Designing an Advertising Model In the cultural context of South West Nigeria,

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Designing an Advertising Model in the Cultural Context of south west Nigeria.

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DEDICATION

I dedicated this research to my Sister Oluwayemisi Olawuyi, who has been my backbone, my greatest support apart from God. I pray that God will grant you all your heart’s desires. I celebrate you for all the sacrifices you have made, not just for me but also for our entire family. Thank you for allowing God to use you.

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ABSTRACT

The research is focused on the south west region of Nigeria and aims to investigate current advertising views and practices in this region. The aim is to then develop a more effective advertising approach by reviewing current literature in the advertising planning process and the importance of cultural factors in this respect. A conceptual model is constructed to illustrate the recommended advertising approach. The rationale supporting this focus is that, in the south west region of Nigeria advertising is so vital to organisation, and it represents the primary avenue by which organisation can reach the rapidly growing population. The research use a case study design (Odudu Osun) to explore and describe the data collected through qualitative and quantitative approach. The primary research is conducted in within the cosmetics industry in southwest Nigeria and the research construct consists of face-to-face interviews amongst the advertising agencies and online survey amongst the advertising agency and consumers in southwest Nigeria.

The result of this survey is presented and analysed, conclusions and recommendations are made in line with the key principles of the constructed conceptual advertising model. The researcher use Triangulation to allow for better understanding of the research and also enrich the final result of the mixed method approach, which involves the use of qualitative and quantitative method.

The contribution and impact of the research are that it provides a better understanding of the advertising process in this cultural environment of southwest Nigeria. In addressing these issues, the potential value of a different planning approach for organisation, government and advertisers are then evaluated and recommendations made for their future advertising campaigns. The research is divided into eight main chapters, with each chapter examining the research topic using various recognised approaches. Chapter One provides the background of the study and explains the area of investigation in detail. Also in Chapter One, the objectives and aims of the research are explained in detail with reference to a review of the existing literature. This is done using theories and studies on the subject of consumer beliefs in the field of advertising.

Chapter Two investigates behavioural models and early theory of advertising models. Next, Chapter Three focuses on culture and the relationship between culture and advertising. Indeed, culture is a crucial element in this research. Thus, the researcher focuses on development of culture, culture’s characteristics and components, and on how culture influences consumer-buying behaviour.

Chapter Four discusses the role of advertising agencies and considers how they plan their campaigns.

The methodology is given in Chapter Five. This chapter allows us to understand the research
method that the researcher has selected, the reasons for this selection, and the advantages and disadvantages of the methodology used.

Following that, Chapter Six deals with the qualitative analysis using themes, while Chapter Seven discusses the quantitative analysis using bivariate analysis. Finally, Chapter Eight provides the conclusion and recommendations. This is followed by the references and appendices.

**Why the researcher chose this particular title**

The researcher selected the above topic because it explains the main aim of the research. The aim of the research is to design an advertising model for south west Nigeria. After a lot of reviews this topic fitted perfectly into the whole idea of the research. Also, the topic will help individuals to understand what the research is all about from the start. The literature review focusses essentially on advertising, human behaviour and cultural journal, textbook and publications, so it was decided to use this topic to allow readers to get the main focus of the research without being confused. The topic of the research says: ‘Designing an advertising model in the cultural context of South West Nigeria, looking at the aims and objective of the research it is clear that the area of main focus is the model design and this model is specifically designed for south west Nigeria. The researcher has previously considered other topics/themes for the research, but they do not fully capture the main focus of the research. One of the purposes of choosing the correct topic/theme for a study is to give the reader an insight into what the research is all about. After considering all characteristics of a topic/theme the researcher felt that the topic/theme above is the most appropriate topic/theme for the research. Also, the researcher selected the topic because it is focused and narrow and it focuses on the aims and objectives of the research. The researcher followed five key steps in choosing the topic. First, the researcher brainstormed by looking at the research problems and objectives, and seeing what the focus area is. Secondly, the researcher read the general background information about the topic, and what the research is all about. Thirdly, the researcher used key words within the research to decide on which topic fits best. Lastly, the researcher was flexible in choosing the topic. For instance, the researcher has considered and used other research topics within the duration of the research, such as ‘designing an advertising model for the international marketing environment’. The researcher also used’ designing an advertising model for the international marketing environment in the cultural context of south west Nigeria’. All these topics did not give a clear direction for the research. After careful deliberation, and also going through the four steps highlighted above, the researcher decided to use the above topic.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 STATEMENT OF THE RESEARCH PROBLEM

This research focuses on the effects of advertising on different cultures in south west Nigeria. Estimated at 170 million (USAID, 2002), Nigeria’s population is one of the fastest growing in the world (USAID, 2002), making it a complex market for both local and international organisations to operate in. This research is important because consumers of different cultures think and act differently, and in the multi-cultural environment of Nigeria, a marketing model that will help both the organisations and advertising agencies to cater better for their customers will be of great benefit (Ezejideaku, 2004).

This leads to the central research proposition, which is that the basic models of international advertising need to be tailored to cater for the different needs and traditions of these various multi-cultural segments (Harvey, 1993). This adapted model (embracing the international advertising process) will be the basis on which recommendations and international advertising are planned, improved, and implemented.

Olawuyi (2010) believed that further research in advertising was necessary, as people of different cultures react differently to advertising before buying a product. With this in mind, local and international advertising within south west Nigeria was the basis of this investigation conducted in the south west region of Nigeria.

Michael (2013) thought that the perception of advertising agencies and customers should be identified because a good advertising model should put consumers at the forefront of their strategy.

While the main focus of this research is on the perspectives of advertising agencies, it also focuses on customers, because the view of both the consumer and the advertising agency is crucial to designing a model. Although the research deals with designing a model for the advertising industry, and this requires the view of experts within the advertising industry, the contribution of the consumer is of equal importance.

Specifically, this research focuses on the cosmetics industry, as almost all consumers use one cosmetic product or another. During interviews, questions were asked regarding Dudu Osun, a local herbal soap (the soap is unisex and is used for bathing but is also used to treat skin conditions), because it is manufactured in south west Nigeria; thus, samples of advertisements were taken from this industry. The key players in this research are the advertising agencies, the consumers, and the regulatory bodies (Olawuyi, 2010).
The research uses a mixed methods approach, where semi-structured interview questions were designed for advertising agencies (respondents from 20 agencies were interviewed) and an online survey for consumers in south west Nigeria (Olawuyi, 2010).

This research explores how much impact advertising has on south west Nigeria, starting with the diverse methods by which products are marketed, which will later influence the potential customer’s decision to make a purchase. Nigeria has an estimated population of around 170 million; therefore, advertising for a population of this size is a huge task. Thus, taking into account the distinct environment of Nigeria, this research explains that advertising is essential to organisations because it is the only means by which they can reach out to the rapidly growing population of south west Nigeria (Olawuyi, 2010).

1.2 RESEARCH PROBLEM

The Nigerian advertising sector is one of the fastest growing sectors in south west Nigeria. However, currently, the Nigerian advertising environment is facing many challenges, the major one being the lack of an advertising model and structure (Kayak and Odabasi, 1994). This research investigates this problem. It is believed that the current advertising sector is far behind in terms of the quality of production and the message of each advertisement (NBC, 2012). Advertising can be general, but it can also be specific due to differences in culture in different regions and countries. In terms of culture, 250 ethnic groups exist in south west Nigeria, and these are formed from three major cultural groups, namely, the Igbo, the Hausa, and the Yoruba groups. The problem can be classified into three major areas.

The first issue is the lack of advertising research in south west Nigeria’s advertising sector. This is of great concern to the regulatory bodies because most advertising agencies do not have any in-depth knowledge of advertising theory or of the effect of culture on advertising.

Secondly, it appears that the advertising sector in south west Nigeria suffers from a lack of any advertising model and framework, which is evidenced in the poor presentation and design of advertising in the region. This form the basis of the research problem. How should advertising agencies and organisations reach their target market? What kind of structure should be advertising in south west Nigeria have?

Thirdly, as a result of having multi-cultural groups, the south west Nigerian market is extremely complex; therefore, advertisers face significant challenges. Currently, most of the advertising in Nigeria either lacks the right cultural integration implementation or cannot define the relationship that exists between culture and advertising.

Therefore, due to the above problems currently facing advertising in south west Nigeria, this research is important because it will help both advertising agencies and organisations not only
to improve the advertising sector, but also to create better strategies, which includes more precise and detailed planning and the integration of cultural values

The advertising industry in Nigeria has constantly been referred to as one of the more backward sectors (poor performance across the sector) within the economy. This research will examine how advertising in south west Nigeria can be improved and be properly structured, as to date, Nigeria has been a dumping ground for all kinds of advertising, the majority of which represents poor advertising. Lastly, there are issues with corrupt practices (bribing, favouritism etc.) within the advertising sector in south west Nigeria, which has hampered the growth of the sector in various ways.

Having established that there are problems in the south west Nigerian market, the purpose of this research is to provide answers to these problems. Due to time constraints, the research focuses on designing an advertising model for south west Nigeria, because if a proper structure is put in place, many of these problems will be solved.

1.3 AIM OF RESEARCH

The aim of the research is to develop a consumer response to an advertising model that will illustrate the consumer decision-making process and an advertising planning campaign, and will consider how these two may be influenced by culture differences amongst the targeted audience.

The research aim is motivated by the lack of any advertising model in south west Nigeria. Thus, the research aims to design a model that will integrate the consumer decision-making process, advertising planning, and culture; to achieve this, the research will review these three aspects of the literature to demonstrate how consumers make their buying decisions, how advertising agencies work, and how culture can influence both consumers and advertising planning. Since the peculiarity of south west Nigeria is a result of its culture, understanding the effect of culture on advertising is important.

1.4 OBJECTIVE OF RESEARCH

Aim of the research:
To develop a conceptual advertising model, as the basis to investigate consumer decision-making and responses to advertising in south west Nigeria and to investigate how both of these may be influenced by the specific cultural environment in this market, in order to put forward recommendations for future advertising planning and implementation in south west Nigeria.
Statement of objectives:

1. To critically review published literature on three salient concepts – consumer behavioural models, models of the advertising communications process, strategic planning of advertising and the impact of culture on consumers and advertising campaigns.
2. In the light of the above findings to construct a consumer response and strategic planning advertising model.
3. To investigate consumer behaviour and responses to advertising in south west Nigeria, employing the key principles of this designed conceptual model.
4. To present and analyse the primary data collected in south west Nigeria, and to adapt the conceptual as necessary in the light of the findings.
5. To draw conclusions and to make recommendations for the design and implementation of future advertising campaigns in the context of south west Nigeria.

As highlighted above, the objective of this research is to provide a review of the advertising literature in the area of culture, marketing communication, advertising models, and behavioural models and to focus on the consumer response to advertising by asking questions such as the following: How does the consumer buy? What are the stages in the consumer decision-making process? and How does the consumer arrive at these stages? Consumer response models are not designed in isolation, but rather aim to help the advertising planning process. Therefore, since the aim is to design an advertising model for south west Nigeria, it is imperative to understand consumer behaviour first, then it will be possible to design an advertising planning campaign and show how culture can affect consumer and advertising planning (Al-Ojuhaim, 2008).

The research focuses on three important areas. Firstly, the research examines advertising theories by reviewing two schools of thought: namely, strong and weak advertising theories, and behavioural theories, which represent the early age of advertising. Then, the research reviews the recent namely integrated marketing communication, marketing communication process and examines how culture affects advertising within south west Nigeria. Secondly, the research focuses on how agencies go about designing their advertising campaigns. The research engages with the advertising agencies in order to gain from their experiences of how they design their campaigns and the steps they take to do so. Thirdly, the research investigates the impact of advertisements for local and international products on customers in south west Nigeria. A further objective of the study is to look at the regulatory bodies present within south west Nigeria, as there have been indications that the advertisements in Nigeria are very poor, either not conveying a
good message or suffering from the poor quality of the production. This shows that consumers in south west Nigeria have a much lower level of trust of advertising messages than do consumers from other cultures (Al-Ojuhaim, 2008).

The development of advertising has been very slow within south west Nigeria. Advertising plays a key role which cannot be underestimated because advertising brings the consumers closer to products, thereby helping the organisation to increase sales (Al-Ojuhaim, 2008; Olawuyi, 2010).

Since the aim of this research is to design an advertising model for the international market taking into account Nigerian culture, it is important first to discuss the consumer decision-making process, and then to discuss the advertising agencies operating in that culture (Braun and Clarke 2006).

Recently, there has been significant growth in the number of manufacturing companies around the world; this growth has led to an increase in the rate at which organisations advertise their products, and thus the profits of advertising agencies have also increased. Kaynak, Kucukemiroglu, and Odabasi (1994), in their study Advertising Agency/Client Relationships in an Advanced Developing Country, pointed out that many substantial changes have occurred within the advertising structure, and these have been consolidated by an increase in the number of media houses.

**WHY DO WE NEED THE NEW MODEL?**

Kaynak and Odabasi (1994) believe that lack of advertising research in developing countries, especially African nations like Nigeria, is a great concern because most advertising campaign in this region is not well received by consumers (Oyedele and Minor 2009). This research-shy trend has continued over time and it has become the norm in south west Nigeria. Oyedele and Minor (2009) also support the argument of a lack of advertising research in Africa, especially in Nigeria. In addition, Olawuyi’s (2010) research, which was conducted in the area, also pointed to the lack of an effective advertising model within south west Nigeria. These researchers have one thing in common: they all advocate for better and thorough research, and a good advertising industry structure, in African countries such as south west Nigeria.

Furthermore, Taylor (2005), and Zhou and Belk (2008), argue that very few pieces of advertising research are available for sub-Saharan African countries - which include Nigeria - have a clear focus or understanding of the situation. This has led to a poor advertising campaign process within south west Nigeria. Taylor argues that a well-defined study that takes the cultural features of an emerging market, such as south west Nigeria, is very important. Clearly, there is a need for more focused advertising research that will help both the advertising agencies and other
organisations. Hofstede (2003) argues that culture differs from country to country, and also points out that culture has an impact on an advertising campaign. Some of the advertising agencies rely on a European text model that focuses on a general advertising model, but - as Hofstede (2003) states - due to cultural differences that exist between countries there is a need to conduct more research. This research will focus more on the local vicinity. Therefore, it is necessary that we design an advertising model that will suit the south west Nigerian market. This is pertinent because this model has not been done before. The majority of prior advertising research done in south west Nigeria has mainly focused on TV advertising (Oyedele and Minor 2009; Taylor, 2005; Zhou and Belk, 2008; Kaynak and Odabasi, 2004), and none of them focus on culture and designing a suitable model for south west Nigeria.

WHO WILL BENEFIT FROM THE MODEL?
The research model will benefit the organisations, advertising agents, and the government. Firstly, the model will benefit new entry organisations that are seeking to introduce their product to consumers in south west Nigeria. It will assist such organisations that want to take advantage of the consumer population to sell their product or increase their presence in other parts of the country. The benefits of the new model to the organisation are very important. Most organisations want to take advantage of the consumer population of south west Nigeria but research has shown that some of the organisations fail to make their desired impact (Kaynak and Odabasi, 1994; Oyedele and Minor, 2009). This is due to the lack of knowledge of the cultural diversity and other features that exist within the south west Nigeria market. Invariably, their advertising campaigns did not gain popularity. Organisations like Virgin Atlantic (airline) are the latest casualty of this problem, which has led them to withdraw from the country. This new advertising model is therefore necessary in order to advise the business or organisation on what the best practice is, which will help them advertise their product and services to the right audience through the right media channel.

Secondly, the new model will assist the existing organisations and advertising agencies in re-evaluating their advertising campaign process, to see what they can do, and to help them to not only to gain more audience but also create a process whereby the advertisement will be more focused on helping their audience to better understand the product or service they are advertising. Taylor (2005) has argued that there is a lack of understanding of the cultural differences that occur that exist with African countries or emerging markets. Before now, researchers have focused on models that help advertising agencies to understand the market, but they mostly did not touch on a market that has multiple ethnic groups. For this reason, the new model is also important to an existing organisation.
The new model will also benefit the advertising agencies. Researchers (Taylor, 2005; Oyedele and Minor, 2009; Kaynak and Odabasi, 1994) have argued that there is a lack of advertising research and application of advertising theory.

Thirdly, the new model will help with relationship building between organisations and the advertising agencies. According to previous research in Sub-Saharan African (SSA) countries, Oyedele and Minor, (2009) suggest that there is an existing issue between the advertising agency and the organisation. Kaynak and Odabasi (1994) argued that organisations in south west Nigeria prefer to outsource their campaigns to foreign advertising agencies due to a lack of deep knowledge on behalf of the advertising agency on consumer behaviour in south west Nigeria. The new model will create a better understanding of the south west Nigerian market, as well as help and serve a guild for the advertising agencies to develop their campaign strategy.

Lastly, the new model will assist the government in policy making. The aim of this policy is to protect the cultural values and beliefs that exist in south west Nigeria, as well as creating an atmosphere where there will be a standard for advertised products, either in or outside Nigeria, for the south west Nigerian market. Kaynak and Odabasi (1994) have previously pointed out that the advertising industry within SSA suffers from poor structure and policies, and that these policies affect organisations and advertising agency operations.

In conclusion, there would be no need for a new model if consumer culture and belief was the same in every country and region, (Hofstede, 2003). Oyedele and Minor (2009) have argued that culture differs across the region and culture affects consumer buying behaviour, and this will have an impact on how they receive advertising campaigns. Lack of understanding of a market culture can have a negative attitude impact on consumers’ buying behaviour. Therefore, we need to design a model that will suit the south west Nigerian market. In order to achieve this model, the researcher will engage the advertising agencies and consumers through interviews and surveys, and will then analyse the findings from the field research with a view to designing a model for south west Nigeria.

1.5 THEORY/GAP/CONTRIBUTION

1.5.1 THEORY

Theory Guiding this Researcher

The theory guiding this research is based on the twin concepts of individualism and collectivism. Hofstede argued that most society is divided into two in that the majority of people operate either collectively or individually. This will have an effect on consumer behaviour. Based on the theories, the advertisers will have to either adapt their advertising campaign or standardise it. This theory of individualism promotes strong selflessness, where individuals are expected to make their
own decisions without depending on other people’s advice. In contrast, collectivism promotes strong cohesion between individuals and their group, as for collectivists, the group is more important. This group includes family and friends as well as extended family. The theory is part of the dimension of culture that was published by Hofstede (1994). In order for the researcher to design an advertising model for south west Nigeria, it is important first to understand what kind of consumers exist in south west Nigeria, based on whether the consumers in the south west Nigerian market are individualistic in nature or part of a more collective society. Oyedele and Minor (2012) in their research linked the theory of individualism and collectivism to the adaptation and standardisation of advertising. They pointed out that depending on whether a society is individualistic or collectivist, advertisers can either adapt or standardise advertising.

This research will show which category south west Nigerian consumers belong to (individualism/collectivism). This research focuses more on individualism/collectivism within Hofstede’s five dimensions. The researcher did look at the five dimensions in brief, but the focus was mainly on individualism/collectivism. Previous research from Migliore, (2011) also focused on some aspects of Hofstede’s five dimensions, but not on the whole five. For instance, the research looked at extraversion with individualism and an extraversion with uncertainty. The research looked at how this individual dimension can help managers take better decisions in an organisation with employees from different cultural backgrounds. The researcher focused on individualism and collectivism to help understand the south west Nigerian market. Furthermore, other researchers – for example, Shavitt, Lalwani, Zhang, and Torelli (2006) - have also used individualism and collectivism in their research instead of using the whole five dimensions. These researchers have demonstrated how individual dimensions within the Hofstede five can be used without necessarily focusing on the five dimensions.

1.5.2 THE POTENTIAL NEED AN ADVERTISING MODEL FOR SOUTHWEST NIGERIA (GAP)

Based on the assumption above, Oyedele (2012) pointed out that there is a gap in the literature because of adaptation theory.

The purpose of adaptation in advertising is to generate a variety of help through traditional understanding and improved communications efficiency. The researchers who opt for adaptation commonly point to variance among countries in relation to cultures, stages of monetary development, governmental and legal systems, buyer values, and ways of living. This shows why a country like Nigeria needs its own advertising model and advertising research and the necessity for scholars to be aware of the increase in the intensity of advertising difficulties from growing markets in different target markets in the world. However, there is very limited research into Africa, especially concerning marketing research in a diverse culture market such as that within south west Nigeria (Fill, 2011).
1.5.3 CONTRIBUTION 1

According to the theories mentioned above, there is a need to develop an advertising model that can be adapted to southwest African culture (with reference to advertising and culture) and particularly to the southwest Nigerian market; this model will help both local and international organisations to design better advertising for southwest Nigeria.

While the main aim of this research is to investigate the effect of culture on the design of an advertising model in southwest Nigeria, there is also a need for further research regarding the northern part of Nigeria; the population of the north, which stands at 50 million, is predominantly Muslim, so a different approach would be needed. This research could not include the north because of the lack of accessibility to information from that region and the limited period available to carry out the research.

1.6 RESEARCH QUESTIONS

The following research questions were devised:

- How do advertising agencies in south west Nigeria currently plan their advertising campaign?
- Why do advertising agencies in south west Nigeria believe that culture (in terms of message qualities of production etc.) has an effect on advertising?
- What other factor affect advertising agencies planning campaign in south west Nigeria?
- How do consumers rate current advertising practices in south west Nigeria?
- To gather opinion on consumer preference regarding local and international advertisement.

Advertising would be generally acceptable if culture was to be the same all over the world, but this is not the case; culture differs from place to place and from country to country. The research question leads us to the problem faced by both advertisers and organisations: How can we define culture in southwest Nigeria, and how does culture affect consumer-buying behaviour. The relationship between culture and advertising cannot be under estimated. Many products have suffered setbacks due a poor planning strategy and poor implementation. Most of these products have failed to incorporate the right cultural values, beliefs, and norms in that particular market. The southwest Nigerian market is a very complicated market due to the number of different cultural groups present; the ability of the advertiser to reach out to all of these cultural groups by passing their message to them without any offense is what will help sell such products (Oyediran, 1979).
In recent times, it has been said that increasingly, advertising agencies in southwest Nigeria are using celebrities from developed countries in their advertising, as they assume that this will help push the product sales, but this is not necessarily the case (Oyediran, 1979).

Furthermore, there is the issue of advertising campaigns. For example, what is the best way to advertise in southwest Nigeria? How should advertisers devise their advertising campaigns? These questions lead us to the issue of whether there is an existing advertising model in southwest Nigeria.

It is important for south west Nigeria to have its own model, as this model will serve as a link between the advertiser and the consumer in south west Nigeria. Thus, as mentioned earlier, designing an advertising model for south west Nigeria is of great importance to this research.

The aim of the researcher was to find answers to these questions during this research by reviewing the past and present literature and through the data collection process. There is a gap in the literature as regards advertising in south west Nigeria in relation to culture. Advertising should be more specific to a particular market, as that way, advertising will be more effective because what is acceptable in one country culturally may not be acceptable in another. For instance, when advertising a chicken product in Tunisia and advertising a chicken in South Africa, an advertiser cannot adopt the same method because of the different views of Muslims and South African Christians and other religions in Tunisia (Oyediran, 1979).

This research will design an advertising model that will help both local and international organisations.

1.7 CONCEPT OF MULTI-CULTURAL ADVERTISING

Most companies, in recent times, have adapted to different marketing strategies that will suit both local and international markets. This is due to the increasing revenue generated from emerging economies, especially African countries (Steenkamp, 2005). Recent figures have shown, (Steenkamp & Burgess, 2002), that 80 per cent of the world’s consumers are from emerging economies. These figures have raised positive concerns for organisations, making them to shift their strategy to suit these markets. Two main reasons that inform this are firstly that organisations want to reach wider consumers with their product and their services will gain more popularity; and secondly, for revenue purposes, most organisations are finding it difficult to increase profit within developed countries such as the United Kingdom, Germany and China (Keller & Moorthi, 2003).

One of such cases is Visa Card, that closed one of their offices in London in recent years and instead have increased operations in Africa. They have discovered that they are generating more money in African countries, such as Nigeria, than in most of their operations in developed countries. Yet labour is cheaper in Africa than the United Kingdom, for instance. However, most
companies find it difficult to develop the right marketing strategy for these markets, due to the multi-cultural markets that exist in these countries (Steenkamp & Burgess, 2002). Existing advertising theories have not been able to give good direction to the organisations to gain market share in these emerging markets. This is because most marketing theories are based on the functionality of a developed market or western environment, and they presume that advertising is general without providing a clear reference to socioeconomic, institutional and cultural context (Steenkamp, 2005). Alden and Steenkamp (2005) further argue that organisations should adopt a global advertising strategy rather than local strategy to be more effective in emerging economies. This assumption is based on the reason that an emerging economy will admire the developed market, but on the other hand Dholakia & Talukdar (2004) argue that this may not be possible because most advertising messages are altered at the local market level. Hence, generalisation of advertising campaigns, research or practice is not possible.

This research contributes to filling this gap by designing an advertising model for south west Nigeria. Adopting a communications process for the sub-Saharan market is crucial because some of the consumer in the SSA countries are new consumers in those markets and are buying products for the first time, (Ger, 1999).

How do you define multi-cultural advertising or a market? Multi-cultural advertising has been used as a strategic tool for various strategic processes. The Association of National Advertisers (2008) suggest that multi-culturalism is the same as ethnic advertising. Therefore, we can say that multi-cultural advertising is a marketing strategy that an organisation or individual adopts to reach multiple consumer segments that are differentiated by cultural background. This research looks at way to design an advertising model for the south west Nigerian market through the use of the right advertising campaign process. This research focuses on south west Nigeria, which is a multicultural market because it consists of consumers of different cultural characteristics. For instance, you have the three major ethnic groups present in south west Nigeria, and the only difference is that the south west is predominantly occupied by Yoruba-speaking people but there is a great percentage of the other ethnic groups around. Consequently, as pointed out by Keller & Moorthi, (2003), a multicultural environment is a difficult and challenging market. We are going to discuss more about culture and its associations in chapter five.

The researcher feels it is important to first establish and discuss the issue of multi-culture before we go with other theoretical discussions, and having explained this concept and having at least an understanding of the word ‘multi-culture’, we can now proceed.
William K Darley (2002), argues that as a result of wider differences in the advertising market in African countries, organisations should use an adaptive approach instead of a standardised one. Although the aim of advertising campaigns may remain the same in all African countries, the way messages are channelled and sent across should be changed to suit different local markets. The language differences between different markets, population and media structure make it necessary for organisations to adopt an approach to suit local markets and at the same time develop advertising campaigns for each local market, according to their peculiar needs and characteristics. This also confirms that there is a gap, which is why it is essential we design an advertising model that can be tailored for the needs of consumers in south west Nigeria. Although, the process may be challenging, due to the multi-cultural nature of the south west Nigerian market, the research intends to engage the both the advertising agency and the consumer, which will enable the researcher to design a suitable model.

1.8 THE LINK BETWEEN ADVERTISING AND CULTURE

Al-Juhiam (2008) believes that a good advertising campaign depends on a careful use of advertising as a marketing promotion strategy. This recent development has increased the interest of researchers Kayak & Odabasi, 1994 Oyedele & Michael 2012, Al-Juhiam, 2008) toward the study of cultural impact on advertising research. They discovered that for advertising to be effective, especially in developing countries’ markets, there is a need to understand the culture of the local market. (Hassan, 1990; Chan, 1999). They argue that the relationship between culture and advertising is cordial (Al-Juhiam, 2008). For instance, in a Muslim-dominated market, advertising for sexy clothes may spell doom for such organisations. Two things are likely to happen: firstly, that organisation is likely to face strong resistance, and secondly this approach can create a bad image for such organisations which may affect their future product line and strategy. Giving rise to excessive material or money-oriented behaviours can also affect some parts of society culture, traditions and beliefs can also be seriously affected by advertising. Consequently, some researchers (Beard, 2003; Saminee and Jeong, 1994) have highlighted the benefit or influence of advertising on local culture. Their research findings pointed to some advantages that exist between the two elements. One of these is that advertising influences local consumer culture by creating an atmosphere of belief in consumers’ behaviour that will eventually make them buy a particular product that is of no interest to them, and to buy more of that product than they actually need (Waller, 2000).

Another finding (Oyedele & Michael, 2012, Al-Juhiam, 2008) on the effect of advertising and culture is the increase in the use of western cultural beliefs and values in local or developing markets, such as southwest Nigeria. Many advertisements in local markets now includes the use of
international celebrities and models. This process includes the use of film actors, music, sport personalities and important people in the entertainment industry. The advertiser or organisations use these personalities to boost their campaign image, and the average consumer feels connected to this celebrity. They advertise a particular product, and the consumer tends to like and use the product. In this regard, the advertising strategy of using the celebrities has a direct impact on the consumer.

Beard (2003) argues that the use of foreign language (words) is another way advertising has an influence on local culture. Advertising is about communication, and using the right communications strategy will have an impact on any campaign.

On the other hand, religion was found to have negative impact on advertising. Al-Makaty et al (1996) argue that a multi-cultural market, such as the Nigerian region, can have a huge negative impact on advertising. For instance, advertisements having sexual content - which goes against religious standards or questions morals - will negatively affect the consumers’ buying behaviour or how they view the organisation. Researchers have pointed out that consumers in high religious markets tend to stick to their religious beliefs, regardless of how good the advertising campaign is. Their religion will not allow them to compromise their buying behaviour. The increase of individualistic behaviour of consumers within a local market is a potential threat to consumer culture. Beard (2003) argues that advertising can have a negative effect on consumer culture by moving consumers from an individualist state of mind to a collective state. Hofstede (2003) points out that an individualistic consumer is more independent in their decision making, while a collective society is one in which the individual consumer depends on the other consumers or groups to make a decision.

In a different study, researchers have highlighted that international advertising campaigns run by organisations and advertising agencies have considered the effect of culture on advertising as a serious issue. Cultural research in advertising from 1980 to 1992 was conducted by Saminee and Jeong (1994) and compared advanced and developed countries, like the USA and Japan, to examine the differences that occur between the two cultural elements. One of the drawbacks of their study is that they focus more on developed countries and not on emerging markets. This means that their research may not reflect the true state of the similarities and differences between culture and advertising. (Hussain, S, 1980)

However, multi-cultural studies can be used as an instrument of advertising campaign guidelines to decide which marketing strategy an organisation should adopt - standardised or localised advertising campaigns - and this will also allow advertisers to determine what the impact of applying such advertising will be within a particular culture. For instance, it will help advertisers to understand what kind of language they should adopt and what kind of religious and cultural
value effect may occur. In different cultures and markets advertising campaign content may not be the same (Albers-Miller, 1996).

One of the big areas where culture has an influence on advertising is messaging. Advertisers may want to consider whether they want to localise or standardise their messages in each of the markets in a multi-cultural environment. Previously, advertisers have pointed out that advertising should showcase the culture of the chosen market the organisation wishes to explore rather than just general culture.

There is a clear indication that culture has an impact on advertising, especially in a multi-cultural environment such as south west Nigeria. It is important that we establish this relationship between culture and advertising. This relationship emphasises why we also need a tailored-made model for south west Nigeria.

1.9 SUMMARY

This chapter has offered a general introduction to the research background, aims, and objectives, and has served as preparation for the remainder of the thesis. It has provided an outline the framework of the research, as it is important that readers should have an idea of the overall research.
CHAPTER TWO

2.0 LITERATURE REVIEW

The literature review is divided into three chapters. The three chapters are designed to help the readers to understand the three major aspects of the model (consumer decision-making process, culture and advertising planning) and to guide the researcher to design a model for the international marketing environment in the cultural context of south west Nigeria. The model is the researcher’s major contribution.

Objectives of Chapter 2
To review consumer behavioural theories.
To investigate early stages of advertising theories.
This chapter is divided into three sections,
The first section focuses on the consumer behavioural theories; this will help us to understand the consumer decision-making process. If we understand how consumers make their choices, then the researcher can design a better advertising model.

This second section focuses on the early stages of advertising theories and models (reviewing weak and strong advertising theory). This is to provide an understanding of the early stages of advertising, and the impact of and contribution to this research.

Finally, the third section focuses on the marketing communication process This enables the researcher to review and shed light on the consumer decision-making process, to identify the steps in this process and to understand how consumers move from awareness of the product to making the decision to buy. This is to help organisations and advertising agencies to understand their target audience, and to contribute to designing a model that will suit their needs.

This chapter forms the basis of the research because advertising models are designed for a targeted market audience. This chapter will assist the reader in understanding the other two subsequent chapters.

2.1 INTRODUCTION

In this chapter, the focus is on consumer behaviour, advertising theories, marketing/advertising communication concepts, and international marketing models. This research focuses on journals, textbooks, and articles mainly in the area of marketing communication theory, existing advertising theories (particularly, weak and strong theories of advertising), and behavioural theory. The reason for choosing these theories is that this research focuses on the
consumer response to advertising. The chapter is divided into three sections: the first section is the early days of advertising where we are going to review the weak and strong advertising models. The second section will discuss recent developments in advertising and is concerned with marketing communication. This combination of the early and recent developments is to help us understand the development of advertising from the beginning and the current situation, and this will help in designing an appropriate advertising model for south west Nigeria.

The role of advertising should be taken seriously by organisations. In this chapter, recent studies relevant to marketing and advertising are reviewed; this is because without advertising, it will be difficult for organisations to reach a wider audience.

Clearly, advertising is more effective with the correct marketing tools, because not only does it help the organisation to reach a wider audience, but it also brings the consumer closer to the product and the organisation producing it while creating a positive image for the organisation.

This chapter undertakes a critical review of the relevant literature on marketing/advertising and develops a conceptual framework. Reviewing past journals and various learning resources in order to identify what has been researched has helped the researcher make a contribution to knowledge in this field.

First of all, we consider the general theories of consumer behaviour and this is followed by applying the insight into the more specific advertising behavioural model.

**Table 2.2 UNDERSTANDING CONSUMERS’ BEHAVIOUR: THE KEY QUESTIONS**

| Who is important? | How do they buy? |
| Consumer          |                   |
| Where do they buy?| What are their choice criteria? |
|                   | When do they buy? |

*Source: Kotler (2012) Understanding management*

In order to formulate a marketing strategy, the first step is to identify, review, and know the target audience and its buying behaviour (Smith & Zook, 2011). Researchers have consistently
argued that you cannot sell a product without understanding what your target audience is (Fill, 2012). Therefore, it is imperative to understand the concept of consumer behaviour; although individual consumers cannot be easily predicted, a group of consumers can be predictable. In whatever market that exists, whether the target market or the general market, customers react to the advertising that the organisation is using to promote its product. To obtain a better understanding of consumer behaviour, theoretical frameworks are used from psychology, sociology, anthropology, and economics. This demonstrates how the understanding of consumers has moved from just marketing theories alone from the early days. In order to achieve the best communication, there are key questions that organisations must be able to provide answers to (Smith & Zook, 2011).

1. Who is the buyer (target market and decision-making process)?
2. Why do they buy (or not buy) a particular brand or product?
3. How, when and where do they buy?

Providing answers to these questions, and in particular answering the second question, is a difficult process. Why do people buy? The problem is how this is measured. Obviously, people buy a product for different reasons, including emotional reasons, whether conscious or unconscious. Given the focus of this research, let us look at why people buy soap.

Why do people buy soap? The simple answer may be because the consumer has a big family, and because everyone needs to have their bath, then the consumer will decide to buy a big bar of soap. Another reason for buying a bar of soap could be that the children need to have baths constantly as they quickly get dirty playing around, or maybe an advertisement of a particular soap intrigues the consumer who is watching or reading about it (Fill, 2012).

A woman can decide to buy a particular brand of soap as a result of what a family friend has told her from their experience of using the soap (Maslow's hierarchy of needs).

Consumers’ decision making is mostly affected by familiarity with the product or a belief in the product. Familiarity can be motivated by a particular experience and increase in awareness encouraged by advertising (Fill, 2012). The idea is to raise awareness of a particular product in a consumer's mind; then the product will have a better chance of being chosen in a simple buying situation. Another set of consumers may buy the soap because of its availability and easy accessibility; the ability of the consumer to buy the product when and where they like may be a factor in buying a particular type of soap, as it is time saving for the consumer when they have a preference for a particular brand.

**Who is the Consumer?**

Most organisations do not know their customers, which implies that they have not identified who they are trying to target. This is a problem that is peculiar to south west Nigeria as
well, as it will lead to high risk marketing because the organisation may end up focusing on the wrong people, which will result in low sales. Most successful brands still engage in a lot of marketing research and regarding how consumers buy. Understanding whom the product is meant for is vital to a successful campaign (Smith & Zook, 2011).

**Decision-making units**

An earlier section discussed the different individuals involved in one consumer’s decision to buy either products or services. For instance, a consumer's decision to buy a car might be influenced by their family, with each family member having a different role to play in helping the consumer to make a choice (Smith & Zook 2011).

**Why do they buy?**

Organisations and advertising agencies need to understand why consumers buy a particular product. This is a difficult exercise, and sometimes it is even harder for the consumer to recognise the reason behind his/her own buying behaviour. For example, the consumer’s decision may buy based on his/her emotions or they may be just being rational. This is important because it will help marketing planners especially for products in a diverse cultural market. The producers must continuously ask the question, "Why do consumers buy our product?" This process can be supported with feedback and research (Fill, 2012).

Producers can ask questions such as “How do you feel about our product?” “Do you think our product connects with you?” “How can you describe your emotional connection to the product?” Consumers’ feedback to these questions might change from time to time because people change, the level of competition changes, and the market changes, due to different factors; thus, the reason for buying a particular product today might not be the same tomorrow. Therefore, understanding a buyer’s behaviour is vital to any advertising plan (Kenneth & Donald, 2014). Advertising will only get better with a better understanding of what the target audience wants or needs. The next issue to consider in understanding consumers is how consumers make their choices.

**How do they buy?**

The level of a consumer's expenditure will determine the amount of time and energy he/she is prepared to dedicate to a particular purchase, which also includes the perceived risk involved. A consumer with more money will think more during the search and assessment phases. This stage is known as 'extensive problem solving’ (EPS), which is when the consumer does not have prior knowledge about the product. On the other hand, we have limited problem solving; this is when the consumer is already familiar with a product or services. Another factor during the buying process is routinised product response, which is when the consumer is loyal to the product. This
can be seen when the consumer continually buys a particular product. Low level involvement requires LPS while high level involvement requires EPS, we going to discuss more about low and high-level involvement later in this review (Smith & Zook 2011).

The fundamental problem of the model the research aims to design is rooted in consumer decision-making. To understand that, we need to understand how consumers make decisions, as the advertising model is fundamentally consumer based (Kenneth & Donald, 2014).

2.3 BEHAVIOURAL MODELS (Response model)

There are different models of consumer behaviour. These models are designed to help improve understanding of how consumers make their choices. In this section, the researcher will review some of these models, namely, black box, linear, threshold, and trade off models, and the Howard and Sheth model of consumer response (Kenneth & Donald, 2014).

**BLACK-BOX MODEL**

**AN ENLARGED BLACK-BOX MODEL**

*Smith & Zook (2011) "Integrating offline and online with social media"

2.3.1 BLACK BOX MODEL

This model explains how people respond to stimuli. It also further explains some of the difficulties associated with the internal and external factors that affect behaviour. It argues that the mind is locked up in a black box due to various complexities. However, by focusing on the input or stimulus, the resulting stimulus response models ignore these complexities. Under the black model, only the input and output are measured (Smith & Zook, 2011).
2.3.2 PERSONAL VARIABLE MODEL

This model is derived from the black box model. It deals with some aspects of that model, such as consumer beliefs, attitude, and intentions. There are three types of personal variable models, namely, linear addictive, threshold, and trade off.

The black box model is explained through two main factors. The first is the stimuli; this can be described as the process or methods the organisation is going to use to motivate the consumer to buy a certain product. The second is the output; this can be described as consumers’ response to a particular product and how they will respond to a particular product that has been advertised. The researcher suggests that this is done through observation of the product circle. As stated earlier, the black box is concerned not with what goes on within the mind, but rather with the output. This research deals with an advertising model for south west Nigeria. However, before an advertiser or organisation can develop an advertisement, it is important for them to understand what can motivate consumers to buy the product. Nonetheless, the mind cannot be opened up to see what goes on inside; in other words, what goes on in the human mind is unknown, so advertisers can and should concern themselves only with which stimuli motivate the buyer. These stimuli include marketing mix features e.g., pricing and promotion. Advertisers can engage the consumers regarding these stimuli, possibly through a survey. The response, on the other hand, is also a factor; responses include variables such as brand, product etc. The black box is a combination of the consumer’s attributes and the consumer’s decision-making process.

2.3.3 LINEAR ADDITIVE MODEL

This model is based on the attitude of a consumer as a result of an attribute they derive from a particular product. This attribute is then multiplied by the weighting which they derive from the product. The bottom line is how much attribute is derived from a particular attribute and how the consumer scores each attribute. The importance of this model is that it helps advertising planning strategists to build their ideas around the beliefs and attributes of consumers. While researchers argue that attributes are not always translated to behaviour, an understanding of this linear additive process will help advertisers and organisations conduct better planning (Smith & Zook, 2011).

This model points to the activities of an individual consumer in their decision-making process. An example of this is when a consumer decides to buy a Dudu Osun (soap) because it has been advertised as helping to cure skin diseases; thus, a consumer with a skin problem will probably buy the product regardless of the price. Researchers have agreed that this helps to shape the consumer’s thinking. The behavioural model is an effective process that helps organisations to
reach their consumers more effectively. In a multi-cultural environment like south west Nigeria, culture may play a big part in how or why consumers choose these attributes. On the other hand, the reason why consumers should make a selection based on these attributes is that there are other similar products within the market, and each consumer will have their own preferences.

2.3.4 THRESHOLD MODEL

This model explains that most consumers have a limit to which they can go when purchasing a product. This threshold could be due to different reasons, such as the price or a particular feature that the product possesses (Smith & Zook, 2011). The consumer creates a process whereby he/she can screen the product; this screening allows the consumer to either accept or reject the product. The product is accepted if it comes within the threshold or rejected if it is beyond the threshold.

Due to the differences in each consumer’s social economic status, for instance, salary or family size, and due to different product features, there will always be a limit to a consumer’s purchasing power. This model will help advertisers to study their immediate market. In a multi-cultural market like south west Nigeria, it is even more complicated because the organisations have a lot to contend with; for instance, the organisations need to understand the consumers in the market as well as any cultural impact it will have on their purchase. In terms of product features, the consumer also allows the product features to dictate how decisions are made. Understanding consumers’ decision-making is important to designing an advertising model. Hence, it is important that organisations understand how consumers respond and the process of their output and input.

The model suggests that a consumer has experienced stimuli, which allows their mind to recognise their limit and respond by trading off such a commodity he/she purchases for the one he/she cannot afford. Organisations still seek ways they can get into consumers’ minds despite the fact that the black box suggests that what goes on in consumers’ minds should be ignored. This raises some questions, such as how does a consumer make a purchase? When do they make purchases? And what motivates them to make a purchase? This is why these models are important, as they help the organisation to get a picture of consumers’ decision-making process.

2.3.5 TRADE OF MODEL

This model explains that at a certain point, the consumer will have different varieties of product to choose from with each having different attributes. The point of trade off occurs when the consumer decides to buy a product that is lacking in one attribute area but strong in other areas. For instance, a consumer might buy a car that looks beautiful on the outside but has a big engine, and although the big engine is a problem, the body structure is good (Smith & Zook, 2011).
Importance of the Black Box to Organisations and Advertising Agencies

The black box model should help managers in several significant areas. The model will help an organisation in its planning process. The model includes two key areas: consumers’ decision-making process and stimuli. Most advertising planning is based on or aimed at consumers, so knowing consumers’ stimuli will assist both the organisation and the advertiser to design a better model that will help sell any particular product in a target market.

If organisations understand what motivates their buyers, then the organisation can either add such a feature to their product through their strategic planning process. Having a better understanding of consumers will allow the organisation to position their product in the right direction. Therefore, the behavioural model not only helps an organisation to plan, but also to position the product. This will enable the organisation to determine if the target market is the right market for their product to survive. The argument against black box is that though it was suggested that what goes on within the mind should be ignored, managers and advertisers are human, which suggests that they cannot completely ignore what is happening in the mind of the consumer; from time to time, they want to get into the consumers’ mind. That said, the consumer's response is very important when designing an advertising model because the aim of an advertising model is to bring consumers closer to a particular product and convince them of how and why the product is useful.
2.3.6  THE HOWARD AND SHETH MODEL

A simplified version of Howard and Sheth’s model

The complete Howard and Sheth model

Smith & Zook (2011) Integrating offline and online with social media

As shown above in the two diagrams, the first diagram represents a simple Howard and Sheth model that separates the black box into three sections: perceptual constructs, learning constructs and output.

The second model contains an extra section, attitude and motivation, in addition to the three mentioned above. This model is regarded as a more complex version of the Howard and Sheth model, but it is often criticised for its inability to define the relationship between the variables and to identify the differences and similarities within the internal and external output. It has been argued by researchers that the model is too complex to understand, but they still agree on one thing, which is that it helps in knowing how the mind works.

The next step is to look at the main features of the Sheth model, which includes perception learning motivation; the idea is that this feature helps us to understand how marketing
communication can be more effective (Smith & Zook, 2011). This relates to how stimuli, such as messages, advertisements, packaging etc., are perceived. These are not always interpreted the way an advertiser want them to be perceived; consumers often see what they want to see as their perception becomes selective. For instance, a smoker will not want to remember the warning message on the pack of cigarettes. Indeed, few smokers remember the message because each time they take a cigarette, they feel guilt or discomfort if they remember the warming and so they decide to block it out. Thus, the consumer has the option of whether to screen the message (Smith & Zook, 2011).

**Learning**

Producers’ aim is for consumers first to be aware of their product or organisation and then to be aware of its advantages. The learning process allows the consumer to understand, store, and retrieve messages concerning a particular product or services. Therefore, an understanding of the learning process is useful because it will help advertisers to understand their target audience. This will provide the advertiser with information on what kind of advertisement to design, when the advertisements should be shown, and with what frequency (Kenneth & Donald, 2014). The idea is that the more the consumer can remember about the organisation’s product, the greater the chance that the consumer will consider the product. The model in this research helps both organisations and advertisers to develop a learning process that will allow them to understand the buying process more from the consumers’ perspective, which will make it possible to design a better model.

**Motivation**

This is described as a drive to satisfy consumers’ needs. Motive can come in different forms, either by learning or instinct, and can be inspired by different things. For instance, for someone that is hungry, it is the hunger that motivates the consumer; thus, the hunger becomes the motivation to eat. Families and friends also provide motivation. Advertisers should try and find way to motivate their consumers through their messages or by emphasising the features and benefits of the product. The more the consumer can be motivated, the more likely the consumer is to buy the product.

It is important for advertisers and organisations to understand consumers before and after purchase. Therefore, they must first realise that a consumer’s decision making does not just start when the consumer buys the product but starts before the purchase is made; therefore, the more the advertisers can get into the consumer’s mind and understand what can motivate them, the better it is for the brand. The amount of time a consumer spends on the process of buying a particular product depends on the complexity of the buying situation. This model provides the stages most marketers take the consumers through before they buy the product. Motivation
learning and perception all influence the purchase decision. The focus of this research is to design an advertising model which will put the consumer at the forefront of its planning; therefore, the purpose of reviewing this behavioural model is to understand how consumers buy, as this will help the researcher to develop and design an appropriate advertising model. The foundation for developing this model is firstly, so that the advertisers have a clearer picture of what motivates a consumer to buy, and secondly, to illuminate the buying process so that subsequently, the advertiser can develop a better strategy for developing an advertising model.

If the advertising objectives are to change customers’ disposition towards buying a particular product, an adequate measurement of the advertising process is whether there is a change in the customer’s attitude toward and their image of the product.

The advertising agencies have to evaluate the customer’s behaviour to the product, the manufacturer, some aspect of the advertising, buying and consuming the product or service, and other people consuming the product. However, it is difficult to measure the customer’s behaviour towards a product (Kenneth & Donald, 2014).

Influencing what the consumer buys has been one of the main objectives of marketing communication. Kenneth and Donald (2014) proposed five stages: problem identification, information exploration, evaluation of substitutes, purchase decision, and post-purchase evaluation. Kenneth and Donald (2014) argued that consumers search for information about a product that will satisfy their needs. They (Kenneth & Donald, 2014) suggested two ways consumers search for products: internal and external information searches. Internal search explains that the consumer must first have a need, and thus there must be a gap that is identified, after which, the consumer starts to search for information in their mind, thinking about a product that can satisfy their needs. Then they consider alternatives like similar products. Next, the consumer can buy the particular product they want. There are three factors that explain external information search, as discussed in the following sections.

**Attitude**

To achieve the aim of the research and design an advertising model, a better understanding is required of how consumers behave and what drives them to buy a product. Kenneth and Donald (2014) pointed out that attitude can drive a consumer to buy a product, that is, a consumer who has a positive attitude towards a product will probably buy the product. They further suggested three components of attitude: cognitive, affective, and conative. Cognitive represents the consumer’s mental images, understanding, and interpretation of the object; affective represents the consumer's feelings toward a particular object; and conative represents a consumer's intention action and behaviour. This leads us to the consumer's decision-
making process. The process begins when the consumer watches, reads, and listens to an advertisement of a particular product. He/she will think about the product, and this will eventually turn to belief in the product, after which, the consumer might buy the product (Kenneth & Donald, 2014). The criticism arising from this is that some consumers can develop a belief for a particular product and still decide not to buy it.

**Value**

Values and attitude are interlinked. Kenneth and Donald (2014) pointed out that consumers are guided by their values; thus, a consumer will only buy a product he/she believes in, which implies that the consumer's attitude to an advertisement for a particular product is dictated by their values. Each consumer holds values at a different level; such values include a comfortable life, equality, excitement, fun, pleasure, self-fulfilment etc. There are three main factors affecting a consumer's personal values: personality, temperament, environment, and culture. Therefore, we can conclude that in terms of the consumer decision-making process, attitude and value influence their buying behaviour.

**Cognitive Mapping**

This refers to how consumers store information (Kenneth & Donald, 2014). When consumer stores information correctly, it helps them to remember the product, a process which in advertising is called "recall", meaning the ability of a consumer to remember a particular advertising after a certain amount of time has passed.

### 2.3.7 CONTRIBUTION OF CONSUMER’S DECISION-MAKING PROCESS

Organisations produce products to satisfy certain needs of some consumers in a target market; therefore, these needs can only be satisfied if first of all, the consumers understand what the particular product represents, and this can be achieved through a good advertising campaign (Michael, 2013).

### 2.4 HEDONIC EXPERIENTIAL MODEL (HEM)

In the early days of consumer behaviour theories, researchers largely focused on the cognitive point of view without laying emphasis on emotions (Kahneman, 1991). This early neglect of how emotion affects the consumer’s decision-making process has led to an article that was written by Holbrook and Hirschman (1982). This article primarily focuses on how important the role of emotion is in the consumer decision-making process.

In the 1980s, research into how consumer emotions work has led to a small and narrow theories, and also ideas (Holbrook and Hirschman,1982). Behavioural and cognitive psychology has a great influence on consumer’s behaviour with theories of emotions (Damasio,1994). Although scientists
have pointed out that measuring the physiological and psychological effects of emotion through fear and happiness are visible, but this is not enough because this does not reveal what fear and happiness means and also, it fails to explain the function and purpose of emotion (Turner, 1997). In recent years, the dominant assumption of emotion was argued against and improved upon, by taking into consideration the role of neuroscience and also looking into the bigger picture role of social, cultural and even political aspects of emotion behaviour.

The important message is that emotion plays a key role in the decision-making process (Le Doux, 1996, Pessoa, 2008). Researchers (Holbrook and Hirschman, 1982) have argued that consumers are either rational or emotional in their decision-making process. About three decades ago Holbrook and Hirschman (1982) argued that to fully understand the process of consumers’ experience it is important we include feeling, fun and fantasies in consumer behaviour research. The reason for this is that originally the early models of consumer behaviour focus mainly on consumer’s cognitive behaviour. This led to the introduction of Hedonic ideology. Furthermore, researchers have argued that the way individual consumers express their emotions varies with culture (Harre and Parrot, 1996, Shanker et al., 2006). Hirschman and Holbrook (1982) argue that a product can be divided into two areas. First is the utilitarian and aesthetic. A utilitarian product is described as primarily instrumental, and researchers have pointed out that a utilitarian product is bought to perform some functional task rather than just for fun or pleasure use. An example of this is that an individual can purchase a computer in order to watch movies and play games while another consumer can buy the same laptop for academic purposes or strictly business. Looking at our case study for this research (Dudu Osun), this soap is specifically designed for skin care at the same time bathing. We can argue that Dudu Osun is more utilitarian because it was specifically designed to perform a certain function. Aesthetics, on the other hand, point to the pleasure consumers derive from a product either as a result of the content of the product or by its design (Norman, 2004).

Utilitarian goods are essentially instrumental and consumers buy such goods because they are functionally good. Examples of utilitarian products range from electronic to home security systems to computers. Furthermore, consumers can view a particular product as hedonic and others can view it as utilitarian - the only major difference is the perspective of the individual consumer. For instance, an individual that is interested in buying a laptop may use it as a hedonic product or utilitarian. How a product is used and consumed will ultimately determine whether a product is hedonic or utilitarian.
The consumer decision process model and a theory that emphasises more cognitive behaviour of the consumer, suggests that the consumer’s decision is more deliberate and thoughtful. There is another point of view to the consumer’s decision-making process, which is the Hedonic Experimental Model.

This model describes the consumer purchasing decision from an emotional perspective, which suggest that the marketer’s main aim is to target consumer’s feelings. In other words, the consumer processing models mainly focus on the idea that consumers are rational in their decision-making process. The consumer essentially depends on their knowledge of the particular product and they make decisions based on that detailed information (Shanker et al., 2006).

Researchers argue that the HEM depends on three features - fun, fantasy and feeling. Apple, the technology giant, has always tended to use HEM. They try to create a good feeling as well as fantasies. Apple products are more expensive but they use the HEM model to tell their consumer that having their product will make them feel special. They achieve this by generating images that will connect their brand to the consumers’ feelings, thereby making the consumer feels it is a necessity rather luxury.

Generally speaking, advertising agencies have two ways in which they can position themselves in order to reach their target audience. This is either by using the consumer decision process model or the Hedonic Experimental Model. The level of HEM is determined by how much emotion an individual puts into buying a particular product. This suggests that the higher the emotional engagement the higher the involvement of experimental process. We can best explain HEM by using "Apple"(tech giant) product advertisement - Apple customers feel they are buying an extraordinary product, and they are more happy and excited about the product rather than paying attention to details. Out there, there are a few Windows computers with better specification than Apple, but they anticipate that they will have more fun with the product - in other words they careless about the details of the product (Holbrook and Hirschman,1982). The consumer processing model emphasises more on how a consumer can best get value for them in buying a particular product. The consumer process model is more focused on carefully accessing and evaluating the product in question, and the consumer recognises that there are alternatives. Hedonic is more found in performing art or entertainment programmes, this includes movies, dance music etc. However, Hedonic is also associated with things such as electrics, clothes, etc.
Comparison between CPM and HEM Models

Chapter 5 Positioning © 2010 South-Western, a part of engage learning

From the diagram above we can see some differences between the CPM and the HEM. One similarity between the two models is that the message has to be delivered to the consumer or the consumer has to be exposed to the message, and only then can we decide if the consumer is using rational process method or emotion. It is important to mention that the way consumers interpret a message will have a lasting effect on choice. The diagram shows the two models but it is vital to emphasise that even though we are making comparisons, in the real sense of it, it is difficult to capture all consumer behaviour just through this model, because behaviour is complex and hard to determine. These two models have proven to be effective in capturing consumer behaviour. The CPM diagram shows that consumer behaviour is based on pure reason, logical and rational while the HEM shows that consumer behaviour is irrational and hot.

Looking at the Nigerian market we need to know what type of consumer operates within the market. Later on, we are going to discuss the cultural situation within south west Nigeria. If this consumer is individualistic in nature or collective in nature, or, for instance, comes from a developed economy such as the United Kingdom, they have Hedonic tendencies as attributes, while most developing economies lean toward the consumer decision making process model. Understanding what kind consumer exists within south west Nigeria will help us to design a model for south west Nigerian market. We also need to dig into the cultural characteristics that exist within south west Nigeria (see culture chapter).

This will give a better understanding of what exists within the south west Nigeria market and the best way to reach the ever-growing population (Oyedele, 2009). This is important because studies have argued that culture influences the buying behaviour of the consumer.

Having discussed the CPM and the HEM, we can now break them down, summarise and say that consumers under CPM are:

1.) Rational (in terms of type of decision making).
2.) They compare and analyse (in term of criteria they use to arrive at their decisions).
3.) They use concrete & logical information (in terms of what influences their decision making).

**2.5 HEDONIC EXPERIMENTAL MODEL**

1.) Emotional (in terms of decision making).
2.) They use feelings and experience (in terms of what they base their decisions on).
3.) Fun & fantasy (in terms of what their decision is influenced by).

**2.6 DIMENSIONS OF BUYER BEHAVIOUR**

Understanding consumers’ decision to buy a product helps the advertiser to plan their strategies, which means a consumer decision-making model should be designed to complement an advertising planning strategy (Thomas, 1964). The purpose of this research is to design an advertising model that will guide both the organisations and the advertising agencies who intend to reach consumers in south west Nigeria. However, before a consumer decision-making model can be developed, advertisers must ask and answer several key questions. These key questions are highlighted in the above diagram and include the following: who, (target audience), how, what, where and when (Thomas, 1964)?

Thomas (1964) suggested that ‘Who?’ is the starting point. These questions include ‘Who are the target audience?’ and ‘Who is the product meant for, for example, is it for males or females, or is it for young people?’ The second phase is ‘How will the target audience be interested in buying the product? ‘What will be their yardstick for buying the product?’ ‘Will they buy based on internal or external influences or as a result of the feature benefits?’ Jobber (2004) argued that consumers should be presented with different choices of where to buy the product. The last key question according to Jobber (2004) is ‘When do they buy the product?’

