand maintain a competitive edge by reinforcing its leadership position and preventing competitors from gaining market share
- Creative and memorable advertising campaigns can create buzz and set a brand apart from competitors, establishing it as an industry leader.

### **2.3 Communication and Advertising**

Communication is central to every human activity. The existence of and coexistence of man with every creature in the society is premised on communication. Communication is the backbone of man's existence. Communication may be seen as the process by which individuals share information, opinions, ideas, feelings and attitudes. It is a process which involves the sorting, selecting and sharing of symbols in such a way as to help a receiver elicit from his or her own mind a meaning similar to that contained in the mind of the communicator. Communication is seen as the processing of passing information between two or more people, through understandable codes, signs, symbols, language, etc. Thus, for any form of communication to be effective, it must be based on understandable language. Fiske (1990) says that communication is social interaction through messages. Fiske, however, calls it, a general definition of communication. Mowlana & Wilson (1988) gave a similar definition when they said that "communication is a social interaction by means of messages, which are both human and technological." Communication according to McShane & Glinow (2003), cited in Asemah, Okpanachi & Olumuji (2013) is defined as "the process by which information is transmitted and understood between two or more parties." Communication according to Asemah (2009), as cited in Asemah, Nwammuo & Nkwam-Uwaoma (2017) and Asemah, Nkwam-Uwaoma & Tsegwu (2017) is the process of sharing information, ideas and attitudes. It is

described as the process through which individuals or groups of individuals exchange ideas, information, messages, feelings and notions, through previously agreed symbols, in order to influence one another (Asemah *et al* 2017, cited in Asemah, Kente & Nkwam-Uwaoma, 2021).

Communication and advertising are deeply interconnected with advertising being a strategic form of communication. While communication involves the exchange of message to inform, influence, or entertain an audience, advertising specifically focuses on persuasive communication aimed at promoting products, services and ideas. Advertising is one of the most pervasive and influential forms of communication in modern society. It is a strategic tool used by businesses, organizations, and individuals to convey messages to a target audience, with the ultimate goal of influencing attitudes, behaviours and perceptions. As a form of communication, advertising transcends mere promotion of products or services; it reflects cultural values, shapes societal norms, and serves as a bridge between producers and consumers.

Advertising is paid, non-personal form of communication that utilizes various media channels to deliver messages to a large audience. Unlike interpersonal communication, which involves direct interaction between individuals, advertising is a one to many communication process. It is designed to inform, persuade, and remind

audiences about products, services or ideas. At its core, advertising is about creating a connection between the sender (advertiser) and the receiver (audience) through carefully crafted messages.

The effectiveness of advertising lies in its ability to capture attention, evoke emotions, and drive action. Whether through a catchy jingle, a compelling story, or a visually stunning image, advertising communicates in ways that resonates with its audience. In today's media saturated world, advertising has become an integral part of daily life, shaping how we perceive brands, make purchasing decisions and engage with the world around us.

Advertising is a form of communication that plays a vital role in connecting businesses with consumers. By using creativity, strategic messaging and the right media channels, advertisers can effectively inform, persuade and engage their target audiences. However, success in advertising requires a deep understanding of the audience, cultural context and evolving media landscape. As society continues to change, advertising will remain a powerful tool for communication, shaping how we perceive the world and interact with it.

## **2.4 The Communication Process**

The communication process is a fundamental concept that explains how messages are transmitted, received and understood between individuals or groups. It involves series of steps that ensure effective exchange of information, ideas, or emotions.

The communication process refers to the steps involved in transmitting a message from a sender to a receiver. It includes the encoding of the message, the choice of a medium of transmission, the decoding of the message by the receiver and the feedback that completes the cycle. Effective communication occurs when the receiver understands the message as intended by the sender.

#### **2.4.1 Components of the Communication Process**

Communication as a process is ongoing and dynamic; it is a complex process. This is because the communication process is an exchange or sharing of information or a message (Ezekiel. S. Asemah 2022). The following are the components of the communication process:

- **The Source:** The source is known as the communicator in the communication process. Also known as the sender or encoder in the process of communication the source is the person who share the information and ideas with another

person. The sender is the person that begins the communication process by conceptualizing and articulating an information, idea or message of any sort to be passed across to the receiver (Asemah. S. Ezekiel 2022).

- **The Message:** The message is the content or information passed across by the sender or source. It is the idea, information, attitudes that the sender intends to convey to the receiver. The receiver must decode the message to understand it (Asemah 2022). The message is the core element of the communication process as it represents the information, idea, emotion or thought being conveyed from the sender to the receiver. It is the content of communication that determines the purpose and effectiveness of the interaction.
- **Channel:** The channel in communication refers to the medium or pathway through which a message is transmitted from the sender to the receiver. It acts as a bridge ensuring that the message reaches its intended audience. The effectiveness of communication depends largely on selecting the most appropriate channel for a given situation.
- **Receiver:** the receiver is a crucial element in the communication process. The receiver is the individual, group, or system that receives, interprets, and responds to the message sent by the sender. Without the receiver the process of

communication can never be completed because the purpose of communication is to share information and achieve mutual understanding

## **2.5 Advertising Media**

Advertising media refers to the various communication channels used by brands to deliver promotional messages to target audiences. Advertising media can also be said to be the channels through which organizations send out messages to their target audiences or customers. According to Asemah (2022) advertising media are vehicles or channels that are used for conveying advertising messages from a source to a large destination. Advertising messages are sent to the public through the media. The media is the last part of the advertising industry. They are vehicles, which serve as a connection between a company and its customers. Nwabueze (2006) says that “advertising messages get to the audience through a medium paid for by the identified sponsor.” The success of modern advertising is squarely based on the effective and efficient use of the advertising media.

Advertising media encompasses all channels used to communicate promotional messages to the public, including online, broadcast, print and outdoor media aimed at persuading consumers to buy a product or service.

## **2.6 Pidgin English as a Communication Tool**

Language plays a crucial role in human interaction, serving as a means of communication and understanding among individuals and communities. However, in a multilingual society where people speak different native languages, communication barriers can arise. One solution to this challenge is the use of Pidgin English, a simplified version of English that has evolved in various regions to facilitate communication between speakers of different native languages.

