



## **Advertisement and Consumer Buying Decision of Dangote Products in Ikare Akoko, Ondo State, Nigeria**

*Ayodele Samson, SAJOWA*

Adekunle Ajasin University Akungba Akoko, Ondo State Nigeria

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### **ABSTRACT**

In Nigeria, every organization now are looking for the best way to get the attention of their target customers so that they can achieve their aims and objectives, and advertisement is the way to capture the mind of people, hence this study sought to investigate the impact of advertisements on Ikare Akoko Ondo State consumers' decisions to buy Dangote items. The survey method is the research design employed in this study. Customers of Dangote products in Ikare Akoko, Ondo State, make up the research population. There were 1135 manufacturers in the study's population. Dangote product vendors This study's sample size was 295 people. The study's conclusions showed that advertisements significantly influence purchasing decision of Dangote buying behavior of customers in Ikare Akoko Ondo state. The study recommends that organization should always advertise their products so that customers can be aware of the products.

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### **1. INTRODUCTION**

#### *1.1 Background of the Study*

Advertisement is an important promotional tools that coaxing customers to buy products and services. Because of the influencing power of advertisement to persuade customer to make a purchase, every organization use different advertising techniques to attract customers due to the complex and dynamic nature of people as a result of economic hardship in the society (bowen, 2022). Most of the advertising methods available to marketers are print advertising, broadcast advertising, covert advertising, outdoor advertising, surrogate advertising, and celebrity advertising and print service advertising (Weismueller et al., 2020). This techniques are to persuade, influence, encourage and promote organization products to the masses who are flooded with different products from different competitors in the market(Xu, Wu & Li, 2020).

Advertising is an innovative method of communication; a cordial discussion that occasionally elicits an emotional response that draws the customer into the message. It is a generally influential message that isn't meant to be immediate or powerful (Dompey, Li. & Baidoo, 2024). Since it raises awareness of goods and services, advertising is viewed as a beneficial institution. However, it is also seen as a crucial tactic for persuading customers to spend money on products that they otherwise would not buy if they had not heard the ad's resounding message. A major factor in the sale of products and services is advertising.(Adekoya, 2011).

Marketers constantly use advertising to call the attention of consumers' and influence their buying decisions (Bergkvist et al., 2016). the awareness of a products that actually lead consumers to make a purchase are always influence by advertisement (Khanam, 2022). Consumers exhibit purchasing behavior as consumers when they search for, spend, utilize, evaluate, and dispose of products that they feel will satisfy their needs (Haider & Shakib, 2018). Consumers buying behavior is affected by the perception of an item's advertise (Sharma et al., 2021). A marketers with appropriate advertising method has a high chance of convincing an audience to purchase a product Melese & Jemal, 2025 Every business's primary goal is to increase revenue, and unless a customer decides to buy something, organization cannot achieve their aims and objectives in this competitive environment, hence tis study sought to find out the effect of advertisement on the buying behavior of consumers in Akoko Ondo state,

Most organization and marketers sees advertising as one of the major factors to influence consumer to make a purchase (Soti, 2022), several studies (bowen, 2022; [Jemal & Melese, 2025](#); Khanam, 2022; & Dompey, Li. & Baidoo, 2024) in the literature also revealed that advertising techniques has significant effect on buying decision of customers, but the study of Pettigrew et al., 2017 revealed that literature failed to look at the long-term impact of advertising on purchasing behavior, which could influence the organization's long-term goals and objectives; hence, this study aimed to assess the impact of advertising on buying behavior of consumers in the manufacturing industry

## 2. LITERATURE REVIEW

### 2.0 Introduction

### 2.1 Conceptual Review

#### 2.1.1 Concepts of Advertising

The quality of a products is not enough to influence a consumer to make a purchase, marketers must also clearly and persuasively communicate that value to target customers. (Kotler, 2000) According to advanced learning dictionary, advertising is the turning of mind of something or action of information or notifying people about something. According to Dunn and Barban (1987), advertising is a type of paid, impersonal communication that is distributed through a variety of media by commercial companies, nonprofits, and individuals who are somehow connected to the advertisement and who want to educate and persuade members of a certain audience. According to Zainul-Abideen (2012), Morden (1991) believed that the purpose of advertising was to raise the potential customer's awareness of the product or service and to increase their knowledge of it. A key technique for raising product awareness and preparing a potential customer's thinking for making a final purchase decision is advertising as a promotional approach (Ayanwale et al, 2005; Adelear, Chang, Lanchndorfer, Lee & Morimoto, 2003). According to Ayanwale et al. (2005), Bovee, Thill, and Dorel & Wood (1995), advertising is a non-personal, paid form of media promotion of ideas, concepts, products or services, and information.