**Table 2.3 CONSUMER DECISION-MAKING PROCESS**

<table>
<thead>
<tr>
<th>Need recognition/ problem awareness</th>
<th>Information research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation of alternatives</td>
<td>Purchase</td>
</tr>
<tr>
<td></td>
<td>Post-purchase evaluation of decision</td>
</tr>
</tbody>
</table>

2.7 THE CONSUMER DECISION MAKING PROCESS

The aim of any retail organisation is to sell their product, which implies the consumers buying the product. Blackwell, Miniard and Engel (2001) defined the consumer decision-making process as a series of steps a consumer may pass through before choosing a brand (Fill, 2012). The five stages in the consumer decision-making process are highlighted in the diagram above. In this section, we are going to discuss the highlighted steps and develop a consumer decision-making process model.

Need recognition/problem awareness

The decision to buy a particular product often relies heavily on the immediate need of the consumer. Thus, the first step to buying a particular product is often dictated by what the consumer needs, so first, the consumer must first be aware of what he/she needs. The needs recognition will allow the consumer to be aware of potential products that can satisfy their needs.

Information Search

The second stage is information search; the consumer at this stage is looking for information about the product that can satisfy their needs. In most markets where there are similar products and the competition is high the consumer is able to search for the product that will satisfy their needs best (Fill, 2012).

Evaluation of Alternatives

The existence of competitors in the market implies that there are many alternative or similar products. The main feature the consumer uses to evaluate a brand is its level of involvement; if the product has high involvement, then the consumer rates the product more highly, whereas if the product has low involvement, the consumer might consider other alternative products.

Purchase

It could be assumed that once the consumer has recognised their needs, has searched for information regarding products, and has evaluated the alternatives, then the consumer is likely to buy the product. However, the argument against this is that consumers do not always follow this pattern; for instance, a consumer might want to buy a particular brand but on arriving at shop, changes his/her mind and goes for a different product. The stages in the model make no provision for that; rather the model assumes that once the consumer has gone through these steps, they will end up buying the product.

2.7.1 POST PURCHASE EVALUATION OF DECISIONS

A successful campaign also depends on the feedback the advertisers and the organisation get from the consumer. An organisation should be interested in how consumers feel after using the
product; they need to know the consumers’ response to the product. This will help both the advertiser and the organisation to work toward improving the campaign next time around.

2.8 CHANGE IN BUYER BEHAVIOUR

Fill (2012) concluded in his study that changing buyer behaviour, such as increasing sales, should not be a specific, accountable objective for advertising in most circumstances. This is primarily because, in many instances, it is not easy to demonstrate a cause-and-effect link between advertising and behaviour. Other market mix elements contribute to sales and do not necessarily stay constant while only the advertising is changed or increased. This is also true of many of the components of attitudes, since the act of using or buying an advertised product could influence the subsequent attitudinal response to the advertising.

2.9 CONTRIBUTION OF CONSUMER DECISION MAKING PROCESS

The importance of decision making cannot be over emphasised, consumer make decisions almost every day toward certain product and services, most consumers have limited resources regarding what they can afford therefore, there is a need for each individual consumer to look for product and services that best suit their need. Advertising agent and organisation then must understand how this consumers in their target market arrive at their decisions this will enable them to design a better advertising model for that particular market. The consumer decision-making process is key to achieving a better advertising model for south west Nigeria.

2.10 ROLES OF ADVERTISING

The role of advertising includes the selling of a particular product, idea, or goods, because the benefit of a product is not evident until the consumer is aware of its usefulness and has an understanding of what the particular product is all about.

It is believed that advertising helps organisations to keep their products in the mind of consumers by telling them about its features, distinctness, and advantages (Ambler 2000). Consumers will frequently make an effort to inform their fellow consumers about a product or service. Therefore, it remains the duty of an organisation to generate the necessary knowledge about such products (Olawuyi, 2010).

Advertising campaigns must do more than raise awareness of the existence of a product; they must also consider other aspects of the advertising which will include information about the product and convince the consumer to make a purchase by informing them about the product’s advantages. These advantages include its qualities and how it is unique compared to any other similar products (Olawuyi, 2010).
Thus, the campaign process helps the advertiser to convince the consumer to buy a particular product by influencing their action; consumer action can occur only when there is awareness of the product, and this can lead the consumer to prefer the product over other similar products (Olawuyi, 2010).

2.10.1 THEORIES IN ADVERTISING (STRONG AND WEAK)

From the early stages of advertising, there have been many theories suggesting how advertising works, and they all point to a particular process consumers go through because of their experience with advertising. In this section, the aim of the researcher is to review these theories, which the researcher has divided into two sections, namely, the strong and the weak advertising theories. It is the intention of the researcher to see why, how, and where they can be applied, any criticisms of them, and their contribution to this research.

2.10.2 STRONG THEORIES OF ADVERTISING

One of the objectives of this research is to review advertising theories and models in order to provide an understanding of previous research conducted in this area and to help further in achieving the research aims and objectives. The issue of how advertising works has been discussed by many researchers (Corkindale, 1983; Kenneth & Donald, 2014); their aim has been to see how advertising persuades consumers to buy a particular product. In this section, we will be discussing both weak and strong theories of advertising; this will provide a better understanding of the consumer buying process. The following theories and their criticisms are discussed under strong theories of advertising: AIDA, DAGMA, the hierarchy-of-effects model, and the involvement model. These models argue that advertising should be persuasive, as the more you can persuade consumers, the better your advertising campaign will be, which makes it strong. Ehrenberg’s theory will be the focus of discussion of the weak school, which views advertising’s role as offering a reminder and providing reinforcement (Corkindale, 1983; Kenneth & Donald, 2014).

2.10.3 CONTRIBUTION (STRONG THEORY)

The strong school of advertising focuses on the ability of the advertisement to convince the target consumers. This will help the researcher to develop a better advertising model for south west Nigeria, since it provides an idea of the previous work done on what comprises a strong advertising model. Implementing and integrating this model into the new model will be the focus of this section. The justification for choosing this model is that most advertising in Nigeria is poorly designed and badly presented (Fill, 2012).
2.10.4 WEAK ADVERTISING THEORIES

One of the most popular researchers on weak theory is Ehrenberg, who suggested that the promotional message is the major force that drives the consumer to purchase a particular product (Fill, 2012). Ehrenberg suggested a model, which is known as the awareness-trial-reinforcement (ATR) framework. The key point in weak theory is awareness. Awareness is essential for any buying to occur, and usually, the timeframe that occurs between the awareness and the action varies; it is either very short or very long (Fill, 2003). After this, the next stage is awareness, closely followed by reinforcement. The following stage is to provide awareness and support to help the customers to remain aware of the product, which will allow them to have a picture of it in their minds. Familiarity and identification play a key role in advertising at this stage of the model in order to help build brand awareness (Ehrenberg, 1998). Advertising focuses on the consumers’ habits and makes them choose and buy the advertised brand as opposed to the other brands they are already aware of, according to Ehrenberg.

Due to the assumption mentioned above, the weak theory of advertising can be summed up in two points as follows. Generally, after watching a particular advertisement, people may not be persuaded to buy the products, and secondly, if people are persuaded, the consumer would have store in mind different advertisements at the same time (Heath, 2001). This implies that were people to be convinced to buy every product that is advertised, they would have many different brands’ version of the same product in their houses.

In conclusion, measuring the effect of advertising is a difficult task. From the theory, we can see that advertising is still an integral part of marketing that allows the consumer to know more about the particular product, thereby helping the organisation to send the right messages to their target audience. Advertising is vital for every service and product. The positioning of advertising shows that both the strong and the weak models are important. Over-positioning is a related problem in the strong model. The aim of advertising is to increase sales and shift consumers from non-buyers to buyers (Heath, 2001), changing their behaviour in a short time. On the other hand, the weak theory represents under-positioning advertising, which only refreshes product awareness and maintains salience, waiting until perhaps some consumers can be persuaded to make a purchase. Therefore, it can be agreed that advertising is more than just generating sales, but rather it depends on a range of communication objectives; these include positioning brands, creating awareness, creating an image, correcting misconceptions, and the remind, reinforce, and stimulate process (Ambler, 2000,).
2.10.5 WEAK VERSUS STRONG THEORIES OF ADVERTISING

Over the years, the argument has continued between weak and strong theories of advertising. During an analysis conducted during 1997, the IPA advertising effectiveness award illustrated that (Ambler, 2000) the AIDA (based on the theory of persuasion) theory is still in use after 100 years. The analysis presented by IPA suggested that out of 48 respondents, 17 suggested that their advertising had worked because they used strong theories while only 3 respondents said weak theories helped. Another analysis (Oyedele, 2009) effectively pointed out that the theory of persuasion is the only theory that makes advertising work.

Can this be true? Ambler (2000) pointed out that our knowledge of how advertising works does not rely on whether the advertiser is using a weak or a strong advertising model, but instead depends on the ability of each theory to explain a specific situation, adding that only one theory cannot be always right.

2.10.6 CRITICISM OF ADVERTISING THEORIES (WEAK AND STRONG)

The main criticism, on which most researchers agree, is that consumers do not necessarily follow the pattern laid down by the strong and weak schools. In real life, the strong school is not achievable because the model believes that the consumer will be persuaded if they follow that pattern. However, it fails to consider that some consumers will not respond to advertising; for instance, consumers who buy luxury goods do so with or without advertisements (Fill, 2014; Ambler, 2000)

Thus, it is not always true that customers pass through all the stages identified in the model in a linear way. Sometimes they do, but not all the time. The argument against the model is that consumers not only can move up a stage, but they can also move back down a stage and up again. This can fluctuate depending on the season and on the customer. In addition, it is argued that no one can say how long it may take a consumer to pass through all the diverse phases in the models; and they can stay on one step for months or pass through all the steps within a day.

2.10.7 HIERARCHY OF EFFECT MODEL (HOE)

The Hierarchy of Effects Model is designed to help explain the objectives of advertising campaigns (Kenneth & Donald, 2014). Over the years, there has been development and improvements of this model; for instance, Kenneth and Donald (2014) listed six steps in the hierarchy of effect, which included awareness, knowledge, liking, preference, conviction, and the actual purchase.

The model is assumed to follow a sequential process whereby the consumer takes one step after another from awareness to the actual purchase (Kenneth & Donald, 2014). It stipulates that
consumers must first be aware of the product, and then, through awareness, gain knowledge. Only then can he/she like the product and use it in preference to similar products. This subsequently develops into the consumer being convinced about and finally buying the product. However, even though Kenneth and Donald (2014) significantly improved the model, the criticism still remains. Firstly, the consumer does not necessarily follow those six steps in sequence. For instance, some consumers use a promotional code to buy products, like coupons, which serves as a discount; therefore, such consumers will not consider those steps. This research focuses on developing a model for a region in Nigeria with three major ethnic groups where the consumers sometimes do not consider a product that is against their religion; for instance, the Muslim community, which are predominantly Hausa, will not buy pork meat or pork products.

The positive side of the hierarchy of effect is that it helps to build consumer loyalty. Spikes believed that recent studies have shown how much we understand about the functionality of the human brain. He also pointed out how advertising campaigns work due to a breakthrough in the study of neuroscience. This, Spikes believed, seems to be at variance with the early history of marketing, when there was a presumption that behaviour is not impulsive, chorological, and reasonable. In view of this new discovery, Spike applied this well-known advertising model to numerous advertisements from several sections of the advertising world to assess the model and make sure it is accurate in giving the same responses that people give when an advertisement is relayed to them. The results of this analysis and study provide another perspective from which advertising strategic planners can view things; this can also put advertising research practices on another level and help marketers develop more result-oriented advertisements to build a more successful brand.

Spikes believed that just as alchemists were busy looking for a non-existent philosophers’ stone that would convert base metal to precious metal, so a similar process was being sought with regard to advertising and brand purchase.

The hierarchy-of-effect model expresses the recent belief that a decision is a well thought out sequence; this was extremely useful for early advertisers in the 1920s.

HOE is an important tool in allowing the marketers to influence the mind of the consumer both before and after sales. However, Spikes observed that many defects were discovered with the HOE model in the early part of the 1980s. These included the following:

The HOE stages can be speculative in appearance, but they can be serially different through a specific experience to an advertisement. This makes the idea of prolonged assessment of the order not practical.

The act of comparing the source and effect is a false notion (Tasgal, 2005). The effect of
reoccurrence appears in the process of a single exposure and subsequent behavioural change. The steps in the HOE model are not constant but are changing from time to time (Vaughn 1983). The HOE model does not take into consideration the new consumer before motivation is received (Amber 1998).

Attention may not count (Heath 2001).

New research by neuroscientists that reveals the functionality of the brain is now helping move people from the area of false notions to reality, Amber argued. Two established facts can be derived from the investigations,

1. Dominant role of adaptive unconscious.
2. The important role of feeling in the advertising process.
3. Amber believed that feelings and emotions are usually intertwined.

   Emotions are sometimes consciously shown as a gut reaction. Spike said feeling is usually constant, long standing, and sometimes hostile; it is usually representing different emotions.

It is well known now that it is our feelings and not our emotions that subconsciously feed the desire for goods and services that the consumer is ready to think about, and that establish a structure within which we justify our choices, and so become convinced that that our choices are correct (Wilson, 2002).

Our goals are continually reformed and modified by feelings that are unnoticed, but which are rationalised by our programmed mind. This causes us to invent past experiences to provide sensible reasons, and sometime spurious justifications, for our intentions.
The table summarises the models reviewed previously and shows the stages a particular consumer passes through in the purchase process. The model is designed to help advertisers organise their objectives. It also helps them to prioritise their communication goals. This is achieved when an advertiser is able to determine whether a cognitive, affective, or behavioural approach is needed for communicating to their target audience; for instance, the advertisers need to decide whether they want just to create awareness in the mind of the consumer or to change their attitude. However, while model is helpful, there are arguments against it; for example, consumers do not have to follow the sequence suggested by the message response model. The ultimate goal of organisations is expanding the repeat purchase from profitable customers.

AIDA

This theory, designed by Strong in 1925, is a behavioural model that has as its central idea the view that an advertisement increases consciousness and arouses attention that points to what the consumers want, and, ultimately to action (Castle, 2013). AIDA is perceived to be a highly influential model and is said to often unintentionally imitate our thinking (Cateora, 1990). Strong states that for an advertisement to be efficient, it has to facilitate attention and stimulates an interest in the product; this leads to a craving to own or use the product and, ultimately, leads to action (Fill 2014).
Berry (1995) stated that for an advertisement to be successful, it has to be proposed in such a way that consumers will undertake the four steps of Awareness-Interest-Desire-Action and that such buyers will consider each of these steps as significant. The design suggests that advertising should offer a buyer outstanding and credible messages that will inspire them to react in a particular way.

Strong (1925) also believed that buyers go through all the stages shown in AIDA, even though they might not be aware of it. In addition, Strong said that advertising may not be the way to take customers through all the phases, reasoning instead that advertising takes the buyer through the initial stages while the rest is up to sales agents. He also reiterated that the organisation’s advertising involves creating the significance of the product, and then together with the seller, reaches the advanced phases of desire and action. Further research (Berry, 1995) argued that it is not clear that the stages identified in the theories must take a linear format; instead, the customer’s progress through these phases can depend on numerous dissimilar phases, such as the stages of cost and technology (Fill, 2012).

Other researchers (Hackman and Oldham, 1976) have believed that an organisation uses advertisements to sell more of its commodities, and this can be compared to exploiting something as a stimulus to stir the consumer’s response. However, some have disagreed with this because of their feeling that advertising does not have this effect on them. They take the view that it is not advertising that convinces them to buy the commodities; instead, it is the effectiveness of the commodities. However, having grouped these customers together, it was deduced that this was the view mostly of Group 1 while Groups 2 and 3, which are 60+ and 40+ respectively, thought otherwise. According to the researcher, it is the advertisements from companies that produce the need for the commodities in the community. In addition, many of the buyers, over 45%, did not sense that it is advertisements that take them through the last two phases of this theory: Desire and Action. Some customers believed that the last two steps are achievable only when they talk to a sales agent.

Another section of the buyers reasoned that the aim of company advertising is to be more successful than some rivals are in taking them through the phases of getting responsiveness and attention. In their opinion, though they encounter the company through advertising, they do not follow the last two steps. Most of the consumers interviewed concurred with the view that when buying a product, all the phases in AIDA are vital. Many claimed that without going through the entire process, they might not be convinced to buy the product.

When examined under the Analysis of Communication Process, AIDA can be seen to be a model that is used currently. The interviewee stated that it is important to know at which step in this model the organisation’s advertising is located, and what to do with it. In one study (Berry
1995), the author agreed that he saw AIDA as one of the strongest theories within advertising today. He pointed out that all the phases in this model are appropriate in a buying process, and conceded that it is in conjunction with other communication elements that the process is accomplished. Likewise, the author commented that the role of the advertisement is to take customers past the two final phases of Desire and Action; the customers conclude that in this process, it is up to the sales agent to use face-to-face marketing to generate a need and encourage them to make a purchase.

Baligh (1994) demonstrated that the advertising circle has recently concentrated more on the two main behavioural actions of attention and interest. He also stated that AIDA is seen as highly influential: the theory instinctively touches our ideas and is certainly something that is evident in both the consumer’s and the researcher’s ideas. However, some consumers feel that it is only the two initial phases in AIDA that can be connected to advertising. The consumers might not want to accept these phases, but it is the advertising that affects those ignorant about the product and makes them want to purchase it. Conclusively, it seems that AIDA can be related to reality in suitable ways; however, no major variations have been devised.

**DAGMAR**

Colley devised the theory of DAGMAR, as at that time, he was preparing a report for a conference with the Advertisers Association. DAGMAR’s main objective was to investigate how to improve each step of communication measurably (Smith & Taylor, 2002) and due to this submission, he discovered that it does not follow the same arrangement of just passing on the message; unlike AIDA, DAGMAR focuses more on the steps of understanding that a customer must have regarding the company and on how to assess the outcome of an advertising campaign (Heath, 2001). DAGMAR is based on four assumptions.

1. The consumer must be aware that the particular product exists.
2. The consumer should have an understanding of the product and of how they will benefit from owning it.
3. He/she must get to a point conviction.
4. Customer should be able to motivate him/her to take action.

This assumption of the different stages of the consumer process helps the consumer to buy a particular product. Colley (1961) suggested that for advertising to be successful, the message has to be the focus and has to be measurable. This will allow for effective communication that can affect consumer decision-making. DAGMAR is built on the hierarchical effect model (Mackay, 2005).
One of the effects of Dagmar is that it helps both organisations and advertisers to devise a better advertising planning strategy that will allow a product to penetrate the market. The criticism levelled against Dagmar is that it depends too much on strategic planning. In recent times, advertising has also been about creativity and developing new ideas that will help organisations break new markets or perform better within the already penetrated market.

Another criticism is that although the theory suggests that each consumer will have to go through those steps, a consumer does not always follow those highlighted steps. The Dagmar stages shape a consumer’s decision-making process. The ability of the consumer to recognise the benefit of the product feature is very important in Dagmar; once the consumer is aware of the benefits, then the consumer can be motivated to buy that particular product.

Recently, researchers have identified two theoretical methods that can help advertising agencies develop a good advertising campaign. The theories (Kenneth & Donald, 2014) include

- means-end chain theory
- visual and verbal image

**Means end theory:** this is one of the more recent theoretical approaches. The theory states that an advertisement message should include messages that will point the consumer to a satisfied end (Kenneth & Donald, 2014). Kenneth and Donald (2014) referred to a satisfied end as personal values; they pointed out that the theory allows the consumer to see the product being advertised as satisfying their personal values. The means-end leads to the means-end conceptualisation of components for an advertising strategy otherwise known as "MECCAS".

Kenneth and Donald (2014) discussed six steps in MECCAS:

1. product's attribute
2. consumer benefit
3. leverage point
4. tag line
5. personal values
6. executional framework

The MECCAS method explains that consumers will like a product because of the particular benefit the consumer will derive from it. To understand the MECCAS method, let us take milk as a product. The product attribute associated with milk is calcium, and the consumer's benefit will be good health; thus, the leverage point represents the link between consumer benefit and personal values. The milk advertising strategy is a study conducted by Greenfield online;
however, a criticism of the research is that personal values could mean a wide variety of things, such as a good security system for online purchases.

Taglines (Kenneth & Donald 2014) represent the key message or phrase organisations use in their advertisement; for instance, the brand PUMA uses “together forever powerful.” It is suggested that consumers easily remember taglines because they are simple and interesting phrases. Currently, most organisations use a tagline, like a motto that they are identified with. The purpose of these taglines is that they offer easy advertising recall from the consumer. In recent times, the use of taglines has become a fashion, meaning every organisation uses one form of tagline or another. Taglines as an advertising approach is not present in south west Nigeria. However, a tagline would help the advertising agencies to use catchy phrases that would attract consumers in the region.

**Verbal and visual**: This model suggests that advertising messages can be conveyed in two ways. The first way is through verbal messaging. Verbal messaging is when an advertisement shows more words than images. On the other hand, visual messaging relies more on images (Kenneth & Donald, 2014). It is presumed that the consumer will remember more of a visual message then of a verbal one, as consumers easily remember pictures in particular, even when they cannot remember the name of the product. According to research (Kenneth & Donald, 2014), the reason why consumers remember in this way may be connected to how the human brain functions. However, the question is, though the brain picks up both pictures and words on both sides, why are verbal messages stored only on the left side?

As discussed earlier, the aim of an advertising model is to persuade consumers to purchase a particular product. This leads to a discussion of what makes advertising appeal to consumers. Kenneth and Donald discussed seven approaches advertising agencies use to make a particular advertising appealing: fear, humour, sex, music, rationality, emotion, and scarcity.

Kenneth and Donald (2014) suggested that one of these seven features should be used during advertising. Their point is that the purpose of advertising is for the consumer to remember or recall the product, so using any of these seven features will help the consumer to recall the product. The idea is that the consumer responds to these features. For instance, the ‘Go compare’ advertisement in the United Kingdom contains a song that people can remember. That said, there is criticism regarding the limit of using these features, as while consumers may like advertisements that make them laugh, sometimes the humour created might overshadow the message in the advertisement. The ability of an advertising agency to know which feature to use for a particular advertisement and to make sure the message is conveyed is essential to a good advertising campaign.
2.10.8 SUMMARY

This chapter has discussed advertising theories, human behavioural models. The reviewed literature has highlighted the different stages and shown the process by which consumers arrive at their buying decision. The inclusion of this model is justified, as it makes it possible to ascertain how to design a better advertising model because a good advertising model should put consumers at the forefront. To do this, it is important to understand how advertising works and what makes a good advertising campaign, as a good process is possible only by designing and implementing the right model in which the consumer is the priority and the target market is well understood in terms of how the advertising campaign in such a market ought to be conducted.

The models in this chapter of the research gave the researcher an opportunity to explore different ways to design a model in the cultural context of south west Nigeria.

The theories and models discussed in this chapter contributed in various ways to the research aim to design an advertising model for a multicultural market such as south west Nigeria. For instance, AIDA indicated how consumers can be helped to make strong decisions and showed how they think, what attracts them to a product, and the stages that each consumer goes through before buying a particular product. The literature review demonstrated that communication between the advertising agencies and the target consumers has to be near perfect if not perfect in order to achieve awareness, action, and sales, though some researchers have argued that not all consumers necessarily follow these steps. The strong model of advertising, the idea being to help us to understand how consumers can make strong decisions in order to get their desired products, represents this chapter also discussed the weak theories of advertising.
CHAPTER THREE

3.0 OBJECTIVES
To review culture.
To discuss the relationship between culture and advertising.
To profile south west Nigeria.

This chapter is divided into two sections. In the first section, the researcher reviews culture, that is, the definition, components, features, and characteristic of culture, and offers a profile of the various cultures in south west Nigeria, detailing their similarities and differences. Lastly, the researcher discusses the relationship between culture and advertising and their contribution to the research. In the second section, the researcher gives a profile of the history and development of south west Nigerian cultures and their contribution to the research.

3.1 CULTURE

Culture can be said to be a set of values, beliefs, and norms that operate within a certain community or individual and that differentiates the individual within a particular people (Hofstede, 2003; Wilson, 2002). This explanation sums up culture using two assumptions. The first assumption concludes that culture is not stagnant but instead it evolves with time (Al- ojuhaim, 2008). This suggest that culture evolves and that over the years, the culture of people in different communities has changed; for instance, in south west Nigeria from the early 19th century until the early 1990s, what people wear and the way people greet each other has changed over time.

The second assumption is that there is no such thing as a good culture or a bad culture because culture reveals the uniqueness of people within a certain location or place. In south west Nigeria, where there are 250 ethnic groups, each individual ethnic group is unique. However, it should be noted that what is culturally acceptable in some countries may not be acceptable in south west Nigeria, which is one of the reasons for conducting this research. These variations are due to the rational, linguistic, representative, and extant assets linked with the foundation and conservation of cultural systems. Additionally, geography or government does not limit culture, so it should not be presumed that either of these restricts the development of culture itself.

3.2 CULTURAL IMPACT ON ADVERTISING

Advertising agencies in international markets. The main objective of the research is to design an advertising model for the international market with regard to south west Nigerian culture, so it is important to consider the advertising and culture in south west Nigeria.
Globally, the advertising method accepts that though an advertisement may have been developed in one part of the world, it can do equally well in other parts of the world, but culturally speaking, this assumption is not realistic because people’s cultures differ and this will affect how an advertisement is received. Advertising agencies around the world are mostly more concerned about the cost of production rather than about what the target market actually want to see, as money plays a major part in advertising. In order to have a successful advertising campaign, advertisers should have adequately prepared plans and programmes, and these should involve specific aims. The best way to identify genuine goals for a specific market is for advertisers to conduct a review of their design or completely redesign it to suit the target market. This approach involves an assessment of the organisation’s day to day activities and an investigation into what will function within the target market.

The next section focuses on the appeal and cultural values in television advertising. In most African countries, television is viewed as one of the best media for advertising (Oyedele, 1999). Holbrook’s research in this field investigated emerging markets, and one of the research aims was to see how culture influences consumers’ choices of a particular brand.

Oyedele (2001) research also revealed that advertisements from most developing countries from Africa are homogeneous regarding how the cultural values influence the conservative design, indicating that, recently, there has been a suggestion regarding how cross-cultural advertising in developing countries such as Nigeria, is restricted due to insufficient cross-cultural advertising in these markets (Oyedele, 1999).

Taylor (2005) pointed out the unequal concentration of international advertising research in developed countries, mostly Asia and Europe, and agreed that there is a need for research students to design research that will solve the problems relating to advertising, such as cultural issues, in developing countries.

Oyedele (2001) also agreed that one of the areas where there is a lack of research regarding cross-cultural advertising is Africa. Nigeria is an example of an African country where the impact of culture on advertising cannot be overemphasised (Blunt and Jones, 1992; Milner, 2005; Millman, 1983). The literature shows how culture and advertising are interrelated (Milner, 2005). As the population of south west Nigeria is over 50 million and comprises of 250 different cultural groups, thus, the research aim is to look at the effect on consumers of both locally produced adverts and internationally produced adverts and to evaluate how culture influences consumers’ choice of purchase.

Oyedele (1999) also suggested that there is more advertising research in developed countries than in developing countries. Therefore, he argued that advertising researchers should
investigate more in developing economies such as Nigeria. In order ascertain the significance of culture in advertising, we must first discuss culture.

Hofstede (1991, 1997), as mentioned earlier, described culture as a collective psychological programming that can be seen as a distinction that differentiates two groups or individuals. In his research, Hofstede identified five stages of culture, namely, power distance, uncertain avoidance, individualism, masculinity/femininity, and time perspective, and these will be discussed in more detail below.

3.3 INDIVIDUALISM/ COLLECTIVISM DIMENSION

Individualism can be described as the situation where an individual depends more on their own opinion than on that of their group; the individual recognises the existence of the group, but will always place their value and desires above those of the group (Al-ouhaim, 2008).

Understanding individuals is very important when investigating culture because culture has an impact on individuals within a community. In this case, this research examines the individuals in south west Nigeria. How do the individualistic and the collectivism factors affect different ethnic groups within south west Nigeria?

Concerning individualism, Khanna (2009) suggests that individuals are designed to survive alone and that the relationships between individuals are loose. The individual within a society is loyal to their self and does not depend on other members of the society to survive. The research was conducted by Khanna compared Japan and the US using a Nike advertisement. They discovered that consumers in the US are individualist in nature; society in the US is characterised by individual achievement recruitment, with job contracts being based on the best individual, that is, on merit.

On the other hand, collectivism argues that there is unity or strong ties between individuals. Khanna’s (2009) research showed that Japan is a collective society whereby the people within the society stay together. One of the features of the collective society is that their property is handed over from generation to generation; they depend very much on each other to be happy. One of the big problems of the collective society is that when the most influential person within the group dies, the others left within the group may lose a sense of direction because they depend on each other to make the right decision.

One of the distinct differences between individualism and collectivism is that the former suggests that advertising to the individual should be direct while for collectivism; an indirect form of advertising is more useful.

In south west Nigeria, because of the multi-cultural elements in society, consumers belong to different groups in terms of religion and tribe. Usually, beliefs and values shape people in
collectivism and individualism. Therefore, it can be said that due to different religions and cultural situations, consumers belong to different groups in south west Nigeria. Although research has not been done to ascertain this, it is clear, for instance, that the majority of Hausas are Muslim and the majority of Igbos are Christians; this is an indication of the different groups. Firstly, we need to understand culture and the characteristic of culture; this will be discussed in the next section. It is important to look at individualism and collectivism from organisational point of view. Collectivism demonstrates teamwork and an environment where team members depend on team leaders for instruction. In this situation, individuals do not necessarily need to use their own initiative to achieve tasks, and clear instructions with good communication is required. On the other hand, individualism within an organisation environment suggest that individuals are free to make their own choice. A high level of competence is required to enable individuals to work better. Hofstede’s research findings suggest that countries like Canada, Great Britain and the United States are very individualist, while Indonesia, Pakistan and Guatemala are more collectivist. Individualism allows individuals to only care about themselves and their immediate families without being concerned about what the society at large might think or feel. Their behaviour is dictated by internal factors rather than environmental factors. On the other hand, in a collective society, individuals belong to a certain group and within this group trust in their foundation. One problem that usually faces a collective society is that an individual’s behaviour will have impact on the whole group. Having an understanding of the two perspectives will help the researcher to ask questions during survey that will help us understand the south west Nigerian market. One of the criticism of Hofstede’s finding on individualism and collectivism is that his research was based on the western market mind-set, and didn’t take into account the south west Nigerian market mind-set, which is also a good reason why the researcher decided to look at it from the perspective of the south west Nigerian market.

3.4 CONCEPT OF CULTURE

One of the fundamental ideas of culture in the present day is known as civilisation. The early 20th century ushered in the use of the phrase, and subsequently, many countries now use the term ‘charitable science’. Different scholars have attempted to explain the importance of culture, and in the early 20th century, scholars introduced the word ‘civilisation’, which suggests comprehensive social accomplishments in science, the arts, and politics (Al-Ojuhaim, 2008). In addition, in the eighteenth century, culture was considered an obstruction to the usual morally pure condition. The term ‘culture’ originated from the Latin word ‘cultural’, from the verb ‘colere’, with the implication of ‘inclining’ or ‘cultivation’ (Al-Ojuhaim, 2008).

Financial structure, household, belief, community power, the language people speak and how people communicate are typically measured as fragments within a culture (Al-Ojuhaim,
2008) and are central to cultural beliefs and principles; in addition, judgement and evaluation rules are vital. Individual behaviour is not casual or pointless, but rather is inspired by these essential components (Al-Ojuhaim, 2008).

Furthermore, changes in human culture are carefully connected to scientific development; a change by which human beings adapt to their background in complex systems is meaningfully cumulative day by day.

The third phase of civilisation involved the most advanced of the three stages. This stage is advanced because this stage ushered in the period of writing and speaking. This led to a rise in human culture and facilitated the expansion of civilisation. This therefore led to a significant increase from one society to another in accordance with how each society can capture new philosophies and perform confidently in them. It has also been pointed out by different authors that culture can be extended within a society through the direct or unintended relationship between a person and group of people of this culture (Al-Ojuhaim, 2008).

Furthermore, because of the ongoing growth of messages and ways of transportation the evolution of civilisation has been progressively increasing. It has also been pointed out that important cultural changes occur amongst many countries, including traditional and non-traditional groups, depending on the area. The basic elements of civilisation did not circulate at the same time; the two major elements of culture that circulated faster were politics and religion.

Moreover, individual cultures are a collection of sets of planned personalities from people of different age ranges and genders. This is achieved by developing different methods and guidelines for actions and behaviours, which spread from cohort to cohort.

Culture can be seen as an educated behaviour developed through socialisation (Ward et al., 1987). People attain a culture from the moment of their conception by a social procedure, and this will stay with them as long as they live in a specific culture (Al-Ojuhaim, 2008; Hofstede and Bond, 1988). In addition, a person’s behaviour is completely or fundamentally modified during community education and the acquisition of knowledge (Al-Ojuhaim, 2008).

3.5 COMPONENT OF CULTURE

All phases of an individual’s life are subject to culture. For a marketing campaign to be effective, it should entail knowing what the culture of the target market is. Consequently, advertising organisations or advertisers must try and show a reflection of the particular target market culture in the process designing an advert (Al-Ojuhaim, 2008).

3.5.1 VERBAL AND NON-VERBAL LANGUAGE

An advertisement can produce a negative response from the target market due to the use of bad language in the advertisement. Language is very important because it represents the main means of communicating and of communication exchange. Selecting the appropriate language will
resolve problems. Cateora (1990) commented that while a language is hard to learn, it is the most significant part of a culture. Consequently, it is vital that external advertisers make sure that they choose the right language in their advertising campaign; for instance, in a Muslim community advertisement for a soap product, the advertiser may suggest that using that particular soap will make the consumer clean and kill all the germs on their body; however, using the soap as a way to promote sex may sound offensive to such a community (Al-Ojuhaim, 2008).

3.5.2 MATERIAL CULTURE

Material culture comprises science, administrative methods, and a financial system (Cateora, 1990; Hofstede, 2003). An in-depth knowledge of material culture will help the advertising agencies or organisations to use the right advertisement for the target market (Al-Ojuhaim 2008). Material culture refers to a situation whereby an inanimate object performs for people, or individuals use this object to achieve their goals or carry out their duties within the society. We see many of these material objects around us most of the time, for instance, cars, pens, money etc. In recent times, many researchers have intensified their interest in material culture (Woodward, 2007).

The argument of material culture studies is that material objects can have the power to validate things or affirm social meaning by acting on behalf of the individual. Therefore, material culture refers to how an individual within an environment uses a material object and what exactly this object is doing for them in return. Material culture affects the buying consumption of an individual. Take, for instance, an office clerk earning £700 a month; what the clerk can buy will be limited compared to that of a manager earning £2000 a month. They both live in the same environment, but their expenditure will depend on their earnings.

The advertiser needs to consider the target audience, that is, the market they are advertising for, by taking into consideration their living standards. If a luxury good is being advertised for a low-income society, the tendency is for the individual to react negatively to such advertising.

Five Cultural dimensions of work-related value at the national level

Time Orientation
Hofstede and Hofstede (2005) described time orientation as a situation whereby an individual within the society is originally programmed to take delayed satisfaction of emotional needs, material needs, and social needs; this process can either be a long- or short-term situation. The argument against this theory is that the consumer sometimes wants to see the effect of the product or the benefit of it immediately, while sometimes they are prepared to wait. Some individuals will accept this situation or become used to it. An example is when an individual invests in a long-term relationship, , it will usually take some time before the investment turns into profit. On the other hand, the short-term orientation has to deal with a situation where the individual seeks to be stable
and is more concerned about being happy instead of seeking peace of mind. The short-term orientation individual is also consumed by respecting his/her culture. Both long-term orientation and short-term orientation have their own advantages and disadvantages, ranging from the reward the individual will get from a long-term investment, which will require some patience, to short-term investments, which will enjoy immediate stability, but the stability can be affected after a while.

**Masculinity**
This is a situation where the roles of men and of women within the society are differentiated; men are assumed to have different attributes compared to women. Hofstede (2005) pointed out that men are expected to be strong and authoritative, and to focus more on how they want to excel in whatever they are involved in. This will help the man to be respected and appreciated more. On the other hand, women are expected to be nice, soft, and caring, and they focus more on the issue of quality. Women want to be considered for the same roles as men; for instance, in south west Nigeria, young women are expected to stay at home and look after the children while the man will go out and work in order to feed and provide for his family. The role of women and men within the society is still under discussion especially in a developing society such as south west Nigeria. Many African countries still lag behind the developed world; although the issue of equality has improved considerably, there is still a lot to be done. Hofstede’s theory is supported in south west Nigeria because men and women have distinct roles.

**Power distance**
The most powerful members in the society are dominant within the society. This theory from Hofstede (2005, p. 402) argues that the normal people within the society should accept the power distribution. The power distribution is assumed to be unevenly distributed. The idea is to allow for the smooth distribution of power within the society or organisation. Even though the distribution of power is still common in developed and developing countries (Hofstede, 2005), not everyone within an organisation, for instance, can be on the board of director or be a manager; such positions are limited to a few individuals, who are usually elected or selected. If people within the organisation, for instance, do not accept the unequal distribution of power, this will lead to problems within the organisation (Hofstede, 2005). It is very difficult to have an even distribution because there are many factors to consider; for example, individuals within the society do not have the same level of education or influence.

**Uncertainty avoidance**
Hofstede and Hofstede (2005, p. 402) described uncertainty avoidance as a situation whereby an individual within a particular culture feels pressured as a result of an unknown issue. Hofstede
described culture as the situation where everybody in a group works together to achieve a common goal; this group consists of people with the same beliefs and with a common characteristic that shapes them. Although they all have a common interest but the individual within the group also uses the beliefs and norms that exist within the group to shape themselves. The classic theory correlates with this argument, which suggests that individuals within a group will take on the characteristic of the group and shape their personality along the same lines. Furthermore, classic theory suggests that while culture shapes an individual’s character, culture also changes over time.

Culture varies from society to society and from country to country. This theory is re-affirmed in the current situation in south west Nigeria, where there are different ethnic groups. Although this is predominantly a Yoruba-speaking region, Hausas and Igbos also live there and after a while, they start to speak in Yoruba, which is not their local dialect. They are being shaped by south west Nigerian culture according to Hofstede and Hofstede (2005).

**Culture/Advertising/Consumer Decision-Making Process**

The belief surrounding consumers in Africa and the rest of the world is that consumers make purchases having a core decision-making framework or model in their mind, which could either be deliberate or intentional shopping with regard to pricing, quality of the product, or branding; advertisers have this at the back of their mind, which should help them to carry out better planning. Having said that, finding a common definition of how consumers make their choices is a major problem.

Sproles and Kendall (1986) designed a consumer decision-making style, otherwise known as the consumer style inventory (CSI). This method of approach allows the consumer decision-making the process to be tested. The researcher conducted a study using CSI in a range of countries, including Korea and Greece. For instance, the researchers (Hafstrom, Jung, & Young, 1992) discovered that consumers in Greece are not price-conscious and they are not concerned about getting value for money while in Korea, they were brand conscious and tended towards perfectionism. This supports the theory that an advertising model needs to be adapted to different cultures and countries. It cannot be assumed that an advertising campaign that will work in south west Nigeria will work elsewhere.

3.5.3 **AESTHETICS**

These components of culture signify the cultural clarification of the representative values of numerous approaches of creative appearance, colour, and the values of beauty in each culture. Aesthetic appearance involves visuals, plastic arts, folktales, songs, and drama (Al-Ojuhaim, 2008). Furthermore, the culture of aesthetics helps the advertiser to select the colour, music, and
visuals for each particular target market; this will enable the advertiser to reach a wider audience. Visuals, colour, and music are very important in most societies; in fact, some consumers are drawn to a particular product as a result of the music or the visuals.

3.5.4 EDUCATIONAL AND SOCIAL INSTITUTIONS

Al-Ojuhaim (2008) pointed out that the level or ratio of educated and uneducated individuals in the market is very important in the advertiser deciding what type of advertising method to pursue.

Moreover, advertising agencies have to take into consideration the socio-economic structure that exists within the society. The economic structure includes level of income within the community and level of education, elements that cannot be avoided. For instance if there are more uneducated consumers in the target market, then the advertiser might pursue visual or radio advertisements rather than print (Al-Ojuhaim, 2008).

Similarly, understanding the income level of the target market is essential to the success of the advertised product; if consumers cannot afford the product advertised, then no matter how good the advertiser is, they will not be able to buy the product.

3.5.5 RELIGION

In the western world, religion has a relatively low impact on consumers’ everyday lives, but in developing countries such as Nigeria, where there are 250 ethnic groups within south west Nigeria alone and three major religions, religion is very important, and it affects consumers’ decision making. Consequently, advertisers must be cautious to consider religious opinions when sending communications within a nation where religion plays a main role; for example, the advertiser must avoid offensive messages during their campaign (Al-Ojuhaim, 2008).

3.5.6 CULTURE DIMENSIONS

Culture can be described as a dimension in which the community operates which will affect the advertiser’s campaign. This dimension includes the structure in which the economy allows the advertiser to operate, and it differs from country to country; there may be some similarities, but they will differ due to some cultural characteristics that exist within the community.

3.5.7 CULTURAL DIFFERENCES

The most common cultural dimension in Africa is authority and hierarchy. Oni’s (2001) research on cultural values in Nigeria demonstrated that respect and devotion to religion are very important. Furthermore, in Nigeria, the level of education is crucial; for example, people with higher degrees want to be called by their title. In addition, in most organisations in
Nigeria, religion is also a factor in the recruitment process. The problem with most advertisements is that they do not appeal to people because the content of such advertisements does not support their cultural ethics.

Hofstede (2006) posited that hierarchy and authority were important amongst African organisations. He made the following hypotheses. First, a significant difference in the culture will affect consumers’ perception of a particular advertisement, and second, advertising will appeal better to African countries with higher economic development than to countries with less developed economic benefits.

The cultural dimensions in Nigerian and Ghanaian advertisements were found to be higher, this dimension involves believe and respect than in South African advertisements, where all the emphasis is on hierarchic values. Cultural dimensions, as discussed earlier, are based on this hypothesis. Milner (2005) pointed out that the main reason for selection is the interest level or cultural dimension; for instance, Nigeria consists of 3 major cultural groups and 250 ethnic groups and so will have more cultural dimensions.

To make the comparison, the researcher used television advertisements across these three countries. The technique used was non-probability conscience sampling as follows: Nigeria (n=196), Ghana (n=114), and South Africa (SABC1) (n=195).

The findings showed that there were more advertisements for beauty products, cell phones, and food and snacks in South Africa than in Nigeria and Ghana and that there was a higher proportion of banking advertisements in Nigeria compared to Ghana and South Africa.

This research focuses on the cosmetics industry, and as shown above, there are more advertisements for cosmetic products, which made Nigeria suitable for this research.

This paper provides vital information about market features that can be used by advertising managers who plan to create advertisements for developing countries, like south west Nigeria, that have different ethnic groups. Moreover, this research is intended to benefit international organisations that want to establish commercial operations in these markets.

The study suggests that advertising adaptations will be suitable for Sub Sahara African (SSA) countries; adaptation strategies allow for cultural integration leading to better acceptance of and interest in advertising (Oni, 2005). The research posits that advertisers can adopt the beauty appeal as a global advertising appeal.

3.6 CULTURAL SIMILARITIES AND DIFFERENCES WITHIN SOUTH WEST NIGERIA AS COMPETITIVE ADVANTAGES/DISADVANTAGES

Mostly, culture is viewed as a problem (Susan C.S. Schneider. J.L. Gunter K. Stahl, 2014), and more so in a multi-cultural region such as south west Nigeria; However, culture should be seen
as an advantage; this is shown in the fact that each region within Nigeria has its specific and cultural features, which can improve channels of competitive advantage at one level, only to become a disadvantage when the environment changes (Susan C.S. Schneider J.L Gunter K. Stahl, 2014).

Susan C.S. Schneider. J.L Gunter K. Stahl (2014) suggested in their book that culture should rather be seen as an advantage. Advertising agencies can use culture as a link between an understanding of cultural values, and advertising agencies can preserve these values in their campaign. The three major ethnic groups in south west Nigeria, namely, Igbo, Yoruba and Hausa, have distinctive features: the Yoruba are mostly idol worshippers but some are Muslims as well, the Hausa are mostly Muslim and follow their religion strictly, and lastly, the Igbo are mostly Roman Catholic Christians. While the three groups follow different religions, they all share the concept of “respect”, meaning respect for elders. This implies that ‘age’ is a significant factor. Even if the age difference between two individuals is only one year, the younger person must show respect in their dealings with the elder one. Another major difference between these three groups is their languages, they have different dialects. It is crucial for advertising agencies to take note of this; however, many advertising agencies ignore this fact and produce their advertisements in English. Susan C.S. Schneider. J.L Gunter K. Stahl (2014) explained the importance of integrating the culture represented within a given nation or region. This contribution was useful in developing an advertising model in south west Nigeria.

3.7 CULTURAL CHARACTERISTICS

Oyedele (1999) in his research provided an alternative traditionalist dimension of culture that explains some important values of SSA people. Some of these values include respect for elders and a focus on core family values. Oyedele (1999) maintained that respect is very important in SSA countries. He further pointed out that families in this part of the world like to do things together; they usually want to achieve the same aim, and protecting the family’s honour is essential.

Oyedele (1999) argued that culture brings people together. For instance, culture promotes loyalty; once an individual is part of the society, they will be expected to show their loyalty to that society as much as possible. Similarly, age is vital within SSA countries; for instance, they usually equate wisdom and age, which implies that the older you are, the wiser you become. Oyedele (1999) also conducted a study on Ghana, which provided evidence that culturally speaking, Ghanaians prefer to do activities together rather than embarking on such activities individually, i.e., they prefer a communal approach to life. Oyedele (1999) also pointed out that family values are vital to the people of Nigeria. As mentioned earlier south west Nigeria has three major religions, 250 different ethnic groups and three languages and although south west Nigeria is a region within
Nigeria itself, people from other parts of the country also live there, and while each of these ethnic groups is unique, a common core value is the solidarity that exists amongst them.

In South Africa, the cultural values in traditionalism are associated with the idea of ubuntu. Oyedele (1999) described/ubuntu as a situation where an individual sees helping their fellow beings as a way of helping themselves; in other words, ubuntu encourages a spirit of togetherness and of respecting people older than oneself. Oyedele (1999) concluded that from that viewpoint, there is little or no difference in the cultural aspect of the traditionalism that exists in Nigeria, South Africa, and Ghana.

Culturally speaking, cross-cultural findings prove that hierarchy and authority in SSA and Nigeria are very important. Oyedele argued that hierarchy is deeply related to power distance, as recommended by Hofstede (2003). Oyedele (1999) findings also suggest that people in authority are given higher respect regardless of their age and educational background.

Oyedele (1999) also discovered that the traditional hierarchical type of authority is still in use within the big ethnic groups in Ghana. Aslo and Oni (2005), who studied cultural values in Nigeria, thought their finding suggested that people in Nigeria attach great significance to the hierarchical type of authority and titles, e.g., doctoral degrees. Similarly, people in South Africa support the hierarchical culture and authority in organisational settings.

The research hypotheses (Oyedele, 1999) were based mainly on how socioeconomics and culture influence the pattern of advertisements in the three SSA countries.

The study hypothesis relating to socioeconomics shows the level of economic development among the countries, which has an inevitable impact on the advertising appeal patterns.

The study hypothesis relating to cultural similarity shows the level at which Ghana, Nigeria, and South Africa are culturally homogenous from a conservatism aspect. It revealed that there is no significant difference among the countries in their degrees of embeddedness.

The study revealed that adverts from SSA are homogenous in terms of using the cultural values and are heterogeneous in terms of the cultural values underlying the hierarchy dimension. The general family values variable is more relevant than any of the other variables in cultural homogeneity in the adverts of Ghana, Nigeria, and South Africa.

It also makes available useful information on the market characteristics that will be helpful for advertising managers. This is also relevant for international organisations that wish to set up business interests in these countries. Advertisers can also make use of the beauty appeal as a global advertising instrument (Oyedele 2009).

In conclusion, it is obvious that advertising is crucial to all business, and it is more effective
in the UK than in SSA countries such as Ghana, Nigerian, and South Africa.

The study also revealed the factors that contribute to advertisements, such as family, embeddedness, respect for elders, and respect for tradition and wisdom. The socio-economic status of the countries also contributes both positively and negatively to the growth of advertising in African countries.

However, on this note, taking into consideration the aims and objectives of this research, the study identified the factors that inhibit the positive effect of advertising agencies in most African countries especially Nigeria. These factors of religion and socio-economics affect and portray negative images of firms in Nigeria because of a lack of proper information management through advertisements (Wright, p. 2013).

The research also highlighted the difference between local and international advertising patterns and their impact on consumer behaviour. Furthermore, the study was able to pinpoint the genuine and authentic use of advertising by firms in the UK compared the advertising by a Nigerian firm. It also showed how Nigerian advertisements lack the hedonic advertising appeal that is present in their UK counterparts. The hedonic advertising appeal is interesting because it focuses on personal beauty and lifestyle products. However, this finding is not limited to product categories or cultural characteristics; it also represents global advertising appeals in SSA countries.

Furthermore, the attractiveness appeal of Ghanaian advertising is interesting compared with that of South African and Nigerian advertising, as it indicates a high level of nationalistic sentiment in Ghana when compared with Nigeria and South Africa, which employed local advertisers to use superlative language in order to promote power, strength, and self-sufficiency (Oyedele 2009).

There are limitations to the research (Oyedele 2009) including the suggestion for the inclusion of more developing countries rather than restricting the investigation to three countries. The main objective of the research was to investigate the specific and cultural values in television advertisements from emerging markets.

In conclusion, according to Oyedele (2009), advertising, which is the soul of a thriving business, seems to be more effective in developed countries than in SSA countries such as Ghana, Nigeria, and South Africa, which indicates some of the factors that contribute to the poor growth and the depreciating factors in the advertising sector. Such factors include family; embeddedness; respect for elders; respect for tradition and wisdom; cultural heritage, which includes respect; religion, which forbids certain customs; and the socio-economic factor, which also contributes significantly to the growth of advertising in some parts of Africa (Wright, p. 2013; Oyedele, 2009).
However, according to the aim and objectives of this current research, which is to explore the reaction of people of different cultural backgrounds to advertisements for products, it has been possible to identify the factors that hinder the positive effect of advertising agencies in most African countries, especially in Nigeria. Considering the factors of religion, culture, and socio economics, most firms in Nigeria receive negative feedback regarding their products because of a lack of the proper dissemination of information and awareness among the public through advertisements.

In addition, this research has been able to identify a clear demarcation between local and international advertisements and has shown how they affect consumer-buying behaviour.

### 3.8 CULTURAL CONTEXT OF NIGERIA

Clearly, all countries will differ in one way or another, and so what applies to one country may not apply to other countries. South west Nigeria is a region populated by about 50 million people with around 250 different ethnic groups (Igbo, Yoruba and Hausa), languages, and religions (Ake, 1996; Adams, 2000; Oni, 2005). Culture plays an important role in how advertising is received; in fact, an advertisement can be rejected if it does not comply with the culture of a particular society. In the south west Nigerian context, the major languages are Yoruba and English, while the major religions are Christianity, Islam and traditional religions. Many advertisements being produced by international organisations do not conform to the cultures of south west Nigeria, namely, the Yoruba, Igbo, and Hausa cultures. This remains a problem, as there is no specific advertising model for south west Nigeria (Oni, 2005).

The Yorubas are known to be more educated than the other two groups, while the Igbos are believed to be better at business and craft, and the Hausas are believed to be good at agriculture. Culturally speaking, religion is a very important aspect of these three ethnic groups; according to NNBS, the two major religions are Islam and Christianity, and the two religions believe in high moral standards, as can be seen throughout their daily activities. The importance of morals and respect is one of the key characteristics of the three ethnic groups.

It is crucial that advertisers understand this in the process of designing their advertising campaign. Culture is very important to this research because understanding the culture of the people of south west Nigeria will help advertisers to design a better campaign. Culturally speaking, the people in south west Nigeria take their values and beliefs seriously. It should also be pointed out that there more Muslims than Christians in the region. However, while Muslims are more conservative than Christians, all people south west Nigeria are shaped by their respective religions in that they strictly adhere to the teachings set out in the Bible and the Quran. Thus, advertising in south west Nigeria is a complex issue because the traditional religions, Christianity and Islam, have different points of view about some issues. For instance, for Muslims,
any form of sexuality in an advertisement is strongly negative whereas the Christian religion still allows some form of sexuality, and so advertising agencies have to deal with these different beliefs (Oyedele, 2009). The question is how advertising agencies should approach such a diverse market.

3.9 CONTRIBUTION OF CULTURAL CONTEXT TO THIS RESEARCH

Advertising can be designed in accordance with general guidelines, but due to different cultural beliefs in different countries, advertising sometimes needs to be more specific. As culture is the way sets of particular people behave, so the advertising of a particular product may differ from place to place in order to gain acceptance. Oni (2005) highlighted the rich culture of Nigeria and showed how diverse it can be, which is why a new specific advertising model is needed within south west Nigeria that can help both local and international advertisers and organisations.

3.10 SOUTH WEST NIGERIA

Location: South west Nigeria

Population: 50 Million (UNDP, 2010)

South west Nigeria comprises six regions (Lagos, Oyo, Ondo, Ogun, Osun and Ekiti). The Yoruba people, who are usually found within south west Nigeria, practise a wide range of different artistic activities and the production of artefacts, such as making masks, pottery, weaving, and beadwork. They use their artwork to honour their descendants and the gods - there are more than 401 gods known to the Yoruba. Mostly, the Yoruba people came from the region known as Oyo, and although the area is mostly populated by Yoruba-speaking people, other ethnic groups, such as the Hausas and the Igbos, have settled there over three decades, and this has made advertising more intensive in the region (Adams, 2000). Before independence, most advertising was mainly in the Yoruba language, which was much easier than in recent decades, as there is now a balance of different ethnic groups.

The Yoruba exist in large rather than small groups, which is one of their special features. Today, the Yorubas represent one of the three key ethnic groups that make up Nigeria. They can also be found in nearby countries (Ake, 1996).

The reason for conducting research in this region of Nigeria is because it possesses a large untapped market; despite this area being regarded as one of the most educated regions of the country, the advertising industry is facing a challenging time due the presence of the three main ethnic groups. There is a conflict within the three groups as what appeals to one ethnic group might not appeal to another; this is because each ethnic group is attached or dominated by a particular religion, specifically, Islam, Christianity, and traditional African religions. The aim of the research will help us to understand the role of culture and how it affects advertising within this context.
3.11 CONTRIBUTION OF SOUTH WEST NIGERIA

South west Nigeria has a large population and includes many different cultures. It is therefore essential to understand what the culture of south west Nigeria involves. Although it is predominantly a Yoruba state, there are also Hausas and Igbos. Since one objective of this research is to design an advertising model, understanding the cultural background of this region is important. Currently, most advertising lacks cultural integration from the three main cultural groups (NBC 2010). Instead, advertising agencies adopt the western culture in a bid to impress consumers, but in a country such as Nigeria, a deep cultural integration is crucial. For instance, the people of the south west have a strong culture that forbids nudity and strong language. In 2010 alone, more than 500 advertisements were rejected by the NBC because they contained an element of nudity or strong language. Currently, most of the advertising is developed outside Nigeria due to the belief that any production done in more advanced countries like the US, the UK, and South Africa, will be better, and hence there is little or no cultural integration. In some advertisements, one cultural group will be more integrated in the advertisement than the others, and this leads to conflict because the other cultural groups think that the advertised product is not for them. A good understanding of south west Nigeria will make it possible to draft a more focused research question.

3.12 DUDU SOAP (AFRICAN BLACK SOAP)

The cosmetics industry is a big industry in south west Nigeria because the population is large and most of the people have a bath at least once a day. Because of this, this research focuses on the cosmetics industry to help develop an appropriate model for the south west Nigerian market, particularly with reference to Dudu Osun. As mentioned previously, this is a soap that is obtained from natural ingredients, which implies that there are no chemical additives. Dudu Osun is manufactured and produced in south west Nigeria.

Occasionally, a poor advertising planning process can have a serious effect on a product, and although Dudu Osun is a known product, not many consumers are familiar with it. Dudu Osun usually comes in a large sized bar; it weighs 150 grams and lasts 3-4 times longer than normal medicated soap. The main purpose behind producing Dudu Osun is to fight major skin conditions, such as acne and eczema, as well as stretch marks, dark spots, and other blemishes. Most of the imported soaps (Lux etc.) are too basic for many south west Nigerian customers. As mentioned earlier, the focus of this research is on the cosmetics industry and a cosmetic product was used in order to achieve the research aim during data collection. Thus, this research used Dudu Osun as the cosmetic product about which to ask the respondents from advertising agencies questions during the data collection process. Therefore, the interview questions were designed around Dudu
Osun. Such questions included asking what steps each individual agency would take to advertise Dudu Osun. This was to ascertain which method of advertising campaign is employed most frequently in Nigeria, as this knowledge would be useful in constructing a model for the south west Nigerian market, which in turn would help both local and international companies. Many products suffer from poor advertising campaigns, irrespective of the attributes and quality of such products.

3.13 SUMMARY

This chapter discussed culture and its relation to advertising. One of the objectives of this research is to show similarities between the factors, and so the research discussed topics such as cultural characteristics, and the cultural dimensions amongst other issues relating to culture and advertising. The reason for discussing culture is that it is one of the bedrocks on which this research was established. The aim of the research is to explore the reaction of people with different cultural backgrounds (south west Nigeria) to product advertisements. To achieve this, the chapter investigated what is meant by culture, then considered how it relates to advertising.

This chapter then looked at the cultural history and development of Nigeria and south west Nigeria to allow the readers to understand the present situation in Nigeria, for instance, the fact that Nigeria has 250 ethnic groups, which makes the market more complicated regarding advertising. Therefore, understanding the culture of south west Nigeria will help organisations and advertising agencies to plan their advertising campaigns better.
CHAPTER FOUR

4.0 OBJECTIVES OF CHAPTER FOUR
This chapter deals with advertising planning and advertising agency campaigns, and considers the issue of profiling the advertising sector and the development of south west Nigeria.