Pidgin English often referred to as “Nigerian Pidgin” or “Broken English” is a widely spoken creole language in Nigeria. It serves as a lingua franca bridging communication gaps among Nigeria’s diverse ethnic groups, each with its own native language. With over 500 language spoken in Nigeria, Pidgin English plays a crucial role in fostering national unity, commerce, entertainment, and everyday interactions (Faraclas, 1996).

Nigeria’s linguistic diversity often poses a challenge to national cohesion. Pidgin English, however, transcends ethnic and regional barriers, enabling communication among people from different backgrounds. For instance, a Hausa trader from the North can easily converse with a customer in the south using Pidgin (Adegbija, 1994). This linguistic flexibility makes it an essential tool for national integration.

Pidgin English often lacks complex verb conjugations, tenses, and grammatical rules. For example:

- Standard English: “He is going to the market”
- Pidgin English: “he dey go market”

Pidgin English is basically an easier language that easier for the residents of the city and country as a whole to speak as it breaks down the English vocabulary and mixes the people native language or words to form new sentences.

Language is one of humanity’s most powerful tools for connection, and Pidgin English stands as a remarkable example of how people adapt communication to overcome barriers. Born out of necessity in multilingual and multicultural settings, Pidgin English is a simplified language that blends elements of English with local languages. It is not the mother tongue of any particular group but serves as a vital bridge for trade, social interaction and cultural exchanges.

One of the most striking features of Pidgin English is its adaptability. It thrives in informal settings where rigid grammatical rules are unnecessary or not understood and the focus is on mutual understanding. In markets, bus stops, and street corners across Benin Metropolis, Pidgin serves as the language of everyday interaction, cutting across ethnic and social divides.

Beyond commerce English plays a crucial role in fostering social cohesion. In countries like Nigeria and Ghana, where hundreds of languages are spoken, Pidgin acts as a neutral ground preventing any single ethnic language from dominating. This inclusivity makes it a unifying force in a linguistically fragmented society. Additionally, Pidgin has found its way into religion and politics, where preachers and politicians use it to connect with ordinary people. By speaking Pidgin, leaders can deliver messages in a way that feels personal and relatable, breaking down the formal barriers that Standard English might impose.

As the world becomes more interconnected, Pidgin English continues to evolve, absorbing new words and expressions from global pop culture, technology and urban slang. Its resilience proves that language is not just about rules and structure but about connection and practicality. While it may never replace Standard English in formal settings, its role as a tool for everyday communication, cultural expression and social unity remains undeniable. Pidgin English is more than just a linguistic hybrid, it is a proof of human creativity and the enduring need for a shared understanding of an increasingly diverse world.

## **2.7 The Effectiveness of Pidgin English in Advertising**

Advertising is a powerful tool used by businesses, organizations, and individuals to promote products, services, and ideas. The success of an advertisement depends on its ability to connect with the target audience and language plays a crucial role in achieving this goal. In Benin the use of Pidgin English has emerged as an effective medium for advertising due to its accessibility, cultural relevance and its ability to engage a wide range of people. The key strength of Pidgin English in advertising is its persuasive appeal. Studies show that consumers respond better to advertisements in their most familiar language (Adegoju, 2008).

One of the primary reasons Pidgin English is effective in advertising is its accessibility. Unlike Standard English which may require a certain level of formal education to understand, Pidgin English is widely spoken and easily comprehensible to people across different educational and social backgrounds. In a country like Nigeria where there are multiple indigenous languages which exists alongside English, Pidgin English serves as a common language that bridges communication gaps. By using Pidgin in advertisements, businesses ensure that their messages reach a broader audience, including those who may not be fluent in Standard English. This inclusivity enhances the impact of advertising campaigns, making them more relatable to the general population.

Another significant factor contributing to the effectiveness of Pidgin English in advertising is its cultural relevance. Language is more than just a means of communication, it carries cultural identity and emotion. Pidgin English is deeply rooted in the daily lives of people, reflecting the way they speak, think and interact with each other. Advertisements that makes use of Pidgin English resonate more with audiences because they sound natural and familiar. This familiarity fosters a sense of connection between the brand and the customers making the advertisements more persuasive. When people hear an advertisement in language they use in their everyday conversations they are more likely to engage with the message and remember the brand being promoted.

Advertising thrives on the ability to connect with audiences in a language they understand and relate to on a personal level. The effectiveness of Pidgin English in advertising stems from its widespread usage, emotional appeal, and ability to simplify complex messages in a way that feels authentic and relatable to the target audience. Pidgin is understood by a vast majority of the population, including urban youth, market traders, and rural communities. This inclusivity makes it an ideal medium for mass communication, ensuring that advertisements resonate with a wider audience. The informal and rhythmic nature of Pidgin makes advertisements catchy and easier to remember. Jingles and slogans in Pidgin often go viral because they sound natural

and entertaining (Omoniyi, 2006). For instance the “Go bigger with Gotv” campaign utilized Pidgin to create a playful yet persuasive message that resonated with masses. Emotional appeal is also heightened in Pidgin Ads as they often mimic everyday conversations, making the brand feel like a trusted friend rather than a distant corporation (Deuber, 2005)

Pidgin English has a unique ability to add humour, creativity and informality to advertisement. Many successful marketing campaigns rely on humour and catchy phrases to capture attention and create lasting impressions. Pidgin English, with its playful expression and flexible structure allows advertisers to craft memorable slogans that stick in people’s minds. Brands that use Pidgin in their advertisements often stand out because they sound different from the more formal and predictable messages delivered in Standard English. This uniqueness make Pidgin based advertisements more engaging and increase the likelihood of consumer recall, thereby leading to higher brand recognition and sales.