#### 2.1.2 Role of Advertising

According to Wilkie (1994), advertising fulfills a number of tasks usually in relation to brands. Here are a few of these roles:

- i. Growing the product or service's sales
- ii. Establishing and preserving a brand's identity or image
- iii. Notifying customers of a modification to the current product line
- iv. Notifying customers of the availability, features, and cost of new products.
- v. Establishing a reputation for research strength and service dependability.
- vi. Boosting the company's or brand's buzz-value
- vii. Increasing the number or quality of retail outlet. Before any advertisement can be carried out effectively, these objectives must be put into consideration.

#### 2.1.3 Types of Advertising

Wells, Burnett and Moriarty (2000) said that advertising can be classified under the following heading:

##### **Direct Advertising**

This is concerned with advertising of product to those who really need them. Some type of goods appeal to a certain category of people. When such goods are to be advertised, it would be more economical and convenient to identify the target audience and advertise directly to them. For example, if a new drug is brought to the market, it would be preferable to advertise it on medical journals, and the medical practitioners in turn recommend or prescribe the drug to patient. It is advisable to advertise directly to the likely consumers (Ayanwale, Alimi, & Ayanbimpe, 2005)

##### **Indirect Advertising**

Goods that are advertised under indirect advertising are goods that are needed and used by everybody, no matter the group or category. Example of such is toothpaste and whichever way this type of product is advertised, it still captures the attention of consumers.

##### **Competitive Advertising**

This type of advertisement is used in advertising competitive products. As the name implies, it is used to win more consumers at the expense of their competitors. To achieve this, attractive pictures, bright colours and beautiful scenarios are used to present the commodity in desirable form that will attract the consumers. In competitive advertising, care is taken in selecting words to be used in order to preserve the reputation of the products of rival companies, such Flourmill (Semovita) and Honeywell (Semolina).

##### **Informative Promotion**

This kind of advertising educates customers about their brand. Typically, this kind of promotion raises market knowledge of a product and its benefit.

##### **Mass Advertising**

Mass advertising is carried out to eliminate waste. It occurs when there is co-operation among producers of such products to be advertised. In this case the produce is advertised as one rather than each company advertising its own brand of the product

#### **2.1.4 Advertising Media**

Featherstone (1991) said there exist various media which can be effectively used for advertising, such as mentioned below:

- i. Print advertising
- ii. Outdoor advertising
- iii. Broadcast advertising
- iv. Covert advertising
- v. Surrogate advertising
- vi. Public service advertising
- vii. Celebrity advertising

##### **2.1.4.1 Print Advertising**

Print media have long been a common means to advertise. It's usual practice to advertise things in magazines or newspapers. Additionally, for advertising purposes, the print medium provides possibilities such as fliers and promotional brochures. Advertising space is frequently sold by newspapers and magazines based on the area taken up by the ad, its placement (front or middle page), and the publications' viewership counts. An advertisement in a relatively new and less well-known newspaper, for example, would be significantly less expensive than one in a well-known newspaper with a large audience. The supplement in which print advertisements appear affects their cost as well. For example an advertisement in the glossy supplement costs way higher than that in the newspaper supplement which uses a mediocre quality paper. Print advertising media include: newspaper, magazines, fliers, brochures, etc

##### **2.1.4.2 Outdoor Advertising**

Another well-liked type of advertising is outdoor advertising, which uses a variety of instruments and strategies to get clients outside. Billboards, kiosks, and a number of company-sponsored events and tradeshows are the most popular forms of outdoor advertising. Although billboard advertising is widely used, it must be extremely succinct and memorable to capture the attention of onlookers. In addition to giving the company's products a convenient outlet, the kiosk serves as a powerful advertising tool to market the goods. Planning multiple events or providing sponsorship for them is a great way to promote your business. The business might advertise its goods by setting up exhibits or trade shows. If not, the business can host a number of events that are directly related to their industry. For example, a sports utility manufacturer can promote its goods by sponsoring a sporting event. Examples of outdoor advertising includes: billboards, tradeshows or events, kiosks, etc (Khor, 2013)

##### **2.1.4.3 Broadcast Advertising**

Promoting Broadcast advertising is a very prominent advertising media that constitutes of numerous branches like television, radio or the internet. Television advertising have been quite popular ever since they have been introduced. The length of the commercial, the time of transmission (prime or peak), and, of course, the popularity of the television channel that will air the ad all affect how much television advertising costs. Radio is still the preferred medium for small-scale advertising, even though it may have lost its appeal due to new media. The fact that many people still remember and find enjoyment in the radio jingles is proof that they are a very effective kind of advertising. Klepper (2001) sees radio as the ubiquitous media that seems to be everywhere. One advantage of radio advertising is that it is able to carry information about goods to both urban and rural areas, where there might not be electricity supply.