This chapter is divided into three sections:

1. To reviews the advertising planning process.
2. To reviews the steps in the advertising campaign process and their contribution to the research.
3. To reviews the history of advertising agencies and development in south west Nigeria and their contribution to the research.

4.1 INTRODUCTION
This chapter focuses on the activities of advertising agencies’ planning and selected media channels across which the advertising message can be passed. There is also a discussion of the history and development of advertising in Nigeria. Since the aim of this research is to design an advertising model for the international market with regard to Nigerian culture, it is important to consider the existing model that involves advertising agencies’ planning and clients.

Table 4.2 THE COMMUNICATIONS PLANNING

Source: Fill (2011) Understanding Management
4.3 COMMUNICATION PROCESS

The marketing communication process is described by Shannon and Weaver's theory of mathematical communication (1949). Marketing communication was developed to show how electrical indicators can be sent from one point to another; the process is hereby defined as communication.

The arithmetic model is widely relied on worldwide and has been accepted as a transmission model of communication (Olawuyi, 2010). The majority of models of communication in the modern world view the sender as disseminating information to be received by the receiver. The communication process model helps in highlighting the fact that communication passes through different segments in a seamless communication process (Strategic Directive 2006).

For advertising to be efficient, advertisers must be conscious of how the message may be encountered by consumers in the market. The process of relating how much impact advertising inputs have on sales output is overly tasking, with not much certainty on accurately measuring this effect, as it is not possible to accomplish this easily, quickly, or cheaply. Only a few companies undertake any analysis that conclusively demonstrates that part of sales or profits are truly attributable to advertising.

Furthermore, advertising is not the only factor that causes actual sales, but rather is part of the process of a broader marketing mix. In addition, no element of the marketing mix process works in isolation from the others. For instance, a good distribution channel may yield lower revenue for a company due to poor advertising. Furthermore, existing and heavy purchasing customers may not necessarily be influenced to make purchases by any advert they view, while
new customers may have switched brand loyalty because of advertising. Advertising mainly supports the existing level of sales (Smith & Taylor, 2002).

The research shows that for most companies, the expenditure on other promotional, merchandising efforts is equal to or greater than that on mass media advertising. Hence, analyses that claim to explain sales results over a period of time due to advertising inputs, and which ignore the other major, promotional efforts, are not accurate. Although advertising input can be measured in monetary terms, while sales output can be measured in terms of profitability, especially from the heavy buyers’ segment, competitors’ activities must also be considered when relating sales to advertising (Smith & Taylor, 2002).

The ability of an advertisement to communicate a product to the target market is very important; therefore, communication becomes an important element of our review. The understanding of how communication is used and implemented is key to any successful advertising campaign. The current advertising sector in south west Nigeria is like a dumping ground, as most of the advertisements do not communicate or the production content, and quality is low (Smith & Taylor, 2002).

4.4 CONTRIBUTION OF COMMUNICATION PROCESS

The fundamental element of communication is mostly viewed as a simplistic model that has been widely discussed by different researchers. The model talked about some new element of communication to show how difficult communication can appear. Why is communication important to this research? The communication process allows us to understand how advertising messages sent by advertising agencies through their advertising media (TV, radio, online etc.) get to the market. Consumers are faced with at least 1300 advertising messages each day (White, 1998). Considering there are so many of these messages in the market, it is the task of the advertiser to make sure the right message is sent to their target audience. As advertising can constitute noise as a result of many adverts for similar products in the market, therefore, the advertiser’s duty is not just to send a message, but to make sure the message stands out from the others, thereby generating a positive impact on consumers in order to attract prospective consumers. The messages sent have to be effective; only then will the consumer be able to differentiate such advertisements from the other similar advertised products. Any advertising planning without a model is of no use (White, 1998); therefore, it is imperative to review the communication process.

The argument against communication models is that the real function of the communication is not defined; instead, the model discusses the linkage between the channels of communications. For instance, the model did not discuss a situation where their different codes
and sub codes in a region such as south west Nigeria where there are different cultural groups. The model explains a positive relationship between the advertiser and the target. However, this is not always the case; sometimes, the consumer can view an advertisement in a way different to the one intended by the advertiser. These different variations have not been defined. Another contribution of the communication process is that it allows the advertiser to plan a budget in relation to the particular medium (TV, radio etc.) that the advertising is using.

Since early marketing began, the emphasis of the advertising models that have been developed has been on how advertising works; thus, researchers have described the process the consumer goes through following their experience with advertising. Some of these models (HOE model, AIDA etc.) have been discussed earlier. Most of these models show the sequences or stages consumers go through before buying a product. Communication is an integrated part of an advertising campaign; therefore, it is an important contributor to this researcher.

4.5 SUMMARY

This chapter has discussed advertising theories, the marketing communication process, and human behavioural models. The reviewed literature has highlighted the different stages and shown the process by which consumers arrive at their buying decision. The inclusion of this model is justified, as it makes it possible to ascertain how to design a better advertising model because a good advertising model should put consumers at the forefront. To do this, it is important to understand how advertising works and what makes a good advertising campaign, as a good process is possible only by designing and implementing the right model in which the consumer is the priority and the target market is well understood in terms of how the advertising campaign in such a market ought to be conducted.

The models in this chapter of the research gave the researcher an opportunity to explore different ways to design a model in the cultural context of south west Nigeria.

The theories and models discussed in this chapter contributed in various ways to the research aim to design an advertising model for a multicultural market such as south west Nigeria. For instance, AIDA indicated how consumers can be helped to make strong decisions and showed how they think, what attracts them to a product, and the stages that each consumer goes through before buying a particular product. The literature review demonstrated that communication between the advertising agencies and the target consumers has to be near perfect if not perfect in order to achieve awareness, action, and sales, though some researchers have argued that not all consumers necessarily follow these steps. The strong model of advertising, the idea being to help
4.6 ADVERTISING PLANNING STRATEGY

Chapter 2 introduces the topic of how consumers make their choice. Since we now have a model of the consumer decision-making process, we can discuss a planning model that will complement the consumer decision-making model. This takes us into our next stage, which aims to reveal what advertising planning should look like. In order to understand how an advertising campaign works, we need to understand the advertising planning strategy; this will then give us an idea of what an advertising planning model should look like. There are things to consider when developing an advertising planning strategy before we can develop an advertising strategy. Those features will be discussed in this section.

4.7 IDENTIFY AND UNDERSTAND THE TARGET AUDIENCE

One of the key features of advertising planning is the ability of the advertiser and the organisation to identify their target audience. For instance, for a soap, the organisation must identify who will be buying the product; this will then help the advertising agencies to plan their campaign. A soap advertisement for men only will require a different planning campaign to a soap advertisement for women only. Advertisers should project the features and benefits of the product to the consumer, and the consumer should understand what the product stands for. The target audience is the consumer at whom the advertisement is directed. However, identifying the target audience is not enough; the producer and the advertising agencies must understand what the consumers need; this will allow them to make a product that suits their target audience. The combination of the two is key to a successful advertising campaign (Hackman, 1976).

4.8 ADVERTISING PLANNING OBJECTIVES

Advertising is used to increase sales and profits. One of the purposes of advertising is to create awareness and to allow consumers to try the product; another purpose is then to position the product in consumers’ minds.

Advertising message: The message will allow consumers to understand what the product stands for, by explaining and analysing the product. As discussed earlier in Chapter 2, the message is one of the key elements of advertising, as consumers want to know why they should buy particular product and how it will benefit them. In developing an advertising planning strategy, the message should be in the next level. A good message in advertising should be short but be able to convey the message (Kotler, 2012; Jobber, 2004).
Once the objectives have been established and it is known what the message will look like, the next step is to set the advertising budget. There are four steps to consider before an advertising agency and organisation set their budget, namely, percentage sales, affordability, matching competitors and objectives, and task method (Kotler, 2012).


4.10 SET THE ADVERTISING BUDGET

Once the objectives have been established and it is known what the message will look like, the next step is to set the advertising budget. There are four steps to consider before an advertising agency and organisation set their budget, namely, percentage sales, affordability, matching competitors and objectives, and task method (Kotler, 2012).
Firstly, the percentage of sales method relies on a certain percentage of recent or anticipated sales revenue. Usually, these percentages are determined by the organisation’s traditional method of measurement. One of the disadvantages of percentage sales is that regardless of the level of competition, the percentage has to follow a certain pattern. However, this does not encourage competition, and when the organisation needs to spend more because of competition, they cannot because their spending is based on a specific percentage (Kotler, 2012).

Secondly, there is the question of how much the organisation can afford. This is based on an executive decision regarding what is considered affordable; this can affect the planning objective negatively because sometimes the advertising agency and organisation need to raise their game. Thirdly, because most markets have similar products, the producers of these products are regarded as competitors, so before a campaign can be successful, the agencies and organisation need to consider where their competitors currently are and try to better them. The advantage of this is that it keeps organisations on their toes. Lastly, the organisation and agencies must consider the objectives and ascertain how the plan will be implemented (Kotler, 2012).

In order to set the budget objectives, two decisions have to be made: the message decision and the media selection decision. The advertisers and the organisation must decide who are the target audience, what kind of message will be good for them, and how the message will catch the attention of the consumer. Then after all this has been decided, the organisation and the advertisers can decide which strategy to use. This is also important; for instance, in a less developed country where the electricity supply is insufficient, advertisers have to take this into consideration because their choices of media selection may be limited. Choosing the right media will allow the advertisers to reach a wider audience.

4.11 EXECUTE THE CAMPAIGN

The next step according to Kotler (2012) is to execute the plan; once the advertising budget objectives have been set, the advertisement has been produced, and the media selected, the advertisement is then sent to the right media channel for transmission or publication. The advertiser must ensure the advertisement reaches the targeted audience. If the plan is not executed, it will be an inconclusive campaign (Kotler, 2012).

4.12 EVALUATE ADVERTISING EFFECTIVENESS

This revolves around the three issues of what, when, and how. This is a stage where advertiser and organisation measure their decisions.

‘What?’ should be measured depending on what the organisation is using the product to achieve; ‘When?’ is based on timing, when the campaign is delivered; and ‘How?’ represents the method used to carry out the campaign.
Measuring a campaign can occur before, during, and after the campaign. It must be noted that there is no such thing as a perfect planning model; each model should be adapted to suit its present environment. The model review above provides insight into what a planning strategy can be.

4.12.1 ADVERTISING AGENCIES PLANNING STRATEGIES

Globally, the advertising method assumes that once an advertising campaign performs well in a certain market or country, it will also perform well everywhere else, but is this really the case? This assumption does not necessary hold true because an advertising campaign that is acceptable in the United Kingdom may be considered offensive in another market such as Iran (Sirgy, Bahn, & Erem, 2015). That is why evaluation is important; organisations should have a structure in place that will help them to evaluate every advertising agency. The process will enable them to give the job to the best agency.

Evaluation of a particular agency should be based on the resulting features:

1) Its company
2) Its ways of dealing with clients
3) The marketing philosophy
4) The understanding of cultural diversity
5) The innovative abilities in advertising
6) The abundance of presentations

In order to execute a perfect marketing campaign, advertisers must make sure they prepare their planning in such a way that it will help them to achieve their objective efficiently and effectively; this should involve specific objectives. In order to actualise a perfect advertising campaign that will influence consumer action, the advertisers must develop or create an advertising plan. This process includes looking at what work the organisation can afford and using the available budget effectively. The advertising agency’s planning procedure is shown in Figure 1.2 (Sirgy, Bahn, & Erem, 2015).
Most advertising agencies liaise between the customers (the marketer) and the consumer (the market). The agency offers a number of clear well-designed services to its clients in the research of advertising campaigns (Kenneth & Donald, 2014). Depending on the wants and anticipations of the clients and the country, and the consumer-related features in external markets, the company is concerned with a combination of various departments, as depicted in Figure 1.3, taken from Kaynak, Kucukemiroglu, and Odabasi (1994).

Figure 1.9. Kaynak, Kucukemiroglu, and Odabasi, (1994) "Advertising Agency/Client Relationships in an Advanced Developing Country II"
Professional services offered by advertising agencies include market research, marketing or strategic market planning, account management, creative work, media planning and scheduling, print production, television, film/radio production, and traffic control.

4.12.2 ADVERTISING AGENCY DEVELOPMENT IN DIVERSE CULTURES

In the recent advertising literature, much has been said about choosing advertising agencies for the domestic US market, but little is known about choosing advertising agencies abroad. In a previous study Kaynak, Kucukemiroglu, & Odabasi, (1994) classified the factors to be measured in selecting an international advertising agency in the following order of importance (Kaynak, Kucukemiroglu, & Odabasi, 1994): nature of the product, audience desire, budget available, type of message or selling appeal, circulation of media, availability of media, relative cost of various media, cultural considerations, reputation of the media, characteristics of the distribution system, economic level of the area, literacy level of the area, multiplicity of languages, legal restrictions, competitors' advertising, mechanical considerations, and advertising agency/client relationship. Largely, advertising agencies find the client or the client comes to the advertising agency; these are the two major ways in which they get their work.

The research findings (Kaynak, Kucukemiroglu & Odabasi, 1994; Kenneth & Donald, 2014) have indicated that in the four special industry reviews, there were differences regarding how certain advertising roles are performed and in the approach of company managers to the tradition of advertising (Kaynak, Kucukemiroglu & Odabasi, 1994).

4.12.3 CONTRIBUTION OF ADVERTISING AGENCIES

Kaynak, Kucukemiroglu and Odabasi’s (1994) study focuses on how an advertising agency functions and explains how they organise their campaigns. Advertising agencies form part of this research’s proposed model. The relationship between the agencies and the organisation is even more crucial, as a better understanding between the two parties will lead to better advertisements. In addition, the study provided an insight into how advertising agencies work in a diverse culture, and this helped the researcher to understand advertising agencies better, as an advertiser must have a better understanding of the market.

4.12.4 HOW THE RELATIONSHIP BETWEEN THE ADVERTISING AGENCY AND THE ORGANISATION WORKS

Yeshin (2012) examined the growth of the relationship between an advertising agency and its consumer, the advertiser. According to Wackman et al. (1987), the construction of a closer business relationship between an organisation and an advertising agency involves certain steps, comparable to the product life-cycle idea. A pre-relationship stage is the foundation of a
relationship. It progresses through an expansion and a preservation stage and ends in a closure phase. The first step takes place during the agency selection process before an official contract is endorsed (Yeshin & Tony, 2012). During the expansion stage, original advertisements are generated, and the first advertising campaign is directed. Most breakdowns in advertising agency-client relationships happen at this step. The third step is the establishment of a lasting relationship, and a number of campaigns are piloted. Lastly, in the final step, the relationship is exposed to unintentional closure (Wackman et al. 1987). Wackman et al. pointed out that four groups of features are vital to keep this relationship going: work product, work pattern, organisational factors, and relationship factors. It is argued here that there are components of inter-relationships and collaboration among these four sets of features (Yeshin & Tony, 2012).

Though Wackman et al (1987) is one of the main studies in the advertising agency-client relationship issue, Yeshin (2012) consequently debated whether those individual relationships between the partners of the advertising agency and their clients played a vital role in preserving the relationship in the context of the Netherlands. This is understood to mean that the clients might last only a short while; thus, agencies do not invest as much in the relationship as do their colleagues in other nations. This is a very significant finding in terms of the applicability of an existing advertising theory in an international market environment. Therefore, the current research includes an investigation into this kind of relationship in a developing country, south west Nigeria, which differs significantly from the countries reviewed in the previous literature.

**Advertising Agency/Client Relationship in a Developing Country**

The advertising agency client relationship is said to be very important to a successful advertising campaign (Yeshin & Tony, 2012), but why is it important for the researcher to look at the advertising agent relationship with their client in a developing environment such as south west Nigeria? The answer, Kaynak and Odabasi (1994) argued, is that it is necessary because developed economies and developing economies are different, and it would be wrong to conclude that the two environments are the same. They highlighted some differences that occur within the two types of economy. Firstly, they pointed out that the way consumers react to the media in a developed country is different from the way consumers in a developing country react. In a developing country, the level of acceptance is high. For example, consumers are more open to new ideas in terms of some sexual context; for instance, in the UK, some advertisements containing a high level of sexual scenes are allowed late in the evening while in developing countries, such advertisements may not be allowed regardless of the time they are shown (Yeshin & Tony, 2012).

Secondly, there are changes that affect the market atmosphere. These changes are caused by factors such as cultural, legal, and political issues. In a developing environment such as south west Nigeria, there is much political manoeuvring, whereby those selected to regulate the market
are not necessarily those most suited to so. There is also the problem of political unrest, such as the killings by Boko Haram in Nigeria. This also includes policy making; if the right policy is not put in place, both the advertising agency and organisations will be affected (Yeshin & Tony, 2012).

Thirdly, there is a lack of real competition. In a developing economy, the level of competition within the market is considered low compared to in a developed economy. In developed economies, such as the US and the UK, there are many big multinational organisations; some of these organisations produce a similar product, which will lead to a situation whereby there is a high level of competition (Kaynak and Odabasi, 1994). Therefore, this leads to a situation whereby each advertiser raises their game. Understanding how advertising agencies work with organisations is very important to advertising (Yeshin & Tony, 2012; Kaynak & Odabasi 1994). A good working relationship will help both parties achieve their aims and objectives of reaching their target audience better. A good working relationship between the agent and the advertiser will also help the organisation to have a better planning strategy, which will assist the organisation in reaching their target market and selling better.

Advertising agencies differ from each other in the way they want to build their relationship with the advertiser; for instance, some agencies want a short-term relationship whereby they work with the advertiser on one project or the advertiser works with them on only one campaign. On the other hand, some want to build a relationship that will last over time. This happens because the use of an advertising agency depends on the review by top management; they may decide not to use the agency again perhaps because they believe that the advertising agency did not deliver as they hoped it would. Therefore, a shift to another agent will be considered.

In addition, some advertisers use a process called ‘time limit’ where both parties sign an agreement that they will be partners for a number of years, usually between two to three years, and then the top management will decide if they should continue with the agency based on their performance.

4.13 ADVERTISING AGENCY EARLY STAGE

The first advertising agency was created in 1977. This was an era where agents acted on behalf of newspaper publishers (Yitzak, Hornik & Tauman, 2008). At that stage, advertising agents saw as their main objective selling advertising space in a particular newspaper. At this time, there were three types of advertising agent: space salesman, independent agent, and space wholesaler. During this period, the agents became more independent, but this led to a problem starting to emerge from within the advertising agents regarding the commission they were paid for their work. On the one hand, they wanted to take full advantage of the commission paid to them.
by their client, and on the other hand, they wanted their client to be able to take full advantage of the advertising value.

Gradually, advertising agencies started to grow bigger and better; they were more organised, and they started having periodic meetings and to help the organisation with media selection by doing feasibility studies, market research etc. The growth of advertising agents at this point gave birth to a new period called the "standard service age". This period was defined by the new role of advertising agencies, which included selecting which media channel is best for that particular advertising campaign. This was due to the development of emerging media houses. Prior to this period (1930-40), the agents started offering service packages to help their client, which involved mostly training services. In the early 1950s, the role of advertising started to change, drifting toward the consumer; this included consumer orientation, which helps the organisation to have the edge over their competitors. In the early 1960s, advertising agencies started becoming full-service agencies that provided many services, including consultations to overseas organisations.

In the late 1960s, advertising agents shifted their focus to creativity; this allowed new and young agents to spring up and the attention was more on design and on coming out with innovation (Campaign 1994). This shift helped the advertising agencies to experience a boom. Meanwhile, the creative individuals within the agency started to break away from the big advertising agency to create or form independent firms. Their function included determining how the production of the advertisement should look and overseeing media selection. Over time, the big advertising agencies began to outsource various elements of the process to these creative firms.

While this move helped organisations to save money, it also led to advertising agencies reducing staff numbers because they could now outsource some of their functions to the creative firms.

This move also allowed the advertising agencies to offer better value for money to their client and to pay a good salary to their existing staff, which had a positive impact on production output because the incentive served as a motivation.

Structure of Advertising Agencies in Recent Times
From the late 1990s to the current day, advertising agencies have experienced a significant change. The majority no longer outsource; they now offer a long list of services including designing and producing the advertising, strategic planning, media print, analysis and results, forecasting, market surveys, individual selling etc. The advertising agency also creates an accounting department which deals with all money-related issues regarding the client and provides
an avenue whereby the advertising agency can maintain close contact with the client. They do this by creating an account for each client, and this account is managed by a member of staff within the advertising agency. The overall idea is that the functions are broken down, and each department within the organisation handles a particular function; sometimes, related functions are combined, but the organisation makes sure that the burden is not too great for any specific department.

The next step is the advertising process itself. This process starts from the organisation that is intending to advertise the product; it is their product, and though they are giving it to the advertising agent to design the advertisement, their contribution in the process is vital. Both the advertiser and the agent meet and brainstorm, setting out their goals and objectives, for instance, information about the product and the kind of message the advertiser wants to convey to the target market. This will help the agent to ascertain the best direction to take in order to achieve the optimum result. Since the advertising process is very important, the first step the organisation will engage in is to select the advertising agent who can best carry out the job (Henke, 1995).

Advertisers use a range of criteria to select the best advertising agency, as discussed in the following section.

Selecting the Right Advertising Agency (remuneration)

Selecting the right advertising agency for a particular advertisement is always a long process. The process varies according to the different aims and objectives. Research (Yitzak, Hornik & Tauman 2008) has shown that usually there is some common characteristic that an advertiser looks for; this includes an agency’s creative skills, their advertising planning process, and some of their past projects. It is also believed that an advertising agency that is considered for one advert may not be considered for similar advertising elsewhere; this is because advertisers concentrate on the different abilities of the advertising agency, and the priority of one advertiser may not be the same as that of another advertiser.

A word frequently used in advertising is "pitch". This is a process whereby the advertiser invites usually three (Yitzhak, Hornik & Truman 2008) advertising agencies to present their planning strategy. The three agencies are usually selected from a pool of advertisers that have indicated their interest in pitching based on their initial submission, and the advertiser will pay a small fee to each of the three agencies regardless of whether they are selected. The panel judges each agency’s presentation depending on how composed and convincing they are. This process is the expected standard that is required during the selection process; however, the question is whether this process is replicated in south west Nigeria.

So, how is pitching conducted in south west Nigeria? This research conducted interviews with the advertising agencies to find out
Advertising Agency Reward (Money Paid for Service) Method

The way advertising is rewarded has been a major point of discussion for several decades (Yitzak, Hornik & Tauman 2008). This argument is based on the system used, which is called "commission". This is a compensation system in return for the agent’s work. This started around the 19th century; during this period, most advertising agents were part of the media.

A standard ratio of 15%, was used. This 15% was split into two categories: 13.5% for how creative the advertising agency was, and 1.5% for the media selection process. This method was found to be beneficial for the advertising agency because it establishes a tie between the efforts made by the sale agency and their performance.

On the other hand, there also seems to be some negative aspects which affect the performance of an advertising agency. These factors include uncertainty within the target market, which is categorised under environmental factors. There is a benefit associated with this payment system. First, it is easy and simple because the payment is standard and is based on a fixed price regardless of what happens in the target market. In addition, the payment covers the cost of all the campaigns run by the advertising agency. However, one criticism against it is that advertisers may pay more than they had budgeted for the campaign, so this system places the power in the hands of the advertising agency. Secondly, the commission payment helps organisations to avoid a rise in the cost of running a campaign. It is a fixed rate, so any expenditure due to unforeseen circumstances will be covered by the agent. The negative effect of this is that advertising agencies tend to inflate the price just in case any problems arise.

However, the advertisers became worried about the fees charged by the advertising agencies, which led to a further lack of trust between the agents and advertisers and resulted in the introduction of the "cost-plus pricing system.” The system adds together the payment per hour plus the monthly retainer and flat rate for campaign funds. The advertisers gradually shifted from commission payments to a costs-based system. This method faced the criticism that there was no link between performance and commission. The advertiser wanted a situation where the effort of the agent would be rewarded based on how well they had contributed, but the costs-based system could not provide such information. In addition, from the advertising agent’s perspective, there was no possibility that their work would reward them more, as even if there were an economic boom for advertisers, they would still be paid the same fixed amount. As a result of this, the advertising agencies sought a new payment method that would reflect the value of the agency’s work as well as getting the right value for their own expenditure. Payment by result (PBR) was then introduced; this method suggests advertising services should be measured before payment. Thus, unlike the previous payment method, where the advertising agency charges the advertiser for the value of their services, this method puts more power in the hands of the organisation,
whereby they will assess the work done by the agent and then pay the agent what they feel is the right amount. This method classifies advertising services just like a product (Ellis & Johnson, 1993).

The advantage of PBR cannot be over emphasised because it creates a better working relationship between the advertiser and the agency. Under PBR, the advertising agency knows that they can get a greater remuneration for their efforts, and so the harder they work and more creative they are, the more they will be rewarded. This method creates room for motivation for the advertising agency, meaning the advertising agency will wish to make more of an effort. The performance of the advertising agency is based not just on the campaign but on the overall package. This will allow an advertising agency to manage their resources better, while on the other hand, advertisers will be able to get value for money.

Also, this method allows the advertisers and the advertising agency to obtain a forecast for their relationship with each other; the agency will be able to see if the relationship with their partner will be a long one because PBR advocates for openness and fairness between the advertiser and the advertising agency (Lace, 2000).

Despite the advantages of PBR, it should be noted that there are also some disadvantages. Lace (2000) suggested that the method attracts low risk from the advertising agency, which will probably lead to a low level of creativity because even if the campaign does not go well, the agency still gets a certain amount of remuneration, leaving the organisation to take the larger percentage of the risk,

Another problem associated with PBR is that both the advertiser and the advertising agency will have to negotiate what will happen in the end; this includes deciding what the end result will be and measuring the amount to be paid. This could result in a long process, and both parties might end up not agreeing, meaning that time and money are wasted. PBR requires both parties to trust each other for successful negotiations to take place and for both parties to enjoy a win-win situation.

### 4.14 ADVERTISING MEASUREMENT

Performance can be measured in three categories: first, the organisation measures performance in terms of how much product was sold and the volume of sales over time; second, advertising itself can be measured through how much awareness was created and how many people know about the product; and lastly, the advertising agency measures how successful the campaign was and the end product.

Measuring performance is central to evaluating how successfully an organisational goal has been achieved. There is also an external factor that affects measurement; this includes competitors and an economic problem, such as a recession. The organisation does not have control over these
factors, though they can affect the measurement negatively. Measurement creates an atmosphere where the advertiser and the advertising agency are able to forecast the direction in which their established objectives are likely to be achieved and what more can be done to improve their current situation.

It is important to note that this remuneration method has been used in developed countries, such as the US and the UK, and the result has shown that PBR is more effective than another payment method (Yitzak, Hornik & Tauman 2008). Also, the PBR method has strengthened the advertising agency-client relationship and put it in a better position.

However, in developing countries, the situation could be different. What is the situation with the payment method in south west Nigeria, and could this be part of the problem that is affecting the advertising agencies in the region? Thus, the researcher interviewed the advertising agencies to find out what the situation is and how the industry can improve.

Decisions concerning the measurement of advertising performance are crucial to managers. A more effective decision is subject to a series of tests and the use of various effective methods of measurement. The guide aims to follow the principles, concepts, and practices that are equally relevant to other channels of marketing communications.

4.14.1 PURPOSE OF MEASURING ADVERTISING PERFORMANCE

Atkinson, Driesener & Corkindale (2014) underlined some basic questions which must be asked before any decision is made on what effects of the advertising performance should be measured and how. These are as follows

- What information do I want?
- How am I going to use the information when I get it?
- Will the information I am going to get be different to what I already know?
- How will the information I am going to get help the organisation in its decision making?

In practice, some companies have "Action Standards" for the measurements they make of their advertising campaign. Put differently, they set measures early to evaluate and assess the success or failure of their advertising exercises. If action standards are not set, it is like steering a boat to a proposed destination without a compass, and in most cases, managers run into problems in measuring the outcome of their activities, as they do not follow the golden rule of "First define your problem".

Atkinson, Driesener & Corkindale (2014) also identified four stages for the collection of information for advertising decision making which often involve measurement:
• Evaluate the market condition and the changing need/role for advertising
• Design the feature of a campaign to meet the demand
• Control and implement the campaign
• Assess the campaign afterwards

The information to be collected is specific to each of these different stages. For instance, at stage 1, the information collected measures the past performance of advertising in the aggregate level, such as trying to understand consumer behaviour and the way advertising appears, or is believed, to affect this. Stage 2 measures the audience sizes and the relative apparent performances of different media vehicles. The third stage aims to monitor the current performance of the campaign on those items that respond immediately, for example, advertising awareness. This would enable the manager to make tactical decisions during the campaign to ensure it follows the plan and to take advantage of new opportunities. The fourth stage is usually conducted in conjunction with the first stage of the following year's campaign.

The question of whether advertising drives sales or increased sales drive the need for advertising has been keenly debated in the literature. As to whether advertising should be measured by sales results or by indirect, non-sales related items depends on whether a manager wishes to try to gain some understanding as to why sales results do, or do not, occur as planned or hoped. Furthermore, people tend not to buy, or to do, things they do not like.

Hence measuring sales relative to an advertising campaign indicates how much people like the product, but it leaves certain questions unanswered:

• Does advertising contribute to the liking of the product to a greater extent?
• Regarding those consumers who did not purchase, did they not like the advertising and what was the problem with the advertising?
• What are those areas and can they be reworked?

4.14.2 IMPORTANCE OF MEASUREMENT

The essence of measurement of the effects of advertising is crucial to every progressive-minded manager. The manager needs to be aware of his immediate marketing environment, so as to take advantage of the many opportunities and to ward-off imminent threats from competitors. Managers always have to stay ahead of what is happening in the market place; in many circumstances, the manager is looking to measure changes in the level of some items as a result of the advertising. Accordingly, to the need to measure changes in key variables brings with it extra considerations when planning and undertaking measurement. Measurement of changes in responses to advertising requires the following:
• Previous advertising objectives and target audiences
• Measurement instruments suitable for measuring the advertising objectives
• Suitable standards, i.e., the level of reactions before the advertising occurs
• Suitable implementation, that is, the measurement technique used must be sufficiently precise to uncover the amount of change anticipated
• A control, e.g. assessment of changes in an objective sample not endangered to the advertising
• Commitment and finances adequate to carry through the implementation
• An investigation plan, identified before the advertising is begun
• Sufficient time to begin the measurement, but also to produce the results before decisions based on them are made.

The provision of a control might be seen as a luxury, but it can allow advertising effects to be more precisely measured by establishing the extent of influence of such things as:

• Competitive activities
• Environmental changes
• Other market-mix elements

A partial alternative for an independent control is to “forecast” what would be expected without any advertising. The actual result recorded after some advertising is then assessed against what was forecasted in order to estimate the effect of the advertising.

APM covers the diverse methods used for measuring the range of effects of advertising. It relates methods of measurement or assessment for the purpose of undertaking the measurement and the nature of the advertising objectives involved.

4.14.3 PROBLEMS ASSOCIATED WITH ADVERTISING PLANNING CAMPAIGN

What is the main aim of advertising? The main aim is to sell products or services or to improve consumers’ perception of them (Sonnenberg & Mitchell, 1985). Nonetheless, advertisements that receive awards do so for their attractiveness, their design, or the ingenuity of the copy, and not for the advertisement's efficiency in attaining its objectives. Therefore, it is very possible that an advertisement can be extremely attractive or sophisticated and still not succeed in its most significant task.

Many advertising campaigns have suffered from poor planning of the marketing communication process. In order to have a good advertising campaign, all aspects of the advertising design have to work together; this includes the media selection and messaging style. Marketing communication provides a better platform for a campaign to be successful.
Most advertising agents take the wrong approach when it comes to devising the steps in an advertising campaign. Instead of focusing on the aim of a promotion, enthusiastic marketers usually take a different direction, becoming totally involved in minor problems. Archery provides a useful analogy: If one does not keep one's eye on the objective, physical strength does not matter (Corkindale, 1976).

The following are ten typical mistakes advertising agents make in approaching a marketing campaign (Coye, 2004).

- "Their campaign really worked. Let's design the next campaign like theirs." A campaign that has functioned well for someone else might be misappropriated in the current campaign. It is important to take a new look at each situation and determine the best way to achieve the objectives.

- "Most advertising agencies want to get their campaign out quickly, and then, after the selling comes in, develop an approach and do it the right way." This is referred to as the "ready-fire-aim approach" (Corkindale, 1976). It is clearly unwise to assess a programme based on its quick production rather than on its efficiency. Timing is significant, but there has to be equilibrium between drawing out an effective strategy and implementing it on time.

- "Looking at cost before looking at the campaign." Though cost is important, marketing campaigns should not be chosen solely on that basis. Cost is only one consideration. Other factors, such as the purpose, the audience, and the strategy, are just as critical.

- "Believing there is a particular good time as for anyone to advertise." This refers to allowing a marketing approach to become more significant than communication aims. For example, national advertising is not efficient when one has the competence to send the product only to designated towns. This could damage the business as a whole. People who are annoyed by the company's inability to bring one product might refuse other products the company is contributing.

- "Advertising agencies send out their advertisement even though they are not certain about who their audience is, so they send it to every consumer in the market." In addition to the waste clearly involved, this can cause the communications to fail. If there is no specific target audience in mind, the message is likely to lose its influence. (Corkindale, 1976)

- "Some assume that the product will certainly sell because it is technically better than any other product in the market." This is a case of emphasising product qualities rather than the service. Advertising campaigns aim at giving consumers what they need, not what you want them to have. Products do not sell because they are intrinsically superior; they sell because they fulfil a client's need.
"Managers will decide on the resources, and the secretaries will handle the rest." Practical detailed information may not be as inspiring as the creative aspects of a project; however, the implementation is as important as the impression. Programs do not succeed without follow-up. Effective implementation of a good plan will nearly always be more successful than the poor implementation of a great plan.

Most of the common errors mentioned above are well intentioned but represent soft attempts to communicate. Such efforts will typically end in near, if not complete failure. The fundamental drawback underlying all of them is a lack of attention to the root problems in marketing communications. The actions are hit or miss when instead, they should be focused and well-planned (Kenneth & Donald, 2014).

This is imperative in any business; one must take a solid stance and establish a main concern to generate a successful marketing communications programme. However, instead of taking one firm direction, many people like to spread the risk and go in many directions at the same time. This weakens the dominance of any marketing campaign.

### 4.14.4 COMPONENTS OF AN ADVERTISING PLANNING CAMPAIGN

There are no shortcuts when preparing for an effective marketing communications process. This section reviews the elements that should be considered during communication process. This element will help advertisers to design a better framework.

**Purpose**

Having a well-defined aim may sound obvious, yet a lack of attention to the aim is the most common and most severe error of all. Besides guiding one in the right direction, the aim also provides a benchmark against which the quality of work and the size of the achievement can be measured. To define the aim, it is important to ask a key question: What is the campaign trying to achieve?

This question must be answered before any campaign can take place. Answering it necessitates taking a stand and setting priorities. Essentially, the aims of a marketing programme are the result of the goals of the business unit itself. Outlining an organisation's aims is the first step in outlining its communication needs. A well-defined goal allows members of the project team to work together toward a collective end instead of trying to attain their own independent aims (Kenneth & Donald, 2014).
Audience

An advertisement is made for an audience. Communication entails two parties: the communicator and the audience. A giver can centre on what he or she would like to have or on what the receiver would really like to accept. Clearly, someone who focuses on the receiver is more likely to buy a gift that will be cherished and valued. Likewise, success in marketing communications hangs largely on the communicator's understanding of the consumer (Kenneth & Donald, 2014). To concentrate on the target audience, one needs to ask questions such as the following: Is the market broad-based or should one try to capture a small function? Is the market nationwide, local, or sectional? Do big, medium, or small companies make the best forecasts? Within those companies, is there a specific efficient area or organisational level that makes the decisions concerning the products or services? Is this company presently communicating with this group?

In order for communication to be effective, and to do everything possible to find out how that customer thinks, it is likely that some official or even informal market research will be needed to identify the key issues the consumer is facing.

The same message will not attract everyone’s attention equally. In reality, people will translate information in a different way depending on numerous features: the influence that it has on their own business unit within the firm; their level within the organisation, and thus their viewpoint; and the significance of the information to them individually and to their careers. However, there are steps one can take to make sure the right audience gets the right message.

Narrow the field.

Overall, the more concentrated the campaign, the more successful it will be. One can gain focus by focusing on narrow aims and by practising subdivision (Kenneth & Donald, 2014).

Narrowing the field and concentrating on a clearly defined audience can have some benefits. The monetary return will be greater, since money is being spent to communicate with people who have a higher likelihood of obtaining the product. One can tailor a message, precisely addressing the consumers’ real needs. This will allow the growth of an extremely concentrated and organised campaign in which advertising, direct mail, sales performances, and other vehicles can complement one another to carve out a location in the marketplace (Kenneth & Donald, 2014).

Strategy

Once the aim of the campaign has been outlined and the audience identified, plans can be made to achieve one's goal. Positioning in the marketplace: The first step in planning a communications strategy is to perform an audit of the communications materials that are being seen by the audience; one needs to know what messages the audience is reading or hearing and who is sending them (Kenneth & Donald, 2014).
**Timing:** Does timing have any effect? When are choices made? Is the business recurring? Does the organisation have to answer to a change in a competitor's strategy, pricing, or product statement? Are one's own upcoming product announcements an issue?

**Geography:** Should the message be communicated nationwide with a major spread, or rolled out zone-by-zone over a certain time? A national campaign would be counterproductive if one is test marketing a product or if one does not have the possibility of distributing it nationally (Colley, 1961).

**Method:** Is it more productive to communicate with the consumers in writing, by individual letters, or by calling? This depends, in part, on the size of the target audience. If there is a possible target audience of 2,000 people, one may not have the possibility of seeing them all individually.

**Vehicle:** Often there will be a point in the forecasting method when the right vehicle will recommend itself. It is important not to cling to past achievements and not to be scared to try something fresh. Consider each situation from a fresh perspective and match the vehicle to the need.

**Response:** Are there enough knowledgeable people to answer the telephone inquiries when the calls start coming in? If a free publication is promised in response to an advertisement, is it finished and ready to be mailed? (Colley, 1991).

**Message**

Message is vital to any campaign; the wrong message might lead to the rejection of a certain product. This is particularly true in a region as such south west Nigeria, which has many different cultures.

Coordinated effort: To convey the message in a powerful way, the entire marketing programme has to attain an integrated effect. The elegance of the copy, the plan, and even the paper stock are part of the message. These elements and others must be carefully harmonised so that they work together, and not against one another (Kenneth & Donald, 2014). For example, when developing a leaflet that is aimed at top executives, the effect of having created a stylishly written document with an elegant design will be nullified if it is printed on low-cost paper. Before any message can be defined, some questions must be asked.

*Should the message be theoretical or technical?* This depends on the company level of the audience. Most top executives are likely to prefer an overview, while middle management might want more practical details (Kenneth & Donald, 2014).

*Should the message be personal or impersonal?* Building a connection is significant in particular situations, such as one in which services are offered after the customer has bought the product. The personal trust one wants to generate will be damaged by addressing a letter to "Dear
Executive" instead of finding out the person’s name, by sending the letter by second-class post rather than first class, or by placing a label on the cover instead of having it typed individually.

*How well does the audience understand the product and its benefits?* If the product is not understood, then education should be the primary aim, rather than creating consciousness, reinforcing a message, or selling to the target audience.

*Will the material be seen with any of the company's other communication materials?* If so, it is significant that the method, the manifestation, and the messages be coordinated.

The advertising message and how the message is passed to the consumer are very important; it is assumed that the message in an advertisement greatly influences a consumer’s level of participation. Indeed, it is a key element in this regard. An advertisement creates awareness and stimulates attention, even in a situation where the response is small and the consumer is unconscious of it. An advertisement creates a long-lasting memory for the consumer that the consumer can still recall some time later. Different types of message demand different levels of attention.

However, it is not just enough to convey a message; how the message is conveyed is crucial. A good message can be conveyed via the wrong channel; for instance, in Nigeria, using a magazine to launch or re-introduce a product or service will not gain the attention of most consumers because the average Nigerian does not buy magazines. The participation of a consumer is dependent on the content and structure of the product’s advertiser. Therefore, it is imperative to evaluate the media channels used by the advertiser. Each media channel can convey the message in different ways; for example, television uses pictures and content while print media depend more on information.

**Execution**

After spending a significant amount of time perfecting a marketing effort, it is important to take care with good execution and with merits. This is clearly the most crucial component in any campaign. It is possible to ruin the results by a lack of attention to detail, for instance, paying attention to information such as the temperature and the room setup for a seminar, to the letter that accompanies the brochure, and to the sending list that supports the direct mail programme.

It is also significant to organise marketing efforts with those of other groups in the company to avoid reproducing each other's efforts, or worse, inundating the same group with opposing or mixed messages, for example, sending contradictory messages about the firm to firms of the same parent company.

After spending an important amount of time achieving a marketing effort, care should be taken with the implementation. This is clearly the most significant component in any campaign;
the results can be ruined if insufficient care is taken regarding correct information. It is also important to coordinate marketing strengths with those of other groups in the corporation to avoid repeating each other's strengths, or worse, giving the same group contradictory or mixed messages. It is important to be sure that the verbal and written communications are conveying the same message. Are booklets and applications selling efficiently on their own? Are people correctly educated to answer questions or lead investigations? Is there any motivation for them to act, and is their action strengthened by the business culture?

This research aims to move the existing theory forward by adding one or two more steps to the marketing communicating process.

“The Measurement of Advertising Effectiveness” began in 1972, when a research team of eighteen British advertisers, including a management scientist and a social psychologist, started an ongoing study with a budget of 12% of the advertising cost in all of the UK mass media. The study aided in bridging the gap between realistic practice and the theories taught in business schools, while showing companies could further improve on their decision making on advertisement management by learning from one another within the group through seminars, workshops, and meetings.

The findings of the study confirmed that stating the objective of an advertising campaign is the best way to measure the success of the campaign, and these objectives must be defined in terms of things that can be directly attributable to measurable advertising activity. In addition, the study advocates that, in most circumstances, changing buyer behaviour, such as increasing sales, should not be a specific and accountable objective for advertising (Kenneth & Donald, 2014).

Furthermore, poor advertising measurements can be attributed to insufficient funds and a lack of proper research planning. It is important that advertising agencies take their time when planning and use the available funds properly.

Decisions concerning the measurement of advertising performance are crucial to managers. A more effective decision is subject to a series of tests and the use of various effective methods of measurement. The guide aims to follow the principles, concepts, and practices that are equally relevant to other channels of marketing communications.

4.14.5 ADVERTISING IN NIGERIA BEFORE 1928

Advertising in Nigeria before the colonial era took the form of rudimentary communication. The indigenous people made use of different traditional media to deliver sales messages.

According to Ogbodoh (2011), the earliest form of advertising employed by the indigenous people was the town crier. This is the oldest and most popular traditional advertising medium. The
Town criers were used to disseminate information about the community. They were usually seen in the mornings or evenings walking around the villages using gongs to alert the villagers to their presence. The work of the town crier was later commercialised, as men with pleasant voices were used by the merchants and traders to sell their products and services by walking round the community singing and shouting sales messages. The town criers were also used to carry announcements of events, personalities, disasters, wars, etc. (Kaynak, Kucukemiroglu, & Odabasi, 1994).

Hawking was another major traditional medium used during this era, and it is still in existence to date. Hawkers would advertise their products by extolling available goods and services and inviting people to purchase their wares. They would persuade people to buy their products by singing tuneful songs accompanied with some sort of drama and demonstration (NBC, 2010).

Display was another medium used extensively by the indigenous people during this period. Displays took the form of painted commercial messages on rocks, the walls of buildings, and metal sheets. There were also inscriptions on walls next to the shops where the commodities were sold to inform buyers about the available goods. Palm wine tapers and palm oil sellers also made use of the display medium by placing their kegs of palm wine or palm oil in front of their compounds.

The indigenous people also made use of signs, now known as trademarks, to protect their goods. This was in the form of the imprint of a particular impression on the goods or commodities to distinguish them from those of competitors. The impressions could be a word, name, symbol, or device. Early artisans, such as porters, weavers, goldsmiths, and blacksmiths, attached much importance and pride to the quality of their products. They put their individual marks or signs on their products to aid identification by their customers and to help to trace the products in case of loss. That also helped to guard against imitation from competitors.

The advent of the printing press in the mid-nineteenth century in Lagos brought a new phase to the practice of advertising in Nigeria. The effect of printing on the rudimentary communication was revolutionary, especially with the birth in Nigeria of the newspaper “Iwe Irohin Fun Awon Ara Egba Ati Yoruba,” which appeared on the streets in September 1879, due to the efforts of Rev. Henry Townsend in Abeokuta. With this, the face of selling support services changed, and the birth of advertising in an organised form arrived in Nigeria.

The Iwe Irohin and the string of other newspapers that came in its wake in Nigeria from 1879 to about 1930 provided a forum for the emergence of tradesmen who had hitherto organised the production of art impressions and printed posters, sandwich boards, street signs, staged events, and other forms of sales support. While Iwe Irohin was known to be the first newspaper where
advertisements appeared, the newspaper was a Yoruba newspaper meaning that individuals from other ethnic groups might not understand the content (NBC, 2010).

Once the newspaper became a success, it led to an increase in print media within south west Nigeria. This allowed individuals and organisations to use it to advertise their products. By the early 20th century, media advertising had gathered some importance even though the extant avenues were just two newspapers and the outdoors. The development of modern photography in 1831 and its advent in Nigeria during this century was another landmark of note (NBC, 2010).

The introduction of photographs played a significant role in making advertising more attractive. Photography, with its unique asset of image replication, brought display advertisements and outdoor posters to life. However, it is important to consider the existing model that involves advertising agencies and clients.

4.15 THE HISTORICAL DEVELOPMENT OF ADVERTISING AGENCIES

The development of advertising agencies in Nigeria can be traced to the establishment of the West Africa Publicity Limited (WAP), the first advertising agency in the country (APCON, 2000; NPC, 2004). Its parent company was the United Africa Company (UAC), which was registered in Africa House in Kingsway London on 31 August 1928, though it did not start operating until 1929 (APCON; 2000). The agency was set up locally in Accra and Lagos.

The agency first operated as a poster company. This was because the majority of the people in West Africa at that time were unable to read or write. Thus, pictures were the universal language among them. Although there was press advertising at the time, posters were more effective.

“Fifty Years Growing”, one of the publications by Lintas (an advertising agency in south west Nigeria) claimed that a Welshman, Gwillym I Lloyd, controlled the agency’s operation in London. Indeed, he played a significant role in the success story of the agency.

In 1931, in WAP’s London office, Lloyd’s unrestrained enthusiasm saw him at cross-purposes with the board of UAC. This led to his resignation, and he moved on to become the advertising manager of a magazine called the “Crown Coloniist.” Ronald B Davis replaced him at WAP, but did not stay long in Africa.

In 1936, WAP’s business was declining because of the economic recession in Africa. This led Lloyd coming back to the agency. His return was a form of deliverance to the agency. When Lloyd arrived he restructure the agency and this restructuring turn thr fortune of the agency around. Nonetheless, in 1946, he was forced to resign because of ill health, and he died two years later (APCON, 2000; NPC, 2004).
Phillip Harris succeeded Lloyd. Harris was faced with several challenges in office at the initial stage of his tenure, but he was strong enough to overcome them all. In 1948, he led the agency in executing the first meaningful local campaign in Nigeria, that is, the publicising of UAC’s new Kingsway stores (APCON 2000).

As the 1940s turned into the 1950s, the advertising business was gathering steady momentum. The reason for this was easy to pinpoint. The old trading patterns were breaking up, and the traditional cycle of events, where products were exchanged for money at one end of a store and that same money was used to buy goods at the other end, had run its course.

In 1951, WAP introduced the neon sign as another advertising medium, and by 1959, Afro media had been established by WAP as a subsidiary. The company was responsible for outdoor advertising. This was to enable WAP to focus fully on the advertising business. It was also to help WAP’s image as an objective spender of the client’s advertising budget and to deal with the problem of the agency being seen as external media contractors.

In 1964, the agency’s name was changed to Levers International Advertising Services (Lintas). After the promulgation of the indigenisation decree by General Yakubu Gowon in 1972, the agency became fully owned by Nigerians. By 1973, Sylvester Moemeke was appointed as the first Nigerian to serve as the Chairman and Managing Director of the company. This year, Lintas will have been in existence for 78 years, and it is now one of the biggest agencies in the country. It is affiliated to the Worldwide Love network. The promulgation of the indigenisation degree also promoted the ownership of other advertising agencies by Nigerians.

Several agencies were established during this period. Some of the first-generation agencies that existed were Lintas, Ogilvy, Benson and Mather, Publicity Services Nigeria Limited, Grant Advertising, Admark, and Dotun Okubanjo and Associates. The period 1974 to 1985 witnessed the birth of many second-generation agencies. These agencies exploited the opportunity offered by the oil boom, the indigenisation of business, and the increase in competition in the market place.

Among these agencies were Rosabel, Goldmark, Pal, Sunrise, Sunbeam Insight, and Adwork. Today, the number of agencies continues to increase. This increase has broadened the business base of advertising and led to the need for more companies to provide advertising support services, such as production companies for film, colour separation, printing, etc.

Thus, advertising has become a multi-million-naira business. The number of registered agencies is increasing daily and so is the number of new advertising practitioners. Most of the big agencies in the country today are affiliated to international agencies. This has been of great benefit to them. The latter-day agencies, also known as third generation agencies, include LTC, Prima Garnet, SO&U, Franchise, and The Shops.
The Story of AAAN

Thirty-three years ago, the association of Advertising Agencies of Nigeria (AAAN) was established. The Association of Advertising Practitioners in Nigeria was the name given to the association previously (AAPN), but the name was changed in the year 2001. The association served as the voice of the profession, as at that time, there was no other statutory body like APCON (APCON 2000).

Confirming this assertion, Adewale Adepitan, a respected practitioner, in a paper presented in 2003 entitled “The Future of Advertising,” said that the association was set up with a mandate to regulate advertising practice through the coming together of agencies. Because of its rapid success in this objective, it gave birth to APCON and has become a credible voice for the profession. It has also prompted the formation of OAAN, ADVAN, BON, and NPAN (APCON 2000).

The association was the brainchild of Chief Dotun Okubanjo, Managing Director of Publicity Service Nigeria Limited. That was in 1970 after an informal discussion with some fellow practitioners. However, the first formal meeting did not take place until June 1971.

The association was formed with the aim of protecting the future of the advertising industry. After its formation, the association held a series of monthly meetings. The main aim of these meetings was to tackle the problems inherent in the indigenisation decree, and to examine the loopholes and attempt to plug them (APCON, 2000; NPC, 2004).

This encouraged the ownership of agencies by Nigerians. In 1973, the first executives of the association to be appointed were Chief Dotun Okubanjo as the President, Biodun Sanwo as General Secretary, Mr Adenuga as Administrative Secretary, Supo Olagbaju as Treasurer, and Akin Davies as the Social Secretary. However, there was no documentation of where and how they were elected (APCON, 2000; NPC, 2004).


In 1975, Chief Dotun Okubanjo stepped down, and Mr Sylvester Moemeke took over the leadership of the association. A very meticulous administrator, he was the longest-serving...
president of the association, from 1975 through 1982. His tenure was quite eventful and was dogged with problems of media owners, especially NPAN (APCON 2000).

The Historical Development of OAAN

Outdoor advertising started in Nigeria with WAP, a subsidiary of United Africa Company (NBC, 2000). In 1960, Afro media was set up by WAP as a fully-fledged outdoor advertising company. This was to enable WAP to focus fully on the advertising business of clients. The company operated a core outdoor advertising business. Years later, the Nigeria Railway Advertising services (NRAS) was established and joined in the outdoor business, which was extensively used by advertisers in the 1960s (NBC, 2000).

Subsequently, the outdoor sector started facing challenges from the government in the form of unnecessary interference and control of its activities. This necessitated the coming together of Afro media and NRAS to fight against this issue since they were the only recognised outdoor companies at the time. They also drew their membership from the big advertisers like Nigeria Breweries, Guinness Nigeria Limited, Lever Brothers, and Nigeria Tobacco Company Limited. This led to the formation of the Outdoor Advertising Contractors Association of Nigeria in 1954. The association comprised members from the outdoor sector and advertisers (NBC, 2000).

As new outdoor companies emerged, they also joined the association. Most of these companies, which included Nigeria Advertising Service (NAS), Wilmer Publicity, Gilberson Limited, and Publicity Association of Nigeria Limited, were based in Lagos with branches all over the country. The founders eventually handed over the leadership of the association to younger members.

In 1965, the Lagos City Council promulgated an advertising byelaw. The law sought to control the practice of outdoor advertising in Lagos Metropolis. This was as a result of the relentless effort of OACAN to develop the outdoor sector. The major challenge of OACAN as a body was its inability to have an effective structure in place to control and regulate the practice of outdoor advertising. Because of this, most members left the association, including the advertising members.

In 1986, the Outdoor Advertising Association of Nigeria was formed. The aim of the association was to save the outdoor association from total collapse. The edition of Comet Newspaper of 27 April, 2001, in an article entitled “Revolution in Outdoor Advertising”, commented: “The industry which now boasts of a professional body called Outdoor Advertising Association (OAAN), which consists of over 100 registered outdoor advertising companies”.

OAAN has indeed proved that it is a capable body in the regulation and control of the practice of outdoor advertising. This is evident in the tremendous growth and development that has taken
place in the industry in the last 20 years. The major one is the positioning of the outdoor medium as an effective and indispensable medium in its own right unlike before, when it was just a mere supportive medium.

Supporting this claim, Maiyaki Ahmed said that outdoor advertising in Nigeria has grown tremendously over the last decade, with its sophistication in many respects aspiring to international standards (APCON, 2000).

**Historical Development of MIPAN**

APCON, in its guidelines on media independents published in August 1998, defined a media independent as a registered advertising practitioner who is skilled in media strategizing, purchasing, and allocation (APCON, 2000).

The association of Advertising Agencies of Nigeria (AAAN) approaches the definition from a corporate rather than an individual perspective (NBC, 2000). It defines a media independent as a “corporate body of registered advertising practitioners” and agrees with APCON on the function and expectation of a media independent. The Media Independent Practitioners Association of Nigeria (MIPAN) is the newest addition to the list of sectorial bodies within the industry.

The association seeks to protect the interests and coordinate the activities of media independents. The practice is presently growing rapidly within the industry. In fact, most of the agencies are closing down their media departments to function as creative houses. This is because advertisers now prefer to make use of media independents to develop and execute their media strategies. This has obliged most of the big agencies to set up their own media independent shops in order to retain the account of their clients. Expatiating on this development, Lanre Fasheun, Associate Director (MEDIA) STB McCANN, Lagos, in a paper presented in January 1998, wrote: “In markets where the idea of media independents is well-developed, big agencies are now outsourcing their media buying. For example, in South Africa, about 40% of all media space purchased is routed through media specialists” (NBC, 2010; APCON, 2000).

Today, around the world, global agency groups are mustering their media forces to set up media independent shops (NBC, 2010; APCON, 2000). Advertisers patronise media independent shops because they are specialists in media buying and planning. Every advertiser wants to ensure that all funds spent on advertising campaigns can be justified. To achieve this, it is important that the appropriate media vehicle be used. As a result, companies employ media specialists to handle their media accounts while other agencies produce the creative products.
The gong, as rudimentary as it may now appear, was most effective as an attention catcher and remains so even though attempts have been made to undermine its importance since the development of high-tech communication devices.

Supporting the town crier’s dominance was the special emissary of the Chief of Village, whose duty was to stand before the gathering at the village square to announce the day’s important messages, a task he performed faultlessly. It must be acknowledged that he had no memory aids like paper or pen, but he succinctly presented the day’s information with perfect accuracy.

One other crude advertising—simulating act that has been recorded in early Nigeria also included the use of hired persons with an attractive voice to make comments about the quality of their client’s wine, yams etc. These hired persons were usually paid in kind with one of two tubers of yams or even a cup full of wine for their services.

By the early 19th century, these crude forms had evolved into the hire of footmen to proclaim the quality and availability of specific goods or services. Such men existed in the ancient Nigerian kingdoms like Borno, Sokoto, Lagos, Benin, and Ife. Some were hired in a dual capacity, that is, to advertise and to sell. Laden with basketfuls of one commodity or the other, they would shout, often on market days, to invite patrons to come over to them rather than to the medley of other sellers (NBC, 2010; APCON, 2000).

There were also young boys or girls who either would shout incentives in front of a mat containing wares or would run to and from the market entrance inviting prospective buyers to the location of the goods inside the market. These youngsters would be doing this either for their parents or for a fee for someone else. Not long afterwards, attention catchers such as bells were introduced leading to a cacophony and bedlam in the market places.

The acrobatic dancers and even magicians and snake charmers joined the chaos as more attention catchers, such as musical instruments, were developed. In the nineteenth century, bicycles and printing brought newer horizons into the art of crude advertising.

The first formal media advertising ever carried in Nigeria was Iwe Irohin and was in the form of information on shipping movements and cargoes. Advertisements belonged to the classified category and from that moment, other sorts of advertisements began to appear in the newspapers, while the growth of printing saw the emergence of well-printed black and white posters. These, in turn, led to the birth of organised outdoor advertising in a form similar to that used today (NBC, 2010; APCON, 2000).

The advent of modern photography in 1931 and its introduction into Nigeria added more to advertising. Modern media advertising started in Nigeria on 29 October 1959, the day commercial television broadcasting commenced in Nigeria. The first and only station was Western Nigeria Television Service (WNTV) based in Ibadan, then styled as the “first in Africa”. The station
accepted advertising material from the first day, and some of the films already produced for use in cinemas were adapted for television use.

Advertising in Nigeria witnessed a huge growth due to the influence and wealth of the advertising agencies and media organisations, both federal and individual, print and broadcast, and the industry entered a golden era.