Pidgin English is a simplified form of English mixed with local languages making it accessible to a large population, including those with limited formal education. According to Akande and Salami (2010), Pidgin English serves as a unifying language in Nigeria, cutting across social and educational barriers. Advertisers leverage this by crafting messages that resonate with the everyday

experiences of the masses. For instance, MTN Nigeria’s “Why I like MTN” campaign used Pidgin to create humorous and relatable adverts, significantly boosting customer engagement (Ofulue, 2019)

Pidgin English also enhances word-of-mouth marketing, which is vital aspect of advertising. When an advertisement is entertaining and easy to understand, people are more likely to share it with others. Since Pidgin English is a spoken language commonly used in informal conversations, advertisements delivered in Pidgin naturally spread through discussions among friends, families and communities. This organic sharing increases the reach of the advertisements without additional costs to the advertiser, making it a cost-effective marketing strategy.

The flexibility of Pidgin English also makes it suitable for various advertising platforms like the radio, television, social media and outdoor billboards. In places where radio remains a dominant source of information Pidgin English radio advertisements are particularly effective in reaching rural and urban audiences alike. Similarly, in this digital age many brands make use of Pidgin English in social campaigns, creating viral contents that appeal to young and diverse audiences. The informal and conversational tone of Pidgin English makes it ideal for engaging users online, where casual and humorous content tends to attract more attention.

The use of Pidgin English in advertising is sometimes met with resistance. Some people perceive Pidgin as a less refined form of English, leading to concerns that its use in advertising may not be suitable for premium or high-end brands. This challenge does not diminish the impact of Pidgin English in advertising as it remains a valuable tool for brands targeting mass audiences, particularly in informal markets and grassroots campaigns.

Pidgin English is a highly effective medium advertising due to its accessibility, cultural relevance, humour, and ability to engage audiences across various platforms. Its informal and relatable nature makes advertisements more memorable and shareable, increasing brand recognition and consumer engagement. While some limitations exist, the advantages of using Pidgin English in advertising far outweighs the challenges, making it a powerful tool for business looking to connect with diverse and multilingual audiences.

## **2.8 Empirical Review of Related Studies**

For the empirical review, studies that are related to this work have been carefully selected.

A study by Agbo and Chimuanya (2020) titled “The use of Nigerian Pidgin in Advertising: A Socio-Semiotic Analysis” examined how Pidgin English enhances communication in advertising. The study analysed print and broadcast advertisements

and found that Pidgin English increase audiences' comprehension and engagement, particularly among the rural and semi-urban populations. The research concluded that Pidgin English advertisements resonate better with audience due to their informal tone and cultural relevance.

Another study conducted by Adetunji (2019) "Audience Perception of Pidgin English in Broadcast Advertising *Journal of Media and Communication Studies*, 11(2), 45-60" in Lagos examined how audiences perceive Pidgin English advertisements on television and radio. The researcher made use of surveys and focus group discussion and found out that 78% of respondents preferred advertisements in Pidgin English because they found them more entertaining, relatable and easier to understand. However, some respondents believed that Pidgin English lacked professionalism and might not be suitable for high-end brands. This finding suggests a possible limitation in the effectiveness of Pidgin advertising for luxury or corporate brands.

A research by Okoro and Chibueze (2018) "Pidgin English as a Tool for Market Penetration in Nigeria. *African Journal of Business and Marketing Research*, 6(1), 102-118" investigated how business use Pidgin English to penetrate informal and local market in Nigeria. The study analysed advertising campaigns from telecommunication companies and beverage brands, noting that brands like MTN and

Guinness frequently use Pidgin English to attract mass-market consumers. The study concluded that Pidgin English advertisements helps brands establish trust and familiarity which are crucial for consumer-brand relationships. However, the researcher highlighted the fact that Pidgin English might not appeal to highly educated or elite consumers.

A localized study by Osagie and Uwaifo (2021) “Language Choice and Advertising Effectiveness in Benin Metropolis, *Benin Journal of Communication Studies*, 9(3), 77-94” explored language preferences in advertising among residents of Benin Metropolis. Through a survey of 400 residents, the researchers found that 65% of respondents preferred advertisements in Pidgin English, particularly for consumer goods and public health campaigns. The research suggested that the effectiveness of Pidgin English advertising is linked to its emotional appeal and ability to break down complex messages into simple terms. The study recommended that advertisers should strategically mix Pidgin and Standard English to maximize reach across different demographics.

Another research was carried out by Ekong and Udoh (2022) “The Role of Pidgin English in Digital and Social Media Advertising *Journal of Digital Marketing and Media Studies*, 4(2), 55-72” examined the effectiveness of Pidgin English in digital marketing, particularly on social media platforms like Facebook, Instagram,

and Twitter. The study found that posts and advertisements written in Pidgin English had higher engagement rates, with more likes, shares and comments compared to those of Standard English. This suggests that in the digital age, Pidgin English remains an effective tool for capturing audience attention, especially among the younger population.

A study carried out by Eyo Mensah & Roseline Ndimele (2014) “Linguistic Creativity in Nigerian Pidgin Advertising” explored the linguistic features and creativity embedded in the use of Nigerian Pidgin English in advertising. The researchers identified how Pidgin, through its unique blend of local and English words serves as a flexible medium capable of reaching a broad audience. The study dissects various advertisements, particularly in the urban centers of Southern Nigeria, and uncovers frequent use of stylistic devices such as metaphors and proverbs.

Mensa and Ndimele argue that Pidgin’s success in advertising lies in its accessibility and emotional appeal. It communicates directly to the cultural and social identities of its listeners, creating familiarity and trust. The research emphasizes how Pidgin constructs humor and shared experiences to draw consumer attention, making it an effective marketing tool. In the context of Benin Metropolis, this study holds practical relevance. Benin residents, many of whom communicate daily in Nigerian Pidgin English are likely to resonate more with advertisements in Pidgin than those in

Standard English. The effectiveness of such campaigns is rooted in the perceived authenticity and reliability of the language.

In another study by Joseph Babasola Osoba (2014) "The Use of Nigerian Pidgin in Media Adverts" which investigated the communicative power of Nigerian Pidgin English in media advertisements. The study emphasizes that Nigerian Pidgin English is not merely a simplified version of English but a language rich in nuance capable of delivering layered messages in a culturally resonant way. Pidgin adverts tend to assume shared knowledge among the audience, relying on contextual familiarity to imply meanings rather than stating them outright. This strategy creates a bond between brand and consumer, as it suggests an insider's relationship, building loyalty and enhancing message retention. Benin City features a diverse linguistic environment where pidgin functions as a lingua franca. In such settings using pidgin in advertising ensures that a message is understood across ethnic lines. The study supports the idea that the effectiveness of advertising campaigns in Benin is heightened when the message is encoded in a familiar and informal register.