##### **2.1.4.4 Covert Advertising**

A special form of advertising known as "covert advertising" involves integrating a product or a specific brand into entertainment and media outlets, such as television series, movies, sports, and even movies. Although there isn't a commercial, the brand or product is occasionally (or sometimes subtly) highlighted in the entertainment program. The appearance of the Nokia brand on Tom Cruise's phone in the film is among the most well-known instances of this type of promotion. "Minority Report", or the use of Cadillac cars in the movie "Matrix Reloaded" (Adelaar & Morimoto, 2003).

##### **2.1.4.5 Surrogate Advertising**

When it is illegal to advertise a certain product, surrogate advertising is frequently used. There are laws in several countries that forbid advertisements for unhealthy products like alcohol or cigarettes. Hence these corporations have to come out with various additional products that can have the same

brand name and indirectly remind people of the smokes or beer bottles of the same brand. Common instances include Fosters and Kingfisher beer brands, which are commonly seen to promote their brand with the use of surrogate advertising.

#### **2.1.4.6 Public Service**

One of the pioneers of advertising and marketing concepts, David Ogilvy, is said to have pushed for the use of advertising for social causes. Public service advertising is a technique that uses advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty, and so on. Ogilvy once said, Today, a growing number of nations worldwide are using public service announcements in a non-commercial way to support a range of social causes.

#### **2.1.4.7 Celebrity Advertising**

There are some advertisers who still rely on celebrities and their popularity to promote their products, but the audience is becoming more sophisticated and the modern consumer is becoming immune to the exaggerated claims made in most advertisements. Using celebrities for advertising entails signing up celebrities for 40 campaigns, which include television and other forms of advertisements or even print advertisement.

#### **2.1.5 Concept of Consumer Behaviour**

Consumer behavior is one of the most extensively researched topics by researchers and marketers in the past and continues to be so today. Scholars provide a variety of explanations for why consumer behavior has drawn the attention of numerous scholars and researchers, including the belief that it has become a factor that directly affects the overall performance of businesses (Kotler and Keller, 2012) and the belief that it is now essential to understand, particularly in light of the intense competition in the global retail industry (Lancaster et al 2002). One study of consumer buying behavior was carried out by Acebron et al. (2000). It is important to note that consumer buying behavior is studied as part of marketing, with the primary goal being to understand how individuals, groups, or organizations choose, buy, use, and dispose of the goods as well as the factors like taste, price, branding, and prior experience that the consumers base their purchasing decisions on (Kotler and Keller, 2012). Acebron et al. (2000) conducted one such study on customer purchasing behavior. The study's goal was to examine how prior experiences affected consumers' decisions to purchase fresh foods. The authors employed a structural equation model in their research to determine how habits and prior experiences relate to a consumer's purchasing decision. Their results demonstrate that, in the case of fresh food, a consumer's purchasing decision is directly influenced by their personal habits and prior experiences. Additionally, they discovered that the product's image plays a significant role in the consumer's decision to buy, and they suggested that the image of the product be continuously enhanced to entice buyers to make a purchase.

##### **2.1.5.1 Consumer Buying Behaviour**

When people or groups select, purchase, use, or discard goods, services, ideas, or experiences to meet their needs and preferences, this is referred to as consumer buying behavior (Solomon, 1995), a behavior that customers exhibit when they look for, purchase, use, assess, and discard goods and services that they believe will meet their requirements (Schiffman & Kanuk, 2007). It is a combination of three social science disciplines: cultural anthropology, societal psychology, and individual psychology. A theory that addresses the what, why, how, when, and where of a person's purchases is especially crucial to research since it helps businesses develop and implement better business plans (Khaniwale, 2015). People have access to an infinite amount of commercials these days. But they're looking for something fresh, engaging, and attention-grabbing. Consumers won't remember dull advertisements for very long. Consequently, entertainment has been referred to as a key advertising tactic for boosting advertising efficacy and urging consumers to buy.

#### **2.2 Theoretical Review**

##### **2.2.1 Shifting Loyalties Theory**

Advertisements appeal to and represent ambivalent, shifting allegiances. In addition to encouraging consumers to try new things and abandon previous brand loyalty in favor of a new product, advertisements also aim to foster a strong sense of brand loyalty. Media historian Hazel W. Warlaumont makes the case that advertisements evolved from the 1950s to the 1960s in her research *Advertising in the 60s* (Prager, 2001). Despite being created and disseminated by large firms supporting the status quo and capitalist interests, the appearance and content of some advertisements seemed to embrace the antiauthoritarian hippie counterculture. According to Warlaumont, advertising appropriated the anti-establishment's.