Commercial radio broadcasting followed very quickly on 1 April 1960, with the opening of WNTV with transmitters at Ibadan and at Abafor near Ikorodu (NBC, 2010; APCON, 2000; NPC, 2004). The Federal Government allowed the Nigeria Broadcasting Corp. to start commercial broadcasting in 1961 and the Nigerian Television Service took off in late 1962. The Eastern Nigeria Broadcasting Service and Eastern Nigeria Television Service were established in 1960 while Radio Kaduna and Radio Kaduna TV were established in 1964. Today, there are many television and radio stations, including private and government-owned media stations.

4.15.1 PAST FINDINGS ON MEDIA ADVERTISING

Media are essential in any country because they allow product information to reach a larger audience. This section will take a critical look at the usefulness of the media to advertising (Rogers, 1961).

Rogers (1961) in his study focused on the different types of media. He proposed the idea that making a good product is never enough; also important is delivering the idea through the right selective media means, that is, media selection. He pointed out that media link the message to the consumer. In his findings, he argued that good media selection will help bring the consumer closer to the product. Whichever media method the advertiser decides to use, such media selection will serve as the middleman linking the message to the consumer. Media design, therefore, focuses on the consumers for the product or service and their media practices.

According to Haynes, when managers have to decide which is the best medium for advertising messages, they are commonly directed by usage data. In the case of marketing managers, this is complicated by consumers' views of media types, as such views have definite implications for advertising and promotional decisions. The probability of a message producing the desired reaction is critically linked to the consumer's reaction to the message.

An overall rating of the efficacy of advertising media piloted by Collection Research for Advertising Age found newspapers were ranked the most useful (66 per cent). Overall 55 per cent ranked television advertising as useful, while for magazines, the aggregate was 53 per cent, and for radio 42 per cent (Millman, 1983). In a previous study by Millman, newspapers were also ranked as most useful, followed by radio and television; magazines were not involved in this study. From a tactical design perspective, it would be important to know not only what media are
used by customers (consummators’ behaviour), but also which media are valuable in respect to advertising messages (instrumental behaviour).

The data used for Katz et al.’s research was gathered by 285 telephone interviews of an arbitrarily selected sample of adults living in a south-central region of the USA. The median age of those interviewed was 45 years while the median income stated by the sample was $18,420. Approximately half of the respondents (46 per cent) specified having more than a high school education.

The result of Katz et al.’s research shows that newspapers were reported to be the most useful media type while radio advertising may have a greater impact on consumers than is often assumed.

The reason people use a specific medium may be owing to a range of features, including entertainment and information. Communication investigators have established a variety of models to clarify media usage actions (Katz et al., 1974) though two comprehensive groups incorporate the majority of these, namely, instrumental and consummator use of media (Grunig, 1979). Instrumental media actions involve the use of media to achieve some end outcome, such as using newspaper articles about consumers to support in selection decisions or going through newspaper advertisements to cut out coupons. Advertisements may also be used to evaluate products or services for purchase.

The consummator media attitude signifies an end in itself; for example, a broadcast programme may be watched for entertainment or for passing time. Advertisements may also be used as ends in themselves if used to deliver entertainment or diversion. Radio use usually is a consummator medium, while it is often used as a backdrop and not as a means of attaining some additional consequence (Grunig, 1979).

The previous method of audience profiling used by most media strategies characteristically includes consummator or usage events: students, audiences, or listeners, irrespective of whether the media are used in instrumental behaviours.

Research suggests that, as regards the amount of use, types of print-users and broadcast-users may be combined. Since the amount of usage alone may not be the best sign of an efficient media selection, the drive of the subsequent study was to investigate the relationship of the amount of specific media use with the informed effectiveness of advertisements in those media.

Relationships within media types by amount of use and reported effectiveness were also of interest. Since the supposed effectiveness of one type of media may be connected to that of another, comparisons of perceived usefulness across media types were also of interest.
Newspapers: Consumers were asked how many days a week they read a newspaper. Due to cell frequencies, low and moderate user cells were combined and thus ‘low/mod’ indicated four days or fewer, while ‘heavy’ indicated more than four days.

Haynes’ findings are somewhat restricted in scope, but they do deliver some interesting perceptions. Advertising media research has tended to focus merely on the amount of usage. However, although this study's findings established a general relationship between amount of use and apparent usefulness, this did not hold true for television. The findings also were inclined to support earlier studies' recommendations that radio advertising may have a bigger impact on consumers.

4.15.2 TELEVISION

This is another means of advertising a product. Television has always been viewed as one of the best means of advertising because the consumer will be able to see the product being advertised and its attributes. Indeed, television has proved to be the most effective means of advertising a product because not only will the consumer see the product he or she is about to buy but also can hear about it (Olawuyi, 2010). The history of television can be traced back to 1945, but the first television in Nigeria was brought in during the 1960s; before this time, Nigerians relied on newspapers and radio for adverts, but for many Nigerians at the time, newspapers were an expensive commodity. Thus, the introduction of television in south west Nigeria changed the way consumers perceived advertising.

Television is often called the "king" of the advertising media, as most people spend time watching television. Nigeria consists of 36 states; there are six in the south west, with each state having its own television station. Advertisements on these stations are monitored by NBC. As Nigeria is a multicultural country, there are rules about the content of each advertisement; for instance, advertisements should not involve scenes where female bodies are exposed or scenes showing any sexual content (Olawuyi, 2010).

Some private television stations and even government-owned television stations in some states have refused to comply with these rules and have been allowed to act with impunity. The consensus is that most television stations need money to survive; hence, they will take any advertisement on board irrespective of government rules. It is assumed that the NBC is corrupt and therefore bends the rules.

Currently, the majority of the advertisements shown on local television in south west Nigeria are very poor in terms of picture, sound, and overall production. The general belief is that most of the advertisements shown on television do not integrate the culture of the people with the advertising aim.
Radio is one of the most powerful advertising media in Nigeria (NBC 2011). This is because the electricity supply is a major problem in Nigeria, which has led people to use battery-powered radios. Organisations, on the other hand, are using television more than radio (NBC, 2011), as the perception is that television advertisements are more appealing compared to radio, print, media, billboard, text, or the internet. Most organisations in Nigeria, both local and international, focus too much on television advertisements, but in a country where a majority of the population struggle to have electricity, television should not be the first option. This research aims to guide both local and international organisations on the best way to reach consumers in south west Nigeria.

There has been little research into radio advertisements. However, in Nigeria in recent years, many radio stations have been springing up, which offers many organisations many more options; for instance, in the early 1950s, the only radio stations available were government owned radio stations, which could broadcast only certain advertisements. Radio advertising has proven to be one of the most effective forms of advertising; this is because although electricity has been a big problem, people can use batteries in their radio to listen to programmes whereas the same case does not apply to television because most houses lack sufficient electricity to watch advertisements on the television. The problem most organisations face is how to use the radio effectively to advertise their product.

INTERNET

In recent times, the internet has proven to be the best means of advertising; this is due to the introduction of new technology, which includes smart phones and social media. Consumers can now watch live programmes on their smart phones; this is because the internet connectivity is very fast and because consumers can always take their phones with them wherever they go. Hence, this has proven to be even more efficient and effective than television. The introduction of social media like Facebook, Instagram, and other social media avenues has increased levels of sales for different organisation. In south west Nigeria, the use of the internet came in the early 2000s; this was because use of mobile phones started in the late 1900s, although compared to the western market, south west Nigeria is still playing catch-up with the rest of the world in regard to the use of the internet (Olawuyi, 2010).

CONTRIBUTION OF ADVERTISING AGENCIES IN NIGERIA

The development and history of advertising agencies in south west Nigeria shows that advertising has been around for about four decades in Nigeria. Over the years, many agencies
have been established, and the sector within the economy has shown enormous growth, but in recent times, there seems to be no improvement. The contribution of the advertising agencies in Nigeria and the regulatory bodies is to allow us to understand the structure of advertising agencies within south west Nigeria, which will allow the researcher to develop a better model for the region.

4.17 THE LINK BETWEEN THE PROPOSED MODEL AND LITERATURE

Previous advertising models mostly focus on consumer response, (Early stages) and how consumers respond to advertising at different levels. For instance, AIDA focuses on steps advertisers can take to facilitate an efficient advertising campaign, and two key steps in this process are the ability of the advertisers to capture their attention, then stimulate their interest (Fill, 2014; Castle, 2013, Blackwell, Miniard & Engel, 2001). The other models, such as DAGMA, Howard & Sheth and Lavidge & Stainer, focus mainly on three stages - cognitive, affective and behaviour. This model focuses on all consumers generally, as they take us through the processes consumer take before buying a product or services. The consumer buying process is broken down into stages, from pre-purchase where a consumer conceives the idea of buying the product, having intention to buy a product, and to after-purchase feedback. (Blackwell, Miniard & Engel, 2001) Generally speaking, the reviewed literature -which includes the AIDA, DAGMA, Howard & Sheth and Lavidge & Stainer - all assume that consumers at different times pass through the same process of decision-making (Berry, 1995).

One of the limitations of the previous advertising model is that it does not take into account the cultural characteristics that exist in different markets and countries (Smith & Taylor, 2002). The proposed model has used this process to breakdown the consumer decision process into 12 stages from, pre-purchase to negative attitude to brand.

Secondly, most advertising models focus either on the consumer or the advertising agency. The propose model was adapted from Kayak and Odabasi (1994), Advertising Agent/client Relationships in an Advanced country and the early advertising model and Jobber’s (2004) Principle and practice of marketing. The researcher decided to use Kayak & Odabasi, (1994) because their model focuses on a developing country which can be applied to other developing countries. In addition, Jobber’s (2004) model explains the advertising planning process, and the purpose of this model is to help advertising agencies to plan a successful campaign. The researcher uses this model to break down the advertising campaign process into eight stages, from target market stage to feedback. On the other hand, the model has its own limitations. The major limitation is that the model focuses more advertising agencies and organisations, paying less
attention to the consumer decision process, although the proposed model also focuses on the role of advertising agency and organisations.

The proposed model also focuses on culture and its institutions. The research reviews the distinct characteristics of culture to allow us to understand what kind of society there is in south west Nigeria. Using Hofstede’s structure (Hofstede, 2003) and Oyedele & Michael (2012) found out that south west Nigerian consumers operate under “Collectivism “, a kind of society where people depend on the groups they belong to (family or their peer groups) in order to make decisions about what to purchase or otherwise. The research on cultural dimensions shows that the proposed model suggests that understanding the role of advertising agents and organisations is not enough or sufficient for understanding how advertising works in a multi-cultural environment. There is a need to engage the various stakeholders, including the consumer, to understand fully how advertising can be more effective. The proposed model is a combination of a consumer response, advertising agency campaign process culture and regulatory body/government.

This proposed model is unique in some ways. Firstly, the model harmonises different aspects of advertising together (consumer decision process, advertising campaign process and regulatory bodies) in order for to better understand a developing economy like south west Nigeria. Secondly, most of the advertising research that has been done in developing countries, especially in Africa, focus on South Africa as a case study, whereas this research focuses on a region of Nigeria. South Africa and Nigeria are both developing economies, but they are different in terms of the cultural diversity between the two countries. This proposed model is for south west Nigeria. Furthermore, the proposed model is justified because this kind of model has never been done before, especially in south west Nigeria, where there are a large number of consumers present.

Overall, chapters two, three and four have looked at advertising from three major perspectives: consumer (chapter 2), culture (chapter 3) advertising agent/client/regulatory body (chapter 4), and. The three perspectives will help the researchers to design an advertising conceptual model that will suit south west Nigeria. Each chapter explains a different section of the proposed model. This section is divided into sender, receiver, culture and regulatory body.

The proposed model’s contribution to knowledge is evident in the structure of the model, and this can be identified in three ways. Firstly, the proposed model has broken the consumers’ decision into more simple but comprehensive stages, which are lacking in most previous models. These twelve stages are easy to understand and advertisers in south west Nigeria, and other new entry organisations, can benefit from such simplistic process that will enable them to reach their target market in a more effective and efficient way.
Secondly, the advertising campaign process was reviewed and improved upon using eight key stages to allow the advertiser to understand how, where and when to do each stage of their campaign. For instance, Kayak and Odabasi, (1994), and Jobber, (2004), highlighted some of these stages but they did not break them down for a better understanding. For instance, Jobber (2004) argues about media selection but does not talk about the "timing” of the media selection, which means it is not to just sending a message but the temporal aspect of sending such advertising messages becomes important as well. The role of the creativity of advertising campaigns was undermined by this model. Creativity is central to making an advertisement look attractive, and consumers like to be "wow-ed" by an advertisement. Implementation is a key part of a campaign. Sometimes, having a campaign plan is easy but the implementation process becomes the problem. If this plan or strategy is not properly implemented, especially considering the peculiarity of the south west of Nigerian market, the campaign will probably fail. The advertisers have to be thorough in this process.

Lastly, in the cultural section the literature review on culture has shown that south west Nigeria is a collective society, and the individual consumer depends on their ethnic background or religious affiliation. For instance, the Muslim, Christian and traditional worshippers preach against nudity, and many of the consumers in this target market (south west Nigeria) will develop resistance to any advertisement or product that adopts this strategy. Whereas, in developed economies, sexual scenes or some level of nudity is allowed at certain times of the day (in United Kingdom this is late in the evening). Therefore, due to the cultural background that exists in south west Nigeria, they need to have a model tailored for their market. This review has demonstrated a link between the proposed model and the literature review, and it has also shown why the proposed model is needed.

This model was originally adapted from Kayak and Odabasi (1994) and Blackwell, Miniard and Engel (2001) and Smith & Zook (2011). Also, the researcher use model such as the black-box in designing the model.
The above model is adapted from earlier advertising planning models. By combining the findings from the literature review and from this research, the researcher was able develop this advertising planning model for south west Nigeria. It simply explains the steps required to launch a successful campaign; for example, having the right strategy is the key to a successful advertising campaign. An organisation/agency must first identify who the target audience are and who the product is meant for, followed by the objectives of the product.

4.18 SUMMARY

This chapter has discussed in detail the function of advertising agencies, how they work with clients, their relationship with the product, and how they carry out their objectives. Advertising agencies form an integral part of this research. Later on, in this research, the researcher will give details of the interviews conducted with respondents from 20 advertising agencies and the online survey with the consumer within south west Nigeria. Therefore, it is important to understand the history and work of advertising agencies in detail. The reviewed literature has provided an insight into how much advertising agencies can contribute to the product because they serve as a link between the organisation and the consumer. In addition, media
selection options have been examined. This chapter has also examined the development of advertising in Nigeria, when, where, and how it all began.
CHAPTER FIVE

5.0 METHODOLOGY

5.1 INTRODUCTION

This chapter explains, the various steps of the research design and the method used in the research. It explains the data collection process; it also explains the reasons for choosing particular data collection techniques and explains how the researcher can measure their effect by examining their strengths and weaknesses. These techniques may include interviews, data analysis, and questionnaires. It also provides information about ethical issues and population samples.

There are three main research approaches depending on the research objectives; these are the quantitative or deductive approach, the qualitative or inductive approach (Hussey, 1997) and the mixed methods approach.

The deductive approach is described as an epistemological view that encourages the use of the natural sciences to provide an analysis of collective existence and beyond. The inductive method is defined as being projected upon the opinion that an approach is needed that details the differences between people and the objective importance of social achievement (Ezejideaku, 2004). To explain the differences between the two methods, their unique characteristics and when they should be used are presented in the table below (Kumar, 2005). The mixed methods approach is a combination of the two approaches within a particular study.

Development of data collection

The research instrument development helps the researcher to gather the right data for analysis. The researcher used a mixed method - qualitative and quantitatively. The research design had a list of questions to use in the interviews with advertising agencies. These questions were drafted from the research questions and objectives of the research. The researcher intends to ask a series of questions, and each interview session will take 30-40 minutes. The total number of advertising agents to be interviewed is 20. South west Nigeria is divided into six states, and the researcher selected an advertising agency from each of these states. The interviewees were promised anonymity. In order to make the interview a successful exercise, two months prior to the interview being due to take place the researcher called each of the agencies being interviewed and booked an appointment. The concept is to engage the major players in the advertising industry within south west Nigeria. This interview will help the researcher to gain an insight into how the market operates and how a new model can benefit the south west Nigerian market. The individuals interviewed includes: advertising executives, advertising agency owners and members of regulatory bodies. The researcher divided the advertising agencies into three segments, First the small, (less than five employees), medium (more than five employees), and large advertising
agencies (more than 10 employees). The interviews took three weeks to complete and the whole qualitative analysis took around six months. After analyzing the qualitative (Using thematic analysis with color coding; see appendix) data then the researcher proceeded to the quantitative phase. This phase involves the researcher using the responses of the advertising agencies to draft up a set of questions (a questionnaire) for the consumers in south west Nigeria via Survey Monkey (see chapter 7 for more detailed information on the quantitative analysis procedure).

Table 5.1 Distinct features of the deductive and inductive approach

<table>
<thead>
<tr>
<th>Deductive approach</th>
<th>Inductive approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moving from theory to data</td>
<td>A close understanding of the research context</td>
</tr>
<tr>
<td>The need to explain the causal relationship between</td>
<td>Based on qualitative data</td>
</tr>
<tr>
<td>variables</td>
<td>Concerned with generating theories</td>
</tr>
<tr>
<td>Based on quantitative data</td>
<td>Small samples</td>
</tr>
<tr>
<td>Researcher independent of what is being researched</td>
<td>Reliability is low but validity is high</td>
</tr>
<tr>
<td>Concerned with testing hypotheses</td>
<td>Small sample</td>
</tr>
<tr>
<td>Generalises from sample to population</td>
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<tr>
<td>Large samples</td>
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<tr>
<td>Reliability is high but validity is low</td>
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To certify consistency with the objectives of the research, the current research employed a mixed method approach (Saunders, 2007).

5.1.1 MIXED METHODS APPROACH

An understanding of the mixed methods approach is very important to this research. What is mixed methods research? For the purpose of this research, we will define the mixed methods approach as a way of using or combining both qualitative and quantitative techniques in one particular study; the process involves gathering, explaining, and mixing up both qualitative and quantitative methods (Creswell, 1999; Onwuegbuzie & Teddlie, 2003).

Researchers have been using the mixed methods approach for more than 50 years (Tashakkori & Teddlie, 1998), but under different names; for instance, Campbell and Fiske (1959) called the mixed methods approach ‘multigrain’ or ‘multi method’.

According to our definition, the mixed methods approach entails gathering and analysing quantitative and qualitative data. Quantitative research usually includes the use of tables, graphs,
and statistical data. It also involves large numbers compared to the qualitative approach. The quantitative approach allows the researcher to explore answers from a survey by asking questions that are mostly closed. Statistical information allows the researcher to test some level of representation of the population and to measure the correspondents’ responses by analysing the figures through the use of statistical and mathematical techniques to provide systematic empirical findings of a social fact. This process is regarded as quantitative research (Bryman, 2012). Quantitative research makes use of variables and analyses these variables in order to get a result. This objective of this research is to validate what the staff from the advertising agencies said during the interviews, some of which relates directly to consumers. The questionnaire provided a platform by which the researcher could hear directly from the consumer.

In a structured questionnaire, a researcher asks the participants different kinds of question in an orderly manner. The use of this research approach has its own advantages and disadvantages. The first advantage is that the questionnaire is easy to manage because the researcher has already established the questions; thus, the researcher has identified which variable to use and has structured each question to investigate that variable. Secondly, the results are more trusted because the researcher has set limited options for each question; these options are selected because the researcher believes they will provide a satisfying result or help the participant to answer the question better. Thirdly, quantitative research makes use of fixed responses; in this approach, the result will be constant unlike in qualitative research, where the participant is not given guidance. Finally, quantitative research involves the use of statistical data, which is more precise.

In this research, the questions were also reviewed by the researcher and by other experts in research analysis, which they found suited for the purpose of the research. The researcher administered the questionnaire through the advertising agencies that were interviewed. The process involved the researcher sending the URL link of the online survey (Survey Monkey) to the advertising agency, and the agency agreed to send it to their customers through different social media, such as WhatsApp, BBM etc. The researcher wanted to make sure that the participants filling in the form were consumers within south west Nigeria; the advertising agency provided an easier platform to connect with such consumers.

One of the features of qualitative data is that the aim of the research corresponds with social aspects of life and so produces words instead of numbers as evidence for detailed analysis. Despite the major difference between qualitative and quantitative research, Bryman (2006) suggested that the mixed methods approach is well accepted, and researchers should consider it for their research. He argued that the combination of both gives greater depth to the research; it allows the researcher to analyse and present the results in a clearer way. Bryman (2006) also pointed out that the mixed methods approach has been part of many studies regardless of whether the research is qualitative
in nature or quantitative. Whichever research method is adopted, most studies contain an element of the mixed methods approach. This brings us to how then we should define the mixed methods approach. Mixed methods research can be described as a process when a researcher gathers quantitative and qualitative data and integrates the data within the research at some point (Teddlie & Tashakkori, 2009; Hall, 2013).

Mixed methods research has potential problems, one of which is known as ‘wicked problems.’ This problem is about the multiple relationship process regarding organisational and institutional unknown issues (Mertens, 2015). Wicked problems are complex problems. Mertens and Wilson (2012) suggested that one way to solve this problem of using mixed methods is to assemble together researchers from multiple fields of study and find a way to solve the uncertainty issue that has engulfed the mixed methods approach. A mixed methods approach is said to be more flexible for researchers to use, as it brings together the two contrasting paradigms. This is never easy, but when they are used together, they allow the researcher more room for better analysis (Maxwell, 2015). Some researchers (Johnson, Onwuegbuzie & Turner 2007) have pointed out that the idea of most researchers using mixed methods research is based on the argument that they do so to make their research findings more reliable and valid. In addition, researchers sometimes struggle to find appropriate methods to use; therefore, they resort to using mixed methods. Although the researcher sometimes does not need to use mixed methods, it may be that they do so just to play safe. Molina-Azorin and Cameron (2015) highlighted four ways the mixed methods approach can have a positive effect on organisational research. Firstly, the preceding qualitative data can lead to a stronger comprehension of the context to create a context-focused investigation in planning management and setting up a business. Secondly, the mixed methods stages and results of the findings help organisations or individuals to benefit from theory building. Thirdly, the analysis of mixed methods will help complex organisations by integrating them through micro and macro stages. Lastly, mixed methods will help bridge the gap between qualitative and quantitative research.

According to Green (2008), the idea of mixed methods is based on the assumption that social enquiry involves multiple ways in which the researcher can solve the problem and by so doing, the researcher should be able to eliminate any form of partial result.

5.1.2 ADVANTAGES OF MIXED METHODS OVER THE USE OF EITHER QUANTITATIVE OR QUALITATIVE ON THEIR OWN.

Some researchers have argued that mixed methods research creates a much better understanding of the research issues than the two (qualitative and quantitative) approaches on their own (Cress, 1999; Turner, 1996). Indeed, it is believed that the mixed methods approach has some added value that makes it better than using either the quantitative or qualitative approach alone.
Firstly, the mixed methods approach compliments either qualitative or quantitative techniques whenever they are used alone. Researchers point out that the quantitative approach does not really allow for interaction between the researcher and the correspondent because it is mostly based on statistics; the correspondent is not given the opportunity to discuss their decisions in any depth, but qualitative research allows the correspondent room to explain their answers. On the other hand, qualitative research allows for deeper discussion between the interviewer and the interviewee, but because the researcher will report those discussions in their own words, there is room for bias when reporting the findings. Thus, quantitative research counteracts the weaknesses of qualitative research. Secondly, the mixed methods approach allows the individual researcher to provide a more detailed analysis and result better than using either qualitative or quantitative methods alone. The mixed methods approach allows the researcher to explore all the methods available without any restrictions. Thirdly, the mixed methods approach creates a wider freedom for the individual researcher to operate thereby getting the best result possible.

5.2 WHY USE THE MIXED METHODS APPROACH?

The researcher used a mixed methods approach because neither the qualitative nor the quantitative alone could provide the answers to the research objectives (Tashakkori & Teddlie, 2003). This research deals with designing an advertising model for south west Nigeria; therefore, the opinions of both the consumers and agents were important. The qualitative aspect deals with the interview period, as the interviews helped the researcher to understand whether the research problem matched what the agents were saying. Twenty advertising agents were interviewed in south west Nigeria and from these interviews, the researcher was able to draw up a questionnaire for the consumers to see if the consumers were in agreement with the agents. On the other hand, the quantitative method made it possible to validate what the advertising agent said during the interview by asking questions that related to the research objectives (Creswell, 2003). The view of both the experts (advertising agents) and the consumers is very important to the research. Understanding the consumer response is vital to the research while understanding how agents plan their advertising campaigns is also very important; thus, the combination of both will provide a better model. Also, the researcher realised that for better and more detailed analysis and reporting, the view of advertising agencies alone may not make it possible to generalise the findings whereas including the consumer will give the research a richer result (Greene, Caracelli, & Graham, 1989).

5.3 RESEARCH PHILOSOPHY

There are two philosophical approaches: positivism and interpretivism. The difference in their perspectives has clear methodological implications. It is argued that there is no independent truth,
that the world is socially created, and that the role of the social scientist is to analyse those social creations. On the other hand, the qualitative approach is best for interviews and focus groups to help ascertain how people comprehend their world. Therefore, for instance, someone working from within this tradition, and who is studying political involvement, would start by trying to discover how people comprehend the political contribution. The argument against interpretivists is that they offer only opinions or subjective judgments about the world, and so, there is no foundation on which to base the credibility of the knowledge proposed.

In addition, researchers, through their findings, indicate that most of the research is influenced by their personal understanding, which helps provide an authentic empirical analysis (Ezejideaku 2004). Ontologically and epistemologically, these two approaches can explain the metaphysical investigation of the nature of being and of reality, and the theory of understanding. This research deals with the viewpoint of advertising agencies including their beliefs and approaches, but not their assumptions; therefore, this research reflects an epistemological and ontological approach.

The aim of this research is to generate an atmosphere where we can see the relationship between the examinee and examiner, which will also link to other readers (Ezejideaku, 2004). Therefore, the researcher decided to use both philosophies. This is because this research deals with seeking and analysing the opinions and beliefs of advertising agencies and consumers through interviews and an online survey, which was conducted in south west Nigeria. Advertising in Nigeria is facing challenging times and in order to understand more about the situation, the opinions and beliefs of advertising agencies are very important. The researcher chose this philosophical approach because it would be more flexible to use and more suitable to achieve the research objectives.

5.4 RESEARCH STRATEGY (Qualitative Research)

5.4.1 INTERVIEWS

The interview is one of the techniques used in gathering qualitative data. For interviews, two or more people are involved in the discussion and the process is purposeful. This practice is precisely detailed by Al-ojuhaim (2008). Interviews can contribute to gathering effective data and can be structured, semi-structured, or unstructured. There are two contrasting types of interview: interviews can be completely open with no restrictions, or they can use closed questions that the interviewee needs to answer in a clear orderly structure. Though structured interviews make use of questionnaires that are scheduled, semi-structured and in-depth interviews are less formal.

Semi structured interviews were used during this data collection method. The reason for choosing this approach is that this research aims to design a model for advertising in south west Nigeria and the view of the advertising agencies and monitoring organisations are the key focus. Another reason for using the qualitative method for this research is that it allows the researcher the
possibility of being able to ask further questions in the process of interviewing and so obtain more
detailed answers (Al-ojuhaim 2008).

A pilot study was conducted before the interview process was started. Most of the
advertising agencies had information about their consumers gained from using different
techniques, including questionnaires, for one specific product or another. In addition, the majority
of the consumers and advertising agencies did not know much about advertising theories, which
included the marketing communication process. In order to finish this research within the time
frame required, it was essential that the researcher focus his investigations on the professionals in
the area of advertising within south west Nigeria. Qualitative research is about interrelating with
the respondents, and it depends on the social features of the respondent (Geertz, 1976).

Before any interview can be conducted, a letter should be sent first to the interviewees. Thus, letters of request were sent to potential interviewees before the interview. As stated
previously, the composed interview questions were used in a pilot study before the interviews, and
were based upon clear qualities of advertising. In all the examples, the interviews opened with an
explanation of the study, and this allowed the interviewees to ask for further clarification if
necessary. In addition to this, the interviewees were asked to examine their usage and knowledge
of advertising as reflected within south west Nigeria.

Supplementary questions about the topic were required to derive the necessary
information, and the order of asking the questions changed from one interview to another. Information was obtained by interviewing one manager from each of the 20 advertising agencies; they had all given their permission, and the data gathered were recorded with their agreement
using audiotapes and taking notes.

The main purpose of the questions designed by the researcher was ensure they fulfilled the
aims and objectives of the research. The interview standard was intended to obtain an
understanding of the supposed level of agency activities during a normal advertising campaign.
Prominent among them was that of identifying what the respondents’ views were about
advertising for a particular soap product (Dudu Osun).

5.4.2 FRAMEWORK FOR THE INTERVIEWS

STAGE 1

The researcher began each interview with an unprompted general question, asking the
interviewee to outline the process they followed when planning advertising campaigns. The
researcher had a checklist of practices in line with the model and checked how many of these were
mentioned by the interviewee with the aim of identifying cultural differences, the stages the
customers go through during the buying process, and the differences in the product, whether local
or international.
STAGE 2

This question was then followed up with prompted questions relating to each of these practices to see what cultural differences were considered important within the three groups. The questions investigated the customer buying stages and identified important practical differences between the selling of local or international products.

STAGE 3

The third stage involved showing and discussing the proposed model with questions aimed at gathering opinions/ comments about the practicalities, problems, potential benefits and so on. The researcher went through the existing list of questions to see which ones would fit and where.

The interviews were recorded after the interviewees had given their permission for the subsequent transcription and analysis.

The aim was to obtain information regarding the strategies and tactics that would be involved in planning the advertising campaign for Dud Osun soap. A strategy is usually a long-term plan that can last from 2 to 10 years, while a tactic usually lasts a year or less. In this research, the tactical approach was explored in order to finish the research within the scope of time allowed.

5.5 DATA COLLECTION PROCEDURE

The researcher used information obtained from textbooks, hand-outs, newspapers, publications, business magazines, and journals from different advertising agencies and lecture notes. All these made up the secondary data. Twenty interviews were conducted with the respondents on a face-to-face basis and via an online survey questionnaire in south west Nigeria. The sample, however, was chosen because using both qualitative and quantitative methods would allow the researcher to provide rich and detailed results (Al-ouhaim, 2008).

5.5.1 CASE STUDY RESEARCH

According to past research (Gulseeen & Kubat, 2006) case study research creates an avenue where case study is viewed as complex problem. Although researchers have questioned the effectiveness of case study, Tellis, (1997) suggests that a case study (CS) can also showcase a thorough and robust research method, if it is properly done. Case study research is usually associated with sociological and community problems, which includes unemployment, poverty, drug issues and so on. The introduction of the case study research method came about as a result of limitations of quantitative research methodology. Researchers have argued that quantitative research does not give a quality assessment of social and behavioural issues in particular. (Tellis,1994)

Case study research allows us to gain an in-depth and thorough understanding of behavioural issues instead of statistical data that quantitative analysis will analyse, (Gulsecen and
Kubit, 2006). This present research also focuses on consumer behaviour, and the findings from literature suggest that a CS is ideal for such research. Therefore, the researcher decided to use the CS methodology for more robust analysis presentations, which should allow the researcher to explore and gain better a understanding of the consumers in southwest Nigeria.

**What is a case study?**

As we have discussed earlier, a case study allows the investigators to thoroughly investigate a particular set of data within a specific situation, and usually CS research allows an individual to pick a small location or a restricted number of individuals as the subject study. A case study is associated with true-life events via a rigorous contextual investigation of events, and the kind of relationship that exists between this phenomenon was defined by Yin (1984:23) as an experience investigation based on contemporary facts that exist within a true-life situation. This is when the line between facts and context are not clearly differentiated and which gives room to different sources of results that are used. Yin (1984) further pointed out that CS research in a few instances includes a deep lengthy investigation where a single event is used. This lengthwise investigation allows the researcher to collect data, take time to observe the data collected, analysing and presenting that data over a long period of time. An example of such a situation is a case of a drug addict, where an individual researcher wants to observe the particular influence of the drug on the addict over time. This process will take some time. Therefore, we can conclude by saying that CS is a special way of observing true-life facts which exist in a set of data. The major difference between CS and quantitative research is that the formal observe data at a small level while the quantitative observes data at a higher level.

**How does a case study work?**

From our early discussions, it is evidence that CS receives criticism for its depth, and as a result of this designing an effective case study is vital for validity purposes. We have two types of research design:

1.) Single case design.

2.) Multiple case design.

A single case design occurs in a situation where no other cases are present for duplication. The argument against the single case design is that, the outcome or results are usually limited to a particular phenomenon, which suggests that we can’t use it to generalise. On the other hand, researchers (Tellis, 2006; Yin, 1994) suggest that one of the ways to overcome this bias is to triangulate the CS with quantitative or other research method in order to give it a more solid investigation. On the contrary, the multiple CS design deals with multiple cases, and it adopts a natural phenomenon that investigates numerous sources of evidence via replication and not using
sampling sense. The use of CS research regardless, whether we are using a single or multiple
technique, should emanate from theory rather than just the population of the data collected
(Hosenfeld, 1984). By linking it to the theory it will give it a more viable validity. The researcher
would like to point out that DUDU is a unique soup and it is used for other specific purposes
rather than just for bathing. This satisfies one of the conditions for a case study.

Case study research mostly has to fulfil certain conditions for it to be called CS research:

i. It shows that case study is the only viable method to explain a set of information available.

ii. It fits in with the research questions.

iii. It shows real application and process of its usage.

iv. The field work has to be recoded and detailed.

v. Scientific procedure used in social science has to be implemented.

vi. The result should fit within the theoretical framework of the research (Tellis, 2007)

**Category of case study**

The categories of case study appear in three stages, as identified by Yin (1984). These include exploratory, descriptive and explanatory. Exploratory is defined as a situation whereby the researcher decides to investigate a particular fact in a set of data that the researcher is interested in. This usually a point of interest from the examiners’ perspective. For example, the researcher may decide to examine how old people use cars. The researcher can ask questions such as: “Do old people have a strategy for driving cars, and how often do they use this strategy?”. Usually a pilot study is conducted before the exploratory case study, and this will enable the researcher to develop an ideal set of questions (McDonough, 1997).

A descriptive case study, on the other hand, describes a fact that appears within the data that is being examined. An example of such a question could be: what different plan do old people use, and how do they go about using this strategy. The researcher must make sure the data obtained has been described as they occur (McDonough, 1997).

An exploratory case study investigates the data collected very carefully and extensively, and also undergoes a simple investigation in order to understand the fact behind the data collected. For instance, using the previous example of old people driving cars. The researcher may ask the participants the way they use a particular technique to drive, then based on the response of the interviewee the researcher can develop a theory, which later can be tested (Yin, 1994).

On the other hand, Stake (1995) has differentiated a case study into three areas: the intrinsic, the instrumental and the collective.

**Advantages of case study**
Case studies have a number of advantages. Firstly, investigation of data is done within the context of what it is intended for (Yin, 1984). The researcher is concerned about a particular phenomenon rather than just generalising.

The process of variation during data presentation suggest that a CS can accommodate both qualitative data and quantitative data. This research was able to explore this process whereby both qualitative and quantitative data was presented, (Hosenfeld, 1984; Yin, 1984).

Thirdly, although a case study is associated with exploration and describing particular phenomenon, it also gives room for analysing complex situations which ordinarily may not be revealed through a research survey or experiment.

**Justification for triangulation**

A combination of different research methods is acceptable and needed sometimes. The main reason for this is that it creates an in-depth and richer analysis (Jakob, 2001). Researchers have argued that using one research method may not be sufficient for validity. Triangulation provides answers to this, by enabling researchers to use multiple research methods and get results by receiving confirmation of results through convergence of different views (Jakob, 2001).

Recently, significant attention amongst researchers has highlighted the use of qualitative and quantitative approach in studying the same real-life situation. Therefore, by virtue of using both qualitative and quantitative approach triangulation is becoming more acceptable (Denton, 1970).

The use of triangulation can be traced back to Campbell and Fiskel (1959), followed by an improved development from Web (1966), and later expended by Denzin (1979) which explains the relationship of triangulation with other research methods. The main purpose of research is to find answers to problems through systematic investigation. This systemic investigation is usually carried out in a social environment. Investigation in sciences tends to discover, explain and explore phenomena, but on the other hand social science deals mostly with behaviour and this is better measured through social science. This research is essentially a social science study that focuses on behaviour.

Young (1968) highlighted some problems in research approaches, especially when using a single method, as there are limitations in each method’s application. Therefore, social science advocates the use of multiple research approach. One of such method is called triangulation. Usually, this approach allows research to use one method to validate the other approach. This present research allows the researcher to use the quantitative research to validate the qualitative research. First, interviews will be conducted with 20 advertising agencies, then the researcher will draw up questions based on responses of the advertising agency and use it as a questionnaire for consumers in south West Nigeria.
Also, one of the reasons for using triangulation is because social behaviour is too complex to explain via one method, and using multiple methods allows the researcher to validate results. Validation is often important for credibility and richer research analysis. Literature has pointed out that no research method is self-sufficient on its own. They have advantages and disadvantages, therefore, in order to give a deeper and richer study and because we are dealing with human behaviour the researcher felt that triangulation was necessary.

What is triangulation?

This can be referred to as process of verifying an analysis which will lead to stronger results and will take into account different viewpoints and methods. This can be done by using two or more research methods (Blaikie, 2000).

Quantitative and qualitative methods as viewed by Blaikie (2000), particularly in evaluation research, have advocated a combination of methods.

The use of triangulation can be traced back to the geometry principle which agrees that exploring multiple sources allows for better accuracy. This can be applied in social science research whereby two techniques can be used.

There are four major types of triangulation. Firstly, methodological triangulation involves the use of more than one data analysis technique or research method. The researcher used this method for this research for validation purposes (Denzin, 1978). For the purpose of this research our focus is on this method. Other types of triangulation are: data triangulation, which is done by extracting data from during places; theoretical triangulation, which occurs when researchers use more than one theory; and lastly investigator triangulation. This involves the use of multiple observers instead of a single one.

Advantages and disadvantages of triangulation

Every research method has its own strength and weaknesses, and triangulation is no exception. Firstly, it reduces the rate of imbalance results, due to its nature which advocates for multiple sources and its ability to capture different views will help to understand the results better. Secondly, it creates room for high credibility. The researcher wants credibility because this will enable their work or research to be more acceptable. Also, it creates room for a richer and more in-depth result (Campbell, 1966).

On the other hand, triangulation faces some challenges. Firstly, researchers have argued that it could be complex at times or confusing due to the high volume of data and the way it is implemented. Secondly, it could lead to a case of “window dressing”, a situation whereby the
researcher applies multiple methods but each of these methods are not distinct, which implies that both the qualitative and quantitative should be clear and concise enough. Lastly, it can lead to high costs and it may take a significantly longer time to complete (Young, 1968).

In conclusion, the use of triangulation by the researcher for this study is justified because the researcher felt that in order to design an advertising model for south west Nigeria it is important to validate what the advertising agencies experts said during the interview. The researcher will first conduct an interview with 20 advertising agencies, then develop a questionnaire for the consumer through online surveys. This approach allows the researcher to produce more in-depth analysis.

Yin's (2003) pointed out that one of the reasons why case study research (CRS) is important is because it describes true-life situations and casual links, which will then enable an investigator to make an in-depth subjective analysis of people re-telling their stories in a certain way. Case study research can be used as a quantitative or qualitative method (Rubaie, 2002). In the past, researchers have questioned the validity of CSR when it has been used as a quantitative research method. However, Gerring (2007) argued that CRS is not a research method that is viewed with high regard.

Rubaie (2002) indicated that CRS can be used in quantitative or qualitative research because it fits and it allows for interconnection analysis, which also allows for an understanding of the problems that are related to personal stages that occur within a societal setting.

The advantages of CSR can be summarised into three categories according to Gomm et al. (2002). First, CSR usually allows researchers into new territory. This allows the researcher to enjoy the uniqueness of the situation.

- CSR should create a situation where the reader can see through the eyes of the researcher.
- CSR allows the researcher to share their own experience from their own view; this is because CSR is presented as real-life evidence.

Approach to Rigour
In their research, Lincoln and Guba (1985) recommended four ways to evaluate the thoroughness of research:

- Credibility
- Dependability
- Conformability
- Transferability

Credibility
This explains the research in two ways: the believability and the value of the research report. This method suggests that the researcher should spend sufficient time on the site of the research to enable the researcher to understand the situation better. The researcher will be able to observe the situation and so conduct a thorough analysis. If the research is believable, then it will allow the reader to appreciate the researcher better and understand his/her standpoint.

**Dependability and Conformability**

This is a process whereby the researcher is able to point out the steps taken before and after arriving at the final analysis. The researcher should show how he/she was able to apply the research method used and the rationale behind the decision (Koch, 1994). In some cases, the reader might not totally agree with the perception of the researcher or the way in which the researcher arrives at the final result, but the reader should be able to see a consistent pattern that the researcher has followed. It is very important that the researcher does this. The researcher should make sure that the data gathered are well interpreted and support how he/she arrived at the final judgment. This process is known as an audit trail. Rigour. The other process is known as reflexivity; this process allows the researcher to keep a diary of all their activities, including the contribution by all the participants, in order to be able to reflect back on them if need be, just in case the researcher has missed an important contribution (Koch, 1994; Rodgers & Cowles, 1993).

**Transferability**

In this stage, the researcher has to provide a descriptive analysis of the data collected; the researcher can use the raw data at his/her disposal to explain the result for the understanding of the reader. The researcher can also explain an alternative way in which this data can be analysed.

**Types of CSR**

- Intrinsic case study
- Instrumental case study
- Collective case study
- Intrinsic Case Study

This type of case study research describes a situation where the researcher is interested only in the current investigation. This research process is linked with a specific issue, and it is not interested in adding to it. The main focus of the researcher at this level is evaluating the process by which the researcher implements his/her ideas.

- **Instrumental Case Study**
In this type of case study research, the researcher makes use of research questions and then uses an idea to explain and answer the specific issues. For example, let us assume that a set of teenagers is heading for a day excursion to visit the zoo and specifically a particular lion. The instrumental case study suggests that the teenagers will focus their attention and report only on the particular lion and generalise within the case everything that is wrong or right about the lion including any environmental factors affecting the lion (Yin 2003). Therefore, we can say that an intrinsic case study generalises from the case while an instrumental case study generalises from within the case.

- **Collective case study**

The researcher in this type of research selects more than one case. The situation is that the researcher is seeking to form a representation of what happened during the field trip. This leads to a situation whereby the teenagers on the trip are able to tell their audience what happened on the trip in general.

There are advantages and criticisms of using CSR. CSR creates a space whereby the investigator is able to collect data within a particular area; because these data are collected within a specific area, deeper analysis can be conducted. For example, regarding Nigeria, which contains about 170 million individuals, researching the whole population would take significant amounts of time and resources, but researching a region within Nigeria is a more viable proposition. Within south west Nigeria, the three major ethnic groups are present, and therefore the researcher can generalise to a certain extent.

It is also important for researchers to consider the criticisms of CSR before using it in their research. The main issue with CSR is concerning its validity. Although CSR creates room for deeper and richer analysis, the results of the analysis of case study cannot be generalised. Generalisation refers to being able to use the same research findings in a similar environment. Another disadvantage of CSR is that there is an assumption of bias in most cases due to the fact that the study was done in a specific area. Some researchers will not accept the findings. This research has been able to address the issue of bias and validity, as the research engages both the consumer and the advertising agencies, an approach that further strengthens the research result. Hearing from both parties and analysing their views helps us to understand what this is and what the agency expects and what the consumer wants to see. Another criticism Yin (2003) raised is the problem of rigour with CSR; he questioned the level of work that goes into CSR compared to alternative research methods. In this research, the researcher rigorously analysed both the qualitative and quantitative data, with a step-by-step discussion of the interview and the questionnaire data.
5.5.2  ALTERNATIVE RESEARCH STRATEGIES
According to the literature, several other approaches can be used in research. However, it should be pointed out that although these alternative research methods are good, they did not fit this particular research but instead they make use of those techniques that are explained below and summarised in the following sub headings (Al-ojuhaim, 2008).

5.6  EXPERIMENTAL RESEARCH STRATEGY
This research method is commonly used during quantitative research; it deals with a situation where the researcher aims to validate a set of hypotheses by finding the cause and problem of the hypotheses. This research method is more useful when dealing with large amounts of data; therefore, this technique did not suit this research, as the research is more focused on the consumer decision-making process.

The aim of this research is not test but rather to design a model for south west Nigeria, a process that involved the experts in the field of advertising in south west Nigeria (Charnaz, 2002). An investigation into the influence of designing an advertising model in the cultural context of south west Nigeria involves engaging people’s viewpoints and considering how they react. The main aim of experimental research is to test hypotheses and this research is not concerned with testing but instead has involved using prompted and unprompted questions during interviews (Al-ojuhaim, 2008).

5.7  SURVEY RESEARCH STRATEGY
As Charnaz (2002) stated, a survey can be viewed as an adaptable and practical procedure, especially for the researchers. Survey research is a vital element of data collection; this can be achieved through two ways: questionnaire and interviews. This is where the researcher is able to ask the respondent questions. For this research, the researcher used an online survey; the questionnaire was designed (with questions for the consumer) and uploaded onto the Survey Monkey web site. Once the research questions had been created and uploaded onto the web site of "Survey Monkey ", then the researcher was able to copy the link of the created questionnaire and send the link to the advertising agency. The agency then sent the link to their customers by email or through other social media websites by sending a short URL link to their phones via WhatsApp, BBM etc.

As stated above, survey research underlines the essential facts of people, their beliefs, opinions, attitudes, and motivations well as their behaviour. However, the researcher did not find it the most appropriate strategy for this research. 
Nonetheless, it is essential to note that surveys are usually based on large cross-sectional samples while case studies tend towards the intensive and longitudinal study of smaller samples as well as efforts to distinguish explanations or causes of the phenomenon under analysis. Online survey was used for this research, the framework for the online survey was discussed further in chapter seven.

5.8 GROUNDED THEORY RESEARCH STRATEGY

This research method is fundamentally a method that is linked to developing or generating a theory; the theory is usually generated through a questionnaire or interview questions depending on which method the researcher is using. However, the researcher found it unsuitable for yielding real results on the subject being examined for the following reasons. Firstly, as has been documented by some researchers, grounded theory is also a qualitative research method, but in order to derive this theory, its approach is more focused and systematic (Al-ojuhaim, 2008).

This research procedure is similar to thematic analysis; for instance, the process of using grounded theory includes the use of coding. One of the advantages of grounded theory is that the researcher will get near accurate conclusions because grounded theory allows the researcher to gain data from a thorough and in-depth process of individuals’ experiences. One disadvantage of this research method is that the procedure of grounded theory often allows the bias of the researcher to go unnoticed. The approach was found unsuitable within this framework because grounded theory places much too emphasis on making a theory based on observations. This means the researcher would have had to be in the location examining the subject for a significant amount of time, which would have resulted in greater costs being incurred and in safety concerns being raised.

5.8.1 ETHNOGRAPHY RESEARCH STRATEGY

Ethnography represents a research method that focuses on the writings of individuals. In a general sense, ethnography involves the analysis of a particular community or a group of individuals, investigating how they interact in their socio-cultural activities and designs (Charnaz, 2002). Ethnography, basically, involves explaining or analysing some of the data the researcher has gathered during the data collection process. As a procedure, this research method can usually be seen as the art of cultural explanation. However, this research method was not considered for this research because the researcher was concerned with gathering information from the advertising agencies, which included their view on the sector and the way forward; this is not what ethnography is concerned with.

In addition, an ethnographic researcher needs to spend an extensive amount of time with the interviewee. Thus, the researcher concluded that ethnographic research would take a longer time to conduct and this would have involved more time and more money. Therefore, because of the time frame, the researcher felt that this approach was not appropriate (Al-ojuhaim, 2008).
Thus, out of all the strategies studied, the CSR strategy appeared to be the most appropriate method for answering the research questions.

5.9 RESEARCH INSTRUMENTS

In order for a study to be useful, there has to be a data collection process. This process can involve either obtaining raw data or using an existing set of information. Researchers can use two main types of data: primary and secondary data (Charnaz, 2002).

Whilst primary data refers to those data gathered for the precise aim of the research plan being undertaken, secondary data are those data that have been gathered for other reasons other than the undertaken research.

Therefore, the necessary data, that is, the respondents’ explanations of the organisations’ view of advertising agencies in south west Nigeria, were collected through APCON’s published magazine.

Primary data collection was undertaken from APCON (Lagos, Nigeria) and some selected advertising agencies using qualitative methods, involving in-depth, semi-structured interviews to find out participants’ opinions, as is explained further below.

It should be noted that there are numerous approaches to gathering data. It is assumed that the nature of the data analysis determines which approach is more suitable for the research methodology being used (Al-juhaim, 2008).

It was thought such a method would be significantly helpful in increasing the understanding of the effect of culture on advertising campaigns in south west Nigeria. Regarding this issue, Saunders et al. (2007) thought that primary data could be collected through various methods, as discussed below (Al-juhaim, 2008).

5.9.1 QUESTIONNAIRES

Data can be collected using questionnaires. In research, there appear to be diverse ideas regarding the definition of a questionnaire. Broadly speaking, the term ‘questionnaire’ refers to the process where a set of questions is drawn up to find answers to some research questions; this process includes the researcher writing down a list of questions that will help him/her during the analysis process. Usually, it is important that there are not too many questions because sometimes the respondent might lose interest if they feel it will take up much of their time and do not see how it might benefit them directly.

However, this researcher used interviews and questionnaire due to the researcher’s awareness of the advantages, specifically, that they are time consuming and involve a significant financial responsibility but using a mix approach will give the research more depth and richness. (Charnaz, 2002).
Thus, included in the interviews were questions that sought to examine the influence of advertising on different age ranges in Nigeria in order to contribute to the construction of a model that would best suit south west Nigeria. Furthermore, some questions were used to identify whether businesses understood the host communities’ desires. In addition, questions regarding whether the advertising agencies had taken on board the problem after an effective exercise and after being shown advertising activities were also included in the interview. With this in mind, consequently, an effort was made to see the issues from the companies’ point of view. In accordance with best practice, the interviewer adequately protected the data derived from the research interviews. Moreover, the fewest possible interviews (20) were held, and they were kept short, with questions that were focussed and easy to answer by the agencies that had given their consent. In addition, an online survey was conducted to further validate the result of the interview questions. This survey was mainly for consumers in the south west region of Nigeria. The framework of the survey can be found in chapter seven.

5.9.2 ETHICAL CONSIDERATIONS

The research process is usually long and complicated because it involves many people. Therefore, the researcher must take into consideration the confidentiality of the report. The data collection process is not straightforward because there are many things to consider. The respondents must be protected from imminent danger; for example, in south west Nigeria, where there is much political unrest and many issues are very sensitive, the researcher had to obtain an ethics form that would show the respondents that the research process was strictly confidential. In addition, in situations where sensitive information will be discussed, the researcher should obtain the agreement of the participants before sharing such information.

This is in accordance with recommendations by Collis and Hussey (2003), who highlighted that respondents’ consent must be sought throughout the research.

5.9.3 PILOT TEST

The researcher found pilot testing to be appropriate because the idea of a pilot study is to prepare the researcher ahead of the main interviews (Charnaz, 2002). Pilot testing enabled the researcher to ask advertising agency managers about a proposed line of questioning to be used during the main interviews. The researcher achieved this by making different calls to some selected advertising agencies. This helped the researcher to know whether the direction of the research was in line with the research objectives.

5.9.4 ALTERNATIVE DATA COLLECTION METHODS

Having considered the major research approaches, there are also other approaches that should be mentioned. These techniques are usually employed during qualitative research, which is
phenomenological in nature. The next sections discuss these and why they were considered inappropriate for the proposed research (Olawuyi, 2010).

5.9.5 SAMPLING METHOD

Most research is conducted by sampling. The significance of sampling was revealed during one set of research findings by Saunders et al. (2007) when they discovered that it was practically impossible to administer a questionnaire to a whole population taking into consideration their time limit and budget.

As rightly suggested by Charnaz (2002), sampling therefore represents taking a proportion of a population within a given set of people.

Olawuyi (2010) associated sampling with two major methods: probability or representative sampling and non-probability or judgmental sampling. Probability sampling can be defined as the process of using a survey type of research; the intention of the researcher is to generate a set of information from or about a particular population, while non-probability sampling refers to a situation where the investigator intentionally chooses a difficult set of the population. As the researcher has pointed out, in this research, the strategy adopted was interview questions for advertising agencies, so therefore, neither of the above two sampling techniques was used (Olawuyi, 2010). Instead, the researcher used the purposive sampling method. Purposive sampling is when the researcher studies a particular region within the entire population. The researcher felt that selecting south west Nigeria was appropriate because the Nigerian population would have been too large; therefore, focusing on a particular region was more realistic than selecting the whole nation, which would have taken a very long time due to its population size and logistic problems.

5.9.6 STRENGTHS OF THE METHODOLOGY

Mixed methods approach research can give a better knowledge of the issues and produce more far-reaching results that could help the researcher to understand and present the analysis in a much better way by providing answers to the research questions. Thus, the research has the benefits of both depth and range.

In addition, mixed methods research can help by-pass over-dependence and can capture the view and experiences and the individual factors needed to explain problematic social situations. It can also boost findings – a technique known as triangulation. At a more philosophical level, mixed methods research combines models, allowing investigation from both the inductive and deductive viewpoints (Malina 2001).
The mixed methods approach allows the researcher to present a wider view, when compared to when a research focuses only on qualitative or quantitative methods. Not only will the researcher be provided with raw statistical data, but in addition, the mixed methods approach allows the researcher to interview respondents (Greene, 2007). Sometimes, the quantitative analysis cannot give an in-depth or rich results. For instance, during the quantitative process, the consumers or respondents are not given any freedom to express themselves; most quantitative questions are closed-ended questions whereby the correspondent is only allowed to pick from a selection of options. However, a combination of the two methods will allow the respondents to express themselves better. Therefore, one of the strengths of the methodology is that it allows for a broader perspective, which will give room for better and richer findings (Teddlie & Tashakkori, 2009).

In addition, the mixed methods approach allows for a greater amount of data or information to be collected; the more data there is, the more comprehensive the report will be, which will give room for a better discussion, argument, and result. Furthermore, the mixed methods approach gives the researcher more room to develop more recommendations. As a result of this, the mixed methods approach often allows the researcher to develop discussions for further research.

The mixed methods approach also allows each method to compensate for the weakness of the other. For instance, quantitative techniques concentrate on statistical data while qualitative techniques concentrate on the contextual meaning.

The advantages of the type of research approach used in this research cannot be underestimated. Firstly, qualitative research helps the researcher to explain the data gathered; unlike quantitative research, which seeks to deal with numbers, qualitative research creates better grounds for argument and leaves room for further questions to be asked.

Thus, the mixed methods approach was the most suitable analysis for this research because it involved dealing with consumers and advertisers. The researcher obtained richer findings by using both qualitative and quantitative methods. Both the consumers and the advertisers were the key players in this research, so the researcher interviewed the advertising agents and designed an online survey.

Most importantly, the reason the researcher opted for the mixed methods approach is because of its flexible nature, unlike when researchers use only the qualitative or the quantitative method.

5.9.7 LIMITATIONS OF THE METHODOLOGY

One limitation of the mixed methods approach is that it is sometimes complex, due to the combination of qualitative and quantitative techniques; these techniques have to be combined
during data collection, but the techniques are completely different in style. It is also complex because to use the mixed methods approach requires a certain level of expertise (Greene, 2007). This complexity is also due to the level or volume of data available; the mixed methods approach usually involves a high volume of data. Another limitation of the mixed methods approach is that it takes a longer time to complete; the researcher must first collect the qualitative data, then collect the quantitative data, and finally decide whether to explain them separately or explain them together. For instance, doing quantitative or qualitative techniques on their own requires far less time. Therefore, the researcher needs to consider if it is necessary to do mixed methods research. Because of the energy and money required, Greene (2007) suggested that researchers should not use mixed methods research unless it is very necessary to do so.

Another limitation of mixed methods research is that sometimes it may be difficult to implement one method instead of the other. This means the results of the findings can be very different, and the researcher may find it hard to draw a conclusion from the combination of the two methods. The idea of the mixed methods approach is for researchers to get a better and richer result, but sometimes due to the problems of implementation that emerge during the analysis process, the researcher may find it difficult to come to a conclusion. For instance, the questionnaire (online survey) during this research helped the researcher to validate what the advertisers had said during the interview process, but in some cases, the researcher found it hard to understand if the questionnaire actually validated the interview questions. Such a situation could have led to problems during the data collection process (Teddlie & Tashakkori, 2009).

5.10 SUMMARY

This chapter discussed different research methods and demonstrated why the researcher opted to use the qualitative approach. This chapter also looked at the advantages and disadvantages of mixed methods research. Other research methods were also discussed; this gave the reader an insight into the other research methods that were available. The next chapter deals with analysis and interpretation, where the collected data will be analysed. The chapter will also discuss thematic analysis.
CHAPTER SIX

6.0 ANALYSES AND INTERPRETATION

6.1 INTRODUCTION

This chapter deals with the presentation, analysis, and interpretation of the data collected in the field survey by means of interviews to see how advertising works in south west Nigeria, to see the effects of culture on advertising in that region, and to consider how the advertising agencies and regulatory bodies operate in south west Nigeria. The analysis of the data will cover the most important and relevant aspects of the interviews. Overall, 20 interviews were conducted in south west Nigeria with the managers of advertising agencies; of these agencies, eight were multinational advertising agencies (large), seven were medium-sized advertising agencies, and five were small advertising agencies. Thematic analysis is used to present the field research. This research aims to use the information gathered from these agencies to present the analysis.

6.2 WHAT IS THEMATIC ANALYSIS

Thematic analysis is useful in projecting the themes used in data analysis; it is also used in discovering and analysing themes emerging from within a dataset. Thematic analysis is the process of categorising and explanation of data composition in in-group; it also translates different stages of the research into themes (Boyatzis, 1998).