In a study by Floribert Patrick Calvin Endong (2015) *The Use of Nigerian Pidgin English in Print Advertising*, he examined how Nigerian Pidgin English is used in print advertising, particularly focusing on orthographic inconsistencies, how words are spelled and presented outside standardized language norms. Endong

observes that many print ads written in Pidgin do not follow a unified orthographic system, often mixing phonetic spelling, English grammar and regional dialect influences. Despite these irregularities, the study finds that such advertisements still succeed in engaging audiences. The central argument is that while orthographic deviation might undermine formal readability, it enhances authenticity and emotional appeal. These orthographic forms often reflect how Pidgin is spoken in real life, which helps consumers relate to the content more deeply. Rather than focusing on correctness, advertisers use creativity and visual aesthetics to catch attention and evoke responses. In Benin, where Pidgin is widely used in everyday conversation such orthographic variations might not hinder comprehension but rather enhance reliability.

In another study by ThankGod Lolo Raymond & Isaac Eyi Ngulube (2022) *Pidgin and Creole in Advertising and Marketing*, they argued that marketers often use Pidgin to evoke a sense of belonging, informality and cultural connection, especially in campaigns targeting low-income or less formally educated consumers. Despite linguistic inconsistencies, many audiences accept and even appreciate the informal tone, viewing it as more honest and accessible than Standard English. Benin's multilingual population often defaults to Nigerian pidgin as a neutral medium. In this

environment, ads using pidgin are more likely to be heard and understood across social classes.

## **2.9 Theoretical Framework**

The theoretical framework aid in determining the relevance of any study to our general understanding of the communication process and provides the basis of any study, as all researchers begin with assumptions, concepts, and theories that are either confirmed or disproved at the conclusion of the study. The theoretical perspective in a research reflects the researcher's the theoretical orientation, which is crucial to interpreting the data in a qualitative study, irrespective of whether it is explicitly or implicitly stated. In other words, theoretical perspectives play a role as the filter for focusing and bounding the data to be collected. This study is anchored on the Uses and Gratification Theory.

### **Uses and Gratifications Theory (Blumler & Katz, 1974)**

Elihu Kats first introduced the uses and gratifications theory when he came up with the notion that people use the media to their benefit. The perspective emerged I the early 1970s as Katz and his two colleagues, Jay Blumler and Michael Gurevitch continued to expand the idea. This theory was contemporary because it contradicted

older views that assumed the audience was a passive group. The uses and gratifications approach views the audience as active; meaning that they actively seek out specific media and content to achieve certain results or gratifications that satisfy their personal needs (Rossi, 2002 cited by Asemah, Nwamuo & Nkwam-Uwaoma 2022)

The uses and gratification theory is a mass communication theory that tries to understand why people actively seek to go after certain forms of media to seek specific needs. This theory suggests that people actively seek out media that fulfills their needs, such as information, entertainment, and social interaction. In the context of Pidgin English advertising, consumers may prefer advertisements in Pidgin because they find them more relatable, entertaining, and easier to understand. This theory helps explain why certain demographics in Benin Metropolis may engage more with Pidgin English advertisements.

The uses and gratifications theory provides a useful framework for understanding the effectiveness of Pidgin English advertising campaigns. It helps explain why residents of Benin Metropolis engage with Pidgin English advertisements, what they gain from them, and whether these advertisements influence their consumer behavior. The study can use surveys and focus group

discussions to measure the extent to which information, entertainment, social identity, and persuasion drive the effectiveness of Pidgin English advertisements in the region.

In the context of Pidgin English advertising campaigns among residents of Benin Metropolis, the uses and gratifications theory is relevant for understanding why consumers may prefer advertisements in Pidgin over those in Standard English. The theory suggests that audiences engage with advertisements that serve specific functions, which can be categorised as follows:

- **Informational Gratification**

Consumers use media to gain knowledge about products and services. Pidgin English, being widely spoken and understood among different social classes in Benin, enhances message clarity and accessibility. Advertisements in Pidgin English are more likely to be understood by a larger audience, including those who may struggle with Standard English.

Consumers seek media content that provides useful knowledge about products, services, and events. Pidgin English, being a widely spoken and easily understood language in Benin Metropolis, enhances message clarity and accessibility, particularly for individuals who may not be fluent in Standard English.

- **Entertainment Gratification**

Many consumers engage with media for entertainment purposes. Pidgin English is known for its playful, humorous, and informal tone, making advertisements more engaging. People often enjoy advertisements that incorporate humor and relatable cultural references. Advertising is not just about delivering a message, it also needs to engage and captivate the audience. Pidgin English is known for its playfulness, humor, and informal style, making advertisements more entertaining and memorable.

- **Social Interaction and Identity Gratification**

Language plays a key role in fostering social identity and belonging. Pidgin English is a major linguistic and cultural marker in Benin Metropolis, commonly used in daily conversations, markets, and social settings. Advertisements in Pidgin English may resonate more with residents because they feel culturally connected to the language. Language is a marker of cultural identity and belonging. Many residents of Benin Metropolis use Pidgin English in everyday communication, making it an effective tool for fostering a sense of connection and familiarity in advertising.

- **Persuasive Gratification (Influencing Consumer Behaviour)**

Consumers engage with advertisements that help them make purchasing decisions. The effectiveness of Pidgin English advertisements may depend on their

ability to persuade audiences to take action, such as buying a product or subscribing to a service.

One of the key goals of advertising is persuasion, convincing consumers to take action, such as purchasing a product or engaging with a brand. Pidgin English may enhance persuasiveness by making advertisements more relatable, emotionally appealing, and engaging. Utilizing uses and gratifications theory as a framework to assess the use of Pidgin English in advertising offers valuable insights into consumer behaviour in the Benin Metropolis. By focusing on audience motivations and perceptions, this approach not only enhances the researcher's understanding of effective advertising strategies but also contributes to broader discussions on language use in marketing. This research can help bridge the gap between brands and consumers, fostering more meaningful connection in a diverse linguistic society.