The detournement notion, which was created in the 1960s by activist Guy Debord and others, is reversed in Warlaumont's argument. Debord wrote *The Society of the Spectacle* in 1967 and was a founder of the radical collective Situations International. The term "detournement" describes how an artist repurposes well-known pictures by changing their context to produce a new piece with an often opposing meaning. A component of detournement is 'anti-art', which turns the original message against itself by stealing and sabotaging existing pieces. The concept gives rise to the subsequent tactic of culture jamming. Both tactics aim to increase public awareness of corporate ploys and their social repercussions while resisting the glossier aspects of capitalist culture.

The World Wildlife Federation-sponsored print ad below is an illustration of an advertisement that incorporates detournement components. The depiction of a hazardous industrial container that serves as both a sort of enormous urban monument and contains the city's contaminated life water is what has "turned" this scene. The picture turns our potential concern of the size of our industrial complexes into a worry that we are contaminating the very places that are necessary for our survival. Although it is a two-way street, advertisers are just as willing to change the purpose of public messages as activists and artists are. Recuperation replaces detournement.

Mainstream media also appropriates originally insurgent ideas and works. This continuous conflict of opposing ideologies is referred to by philosopher Gilles Deleuze as deterritorialization and reterritorialization. Changes in affiliations and conflicting loyalties are reflected in these image wars. Because of their drug experiments, personal lives, and openness to Eastern philosophy and religion, the Beatles, for example, were at the forefront of the counterculture of the 1960s. But as the commercial above shows, the Beatles also created the music video and were the first to cross-brand music, movies, and associated goods.

### 2.3 Empirical Review

Khanam (2022) investigates the effect of advertisements in broadcast media (TV, radio), print media (newspaper, magazine), and online (internet) media on consumers' awareness, interest, conviction, purchase, and post-purchase behavior. A quantitative research approach based on primary data was applied in this study. This study conducted surveys using a structured questionnaire in both electronic and paper formats among the graduate and post-graduate students located in Chattogram, Bangladesh. 404 usable responses were used for data analysis using Kruskal-Wallis (K-W) test. The study reveals that advertising in broadcast, print, and online media has a statistically significant effect on customers' awareness (AWR), interest (INT), conviction (CON), and buying behavior (PUR).

Jemal & Melese (2023) Examine how consumers' purchasing decisions for telecoms goods and services are influenced by advertising attributes such as Impressiveness, Simple to Understand, Attention Grabbing, Memorable, Creative, and Honest. The study employed descriptive and explanatory research designs. A convenience sampling technique was implemented to select and administer 384 consumers of Safaricom Ethiopia. The study's conclusions showed that while straightforward, eye-catching, and truthful advertisements do not significantly influence customer purchasing behavior, remarkable, memorable, and innovative advertisements do.

Soti (2022) Because it has the power to alter consumer attitudes, perceptions, and purchasing decisions, advertising is extremely important in influencing consumer behavior. This study's main goal is to investigate the connection between advertising and consumer behavior, with a particular emphasis on the many aspects of consumer behavior that are impacted by advertising tactics. Research on the impact of social media and digital advertising on consumer behavior is lacking, despite the fact that this topic is becoming more and more important in the digital era. In order to give a thorough grasp of how advertising affects consumer behavior, this study uses a mixed methods research methodology. The results of the study show that advertising significantly affects consumer behavior.

. Overall, this study adds to the body of knowledge on how advertising affects consumer behavior and offers useful insights for both researchers and practitioners. The analysis showed a positive correlation between advertising exposure, consumer attitudes, and purchase intentions, highlighting the persuasive power of advertising in influencing consumers' perceptions and decision-making.

