

INFLUENCE OF ADVERTISEMENT ON CONSUMERS' BUYING BEHAVIOUR IN IBADAN METROPOLIS

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Abstract

*Companies all over the world invest substantially on advertisement yearly. This is because advertisement has been adjudged as a major promotional tool capable of influencing consumer buying behaviour. However, some companies are still in doubt on the ability of advertisement to favourably influence consumers' buying attitude. Therefore, this study investigated the influence of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis, Nigeria. Two research questions and three hypotheses were formulated and tested in the study. A survey research design was employed for this study. The population and sample consisted of the Four hundred and four (404) Smartphone retailers in all the four hundred and four (404) phone retail outlets selling Smartphone in eleven areas within Ibadan Metropolis. Two instruments were used for data collection, namely: **Consumer Buying Behaviour Inventory and Advertising Scale**. The results were analyzed using frequency counts, percentages and correlation analysis. Findings from the study revealed that there was a significant influence of advertising on consumers' buying behaviour of Smartphones in Ibadan metropolis. Also, the result shows that there was age disparity among the buyers of Smartphones in Ibadan metropolis. The results also revealed that female customers have higher percentage use of Smartphone in Ibadan metropolis than their male counterparts. Based on these findings, it was recommended that the organisations should have long term advertisement programs that are capable of influencing consumers' buying attitudes and to compete favourably with their competitors. It was also suggested that all ages should be encouraged to make use of Smartphones and that the age range of targeted audience must be considered while designing Smartphones and male consumers should be more encouraged.*

Keywords: Consumer's buying behaviour, advertisement, and smartphones

Introduction

Understanding consumers' buying behaviour is as important as achieving organizational goals and objectives. Though, complete understanding of how consumers behave might seem impossible but having the right knowledge of how they behave towards various companies' products and possible ways to influence their attitude positively is a good step towards the attainment of a firm's objectives. It is observed that no organisation can survive without first identifying how consumers behave towards their various products (Kotler, 2003). When everything revolves around the customer, then the study of consumer behavior becomes a necessity (Khan, 2007). In view of this, every organisation irrespective of its size, products and services must carry out research to understand how consumers react to its products and also to determine how promotional tool (advertisement) is capable of influencing its consumer buying attitude.

Consumer behaviour can be referred to not only as an act of purchase itself, but also aggregate patterns of buying behaviour which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items (Tirmizi, Rehman, & Saif, 2009).

Perner and Mishra (2012) describe consumer behaviour as the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and the society. Schiffman and Kanuk (2004) see consumer behaviour as the behavior that consumers display in seeking, purchasing, using, evaluating and disposing of the goods and services. They observe further that consumers are becoming smarter day-by-day; it is not easy to fool them with any gimmick. Nowadays, consumers do their homework very well before making any purchase in the market.

Consumers' buying behaviour according to Dawson, Findlay and Sparks (2008) are set of attitudes that characterise the patterns of consumers' choices. They further observe that the concept of consumer behaviour can also be illustrated in the following way: *"activities people undertake when obtaining, consuming and disposing of products and services"*. Solomon (1995) see consumer behaviour as the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires".

Advertisement on the other hand, is an instrument used to communicate business information to the past, present and prospective customers. The information is about the company, its product qualities and place of availability. It is a powerful communication force and a vital marketing tool helping to sell goods, services, images, and ideas through channel of information and persuasion. It is a highly visible force in the society. Latif and Abideen (2011) conclude that the primary mission of advertisers is to reach prospective customers and influence their awareness, attitudes and buying behaviour. Organisations spend a lot of money to keep individual's interest in their products.

Durmaz & Jablonski (2014) citing Ivanovic & Collin (2003) describe advertising as the business of announcing that something is for sale or trying to persuade customers to buy a product or

service. Currently, advertising is now seen as essential factor to the success of any type of business and industry. Furthermore, advertising strategies are employed more and more by non-business organisations such as government agencies and parastatals like colleges, universities, public service groups and so on. It is one of the major parts of the marketing and communication process. Advertising convinces people's attitude towards buying a product. Presently advertising is seen as encompassing communication, marketing, public-relation, information and persuasion process.