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter explains the methodology, tactics, and procedures used in this research to provide reliable data that contributed to the achievement of the research objective.

#### **3.1 Research Design**

Research design is the structure and strategy of investigation formatted in order to obtain data to answer research question, which would enable the researcher to test the research questions for final conclusion of the study.

The research design for this study is descriptive research otherwise called survey research. The design helps the researcher to describe the event in question using the resulting data to explain and predict the situation.

#### **3.2 Population of the Study**

The population of the study would revolve around selected residents of the Benin Metropolis. The population of the residents of Benin is estimated to be around Two million, Forty Five thousand (2,045,000)

#### **3.3 Sample Size**

The sample size was drawn from the total population of the study area, knowing fully well that the whole population would be cumbersome to be sampled

due to time and financial limitations. The researcher only selected a portion of the population the residents of Benin Metropolis.

Using the Taro Yamene's formula which is  $n=N/[1+N(e)^2]$  the sample size of this study will be gotten. Ezekiel S. Asemah, (2022). Research Methods and Procedures in Mass Communication.

Where  $n$  = sample size

$$N = 2,045,000$$

$$e^2 = 0.0025$$

$$n = 2,045,000/[1+2,045,000(0.0025)^2] = 400$$

$$n = 400$$

Therefore the sample size for this study is going to be 400 people.

### **3.4 Sampling Technique**

The sampling technique assumed by the Taro Yamene's formula is the Simple Random Sampling. The simple random sampling technique implies the selection of data in such a way that each person in the geographical area of study has an equal chance to be selected for the study. As noted in the National Teachers' Institute Module (2008), random does not connote haphazard, accidental or without aim or

direction. It is the process of selecting a sample in such a way that all individuals in the defined population have an equal and independent chance of being selected for the sample. Therefore the number of individuals needed for this study will be randomly selected but all will be within the metropolis of Benin.

### **3.5 Instrument of Data Collection**

The researcher adopted a questionnaire as the instrument for data collection. Asemah et al. (2017) described a questionnaire as a set of inquiries designed to investigate a specific subject. The primary instrument used for data collection was a questionnaire structured into four different sections. Section A as the demographic data, Section B focused on media consumption habit of the respondents, Section C assessed their perception on the effectiveness of the use of Pidgin English for advertisements and section D sought general opinion and personal experiences.

### **3.6 Validity of Research Instrument**

Validity is defined as an indication of the extent to which a measuring instrument does its purpose. Validity is a characteristic of a questionnaire that guarantees its ability to measure responses accurately for the research. In order to ensure the validity of the adopted instrument it was submitted to the research

supervisor for all necessary corrections and modifications which were effected before distribution.

### **3.7 Reliability of Research Instrument**

The degree to which an instrument can make accurate measurements is referred to as its reliability. For the purpose of this research a pilot was conducted to ensure the instrument reliability. The response given by the respondents helped determine the reliability of the questionnaire and suitability for the study.

### **3.8 Method of Data Collection**

Data were collected using an online questionnaire within the Benin metropolis. The purpose of the study was explained to each of the respondents before they were sent a link to the questionnaire and distributing it to more respondents.

### **3.9 Method of Data Analysis**

The collected data were analyzed using frequency, tables and simple percentage, while necessary explanations was given underneath each table for proper understanding.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

#### 4.1 Data Presentation

In this chapter, both the data that were gathered and compiled via the use of a questionnaire that was sent out to the respondents and the explanation of the findings are presented. The first step in analysing the data is to organise the information into categories based on the elements in the instrument by utilizing frequency tables and straightforward percentages. In the second part of this, the researcher will talk about the findings of the study and how they relate to the research questions that were asked for this study.

#### 4.2 Data Analysis

##### Section A: (Demographics data)

**Table 1: Distribution of the respondents by Sex**

SEX	FREQUENCY	PERCENTAGE (%)
Male	193	48.3%
Female	207	51.7%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Study (2025)*

Table 1 shows that 193 (48.3%) of the respondents are male while 207 (51.7%) were female. That is, female respondents are more than the male respondents.

**Table 2: Distribution of the respondents by Age**

<b>AGE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
18-25	248	62%
26-35	81	20.3%
36-45	22	5.5%
46-55	34	8.5%
56 & Above	15	3.7%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Study (2025)*

Table 2 says that 248 (62%) are in the age group of 18-25, 81 (20.3%) are in the age group of 26-35, 22 (5.5%) are in the age group of 36-45, 34 (8.5%) are in the age group of 46-55 and 15 (3.7%) are in the age group of 56&above. The age group of 18-25 has the highest percentage of respondents.

**Table 3: Distribution of the respondents by their Educational level**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Secondary Education	42	10.5%
Tertiary Education	328	82%
Others	30	7.5%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Study (2025)*

Table 3 says that 42 (10.5%) of the respondents have secondary school education, 328 (82%) have tertiary education and 30 (7.5%) are in the group of other educational level. The Tertiary educational level has the highest percentage of respondents.

**Table 4: Distribution of the respondents by their Occupation**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Student	241	60.3%
Self-employed	83	20.8%
Employed	70	17.5%
Unemployed	6	1.4%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Study (2025)*

Table 4 says that 241 (60.3%) of the respondents are students, 83 (20.8%) are self-employed, 70 (17.5%) are employed, 6 (1.4%) are unemployed. The students have the largest percentage of respondents.

**Table 5: Distribution of respondents by years living in Benin Metropolis**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Less than a year	29	7.2%
1-5 years	138	34.5%
6-10 years	39	9.8%
Over 10 years	194	48.5%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 5 shows that 29 (7.2%) of the respondents have stayed in Benin metropolis for only less than a year, 138 (34.5%) have stayed for a range of 1-5 years, 39 (9.8%) have stayed for a range of 6-10 years and 194 (48.5%) have stayed for over 10 years. The respondents who have stayed in Benin for over 10 years have a higher percentage.