Dompey & Baidoo (2024) This study is to investigate how different media advertisements (TV, radio, newspapers, and social media) affect the stages of consumer purchasing behavior, including awareness, interest, conviction, purchase and post-purchase. This study employed quantitative cross-sectional survey method. Simple Random sampling was chosen for this research. The population size of this research is approximately 978,000 in Accra of the Greater Accra region of Ghana and sample size of 584. The data were gathered with structured questionnaire consisted of 22 items in English. Data analysis in the present study was conducted using Statistical Package for Social Science (SPSS). Simple linear regression analysis was used to examine the relationship between media advertising and consumer purchasing behaviour stages. The study revealed that media advertising plays an influencing role in the different stages of consumer buying behavior - from awareness, interest, conviction to purchase, and post-purchase

## 3.0 METHODOLOGY

The research design used in this research is the survey method. A research population are customers of dangote products in Ikare Akoko, Ondo State. The population of this study was 1135 manufacturer Sellers of dangote product The sample size of this study was derived using Taro Yamane formula

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

The variable N represents the population of the study which is 1135, Margin of error is denoted by "e" which was put at 0.05. while the S is the unknown sample size.

$$\frac{1135}{1 + 1135(0.05^2)}$$

$$\frac{1135}{1 + 1135(0.0025)}$$

$$\frac{1135}{1 + 2.8375}$$

$$\frac{1135}{3.8375}$$

295 of retailers

Multi-stage sampling technique was employed for this study. Purposive sampling technique was used in selecting the sampled firms. These respondents were in the positions to supply the type of information needed for this study. In this research work, the primary sources of data collection was used. The main instrument of this study was structured questionnaire designed to collect information from the respondents. Descriptive and inference statistics were used.

## 4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

### 4.4.1 Effect of Advertisement on purchasing decision of Dangote products in Ikare Akoko, Ondo State

Regression analysis, an inferential statistic, was employed to examine how advertisements affected consumers' decisions to buy Dangote products. The results revealed that the predictor variable (Advertisement) were statistically significant to buying behaviour. Celebrity endorsement Marketing explained 10.17% of the variance in the buying behavior on Dangote products while television explained 14.7% of the variance in the buying behavior. However, the overall effect of advertisement on consumer buying behaviour was significant ( $F= 5.009, p<0.05$ ).

In addition, multiple regression simply measures the naturally occurring scores on a number of predictor variables and try to establish which set of the observed variables gives rise to the best prediction of the dependent variables. The R value was .459 which represented the simple correlation and therefore indicated a good degree of correlation. Adjusting to a degree of freedom, our model could still account for 16.8% of the variation in the buying behaviour while 83.2% in their buying behaviour variation were accounted for by other variable not included in this study. The regression assumptions were also checked by autocorrelation and multi-collinearity tests. The results of the Durbin Watson (DW) was satisfactory at 1.783 implying that in this model the residuals are not auto-correlated as the value is close to 2. The multi-collinearity of the variables in the model was verified by the Tolerance (Tol.) and the values were satisfactory. The Tolerance values were high ranging from 0.41 to 0.617 which are far above 0.1 the worrying level and the Variance Inflation Factor (VIF) values ranging from 1.622 to 2.747 which were also lower than the worrying level of 10 and above indicating that there were no multi-collinearity problems among the independent variables in the data.

**Table 4.4.1 Effect of Advertisement on Consumer buying Behaviour**

Model	Unstandardized coefficients		Standardized coefficients Beta	T	Sign	Collinearity statistics	
	B	Std Error				Tolerance	VIF
Constant	10.713	1.453		7.375	.000		
CEL	.101	.138	.116	4.762	.448	.041	2.747
TV	.147	.100	.046	3.395	.694	.617	1.622
Model Statistics							
R	.459						
R <sup>2</sup>	.210						
Adjusted R <sup>2</sup>	.168						
S. E of estimate	1.44573						
F- stat	5.009						
Sig (F stat)	0.000						
DW stat	1.783						

Source: Field Survey, 2025

a. Dependent variable BUYING BEHAVIOUR

Predictors: (Constant), CEL, TV

CEL= CELEBRITY

TV= TELEVISION

## 5.0 Summary, conclusion and recommendations

This study examines the effect of advertisement on purchasing decision of Dangote products in Ikare Akoko Region of Ondo State. To achieve this, copies of a set of structural questionnaire were administered. After a systematic analysis of the data in accordance with the research objectives, this study revealed that advertisement has contributed positively and significantly to the purchasing decision of Dangote products in Nigeria. The results revealed that advertisement tools lead to increase in purchasing decision. Using regression analysis, the results revealed that there was significant relationship between advertisement and purchasing decision of Dangote products ( $F= 28.772, P < 0.00$ ). Thus, advertisement had significant influence on purchasing decision of Dangote products.

The study revealed that Dangote companies in Nigeria with the adoption of advertisement such as celebrity and advertisement would improve significantly. Thus, advertisement are strong predictors of purchasing decision FMCG in Nigeria.

Managers of Dangote companies in Nigeria should give a reasonable attention to advertisement which gives direction to the achievement of their organisational objectives and goals. A well-organized advertisement activities provides direction towards goal attainment and improvement of purchasing decision.

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