A series of diverse themes will be examined further with an emphasis on the choices concerning thematic analysis as a technique.

Thematic analysis is highly relied on by researchers. However, there is no generally accepted view of what thematic analysis is and the procedure for conducting one (Boyatzis, 1998). Thematic analysis has not been properly recognised as a technique compared to grounded theory and narrative theory analysis.

Therefore, thematic analysis is not a specific analysis method, when it comes to requirements; many investigations are thematic in nature, so it is usually not assigned as any form of technique as most of the time, data are "exposed to qualitative investigation for periodic topics (Boyatzis, 1998).

The data collection process is very important to research; thus, whichever method is adopted must be explained in detail.

In this case, the researcher used thematic analysis; the themes enabled the researcher to divide the important topics that emerged during the interview into different themes. These themes were designed to help explain the stages the advertising agencies pass through during their advertising campaign. It also ensures there is no biased data analysis (Boyatzis, 1998).
The main reason the researcher decided to use thematic analysis is because it is believed to be flexible in providing in-depth descriptions and explanations of the information received, much of which was vague making it difficult to comprehend. However, in this research, much of the data collected were not only text based, but also emerged through unstructured interview questions, as this research was seeking neither to build theories nor to test hypotheses. Therefore, thematic analysis was more suited for the research because of the large volume of data generated, and because the researcher intended to use these data to draw conclusions. Each interview was analysed to give an idea of what the respondents from the advertising agencies said, after which, conclusions could be drawn based on the data.

6.2.1 WHAT COUNTS AS A THEME?

Themes are the most vital part of thematic analysis; they can be described as the key words in the interview process that has a link with research question. Boyatzis (1998) recognised six main themes. However, the six themes were not those most mentioned in her interviews, but those that emerged between episodes 2 and 22 of 26 talk shows. In conclusion, he recognised the aspects in which gay and lesbian people normalise their families. In this context, thematic analysis was motivated by one specific analytical research question. There is no particular way of choosing prevalence; as discussed earlier, one of the features of thematic analysis it gives researchers room to choose their own theme in relation to the research questions and objectives. The key issue in thematic analysis is consistency in the way the theme is chosen within a particular study. Furthermore, thematic analysis can be used to provide more information and nuances of meaning of a particular theme. This can occur because of a particular question within the research data. The next section discusses different methods of thematic analysis (Braun & Clark 2006)

Inductive and theoretical thematic analysis

Themes can be recognised in two ways: inductive and bottom up.

The former explains that the theme is strongly linked with the collected data (Firth & Gleeson, 2004). In this approach, the theme presented may have little correlation with the specific question that the researchers ask the respondents. Meanwhile, inductive analysis is the procedure of coding data without inputting it in an already prepared structure or prior analytical presumption by other researchers. It is safe to say that it is the gathered data that motivates this kind of analysis, but it must be observed that researchers have a moral obligation not to ignore their epistemological and theoretical obligations (Braun and Clark, 2006; Firth & Gleeson, 2004).

However, a theoretical thematic analysis is usually influenced by the investigator’s interest, either analytical or theoretical, and it is more subjected to open analysis. This form of thematic analysis
does not provide detailed analysis of the data gathered, but it provides a more detailed investigation of some part of the data; researchers can either code for specific research questions, or an accurate research question can emanate from the coding process.

Semantic or Latent
Under this system of thematic analysis, the main aim of the researcher is to look for themes within what the interviewee has said and not to add anything to it. The latent analysis stage goes through the semantic substance of the data and begins to classify or scrutinise the fundamental concepts, norms, conceptualisations, and philosophies that are hypothesised (Burr, 1995), in such a way that thematic analysis is used in combination with varied measures of address. Semantic analysis is straightforward because it does not require imaginative thinking; the researcher concentrates only on the data presented.

How thematic analysis is conducted
Thematic analysis consists of six stages; these stages will be thoroughly discussed in this section. Observation by an expert sets the process rolling; the expert looks for key words, how the interviewee answer the questions, who said what, and what was the conclusion of the interviewee regarding what was said.

It is important that any transcription starts at the first stage, along with the setting down of any thoughts and probable coding patterns, and this should continue through the whole process of the analysis method.

Stage 1: Acquainting yourself with your data
When the researcher plays a role in research analysis, they may be the one that gathered the information they use, or they may have derived the data from other sources. If they gathered it through the collaborative method, they will arrive at the evaluation with some previous information about the data, and probably some original analytic attention or opinions. Irrespective of how the data were gathered, it is important that the researcher ensures a thorough review of the data is done so that they are familiar with the penetration and scope of the content. A thorough review includes but is not limited to a recurrent reading of the statistics, reading the statistics in an effective way, looking for definitions, patterns and so on (Braun & Clark, 2006).

Stage 1: Transcription of verbal data
This is one of the most important stages in the data analysis, because it is at this stage that the researcher makes a record of whatever was said during an interview; usually this is done by transferring the data from a tape recorder to a sheet of paper. This part is very important because the researcher will use the raw data for the analysis; thus, the process of transferral has to be
detailed and must reflect word-for-word what has been said by the participant. The researcher should not rush this stage of the research; the researcher must take their time. Although this stage is very time consuming, it is vital the researcher make sure that nothing of what was said during the interview is left out (Lapadat & Linsday, 1999).

Stage 2: Generating initial codes

Before the process of this stage begins, the researcher must have gone through and become familiar with the data gathered. Then they start by prioritising the list of what is in the data and what part of the data is useful and relevant to the subject matter. Next, the researcher must generate the first code at this stage. Code classification represents a set of data that the investigation discovers as very useful to the process of data analysis (Boyatzis, 1998). Usually these codes help researchers to select key words that will then be analysed. Without this process, the researcher cannot proceed, as the codes must first be generated. The challenge of this stage is that two individuals maybe have the same transcript but generate different codes; this suggests that coding differs among individuals.

Stage 3: Examining the code

After the codes have been generated, then the next stage is for the researcher to examine the codes thoroughly. The importance of this process is to help the researcher make sure the generated codes are in line with the research aim and objectives. During the process of generating a code, the researcher might miss some vital words or codes; thus, this stage allows the researcher to examine closely every code that has been generated.

Stage 4: Reviewing themes

After the researcher has generated the codes, then these codes will be used as a set of themes. These themes represent how the researcher has broken down the codes and explain each theme. Usually not every word that is said during an interview is correct, so it is the responsibility of the researcher to break these words down and select those that will be used as a theme and be further developed. The reviewed themes should be well arranged and very organised, and this will be reflected in how the themes link to each other. For instance, different participants might use similar expressions during the interview; it is the duty of the researcher to look at these similar words and select the one that it is most appropriate to use (Braun & Clark, 2006).

Stage 5: Defining and naming themes

This stage takes place once there is an acceptable thematic plan of the data. At this stage, the researcher describes and fine-tunes the themes that will be presented for the investigation, and
examines the data within them. Then the researcher can organise them into a comprehensible and mostly reliable scheme, with supplementary descriptions (Braun and Clark 2006).

Stage 6: Analysing the codes

The researcher embarks on this process once the first five stages have been completed. This stage includes the researcher writing the report, which includes the conclusions from the explanation of the themes. The researcher’s main objective at this point is to convince whoever is reading the analysis that there is value in the report.

A theme is very significant during thematic analysis; in particular, it is vital to the set of data that is related to the investigation in question, and signifies some relatively parallel ideas, answers, or consequences within the data set. A significant issue to tackle in theme situations is to consider what can be considered as a design/theme, or what “range” a topic needs to have (Braun and Clark 2006).

As this represents a qualitative study, it was decided that it would be necessary for a code to feature in 50% of the elements to be considered a theme, but if it featured in only 47%, then it would not be considered a theme; a theme is something that makes numerous appearances rather than only appearing in an occasional comment. The researcher can explain what they consider has a strong theme, and spend more time on these key themes rather than on what have been classified as lesser themes. So, the researcher’s contribution is necessary to decide what can be considered a theme. The original guidelines regarding themes need to retain some flexibility, as inflexible guidelines do not work (Braun and Clark 2006).

In addition, the importance of a topic is not automatically reliant on measureable events, but it should be considered as long as it relates to the research question that was highlighted initially. The three chapters in the research literature review consist of the major themes. The first of these is thematic analysis (Braun and Clark 2006).

Thematic Analysis

Thematic analysis is not a particular approach, but rather is a mechanism used across different approaches. One advantage of thematic analysis is that it is flexible. Thematic analysis can be explained as an approach for recognising, analysing, and reporting styles or designs within information. Usually, thematic analysis organises and explains data sets in clear data. In addition, it interprets different aspects of the research topic (Boyatzis, 1998). Many researchers use a thematic approach, but there is no single approved way to do it. Thematic analysis differs from other analytical approaches, as it aims only to explain patterns found in the qualitative data. Therefore, thematic analysis can be seen as a realistic approach, which explains the experiences, meanings, and realities of participants. Thematic analysis can be said to be a way individuals share
their experiences; this is achieved when the researcher uses the set of collected data to illustrate their experience. ‘Thematic’ simply means the way or system a researcher uses to explain the data, which includes identifying and reporting (Braun and Clark 2006).

6.2.2 DRAWBACKS OF THEMATIC ANALYSIS

One of the drawbacks of thematic analysis is that some researchers consider it to be too flexible, which raises questions of credibility. In addition, it is sometimes assumed to be too simple, which means if not done properly, it might lead to different issues being raised, including queries regarding the validity of the research. In addition, it is believed that the research lacks a good value for analysis (Olawuyi, 2010).

6.2.3 DUDU SOAP (African Black Soap)

This research used Dudu Osun during data collection process as a cosmetic product about which questions were asked from the advertising agencies during the data collection process. This is in keeping with the research’s focus on the cosmetics industry. The reason for using this particular soap is because this soap is making with local herbs within south west Nigeria. Although there are similar soap are been produce in south west Nigeria, but a previous research from Olawuyi (2010) suggest that dudu Osun is one of or not the most popular local soap produced in south west Nigeria and not imported from another country. The consumer and advertising agents will be able to recognise the soap better, (instead of using a less popular local soap that the participants may not be familiar with) which will assist them in answering the questions the researcher will ask
Table 6.1

Table 1: Monthly Household expenditure indicators

<table>
<thead>
<tr>
<th>Purchased items (monthly)</th>
<th>(5,000 households) mean expenditure (N)</th>
<th>% reporting expenditure</th>
<th>Monthly national household expenditure (N)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petrol</td>
<td>13,860</td>
<td>30.9</td>
<td>127,625,652,000</td>
</tr>
<tr>
<td>Recharge Cards</td>
<td>20,874</td>
<td>72.3</td>
<td>449,738,679,600</td>
</tr>
<tr>
<td>Soap &amp; Washing powder</td>
<td>5510</td>
<td>90.9</td>
<td>149,255,982,000</td>
</tr>
<tr>
<td>Personal care goods</td>
<td>1952</td>
<td>52.2</td>
<td>30,364,531,200</td>
</tr>
<tr>
<td>Mortgage payment</td>
<td>52</td>
<td>0.2</td>
<td>3,099,200</td>
</tr>
<tr>
<td>House Rent</td>
<td>33,373</td>
<td>15</td>
<td>149,177,310,000</td>
</tr>
</tbody>
</table>

Source: NBS

The diagram indicates how big the soap industry is in Nigeria. That is one of the reasons why the researcher decided to use a particular product within the soap industry.

Interview questions and the online survey questions were designed around Dudu Osun; for example, ‘Which steps will each individual agency take to advertise Dudu Osun?’ This was to ascertain which method of advertising campaign is most frequently employed in Nigeria and thereby help build a model for the south west Nigerian market, which will help both local and international companies.

6.2.4 WHY THEMATIC ANALYSIS WAS FOUND APPROPRIATE

In research, there are many analytical tools, and this chapter has already discussed why thematic analysis was the most suitable method for this research. A comprehensive review of other analytical approaches explaining the designs based on qualitative research, such as narrative analysis and grounded theory, demonstrated this point (Boyatzis, 1998). Narrative analysis has been found to be part of epistemology which, in other words, makes for a better understanding and more insightful criticism, but also affects consumers’ understanding and everyday knowledge leading to the consumers’ understanding of the issue in question. In addition, this can be used when the interviewer does not intend to examine a problem, which they have had previous experience dealing with, nor is the topic part of the issues to be investigated. Therefore, this fact helps the researcher to use thematic analysis rather than any other tool for the analysis (Firth & Gleeson, 2004).

In addition, researchers have said that they believe that irrespective of the situation, grounded theory is a more reliable analytical tool in examining qualitative data (Boyatzis, 1998). It has been argued that separating data during analysis often runs the risk of complications, which can lead to the elimination of the participants’ languages, attitudes, and behavioural and specified
significances. Another leading proposition is that thematic analysis allows for the grouping of data, which will allow the researcher to break down the information at their disposal into different categories and make it possible to explain each category, which is not the case in grounded theory. By grouping the analyses, the researcher will be able to highlight important elements in the data. Additionally, most research tends to produce theories; however, this is not the case in this research, as the research is more concerned with designing an advertising model (Boyatzis, 1998).

Lastly, the researcher found thematic analysis more appropriate because the research deals with advertising and culture, so thematic analysis was viewed as the more appropriate analytical tool, as it is not really possible to measure people’s culture.

### 6.2.5 CATEGORIZING THE THEMES

There is a certain procedure to follow when analysing themes in thematic analysis. In this research, this process began by the researcher collecting data during the interviews and putting those data through a process called selection and sorting. Usually, since a large amount of data is collected, the researcher will have to group them into themes; such themes frequently emerge during interviews. Prior to this stage, the interviewer listened thoroughly to the tapes from the interviews, which were conducted by selecting 20 advertising agencies. Additionally, after listening to the tapes, each interview was transcribed verbatim until the transcript was completed. This transcript allowed the researcher to examine the effects of culture on advertising within south west Nigeria. The transcript was closely examined in order to make sure that the aims, ideas, and frequently occurring themes had been correctly registered (Patton, 2002). Nevertheless, it should be pointed out that the idea of advertising models linked with culture has been very popular in recent years.

In the next section, which is represented by the table below, the aim is to categorise the themes using a framework, which is also known as the main subjects, which will facilitate and improve understanding of the research (Firth & Gleeson, 2004).

### 6.3 SEMI STRUCTURED INTERVIEW: DESCRIPTIVE ANALYSIS

Respondents’ characteristics

<table>
<thead>
<tr>
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</table>
Position held

<table>
<thead>
<tr>
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</thead>
<tbody>
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</tr>
<tr>
<td>Regulatory executive member</td>
<td>1</td>
</tr>
<tr>
<td>Advertising creative manager</td>
<td>2</td>
</tr>
<tr>
<td>Head of research &amp; strategy</td>
<td>1</td>
</tr>
</tbody>
</table>

Types of Advertising Agency

<table>
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<tr>
<th>Type</th>
<th>Count</th>
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</thead>
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<tr>
<td>Medium</td>
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</tr>
<tr>
<td>Small</td>
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</tr>
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</table>
Semi-structured interview: Detailed analysis

Semi-structured interviews were conducted with 20 participants. Each interview covered four major areas. It is important to state that the interviewer used prompted and unprompted questions, so therefore the questions were not asked in any particular order. Although the
researcher had a prepared list of questions, having both types of questions allowed for the free flow of expression, so the participants were able to express themselves better. The first major area that was discussed was related to advertising campaigns. There was a discussion of the steps in advertising campaign and of how the different agents would deal with each step. The second area was related with advertising and culture, and the effect of culture on advertising. The third key area was related to the performance of the regulatory bodies; this was to ascertain if they were doing their job, where they were lacking, and how they could improve. The fourth aspect of the analysis was related to the differences between local and international advertisements in terms of delivery of quality and other issues.

**Major area one: Steps in advertising campaign.**

The interview started with questions regarding the steps the advertising agency would take if they were in a position to run a campaign for Dudu Osun. All the participants pointed to the fact that it is important first to understand what Dudu Osun stands for and why consumers need Dudu Osun when there are many soaps on the market. They indicated those organisations could use the cultural value of the soap as a way of convincing the consumer to buy the product. This was affirmed in a statement made by one of the interviewees:

We need to take the values and quality of Dudu Osun, distilled it in other to know the brand essence, we need to take our bearing from its cultural background, meaning where Dudu Osun comes from and also the people we make our target, audience we need to speak the language they understand, that way we will endear them to the brand.

All the participants agreed that highlighting the characteristics of Dudu Osun is very important; for instance, what can Dudu Osun do for your skin? What are its distinct features?

**Advertising Strategy**

The participants highlighted the importance of having an advertising strategy; they suggested that an advertising strategy is central to planning a campaign.

A principle of this agency, and looking at what we’ve done before, is to develop a strategy, brand strategy, because we believe that strategy is everything; if you get it right with your strategy, there is no way your communication won’t affect your audience, so it’s not just about writing a story for the product, it’s about setting your strategy right.

What do I mean by strategy? Strategy is how you would go about devising the advertising campaign for the product. In planning the strategy, two things are very important: first, brand insight, and second, consumer insight.

He went on to explain brand insight by saying

The brand insight is the thing that is unique about Dudu Osun, what the qualities are, what the components are of Dudu Osun, we mean, the ingredients used in Dudu Osun, the benefits etc.
Those are the things we need to look at; we will profile the brand, know the brand inside out, know what the brand is saying about itself; if the brand had a mouth, what would it have said? That is what we call insight.

Secondly, we have consumer insight - consumer insight is what are people saying about the brand, consumer perception of the product, and this consumer insight is not possible without conducting research in order to get enough information, and one of the ways to get enough information is by doing a market survey.

They suggested that strategic planning is key to the success of selling any product in south west Nigeria. Given the ethnic mix of the region, the participant suggested that in order to gain access to this market, a strategy that would help the product gain a major market share would be very important. Any strategy adopted should allow the advertising agency to understand some key points, such as ‘What does Dudu Osun stand for?’ ‘Who are they selling to?’ and ‘What kind of message do they intend to convey?’

All the large advertising agencies (eight in total) rated cultural background in the top three in order of importance. The next common factor mentioned by respondents was the target audience for the product. Three respondents from medium-sized advertising agencies believed that the target audience/market is a cultural factor in pitching for a product. The target audience or market is the people that the agency is seeking to reach with the advert; depending on the product, the target audience can be based on age group, social status, or geographical zone. As most of the respondents pointed out, the target audience is crucial when pitching for the product because it will largely determine a range of issues from strategy to medium of communication and packaging. The target audience will also determine the language to be used in advertisements in south west Nigeria.

Also prominent on the respondents’ lists was market research. A couple of the respondents saw a great need for market research. Six respondents (three from the small and three from the large advertising agencies) believed this would be necessary to have a good idea of the competition and to identify the market leader. Five out of eight of the respondents from large advertising agencies believed market research necessary to identify the competition, that is, the brands that are in the same category. All of the medium-sized advertising agencies believed research is necessary to know how the competition is doing in the market in south west Nigeria. Another medium-sized advertising agency did not term it research but just believed there is a need to know the other competing brands, which will also require research.

One small advertising agency believed that market research is needed to answer the following questions:
First, what is the top brands’ market share in terms of the herbal soap market? This is necessary when looking at how big the market is, what is needed to penetrate the market, and the amount of effort needed to capture a large chunk of the market share.

Second, why is the top brand in that position? This is expected to show the agency the type and amount of groundwork the market share leader has done to get to that position, and to decide what they need to do to retain that position.

A couple of the respondents listed brand insight as an important issue to consider when pitching for a product. Five of the large advertising agency respondents referred to brand insight as where the product is coming from and the benefit of using the product, in this case, Dudu Osun. However, this question can be categorised as brand insight because the answer to the above two questions will give some insight into the brand. One respondent from a medium-sized agency mentioned knowing the antecedent of black soap, which can also be categorised as brand insight because it will also give some insight into the brand. Packaging also ranked high among the respondents; two from a medium-sized and one from a small agency pointed to packaging as a factor in pitching for a product.

Packaging is the way the product appears to the consumer; this is the first real contact the consumer has with the product, and this is believed to play a major part in whether the consumer will embrace the product. The respondents believed the appearance of the product or packaging of the product plays a major role in convincing the consumer whether to buy a product or not.

One of the respondents believed the customer wants to see a well-packaged product even though sometimes the benefits written on the packaging are not derived from the product. Consumers are persuaded to buy the product because it looks attractive, so the respondent believed it is important first to consider packaging if the aim is for the product to go far. Another respondent said the first thing the consumer notices about the product is what the product looks like. Is it something at that is initially attractive and is it what someone would want to buy?

The respondent believed the packaging would answer some of the consumers’ questions. Also, during the interviews, when the question of pitching for Dudu Osun was put to the respondents, one participant pointed out strategy as the important tool in pitching for a product in south west Nigeria. However, because it is a multi-cultural environment, advertising agencies have to be careful in the way in which they pitch for each product.

Some of the respondents said that it was a principle of the agency to develop a strategy in pitching for a particular product because they believed “strategy is everything”. One respondent said, “If you get it right with your strategy, there is no way your communication will not affect your audience so it is not just writing a story for the product; it’s about getting your strategy right”. She
defined strategy as how one will go about devising the advertising campaign for the product. She also listed five important things in planning the strategy.

1. Brand insight
2. Consumer insight
3. Awareness
4. Intention to purchase
5. Post purchase

Brand insight is the combination of the product, the components, the ingredients, and the qualities that make the product unique. In this case, respondents pointed to the unique herbal recipe of Dudu Osun as a strategy to get their message across to the consumer. Consumer insight is the consumer’s perception of the product, which can only be obtained through a market survey. Other important factors mentioned by the respondents (advertising agencies) when it comes to pitching for a product are as follows:

**Price:** ten of the respondents listed the Ps process as a critical tool when pitching for a product: place, price, and promotion. This indicates that price is an important factor in pitching for a product. Another respondent believed that it is based on geographical zone, e.g., south west Nigeria having a seaport is related to which goods are sent in. Thus, to reach the target audience in the region, it is essential to be as competitive as possible.

He further analysed, “If you are bringing in Dudu Osun, which is a herbal soap, you should expect that there are going to be a lot of other brands that are going to compete with it and that, at the same time, will be offering the same value for the same customers, so price plays a role”.

Ten of the respondents considered the medium of production an essential tool in pitching for a product. One respondent, who worked in a printing press, listed the various media through which they could help promote a product:

- Short message service (SMS)
- Handbills

**Flex:** This is a billboard that will be erected based on the size of customer demand.

**Language:** This is an important factor for an advertising agency in pitching for a product like Dudu Osun. One of the respondents emphasised the need to speak the language the target audience would understand, saying that it was a useful method to endear them to the brand. The Chambers Dictionary defines language as a mode of expression or “any manner of expressing thought or feeling”. So, language is needed in passing on a good idea from the producer to the consumer; this was clarified when another respondent said that he had discovered from his few years in
advertising that language plays an effective role in reading people, because there are certain nuances in advertising that might not be explained in a way that will reach the heart of the listener until he is spoken to in his own language.

Awareness: All respondents said that if they wanted to market Dudu Osun for a company as a new product in the market, they would start by creating awareness.

Awareness can be described as a means to be informed or made aware. So, as the respondents stated, it is important to inform the audience about a product for the product to come to the consciousness of the consumer. Awareness of a particular product seemed to be very important to all the respondents, who claimed that the consumer needs to know what Dudu Osun is, how it can improve their skin, and why they should buy Dudu Osun instead of other similar brands in south west Nigeria. One of the problems highlighted by the advertising agencies in south west Nigeria is a lack of awareness of products in the south west region.

Based on the interviewer’s perception, the following is a list of the commonly used advertising campaign features ranked in order of their importance to the participant (1-highest and 5-lowest)

1. Strategic planning
2. Packaging
3. Creativity
4. Awareness
5. Brand name

**Summary of major area one**

Hence, based on participant response in the first major area, which deals with the advertising campaign, it is clear that strategic planning is key in selling any product. The advertising agency should make sure they understand the product first and then adopt a strategy that will help the target market understand the product. The use of marketing communication tools is very important. One solution is that an advertising agency can make more use of SMS; this is because a significant proportion of the population will have mobile phones, and the advertising agency can take advantage of this. Another thing that can aid a smooth advertising campaign is what one of the interviewees called a road show. This is where the agency uses an open air bus with a band playing different genre of music as the bus is moving, and uses that opportunity to distribute information about the product as well as by word of mouth to nearby consumers.
Second major area: Effect of culture on consumer buying behaviour

The population in south west Nigeria consists of consumers from different cultural backgrounds. As was discussed earlier, culture differs from one place to another. However, how much effect does culture have on consumers? During the interviews, the participant highlighted how much culture can help during an advertising campaign, using advertising as a medium of connection between the consumer and the product:

One important tool that I believe will aid my pitching for Dudu Osun in the south west Nigeria is culture. Culture is a big issue when it comes to regional marketing in Nigeria and because Dudu Osun is cultural because it’s a local black soap so we can use culture with it, but you must modernise the look of it to make it acceptable.

This statement suggests that each region values its culture; therefore, using that as a medium will provide a better platform for an advertising campaign to be successful.

One respondent, when asked about the role culture can play in the advertising process in south west Nigeria, responded that culture should not be considered from the aspect of ethnicity, but should be viewed dynamically when it comes to advertising. He also said it should be about the prevalence aspect of culture and not the heritage aspect. An example of what is meant by prevalence is the wearing of jeans among the youth; thus, one can say the culture of the youth is to wear denim jeans more than any other fabric. The respondent stated that “there is culture in terms of groups”, and he split culture into two parts (i) culture and (ii) sub-culture.

He further said that when talking about sub-culture, each group in the society has its culture in terms of the class each group belongs to in the society, be it age group or social group. He concluded by saying that the main culture and not the ethnic culture should be the advertiser’s target.

Based on what the respondents said, aspects of culture could be divided by order of their importance into either individualism or collectivism. The information from the interviews implies that the consumers in south west Nigeria act more collectively than individually. Earlier in the chapter four, the researcher discussed individualism and collectivism. In south west Nigeria, consumers’ collective approach is helped by the presence of their religion (Christianity, Islam and traditional religions).

One interviewee suggested that the type of culture most commonly used by advertising agents is ethnicity and the type of culture used least is prevalence (current trend in terms of technology among consumers). Due to their strong religious beliefs, the people of south west Nigeria are
assumed to follow what their holy book says which will lead to individuals in the same religion acting in the same way, which is the idea of collectivism.

This information is vital because it can help agents understand how to advertise products; on the other hand, organisations will also benefit from it, as it will allow them to decide if the product is fit for the target market in the first place. As pointed out by Hofstede (1996) although the collective society consists of individuals, they all depend on each for information and survival.

A.) Using culture as an instrument of creating policy by regulatory bodies

One of the participants indicated another benefit of culture by looking at it from a different point of view; he suggested that due to the influx of foreigners into the advertising sector in Nigeria, the government can use culture as a tool for creating an environment whereby international organisations will respect and value Nigerian culture more.

I will still refer to the code which we are operating right now. If you have been following the media right now you will discover that a lot of people - I don’t mention names - have been kicking against reform especially those that have a foreigner as the head of their management; they have looked at this code, they have looked at the reform, and they think it’s going to affect them, so they have been kicking against reform. APCON has gone to court concerning this reform, but the essence of this reform is to protect the culture, it is one of the things this code is out to do: protect our culture, protect the religion. Look at Nigeria. Nigeria is a country that is multi-religious and cultural; this code is looking at protecting the culture of the Nigerians. It is also looking at the situation whereby if you are a foreigner, and you want to carry out a model, the code says you must pay heavily for it; on no account must you use a foreign model to do that. This is one of the things the code is out to stop. By doing so, you are giving the Nigerians that leverage. We don’t want to make Nigeria a dumping ground; this is one of the things the code is out there to do.

The above quotation, which is from an insider within the south west Nigerian market, shows that government is taking the initiative by using culture to create policy that will help international organisations take the south west Nigeria market seriously. From this point of view, it is not just enough to create the rules, but it is also important to make sure those rules are being implemented.

B.) Using culture as a medium or channel in which the message in the advertisement is delivered.

Since south west Nigeria is flooded with people from different ethnic groups, the participant argued that the message should be very cultural:

Culture matters when it comes to pitching for a product; you have to take into consideration the culture of the people you are advertising to especially in a country like Nigeria where we are a multi-cultural people.

Messages can sometimes turn people off or on. Thus, the advertising agency has to be sensitive to various issues. For instance, the major ethnic groups in south west Nigeria are the Igbos, Hausas,
and Yorubas, so the message should not be one sided; the message should be designed in such a way that each ethnic group feels connected. South West Nigeria remains a complex market, therefore the message has to be tailored to fit the environment. One participant said:

Yes, because first of all, you let them know that we have three ethnic groups, which comprise Yoruba, Hausa, and Igbo, and I would want to carry these three along; I would not want them to miss out on this good thing. I wouldn’t let the name be a barrier, but the name ‘Dudu Osun’ could be suitable for Yorubas alone. What I’m going to do is this. First of all, the packaging matters a lot. Then after good packaging, my message would be in three different languages at least to express what it’s all about just briefly, maybe it is evident that the message is very important.

When the interviewer asked the interviewee about what role culture plays in pitching for a product like Dudu Osun he said,

Advertising is all about passing a message, it is communication so the name ‘Dudu Osun’ is a name synonymous with people of south western Nigeria, and since you are trying to pass a message across, the message must be delivered to the target audience in a language that the target audience understands.

Culture matters when it comes to pitching for a product, you have to take into consideration the culture of the people you are advertising to especially in a country like Nigeria, where we are multi-cultural.

The importance of the message is re-affirmed from the above comment. Nigeria is very different to many developed countries, where the message is relayed in English, French or Spanish.

The most effective communication tools for delivering the message to a wider audience, ranked from 1-highest to 4-lowest, are as follows

1) SMS
2) Billboard
3) Handbill
4) Word of mouth

SMS seems to be the most effective medium for delivering messages because most people have their phones in their hands, and they can check their phone quickly.

Summary of key area two:

The advertising agency highlighted the importance of culture, especially in such an environment as south west Nigeria, where there is much diversity, and advertisers must make sure that no cultural group is excluded; although the consumers are predominantly Yoruba, the presence of other ethnic groups is a factor to consider when advertising. It was also revealed that the south west consumers are mainly a collective society, which implies that they depend on each other
within a given group, so any advertiser must make sure they adopt the right strategy because a wrong strategy can trigger a negative response to the product being advertised.

**Major area three: south west advertisement produced locally vs. Nigerian advertisement produced outside Nigeria.**

In this major area of the interview, the intention of the research was to find out if the advertising produced in south west Nigeria is of same standard as that produced outside Nigeria, especially by multi-national organisations. If the majority agreed that their advertisements were inferior or superior to the international standard, then the researcher wanted to know why and, if necessary, what could be done to improve it.

The researcher asked questions such as the following: Comparing advertisements produced in south west Nigerian with those produced outside the country, which one do you think is better?

"This is because in Nigeria, we do not value time as they do in foreign countries. Consumers value time; in a foreign country when you go to shoot an advert, they will let you know that every minute you use, you will pay for it, so when Nigerians travel outside the country to produce an advert, they are time conscious because they know that if they waste time, they are also wasting money. However, the reverse is the case in Nigeria; with due respect, there is not much value placed on time in Nigeria; there is also not much value placed on creativity, as it were”

Some clients may be willing to spend as much as N100,000,000,000 (one hundred million naira) on a campaign, and may be willing to spend another N25,000,000,000 (twenty-five million naira) on public relations, but the client may not be willing to spend 10% of that on the concept of the advert, and since it is like a norm in the industry, if you do not want to pay for my creativity and I want to stay in the business, I will need to cut corners.

In the process, a substandard job will be done because the agency will want to make a profit, so at the end of the day, what the client pays one hundred million for we may end up executing it with something like eighty million naira, so automatically, it reduces the quality of the job in a foreign country.

From the above quotation, it is clear that one of the problems facing the advertising industry in south west Nigeria is that the advertisements produced outside the country are better. Advertising agents agreed that they cut corners, and cutting corners implies that they use an inferior approach or take a short cut, which means they will not use the best personnel to do the job. Instead, they are more interested in the survival of their business. Another advertising agent suggested that the one of the main reason why advertisement produce outside the country is better than the ones produced in south west Nigeria is that organisations do not appreciate the efforts of local agents; they just assume the advertising campaign will be inferior so the organisation will then want to pay far less money. This can be seen from the quotation below.
We have people and materials that can deliver a good advert, but there is a colonial mentality among Nigerians, among the elites, that they can’t get the best within the country. So if they feel they can’t get the best inside the country, then what should happen is that they should start bringing in advertising agencies from abroad, and marketing director should be expatriate, because that’s what is happening in Nigeria nowadays, whereby there is a mad rush by the agencies for affiliation to international agencies. They are under the impression that if they are affiliated, those organisations will give them a lot of business, today we have a situation where the president of the Advertising Association of Nigeria (AAAN) is having a big court battle with the international partners because the international partner has decided to set up on their own in the country without involving him.

I personally left the advertising industry because

i. I got tired of creativity of 30 seconds because it is too short a time to produce a good commercial.

ii. The agencies don’t pay; they are bad debtors.

iii. They don’t give due respect.

When they give you a storyboard, and I give a quotation of N100, they say it is too expensive. We reduce it to N50, but if that same advert is given to an international production company, they will give a quotation of N200, 000, so they will prefer to give it to them and yet with cut price of N50,000, they will expect the quality of the product to be on a par with the one of the international production companies that quote N200,000. It is not possible.

I believe you get what you pay for; if you are ready to pay, then an advert made in Nigeria can match any international advert.

I believe local producers can produce advertisements that are better than international ones, if you give them the right tools.

This agent suggested that the problem stems from the agencies, who would rather give the local agent a lower budget than what the agent requested and yet they want quality work. The agents argue that for improvements to occur, then the organisational mind set has to change; they must treat them fairly. They also suggested that the problem is compounded by the regulatory body’s inability to find a solution. The agents felt they would be better protected if the subject of remuneration were to be addressed.

In order to understand the agents better, the researcher asked if the agents are compromising on quality.

Yes, some agents are compromising on quality because of money; most of the agencies do this because, you know, a lot of agencies might be pitching for the same account. In an environment
where there are no defined rules, you will try to do anything to win the account, so when the client throws some bait at the agency, they tend to give in because they know the client will always find a willing agency and when you accept to do a job of N20 million for N10 million then you can imagine the kind of end result one will get.

The statement above seems to indicate that the advertising agents feel that the organisations are taking advantage of them. As discussed earlier in Chapter 3 about the remuneration of agents, the organisation needs to adopt a more favourable policy that will close the gap between the advertising agent and the advertisers, thereby creating a better environment for both in which to work. Another agent was asked about how they could compare advertisements produced in south west Nigeria with the ones produced outside the country; she made the following comment:

Advertising in Nigeria is facing many challenges, I think this is the reason why the quality is not of the same standard as the ones made in other developed countries like the United Kingdom. No matter how intelligent you are, the best you can produce is what the situation in your country can offer.

That is why, in terms of quality, we cannot give the best quality because the technology is not available.

The human resources are not there to give the best quality.

The training is not the best and also is not adequate.

It is evident from all of these responses that something is wrong with the structure of advertising agencies in south west Nigeria; this problem ranges from a lack of proper planning to remuneration to the inactivity of any regulatory body.

**Major area four: regulatory body**

This interview area started when the interviewer asked the participants questions regarding how the regulatory deals with the quality of advertising in Nigeria. All the advertising agencies agreed that there are some major problems facing the regulatory body.

The reality is that we live in our environment where meritocracy, excellence, track record, ability to deliver, ability to motivate, and ability to be different don’t matter, and this is reflected in everything that you see around you; it is reflected in the way our government works, in our political system, our judiciary, our educational system. It is a reflection of who we are and where we are today.

In an environment like that, quacks will thrive, because they will get jobs, and they will be admired not because of what they do but because of the money they have in their pocket, and
whom they know. It is not only in the advertising industry; all this is a reflection of the kind of society we are living in.

The above statement indicates that the advertising agent presumed that one of the major problems is that there is no due process which encourages professionalism. This highlights the argument that the advertising sector needs restructuring to produce a model that could help both the agent and the advertiser not only to develop a better working relationship but also to help put in place a mechanism that will help improve the industry. The advertising agents argued that the problem is as a result of the regulatory bodies not doing their jobs properly. They admitted that most of the issues arising from this situation could be tackled, but due to personal gains, the officials overlook these issues. One agent shed further light on the issue as follows:

I cannot deny that there are some quack agencies out there. People can easily set up an agency because they believe they can do it, and they lobby and get the brief without doing any research, without doing any ground work, no background check.

You need to know where this product stands in the market; you need to research product insight. You can’t just gather people and start shooting for an advert; you need first to have an understanding about the product, such as where the advertisers are hoping to get their product to and what people’s is perception is of the product. And most of the companies that give briefs to these quacks do so in order to save money because they may not want to pay the price standard agencies will bill them for a professional job. So they will now decide to pay the quack a fraction of that amount for the same quality of job, which turns out in most cases to be a disaster. Most organisations need to make a profit to keep afloat, but when money is more important than providing a solution for a problem, then there is a problem. Money should not come first; the result, not money, should be paramount for both advertisers and agencies.

It is clear from the agent’s point of view that the regulatory body is not performing its duties as it should, including monitoring and regulating advertising agents’ activities and ensuring they obey the rules and regulations. If the regulatory body were doing its duty, these people would not able to set up an advertising agency organisation and operate freely within south west Nigeria. This has a serious impact on those advertising agencies that are properly set up.

The interviewer asked the advertising agent about how they thought the regulatory body was trying to improve the situation. The agent pointed to recent activity by the regulatory body:

Last year, APCON came up with a department called the inspectorate department. The inspectorate goes out to agencies to monitor their staff and to know who is and who isn’t registered; that is why you see people coming out to write professionally, so that they can be up to standard for the professional exams that qualify you to practise advertising. There are many staff that have not passed the exam, so they are not qualified to practice.
The above statement shows that the regulatory body is taking steps to improve the situation; it also confirms that the issue of sub-standard agents is true.

These steps taken by the regulatory body are not effective according to the statement by the interviewee.

**Summary of major area four**

The analysis focused on some major key areas discussed in this chapter of interview analysis. The key areas included steps in an advertising campaign, effect of advertising on culture, advertisements produced in south west Nigeria compared with those produced outside south west Nigeria, and regulatory body.

Based on the interview findings, the participants mentioned the key features of an advertising campaign that would help both organisation and agent to have a successful campaign; these include target audience, strategy, message, media selection, brand insight, branding, packaging, consumer insight, and awareness.

The diagram below represents the areas that organisations and agents should focus on. The interviews revealed that these steps are very important when planning a campaign in south west Nigeria.

The focus of the second key area was culture; the researcher found from the interviews that south west Nigeria consists of mainly three ethnic groups, namely, Yoruba, Hausa and Igbo. Their major characteristic is that they act more "collectively" which according to the literature, means that they all belong to a group, and they depend on each other. This will also have an impact on their buying behaviour, because their decisions are dependent on their religious or cultural beliefs, which may not allow them to buy certain products.

The participants also suggested that the government can use culture to create policy that will encourage the use of local advertising agent instead of outsourcing from developed countries.

The findings in the third major key area involve the comparison between advertisements produced within south west Nigeria against the advertisement produced outside the region.

The researcher found that most outside organisations prefer to outsource the work to an agency, and they are ready to pay whatever amount is charged by these agents. The participants suggested that the orientation has to change and that the regulatory body should introduce more policies that will help the local agent and policy should be introduce by creating a better environment to work in by the agents.

The fourth key area based on the interview analysis was the regulatory body. Firstly, the findings highlighted loopholes within the advertising industry. The researcher found that there are many
unregistered advertising agents operating within south west Nigeria, which has a negative impact on the output, that is, on the advertisements produced.

Secondly, the researcher found that corruption is rife. The major offenders are the regulatory officials, who constantly take bribes from the advertising agencies in return for allowing such agencies to operate even without the proper right to operate within the south west Nigerian market.

Another issue raised was the method of remuneration. The advertising agents suggested that a method of remuneration should be selected, and both organisation and advertising agent should agree to it. This would create a better working environment.

The final major key area that had to be dealt was the need to design this model, and all the agencies agreed that there should be a model designed specifically for south west Nigeria.

Lastly, based on the findings from the analysis and the literature review, the researcher developed the part of the model that will help to develop the final model.

When it comes to culture, Nigeria is a multi-cultural, multi-ethnic and multi religious country; this makes Nigeria a difficult terrain for advertising practitioners. For example, the Hausa/Fulani ethnic people with strong Islamic leanings populate northern Nigeria while the Igbo-speaking people and the Yoruba ethnic group populate the southern part of Nigeria. Within the northern part, there are still minority groups like the Igbira, Igala, Nupe among others, while in the southern part of Nigeria, there are several minority groups, like the Urhobo, Itsekiri, Calabar, Egba, Ijebu and so on. All this indicates that Nigeria is a very diverse country, making advertising a challenging profession.

Given that in the north, the people are mostly Muslims, some kinds of advertising production are not acceptable, as they usually practise various forms of sharia. Sharia is the Islamic law that prohibits certain types of lifestyle, like the public consumption of alcohol and females exposing some parts of their body. However, in the southern part of the country the people are very liberal. This means that most of the time, different adverts are produced for a particular product because a Hausa man will not be willing to buy a product that uses female nudity or semi nudity in the packaging, while in the southern part of the country, a product may not enjoy good patronage unless the packaging is made inviting by using a picture of an attractive woman.
This is why culture is important when pitching for an advertising brief; it is frequently the case that an advertising campaign has to be translated into various indigenous languages in order to reach every area of the country, which makes advertising in Nigeria particularly challenging.
CHAPTER SEVEN

7.0 QUANTITATIVE ANALYSIS FINDINGS

7.1 INTRODUCTION

This section of the research discusses the research findings from the online survey and offers an analysis of the results.

Descriptive statistics of the Demographic Characteristics of the research Sample

The researcher used a free online survey instrument called "Survey Monkey", a site that is also used by multi-national companies with the advertising agencies who had participated in the interviews; these agencies then sent the link of the questionnaire to their customers. With Survey Monkey, the individual researcher or organisation will come up with their questionnaire by designing questions for the consumer, and upload it onto their website. Once the research questions have been created and uploaded on the web site of "Survey Monkey" then the researcher can copy the link of the created questionnaire and send it to each participant by email or through other social media by sharing a short URL and sending the URL link to Facebook and Twitter. Once each participant has filled in the questionnaire online, the result is automatically added to the overall result. This software will then generate a survey of all the completed questionnaires. One of the advantages of the online survey is that the online data collected are added to the overall data result in real-time. Also, the participant can fill the questionnaire at his or her own convenience, while in the case of administered questionnaires; the consumer might be in a rush and just wanting to fill in the questions quickly without thinking about the answers. Another advantage is that it saves time during data collection compared to the administered questionnaire where the researcher has to administer the questions first and then start arranging and counting the questionnaire papers; sometimes during the collection of the questionnaire, the researcher might lose some of the question sheets. In addition, the online survey is more effective because each individual is not able to submit their questionnaire unless they have answered all the questions.

However, there are disadvantages to the online survey. First, the researcher does not have direct contact with the participants; with the administered questionnaire, the researcher can offer explanations to the participant on the spot whereas in the online approach, the researcher has to rely on using clear and precise questions in order not to confuse the participants. Another problem with online surveys is that the participants may not reply in time, and it is not possible to control when they reply or answer the questionnaire. Nonetheless, having weighed up the advantages and disadvantages, the researcher decided to use an online survey because there is much political unrest within Nigeria, and this could have endangered the researcher’s life. Furthermore, the online survey meant a reduced number of collection errors and incomplete answers.
7.2 MEASUREMENT SCALE

The researcher used five-point Likert-type scale questionnaire. The scale was (a) strongly agree (b) agree (c), undecided (d) disagree (e) strongly disagree. The researcher also used a ranking scale, where participants were asked to rank their options in the order of their importance to the particular participant. Usually with such a ranking style, the researcher agrees that each of the options is correct but the researcher wants to know the degree of importance the participant accords to each options. This scale was used to ask questions and the questions were designed in such a way that the participant would understand and they would not have to think too much when trying to answer each question. The scale is because it can easily express what the participants are feeling. This section is divided into two parts. The first part examines the frequency tables, and in the second section, bivariate analysis is used to analyse the data collected. The bivariate analysis will help us make a comparison between the variables.

Frequency Table: Socio-Demographic Distribution of sampled population

Table 7.1 Sex Distribution of Respondent

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Male</td>
<td>59</td>
<td>56.7</td>
<td>57.8</td>
<td>57.8</td>
</tr>
<tr>
<td>Valid Female</td>
<td>43</td>
<td>41.3</td>
<td>42.2</td>
<td></td>
</tr>
<tr>
<td>Total Valid</td>
<td>102</td>
<td>98.1</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Valid System</td>
<td>2</td>
<td>1.9</td>
<td></td>
<td>100.0</td>
</tr>
<tr>
<td>Missing Total</td>
<td>104</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1.0 above shows that 57.8% of those who completed the questionnaire were males while only 42.2% were females suggesting that the men dominated the sample. In all, there were more male respondents than females in the sample covered. Historically, women in south west Nigeria play a lesser role in the community; mostly they are homemakers. This survey was sent to participants in south west Nigeria through the advertising agencies. Although the reason for higher male participant to female ratio is not really known, since these participants are mostly the advertising agencies’ customers, the reason for the higher number of males may be because the agency does more business with males than with females.
### Table 7.2  Age Distribution of Respondents

<table>
<thead>
<tr>
<th>Age Bracket</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-30</td>
<td>38</td>
<td>36.5</td>
<td>36.9</td>
<td>36.9</td>
</tr>
<tr>
<td>31-40</td>
<td>31</td>
<td>29.8</td>
<td>30.1</td>
<td>67.0</td>
</tr>
<tr>
<td>41-50</td>
<td>10</td>
<td>9.6</td>
<td>9.7</td>
<td>76.7</td>
</tr>
<tr>
<td>51 above</td>
<td>13</td>
<td>12.5</td>
<td>12.6</td>
<td>89.3</td>
</tr>
<tr>
<td>20 below</td>
<td>11</td>
<td>10.6</td>
<td>10.7</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>103</td>
<td>99.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>1</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>104</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Respondents in the age bracket of 21 to 30 years old dominated the sampled population accounting for as much as 36.9% of the entire sample while just 11.7% fell into the age bracket 31 to 40 years old. The number of the respondents that did not indicate their age bracket is (15%) for the sampled population. The total number of participants is 104%. The dominance of participants aged between 21-30 years old could be because these people are young and they are mostly workers so they have access to the Internet in their offices. On the other hand, respondents in the age bracket 41-50 years old accounted for the lowest number of participants (9.7%); age may be a factor and they may not have had easy access to the internet compared to the age group of between 21-30 years old. The 31-40 years old age group accounted for 30.1% of respondents to the online survey. Surprisingly, there were a higher proportion of participants (41-50%) in the age group of 51 years and above. The summary of the table shows that all the different age groups that took part in the online survey demonstrated at least some level of participation.
The table above shows that within the entire population of the respondents that filled the online survey, most said they had more access to radio more than to any other type of media; 41.7% of the entire population said radio was the most accessible medium. In addition, 24.3% of the entire population said television was their most accessible type of media, while the internet remained the second least accessible type of media at 7.8%, with posters the least most accessible type of media. Magazines and billboards each accounted for 12.6% of the entire population. The implication of the table is that both advertisers and agents should explore radio more rather than the advertising agents focusing entirely on TV production.

Table 7.4 Which ethnic group do you belong to?

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hausa</td>
<td>27</td>
<td>26.0</td>
<td>26.2</td>
<td>26.2</td>
</tr>
<tr>
<td>Igbo</td>
<td>30</td>
<td>28.8</td>
<td>29.1</td>
<td>55.3</td>
</tr>
<tr>
<td>Yoruba</td>
<td>38</td>
<td>36.5</td>
<td>36.9</td>
<td>92.2</td>
</tr>
<tr>
<td>Others</td>
<td>8</td>
<td>7.7</td>
<td>7.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>99.0</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>1</td>
<td>1.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The majority of the respondents (36.9%) belonged to the Yoruba ethnic group followed by the Igbo ethnic group (29.1%) while, 26.2% indicated that they were from the Hausa ethnic group (Table 7.4). The table above suggest that although the Yoruba speaking people mostly dominate the south west Nigeria, other part of Nigeria is also present within the south west. For instance, the Igbo’s have their own language as do the Hausa’s. The implication is that some of these consumers do not understand English or Yoruba’s, they only understand their own language. Advertising agent and organisations must bear this in mind when they want to design their campaign

Table 7.5 Which religious group do you belong to?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christian</td>
<td>58</td>
<td>55.8</td>
<td>56.9</td>
<td>56.9</td>
</tr>
<tr>
<td>Islam</td>
<td>31</td>
<td>29.8</td>
<td>30.4</td>
<td>87.3</td>
</tr>
<tr>
<td>T.W</td>
<td>12</td>
<td>11.5</td>
<td>11.8</td>
<td>99.0</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
<td>1.0</td>
<td>1.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>102</td>
<td>98.1</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>2</td>
<td>1.9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As discussed in literature review, south west Nigeria is mostly populated by the Yorubas, but the result shows that despite the area being a Yoruba-speaking region, the region is multi-cultural. According to the survey, 56.9% of the respondents that filled in the survey were Christians. In contrast, 30.4% of the participants said they were Muslims, while 11.8% said they were traditional worshippers. According to the census released by the Nigerian Bureau of Statistics, there are more Muslims than Christians in south west Nigeria. The table does not reflect that statistic, but it is significant in terms of those that responded to the online survey. The result shows that more Christians responded to the survey.
Table 7.6 I like Nigerian adverts in terms of the message the advertiser is trying to pass across

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S.Agree</td>
<td>35</td>
<td>33.7</td>
<td>34.0</td>
<td>34.0</td>
</tr>
<tr>
<td>Agree</td>
<td>12</td>
<td>11.5</td>
<td>11.7</td>
<td>45.6</td>
</tr>
<tr>
<td>Undecided</td>
<td>14</td>
<td>13.5</td>
<td>13.6</td>
<td>59.2</td>
</tr>
<tr>
<td>Disagree</td>
<td>35</td>
<td>33.7</td>
<td>34.0</td>
<td>93.2</td>
</tr>
<tr>
<td>S.D</td>
<td>7</td>
<td>6.7</td>
<td>6.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>1</td>
<td>1.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>99.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The respondents had a range of views when they were asked if they liked Nigerian advertisements based on the message the advertiser is trying to pass across; 33.7% declared that they liked Nigerian advertisements in terms of the message the advertiser is trying to pass, while the same percentage (33.7%) stated that they disagreed. This indicates that their decision was split. In addition, about 14% of the respondents were undecided about this issue. This decision is interesting because according to what the advertising agencies had said earlier on, message is very important in a multi-cultural environment. These results indicate that most consumers do not like the advertisements in terms of the message they are trying to pass across.

Table 7.7 I Prefer Foreign Advertisements to Local Advertisements

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S. Agree</td>
<td>49</td>
<td>47.1</td>
<td>47.6</td>
<td>47.6</td>
</tr>
<tr>
<td>Agree</td>
<td>41</td>
<td>39.4</td>
<td>39.8</td>
<td>87.4</td>
</tr>
<tr>
<td>Undecided</td>
<td>8</td>
<td>7.7</td>
<td>7.8</td>
<td>95.1</td>
</tr>
<tr>
<td>Disagree</td>
<td>5</td>
<td>4.8</td>
<td>4.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>99.0</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>1</td>
<td>1.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Interestingly, the majority of respondents in south west Nigeria said they preferred foreign advertisements to local advertisements, though 49% of the entire population of the respondents suggested that advertisements produced outside south west Nigeria and Nigeria is better. Furthermore, 41% of the remaining population also agreed that foreign advertisements are better.
Only 3% of the population disagreed. From this result, it is clear that local advertisements are falling behind foreign ones.

In many ways, the gap between the percentage of respondents that strongly agreed and agreed is wide compared to those that disagreed. This result shows only that there is a problem with local advertisements, but there is no indication of why the respondents preferred foreign advertisements to local advertisements. Some of the reasons will be highlighted later on during a bi-variate analysis.

**Table 7.8 My culture affects my buying pattern**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>S. Agree</td>
<td>62</td>
<td>59.6</td>
<td>61.4</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>32</td>
<td>30.8</td>
<td>31.7</td>
</tr>
<tr>
<td></td>
<td>Undecided</td>
<td>4</td>
<td>3.8</td>
<td>4.0</td>
</tr>
<tr>
<td></td>
<td>Disagree</td>
<td>3</td>
<td>2.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Missing</td>
<td>Total</td>
<td>101</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>System</td>
<td>3</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>104</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The table above gives the data on whether the consumers agreed or disagreed about culture affecting their buying patterns. According to the survey, almost all the respondents either strongly agreed (59.6%) or agreed (30.8%) that culture affects their buying behaviour. Only 2.9% of the entire population disagreed, and 1% strongly disagreed. This result shows that the majority of the consumers in south west Nigeria are easily influenced by culture; as was discussed in Chapter 4, culture is very important in an environment such as south west Nigeria. During the interviews, the advertising agencies also claimed that culture is one of the most important factors to consider when advertising in south west Nigeria.
The table above illustrates the data regarding the effect of advertisements on south west Nigerian consumers. According to the results of the survey, 44.2% of the correspondents strongly agreed that advertising affects their purchases, and 42.3% agreed that advertising affects their buying behaviour while 5% of the population disagreed with this notion. The result only confirms how important advertising is to an organisation. In a fast-growing population and economy like that of south west Nigeria, advertising still remains one of the quickest ways in which organisations can reach out to their target market, which means that advertising is key to creating awareness for a particular product. This affects both the advertiser and the agent. The advertiser should ensure they use the right agent while the agent must deliver as expected.

Table 7.10 The ability of an advert to influence what I buy depends on how interesting it is
The last table demonstrated the effect of advertising on buying behaviour; the table above explains how consumers in south west Nigeria can be influenced by advertising features, for instance, how creative or interesting the advertising is. 43.3% of the respondents strongly agreed, while 35.6% also agreed that creativity is very important to them. Creativity is a big issue in advertising (Fill, 2012) because it is one of the ways to catch consumers’ attention and keep them interested. Advertising should create awareness about a certain product, but this can be more effective if consumers like the advertising. This is a significant percentage within the data collected. Although 12.6% were undecided and 7.8% disagreed, the result shows that the majority believed creativity to be very important.

Table 7.11 An advert has made me decide not to buy a product

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>S. Agree</td>
<td>39</td>
<td>37.5</td>
<td>39.0</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>34</td>
<td>32.7</td>
<td>34.0</td>
</tr>
<tr>
<td></td>
<td>Undecided</td>
<td>14</td>
<td>13.5</td>
<td>14.0</td>
</tr>
<tr>
<td></td>
<td>Disagree</td>
<td>11</td>
<td>10.6</td>
<td>11.0</td>
</tr>
<tr>
<td></td>
<td>S.D</td>
<td>2</td>
<td>1.9</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>96.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>4</td>
<td>3.8</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 7.12 Locally produced adverts are poor compared to internationally produced adverts

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>S. Agree</td>
<td>44</td>
<td>42.3</td>
<td>44.0</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>31</td>
<td>29.8</td>
<td>31.0</td>
</tr>
<tr>
<td></td>
<td>Undecided</td>
<td>11</td>
<td>10.6</td>
<td>11.0</td>
</tr>
<tr>
<td></td>
<td>Disagree</td>
<td>13</td>
<td>12.5</td>
<td>13.0</td>
</tr>
<tr>
<td></td>
<td>S.D</td>
<td>1</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>96.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>4</td>
<td>3.8</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In Table 6.11, the greatest percentage of respondents strongly agreed and agreed (37.5% and 32.7%) that a particular advertisement had persuaded them not to buy a product. This is also significant because one of the objectives of advertising is to bring the consumer closer to the product. Advertising is developed to create awareness of a product and to create a lasting impression in the minds of consumers, which should translate into action. According to the survey, consumers in south west Nigeria agreed that they had decided not to buy a certain product because the advertisement discouraged them; meanwhile, only 2% strongly disagreed. The way advertising is done is very important in south west Nigeria due to the presence of multi-ethnic groups.

As can be seen from the table above, 44.0% of the respondents strongly agreed that locally produced advertisements are poor compared to internationally produced advertisements, while 31.0% of the entire population also agreed that locally produced advertisements are poor; 3.0% of the population disagreed, and 1.0% strongly disagreed. This confirms that there is a problem with advertisements produced within the south west Nigeria market. Previously, the majority of the correspondents said they did not like the Nigerian advertisements in terms of the message they conveyed; these problems are linked to each other. The agents and the advertisers must do more in terms of advertisement production, presentation creativity, agent selection, and media selection. During the interviews, the agents agreed that most organisations outsource their advertising; this result may be linked to that fact.

Table 7.13 Which one of the following factors most affects your buying behaviour?

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>21</td>
<td>20.2</td>
<td>22.1</td>
<td>22.1</td>
</tr>
<tr>
<td>Friends</td>
<td>18</td>
<td>17.3</td>
<td>18.9</td>
<td>41.1</td>
</tr>
<tr>
<td>B. Name</td>
<td>33</td>
<td>31.7</td>
<td>34.7</td>
<td>75.8</td>
</tr>
<tr>
<td>Packaging</td>
<td>23</td>
<td>22.1</td>
<td>24.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>95</td>
<td>91.3</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>9</td>
<td>8.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The above table indicates the factors that most affect consumers’ buying behaviour. The researcher listed some of the factors that the agents mentioned as being very important when it comes to designing their advertising campaign; this survey validates some of the issues that were discussed during the interview as the personal opinions from advertising agents is not enough. Within the factors listed, 34.7% of the entire population said that brand name is very important, and 22.1% said packaging was more important to them. The result suggests that consumers trust
better in the name of the brand. For instance, Dudu Osun has been around for a long time; indeed, it was the first traditional soap produced within south west Nigeria. Currently, there are other similar products on the market due to the success of Dudu Osun, but because Dudu Osun has been around for a long time, it is still one of the preferred products. In addition, 18.9% of the entire population also cited friends as a factor that affects their buying behaviour; this implies that consumers in south west Nigeria prefer to seek information about a product before they go and buy it. This shows that the south west Nigerian market is characterised by collectivism, meaning that individuals do not make their decisions in isolation but rather rely on people within their group.