**Table 6: Have you ever come across advertisements (e.g., on radio, Tv, billboards or social media) that use Pidgin English?**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Yes	394	98.5%
No	6	1.5%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 6 shows that 394 (98.5%) of the respondents have come across advertisements in Pidgin English while only 6 (1.5%) of the respondents have not seen advertisements in Pidgin English. The respondents who have seen Pidgin English advertisements have a higher percentage.

**Table 7: Where do you most frequently encounter Pidgin English advertisements?**

<b>VARIABLES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Radio	382	95.5%
Television	359	89.8%
Billboard	247	61.8%
Social media	304	76%
Newspaper/Magazine	209	52.3%
Others	5	1.3%

*Source: Field Survey (2025)*

Table 7 shows that 382 (95.5%) of the respondents frequently encounter Pidgin English advertisements on Radio, 359 (89.5%) encounter Pidgin advertisements on the television, 247 (61.8%) encounter them on the Billboard, 304 (76%) encounter them on the social media, 209 (52.3%) encounter them on the Newspaper/Magazine and 5 (1.3%) of the respondents encounter Pidgin English

advertisements on some other medium. The table shows that a higher percentage of the respondents encounter Pidgin English advertisements frequently on the radio.

**Table 8: How often do you come across advertisements in Pidgin English?**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Very often	207	51.7%
Often	34	8.5%
Occasionally	136	34%
Rarely	22	5.5%
Never	1	0.3%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 8 shows that 207 (51.7%) of the respondents come across advertisements in Pidgin English very often, 34 (8.5%) of the respondents come across them often, 136 (34%) only occasionally, 22 (5.5%) rarely come across advertisements in Pidgin English and just 1 (0.3%) of the respondents has not seen any advertisement in Pidgin English. In the table it can be seen that the percentage of the respondents that come across Pidgin English advertisements very often is the highest.

**Table 9: How would you describe your understanding of Pidgin English?**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Very fluent	215	53.8%
Moderately fluent	104	26%
Slightly fluent	47	11.8%
Not fluent	34	8.5%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 9 shows that 215 (53.8%) of the respondents understand Pidgin English very fluently, 104 (26%) are moderately fluent in Pidgin English, 47 (11.8%) are slightly fluent while 34 (8.5%) are not fluent in Pidgin English. In the table it can be seen that the percentage of the respondent very fluent in Pidgin English is the highest with a 53.8%.

**Table 10: Pidgin English advertisements are easy to understand**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Strongly agree	225	56.3%
Agree	80	20%
Strongly disagree	64	16%
Disagree	8	2%
Neutral	23	5.8%
TOTAL	400	100

*Source: Field Survey (2025)*

Table 10 shows that 225 (56.3%) of the respondents strongly agree that advertisements in Pidgin English are easy to understand, 80 (20%) agree that Pidgin English advertisements are easy to understand, 64 (16%) strongly disagree to this, 8 (2%) disagree to the statement and only 23 (5.8%) are neutral to the statement. It can be seen on the table that the respondents that strongly agree to the statement have the higher percentage.

**Table 11: Pidgin English advertisements are more relatable than Standard English**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Strongly agree	217	54.3%
Agree	77	19.3%
Strongly disagree	66	16.5%
Disagree	12	3%
Neutral	28	7%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 11 shows that 217 (54%) of the respondents strongly agree that Pidgin English advertisements are more relatable than standard English advertisements, 77 (19.3%) agree with the statement too, 66 (16.5%) strongly disagree with the statement, 12 (3%) disagree with the statement and 28 (7%) of the respondents are neutral to the statement that Pidgin English advertisements are more relatable than standard English. It can be seen that the percentage of the respondents that strongly agree with the statement that Pidgin English advertisements are more relatable than Standard English.

**Table 12: Pidgin English advertisements are more engaging and memorable**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Strongly agree	221	55.3%
Agree	85	21.3%
Strongly disagree	64	16%
Disagree	8	2%
Neutral	22	5.5%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Study (2025)*

Table 12 shows that 221 (55.3%) of the respondents strongly agree with the statement that Pidgin English advertisements are more engaging and memorable, 85 (21.3%) agree with the statement, 64 (16%) of the respondents disagree with the statement that Pidgin English advertisements are more engaging and memorable, 8 (2%) of the respondents disagree with the statement and 22 (5.5%) of the respondents are neutral to this statement. It can be seen that the percentage of the respondents that strongly agree with the statement that Pidgin English advertisements are more engaging and memorable is the highest.

**Table 13: Pidgin English advertisements are only suitable for certain products/services**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Strongly agree	129	32.3%
Agree	197	49.2%
Strongly disagree	35	8.8%
Disagree	18	4.5%
Neutral	21	5.2%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 13 shows that 129 (32.3%) of the respondents strongly agree with the statement that Pidgin English advertisements are only suitable for certain products/services, 197 (49.2%) agree with this statement, 35 (8.8%) strongly disagree that Pidgin English advertisements are only suitable for certain products/services, 18 (4.5%) disagree with this statement and 21 (5.2%) are neutral to this statement.

**Table 14: Pidgin English advertisements are unprofessional**

<b>VARIABLE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Strongly agree	65	16.3%
Agree	105	26.3%
Strongly disagree	112	28%
Disagree	85	21.3%
Neutral	33	8.3%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 14 shows that 65 (16.3%) of the respondents strongly agree that Pidgin English advertisements are unprofessional, 105 (26.3%) agree to this statement, 112 (28%) of the respondents strongly disagree that Pidgin English advertisements are unprofessional, 85 (21.3%) of the respondents disagree to the statement and 33 (8.3%) of the respondents are neutral to the statement that Pidgin English advertisements are unprofessional. As shown on this table, the percentage of the respondents that strongly disagree that Pidgin English advertisements are unprofessional is the highest with 112 (28%).

**Table 15: Have you ever purchased a product or service because of a Pidgin English Advertisement?**

<b>VARIABLES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
Yes	237	59.3%
No	163	40.7%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 15 shows that 237 (59.3%) of the respondents have purchased a product or service because of a Pidgin English advertisements while 163 (40.7%) of the

respondents have not purchased a product or service because of a Pidgin English advertisement. As seen in this table the percentage of respondents that have purchased a product or service because of a Pidgin English advertisement is the highest with 237 (59.3%)

**Table 16: If yes, what influenced your decision to purchase?**

VARIABLE	FREQUENCY	PERCENTAGE (%)
The advertisement was easy to understand	227	56.8%
The advertisement was entertaining	238	59.5%
The advertisement felt relatable and culturally relevant	220	55%
The advertisement provided clear information about the product/services	218	54.5%
Others	150	37.5%

*Source: Field Survey (2025)*

Table 16 shows that 227 (56.8%) of the respondents believe the Pidgin English advertisement was easy to understand, 238 (59.5%) of the respondents find the pidgin English advertisement entertaining, 220 (55%) think the advertisement felt relatable and culturally relevant, 218 (54.5%) of the respondents think the advertisement in Pidgin English provided a clear information about the product/services, while 150 (37.5%) of the respondents were influenced by other reasons. It can be seen on Table 16 that 238 (59.5%) of the respondents found the

Pidgin English advertisement very entertaining thereby making it the highest percentage.

**Table 17: How likely are you to pay attention to an advertisement in Pidgin English compared to one in Standard English?**

VARIABLE	FREQUENCY	PERCENTAGE (%)
Much more likely	190	47.5%
Slightly more likely	27	6.8%
No difference	172	43%
Slightly less likely	9	2.2%
Much less likely	2	0.5%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 17 shows that 190 (47.5%) of the respondents are much more likely to pay attention to an advertisement in Pidgin English compared to one in standard English, 27 (6.8%) are slightly likely to pay attention, 172 (43%) think there would be no difference in the attention they pay to both advertisements, 9 (2.2%) are slightly less likely to pay attention to an advertisement in Pidgin English than that of standard English and 2 (0.5%) are much less likely to pay any attention to advertisements in pidgin English than those in Standard English. It can be seen that the respondents that are much more likely to pay attention to advertisements in Pidgin English have the highest percentage with 190 (47.5%)

**Table 18: In your opinion, do Pidgin English advertisement influence your trust in a brand?**

VARIABLE	FREQUENCY	PERCENTAGE (%)
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Yes it does	86	21.5%
Neutral	215	53.8%
No it doesn't	99	24.7%
<b>TOTAL</b>	<b>400</b>	<b>100%</b>

*Source: Field Survey (2025)*

Table 18 shows that 86 (21.5%) of the respondents think Pidgin English advertisement does influence their trust in a brand, 215 (53.8%) of the respondents are neutral while 99 (24.7%) of the respondents believe Pidgin English advertisements doesn't influence their trust in a brand. As seen in table 18 the respondents who are neutral to this question have the highest percentage with 215 (53.8%).

### **4.3 Discussion of Findings**

#### **RQ1: What is the level of effectiveness of Pidgin English in the act of persuading the target audience to take an action?**

Table 15 provides answer to this question on the level of effectiveness Pidgin English has in the act of persuading the target audience to take an action within the Benin metropolis. Findings from the data analyzed shows that the residents of Benin are easily persuaded by brands to either purchase a product or service and perform a particular action through the use of advertisements in Pidgin English. The findings as shown in the table indicated that 237(59.3%) of the respondents have been persuaded

or convinced to purchase products and services because of the Pidgin English advertisements broadcasted by these brands.

The findings supports Osundare as cited in Oluwole (2015). Osundare's perspective, as referenced, highlights how the Pidgin English concise and relatable nature enhances its persuasive power thereby motivating the target audience to act or perform a particular action and task. Linguistically the Pidgin English is known to be more familiar and relatable to the residents of the Benin metropolis thereby making communications and advertisements soothing to the ears of the residents and easily understandable to the target audience.

**RQ2: What is the take of the target audience on how effective the adoption of the Pidgin English by some brands has been on them?**

Table 17 provides an answer to this question. The take of the target audience can be seen as a positive on for the fact that 190(47.5%) of the respondents admit that they are much more likely to pay attention to an advertisement in Pidgin English and 27(6.8%) are slightly likely to pay attention to advertisements in Pidgin English. This simply means that the target audience love the fact that some brands are now adopting the use of Pidgin English in their advertisements and they are much more likely to pay attention to advertisements in Pidgin English.

This supports Adedeji. F. Arejeniwa (2017). The findings of the research showed that Pidgin English usage in advertisements helps to reduce misconception and misunderstanding of the advert information and also holds the interest of the audience when used as a medium of communication.

**RQ3: How often do the residents of Benin Metropolis encounter advertisements in the Pidgin English language?**

Table 8 adequately provides an answer to the question on how often the residents of Benin Metropolis encounter advertisements in the Pidgin English language. From the analysis gotten from table 8, it is revealed that 207(51.7%) of the respondents come across advertisements in Pidgin English very often while 34(8.5%) of the respondents come across them often.

In the Benin Metropolis the Pidgin English can be said to be a common language as it is spoken by almost everyone from the children, youths and adults. So it can be said that advertisers would want to broadcast more advertisements in the Pidgin English language due to this fact.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary

This chapter provides a comprehensive summary of the study's focus, which was to assess the effectiveness of Pidgin English advertising campaigns among residents of Benin Metropolis. The researcher employed the descriptive survey method, using structured questionnaires as an instrument for data collection to gather data from respondents. Multi-stage sampling technique was used to select respondents adequately. Data gathered was properly analyzed which provided the findings of the study and based on thorough investigation, the research has shown that:

1. Residents of Benin Metropolis, specifically 53.8% understands and speaks pidgin English fluently therefore making the language most suitable for a persuasive advertisement to them in order to get more orders and sales
2. Benin metropolis residents, specifically 56.3% find Pidgin English advertisements very easy to understand because the Pidgin English language is very common and resonates with the way they communicate and their local or cultural identity.