Table 7.14 Which one of the following factors would influence your choice of foreign adverts over Nigerian adverts?

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>L/SU</td>
<td>13</td>
<td>12.5</td>
<td>12.9</td>
<td>12.9</td>
</tr>
<tr>
<td>M/U</td>
<td>46</td>
<td>44.2</td>
<td>45.5</td>
<td>58.4</td>
</tr>
<tr>
<td>M/PU</td>
<td>25</td>
<td>24.0</td>
<td>24.8</td>
<td>83.2</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Music.Use</td>
<td>17</td>
<td>16.3</td>
<td>16.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>101</td>
<td>97.1</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>3</td>
<td>2.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The researcher asked the above question to find out why consumers prefer advertising produced outside the country. The researcher was trying to find more reasons why consumers consider the advertising produced outside the country more interesting and creative. As seen from the table, 45.5% percent of the population said their main reason is the message used (M.U.) within the advertisement; as discussed earlier, message is very important in advertising, so not only should the advertising agents review their messaging, but they should also review how this message is being delivered. Sometimes, having the right message is not enough; how they execute the message is far more important. In a market such as south west Nigeria, where there are many different ethnic groups, advertisers must work better with agents to make sure that not only is the advertiser happy with how the message is delivered, but also they should make sure it appeals to the target market.

7.3 BIVARIATE ANALYSIS

The last section examined the frequency table of the statistical data generated from SPSS. This section conducts a bivariate analysis to help measure the variables, and then the researcher
explains what the result means. This will help in understanding better the relationship between the variables. Bivariate analysis is an analytical tool that allows the researcher to measure the relationship between the available variables (Nachmias & Nachmias, 2000). The aim of the researcher was to see which of the variables have the greater impact and which have less impact. In this section, the researcher uses the tables to measure and compare two different variables, usually a dependent and an independent variable. Bivariate investigations deal with testing to gain an understanding of the level of association and causality between the dependent variable and the independent variables. To put this into perspective, bivariate analysis is a situation whereby we can estimate the importance of the dependent variable if we can understand the case’s importance for the independent variable. In the first part of the section, the researcher will use cross tabulation to examine the relationship between the various dependent variables and independent variables (Levin, Jack & Alan Fox, 2004). The researcher will use, for instance, two variables such as cultural factors and advertising factors. The idea is to see if there is a relationship between the two variables and to determine the level of impact they have on each other. The other aspect deals with the correlation analysis. The aim of the researcher is to see if there is a positive or a negative relationship between the two measured variables. Usually, the measure of the relationship between variable is between -1 and 1.

There are three main types of data analysis: univariate, bivariate and multivariate analysis. As the name suggests, univariate analysis is a situation where the researcher measures only one case or variable. The researcher examines one variable, and then analyses the result and presents the findings. Bivariate analysis measures two variables at the same time; the reason for this is to allow the researcher to understand the relationship between the two variables as explained earlier. The last method of analysis is multivariate; multivariate analysis suggests that three variable are being measured at the same time. For instance, the researcher can measure the relationship between genders, ethnic groups, level of death rate and so on (Nachmias & Nachmias, 2000).

There are advantages to using bivariate analysis; firstly, it is not too complicated or confusing, and it offers the researcher a medium by which to measure variables through the use of a mathematical process that shows the relationship between those variables. During the interviews, the agents indicated that culture has a huge impact on any advertising campaign. The researcher measured if these claims were true; for instance, the researcher measured how advertising affects each of the cultural groups. Secondly, bivariate analysis can provide a foundation for further research; since bivariate analysis is concerned with the relationships between the variables, therefore, once this relationship is known, another researcher can use it as a starting point for their own research (Nachmias & Nachmias, 2000).
On the other hand, there are problems associated with bivariate analysis. Due to its simplicity, it is believed that bivariate analysis can be too simple at times, and this may affect the face value of the analysis. For instance, bivariate analysis can measure the relationship between ethnic groups and the advertising medium; this is good information, but going deeper will give a richer meaning; for instance, understanding which group of people within the ethnic group is more affected by each medium of advertising would be more useful. Another disadvantage of bivariate analysis is that the relationship being measured by the research may not actually be a direct relationship; usually, bivariate analysis suggests that the relationship should be direct. For instance, historically, Igbo people are Christians, but in reality, not all Igbos are Christians. Overall, an understanding of the measured variables and their relationship will provide information that will help improve the poor state of advertising in south west Nigeria. In terms of analysing the data, the researcher used a descriptive method. The descriptive approach deals with a process whereby the researcher collects the data summaries, explains the data, and finally presents the data. The other option is through inference, whereby the researcher develops a hypothesis, determines the relationship, and finally makes a suggestion based on the result of the data analysed (Levin, Jack & Alan Fox, 2004).

### 7.4 CONVERGENT VALIDITY

The researcher designed a questionnaire that was sent via purposive sampling to ten advertising agencies both in Ibadan and Lagos. These advertising agencies then sent the URL link of the online survey to their clients through emails, WhatsApp, Facebook etc. The researcher then used SPSS to first generate a frequency table, and then generated a cross tabulation to analyse the variable depending on which relationship among the variables the researcher wanted to explore and explain.

The researcher used bivariate analysis, also known as cross tabulation. A bivariate analysis gives the researcher more room to discuss the relationship between the measured variables. For instance, bivariate analysis allowed the researcher to determine the ethnic groups within south west Nigerians that prefer foreign advertisements to local advertisements; how culture influences the buying pattern of each cultural group; and the most accessible medium of advertisement to each age group. Bivariate analysis also allowed the researcher to describe the statistical measures used to demonstrate whether differences between groups are good enough to show whether a relationship exists, to demonstrate the direction of any relationship between the variables, to see the effect of one variable on the other, and to evaluate the kind of relationship that exists. After the interviews with advertising agencies, the results show some major issues raised by advertising agencies; these issues are assumed to affect consumer buying behaviour in order to validate the conclusions the results seem to indicate. It was also important to seek the consumers’ views to see
where they agree or disagree with the advertising agencies. This would help the researcher to design a better model for south west Nigeria.

**Table 7.15**

*The relationship between sex and consumers that prefer foreign advertisements to local advertisements Cross tabulation*

<table>
<thead>
<tr>
<th>Sex</th>
<th>I Prefer foreign advertisement to local advertisement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>% within sex</td>
<td>47.5%</td>
<td>42.4%</td>
<td>6.8%</td>
<td>3.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td>Count</td>
<td>28</td>
<td>25</td>
<td>4</td>
<td>2</td>
<td>59</td>
</tr>
<tr>
<td>Female</td>
<td>% within sex</td>
<td>46.5%</td>
<td>37.2%</td>
<td>9.3%</td>
<td>7.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td>Count</td>
<td>20</td>
<td>16</td>
<td>4</td>
<td>3</td>
<td>43</td>
</tr>
<tr>
<td>Total</td>
<td>% within sex</td>
<td>47.1%</td>
<td>40.2%</td>
<td>7.8%</td>
<td>4.9%</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td>Count</td>
<td>48</td>
<td>41</td>
<td>8</td>
<td>5</td>
<td>102</td>
</tr>
</tbody>
</table>

The table above explains the relationship between the sex distributions and indicates whether each sex prefers foreign advertising to local advertising. From the results of the survey, 47.5% of the entire male population strongly agreed and 42.4% agreed that they preferred foreign advertisements to local advertisements. This statistic implies that the majority of male correspondents preferred foreign advertising. On the other hand, 46.5% of the entire female population of the survey strongly agreed and 37.2% agreed. However, 7.0% of the female correspondents disagreed while just 3.4% of the male correspondents disagreed. These figures are very significant; although a few individuals disagreed, the overriding finding is that the respondents strongly agreed. This shows that there is a problem within the advertising sector of south west Nigeria. Why would consumers prefer foreign advertisements to local advertisements? It seems the advertising agencies are not doing enough research. Finding a solution to this problem may not be easy, but both the advertiser and agent must work together more to create a better advertisement that will cut across all cultural backgrounds within south west Nigeria. The next table gives some of the reasons why consumers in south west Nigeria prefer foreign advertising to advertising produced locally.
Table 7.16

*The relationship between sex and the following factors that influence consumers’ choice of foreign adverts over Nigerian adverts? Cross tabulation*

<table>
<thead>
<tr>
<th>Which one of the following factors would influence your choice of foreign adverts over Nigerian adverts?</th>
<th>Location/sce ne used</th>
<th>Message used</th>
<th>Model/personality used</th>
<th>Music used</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>58</td>
<td>100.0%</td>
<td>10</td>
<td>48.3%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>42</td>
<td>100.0%</td>
<td>2</td>
<td>4.8%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>100</td>
<td>12.0%</td>
<td>46</td>
<td>46.0%</td>
</tr>
</tbody>
</table>

The table above describes the relationship between sex distribution and a series of factors that might influence the consumers’ choice of foreign advertisements over Nigerian advertisements. Within the entire population, 48.3% of the male respondents said the message being used in foreign advertisements is what attracts their interest, while in the same category, 42.9% of female participants also indicated the message as the most influencing factor. Furthermore, music seemed to be the least influential factor for males (12.1%), while for females, location/scene used seemed to be the least influential factor affecting their decision to choose foreign advertisements over advertisements produced in Nigeria. Model/personality used also had a considerably higher percentage (22.4% of the males and 28.6% of the females). The results of the table show that the main reason why consumers in south west Nigeria prefer foreign advertisements to Nigerian advertisements is because of the message used during the advertisements. It is very important that the consumer understands what the product is all about at the same time as their interest in the advertisement can be maintained. Most advertisements are short, lasting from 30 seconds to 2 minutes, so the ability of the advertiser to convey a clear message within those few minutes is crucial. It seems from the result of the table above that most consumers in south west Nigeria usually do not understand the message the advertisers are trying to convey.
Table 2.3 The relationship between sex and how respondents’ culture affects their buying patterns using Cross tabulation

<table>
<thead>
<tr>
<th></th>
<th>My culture affects my buying patterns</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Undecided</td>
<td>Disagree</td>
<td>Total</td>
</tr>
<tr>
<td>Sex</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>34</td>
<td>20</td>
<td>2</td>
<td>2</td>
<td>58</td>
</tr>
<tr>
<td>% within sex</td>
<td>58.6%</td>
<td>34.5%</td>
<td>3.4%</td>
<td>3.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Female</td>
<td>27</td>
<td>12</td>
<td>2</td>
<td>1</td>
<td>42</td>
</tr>
<tr>
<td>% within sex</td>
<td>64.3%</td>
<td>28.6%</td>
<td>4.8%</td>
<td>2.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>61</td>
<td>32</td>
<td>4</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>% within sex</td>
<td>61.0%</td>
<td>32.0%</td>
<td>4.0%</td>
<td>3.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

The table above shows the relationship between sex distribution and how it affects correspondents’ buying patterns. The table above shows that 64.3% of the female correspondents strongly believed that their culture affects their buying patterns. In the same category, 28.6% of the female correspondents also agreed while 58.6% of male correspondents strongly agreed that culture affects their buying patterns.

On the other hand, only 3.4% of the male correspondents were undecided while 2.4% and 3.4% of females and males disagreed. The interpretation of the table is that more women are affected by buying patterns. A high percentage of both male and female correspondents strongly agreed. Therefore, from the table, we can say that culture affects both male and female correspondents in south west Nigeria, but more importantly, it affects more of the female than the male sample within south west Nigeria. Women in developing countries such as south west Nigeria are more loyal to their culture, family, and society. In order to design a model for south west Nigeria, it is very important to understand how both male and female correspondents are affected by culture and the kind of impact culture has on both male and female individuals. Advertising agents can use this information, which says culture is of greater importance to female’s buying patterns than it is to male’s buying patterns. As was discussed earlier in the research, the effect of culture is large.
### Table 7.17 The relationship between age and how culture affects correspondents’ buying patterns

**Cross tabulation**

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>My culture affects my buying pattern</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>22</td>
<td>14</td>
<td>2</td>
<td>0</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>21-30</td>
<td>% within Age</td>
<td>57.9%</td>
<td>36.8%</td>
<td>5.3%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>2</td>
<td>Count</td>
<td></td>
<td>16</td>
<td>11</td>
<td>1</td>
<td>2</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>% within Age</td>
<td>53.3%</td>
<td>36.7%</td>
<td>3.3%</td>
<td>6.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td>3</td>
<td>Count</td>
<td></td>
<td>7</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
<td>% within Age</td>
<td>70.0%</td>
<td>30.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>4</td>
<td>Count</td>
<td></td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>51 above % within Age</td>
<td>69.2%</td>
<td>23.1%</td>
<td>7.7%</td>
<td>0.0%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Count</td>
<td></td>
<td>8</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>20 below % within Age</td>
<td>80.0%</td>
<td>10.0%</td>
<td>0.0%</td>
<td>10.0%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td></td>
<td>62</td>
<td>32</td>
<td>4</td>
<td>3</td>
<td>101</td>
</tr>
</tbody>
</table>

The table above shows the age distribution and how culture affects each age group; 70.0% of the correspondents aged between 31-40 strongly agreed that culture affects their buying patterns; that figure was also backed by 80.0% of correspondents of 20 years and below also strongly agreeing that the effect or influence of culture cannot be underestimated. In the same category, 69.2% of participants aged 50 years and above also agreed with participants from the other age group. On the other hand, no correspondents within the ages 21-30, 41-50 and 20 and below disagreed. The table suggests that consumers in south west Nigeria are very cultural. Across all the age groups, culture is dominant; their culture guides their decision-making process.

The table also reveals that young consumers in south west Nigeria experience the highest rate of cultural influence. This is connected to the fact that they all belong to a group/family within the society, and they believe that their culture will help them in making the right decision.
Table 7.18 The relationship between consumers’ age and how advertising affects individual consumers’ purchase behaviour Cross tabulation

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>15</td>
<td>18</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>38</td>
</tr>
<tr>
<td>21-30 % within Age</td>
<td></td>
<td>39.5%</td>
<td>47.4%</td>
<td>10.5%</td>
<td>0.0%</td>
<td>2.6%</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10</td>
<td>17</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>31</td>
</tr>
<tr>
<td>31-40 % within Age</td>
<td></td>
<td>32.3%</td>
<td>54.8%</td>
<td>3.2%</td>
<td>9.7%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>41-50 % within Age</td>
<td></td>
<td>60.0%</td>
<td>30.0%</td>
<td>0.0%</td>
<td>10.0%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>51 above % within Age</td>
<td></td>
<td>53.8%</td>
<td>30.8%</td>
<td>7.7%</td>
<td>7.7%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>20 below % within Age</td>
<td></td>
<td>80.0%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>46</td>
<td>44</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>102</td>
</tr>
<tr>
<td>% within Age</td>
<td></td>
<td>45.1%</td>
<td>43.1%</td>
<td>5.9%</td>
<td>4.9%</td>
<td>1.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

The table above shows the effect of advertising on age distribution. How are male and female correspondents within south west Nigeria affected by advertising? Do advertisements affect males more than females? The table above shows 37.1% and 50.8% of male correspondents strongly agree and agreed, 5.1% disagreed, while 5.1% were undecided.

Meanwhile, 57.1% of female correspondents strongly agreed and 31.0% agreed. Looking at the figures, the difference between the female and the male correspondents is that 57.1% of the female correspondents strongly agreed, which is far more than 37.1% of the male correspondents who strongly agreed. Again, it is evident that females were more influenced by adverts compared to males, but on the other hand, slightly more males disagreed that advertisements affect how they make purchases. This table simply shows that more female correspondents were affected by how advertising affects the way they buy a product while male correspondents were less affected by advertising.
Table 7.19 The relationship between ethnic group do correspondents belong to and how culture affects their buying patterns

Cross tabulation

<table>
<thead>
<tr>
<th></th>
<th>My culture affects my buying patterns</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Undecided</td>
<td>Disagree</td>
<td>Total</td>
</tr>
<tr>
<td>1 Hausa</td>
<td>Count</td>
<td>16</td>
<td>10</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>% within which ethnic group do you belong to</td>
<td>61.5%</td>
<td>38.5%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>2 Igbo</td>
<td>Count</td>
<td>19</td>
<td>8</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>% within which ethnic group do you belong to</td>
<td>65.5%</td>
<td>27.6%</td>
<td>6.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>3 Yoruba</td>
<td>Count</td>
<td>24</td>
<td>12</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>% within which ethnic group do you belong to</td>
<td>63.2%</td>
<td>31.6%</td>
<td>0.0%</td>
<td>5.3%</td>
</tr>
<tr>
<td>4 Others</td>
<td>Count</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>% within which ethnic group do you belong to</td>
<td>37.5%</td>
<td>25.0%</td>
<td>25.0%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>62</td>
<td>32</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>% within which ethnic group do you belong to</td>
<td>61.4%</td>
<td>31.7%</td>
<td>4.0%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

The table above explains the relationship between ethnic group distribution and how culture affects consumers’ buying patterns or behaviours. It shows that 61.5% of all the Hausas correspondents said that culture affects their buying pattern, and 65.5% of the Igbos also strongly agreed that culture affects their buying patterns. On the other hand, no correspondent within the Hausas and the Igbos disagreed; only Yorubas and other ethnic groups respectively disagreed. Also, within the entire population of correspondents, there was no one who strongly disagreed. The table shows that culture affects all consumers irrespective of their ethnic group. This further implies that no matter how good the product, the consumers’ culture dictates whether they will buy the product. This still remains the biggest problem in a multi-cultural environment like south west Nigeria (Kayak and Odabasi 1994). During the semi-structured interviews with the agencies, culture also appeared to be the common theme.
Table 7.20 *The relationship between the ethnic group correspondents belong to and how adverts have an effect on their purchases*

**Cross tabulation**

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Count</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Hausa</td>
<td>27</td>
<td>13</td>
<td>12</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>% within which ethnic group do you belong to?</td>
<td>48.1%</td>
<td>44.4%</td>
<td>7.4%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>2 Igbo</td>
<td>29</td>
<td>15</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>% within which ethnic group do you belong to?</td>
<td>51.7%</td>
<td>44.8%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>3.4%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>3 Yoruba</td>
<td>38</td>
<td>15</td>
<td>16</td>
<td>3</td>
<td>4</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>% within which ethnic group do you belong to?</td>
<td>39.5%</td>
<td>42.1%</td>
<td>7.9%</td>
<td>10.5%</td>
<td>0.0%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>4 Others</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>% within which ethnic group do you belong to?</td>
<td>37.5%</td>
<td>37.5%</td>
<td>12.5%</td>
<td>12.5%</td>
<td>0.0%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>102</td>
<td>46</td>
<td>44</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>% within which ethnic group do you belong to?</td>
<td>45.1%</td>
<td>43.1%</td>
<td>5.9%</td>
<td>4.9%</td>
<td>1.0%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

Ethnic group and adverts have effect on my purchase

The table above shows the impact advertising has on consumer purchase. In other words, it shows whether advertising affects how and if consumers buy a particular, how much they depend on advertising and whether being part of an ethnic group has a significantly greater impact on advertising. From the table above, it can be seen that 51.7% of Igbos strongly agree that advertising affects their purchases; in the same section, 48.1% of Hausa consumers also strongly agree that advertising strongly affects their buying patterns. The table also shows that 44.4%, 44.8% and 44.2% all the major ethnic groups, that is, Hausa, Igbo and Yoruba respectively, all agree that advertising in south west Nigeria affects how, what, and why they buy. The result means that advertising is very important to consumers in south west Nigeria. Advertising plays a significant role within the south west Nigerian market, so therefore the better the advertising, the better the effect it will have on consumers in south west Nigeria. During the interviews, one of the advertising agents said that the more creative the advertising appears, the greater penetration it will get within south west Nigeria.
The relationship between the ethnic group correspondents belong to and their view that locally produced adverts are poor compared to internationally produced adverts

**Cross tabulation**

<table>
<thead>
<tr>
<th></th>
<th>Locally produced adverts are poor compared internationally produced adverts</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Undecided</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Hausa Count</td>
<td>12</td>
<td>10</td>
<td>3</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belongs to?</td>
<td>44.4%</td>
<td>37.0%</td>
<td>11.1%</td>
<td>7.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>2</td>
<td>Igbo Count</td>
<td>14</td>
<td>9</td>
<td>4</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belongs to?</td>
<td>48.3%</td>
<td>31.0%</td>
<td>13.8%</td>
<td>6.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>3</td>
<td>Yoruba Count</td>
<td>16</td>
<td>11</td>
<td>5</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belongs to?</td>
<td>44.4%</td>
<td>30.6%</td>
<td>8.3%</td>
<td>13.9%</td>
<td>2.8%</td>
</tr>
<tr>
<td>4</td>
<td>Others Count</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belongs to?</td>
<td>25.0%</td>
<td>12.5%</td>
<td>12.5%</td>
<td>50.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>44</td>
<td>31</td>
<td>11</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belongs to?</td>
<td>44.0%</td>
<td>31.0%</td>
<td>11.0%</td>
<td>13.0%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

The relationship between ethnic groups and locally produced adverts is poor compared to internationally produced adverts. According to the table above, 48.3% of the Igbos strongly agreed, while 44.4% each from both Hausa and Yoruba strongly agreed that nationally produced advertisements are poor compared to those produced outside the country. This figure represents a high percentage. Earlier, in the researcher’s interviews with the agents, the majority had agreed that advertisements produced in Nigeria are poor compared to advertisements produced outside the country. On the other hand, 50.0% of the other ethnic groups disagreed, that is, they did not agree that local advertising is poor compared to advertising produced outside southwest Nigeria. The results of the table suggest that although the Hausas and the Igbos believe advertising in southwest Nigeria to be poor, the result from other ethnic groups shows that Nigerian advertising is not as poor as suggested earlier by both the agencies and some sections of consumers. Nonetheless, there is still much work to be done in order to get the advertising in Nigeria to an international standard. The result also shows a split decision; this may create problems for the advertisers because the different ethnic groups have different perspectives.
The relationships between which ethnic groups do correspondents belong to and which one of the following factors affects their buying behaviour the more.

**Cross tabulation**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Which one of the following factors affects your buying behaviour the more?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Friends</td>
</tr>
<tr>
<td>1</td>
<td>Hausa</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>26.9%</td>
</tr>
<tr>
<td>2</td>
<td>Igbo</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>27.6%</td>
</tr>
<tr>
<td>3</td>
<td>Yoruba</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17.6%</td>
</tr>
<tr>
<td>4</td>
<td>Other</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22.1%</td>
</tr>
</tbody>
</table>

Relationship between ethnic group and the factors that affect the consumers’ buying behaviour more.

The table above measures the factors that affect each of the ethnic groups more. From the result of the table, 26.9% of the Hausa correspondents said friends play a significant role in how and what they buy, as they rely on information from friends. Another 29.9% said that price is the main determinant for whether they buy the product. Packaging is the most important factor to Hausa consumers; 30.8% of the entire sample gave this as the most important factor while brand name is the least important factor.

Like the Hausas, the Igbos said packaging was the most important factor (37.9%), while 38.2 of Yorubas also believed packaging to be the most important factor. In other words, the way the product is packaged is very important; this includes the attractiveness of the packaging.
### Table 7.23 Relationship between ethnic group correspondents belong to and which of the following advertising media they have access to most

<table>
<thead>
<tr>
<th>Cross tabulation</th>
<th>Which of the following advertising media do you have access to?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Radio</td>
</tr>
<tr>
<td>1 Hausa</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belong to?</td>
</tr>
<tr>
<td>2 Igbo</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belong to?</td>
</tr>
<tr>
<td>3 Yoruba</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belong to?</td>
</tr>
<tr>
<td>4 Others</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belong to?</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>% which ethnic group do you belong to?</td>
</tr>
</tbody>
</table>

Relationship between ethnic group and the advertising medium they have access to most.

The table represents the different ethnic groups and indicates which of the media they have access to most.

It is interesting to see the view of consumers from ethnic groups other than Hausa, Igbo, and Yoruba. The consumers from these other ethnic groups said they mostly have access to radio, while 50.0% of the entire population of correspondents from other ethnic groups; 48.1% of Hausas also said they have access to radio. This is interesting because Nigeria is currently facing low or no power supply and most people spend their time on the road either driving to work or driving home. In addition, 33.3% of Hausas said they have access to television. A higher percentage of Yorubas also have access to television 28.9%. On the other hand, very few participants have access to the internet; this may also be connected to the issue of the electricity supply within the country. Posters are the worst form of media selection according to all the ethnic groups. For instance, only 3.3% of the entire Hausa population in the sample said they have access to posters and just 0.1% of other ethnic groups have access to posters.
The table suggests that agents should use radio if they intend to reach a higher percentage of the consumers in south west Nigeria. Therefore, advertising agencies and organisations should explore the use of radio.

Table 7.24: Which religious group do you belong to? Which one of the following factors would influence your choice of foreign adverts over south west Nigerian adverts?

Cross tabulation

<table>
<thead>
<tr>
<th>Religious Group</th>
<th>Count</th>
<th>Location Used</th>
<th>Message Used</th>
<th>Model used</th>
<th>Music used</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>7</td>
<td>27</td>
<td>15</td>
<td>7</td>
<td>56</td>
</tr>
<tr>
<td>Hausa</td>
<td></td>
<td>12.5%</td>
<td>48.2%</td>
<td>26.8%</td>
<td>12.5%</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13.0%</td>
<td>46.0%</td>
<td>24.0%</td>
<td>17.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Igbo</td>
<td></td>
<td>4</td>
<td>13</td>
<td>5</td>
<td>9</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12.9%</td>
<td>41.9%</td>
<td>16.1%</td>
<td>29.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16.7%</td>
<td>50.0%</td>
<td>25.0%</td>
<td>8.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Yoruba</td>
<td></td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16.7%</td>
<td>50.0%</td>
<td>25.0%</td>
<td>8.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>13</td>
<td>46</td>
<td>24</td>
<td>17</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13.0%</td>
<td>46.0%</td>
<td>24.0%</td>
<td>17.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

The table above explains the relationship between religious groups and the factors that influence consumers’ choice of foreign advertising over south west Nigerian advertising. The table shows that 48.2% of the Hausa correspondents said that the message used during foreign advertising is what influences their choice. In the same category, 50.0% of the population of Yoruba correspondents said message is the biggest factor. While 41.9% of the Igbo correspondent said message is also the biggest factor, 29.0% of the Igbo correspondents said the music used is very important. Indeed, the Igbos had the highest number of consumers that like foreign music being
played during their advertisement. The Hausa correspondents also seemed to like the model and the personality used during foreign advertising. The summary of the table is that the message is the most influential factor that makes consumers in south west Nigeria prefer foreign advertising to south west Nigeria advertising. In addition, the model used seems to be another big factor while location used during advertising. In a market such as south west Nigeria, which consists of multi-cultural groups, the message seems to be the easiest way to get the attention of consumers from all the cultures; thus, the right message from the advertisers can help organisations reach their target market better.

Table 7.25 Which religious group do you belong to? Which one of the following factors most affects your buying behaviour?

Cross tabulation

The table above shows the relationship between the religious groups and the factors that most affect their buying behaviour. The above table indicates that 41.7% of the Yoruba correspondents said that packaging affects their buying behaviour more than price, friends and brand name. In the same category, 39.6% of the correspondents also said that packaging is more important than price, friend, and brand name. On the other hand, 25.0% of Yoruba correspondents said friends were very important. This shows that each individual values their group; as was discussed during the literature review regarding culture, a community can either

<table>
<thead>
<tr>
<th></th>
<th>Which one of the following factors most affects your buying behaviour</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Friend</td>
<td>Price</td>
</tr>
<tr>
<td>Hausa Count</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>% which religious group do you belong to?</td>
<td>22.6%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Igbo Count</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>% which religious group do you belong to?</td>
<td>21.4%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Yoruba Count</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>% which religious group do you belong to?</td>
<td>25.0%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Others Count</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>% which religious group do you belong to?</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total Count</td>
<td>21</td>
<td>17</td>
</tr>
<tr>
<td>% which religious group do you belong to?</td>
<td>22.3%</td>
<td>18.1%</td>
</tr>
</tbody>
</table>
be individualistic or be collective. From the table above, we can see that the consumers in south west Nigeria are a collective society; they depend on each other for information.

Table 7:26 Which ethnic group do you belong to? Does the ability of an advert to influence what you buy depend on how creative it is?

_Cross tabulation_

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Hausa</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>27</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
<td>48.1%</td>
<td>29.6%</td>
<td>14.8%</td>
<td>7.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td>2 Igbo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11</td>
<td>15</td>
<td>4</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
<td>36.7%</td>
<td>50.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>3 Yoruba</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>38</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18</td>
<td>11</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
<td>47.4%</td>
<td>28.9%</td>
<td>10.5%</td>
<td>13.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>4 Others</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
<td>37.5%</td>
<td>37.5%</td>
<td>12.5%</td>
<td>12.5%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>103</td>
</tr>
<tr>
<td></td>
<td></td>
<td>45</td>
<td>37</td>
<td>13</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
<td>43.7%</td>
<td>35.9%</td>
<td>12.6%</td>
<td>7.8%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

The table above shows the relationship between different ethnic groups and the impact of creativity on consumers.

From the table above, 50.0% of Igbo’s agreed that before they can be influenced by an advertisement, the advertisement must be sufficiently creative. Creativity is very important to the Igbo consumers; in the same category, 48.1% of the Hausa correspondents strongly agreed that creativity influences their buying behaviour regarding the advertising agent’s ability to make the consumer understand the message they are trying to convey and at the same time make it fun to watch, listen to, or see. One of the purposes of advertising is to create awareness and to get consumers involved in the product; this is only possible by keeping the advertising as interesting as possible. Earlier, we discussed the importance of the message; however, we pointed out that while this is very important during an advertising campaign, agents must not sacrifice creativity for message or message for creativity.
Table 7.27 Which ethnic group do you belong to? And has an advert has made you decide not to buy a product?

Cross tabulation

The table above shows the relationship between the ethnic groups and how a particular advert has stopped the consumer from buying a product due to the poor presentation of the product. As was discussed in the literature review, advertising can have either a positive or a negative impact on the consumer. Advertising agents and organisations should strive to make their advertisements eye-catching, something that the consumer can remember. From the table, it can be seen that 40.7% of Hausas and 40.5% of Yorubas strongly agreed that an advertisement has at one time stopped them from buying a particular product. In addition, 46.4% of Igbo correspondents agreed that an advertisement has had a negative impact on them and dissuaded them from buying the advertised product. On the other hand, 18.9% of Yoruba correspondents disagreed; this shows that some small percentage of consumers also believe that advertisements do not really have an impact on them. The overall result shows that more consumers within each ethnic group either strongly agreed or agreed that advertisements in south west Nigeria have had a negative impact on them at one time or another.

<table>
<thead>
<tr>
<th></th>
<th>An advert has made me decide not to buy a product</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>1</td>
<td>Hausa</td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
</tr>
<tr>
<td>2</td>
<td>Igbo</td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
</tr>
<tr>
<td>3</td>
<td>Yoruba</td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
</tr>
<tr>
<td>4</td>
<td>Others</td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>% Which ethnic group do you belong to?</td>
</tr>
</tbody>
</table>
### Correlations

<table>
<thead>
<tr>
<th></th>
<th>Sex</th>
<th>Age</th>
<th>Which religious group do you belong to?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.086</td>
</tr>
<tr>
<td></td>
<td>Sig (2-tailed)</td>
<td></td>
<td>.388</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>102</td>
<td>102</td>
</tr>
<tr>
<td>Age</td>
<td>Pearson Correlation</td>
<td>.086</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig (2-tailed)</td>
<td></td>
<td>.388</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>102</td>
<td>103</td>
</tr>
<tr>
<td>Which ethnic group do you belong to?</td>
<td>Pearson Correlation</td>
<td>-.008</td>
<td>.007</td>
</tr>
<tr>
<td></td>
<td>Sig (2-tailed)</td>
<td></td>
<td>.936</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>102</td>
<td>103</td>
</tr>
<tr>
<td>Which religious group do you belong to?</td>
<td>Pearson Correlation</td>
<td>-.073</td>
<td>.082</td>
</tr>
<tr>
<td></td>
<td>Sig (2-tailed)</td>
<td></td>
<td>.466</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>101</td>
<td>102</td>
</tr>
</tbody>
</table>

### 7.5 INTERPRETATION OF CORRELATION DATA ANALYSIS

Pearson’s correlation coefficient or Pearson's $r$ is a measure of the degree of linear dependence between two variables $X$ and $Y$ at a particular time, giving a value between $+1$ and $-1$ inclusive, where $1$ is total positive correlation, $0$ is no correlation, and $-1$ is total negative correlation.
Furthermore, given the four variables under consideration, namely, sex, age, ethnic group, and religious group, we examined the statistical significance of Pearson’s correlation coefficient, stating the relationship that exists between them (Efstathiou, Mavrou, & Grigoriadis, 2016).

**Necessary conditions for Pearson’s r**

1. **When Pearson’s r is close to 1** – The condition suggests that there are two variables, and the two variable have a strong relationship. These two variables have an effect on each other. Whenever there is a change in one variable, the change will have a strong correlation with the other variable. The changes are important, but not enough to affect the findings.

2. **When Pearson’s r is close to 0** – When Pearson's R is close to 0, it indicates that the two variables are not necessarily correlated. It also suggests that the relationship between the two variables is often regarded as weak. When a change occurs in one variable, it does not mean a change will occur in the other variable. This in simple terms means that the two variables are not correlated.

3. **When Pearson’s r is positive (+)** – This condition deals with the value of variables; it suggests that when one variable increases in value, the other variable will also increase in value. On the other hand, if one variable decreases in value, the other variable will also decrease in value. This means that their values keep changing, and each time a value change occurs in one variable, the other variable follows suit.

4. **When Pearson’s r is negative (-)** – unlike the positive r of Pearson, this condition suggests that an increase in one variable will have a negative impact on the second variable, which means that as one variable decreases in value, the other will increase in value.

However, to obtain a more robust conclusion of the data interpretation, the Sig (2-Tailed) test suggests when the necessary and sufficient conditions of the relationship between the variables are met.

The Sig (2-Tailed) values show the statistically significant correlation between two of the variables. This also shows that causality is bi-directional, as either variable can effect changes in the other. However, with the Pearson’s correlation coefficient, for small samples, moderate correlations may misleadingly not reach significance while with large samples, small correlations may misleadingly turn out to be significant. Some researchers think that the level of significance should be reported, but perhaps should receive less focus when it comes to Pearson’s correlation coefficient (Efstathiou, Mavrou, & Grigoriadis, 2016).
Necessary and sufficient conditions for Pearson’s r

1. When the Sig (2-Tailed) value is greater than .05 – The assumption of this condition is that when one variable is either increasing or decreasing, it does not have any significant statistical relationship with any increase or decrease in the other variable. However, there is a statistically significant correlation between the two variables.

2. When the Sig (2-Tailed) value is less than or equal to .05 - Under this condition, we assume that there is a major correlation between the two variables. This implies that as one variable either increases or decreases, it will have a direct impact on the other variable thereby allowing the variable to either increase or decrease.

Considering the variables Sex and Age among 102 respondents, the correlation coefficient of 0.086 shows that the Sex of the respondents is weakly and positively related to their Age. Intuitively, Sex and Age tend to increase together. However, Sex and Age have a very weak statistically significant linear relationship amongst the 102 respondents. Sex and respondents’ ethnic group have a weak linear relationship with a Pearson’s correlation of -0.008, that is, the increase or decrease in the variable of which ethnic group is only slightly correlated with the changes in direction of the variable Sex, with no statistical significance at 0.936. Also, the data show a statistically significant weak negative relationship between Sex and respondents’ religious group (-0.073).

Furthermore, Age and respondents’ ethnic group have no relationship with a correlation coefficient of 0.007, with no statistically significant linear relationship at 0.947. There is no statistical significance between respondents’ Age and which religious group they belong to, and they have a fairly weak relationship of 0.082. Conversely, the relationship between which ethnic group respondents belong to and respondents’ religious group shows no statistically significant correlation, though there is a fairly strong correlation of -0.154.

The correlation analysis shows that ethnicity and religion are closely linked together; this also confirms that the consumers in south west Nigeria act more collectively than individually; as was pointed out before, the consumers depend on their group to make decisions. The correlation analysis also shows that each ethnic group is linked to religion and religions are guided by morals, so these morals have an effect on consumer behaviour.

The bivariate and the correlation analysis gave the researcher the opportunity to measure two variables against each other, mostly dependent variables and independent variables; the results from the tables show that advertising in South West Nigerian needs much improvement. Generally, consumers prefer the advertisements produced outside south west Nigeria. The next chapter offers a discussion about the results and their implications.
CHAPTER EIGHT

8.0 CONCLUSION
8.1 INTRODUCTION

The different populations in Nigeria see many different advertisements every day. Advertising is seen as a significant basis of communication and enjoyment and is vital in individuals’ daily lives. However, until recently, there was no complete investigation to recognise how advertising works in south west Nigeria and to evaluate the role of key actors in the sector. Furthermore, like many countries, the population in south west Nigeria represents a variety of ethnic groups, which implies there is more than one culture.

This chapter will review the conclusions of the research derived from the answers to the investigation, interviews, and online survey. It will also highlight the limits of the research and pinpoint areas for further study. This chapter comprises various sections. The first section summarises the results of the analysis linked to the research objective. The second part shows the influence of this analysis regarding a contribution to knowledge. Part three recognises the limitations of the research. Lastly, the fourth part considers suggestions for future research.

8.1.2 OBJECTIVES AND CONCLUSIONS

The research seeks to fill gaps in the literature and provide a better knowledge of the perceptions of respondents from south west Nigerian regarding advertising agencies and key players of advertising and the effects of advertising on everyday life by developing a better model to help both local and international organisations win over their target audience within south west Nigeria (Al-ojuhaim, 2008).

8.1.3 LINKING THE PROPOSED MODEL WITH LITERATURE.

The proposed model was adopted from the reviewed literature. Firstly, Hofstede (1994) pointed out that advertising agencies should either standardise or adapt their marketing strategy and models based on the type of market they operate within. For this research and the model that was designed by the researcher, the researcher adapted this model based on the result of the field work which was analysed in the previous chapters. The field work suggested that the south west Nigerian market is based on the collectivism principle rather than individualism. The theory of collectivism is built on togetherness and cohesion between individuals. The model was then designed to suit the south west Nigerian market. The researcher used the pre-existing models that were reviewed in our literature (chapter two-four), in terms of how the model is linked with the literature. First, on the left side of the model we have the “market receiver”, and in this aspect the
researcher uses the reviewed behavioural models, and consumer decision making process, and from those reviews was able to come up with the steps highlighted, (Fill, 2002; Kenneth & Donal, 2014; Smith & Zoosk, 2011; Blackwell, Miniard and Engel, 2001). For instance, Blackwell, (2001) highlighted some steps in the consumer decision-making process, pointing out purchase and post-purchase awareness, and so on (see chapter two). The study also examined key questions in consumer buying behaviour. Furthermore, the researcher examined both the black box and Howard and Sheth models. All these models shaped the researcher’s mind when designing the first part of the model. The second aspect of the model is the “market sender” which is on the right. The researcher reviewed literature in the area of the advertising planning and communication processes. Hofstede (1994) argued that it is necessary we understand the market but also understand the advertising campaign process and communication. He highlighted the importance of communication and planning. Based on the highlighted point raised by Hofstede, the researcher reviewed other researchers, including Fill, (2011); Smith & Taylor, (2002); Jobber, (2004); Kaynak & Odabasi, (1994), against each other to design the advertising campaign part of the proposal. After the review of this literature the researcher was able to come up with the “market sender” which explains the steps in advertising campaigns. The thinking behind this is to create a model that both advertising and agencies can apply during their campaign. Since south west Nigeria is an individualistic market, the researcher adapted this session of the model from literature reviewed in chapter four. The middle of the model represents the culture that exists within south west Nigeria and its characteristics. Hofstede (1994) has explained how culture can affect advertising campaigns, arguing that for any advertising to be successful an understanding of the cultural characteristics that exist within the market can help advertising agencies decide on what strategy to use. In south west Nigeria, there are three major ethnic groups. Previous research from Kaynak & Odabasi, (1994); Oyedele, (2012), and Hofstede (2003) suggests that Nigeria is individualistic in nature, due to differing religious beliefs. From the data collection, the consumers agreed that their religion affects their buying behaviour. South west Nigerian consumers are bounded by religious beliefs that they all follow. For instance, the majority of Muslims and Christians do not eat pork due to what their Quran or Bible says about pigs. Therefore, this review allows the researcher to understand the type of consumer that exists within south west Nigeria, and their characteristics. The researcher points out that having this model, and its structure, will give the advertising agency and organisation better penetration within south west Nigeria. The other aspects of the model include the stakeholders, regulatory body and remuneration. These three represent the major external forces that exist within south west Nigeria. This external force came about during the interviews conducted with the advertising agencies. This was supported by previous research by Oyedele, (2012) and Kaynak & Odabasi, (1994). During the interview
process it became very evident that, for instance, the government plays an important role in south west Nigeria through how they set up their regulatory bodies. Most of the advertising agencies agreed that the government needs to improve or re-strategise in terms of monitoring the advertising industry. Another link between the literature and the model is the issue of remuneration, although this is not part of the initial research objectives, but it became apparent during the data collection that remuneration is a vital issue that needed to be included in the model. How should advertising agency be rewarded or paid, and what are the current practices? The literature review highlighted the remuneration method, and in the case of Nigeria suggests the best possible method that can be applied by organisations and advertising agencies. In conclusion, every aspect of the model is linked to literature. The model was not design in isolation but with the review of the mentioned literatures. Understanding the south west Nigerian market and review of past literature has enabled the researcher to design the model.

8.2 LINKING THE RESEARCH FINDING WITH PAST FINDINGS
This research’s main aim was to design an advertising model for south west Nigeria. In order to achieve this aim, the researcher interviewed staff from the agencies and then conducted an online survey for consumers in south west Nigeria. Firstly, semi-structured interviews were conducted to find out how best to conduct an advertising campaign within south west Nigeria, and to learn from the experience of the advertising agencies’ involvement in the south west Nigerian market. From the findings of the interviews, the advertising agencies identified the steps in advertising campaigns in south west Nigeria. The advertising agencies pointed to factors that would aid their successful planning of an advertising campaign. First, the majority of the agents mentioned an "advertising strategy" as the bedrock of a richer advertising campaign. They linked this strategy with awareness, and they explained that a good strategy will help create awareness. They also suggested that one of the main functions of advertising is to create awareness in the minds of the target consumers. This finding was supported by Fill (2011); Donald (2014) described awareness as an important element of marketing communication, and he described awareness as a project product. According to Fill (2011), awareness is one of the tasks of marketing communication, as it helps to create a good impression about the product. This is important because in most cases, there are similar products. Therefore, awareness is very important during a campaign. When talking about advertising strategies during the interviews, the agents continuously pointed to strategy as the base on which other factors rely. Jobber (2004) and Kotler (2012) also pointed out the importance of an advertising planning strategy. Although Fill (2012) and Kenneth and Donald (2012) pointed out that advertising campaigns must do more than just raise awareness, their recent findings show that advertisers must make sure the product is different from other products; they
must highlight the uniqueness of the product. In addition, the advertiser and the agent must try and reinforce belief in the product. The advertising agents then pointed out features of their advertising campaign. One of the features of the campaign method that the advertising agents highlighted was the road show; they argued that unlike other advertising media, the road show is found to be very effective within south west Nigeria. They described a road show as a situation where advertisers take their campaign on the road; usually they use loud speakers which they put on an open van. Then, they either play loud music or some celebrity talks into the microphone and tells people about the product and why people should buy it.

The advertising agents also pointed out other features, such as brand insight, consumer insight, awareness, packaging, and creativity. The interviewees believed that a well-planned advertising strategy that focuses on creating a rich awareness is the best way to have a successful campaign. Their view is supported by Fill (2011), but the literature showed that while awareness is important, advertisers must do more than just raise awareness. Therefore, we can conclude by saying that though their view is supported by the literature, recently, the literature has progressed further, which implies that the advertising agencies are lagging behind. The way forward, as suggested by Fill (2011), is to do more than designing each advertisement merely to create awareness; he suggested that agencies need to constantly follow this up by including more action in terms of reinforcement, thereby making the consumer believe more in the product. Nonetheless, in another study, Huang and Sarigollu (2012) argued that advertising does not necessarily have an impact on awareness; they cited high brand awareness of an investigated product segment. Therefore, according to previous findings, there are exceptional cases where advertising does not have an effect on consumers, but in the case of south west Nigeria according to the semi-structured interviews, advertising does have an effect on awareness. On the other hand, the online survey was able to validate what the advertising agencies said during the interviews, and helped to explain the effect of advertising on consumer behaviour and answer several questions, for instance, what attracts them to a particular advertisement? What are their preferences as regards advertising? How do the local advertisements compare to the international advertisements? The online survey enabled the researcher to understand better consumers in south west Nigeria. The semi-structured interview combined with the online survey and the literature review helped the researcher to design an advertising model for south west Nigeria. In the next segment, we shall be discussing the model. This model was adapted from Kaynak and Odabasi (1994), who have done several studies on advertising in SSA. This model was originally adapted from Kayak and Odabasi (1994) and Blackwell, Miniard and Engel (2001) and Smith & Zook (2011). Also the researcher use model such as the black-box in designing the model.
The above model is adapted from earlier advertising planning models. By combining the findings from the literature review and from this research, the researcher was able develop this advertising planning model for south west Nigeria. It simply explains the steps required to launch a successful campaign; for example, having the right strategy is the key to a successful advertising campaign. An organisation/agency must first identify who the target audience are and who the product is meant for, followed by the objectives of the product.

There are also questions regarding what kind of message should be sent out and how it should be conveyed. The next step is timing, which involves making sure the advertisement for the product is sent out at the right time. Measuring the performance of the advertisement is also very important. The last two steps are implementation and feedback, which represent putting into action the devised plan by putting out the advertisement and afterward going out and collecting feedback information from the target audience.

Following the development of an advertising planning model, the second diagram represents how the consumer decision process model is linked to the advertising planning model. The literature suggests that consumer decision-making models are usually designed to help advertisers plan their campaign better. In the next chapter, the researcher will examine culture and how it influences advertising. Since the aim of the research is to design an advertising model, an
understanding of the three models is important for designing an advertising model for south west Nigeria.

Secondly, the advertising agencies stated that culture has a huge effect on advertising, which also has an impact on consumer buying behaviour. This was supported by Kaynak and Odabasi (1996); they argued that one of the reasons why most advertising is not successful in a developing environment such as south west Nigeria is because such advertising does not support the audience’s cultural ethics. Oyedele (1999) pointed out that culture promotes loyalty. In an environment such as south west Nigeria, where different multicultural groups exist, most consumers believe that their culture takes priority over any other issue. The advertising agents also argued that each ethnic group is different and that each member of the group follows their own culture. The literature also supported this view. Hofstede (2006) stated that there are two sets of groups that exist in a society: individualistic consumers and collectivist consumers. He also pointed out that some societies consist of groups, and the individuals within this family depend on each other. From the result of the interviews, it can be stated that south west Nigeria is a collective society. For instance, the Hausas are predominantly Muslims, and therefore they do not eat pork or other animals that they view as dirty; as a result of this belief, they will not buy such products. Hofstede (2003) summed up culture in two ways: the first way is that culture evolves, and the second way is that there is no bad or good culture. Therefore, he concluded that culture will affect individual and group life, which will also have an impact on individuals’ behaviour. In addition, culture can trigger a negative or positive response from the consumer. Researchers (Hofstede, 2003; Kayak & Odabasi, 1996) have argued that culture affects individuals’ lifestyles, including the way they buy products and services. An understanding of the culture of the target market will help organisations penetrate more deeply markets such as south west Nigeria. When advertisers understand the prevailing culture of the consumer, it will help them in planning how to go about advertising in the region.

Previous studies by Muralidharan, Sidharth La Ferle, Carrie Sung, and Yongjun, (2015) also found that culture affects advertising. Their research, which was conducted in China, showed how the theory of collectivism plays a role in how consumers make decisions. Due to the number of different cultural groups in China, the consumers are more collective, which means they depend on their group to make decisions, or it could be said that their group influences their decision-making. This research supports the findings from past research, which has suggested that culture affects consumers’ buying behaviour. Also, this research further adds to this idea by showing ways in which both the advertiser and organisations can improve their advertising campaigns. This research suggests that advertisers need to pay more attention to the principle of collectivism
because collectivism is linked to relationships. So therefore, advertisers must play on this principle to generate advertisements that will promote collectivism.

Thirdly, the advertising agencies discussed advertisements produced outside Nigeria compared with those produced within south west Nigeria; they argued that generally, organisations favour advertising agencies from outside Nigeria rather than those within south west Nigeria. In addition, the consumers also agreed with the advertising agencies, as the result from the online survey shows that the consumers prefer advertising produced outside the country; they pointed out that most of the time, advertisements produced outside Nigeria are superior to those produced in Nigeria. Furthermore, the agents argued that the major reason why international advertising organisations have better advertisements is because of their remuneration method. The literature also supported the view that a better remuneration method will produce a better performance from advertising agencies. Indeed, the literature indicated the importance of the remuneration method. Researchers (Yitzak, Hornik & Tauman, 2008; Kaynak & Odabas, 1994) have linked the performance of advertising agencies to their output, which means that adopting a better remuneration method will yield a better advertising campaign and therefore lead to good advertising. The advertising agencies argued that organisations within the country have more respect for the advertising agencies from outside the country, which they feel is wrong, as they believe that if they were paid more or had a payment method that would guarantee them money even if they did not perform to the advertisers’ standard, this would help them and give them more confidence. According to past findings, in the early period of advertising, advertising agencies were paid 15% of the money organisations made from the sale of the product advertised; the majority of that money would go toward creativity (15%) while the remainder would go to the media channel used. The advertising agencies believe that the international advertisers are paid based on commission (Lace, 2000), which means that regardless of what happens, the international advertising agencies will be paid while for Nigerian advertisers, the payment method is not clear; many of the interviewees claimed that the organisations cut their budget below what the organisation proposed. The agencies argued that most of the time, they have no choice but to take the job even though they know the budget is very low. So therefore, in order for their agency to survive in a harsh economy such as Nigeria, they will pursue the campaign with the available funds. Past findings have suggested that organisations should adopt the method of "payment by result”, which, as the name suggests, is based on results. The organisation measures the performance of the advertising agency based on what they feel is correct; the more creative and interesting the advertising is, the more the agency gets paid (Ellis & John, 1993). Overall, it seems the advertising agents felt they were underpaid, and in order to keep their business functioning, they would end up doing campaigns even though they would know the funding was insufficient,
and then they would end up using short cuts or taking an inferior approach. Therefore, organisations and agents must find a way to make sure the method of remuneration implemented is fair. Regulatory bodies also have a role to play; they need to find a way to work well with both parties. Although the literature suggests that organisations can set their own remuneration method, the regulatory bodies can provide guidelines that will protect the agencies while being fair to both parties.

Regulatory bodies represented another major area of discussion during the semi-structured interviews with advertising agencies; the advertising agencies argued that the regulatory bodies were not doing enough to ensure that the sector was up to the required standard. The research revealed that although the government established this country’s regulatory bodies and that their aim includes encouraging responsible practice, facilitating the acceptance of advertising self-regulation, and promoting the critical roles and benefits of advertising, most of these aims and objectives are yet to be fulfilled. During the interviews, the respondents mentioned some advertising agencies that were not properly registered yet were operating freely. In addition, many poorly designed adverts have been put out to both local and international communities. The agencies lamented the poor condition of the sector, which they felt is lagging behind other regulatory bodies in more advanced countries. Previous researchers (Kaynak, Kucukemiroglu, & Odabasi, 1994) have pointed to the fact that the government must do more to protect the advertising agencies, thereby creating a much better environment for them to operate in. The role of the regulatory bodies is very important especially in an economy such as south west Nigeria, which is a developing economy.

During the semi-structured interviews, the advertising agencies highlighted many problems the regulatory body could fix, one of which is the proper registering of advertising agencies - both new entries and the existing agencies. Like some of the agencies explained, although there are advertising agencies that operate without a licence, such agencies are sometimes known to the regulatory body but have bribed some of the staff. One way of solving the problem is for the government to establish a more independent body that will look into the affairs of the regulatory bodies, eject the corrupt members within the regulatory body, then recruit new workers. In addition, this independent body should also serve as an advisory body for constant consultation. Therefore, considering the nature of the south west Nigerian market, where culture is very important, the regulatory body must make sure that advertisements are properly screened in order to avoid south west Nigeria being a dumping ground for advertisements that are below the required standard and that do not respect the culture of the people. Hence, provision should be made whereby these advertisements can be properly censored to avoid the market being made a dumping ground.
In addition, the agencies’ poor knowledge of literature and theory was clear; therefore, this research suggests that periodic examinations should be set up as one of the criteria for establishing a new advertising agency company. The purpose of this examination is to test advertising agencies’ knowledge and understanding of the advertising literature and theory.

An advertising model was the last major key area that was discussed; all the advertising agents argued that there was a great need for a model that would suit the environment in south west Nigeria. Previous findings support this assumption. Kaynak and Odabasi (1994) suggested that advertising cannot be assumed to be general due to differences in culture, location, and economy. Although other researchers (Fill, 2012; Smith & Zook, 2011; Amber, 1998; Kenneth & Donald, 2014) have argued that advertising can be general by adopting some of the already known models and fitting them into the current environment, Hofstede (2003) argued that culture affects the lifestyle of individuals or groups within the society.

One of the objectives of the research was to design an advertising model. During the fieldwork, most of the key players (advertising agents and stakeholders) admitted that there are no proper guidelines protecting the advertising industries in south west Nigeria. It seems that south west Nigeria is a dumping ground for all kinds of advertising, which has led to many poorly designed advertisements being produced within the region. The problem is that the government does not see the advertising industry as a priority, but would be willing to make changes if a viable solution could be presented, and so it is the intention of the researcher to provide the government with at least part of this solution through this research. Some of the findings show that there is a need for the government to completely overhaul its regulatory bodies and allow for more research in the area of advertising.

The researcher also conducted a quantitative study using an online survey. The purpose of the survey was to validate what the agents had said about advertising campaigns and how consumers respond to advertising. The researcher believes it was important to find out from the consumers how they respond to advertising and what they think about advertising in south west Nigeria. An understanding of how consumers in south west Nigeria think and of the views of advertising agents is very important in designing a model for the region.

Firstly, the majority of the consumers pointed out that culture affects their buying behaviour. When the researcher measured between cultural groups and the influence of culture, the researcher also measured between different genders and the influence of culture; the results remained the same, that is, the majority agreed their culture affects their buying behaviour. The advertising agents also pointed out that culture affects how consumers decide. This was also supported by the literature; Hofstede (2003) pointed out that culture evolves and that a consumer either belongs to a group or they act individually. In our earlier discussion, we pointed out that south west Nigeria
operates on a collectivism approach where individuals associate themselves with groups; for instance, everyone in south west Nigeria belongs to a cultural group, and the individuals in each group depend on each other. From the result of our qualitative and quantitative research, it is evident that the influence of culture cannot be underestimated; the consumers are not willing to compromise their culture for a product value if it contradicts their beliefs. Hence, the consumers validated what the advertising agencies said in the semi-structured interviews, which emphasised that culture is the biggest factor that affects consumer buying patterns. Looking at south west Nigeria, there are three major ethnic groups; they speak three different languages, and they all have their own way of living and their different beliefs. During the survey, the researcher measured the importance of culture among different ethnic groups and with different genders; the result remained the same: the consumers saw culture as their biggest influence.

Secondly, advertising affects consumer buying patterns; from the results of the findings, it is evident that consumers base their decision on the advertising of a particular product. Fill (2012) pointed out that advertising is a powerful tool that helps organisations sell their product. Other researchers, such as Smith and Zook (2014) and Ambler (2002) stated that advertising can create a positive or a negative impression in the mind of the consumer. Due to the strong presence of culture, the consumers in south west Nigeria believe that advertising should not be provocative or preach against their religion. Often, morals are very important to consumers in south west Nigeria. The findings indicated advertising is a tool that can help organisations penetrate into the south west Nigerian market; however, when the advertising does not conform to consumers’ beliefs and norms, it can trigger a negative perspective of the product, as was discussed earlier. Organisations must create an awareness for their product; without awareness, consumers might not know that such a product exists in the first place. Hence, organisations and agents must come up with advertisements that suit their target market.

Thirdly, another significant result during the quantitative analysis is that consumers in south west Nigeria prefer foreign advertisements to advertisements produced within the country. The three major ethnic groups major favour foreign advertising agency. They pointed out that the advertisements produced within south west Nigeria are poor when compared with advertisements produced outside the country. The majority of the Igbos and both Yorubas and Hausas strongly agreed. On the other hand, only 2.8% of Yoruba’s strongly disagreed; the rest of the ethnic groups accounted for 0%.

When consumers were asked about their choice of foreign advertising over local advertising, the researcher’s intention was to see which factor the consumers deemed most important; the result was "message used" during the advertising. Researchers have argued that message in advertising is key (Fill, 2012; Kenneth & Donald 2014; Amber, 2000; Smith & Zook, 2011).
Kaynak, Kucukemiroglu and Odebasi (1994), in their study of advertising in SSA, identified that most countries are diverse in terms of culture, and what works in one market may not work in another. They suggested that organisations and agents must create the right message for their market in order for them to penetrate the market. Also, during the semi-structured interviews, the advertising agents argued that message in these advertisements is very important; they claimed that the message the organisers use may have a positive or a negative impact on the product advertised, and this will affect the consumers’ perception of the product. In our earlier discussion, we pointed out that a wrong message in a multi-cultural market such as south west Nigeria can bring about negative attitude towards a particular product.