3. 55.3% of the residents of Benin metropolis find Pidgin English advertisements more engaging and memorable than advertisements in the Standard English because the language Pidgin English is spoken every day and can be said to be a part of their local and cultural identity as a broad community or metropolis.
4. 59.3% of the residents of Benin metropolis have purchased a product or service because of an advertisement in Pidgin English therefore making the Pidgin English the more persuasive language for the dissemination of information in an advertisements broadcasted by a brand.
5. 54.3% of the residents of Benin metropolis find advertisements in Pidgin English more relatable than advertisements in the standard English because the Pidgin English language resonate with the residents local and cultural identity as it is spoken daily by a larger population of the metropolis.
6. 47.5% of the residents of Benin metropolis are much more likely to pay attention to advertisements in Pidgin English compared to one in Standard English therefore making advertisements in Pidgin English very persuasive and catchy to the ears of the residents.

## **5.2 Conclusion**

The study is aimed at assessing the effectiveness of Pidgin English advertising campaigns among the residents of the Benin metropolis. Firstly, Pidgin

English enhances communication accessibility and inclusivity, effectively reaching a diverse audience including semi-literate and illiterate residents of the Benin Metropolis. Research indicates that advertisements in Pidgin English reduce misconceptions and misunderstandings about products as the language is easily understood by the majority of the residents of Benin thereby facilitating a clearer market information delivery.

Pidgin English advertisements resonates with the local population's sense of belonging and community, promotes linguistic diversity and cultural identity. The humorous and relatable nature of Pidgin English advertisements captures audience and enhances brand recall. Advertisements in Pidgin English have the ability to easily persuade the residents of Benin metropolis because Pidgin English is seen as a language that resonates with their daily lives and is able to appeal to their emotions.

Advertisement in Pidgin English feels more personal and relatable to the residents of Benin Metropolis making them feel understood and connected to the brand, it reflects the local culture, humour and way of life of the people. Pidgin English is widely understood than Standard English in the Benin metropolis among both illiterates and educated residents, this therefore make advertisements in Pidgin English preferable to both the brands paying for the advertisements and the target audience. The major aim for the broadcasting of advertisements is to persuade the

target audience to perform a certain task and in this study advertisements in Pidgin English is the best employed to persuade the residents of the metropolis to carry out the wanted or expected action.

### **5.3 Recommendations**

Based on the above findings, the following recommendations are made:

1. Brands should adopt the use of the Pidgin English language for its advertisements in order to reach out to a broader audience
2. Brands should ensure they make relatable advertisements that resonate with the target audience experiences in order to capture their attention and make more sales.
3. Even though they are making relatable advertisements with the use of Pidgin English they should ensure they produce and offer good services to the audience in order to retain their trust in the brand.
4. Even though the Pidgin English isn't considered as a language for a professional advertisement brands should try as much as possible to make the advertisements feel professional and remain persuasive or convincing to the target audience.

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## APPENDIX

Department of Mass Communication,  
Faculty of Art,  
University of Benin.  
Benin City, Nigeria.

Dear Respondent,

I, Onyedikachi Sunday Eze, a final year student of the above mentioned institution, currently carrying out a research on the “**ASSESSMENT OF THE EFFECTIVENESS OF PIDGIN ENGLISH ADVERTISING CAMPAIGNS AMONG RESIDENTS OF BENIN METROPOLIS**”. This study is in partial fulfillment of the requirement for the award of the Bachelor of Arts (B.A) degree in Mass Communication. Your response to this questionnaire is highly needed and will be appreciated by the researcher.

Thanks for your cooperation.

Yours Faithfully,

**Onyedikachi Sunday Eze**  
*Researcher*



## **SECTION B: Awareness and Exposure to Pidgin English Advertisements**

1. Have you ever come across advertisements (e.g., on radio, Tv billboards, or social media) that use pidgin English? (a) yes  
(b) no
2. If yes, where do you most frequently encounter Pidgin English advertisements?  
(Select all that apply) (a) Radio  
(b) Television  
(c) Billboards  
(d) Social media  
(e) Newspaper/Magazines  
(f) Others (Please specify)  
\_\_\_\_\_
3. How often do you come across advertisements in Pidgin English?  
(a) Very often  
(b) Often  
(c) Occasionally  
(d) Rarely  
(e) Never

## **SECTION C: Perception of Pidgin English in Advertising**

1. How would you describe your understanding of Pidgin English?  
(a) Very fluent  
(b) Moderately fluent  
(c) Slightly fluent  
(d) Not fluent
2. Pidgin English advertisements are easy to understand  
(a) Strongly Agree  
(b) Agree

- (c) Strongly disagree
  - (d) Disagree
  - (e) Neutral
3. Pidgin English advertisements are more relatable than standard
- (a) Strongly Agree
  - (b) Agree
  - (c) Strongly disagree
  - (d) Disagree
  - (e) Neutral
4. Pidgin English advertisements are more engaging and memorable
- (a) Strongly Agree
  - (b) Agree
  - (c) Strongly disagree
  - (d) Disagree
  - (e) Neutral
5. Pidgin English advertisements are only suitable for certain products/services
- (a) Strongly Agree
  - (b) Agree
  - (c) Strongly disagree
  - (d) Disagree
  - (e) Neutral
6. Pidgin advertisements are unprofessional
- (a) Strongly Agree
  - (b) Agree
  - (c) Strongly disagree
  - (d) Disagree
  - (e) Neutral

**SECTION D: Effectiveness of Pidgin English Advertisements.**

1. Have you ever purchased a product or service because of a Pidgin English Advertisement?
  - (a) Yes
  - (b) No
  
2. If yes, what influenced your decision to purchase? (select all that apply)
  - (a) The advertisement was easy to understand
  - (b) The advertisement was entertaining
  - (c) The advertisement felt relatable or culturally relevant
  - (d) The advertisement provided clear information about the product/service
  - (e) Others (please specify): \_\_\_\_\_
  
3. How likely are you to pay attention to an advertisement in Pidgin English compared to one in standard English?
  - (a) Much more likely
  - (b) Slightly more likely
  - (c) No difference
  - (d) Slightly less likely
  - (e) Much less likely
  
4. In your opinion, do Pidgin English advertisements influence your trust in a brand?
  - (a) Yes it does
  - (b) Neutral
  - (c) No it doesn't