Fourthly, packaging is perceived to be the factor most influencing consumers’ buying behaviour (Larry, 2012; Smith & Zook, 2011) when the researcher compared it with price, friends’ advice, and brand name. During the interviews, the advertising agencies also pointed out that no matter how good the advertising and the product itself might be, packaging is very important. Some of the agents explained that the packaging has to be attractive; some of them even placed more emphasis on the packaging. This result from the researcher’s quantitative analysis also confirms that consumers in south west Nigeria agree that packaging is more important than price, brand name, and friends’ advice.

Another result that came out of the qualitative and quantitative analysis is the medium of advertising consumers can access. The result is that consumers have more access to radio than to television, the internet, magazines, billboards and posters. In addition, during the semi-structured interviews, the agents also indicated towards radio; this is because of the issue of the power supply within the country. Previous research by Kaynak and Odabasi (1994) was based on television advertising in Nigeria, Ghana and South Africa and identified television as the preferred medium of advertising; other researchers have also pointed to television as the preferred medium of advertising (Fill, 2012; Smith & Zook, 2011; Kotler, 2012). The argument points to the ability of consumers to see what is being advertised as well as to see some creativity compared to the radio, where you can only hear, or magazines and billboards, where you can only read and see. Although consumers in south west Nigeria mostly have more access to radio, television is still more widely used.

Overall, the research findings in the quantitative analysis compliment most of the themes discussed during the qualitative findings. The overriding point in both research findings is that culture affects consumer behaviour, which also affects how consumers view advertising. In order to design an advertising model for south west Nigeria, a consumer response model is of equal importance to an advertising planning model and to culture.
8.2.1 HOW STATISTICAL DATA COLLECTED CONTRIBUTES TO THE DESIGNING OF THE PROPOSED MODEL

Having established the main aim of the research, which is to design an advertising model for south west Nigeria, the collected data’s main purpose is to help the researcher design a better model. The questions during the survey were specifically designed to validate what the advertising agency said during the interview conducted by the researcher with the agency. The interview was conducted prior to the field survey. For instance, the advertising agency suggested that advertising is the most important factor affecting consumers in south west Nigeria, and this was confirmed by the statistical result. This enables the researcher to include the culture within the model. In addition, the advertising agency pointed out how poor most of the advertising in south west Nigeria is, and this was confirmed during the field survey. Since the main aim of the research is to design an advertising model, although the researcher believes that both the contribution of the advertising agency and consumer is important, validating the result of the interview becomes imperative. During the agency interview the researcher was able to come up with key areas. This key area makes up the major aspects within the model. Conclusion, the statistical data further strengthens the qualitative analysis. The model was essentially developed from the advertising agencies results, and was further validated by the quantitative analysis. Without the statistical data, the model will be open to more criticism. The argument against this can range from a lack of solid contributions from the consumers, to how effective the model is. The consumer survey does not reflect directly on the model, but does reflect indirectly through the validation of the advertising agency interviews.

8.2.2 LINKING THE OBSERVED DATA TO THE RESEARCH AIMS AND OBJECTIVES

This section gives the findings generated from the comprehensive analysis of the interviews to see to what degree an understanding has been established and thereby provide answers to the research questions. At the beginning of this research, five objectives were stated to be the motivation for the research:

- To critically review published literature on three salient concepts-consumer behaviour models, models of advertising communication process strategic planning of advertising and the impact of culture on consumers and advertising campaign.
- In the light of the above findings construct a consumer response and strategic planning advertising model.
- To investigate consumer behaviour and responses to advertising in southwest Nigeria, employing the key principles of this designed conceptual model.
To present and analyse the primary data collected in southwest Nigeria.

To draw a conclusion and make recommendations for the design and implementation of future advertising campaign in the context of southwest Nigeria.

In this section, therefore, explanations will focus on finding out whether these objectives have been achieved.

8.2.3 **OBJECTIVE ONE: TO CRITICALLY REVIEW PUBLISHED LITERATURE ON THREE SALIENT CONCEPTS-CONSUMER BEHAVIOUR MODELS OF THE ADVERTISING COMMUNICATION PROCESS, STRATEGIC PLANNING OF ADVERTISING AND THE IMPACT OF CULTURE ON CONSUMERS AND ADVERTISING CAMPAIGN.**

The literature has pointed to the relationship between consumer behaviour and advertising planning, suggesting that advertising planning depends on consumer’s behaviour (Fill, 2012).

On the other hand, the findings of this research support the fact from the interviews, which indicate that the advertising agencies do not understand the advertising planning process. They do not understand their target audience, and most of them claimed they did not organise market research, stating that if they did, they would not have enough profit to keep their business going. The literature suggested that advertising is more effective if organisations first understand their target audience.

In the course of the research, the findings from the literature review suggest that while the idea of a link between advertising and culture has long been in existence in developing countries, there has been a dearth of formal literature regarding this aspect. In addition, the outcome of advertising can be studied if the advertisements correspond with the cultural models (Kenneth and Donald, 2014). Several scholars have shown that advertisements that demonstrate attitudes and behaviours depend on local cultural norms (Al-Ojuhaim, 2008). The literature review shows that although research has been done on advertising and culture, it has mostly been conducted in developed countries; there is a lack of such research in south west Nigeria. Thus, this research examined consumer behaviour, culture, and advertising agencies to provide an understanding of the relationship between them, which will be very useful to any advertising campaign planning. As one of the agency managers interviewed suggested, the diverse cultures that exist in south west Nigeria and the culture of the young people should be considered first before agencies embark on any advertising campaign planning for any particular product within south west Nigeria.

The researcher also reviewed the advertising theories and models; HOE, Means-end theory and AIDA, Howard and Sheth, Black box etc. were reviewed. This is important to the research because in order to design an advertising model for south west Nigeria, existing models need to be
critically reviewed (Kenneth & Donald, 2014). The review of these theories allows us to understand which theory and models have been adopted in south west Nigeria and in what ways the theories have helped to develop the south west Nigerian market. It was realised that most advertising agencies do not understand the advertising theories; they do not understand where, how, and when to apply these theories or the advantage and disadvantages of both theories (weak and strong theories of advertising). These theories helped the researcher to design an advertising model that will help both the advertising agencies and the organisations have a better understanding of how to operate within the south west Nigerian market.

The conclusion is that for the advertising industry to grow in south west Nigeria, there has to be consumer-based approach that puts consumers at the forefront of advertising planning. There also has to be a periodic test for advertising agencies, especially before a new advertising agency can be formed and even for existing advertising agencies; this will test their knowledge about what they understand about advertising theories and will allow them to be up to date with new developments in the world of advertising.

8.2.4 OBJECTIVE TWO: IN THE LIGHT OF ABOVE FINDINGS TO CONSTRUCT A CONSUMER RESPONSE AND STRATEGIC PLANNING ADVERTISING MODEL.

One of the objectives of the research was to design an advertising model. During the fieldwork, most of the key players admitted that there are no proper guidelines protecting the advertising industries in south west Nigeria. They highlighted the need for an improved advertising planning which can lead to many good designed advertisements being produced within the region.

The diagram below explains the steps that can guide both the advertising agencies and the multinational companies or any organisations planning to advertise their product in south west Nigeria.

Firstly, advertising agencies need to consider the south west Nigerian culture, which consists of three major ethnic groups; these ethnic groups follow their core values; any advertisement that is against their culture will not appeal to them, and it will affect how they perceive the product.

Secondly, the box on the far right explains the steps required in any advertising campaign within south west Nigeria; this was guided by the literature review and the research findings. The south west Nigerian market is more complicated because of the multicultural effect that exists; therefore, both the advertising agency and the organisation must consider the steps in the market sender box in order for their campaign to be a success. The middle box represents the cultural structure of south west Nigeria. The research findings show that ethnicity is strongly linked to
The consumers in south west Nigeria are mostly shaped by their religious beliefs, which affect the way they talk, view, and buy. The market receiver box represents the consumer buying process; the researcher argues that consumers will go through this process, and these research findings also suggest that this process is important in the consumer buying process. Consumers do not necessarily pass through this process all the time; therefore, regardless of the situation, the consumer will not buy pork even if the advertisement is very good, as the consumers are shaped more by their culture and their group than by whether they like the product. Thirdly, the advertising agencies must decide whether the overall production should be done in Nigeria or outside the country. Our research findings suggest that the way forward is to encourage local advertising and international advertising agencies to produce their advertisements within south west Nigeria; this will create more jobs for the advertising agency and allow them to showcase more of their creativity. The advertisers need to put more trust in and value on the local advertising agencies.

8.1 ADAPTED ADVERTISING MODEL FOR SOUTH WEST NIGERIA
This model was originally adapted from Kayak and Odabasi (1994) and Blackwell, Miniard and Engel (2001) and Smith & Zook (2011). The table below shows the relationship between the interview question and the proposed model. The model was further modified after the researcher’s findings.

The table below is showing the relationship between the research questions and the proposed model.

### 8.2 THE RELATIONSHIP BETWEEN RESEARCH QUESTIONS AND PROPOSED MODEL

<table>
<thead>
<tr>
<th>DATE</th>
<th>INTERVIEW QUESTIONS</th>
<th>WHERE THE QUESTION LINK TO PROPOSED MODEL</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/12/13</td>
<td>How would your organisation go about an advertising campaign of DUDU OSUN in south west Nigeria?</td>
<td>Advertising campaign process(Sender)</td>
<td>The question focused on the ‘sender ‘in the proposed model. The interviewee all talked extensively about how they will execute an advertising campaign I their own way</td>
</tr>
<tr>
<td>4/12/13</td>
<td>What impact does culture have on advertising campaign process?</td>
<td>Consumer deciding process (Receiver)</td>
<td>This question focused on the consumer ‘receiver ‘They explain the impact of culture on consumer and on their campaign strategy</td>
</tr>
<tr>
<td>4/12/13</td>
<td>How would you rate advertising in south west Nigeria compared to advertisement produced outside the Nigeria</td>
<td>Advertising campaign process (Sender)</td>
<td>The advertising agencies talked about the present state of advertising industry. Most of them agreed that the industry is far behind in term of structure, quality of production</td>
</tr>
<tr>
<td>4/12/13</td>
<td>How would you rate the performance of the regulatory body in south west Nigeria?</td>
<td>Regulatory body</td>
<td>The interviewee talked about the operations of the advertising agencies and they pointed out that most organisation trust the advertising agency outside Nigeria compared to the one in south west Nigeria</td>
</tr>
</tbody>
</table>
**04/12/2013**  | What is your view regarding the renumeration of the advertising agency | Advertising agency | The interviewee argues that generally the remuneration is generally low and most of them have to take the job in order tasty alive in business.

**04/12/2013**  | What do you think can be done to improve the industry | Stakeholders | The question is linked with the stakeholder in the proposed model. The interview talked about what can be done to improve the industry.

**04/12/2013**  | Are you aware of any advertising model for south west Nigeria | Proposed model | This question is linked with the proposed model itself, the researcher wanted to find out if they have seen or come across an advertising model design for south west Nigeria already. They agreed they are yet to see such model and they welcome the idea of designing a model for the region.

**04/12/2013**  | Do you think Government is doing enough for the advertising in south west Nigeria | Stakeholders | This question focus on government involvement how they regulate the industry.

The literature findings suggest that consumers’ buying process is important to developing an advertising model. In the early stages of advertising, advertising evolved around theories such as AIDA, DAGMA, and HOE etc. but in recent times, advertising has shifted from just these models into marketing communication and integrated marketing communication. Although most of the early models is still in use, advertising agencies and organisations are more interested in how they communicate with consumers. In order to achieve this, this research as shown that consumers’ decision-making process is necessary to guide the advertisers and the organisations in designing a successful campaign. The literature suggests that a successful advertising model will depend on both a consumer decision-making process model and an advertising planning model. The more the advertiser finds out about these two models, the more successful the campaign will be.

Evaluation of a particular agency should be based on its organisation, its methodology for handling clients, the marketing philosophy within the accounting team, the sensitivity to cultural differences, and the creative skills in marketing (Kaynak, Kucukemiroglu&Odabasi, 1994). The research findings suggest that advertising agencies in south west Nigeria fail in their responsibility to provide good quality advertising; mostly, they care only about money, and they do not pay
8.2.4 OBJECTIVE THREE: TO INVESTIGATE CONSUMER BEHAVIOUR AND RESPONSE TO ADVERTISING IN SOUTH WEST NIGERIA, EMPLOYING THE KEY PRINCIPLES OF THIS DESIGNED CONCEPTUAL MODEL

During the literature review, research indicated the importance of consumer behaviour to advertising. Understanding how consumers react within a target market is very important. Consumers in south west Nigeria are very deeply involved in their cultural values; for instance, the culture of south west Nigeria has evolved around high moral standards, and therefore, any advert that includes any form of nudity will attract a negative attitude toward the product. The theory suggests that culture will affect what product a consumer purchases, and therefore, organisations and advertising agencies must understand the people’s culture. The research findings suggest that since south west Nigeria consists of three major ethnic groups with different religious beliefs, advertising campaigns should be moderate and should show high moral standards by making sure there is an element of cultural value that cuts across the three major ethnic groups. The literature indicates that globally, advertising methods assume that advertising campaigns can be generally acceptable, which means advertising campaigns can do well in every market, but this is not the case due to cultural differences between one place and another. The problem here is that advertising agencies place more value on how much they will receive after the job has been completed. Advertising agencies should be more concerned about the culture of the target market. An understanding of the consumer decision-making process and advertising planning campaign is not enough, so the inclusion of a cultural model is therefore very important. The research findings suggest that culture will influence consumers’ decisions and therefore influence advertisers’ planning campaign process.

The summary is that advertising agencies should design their advertisements to suit their local culture; the research found that most advertising agencies produce their advertising outside Nigeria, which usually results in the use of foreign pictures and cultures during production. However, the literature suggests that each advertisement should be designed for its immediate environment; this will allow the consumers to embrace such product better.

8.2.5 OBJECTIVE FOUR: TO PRESENT AND ANALYSE THE PRIMARY DATA COLLECTED IN SOUTH WEST NIGERIA.

The researcher conducted interview with the advertising agencies and an online survey with the consumers. The analysis suggests that for an advertising campaign to be successful, there must be awareness. The advertising agencies pointed out that awareness will encourage the consumer to try the product while the consumers survey suggests that persuading the consumer
through aggressive advertising campaigns is the most effective way to have a successful campaign. The findings of this research are as follows.

Firstly, most of the advertising agencies in Nigeria do not have any in-depth knowledge of advertising, which has led to poor advertising campaigns in the region; the agencies are more motivated by profit than by the standard of their work. Secondly, the advertising agencies constantly fail to integrate more cultural values into their campaign. The research then suggests that since south west Nigeria is a multicultural environment, there is a need to integrate the culture of the young people in the society. For instance, one of the advertising agencies explained that the advertisers should first focus on young people within south west Nigeria and become familiar with their “culture.” This culture, as explained by the interviewees, is reflected in what they like to do generally, and this includes what they like to wear, drink, and watch. The way forward is for the advertising agencies to integrate the culture of the three ethnic groups within their advertisements so that all parties within south west Nigeria will accept the advertising. It was clear from the research findings that most advertising agencies in Nigeria adopt a weak theory of advertising.

The research explains the steps that can guide both the advertising agencies and the multinational companies or any organisations that plan to advertise their product in south west Nigeria.

Firstly, advertising agencies need to consider the south west Nigerian culture, which consists of three major ethnic groups, which have strong core beliefs; any advertisement that is against their culture will not appeal to them, and it will affect how they perceive the product.

Secondly, the research explains the steps in advertising campaigns within south west Nigeria; this was guided by the literature review and the research findings. The south west Nigerian market is more complicated because of the multicultural affect that exists; therefore, both the advertising agencies and the organisations must consider the steps in order for their campaign to be a success. Thirdly, the advertising agencies must decide whether the overall production should be done in Nigeria or outside the country. The research findings suggest production within the country would be best

8.2.6 OBJECTIVE FIVE: TO DRAW CONCLUSIONS AND TO MAKE RECOMMENDATIONS FOR THE DESIGN AND IMPLEMENTATION OF FUTURE ADVERTISING CAMPAIGNS IN THE CONTEXT OF SOUTH WEST NIGERIA.

According to the findings, the selection process is one of the major tasks performed by the advertising agencies; however, the selection by an advertising agency involves many activities. Generally speaking, the advertising agencies should familiarise themselves with the product of the organisation they are working for. Nonetheless, it is not sufficient to say they know about the
theories of advertising; they have to be more engaged with the product. A good advertising agency must have a budget for each product they are advertising. Some of the activities of the advertising agencies include the agency’s ability to have a planning framework, which will take care of handling the client; demonstrating creative advertising skills; and showing sensitivity to cultural diversity. The research findings suggest that advertising agencies in south west Nigeria are failing in their responsibility; their main concern is money, and so they do not pay sufficient attention to detail. The regulatory body and the advertising agencies are not working together. It was also clear that they are not following the advertising theory; as one of the advertising agency respondents pointed out during the interview, the regulatory body does not have policies that could offer guidelines to the advertising industry in south west Nigeria and nor are they properly monitoring the advertising agencies, meaning all kinds of the people are involved in the industry.

Another key finding is the remuneration method that exists between the advertising agency and the advertisers. Researchers argue that the method of remuneration will have either a positive or a negative impact on the agency. Indeed, this research finding suggests that there is a problem with the remuneration method; the agents believe that they are being under paid, which they claim, has a negative impact on their end product. Advertisers should apply the “pay by result” method, which should reflect the international standard exchange. Currently, from the result of the research, it seems that the advertisers are using the “cut cost method”, which puts all the power in the hands of advertiser. Methods of remuneration were discussed in Chapter Four; the literature argues that ‘pay by result’ is the more appropriate method to use and that the way forward is for the regulatory body to find a way to regulate how an agent should be paid and to create an environment whereby both parties will feel like a winner.

8.3 CONTRIBUTION OF THE STUDY

The main contribution of the research is the designing of an advertising model for south west Nigeria; the model shows the steps both organisations and advertising agencies can take in organising a successful campaign. The purpose of this model is to assist advertisers in reaching their target market. The research also contributes to knowledge in other fields in three significant areas of the advertising communication process within south west Nigeria. Firstly, the research suggests that culture affects advertising in south west Nigeria. The result of the research finding shows that the south west Nigerian market is characterised by collectivism; collectivism suggests that consumers rely on their groups to make decisions. This will affect their buying behaviour, as it implies that they cannot just buy whatever they wish to buy; they have to consider the opinion of their group. The result of the quantitative analysis also shows culture as the biggest influencing factor that affects consumers’ buying behaviour; indeed, the majority of consumers agreed that
culture affects their buying behaviour. Hence, advertisers should make their advertisements appear local for the different ethnic groups within the south west Nigerian market by adapting their advertising message for markets in south west Nigeria because of the various ethnic groups that exist within the region. Each ethnic group believes their culture is unique; therefore, it is important for advertisers to integrate the message in their advertisement for each culture in order for the advertisement to appeal to them all. It should encourage a better understanding of how advertising agencies operate in south west Nigeria and the multi-cultural Nigerian market by allowing the advertisement to reflect the culture of the people. Secondly, it provides an understanding of how cultural background influences general behaviour towards advertising, and finally, it enhances the understanding of how culture affects both local advertising and international advertising in south west Nigeria.

Advertising agencies must find ways to improve their customer communication process in a more progressive way because poor communication will reduce the effectiveness of a specific advertising campaign and will define consumers’ behaviour towards particular product.

The research has revealed that consumer behaviour in south west Nigeria has adopted an increasingly undesirable implication (the implication includes how their buying behaviour is been affected by what they watch or learn from foreign programmes) for many years due to the effect of western ideas and culture in Nigeria. This has led to a situation where the south west Nigerian and the developed country advertising agencies do not have a common behaviour. Therefore, this particular behaviour may become more effective over the years as a result of the western influence on the way advertising is perceived and how it is reflected in consumers’ lifestyles. Furthermore, affected advertising can have an impact on the marketing communication process, which then leads to less effective ways of communicating between the advertiser and the target market. The effect of behaviour regarding the campaign or steps in the consumer decision-making process from an overall perspective on marketing success is a significant aspect for investigation, as the outcomes affect the advertising sector.

In addition, it was suggested in the research that the way consumers react to advertising due to their specific cultural background will allow the advertiser to come up with a productive plan for the target market. The research has also shown that advertisers will need to restructure their framework in designing an advertising campaign for south west Nigeria. Specifically, the research provides support for a localisation approach to advertising. This is particularly true for part of a country like Nigeria where customers come from diverse ethnic groups. However, cultural disparities, such as how the people communicate, and their beliefs and principles, should be accorded the utmost respect during advertising campaigns. This method involves using familiar and existing messages, representations, visuals, and songs that the consumers will already know.
Evidence in this investigation indicates that an inappropriate use of an advertising message will have a negative effect on local culture, and this influence will be certain to re-model the existing culture somehow. The research pointed out that advertising would seriously affect three sections of an existing culture. Firstly, advertising will increase the money-orientated tactic in customers, encouraging them to buy goods and services they should not have bought in the first place, and it will push them to buy above their income level. Secondly, advertising campaigns increase the significance and value of developed countries within the target market; the advertiser adopts the method of advertising campaigns in developed countries through the use of their celebrities or even using their localities to produce such advertisements. Another significant contribution is the role of Government and stakeholders. The research finding suggest that lack of Government policies has affected the growth of the advertising industry within the south west Nigeria. The research suggest that Government need to appoint experts instead of just making political appointments. The stakeholders should work closely with Government to create but policies that will reduced corruption or eliminate corruption within the industry.

Finally, as pointed out earlier in the literature review, using or adopting an international style of advertising will have serious implications for the target consumers, which will effectively affect their local culture, subsequently leading to their religion being affected. Once this situation occurs, there will be a breakdown between the advertiser and the consumer, as religion is very important to the people of south west Nigeria.

Another segment of research that should not be ignored but should be considered as significant for advertising agencies is that this study will help consumers to have an improved knowledge about the responsibility of advertising in the market place.

In addition, the research investigated pitching for a particular product in south west Nigeria. It was found out that there is a problem when manufacturers contact the advertising agencies for pitching, as the pitching process was found to be faulty. In many instances, hundreds of advertising agencies are called to present their ideas for a particular product, yet only one agency is selected at the end of the process with the rest being left with no compensation or reward of any form. Thus, the advertising agencies argue that the manufacturers should not call too many agencies, but should streamline the number of advertising agencies called to make a pitch. Some argue that the manufacturers should call no more than five agencies to make a pitch.

Another contribution of this study is that the regulatory bodies (APCON and AAAN) set up by the government are either not doing enough in terms of their aims and objectives, or they lack proper organisation. The research discovered that the regulatory bodies sometimes show favouritism toward some agencies when performing their roles.
8.4 RESEARCH IMPLICATIONS TO MANAGERS

The research shows how advertising can be planned and implemented within south west Nigeria, which will assist new entry organisations or existing organisation on how they can best reach their target audience.

Firstly, the research outcome shows that religion and ethnic group are strongly link together; this implies that south west Nigerian consumers predominantly belong to groups, which will affect the way they buy because they are a collective community and so depend on each other. For instance, an advertisement that contains a lot of sexual scenes may send a wrong or negative message to the consumer, who will thereby not buy such a product because morals are very important to their religion. Thus, managers and advertisers must make sure they adhere to the cultural beliefs of consumers in South West Nigeria. Although a greater percentage of the consumers stated that they like celebrities in advertisements, which they believed, attracted them more, managers can take advantage of religious beliefs and create advertisements that will stimulate the interest of the consumer.

Secondly, creativity seems to be a very important feature of advertising. During the survey, the consumers agreed that creativity is crucial, and indicated that they believed that the quality of advertisements is poor compared to advertisements produced outside south west Nigeria. Therefore, managers must up their game and employ the services of a creativity expert in that field. Previous studies have shown organisations do better when they separate the function of creativity from other advertising departments. This implies that if managers can pay more attention to creativity, it will be much easier for organisations to create awareness. As was discussed earlier, advertising centres on creating awareness, and after awareness has been created, then the organisation can focus on the purchase strategy. Previous researchers including (Fill, 2012; Smith & Zook, 2014) suggested creativity could help to retain consumers and allow for consumer loyalty. In addition, managers need to study more advertisements produced outside the country and try and implement the same strategies in such a way that the advertisements will suit consumers in south west Nigeria.

Thirdly, the research has shown that there is a problem with the remuneration method used with the agents. Indeed, this has been suggested as one of the reasons for the poor performance of agents. Some of the advertising agencies suggested that organisations in south west Nigeria do not respect their work; this implies that there should be a relationship between the performance of advertising agents and the remuneration they receive. Therefore, the research has provided a platform for managers to understand that the agents do not feel appreciated, so managers must look for ways to adopt the right method of remuneration in order for them to achieve a situation that is beneficial to both organisations and advertising agencies. They must also work closely with
the agents in order to improve the quality of advertising within south west Nigeria. One of the outcomes of the research is that advertising agents believe that a better relationship with advertisers will allow for better quality in advertising production.

Additionally, the research has shed light on the problems that exist between advertising and culture. It is evident that applying the right method of advertising campaign is not sufficient; consumers in south west Nigeria are driven more by culture than by other factors that affect advertising either positively or negatively. Therefore, managers must ensure that their campaign is culturally driven and that it respects each cultural belief that exists within the south west Nigeria. In addition, the research pointed out a better relationship between managers and agents will help improve the standard of advertising. During the interviews, agents pointed out that they are not appreciated by the organisations; therefore, their relationship is not cordial. On the other hand, the research also shows the importance of the managers working hand in hand with the regulatory bodies; for example, managers are not doing enough in terms of reporting illegal activities of those advertising agencies that are breaking the rules. Managers must take more responsibility by paying more attention to their environment and to ensure they follow the rules laid down by the regulatory bodies.

8.5 LIMITATIONS OF THE STUDY

As with all research, some limitations should be acknowledged. In this case, there are limitations regarding the interviews and the respondents. This research is one of the few studies on advertising in south west Nigeria; therefore, the researcher encountered different problems during the research, and so tried to discover analyses done in a similar environment to south west Nigeria’s environment and culture. Three major limitations can be identified.

Limitation 1: During the interview session with the advertising agency respondents, it became clear that some of them had little knowledge about marketing theories, so when asked questions relating to marketing communication, although these respondents represented large advertising agencies, they could not give a good response or deep analysis of how they devise their planning strategy.

Limitation 2: Due to recent political unrest within the country, some areas were inaccessible; there was an atmosphere of fear, which meant some of the agencies were scared to consider any form of interviews, and it was hard convincing them that the researcher was a student. In addition, when some agreed eventually to do the interview, they shared little information.

Limitation 3: This research involves the six states that comprise south west Nigeria; financial constraints and poor transportation restricted the researcher’s movements. For instance, the Ife road was very bad, and as there was no airport, the only method of transport available to the
researcher was the public bus service. However, on two separate occasions, the bus broke down, meaning the researcher missed some appointments.

8.6 RECOMMENDATIONS FOR FURTHER RESEARCH

Advertising is a significant part of the Nigerian economy in its own way, as well as through its unintended effect on other economic actions. Thus, it is important that the topic be researched extensively.

- Investigate the impact of online advertising in south west Nigeria market, most organisations in the developed countries have shifted the majority of their activities online, and this has resulted in bigger sales.
- Further research can extend this study to the northern part of Nigeria. However, the northern part is more complex, and more at risk of political unrest due to the existence of Boko Haram, the group responsible for the recent bombing in that part of the country. Another reason for further study in the north is that the population is predominantly Muslim.
- Further research could also be conducted by testing the model that has been designed during this research. The purpose of this research was to develop the model, but due to time constraints, the model has not yet been tested. Therefore, further research can be conducted to see how well the model works when applied to the south west Nigerian market.
- It would be beneficial to conduct research on the understanding of advertising theories by the advertising agencies in south west Nigeria. This research has shown that most of the advertising agencies do not understand advertising theory.
- As it seems the government has given the advertising sector in Nigeria a low priority, further research could be conducted on government policies on advertising in Nigeria to identify how the government could improve the standard of advertising in Nigeria.
- There is too little research on advertising in Nigeria. Given the call for more research to be conducted in Nigeria, both the government and private organisations need to create avenues for more students to take up research in the field of advertising.
- The level of corruption within the government agencies should also be researched to see how it affects the quality performance of the advertising agencies.
- There is a need for more research on the remuneration method for advertising agencies within south west Nigeria.
- There is a need for further studies on advertising strategies in Nigeria and in south west Nigeria.
• From the result of the online packaging seems to be an important product feature within south west Nigeria more studies should be conducted in this area.

• The role of IMC within a multicultural environment such as the Northern region part of Nigeria can also be a further research.

• The researcher focus mainly limited on advertising as the main marketing tool but further research can look more into the IMC.

• Further research can look more into HEM model, this research only review the HEM and compared it with CPM in order to understand consumer behaviour. The model can be tested within south west Nigeria.

• Further research can be conducted using remaining Hofstede’s five-dimension model, for this research have being able to look at individualism/collectivism.
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i. SEMI-STRUCTURED INTERVIEW SCHEDULE (USING PROMPTED AND UNPTROMPTED APPROACH)

Greetings. Introducing the research aims and explaining how the interview will help achieve the objective
Can you please tell me your position in this Agency (Advertising) and what does this position require you to do?
What role do you have in decision taking? Give example of your recent activities focusing on Advertising?
Who are the key actors (decision making body) in your Agency? Give example. What do the key actors do?

Advertising/buying behaviour

Can you please outline the process your agency follows when planning advertising campaigns (how would you go about your advertising campaign in south west Nigeria)?
How much impact does culture have on advertising campaign process in southwest Nigeria?

How would you rate advertisement produce in south west Nigeria compared to advertising produce outside Nigeria?
  • How can you describe the quality of Nigerian Advertisements?

Advertising/Design
  • Is there any existing advertising model in the cultural context of southwest Nigeria?
  • Are Nigeria Advertisements different from International Advertisements in term of production, design and quality?

Advertising policy
  • What is your view regarding the remuneration of the Advertising agencies?
  • How would you rate the performance of the advertising agencies?
  • Do you think Advertising is well monitored by Government institutions?

Thank you for your time

Adegoke Olawuyi (M. Sc., B.Sc.)
PhD. Student, Cardiff Metropolitan University
This is the result of the administered interview questions, questions and responses are listed below. The researcher use prompted and unprompted approach to ask the questions. Therefore, the researcher did not follow the any chronological order of the questions listed above but use those interview questions as a guild line.

**ii. ADVERTISING AGENCY INTERVIEWED INFORMATION TABLE**

Note; The table order follows the sequence of the interview as it was listed in the appendix.

Large; More than 20 staff
Medium; between 10 and 20 staff
Small; Less than 10 staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Job Title</th>
<th>Organisation Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lagos</td>
<td>Krestville Nigeria Limited</td>
<td>Manager</td>
</tr>
<tr>
<td>2. Lagos</td>
<td>DB Advertising/ Agency</td>
<td>Manager</td>
</tr>
<tr>
<td>3. Lagos</td>
<td>Optimum Exposures Limited</td>
<td>Executive director</td>
</tr>
<tr>
<td>4. Lagos</td>
<td>GO7 Media</td>
<td>Content Manager</td>
</tr>
<tr>
<td>5. Lagos</td>
<td>Circular</td>
<td>Editor in Chief</td>
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<td>6. Lagos</td>
<td>Wild Fusion</td>
<td>CEO</td>
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<tr>
<td>7. Lagos</td>
<td>Webcoupers</td>
<td>Executive manager</td>
</tr>
<tr>
<td>8. Lagos</td>
<td>LTC Advertising Limited</td>
<td>Managing Director</td>
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<tr>
<td>9. Lagos</td>
<td>Classic Concept</td>
<td>Managing Director</td>
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<tr>
<td>10. Lagos</td>
<td>Terragon Groups</td>
<td>Assistance Manager</td>
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<tr>
<td>11. Lagos</td>
<td>TRW Consult</td>
<td>Task Manager</td>
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<td></td>
<td>Location</td>
<td>Company Name</td>
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<td>12.</td>
<td>Ibadan</td>
<td>Tarayis Advertising</td>
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<td>13.</td>
<td>Ibadan</td>
<td>Mediamerge Communication</td>
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<td>14.</td>
<td>Ibadan</td>
<td>Advert Hotline Booking Office</td>
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<tr>
<td>15.</td>
<td>Ibadan</td>
<td>Wale Arojo Communication</td>
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<td>16.</td>
<td>Ogun State</td>
<td>Earnter International</td>
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<td>17.</td>
<td>Ogun State</td>
<td>Fikishow</td>
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<td>18.</td>
<td>EKITI</td>
<td>Signages and Advertisement Agency</td>
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<td>19.</td>
<td>Ogun State</td>
<td>Strong Tower and Associate</td>
</tr>
<tr>
<td>20.</td>
<td>Osun State</td>
<td>Ola Advertising Publicity</td>
</tr>
</tbody>
</table>
Q: What is your role in the Organisation;
Name: Krestville Nigeria Limited
Location; 1B, Oseni Close, Surulere
City: Lagos
Manager
Nov 2013
Q: What type of Organisation is this (big, medium or large)
Ans: Big

If You want to pitch for Dudu what will the advertising campaign be like, trying to capture the south-west Market?

We need to take the values and quality of Dudu Osun, distilled it in other to know the brand essence, we need to take our bearing from its cultural background, meaning where Dudu Osun comes from and also the people we make our target, audience we need to speak the language they understand, that way we will endear them to the brand.

We may also need to expand, retaining the brand loyalist and encouraging other new loyalist.

There will be a need to play on the benefit of using Dudu Osun.

We may have a lot of challenges like convincing people of colour that Dudu Osun is good for them and will damage their skin, after gathering all the necessary background information, the job now move to the creative term.

Delivery depends largely on creativity of the Agency that won the brief, the client uses to try and delegate our target audience, which is wrong, when you are pitching you are pitching to three categories of people:

1. Internal body
2. Client
3. Target audience

How can you rate made in Nigeria advert compare to outsourced advert (Advert produce outside Nigeria)?

This is because in Nigeria, we do not value time in the foreign country. Consumer value time, in foreign country when you go to shoot an advert, they will let you know that every minute you use,
you will pay for it, so when Nigerians travel out for production they are time conscious because they know that if they waste time they are also wasting money. However, the reverse is the case in Nigeria with due respect there is no much value for in Nigeria, there is also no much value for creativity as it were.

Some client may be willing to spend as much as N10,000,000 (Hundred million naira) on a campaign, he may be willing to spend another n25,00,000.00 (Twenty five million naira) on public relation but the client may not be willing to spend 10% of that on concept of the advert and since it is like a norm in the industry, you do not want to pay for my creativity and want to stay afloat in the business, I will need to cut corners.

In the process, sub-standard job will be done because the agency too will want to make profit so at the end of the day what the client lay hundred million for we may end up execute it with something like eighty million naira so automatically, it reduce the quality of job but in foreign country.

You cannot do that because this is a model in place so the agency after their got paid adequately so you cannot compare the end result.

What is your view about remuneration method, some agency charge or payed ridiculous amount below that is reasonable in the industry? And what are the policy maker doing about this?

Any society that does not value creativity way as well be wasting their time, and may end up losing his culture and values. There are bodies responsible for the industry which is advertising practitioner council of Nigeria (APCON).

I will want to blame it on corruption because most time what we refer to as culture is actually ignorance because there is some level of acceptable corruption in developed countries too.

But one problem is ignorance because it is normal when you said you are there to work after the industry, for you to make law that will let practitioner have value for their time and creativity, it is a normal thing not to make your people work too much for too little, it is normal to protect the technology of your indigenous people, to protect their intellectual property, if you are really looking after their interest, the flip side is that an indolence to put those laws into place, show how much you care about your people.

For example, 95% of printing company in Nigeria are been run by Asian all in the name of foreign direct investment at the end this Asians expect our people, paying little for so much work at the end they still repatriate the money to their country which causes capital flight. We should be looking at a whole some legislation that will put on some particular aspect of the industry,
whereby people will not just have the feeling anything goes and make local content compulsory, this will card the abuse of process going on in the industry.

Q: In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign?

Ans: Yes, we need more research to be conducted in this industry, research is a major problem mostly in Nigeria. Everybody just goes about doing their campaign, this should not be the case. Even our universities they don’t conduct enough research and this is affecting the industry in Nigeria

Name: DB
Location: Lagos
Role: Manager

What is your role in the Organisation?

Ans: Campaign Manager

Q: What type of Organisation is this (big, medium or large)

Ans: Big

I am senior business Development manager, and basically as a business development, what you do is, you are the face of your agency to your client and also you are the face of your brand, we are call the middleman, the inside people in the agency see us as their client because I stand as my client face anywhere I want to represent them, basically we lease with the client, we make sure we understand and I am my client representative when I got to represent them.

a. What are the step to take in pitching for a product in the south-western Nigeria, taking Dudu as our product?

The First step in pitching for a brand and Dudu Osun being the brand is: -

Who is Dudu Osun, what is Dudu Osun, where did Dudu Osun come from.

All this is what we call brand insight that we need to have and that I will need to understand before I take any step.

What is the position of Dudu Osun in the market, why pitch for Dudu Osun, where are then, can Dudu Osun get a better point,

Are they ok where they are

Do they have internal issues?

Do they have marketing issues?

All these things like to know about the brand

That’s the first step, I need to understand the brand.
Understanding the brand, having knowledge of the brand is what can take the brand any height that we want to take the brand. After having insight into the brand, the next important thing you need to know is:

Who is the competition, competition is key.

The main reason anyone will want to market their product is not because they want consumer to like, their product, it is also because of the business idea behind it, they want to make profit, and what can be stalling a brand from making expected profit is when you have a tough competition in the market.

Dudu Osun is a (FMCB) fast moving consumer brand been a soap, we had our bath on a daily basis, it is an essential brand.

The next step is for me to sit down and look at strategy to use in positioning Dudu in the vantage position in the market.

We either look for the strongest weak point of the brand or strongest point of the brand and then build a campaign with it.

After strategising, then I will do a creative brief. This is different from a regular brief, it only a creative person that will understand a creative brief, a layman will not understand it, because it will be put out in a graphical form. One important tool that I believe will aid my pitching for Dudu Osun in the south-west Nigeria is CULTURE.

Culture is a big issue when it comes to regional marketing in Nigeria and because Dudu Osun is somehow cultural because it’s a local black soap so we can play culture with it, but you must modernise the look of it to make it acceptable.

The feel of a product can constitute a problem so they must make it look ATTRACTIVE work strongly on the PACKAGING get the product to be more fascinating and play intelligently with herbal profitability.

**How can you pitch for Dudu osun in such market like southwest Nigeria?**

As you will need to play on the key offering to sell Dudu Osun to foreigners.

As long it does not contain any harmful content to the white and most importantly it has been tested and certified safe for a white skin then it can be sold to them and most recently the practice all ore, the world is going green, so you can pitch it from that point, because Dudu Osun is natural herbal soap.

Advertising is marketing communication, it is 360 degree campaign, it is all encompassing where we move from knowing the brand, understanding the brand knowing the next level which is regular generic TV radio campaign, you can do door to door you can do online marketing, you can do digital marketing, you can do the read show, it quite large but it is a developing industry in Nigeria.
It is easy to poach staff in the industry, enticing people with money which is wrong, but because there are no clear regulations it make things difficult.

What is your view about renumeration method, some agency charge or payed ridiculous amount below that is reasonable in the industry? And what are the policy maker doing about this?

It should be about negotiating power, I don’t think there should be a cap.

What about Quality?

Putting a price cap is what can compromise quality but if you leave it to negotiating power then you will always get the right price for your job If you put a price cap it will be counterproductive.

How can the industry be improved?

If the economies improve, then it will impact greatly on the industry. Economy is a factor in improving the sector, we need to work toward upgrading our economy.

Q: In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign

Ans: Yes, the reason I say this is that I have been part of this industry for 20 years and the story has remained the same. Lack of organisation, even most of this advertising agents cannot conduct a proper campaign they rely on other people’s ideas.

Name; Optimum Exposures Limited
Location; 18, Remi Fani-Kayode Street, Ikeja
City; Lagos

Your role in organisation: Executive in APCON

You know Apcon is the advertising practitioner council of Nigeria, we are mandate to control and regulate advertising in Nigeria in all ramification, looking at it from the control all agencies, APCON regulate through cocle and advert law and APCON don’t regulate alone, if you look at the council which is the highest decision-making body of the APCON, it comprises of Agency ……………………… they are the one that make laws and enforced APCON is just there to monitor how the enforcement goes.

Advertising is indigenous like you have rightly stated and from what I have seen too far, yeah, I ………………. That majority of advert in Nigeria are full of words and meaning, I would not say they are verbal’s and I think is based on the Nigeria context because we Africa including Nigeria we believe in reading but over there it’s not like that they just want to catch the glimpse.

What is the APCON doing about the quality of advert produced in Nigeria

Before now APCON have been looking into the issue but presently, APCN has find a solution as in taking in to you now there is a new code of ethics and it’s also the code that guarantee right of the Advertising practitioner and looking at the present code the one that became active on the first
of December, role this particulars code has captured a lot of thing especially the aspect of disparity between the small agency and bigger agency presently when we call about reforms when we call about Local content in the local content we are talking about specifying, professionalising, you can’t say you are commercialising and you are also handling everything, this is what APCON is coming right now to do, APCON wants to give practitioner a kind of hope, just define your area because you can’t just be master of everything, even if you are big agency just tell us where u want to be and we will let you be there.

Impact of culture on Advertisement in south west Nigeria will still refer to the code which we are operating right now, If you have been following the media right now you will discover that a lot of people I don’t mention name, have been kicking against reform especially those that have foreigner as the head of their management, they have looked at this code, they have looked at the reform and they think it’s going to affect them, they have been kicking against reform intact APCON have gone to court concerning this reform but the essence of this reform is to protect the culture, it is one of the thing this code is out to do, protect our culture, protect the religion. Look at Nigeria, Nigeria is a country that is multi-religious and culture this code is looking at protecting the culture of the Nigerians is also looking at whereby if you are a foreigner you want to carry out a model the code says you must pay heavily for it on no account must you use a foreign model to do that, this is one of the thing the code is out there to stop so doing you are giving the Nigerians that leverage. We don’t want to make Nigeria a dumping ground, this is one of the thing the code is out there to do.

Q: How would you rate APCON from the last five years

APCON have done considerably well in the last five years considering how far APCON has been before the inception of the current C.E.O. he came In a product of reformation and charges and before we use to say APCON is a toothless bulldog but presently advertiser cannot tell you APCON is a toothless bulldog even though APCON still have one or two things to put up but nobody can say APCON is also perfect yet we are working toward perfection this is why I said this code, it has capture a lot of this lapses the only thing we need as practitioner is to embrace it and allow APCON to flow with it and they will get the best out of APCON, to by God’s grace APCON have done a lot if you look at APCON 5 years ago, 8 years ago, the way APCON is, is not the way it was last year not the way It was about 10 years ago. In all the six geo political zone, people have witness the presence of APCON unlike before, there is in zone that doesn’t know about APCON. Presently, people cannot say that they did not hear about APCON, there is one fear presently that is you are not a registered practitioner you may be pushed out of your job, so people are rushing unlike before, before them, they say APCON can’t do anything but right now
people are rushing, they want to write the exam, they want to professionalise those practice they want to get the endorsement.

**Q: What is APCON doing about quality of Advertisement?**

**Ans:** Last year APCON came up with a department called inspectorate department, the inspectorate goes out to Agencies to monitor their staff, to know those who are registered and those that are not registered, that is why you see people coming out to write professional so that they can be up to standard because the professional exams, what qualities you you to practice advertising. 

There are lot of staff that have not written the exam so they are not qualify to practice.

**Q: When did they start the exam?**

The exam exist way back, it is only that it has been modify, we look at the lecture, before now, we se to have certificate exam, Diploma but now it has been redesign and it was brought up to a level whereby it is graduate i.e. B.Sc, Hons holder unlike when a school certificate holder can write the exam, so that particular aspect was weed out so presently is just graduate that can write as long as you have Degree in mass communication, marketing graphic art etc. you are qualify to write the exam, the exam takes 18month and the exam takes place twice a year i.e. May/June and Nov./December.

a. **Q: So all those big advertising Agency Staffs have written the exam**

I wouldn’t say all written but it is just that there are some that have been in the industry for more than five years, so APCON thought it wise to give them an open window, because we know they know the practice but they are not qualify because they don’t have paper qualification by not writing the exam and if you are to push this people out of the industry they will be practicing though the back door, so the APCON say no and that is why APCON decide to professionalise because APCON believe it will not be wise to push them into the classroom, so APCON decide to allow them to just write a two days exam and they were adopted. We also have this category of people who are writing the exam, the exam you will write a projects, that will qualify you, you will do you graduation and after that, induction become a registered practitioner and you collect your licence so that you can practice and for those of them that are practicing without passing through the process APCON send a warning to their management, to their organisation, to Agency that they will be given a deadline to either professionalise their staff or the staff losses their position in the Agency, so APCON from time to time for anybody to say APCON is not doing much is a lie because APCON is really playing their part.

**Q:** In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign

**Ans:** Yes
Q: Why
Ans: For someone like me I study outside the country and I know how important it is to have a standard model, because it will help up coming advertising agent and even those organisations coming to market their product in southwest Nigeria

GO7 Media
City; Lagos
Location; VGC
Content manager
Nov 2013

What is your role in this Organisation?
The Organisation is a Television production company, we service advertising companies, we also do emissive and experiential content for brand to leverage their brand on, the people we work for usually call us T.V. production Agency but we do more than that, we do provide content for marketing organisation for them to leverage on our services.

Q: What type of Organisation is this (big, medium or large)
Ans: Big

How can one pitch for a product Dudu Osun in south-west Nigeria also putting the cultural aspect of the region in perspective?
My background is about creating content, I have worked with advertising agency for years and I know a bit of their process, I have produced advert for years.

Speaking from creative perspective, the first thing I will like to know is what are the antecedent of Black soap, culturally with have a relationship with black, we believe it is ours and it is like one of the things with Nigerians wherever they are they try to locate themselves, Black soap is an iconic product, because it reflect who we are and where we are coming from, and it will be important to know where the black soap is coming from.

The second thing I will like to know before going into the brief is why are the people buying the new soap that they are buying? And how are the other competitors are doing.

After this then we move to creative section because we need to make it ready, we need to make it fashionable. Because the demographic of Nigerian reflect a very young generation of people, and I will have to find a way making it trendy and fashionable.

The packaging too will have to be looked at, when you want to bring something into the market in Nigeria today and we need to remember that the world is now a global village, and when you look at shelf in supermarket you see product from all over the world.
How can you rate made in Nigeria advert as against the advert made abroad for Nigeria market?

We have people and material that can deliver a good advert but there is a colonial mortality among Nigerians, among the elites, that they can’t get the best within, so if they feel they can’t get the best in the country what should happen is that they should start bringing advertising agency from abroad, marketing director should be expatriate, because that’s what is happening in Nigeria nowadays, whereby there is a mad rush by the agency’s for affiliation to international agencies they are under the pretent that if they are affiliated those organisation will give them a lot of business, today we have a situation where the president of the Advertising Association of Nigeria (AAAN) is having a big court battle with the international partners because the International partner have decided to set on their own in the country without involving him.

I personally left the Advertising industry because

i. I got tire of creativity of 30 second because it become too short a time to produce a good commercial.

ii. The agencies don’t pay, they are bad debtors.

iii. They don’t give due respect.

When they give you a storyboard, and I will quote for it and it quote hundred naira, they will say it is too expensive. We will reduce to fifty naira, but yet if that same advert is given international production company quote N20,000 they will prefer to give it to them and yet with cut price of N50 they will expect the quality of the product to be at per with the one of the international production company that quote N200,00, it is not possible.

I believe its what you pay for that you get, if you are ready to pay made in Nigeria advert can match any international advert.

I believe local producer can produce better than international ones, of you give them the right tools.

What is your view about renumeration method, some agency charge or payed ridiculous amount below that is reasonable in the industry? And what are the policy maker doing about this?

The reality is that we live in our environment where meritocracy, excellence, track record, ability to deliver, ability to motivate, ability to be different don’t matter and it is reflected on everything that you see around you, it is reflected the way our government work, in our political system, judiciary educational system, it is a reflection of who we are and where we are today.

In other society thing runs on merit, but in Nigeria we are driven by petty things like corruptions nepotism, who on know, friendship, what we can share, mediocrity and in an environment like that, quacks will thrive, because they will get job and they will be admired not because of what
they do but because of money they have in their pocket, and who they know, it is not only in advertising industry, all this is reflection of the kind of society we are living in.

The solution to eradicate the non professional, what we need is a paradigm shift from where we are to where we need to go by instilling the right value, killing issues like impurity where people think they can do anything, by ensuring that there are standard that people do not fall below and by ensuring that there are processes and procedure that drive those standard.

The structure for media in Nigeria is nothing to write home about, television production in Nigeria are like supermarket, they don’t have any budget for programming and production, what they have is huge clink and they retain airtime, they give airtime to anybody who can afford it.

There are no data or research that can tell you what number of people are watching a particular programme or channel in Nigeria can like foreign media.

*How can quality be measured?*

Quality cannot be measured when the primary target of media houses is taking profit.

**Q:** In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign

**Ans:** Yes, this days everybody is an agent, even those who don’t know much all they are interested in is to make money, they achieve this by bribing their way through, this is really affecting our industry

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**Circular**

City; Lagos

**Editor in Chief**

Nov 2013

**Q:** What type of Organisation is this (big, medium or large)

**Ans:** Big

**Q:** *So can you tell me, what are your roles in this organisation*

**Ans:** First I’m, the founder and the editor in chief of the Circular, what we do in circular is that, we are into advertising, we print, we advertise and then pass other necessary initiative and informative information to the general public.

So my role as the editor in chief is that when my team go out to get the advert or get the necessary information that will go to the public it reaches my table as in I work on it finally before the last.

**Q:** I’m talking to the right person
Q: So I just want to ask you this question, I just want us to imagine that I have this product, have you heard of Dudu Osun before?

Q: Do you know Dudu Osun Yea I do

Q: I just want us to imagine that I bring Dudu Osun to you, what are the advertiser process you know? what are the step you’ll. If I say ok people don’t know Dudu Osun.

Dudu Osun is a local soap product in Nigeria that contain all this herb, whatever it has worked for run because I have used it as so many people have used it so you want to project this Dudu Osun to the rest world, so I bring it to you so what are the steps you’ll take in projecting it or pitching for Dudu Osun.

Ans: Before you project it, Advertising start right from production, before you are projected, you start your advertising from production from the packing apart from the usefulness of the product you still have to package it because the consumers want to see a product that is well packaged its funny that some product don’t work very well as in what is prescribe on the packet but because they are well packaged people go for them sometimes because the cover is attractive or so, so first you start from the packaging on production if you want your product to go wide not only locally. After packaging well, you select the messages now from the projective aspect of it. You forst consider what is it going to be used for, how useful it is going to be to the consumer what is this addressing apart from that just been useful is not enough, how is it more effective than other alternatives. In the market, you’ll find the message that will put this one ahead of its alternatives because surely, you must find alternatives in the market and while we make this one to be preferred is because it has something little added to it something it can do that the alternatives will not do that another thing.

Q: Is it your job to push that into it.

Ans: It is the job of the person projecting it, the owner of the product now the producer will also do his own work by packaging this very well so that you will now have more power now to project it based on the fact that it is already packaged and then whatever you said about this will think is a lie, its just like you ant to sell, let say mango juice likes this, its not well packaged let say its still in this lynol bag that they use to sell sachet water and you want to project that kind of product. You know there is a way people will look at it, even if it will give you that satisfaction that you really want the packaging will turn off people. So from packaging you’ll get the message that will put your product ahead of other alternatives in the market even if in actual sense it’s not more than those product may its serving just the same purpose but the message should be convincing should be more attractive as in more superior to what is obtainable in the market, apart from that further, you have to look out for advert from those other competing product. You have to look out for their advert and their messages from there improve on it.
Q: Because I’m also looking at it from the perspective cultural aspect of south-west, my question is you know I do believe Nigeria have ……………………. But do we have a model? You see if you go to advance country, they have a particular model, I discovered I was discussing with someone we have small scale advertising agency we have medium and we have the large ones, the small one we have spoken to say there is no Cap, like in Europe you cannot go below certain pricing but here in Nigeria everybody has their own pricing, if you say you want to collect N200 there should be a standard price you can go below standard price.

Q: Do you think we actually need a model to make sure everything work in this part of the country.

And- Yes, I think we need a model, here in Nigeria, we have advertising practitioner council of Nigeria that they supposed to provide the guide for advertising on the content of information and other logistic and rest though they may be doing their work but not as they are expected to do because many people that are even onto advertising business they don’t consult them they don’t even consult the guideline as provided by APCON, they just do it anyhow even if we have model which I believe we have, because as far as Nigeria is concern, that is where we take our guide even if we have the implementation is the problem that implementation is what is obtainable in almost all sectors. In this country, so it’s not that we don’t have but implementation is just like other sector in water, environment they have policies that guide what happen in that sector but you see even those who drafted those policies are deviating from them, not to talk of ordinary missles out there that doesn’t even know about the existence but ideally, it’s good to have a model and which I think we have. Because if we have a model, it will guide who is the practitioner, it will set a criterion for that there is a criteria for that already, what kind of customer is this person going to deal with, which level of the person going to do it, that will put the practitioner where they belong and the APCON will also regulate how much they collect.

Q: What is your view about remuneration method, some agency charge or payed ridiculous amount below that is reasonable in the industry? And what are the policy maker doing about this? Do you agree there should be a standard remuneration method that should be adopted across the market?

Ans: Yes there should be a method but here every individual organisation charge different fee no single remuneration method. If you see why some product are very costly it’s because, when you add all this advertising cost and the rest, the product price go higher above the earnings of the consumer by they just have to put the price like that because they have incurred expenses and they must gain because its business that is why we must have a model that is functional, having a model is not enough but its having a model that is functional.

Q: Did cultural issue makes Nigeria peculiar compare to other countries of the world?
Ans: Yes, cultural issue, cultural factors are taken into advertising too advertising is community and country specific, the product I will want to package for you may be the same product I will package it a different way for her, its just like colours if you are dealing with female and male, I will package like a pink colour for her, we know ladies like pink but men don’t like pink as women do, so its cultural specific it depends on your client, what I’m talking about, general advertisement is talking about who are your audience.

How do you project Dudu Osun in the south-west of Nigeria?

Ans: First you concern the idea of the name Dudu Osun base on the southwest this we appeal to the region but if you want to put it on international market you now have to find other messages that will back up that Dudu Osun, already, that Dudu Osun is an attraction to the people at the southwest, to the people of Nigeria, now. How effective is the Dudu – osun, tan other soap like Lux soap, premier soap, what stand Dudu-Osun out?

Dudu Osun is herbal and been herbal soap its international its not local again, anywhere you hear something is herbal is not local again because its natural, its healing power is natural, its coming from a natural source and anything perceive to be coming from a natural source people believe it will work better without side effect, so its natural from Nigeria, from local herbs, there will be no side effect, that is another attraction to the international community, there’s no side effect and its herbal. This one now is appealing to people who are not of Yoruba ethnicity who are living in other countries to test it, it psychi them to test it and see how it works. You understand, so this two now because its natural and it is herbal, it has no side effect will make people to test that and the name its bearing Dudu osun has made it indigenous have make the people to own it, if our soap this way you strike a balance and widen the target consumers.

Q: What can be done Improve advertising profession in Nigeria?

Ans: I don’t think there is something to be done more than you see our normal problem corruption is it in Nigeria if we can eradicate that or just curtail it.

Q: Who is more responsible to curb corruption?

Ans: Corruption is a systematic thing and it as affected all the sector of the economy now though some sectors, their leadership has tried to overcome. It make their services more effective and efficient for example Dora Akuyili when she was in NAFDAC, she try in cursing corruption and due to that it was during her time that NAFDAC because very popular, because she was one leader that stood her ground that the right thing must be done, so if the leader at the top stand his or her ground that the right they must be done the followers will follow other staff will follow suit, especially if there is a penalty attach to not doing the right thing and if people are actually punished for not doing the right thing, then they will follow the land down procedure and processes and by that the dignity of that organisation, commission or agency will be restored but it
is not only with the leaders, the issue of corruption and doing the right thing get across both the leaders, Civil servant and non civil servant, it cut across everybody. We need change of attitude in this country and make sure we face the right thing, it is the only way out. It has attached the country so much, even the children that are conceiving now are into it, we need a very serious prayer.

No 6

Wild Fusion
Location; 205A Corporation Drive, Dolphin Estate, Ikoyi.
City; Lagos
CEO
Nov 2013

Q: What type of Organisation is this (big, medium or large)

Ans: Big

How will you rate advertisement produced in Nigeria compare to the ones produce in other part of the world?

Every country of the world has their own attending problem peculiar to them, if you are bench making Nigeria you should also put into consideration the peculiarity of Nigeria, while this may not be a genuine excuse but it goes a long way in determining the output.

In Nigeria, there is issue of power, security, crime etc all this factor affect the output of our entrepreneur, which means Nigerian entrepreneur will need to put more effort into what other developed economy entrepreneur are taking for granted. To run an agency in Nigeria you will need to budget for Diesel to generate electricity unlike in places like London where money for Diesel can be used for other important thing like research.

In Nigeria, our output is based on input we have, most European industry will struggle to survive in Nigeria terrain, anybody can come up with a good idea but the idea still need to go through process for the idea to materialise, a good idea can easily be frustrated in Nigeria because of all the attending problems.

Your success in executing a project depend on

i. the budget of the client
ii. The kind of people you are working with.

Most of the time the client don’t trust the Agency so they tend to dictate to the agency which is not the norms in foreign country, over there the client leave the work completely to the Agency.
When a client tells you, this is the way I want it you don’t have choice, is either you do what they say or they will take their account to those that will obey them. Government play a major role in all this because the environment in London are more conducive.

*Are people compromising quality because of money?*

Yes, some Augusts are compromising quality because of money, mostly it is most of the Agency that do this because you know a lot of Agency might be pitching for the same account in an environment where there is no defined rules, you will try to do anything to win the account so when the client throw some bait at the Agency, they tend to give in because they know the client will always find a willing agency and when you accept to do a job of N20million for N10million then you can imagine the kind of end result one will get.

*Are the regulatory body up to their responsibilities in making sure quality is been delivered to consumers in terms of Advertisement*

The regulatory body like advertising practitioner council of Nigeria (APCON) are doing their best but at the end of the day they don’t own the brand, you can have so much power over people business, they are just regulatory body, if they interfere too much, there may not be agency again and if there is no agency their can’t be regulatory body.

Regulatory body survive basically on government grant and fees paid by the agencies, and their work is to protect the agencies not o kill their business so they can’t say don’t do this kind of Advert but can only say make sure your advert does not infringe on people right, APCON can’t interfere with agencies business they are just there to protect the industry, to make sure professionals are the one running the agencies.

*If you are pitching for a product taking Dudu as a sample who will be your target, audience and how will you pitch to your target audience*

My target audience will be for new loyalist people that are not using Dudu Osun before, I will try to find out why they are not using it, try to find out if there are same misconception about Dudu Osun by that segment of the market.

I will also target the section of the public that people tend to forget which is Old people, everything advert has must advert now target youth forgetting that it is the old people that usually have money to spend. The bandwagon effect have allow people to forget the critical audience in the industry, bandwagon in the sense that when an agency do something and succeed, others will follow suit forgetting that what works for A may not work for b.

So I will not go with Demography, I will not go with age, I will not go with ethnicity but I will go with lifestyle in pitching for Dudu Osun in south-western Nigeria.

In Nigeria we assure a lot but when we take time to look at people’s lifestyle you will easily be able to know those are ready to spend and those that will just admire the advert and move on.
Q: In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign?
Ans: Yes, I am encourage by what you are doing, it shows if we can have more individual like you to contribute to this industry it will be great. For any sector to be successful research should be there bed rock. This model can be presented in a conference that will be attended by stakeholders. Such model can help improve our industry.

Web coupers
Location; No 34, First Floor, McNeil Road, Commercial Avenue, Sabo, Yaba City; Lagos
Executive Manager
Nov 2013

What is your role in this institution and organisation?
Ans: Advertising Agent Executive

Q: What type of Organisation is this (big, medium or large)
Ans: Small

Q – What are the step to take in pitching for a product in the south-western part of Nigeria, using Dudu as our product?
Ans – When you are looking at an advert the content is more important than the name been given to a product.
To pitch for this product you can apply what we all:

i. Marketing communication strategy or

ii. The P’s process in advertising (place, price, promotion) and strategically use some of the guideline in promoting your product.

You need to ask yourself if you want to market a product i.e. Dudu Osun

Who can Dudu Osun appeal to, who are the target audience

Q – What role can culture play in advertising process in south-west Nigeria?
Culture should not be look at in the aspect of ethnicity but in the aspect of Dynamism. For example, it should be what are the culture of young people in the south-west not what are the cultural heritage because presently one of the culture of young people in the south-west is to wear jeans wears more than any other fabrics. That is culture in terms of diversity of groups.

(ii) What are the culture of married people? Not the local culture in itself. So there is what we call culture and then sub-culture and I’m talking of sub-culture now because when you are talking of
sub culture each group in society have their culture in term of class each group belong to in a society, be it age group or social group etc. The main culture should be your target as an advertiser not the ethnic culture or the local culture in which majority belong to but they don’t pay allegiance to.

What do you think about the quality and message of advert that are produce in Nigeria?

Advertising in Nigeria is facing a lot of challenges, I think this is the reason why the quality is not as standard as the one’s made in other developed country like United Kingdom.

No matter how intelligent you are, the best you can produce is what the situation in your country can offer.

i. That is why terms of quality we cannot give the best quality because the technology is not available.

ii. The human resource are not there to give the best quality

iii. The training to be the best is not also adequate

Although the message in Nigeria advert are strong because the people the message is meant for have not been expose to advert from a better society like developed country i.e. United Kingdom. There is no alternative that is the problem.

**What can be done to improve the quality of Advertisement in Nigeria?**

I believe that most of the pitching for advert in the industry by agency is for showmanship, there is corruption in the system, so people pitch for advert for record purpose, as long as you know how to buy your way into the system no matter how bad your proposal, it may succeed. Most of the time they already know who they want to give the job to, the pitching is just formally sake, this are some of the challenges the practice is facing.

**What are the Agencies doing about this?**

They cannot do anything about because it is the system that is corrupt, corruption is a major problem of the Advertising industry in Nigeria.

Most of the time Agencies win contract base on ability to grease the hand of those in charge that bribery. Due to this quality will definitely be compromised. Nigeria is gabage in gabage out.

**How can the advertising industry be improved and be at the same level with the developed country?**

i. I will encourage the standardisation of APCON in other to improve it performance, there should be benchmark for reviewing advert, the people running the regulatory body should not have interest in the advertising agencies, because you cannot be fair when you are both official and also a player.
ii. In a competition, you can never be fair, in your assessment, if you have interest in both end.

iii. There should be a comprehensive regulation, there should not be a conflicting law, every law that guide the industry must be harmonise, the rule should be the same across the board.

iv. There should be a standard or benchmark when it comes to production, the regulatory body should specify the benchmark so that if any production does not satisfy all the requirement then it stand not qualified and should be disqualified.

v. Qualified hand should be engaged to run the affair of the regulatory body.

vi. Government should also improve technology wise, so that people in the industry will have something to leverage upon.

No 8

LTC Advertising Limited
Location; 1Motoways Avenue, Motorways Centre, Wing A
Lagos
Managing Director

How would you pitch for DUDU OSUN in south west Nigeria?

Because south-west is just a microcosm of Nigeria in terms of their passion, their aspirations are not too far from the aspiration of a typical Nigerian, the only thing I will say in terms of demographics which has created some kind of differences in language, what have discover from my few years in advertising is that language plays an effective role in reading people, because there are certain nauseas in advertising that you may not be able to explain in the way that it will reach the heart of the listener until you speak to the person in his language.

Looking at the south west, we should not be looking at it from elite perspective only because sometime we are tempted to look at people only from the metropolitan city like Lagos, but we have to look at it generally, sometimes we will realise that his people at the bottom of the pyramid are the ones that will give us the numbers especially for products ranges from fast moving consumer good (FMCG) and services that are not too expensive e.g. telecoms company, so we have to pay attention to the bottom of the pyramid. Bottom of the pyramid is the Masses, so people like this you need to talk to them in language they understand.

Secondly is price – for the people of south-west, they are close to seaport which is in Lagos where goods are sent in. So if you want to reach audience in this region, you need to be as competitive as possible.
If you are bringing in Dudu Osun, for instance which is an herbal soap, you should expect that there are going to be a lot of other brand that are going to come in the same time, that will be offering the same value for the same customers, so price play a role.

Yoruba’s which constitute the larger percentage of people in the south-west also have some nauseas like flair for party, this lead some of the brands to go to parties and display their wares there, I have seen a situation whereby people distribute close-up toothpaste at party before.

Also the people from south-west love education, so one can take advantage of several higher-institution in the south west to reach out to their audience, one can also tap into their political ideology because we like politics in the south west and their political economy is not far from political belief and ideology.

Looking at Nigeria in general, in Nigeria we have advertising practitioner council of Nigeria (APCON) which is established by Decree 55 of 1988 which is now an act of parliament. This bodies is the regulatory body for the industry. We also have Association of Advertising Agency of Nigeria (AAAN) They are the umbrella body of the advertising agencies, they look after the welfare of members.

**How will you rate made in Nigeria advertisement and advertisement produce outside the country?**

APCON are saddled with the work of looking at advert made in Nigeria in terms of content and what is appropriate for Nigeria audience and their approval take cognisance of some of this looking at all this from another perspective. Some of the commercial you see are not produce just by the agencies but most client have inputs, Agencies will come up with scripts, come up with their storyboard, and say this is what we feel will sell this product, most often the client have an input at every stage and step, the script, the storyboard so sometime you will see the agency on the instruction of the agency since they will be the one to pay the bill, so sometimes client make some input that are not professional and because of paucity of account, agency cannot call the bluff of their client, they just have to include their input on one side.

On other hand when the client pay the bill agencies try t cut corners in order to make some extra money for themselves, they will not use the right props, they will not go to the right location to shoot the commercial, will not use the appropriate production house abroad, they will go abroad but they will still look for cheaper production house so as to cut cost and make extra cash for themselves, whereas time agencies even go beyond the expectation of their client to get the best for them in other to maximise their success, this kind of agencies are invariably building the reputation of their agency, but APCON being a government agency been funded by the government does not have the financial where wither to function maximally in their capacity as a regulatory body, so government also need to
play their role in equipping the agencies with the sophistication that they need both in terms of material and human resources.

It is not that APCON is not ready to play their part, I know there are issue in term of quality and APCON been to authoritatively but APCON should learn to stand their ground when it comes to quality, they should spell out what should pass for consumers and what should not pass, government should help them by equipping them with the necessary equipment to perform their obligation in the industry and equip them to acquire the needed human resources.

Agencies should also live up to their words, when client pay for quality job to be done whether in Nigeria or United Kingdom, they should use the right props, use the right location, pay the right production company to give you the right output, they should not art corners in order to save money for themselves and where it is also possible because of their integrity be bold enough to say no to your client, there are very few agency that can .................. to the excesses of the client and let the client see the picture of attending problem to their inappropriate demand, be very profound and at the same time be respective.

*What do you think about the issue of remuneration in the industry should they're by pricing cap or not?*

This is one of the area where I have issue with APCON because been a government agency it has the attending problem of infiltration of civil service .................... And idea.

When it comes to price there is usually a problem, the problem is due to fact that we are living in a porous society. If you can only use policies and law o cut down the excesses and restrict people from going outside of what is legal, the Media homes are open with their rates and people are not restricted by invisible panel wall, APCON should make a law that make it illegal for anyone to hire a non-member of APCON to execute your advert in print media, radio, T.V. Billboard, Cinema and Billboard, this should not be restricted to above the line media, the reason why there are all manner of sharp practices in the industry is because of porosity of this nation and the way to curb this excesses is for APCON to make laws and make sure this laws were enforced, and it can only be enforced when the agency which necessary powers granted to them by the laws in setting up this profession.

The media houses too should be discouraging by relevant law from taking contract from non-member of APCON.

The regulatory body should also mandate the client to always compensate the agency that were invited to pitch for an account but were unsuccessful with their bid, this will make sure the advertiser will not just live the agencies in middle of nowhere after calling 10 agencies and one
won the bid the rest go back empty handed, there should be compensation for those that their bids fail.
The Advertisers/client should be discouraged from living non-professional for their job.

Q: In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign

Ans: Yes,

Q: Why

Ans: This industry need a lot of things, I think the model will give us a better image, as a sector that is progressing in the right direction

Q: Does that mean that there is no existing model been used?

Ans: Each advertising agency has a way they operate but apart from having something individual we should have a standard model that is particular to south west Nigeria. southwest Nigeria is blessed with multi-cultural influence, unlike most develop country where you one dominating language and culture, in Nigeria all culture are different in many aspects so a model can help.

No 9

CLASSIC CONCEPT
Location;19, Ajebo Street Ibeju lekki
City; Lagos

Managing director

Nov 2013

Q: What is your role in this organisation?

Ans: Managing Director Classic Concept, I oversee the entire affairs of the organisation.

Q: Do you have the final say on what goes on the organisation?

Ans: Yes, I have the final say, and have a good knowledge of advertising and marketing

Q: How will you describe your organisation is it small, medium or large Advertising agency?

Ans: Medium

Q: Do you do a lot of Advert

Ans: Yes

Q: Let imagine that I bring to you a product called Dudu Osun how will you pitch for it in the southwest?

Ans: Dudu Osun has a local name and its been use in the southwest first of all if you are bringing it to me you have to enlighten me, you have to let me know what its all about after which I have to go out to the market to see if people will accept it and will also have to do comparison with other similar product.

Q: What other product that Dudu Osun be compared with?
Ans: It can be compared to other local soap and all this antiseptic soap and all that’s like Dettol that is used for skin care because Dudu Osun too is used for skin care. I will also look at the price without comprising standard.

Q: Do you also put cultural aspect into doing this?
Ans: Yes, because first of all you let them know that we have three ethnic group which comprises of Yoruba, Hausa and Igbo and I will want to carry this three along, I will not want them to miss out on this good thing, I wouldn’t let the name be a barrier been Dudu Osun let ti not be like this is for Yoruba’s alone what I’m going to do is this, first of all the package matter a lot, after good packaging my message follows, in three different languages at least to express what it’s all about in just a short form maybe you that in Yoruba, in Igbo and in Hausa.

Q: You mean on the pack?
Ans: Yes, for them to see it on the pack, so that immediately you pick it when you look at any language you are they know and understand what its all about.

Q: So the cultural aspect is important?
Ans: You have to carry them along because we are one Nation.

Q: How will you rate advertisement produce in southwest Nigeria and advertisement produce outside the country
Ans: What I will say is that Nigeria advertisement is still coming up because what I will see there is that Nigeria advertiser’s lack the knowledge that is the problem, most of the Agency don’t have the knowledge about advertising they didn’t study anything like advertisement, they are doing it just to earn living, they don’t know what it takes before you can really the one that are good that study it is very rare, its like they that don’t have the knowledge has overpower the one’s that has knowledge as such, by the time they produce their own work you see it amount to nothing and you can’t compare ti to the outside world.

Q: Shouldn’t there be a body that serves as check and balance in the system?
Ans: Yes, there should be a body but it is not in place, if there is then they are not doing their work, they are not doing what they are supposed to do.

Q: What is the way forward?
Ans: I think those that are passionate about the job and are not ready to let the quack destroy their professional, they should come together and cry to the government.

Q: In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign
Ans: Yes, we also need restructuring it seems nobody cares about this industry
Terragon Group  
Location; 98a Island way Dolphine Estate Ikoyi  
City; Lagos  
Assistance manager  
Nov 2013  

Q: What is your role in this organisation?  
Ans: We are into printing, large printing, large format  

Q: What is your post  
Ans: I am the Assistant Manager  

Q: What type of Organisation is this (big, medium or large)  
Ans: Big  

Q: What are the steps to take in pitching for a Product such as Dudu Osun in southwest Nigeria?  
Ans: First there has to be an agreement between our organisation and the client, it is the agreement that determine how we will go about promoting our client, we can help promote your client through various medium namely;  
i. Short message service (SMS)  
ii. Handbill  
iii. Flex: This is a billboard that will be erect safe on the size our customer want. The size of the flex will depend on the budget of our client.  

Q: To Pitch for Dudu Osun who will be your target audience?  
Ans: Basically, for Dudu Osun, our target market should act across all strata of the society because a fast-moving consumer good the product should not be restricted to any segment of the market. Dudu Osun is a bathing soap and everybody usually take their bath every day and also being a natural herbal soap with no possible side effect due to the fact that all the ingredient in the product are source natural and is like going green.  

Q: How will you rate Nigeria advertising environment?  
Ans: I believe in Nigeria we need more orientation, in foreign country their advert is usually effective and use to have require impact.  

Q: Do you need a model in Nigeria, in order to have a standard when it comes to Advertising profession?  
Ans: Yes, we need a model.  

Q: How can the advertising industry be improved?
Ans: We need more people that are not corrupt running the affairs of things.

Q: How will you rate made in Nigeria advert compare to those produce abroad?
Ans: Foreign advert are better than the one produce in Nigeria.

No 11

TRW Consult
Location; 1 African Church Close off Coker Road, Ilupeju,
City; Lagos
Task Manager
Nov 2013

Q: What type of Organisation is this (big, medium or large)
Ans: Small

Q: What are your role in this organisation?
Ans: My role in this organisation is to put the idea of the task of this organisation in picture, because no matter how much information you have people understand better when they see your idea in picture, after we must have done some brain storming and sit down with a system and put our idea in picture.

Q: How will you pitch for a product, using Dudu Osun as your product?
Ans: If an organisation come and said they have a product called Dudu Osun, what they want to do is for you to help them tell people that the soap is good for them, and Dudu Osun is better than the soap you are using, so they want you to switch to Dudu Osun.
Your job is to convince people that Dudu Osun is the best and most suitable product for them when it comes to bathing soap. In order to do this you need to put your message in picture because what people see resonate with them more than what they hear.

Q: What is your view about remuneration method, some agency charge or payed ridiculous amount below that is reasonable in the industry? And what are the policy maker doing about this?
Ans: You may be far from the truth to say quality of advert produce in Nigeria are of less quality compare to those produce outside the country, this is because people are getting dynamic the best of yesterday is interior of today, people unlike before have access to pay TV where picture quality is far better than our conventional free TV channels, and the quality they get on the payt TV now make them to see our once glorious free channels look like a loq quality channels, so you can’t compare the advert you will watch of pay TV with the regular local TV the quality is just a mile apart.
Q: So you too support that some advert has to be outsourced?

Ans: Yeah, that will depend on the kind of the advert you want to produce.

Q: How does culture affect advertising?

Ans: Advertising is all about passing a message, it is communication so as the name connotes Dudu Osun is a name synonymous with people of south-western Nigeria, and since you are trying to pass a message across the message must be deliver to the target audience in a language that the target audience understand.

Culture matters when it comes to pitching for a product, you have to put into consideration culture of the people you are advertising to especially in a country like Nigeria where we are multi-cultural people.

Q: What are the government doing policy wise to help the organisation

Ans: What government can set up is the regulatory body, this body will not let Agencies go beyond their jurisdiction because Agencies have jurisdiction, but the people that can decide whether agency have perform well or not is the client, the company they are holding brief for, I cannot deny that there are some quack agency out there, people can easily set up an agency because they believe they can do it and they lobby and get brief without doing any Research without doing any ground work, no background check.

You need to know where this product stand in the market you need to do product insight, you can’t just gather people and start shooting for an advert, you need to first have an understanding about the product, where the advertiser are hoping to get their product to first. What are the people perception of the product.

And most of the company that give brief to this quack did so in order to save money because they may not want to pay the price standard agencies will bill them for a professional they will now decide to pay quack fraction of that amount for same quality of job, which turn out in most cases as a disaster.

Most organisation need to make profit to keep afloat but when money comes before providing a solution for a problem then there is a problem. Money should not come first, result should be the paramount in both advertiser and Agencies mind not money.

Q: Why is it so easy for quack to set up company and nobody seems to care?

Ans: The problem is regulatory bodies like Advertising Practitioner Council of Nigeria (APCON), all the regulator are interested in is collecting dues and money because in the first instance, if an organisation is calling for pitching the regulatory body should have stipulate a law that if you call some numbers of Agencies, the agencies that eventually did not win the brief should be compensated because if a company call like ten Agencies for pitching and one won, the rest that
must have spent money and their resources in the process are left with nothing which is killing the industry.

**Q:** How can we improve this situation?

**Ans:** The buck stop partly at the government door and partly the agencies themselves, when we say government we also refer to regulatory body, they need to be up and doing, set out some of specific laws and penalty in order to sanitise the industry, there has to be standard and parameters to meet before setting up practice.

**Q:** In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign

**Ans:** Yes

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**No 12**

TARAYIS ADVERTISING

CITY; IBADAN

HRS

Nov 2013

**Q:** What is your role in this organisation?

**Ans:** Head Research, Strategy Development and Production.

**Q:** What type of Organisation is this (big, medium or large)

**Ans:** Small

**Q:** What are the steps to be taken to pitch for a product or promoting a production as an advertising Agent using Dudu Osun Soap as our brand?

**Ans:** As a principle of this agency and looking at what we’ve done before is to develop a strategy, brand strategy because we believe that strategy is everything, if you get it right with your strategy there is no way your communication won’t impact your audience so it’s not just about writing a story for the product, its about getting your strategy right.

What do I mean by strategy, strategy is how you will go about the Advertising campaign for the product, in planning the strategy two things are very important which are:

i. **Brand Insight and the**

ii. **Consumer Insight**

The Brand Insight is what are the thing that are unique about Dudu Osun, what the qualities, what are the component in the Dudu Osun, we mean the ingredient use in Dudu Osun, the benefit etc. Those are the things we need to look at, we will profile the brand, know the brand inside ought, know what the brand is saying about itself, if the brand has a month what would it have said, that is what we call insight.
Secondly, we have Consumer insight - consumer insight is what are people saying about the brand, consumer perception of the product and this consumer insight is not possible without conducting a research, in order to get enough information, and one of the way to get enough information is by doing marketing survey. You print questionnaire, go to people let the people tell you what they want to see in Dudu Osun. There are two set of products;

i. Product that you want to introduce into the market for the first time.
ii. Product you want to re-launch or re-package for re-introduction to the market.

The buck people I am going to focus on in my market survey are the people we call the target market (The bulls eye) so I will design a questionnaire that we give me the desire result, the questions that will give me the idea of the kind of product they want.

The next thing is to bring together the brand insight and consumer insight and try to merge them and from it I can pull out a strategy that will perfectly communicate to people and if you able to developed that it will become what we call a model and if you use the model that you derive from your Research your communication will and it is going to fulfill what is called Epic criteria when you are communicating and you bring brand insight and consumer insight together it is called EPIL Communication.

What we mean by epic is when you talk about:

a. Empathy, in your communication the target should be able to see themselves in that communication or advertisement, they must be able to empathise, when you communicate the consumer should be able.

b. In my communication, I should be able to persuade my target market, that is, my communication should be a strong all to action.

c. Impact, the communication or advert should have impact on the memory of the target audience.

d. Communication which is communicate the key brand benefit, my job is not only to entertain but also to communicate the key brand benefit, any form of medium I want to use to pass the message to the target audience, I will need to play with key brand benefit.

From developing a strategy using my target audience, I will be able to draw up an effective communication that will sell the brand to my target market.

Q: How important is culture when it comes to Advertising campaign process

Ans: Any communication that will not factor in the cultural belief of the people you want to sell the product to will lead to a disaster, if you neglect the culture and the way people live there life in your communication you will not get the desire result.
There are many examples in Nigeria; the underline facts remain that culture is large factor in our society.

Q: In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign?
Ans: Yes

No 13

Media Merge Communications
Location: 1, Ososami Road Stargate Building, Alakia, Ibadan, Ibadan South West, Oyo, Nigeria
City: IBADAN
DEC 2013

Q: What type of Organisation is this (big, medium or large)
Ans: Small

Q: What is the role of Culture in Advertising Campaign?
Ans: Usually different material are drawn up for different region while it comes to Advertising in Nigeria, especially Northern Nigeria, the way people perceive advert in the southern part of Nigeria is quite different from the way the northern people perceive an advert, it is not about accepting advertisement or not it is about their cultural belief because you don’t want to do something offensive to people culture if a segment of the society view your advert as offensive to their culture then there might be apathy towards your product.

It is better to have an advert that is clean and devoid of any controversy.

It will be a disaster not to consider the culture of the people before trying to appeal to them through advert.

Q: What do you think about made in Nigeria advert and advert outsourced to the foreign production?
Ans: It has been a peculiar problem in Nigeria when request are made for a agencies to produce advert in Nigeria, you have Agencies outsourcing the brief, getting people from London, from south-Africa, from America.

I think we have all the resources in Nigeria both human and material resources and technical know-how the run this brief.

The problem is lack of trust of the owner of the brief in our industry, lack of trust in Agency, the production company and the media.

There is this belief that anything made in Nigeria is interior to those outsourced but we’ve seen great advert in Nigeria produced in Nigeria, good concept developed in Nigeria that have grace international media.
Sometimes it is lack of professionalism, a situation whereby one person that is the producer, production manager, continuity manager director, he is the one that draw the schedule, he is the one that Direct the production, on set he is the one that run the show. He believes by doing on this job you save cost and maximise profit but this normally lead to unprofessional job.

I believe the issue is with the production because most concept are great but when it comes to production we mess things up in this country due to large corruption and unprofessional conduct, most of our producers are not very good at what they do because of lack of exposure, inadequate experience and unprofessional conduct.

Most of the time it is nice concept, but bad production. But when you see some not good concept taken outside the country by the time it is produced outside the country and it aired is like nice production because in those foreign country professionalism is number one.

Q: What is your view on the unprofessional Practitioner in the Industry that are just in the industry for money?

Ans: There are quacks in every profession, advertising is not an exception, in this industry they in two categories:

i. You can be doing something you are not supposed to be doing

ii. Doing something you are not good at

For the second set of people, the regulatory bodies in order to brush them up organise periodic training for such people because they cannot be washed away, and they are eminently qualified by acquiring necessary certificate and licenses, so what has to be done is to brush them up and bring them up to standard.

But the first set of people that are not qualified, they don’t have required certificate the regulatory body are clamping down on them sealing their agency up and arresting them because they are damaging the image of the industry.

It should be a standard rule that if you are not registered with the Advertising body you cannot practice but a times it is a matter of who you know. You can practice for years without license and nobody will detest because the people that should know better are not performing their duty.

Although the regulatory body are doing their job but corruption has been an impediment to the industry.

Q: In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign

Ans: Yes
Advert Hotline Booking Office
Location; Shop 4, Okebola Shopping Complex, Alakia, Ibadan, Ibadan South West, Oyo, Nigeria
City IBADAN
DEC 2013
CO-RDINATING MANAGER
DEC 2013
Q: What type of Organisation is this (big, medium or large)
Ans: Medium

Q: Your role in this marketing organisation
Ans: My role is to oversee what everybody is doing, from designing to printing to even advert I oversee everything am also the final contact to the client, whenever any of our staff get a client in the one to make the final contact, to wrap up business with our client.

Q: I want you to help in telling me the step to take in other to advise a product for example Dudu Osun, because I want you to tell me the steps to take in advertising campaign to make a good advert.
Ans: If you are bringing Dudu Osun to me first of all I need to know where you are selling to, because my job is to sell what you bring to me, your product.

First thing is the packaging of the product is the packaging appealing to people out there, is it something at the first sight somebody will want to try, first thing to consumer is the product, what does it look like because the packaging is sending a signal.

Secondly, what media presence do you want, do you want radio, do you want to keep it local and do radio advert and keep it there or do you want to take it a step further by doing the real advert, do you want to put it on a shopping site, how far do you want to go. It is left to the producer to tell us what they want, but by light I will just tell you, this are what you should do, if they found available to you cannot take you that far, you will need to just let us know your limit, and it you don’t have limit you can go as far as you want to go, you can go on radio, on TV, interest, wherever you want to take it, in Nigeria there is what we call road show.

Q: What is road show all about?
Ans: When new product comes out, we go to the company that is producing the product to help them promote the product, the company can print fliers, print banners we rent a track or but put the banners, we get people to shares the fliers on the street, the track just drive bye from street to street sharing the fliers, sell few product just like when you are doing carnival in Lagos, then maybe in a place where there are so much traffic, the truck can stop for a while, then play music, try to draw attention of people passing by so that people can come around and they will ask what are you
doing. Most product promoted with road show drive a lot of product for example a mobile communication in Nigeria Airtel just did a road show to promote their browsing modem and Airtel is a big company in Nigeria, for them to use that kind of medium shows the kind of effect road show can have on a product, that one kind of promo company that people thought its local but it drive sales.

**Q:** What are the steps to take in promoting a product?

**Ans:** Packing, advertising and pricing

**Q:** Which is the most important out of this three?

**Ans:** The most important is the packaging, because this is where it starts from, if it does not look good whether even if you do all the show, if people are not drawn to the product. It doesn’t make any sense, you need to have something appealing to be able to sell if it is not appealing, the important part is the look of your product sometimes we even buy product we don’t need but because they look good we go for it, so packaging is the most important part that sell a product.

**Q:** How does culture affect advertising campaign?

**Ans:** Culture especially in Nigeria is a factor for example in the north for ladies, you can expose your hair public, you can’t expose your body anyhow, so culture will affect a product to the worth because they will tell you don’t use this picture don’t use that picture because of too much exposure, unlike in Lagos where when the picture is hot it sells but here in the north you have to be careful what you put on the product.

**Q:** What do you think can be done to put Nigeria Advertising Industry at par with other developed countries advertising bodies in terms of quality?

**Ans:** The problem I think we have is that there is no standard like in United Kingdom, I believe there is a minimum standard to the quality of advertisement you can do but in Nigeria there is no benchmark for example two company may bid for a job and one may the job will gulp 2 million naira why the other may say I will do it for 78 hundred thousand naira and the client will have a look at it, if we are promoting the same thing and then yours is cheaper than mine and at the end of the day you may not deliver but because there is no benchmark client may go for the lowest bidder and may not get the quality they needed.

**Q:** What can be done to correct this pricing issue?

**Ans:** We are not just doing the job in Nigeria, because if the regulators are doing the job there won’t be disparity and it all boils down to corruption which is endemic in the system.

**Q:** Are there bodies charge with the responsibilities of regulating the Advertising Industry in Nigeria?

**Ans:** Yes we have bodies, we have Advertising Practitioner Council of Nigeria (APCON) we have so many of them.
Q: If we have so many of them why are they not working what is the problem?

Ans: It all boils down to corruption not putting the right people in position for example people are allow to erect billboard and the vest normally this billboard are suppose to be divided among the Advertising Practitioners so it will now depend on how the practitioner can get client under them to now put their advert on the board but right now all the billboard that we have is under just about four Advertising Agency because it is those that have and can buy their way into the system, these are the one that have the billboard, so the chunk of morning generated from billboard are just circulating within four agencies, and they don’t care if they do it well or not because this people have money to buy their way through and anybody can checkmate them, they can do whatever they like.

Q: Do you think southwest Nigeria need an Advertising Model to improve the industry?

Ans: Yes, for me nothing works without a model, whatever, you are doing nothing works, without a model, without a model whatever you are doing you will just take it as it comes just taking it as it comes, but with a model you this is what you are supposed to do and after that this is what you are supposed to do.

Q: Is the environment conducive enough for thriving Advertising agency to survive?

Ans: Yes, it is conducive, if they take care of corruption because the market is so big, there are even many company that are not doing there are so many company that are not doing as must advert as they should be doing, and there are other aspect of advertising that organisation have not utilise for example mobile billboard, putting your advert on a moving vehicle, people have not really tap into that in Nigeria, so company that are suppose to be outsourcing advert are setting up department.

Q: Is the government playing their part?

Ans: The government part is to make sure the regulatory body is set up and we have the body i.e Standard Organisation of Nigeria, Advertising Practitioner Council of Nigeria, this bodies has been set up by the government but it is the people that suppose to manage this regulatory body, the people that are put in charge of the regulatory bodies that are messing it up and what government suppose to do is to set up another body of checkmate that this people are doing, the body which is not there or let me say there is body Standard Organisation of Nigeria (SON) but they are not doing their job, they are the one that suppose to be check making this people but they are not doing their job for example if you come with a job and go round the industry taking it to about 30 Advertising Agency, non of the Agency will give you same price and it is not suppose to be so, there should a cap to what can be charge, sometime, you even get a situation whereby some people run away with client money, for example a job that about N10 million suppose to be its budget but
in other to get the job an Agency might said they can complete the job with N5 million in order to get the job and the client give them advance payment of N3 million and by the time you start the job you discover the money cannot even do the half of the job.

No 15

WALE AROJO COMMUNICATION

City; IBADAN
Location; ODO-ONA AREA IBADAN South West Oyo Nigeria
DEC 2013

Can you please tell me your general role in this Organisation?

Ans: Operation Manager, I called money that is what I do.

Q: What type of Organisation is this (big, medium or large)

Ans: Big

Q: Are you in anyway involve in marketing advertising

Ans: I am also involved in marketing, I deal with customer care service, Marketing letting the customer know about our product, what we can offer to them.

Q: How will you pitch for a product like Dudu Osun

Ans: First of all before a product is produce, there’s something call environment, you check environment if the product is going to be relevant to that particular people and about Dudu Osun you make customer know the importance of the soap. How it can satisfy their needs and there is something, once a product is new in the market, there is very important part that product must go through, it must go through Advertisement, going to customer advertising the product to them giving them the qualities of that product. I think advertisement is one of the key of production.

Q: What are the step you are likely going to take in your advertising campaign process

Ans: I think if I am to market that particular kind of product for that company been a new product in the market, I will start from awareness, creating an awareness and one other aspect we have to look at is the pricing you beat down the price so that the customer can afford the price and we have to do with binding having a good brand as in brand, the product let the product be well branded so when a customer see it, it attract them to buy the product and use and we have to do with awareness. You have to go out, you don’t just take your company and say who, I have this product, I can offer this product.

Q: So what kind of method do you think will be appropriate to advertise it when you say go out, what do you mean by “go out”.

Ans: go out, you go out, some of the days you find out people do awareness like they get a car, they brand a car with a company logo and everything they go into a market place, they go out on
the street, they go out to a place where they feel they can find end users of that product. Sometimes you see them play music, that music alone.

When you see a particular, see playing until you wait to see what’s happening there, you want to go there, you see they have marketer around there giving out the product at a very good subsidised rate that you get the product there may be in the market, may be when you go to the market you can get it for fifty naira 4.20 when you come to that place you can get it for thirty naira, you see there is n20 discount, I think that is one of the best key to advertise a product especially in a rural environment like that you talk of south west right yeah, I thinks that is the best way to advertise the product. You go into the market place where you can find people you go to the street sometimes.

You can even go into the church, you go to the event centre with your music, with your brand and advertise your product at a very low rate.

Q: Do you think culture is a key thing you consider in your advertising campaign in southwest Nigeria?

Ans: Yeah sometimes you consider culture in the advertise because in a situation where it happens that I am going to the north, as a marketer, I believe marketer are to be competing everywhere, and for good and competent marketer for example if you are going to the north, you know the north they do it, they cover, they don’t expose themselves, so marketer you have to do it that way cover, just do it the way just for you ……….. Know your advertise that your product to make sure that the customer ….. make sure that the customer know about your product, and may be you happen to be in an area where they don’t hear English, all they speak is Yoruba you’ll get a marketer that is good in Yorba to speak, I remember when I was doing my project in school, I have to go to Benue sometimes find out you have to go to a particular rural area, where the people don’t speak English, they don’t understand English and me I don’t speak because you have look for someone that was good in that language to do it. So sometimes is necessary when you go to an environment where people are.

People don’t speak English, you will get someone to help you out, I think some culture …………… necessary.

Q: So what will you say about, you know we have different languages in the south west so how would you get across to the three of them. Message wise how do you pass your message across, you know message in advertising is very important.

Ans: May be you speak in Yoruba, you need to speak in …………………………………

Q: Ok let's say you know most advert in one minute, so how would you do your advert under one minute.
**Ans:** No, it's possible, you have to, you don’t just going for advertisement, no you get your line sometimes when you look at all this network, all this Globa.com, Etisalat sometimes you see them, sometimes they advertise in Hausa, sometimes they advertise in English they advertise in Yoruba and they advertise in Igbo so it depend to your work with your time so if you given 30 minutes you know everybody have to share 10 minutes to do your advertisement, I don’t think that should be a big barrier, time shouldn’t be a burrier.

**Q:** *Another question I will like to ask you, going back to the consumer and now, you know consumer is a key part of you.*

**Ans:** They are kings

**Q:** Yeah they are king is true so how I want to ask you about advertising practicing policies, about key issue like what do you think about government policies on advertising in Nigeria, do you think, you know we have different group like APCON and all that are monitoring but do you think that they are very effective in doing their job, do you think they are very effective in mentoring advertising because they love interior advertisement out their even in the U.K. we have Nigeria station there and a lot of people complain about quality of the picture of advert and this and that, it is a big concern because I believe in Nigeria we are better than that, I was watching TV yesterday on N.T.A., I saw someone advert that I “say’ this are your joking, is this an advert you see, what is wrong? As something is wrong somewhere.

Seriously one thing I have to say about Nigeria advert is now turning to comedy seriously because sometimes you watch a particular advert on the TV you don’t even understand what they are advertising use don’t understand, you don’t get the knowledge about the whole (Q) no message (Ans) no message is pass you just look at it as if you are watching comedy seriously. That is what I get about Nigeria advert and it’s because when you are advertising you have to enlighten your customers, let them know about the product not the drama you are acting on stage but nowadays seriously Nigeria advert is just comedy, total comedy no message is pass, they just do comedy and they leave the stage.

**Q:** *Do you think that’s, right?*

**Ans:** This is not really right, its not right and another thing about advert is that even though American’s they do that may be they are using our ladies and they really concern about face, may be you have a spit on your face, you can use a particular cream and it will clear off, the only thing you need to do is get the product apply it to your face and before you know it 20 minutes its gone and sometimes some people don’t get that message very well they will think o.k. if we use this product in 30 minutes no more pot you find out that you’ve been using same product in one
month. Its still there so sometime the truth is not coming out of advertising which means our advertisers are being, I don’t know if they being is one of the marketing skill.

**Q:** What do you think can be done? Does that mean the standard is there’s no standard.

**Ans:** I think, let start with our producers, our producer theory need more enlightenment they need to enlighten.

**Q:** You mean the advertising agency the marketers

**Ans:** The advertising agency the marketers they need to be enlighten about their advertising.

**Q:** But I think the person that can do it are the government agency and private company that re set up to monitor that mean they are not been effective.

Yeah, they are not doing that because they are supposed to be like those days when I use to grow up, I use to know that before a particular music, let’s go t the music industry now before a particular is been shot in the market, they have agency that do cluck as in the music goes through screening some certain process to know if that music will be good to going to be pleasant to the car of the public before its been shot, but right now I don’t know if such thing is still happening, the same should be done with the advertising agency before a particular product is been marketed to the customers, they should check it, it need to be checked.

**Q:** So there should be a check and balances

**Ans:** There should be check and balances to check if it’s really passing a real message or wrong one or getting consumers confused, sometimes seriously they get the consumer confused.

**Q:** Most time, I want to describe something to you, there are Nigeria advert produced outside Nigeria but shown on Nigeria TV and there are advert produce in Nigeria and shown on Nigeria T.V. both of them are for Nigeria audience but some of them where shot outside from one or two people, I do get the feeling that, those one shot outside the country most times not all the time are better than, in terms of quality are better than the one produce in the country, I mean what is your own take on that, Do you think that is right or what will you like to say.

**Ans:** Seriously I don’t believe that even most of the advert been out outside Nigeria they don’t even pass the message across you find out that some of the one shot in Nigeria pass message more than theirs, I don’t believe that it all depend on advertising agency, it does not really matter where it is been shot in Nigeria or outside Nigeria, no.
Q: It’s not an issue

Ans: It’s not an issue seriously it’s not an issue.

Q: Another question I would like ask is if that is not an issue why is it that I personally have seen some, I know like you said, I quiet agree in a way that some of them don’t pass a message across and that why I am thinking about building a model, the essence of the model is to assist both the international packaging environment and the local one’s because at the end of the day Nigeria marketing environment, we have a structure, the structure is not working but there’s no particular model to follow, if you go to the advance country, they have a model, a standard model and structure both of them go hand in hand, you can’t just come into the market people from foreign country and think they can just take over, no, there should be due process, they should be able to say this people ............ so do you think Nigeria advert is of good quality that we can really project to the world.

Ans: I can’t say that, I’m not sure, I am not sure

Q: So why is that

Ans: But I think if we really want to make it if we can do it but for now I am not sure we have seen anything.

Q: What can be done

Ans: We need a guideline anybody should not just make up like, we need a guideline seriously, so that anybody will not wake and go into the market and do a particular advert, we need a guideline we need a good structure in place and a good model in order to assist both the local and the international because sometimes if something come from china, the do not know about Nigeria. If there is a standard there, you have to follow if you cannot break the rule that’s what I believe personally.

No 16

Earnter International
Location; 66, 66 sokenu road, Oke Ijeun, Abeokuta South, Ogun, Nigeria
City; Ogun State
DEC 2013
Q: What type of Organisation is this (big, medium or large)
Ans: Medium

What is your role in this?
CREATIVE DIRECTOR

In this agency we have four major departments which are:-
Among all the above-mentioned department, the most important is the creative department, people will not understand what you are saying until it comes out in graphical form. For example, a brief comes in writing, most client don’t know what they want, they can only tell you their brief, it is the duty of the creative department to now let those word in the brief come alive.

**How will you pitch for Dudu Osun soap in the south-west Nigeria with prospect of exporting it later?**

I am to itch for Dudu Osun, the first thing is to go into market research.

First this is a new product, there are certain thing people don’t just change anyhow one of it is soap to convince people from changing the kind of soap they are use to is a big job, that is why you need an advertiser to present the Dudu Osun to someone that have been using other soaps before in a way that they will empathise with Dudu Osun, and make it look like what they have been missing. This is where the creativity comes from. It is now left to the creative people to decide how to go about it.

So the first step is:

Market Research – the client must have done their own research before taking the product to advertising agency, so the advertising agency too need to do their own research to find out the following question :

i. Who is the market top brands shareholder in terms of herbal soap?

ii. Why are the top brands in that position

**How Important is culture in advertising campaign process?**

**How can you rate made in Nigeria advert for Nigeria market against foreign made advert for Nigeria market?**

Only an African can speak to an African in an African way for an African to fully comprehend. As long as an idea is god our paper it will sell whether it is produced outside Nigeria, what can be the issue is the language used, it can be decoded by the receiver, I strongly believe in Nigeria as we get things right, we may not get it right the first time but at the end we will get it right.

It is better to be done internally because we have better and capable hand what is missing in Nigeria is the technological.

Q: In your view do you think the advertising industry in southwest Nigeria need a model that will help both the agent and the organisation to organise a successful campaign.
NAME: FIKISHOW
Location; I Segun Adefisan Close, Ibadan South West, Ibadan, Oyo, Nigeria
CITY; Oyo state
ROLE; Director

Q: Can you please outline the process your agency follow when planning adverting campaigns (how would you go about your advertising campaign in south west Nigeria)?

ANSWER
Looking at advertising campaign in south west Nigeria, first of all an understanding of this region, because south west states are predominantly populated by Yoruba speaking people, having said that we have a lot of individual from different difference also present. I have been part of different campaigns over the years and what we usually do here is that we develop strategy for the campaign.

We hold a meeting where we elicit Requirement for the campaign. We as an advertising company need to understand the message our client want to pass across to the consumer, who is the product meant for, is it for everyone or men only or women only or for older generation. Since this is a herbal soap and it heals skin infections etc.

Our strategy for Dudu osun includes making decision on the kind of message to send out through which channel or channel. I think your message with language is the most important element of your strategy, southwest Nigerian people or Nigerians in general are very religious, hence, the message has to be generally acceptable otherwise gaining acceptance in such market may be hard.

Once we get the right message that we feel will be acceptable we then decide if want to use more of television and less of other media channel or we focus more on billboard, due to the issue of electricity in Nigeria we sometimes advertise organisations to do Road show in every state using celebrities. This can be more effective sometimes because they play music to draw the attention of people in the market and then the celebrity will tell the people the qualities of the product and why they should buy them. After all that we implement the strategy and create room for feedbacks

Q: How much impact does culture have on advertising campaign process in southwest Nigeria?

ANSWER
Culture plays a very big part in advertising in southwest Nigeria. The people are more faithful to their culture than the product quality, cultural impact is huge and at every stage of our campaign we look at impact of culture at every stage. Your advertisement and product has to respect their culture. In this case where it’s a soap and advert that shows a women's nakedness or revealing some part of the body may not go down well and this will create low awareness. If they are not aware of about the product and it qualifies and features they may not by it. If you want to create a good awareness you have to infuse their culture into the advert may be use some cultural setting that shows Igbo's, Yoruba’s and the Hausa's using the product. South west Nigeria is a multi-cultural society so it is important you imbibe their cultural features into the adverts.

Q
How would you rate advertisement produce in south west Nigeria compared to advertising produce outside Nigeria?

ANSWER
The advertising industry in Nigeria is not where it should be, I don’t think we have made good progress in recent times in my view. Much improvements IS needed in order to be able to compete with the advertising industry in other countries. So many issues going on right now. We are not organised and many advertising agencies don't follow the rules they cut corners thereby producing poor quality of advertisement. Everybody is not starting up an advertising agencies without any rigour, some are not even properly registered. Recently a guy came to our office he wanted to see him, he wants information on how we do our campaign, I ask him few questions he couldn't answer regarding advertising. He told me he owns his advertising agency but how did he get the license to operate he said he paid someone to fast track it. In my own point of view a lot need to change if we want to make progress and raise the standard. We should do more conference to update the advertising agencies also there should be periodic assessment of all the advertising agencies government should provide better leadership in terms of the regulatory body. People who head the regulatory body should people integrity and not just because gain. I have seen so much bad advertising campaign promotion, this adverts needs to be properly censored.

Q
What is your view regarding the remuneration of the Advertising agencies?

ANSWER
In my own opinion, the organisation take advantage of the advertising agency by paying them far less than they should get I think they is why we see poor adverts, because if the right fund is not available, they will start to cut corners. Although the regulatory body cannot control remuneration
been paid to advertising agency but the regulatory can still play apart by creating a good and better environment for both of them

No 18

Signages and Advertisement Agency

Location; Block Phase IV, Hon. Saliu Adeoti Road New Secretariat Ado Ekiti

City; Ekiti

DEC 2013

Q

What is your role within the organisation?

Ans: CEO

Q

How would you describe your organisation in term of size (e.g big, medium or small.?)

Ans: Large

Q

How would you pitch for a product in south west Nigerian market for a soap a traditional soap.(dudu Osun)

Ans:

First I will conduct a feasibility study on this product, the reason for the feasibility is to determine what people like about current soap they are buying and use the strength of Dudu osun as it selling point. Since Dudu is a special soap that can heal skin problems I need to find out if there other soap like this in the market and what people like and don't like about those similar product.

Secondly, once I have all those information then I can use the strength of Dudu as it selling point. I will use my marketing techniques like the 4 P's of marketing.

Q

Do you think culture affect advertising campaign? If yes why and If No why?

Ans: Yes culture affect the process of advertising campaign.

My reason for saying this is because I have been part of many advertising campaigns over the years, (25years)

south west Nigeria is a complicated environment you have different ethnic groups in Lagos, you as an advertiser must it's a must consider the different ethnic, your product has to appeal to the three major ethnic groups or else your product is likely to fail because if one ethnic reject your product then you are in trouble. About 7years ago I was involved in a particular product campaign. (I don't want to mention the name) the organisation want us to use Igbo dancers and Igbo settings.

After we conducted our feasibility studies and we concluded it would be better we use a neutral
setting then the dancers should be dress normal not like any ethnic group but the CEO of the organisation insist on doing it that way. That product was a failure because the Hausa and the Yoruba’s were not buying it. The advert was not well received. That thought me a great lesson that you cannot ignore this people.

Q
So you believe the regulatory body are not doing enough
Ans:
Yes
They need to work on how to enforce their rules and even make better rules. For instance we have a lot of people who are agents but they are not registered from what I have gathered, this is a shame on the industry particularly the advertising agent.

Q
How would u rate the advertising industry in south west Nigeria compared to the advertising industry outside the country.
Ans:
I think we are way behind, we still have so many issues, this issue ranges from standard of production, the questions do we even have standard. Having been part of this industry for years I thought most of these problems will be solved by now. For instance, no proper accreditation of these advertising agencies. I feel ashamed when I see so many poor advertisement been produced most should not even be on TV or radio. It is more about making money. Also, there are too many regulatory bodies most of them can be put under one or two.

Q
What do you think about remuneration between organisation and advertising agency?
Ans:
This aspect makes me sad because I have been part of this industry for a long time and I have also travel all over the world I can see a lot of difference. First of all, I don't think we a standard as regards to remuneration for the advertising agency, most of this organisation take advantage of the advertisers. For instance, recently we were in a negotiation with a particular organisation over how much we need for their product campaign the money was so low that we had to pull out, later on they came back ask us to do the job and they are willing to pay what we initially asked for. We agreed to do it but later on we found out that they wanted to give to another advertising agency but the agency wanted double what we asked for. What am I saying this organisation just want to take advantage? What are the regulatory bodies doing.
How can the advertising industry be improved?

Ans:
First, I think we really need a thorough research like you are doing, some expert should be
selected and research the problem and provided recommendation based on their finding. I just
think the whole industry need to be revamp I mean restructure in term of who is doing what, role
of regulatory bodies and also relationship between the advertisers and the organisation need to be
worked upon.

No 19

Strong Tower and Associates
Location; OkeIlewo, Abeokuta South, Ogun
City: Ogun State
Logistics and communication manager
Q
What is your role in this advertising agency?
Ans: Logistics and communication manager
Q
How would describe your agency in term of it size
Ans: We are small agency
Q
What are the steps you will take in order to make sure that an advertising campaign for
Dudu Osun success in south west Nigeria.
Ans:
That is an interesting question because this is what we do on daily basis.
What is important first is to understand the product we want to campaign for after that we have to
understand the target market, who are advertising for, is it the young people or old or both, is it
men and women or both. This entire question must be answered this will enable us to plan our
campaign.
Second we need to look at branding and packaging and we must understand the product features
that make the product special. In this case it's Dudu Osun I am a big fan of Dudu Osun my whole
family use Dudu Osun and we can see a lot of difference it really works. So I will show case Dudu
Osun, it's a relative know soap in south west. Due to the fact that some already know the soap, we
just need to focus more on the key features.

Q
How important is cultural consideration during your campaign
Ans:
You cannot understand estimate the power of culture especially in south west Nigeria, for me I will say culture will have impact on the entire campaign process because the consumers in this part of the world are more culturally inclined, especially anything that affect there believes and religion. You can have the best product in the world if you don't take there religious believes into consideration you are likely to fail.

How would you rate advertisement produce in south west Nigeria compared to the ones produced internationally?

Ans: 

You know last week I discuss this kind of question with my friends in the industry, they shared my view. We have good adverts but there are more poorly produced advertising than the good ones. In fact, I will say the ratio is 5to1 it is that bad sometimes but I will blame most of it on the economic hardship within the region. Hence why a lot of people cut corners they use sub-standard equipment or people to do the job, sometimes you see one person combining 4 roles just to cut cost. In my opinion we are way behind international adverts in terms of quality of production.

What do you think about the Regulatory body?

Ans: 

In my opinion they have improved just a little but they have a lot of work to do. So much nepotism and favouritism within a body that should regulate. I use to be part of the regulatory body executive but I had to leave because most of our recommendations were not implemented. We send people out to do research and give us feedback but most of the recommendation were not implemented this was frustrating. No new initiatives no proper structure within the body has effected its power and effectiveness. The people that are part of the regulatory executives are not experts they mostly there because of their political affiliations. Their knowledge is basic. How can such people create good policies.

Q

It seems you have more deep knowledge of the industry in your opinion, how can the industry be improved?

I think the regulatory body should ask every agency to re-register again, I mean everybody. Then organisation should confirm registration of a particular agent before they are given any job. Any company that fails to do so should be penalised. What we realise is that some organisation knows that some of this agency is not properly registered but they patronise them why? Because they are cheap

The government should also appoint experts to manage not because of politics.
Q

In terms of Remuneration do you think that organisation and the regulatory body are doing enough or what should be the approach?

Ans:

Firstly, is it very hard for the regulatory body to regulate how much is paid because you can really tell organisation how to run their business. Having said that I think most of the organisation don't pay good money for campaign and is either you take it or not, if you don't others will. In that case what do you expect from the advertising agency? They take the job but they can't deliver good service or in some cases did not deliver at all.

I have heard of cases where some fake agency ran away with an organisation money and they cannot be tracked. The situation is bad sometimes.

No 20

Ola Advertising Publicit
Location; Osogbo, Olorunda Osun
City; Osun State
Administrative Manager

Question-What is your position in the organisation and what does your position require you to do?

Answer-I am the administrative manager in this organisation and my position require me to see to day to day running of the organisation administrative wise, making sure every staff especially the junior staff do their work well and also see to their welfare, my job is to facilitate smooth running of the organisation.

Question-What is your role in decision making in the organisation?

Answer-As an administrative manager I serve as a link between the management and the staff, I am the one the convey the performance, attitude to work and request of staff and also the one that pass across the management decisions to the staff. Concerning decision making in this organisation my role is important

Question-Give example your recent activities focusing on advertising?

Answer-My recent activities as regard to advertising is our recently concluded in-house training for our staff on how to secure more client for our organisation which I am one that put the programme together, it also widens my experience about advertising planning and execution.

Question-Who are the key actors (decision making body) in your organisation and give example
of what the key actor do?
Answer-The key actors which is refer to as the key decision-making body in this organisation is the management team lead by the chairman of the organisational the directors and the chief operating officer. The management team are the one that give direction to the organisation on the day to day running organisation, which account to pitch for, who to 'hire' and who to 'fire'.

Question-Can you please outline the process your agency follows when planning advertising campaigns.
Answer-1. We need to know the background information and history of the product.
2. We need to know the stage of the product in the market i.e whether it is a new product that is about to be introduce to the market or is an already known product.
3. We will need to identify our target audience.
4. We need to identify the best medium of communication to use.
5. Put in place a feedback mechanism.

Q
What are the major cultural differences that exist within the three major ethnic groups in the south-west Nigeria?
Answer-The major cultural differences that exist within the major ethnic group (Yoruba, Hausa, Igbo) in the south-west Nigeria are:
I. Language-Each tribe has its own distinct language.
ii. Religion-while people are predominantly Muslim, Igbo are predominantly Christians and Yoruba are mixtures of both religion.
iii. Fashion-while Hausa are conservative in their dressing both Yoruba and Igbo are more liberal in dressing.
iv. Tradition-There is distinct difference in all the tribe’s traditions.

Question- how much does your strategies changes during different stages of consumer buying process?
Answer-Our strategies changes based on pattern of consumer behaviour, our strategy will be determined by the how our target audience respond the product.

Question-What are steps that are important during advertising campaign in south west Nigeria?
Answer-
1. One needs to understand culture and tradition of south-west people.
2. Must be able to group consumers according to their age group
3. Gender preference for the product must be known.
4. The fashion trend of the people must be put into consideration.

All of the above is the reason why market survey is necessary to arrive at the best requirement for advert.

Question- Do you think cultural differences affect Advertising perception in south-west Nigeria?
Answer- cultural differences don't really affect Advertising perception in the south west, this is because the south-west Nigeria region is highly cosmopolitan and they are receptive to culture of other region, unlike northern part of Nigeria that is conservative. south west Nigeria as a region serves as home to every tribe and culture.

Question-How would you compare advert made in Nigeria and advert made abroad?
Answer-Advertisement produce in Nigeria can compare favorably with the one produce in advance country, it is lack of advance equipment as seen in advance country and high cost of importation the is affecting production of advertisement in Nigeria. When it to brief, scriptwriting and cast Nigeria is right up there with the best. Another problem with Nigeria advert is high cost of production.

Question-Is there any existing advertising model in the cultural context of the south-west Nigeria?
Answer-There no existing advertising model in the cultural context of south west Nigeria because south-west Nigeria is very cosmopolitan society and idea is drawn from both foreign countries and other region of the country. south west Nigeria easily adjust to what is trending at every particularly time.

Question-Are Nigeria Advertisement different from international Advertisement in terms of production, design and quality.
Answer-Yes Nigeria advertisement is different from advance countries advertisement in term production, design and quality.
In advance countries substantial part of their budget is reserved for design and production, which in turn will lead to high quality Advertisement. But in Nigeria Advertising agency have to make do with a small budget and this usually lead to cost cutting and impact on quality of production

Question- What do you think about the advertising production in south-west Nigeria?
Answer-Advertising production in south-West Nigeria has evolved with time also advertising in south-West Nigeria is pacesetter when it comes to advertising in Nigeria this is due to the fact that south-West Nigeria is the economy nerve centre of Nigeria so most of the advertising agencies
have their headquarters in this region.

**Question:** Who do you think should be responsible for implementing government policy in Advertising in South West Nigeria?

**Answer:** I think Advertising Practitioner Council of Nigeria (APCON) should be the agency charged with the responsibility of implementing government policies in the industry.

In our organisation we have compliance and implementation department this department is charged with implementing government policies.

**Question:** Do you think advertising are well monitored by government agencies?

**Answer:** No, government agencies are practically non-existence when it come to policies implementation.

The main problem with government agencies and policies implementation is institutional corruption that is endemic in the system, a system where staff of the agencies have vested interest in some of the agencies, how can one be an umpire and player in the same system and expect transparency, that will be difficult. If government want to implement a policies it is people in the enforcement agencies that will frustrate the effort due to their own personal interest.
INSTRUCTIONS TO RESPONDENTS

Please read each of the items below carefully and indicate your answer by ticking your answer by ticking “X” in the box provided.

SECTION A

1. Sex: (a) Male [ ] (b) Female [ ]
2. Age: (a) Below 20 yrs [ ] (b) 21 – 30 years [ ] (c) 31-40 years [ ]
   (d) 41 – 50 years [ ] (e) 51 above [ ]
3. Which of the following advertising medium do you have access to more
   (a) Radio [ ] (b) Television [ ] (c) Magazine/Newspaper [ ]
   (d) Internets [ ] (e) Billboard [ ] (f) Poster [ ]

SECTION B

4. Which cultural group did you come from
   (a) Igbo [ ] (b) Hausa [ ] (c) Yoruba [ ]
   (d) Others [ ]
4a. Which religious group do you belong to
   a.) Christianity b.) Islam c.) Traditional worshippers D) Others

To the following statements indicate by making whether you Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D) or Strongly Disagreed (SD).
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<th>SA</th>
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<td>5.</td>
<td>I like Nigerian Advertisement in terms of the message the advertiser is trying to pass across</td>
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<td>6.</td>
<td>I prefer foreign advertisement to local advertisement</td>
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<td>7.</td>
<td>My culture affect my buying Pattern</td>
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<td>8.</td>
<td>Advertisement have an effect on my purchases</td>
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<td>9.</td>
<td>The ability of advertising to influence what I buy depends on how creative the advertisement is</td>
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<td>10.</td>
<td>The ability of advertising to influence what I buy depends on how much I know about the product</td>
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<td>11.</td>
<td>An advertisement has made me not to buy a product before</td>
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<td>12.</td>
<td>Locally produce Advert are poor compared to internationally produced advertisement</td>
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14. What other factors affect your buying behaviour?
(a) Price [ ] (b) Friends [ ] (c) Quality [ ] (d) Brand name [ ]

15. What attract your most in the foreign advert that you have seen and liked compared to Nigerian advert you don't like a.) Model use/personality b.) Message used C.) the music used D.) the location or scene used.