Advertising reaches us through a medium called channel of communication. It usually has a target population i.e. the target audience. Basically, it is a medium of dissemination of information and persuasion. Advertising today covers almost every area of society including education, government and health. It is considered to be a highly sophisticated communication force and a powerful marketing tool. In other words, we can say that it is a complete psychological treatment of the consumer (Pandey & Mishra, 2012). However, Bronwyn (2014) observes that advertising is a costly endeavour, and it can be months or even years before results are seen from a successful advertising campaign. Hence, measuring sales directly from advertising can be difficult, although overall trends will of course be noticeable. Advertising is, as a result of its long-term agenda and high cost, best suited for large or medium-sized companies, which have the budget for comprehensive campaigns and a higher interest in building long-term sales.

According to Kotler and Keller (2006), advertising is broadly divided into two, namely: broadcast and non-broadcast advertising. One of the important roles of the marketing departments is to select the right media for the right audience with appropriate language for the advertisement of goods and services. The commonly used media are: newspapers and periodicals, television, radio jingles, informative talks and discussions aiming at target population, outdoor signs, direct mails and internet (Kotler and Keller, 2006).

Empirically, researchers have established some relationships that exist between consumers' buying behaviour and advertising. Naveen (2013) agrees that advertisement, worldwide, influences the behaviour and attitude formation of consumers not only in India but also worldwide. The consumers of durable products have their motivational sources which are advertisements. Study revealed that advertisement motivates to materialize the purchase of durables. Consumers are induced significantly by advertisements. Purchase attitude and behaviour are influenced by variety of advertisements which cover product evaluation and brand recognition.

Muhammad, Muhammad, Hafiz, Unzila, & Ayesha (2014) argue that advertisement has strong positive impact on the consumer's buying behaviour and consumer's perception has positive but weak influence on consumer buying behaviour. Ayanwale, Alimi and Ayanbimipe (2005) also concur that advertisement has a major influence on consumers' preference and it has in no small measure, contributed to product success. Fazal, Tariq, Aminullah, & Shabir (2014) maintain that advertising has positive and significant effect on consumer's buying behaviour. In view of the importance of understanding consumers' buying behaviour towards the attainment of the organizational goals and objectives, there is the need to determine the influence of advertisement on consumers' buying behaviour. Therefore, this study is set out to investigate the influence of advertisement on consumers' buying behaviour in Ibadan metropolis.

Objectives of the Study

The objective of the study is to determine the influence of advertisement on consumer's buying behaviour of Smartphone in Ibadan metropolis. The study also investigates the influence of gender and age on outcome of advertisement on consumers' buying behaviour of Smartphones.

Statement of the Problem

Companies all over the world invest substantially on advertisement yearly. This is because advertisement has been adjudged as a major promotional effort capable of influencing consumer buying behaviour. However, some companies are still in doubt on the ability of advertisement to favourably influence consumers' buying attitude towards their products. In order to bridge this gap, this study is set to investigate the influence of advertisement on consumer's buying behaviour of Smartphones in Ibadan metropolis.

Research Questions

- i. Is there any age disparity among the buyers of Smartphones?
- ii. What is the gender distribution of users of Smartphone in Ibadan metropolis?

Hypotheses

H₀₁: There is no significant influence of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis.

H₀₂: There is no significant influence of gender on the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis.

H₀₃: There is no significant influence of age on the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis.

Methodology

A descriptive survey research design was employed in this study. The population consisted four hundred and four (404) Smartphone retailers in all the four hundred and four (404) phone retail outlets selling Smartphones in (Iwo road, Challenge, Dugbe, Mokola, Gbagi, Mobil-Ring Road, Eleyele Roundabout, Agodi Gate, Molete Oke Ado and Sango) Markets within Ibadan Metropolis. The sample of this study comprised of all the four hundred and four respondents from the ten market outlets in Ibadan metropolis. These are the 63 retailers in Iwo road market, 68 in Challenge and New Garage market, 54 in Dugbe market, and 36 in Mokola market, 27 in Gbagi market, 31 in Mobil-Ring Road market, 29 in Eleyele Roundabout market, 28 in Agodi Gate market, 32 in Molete Oke Ado market and 36 in Sango Market. Two instruments were used for data collection. These are the *Consumer Buying Behaviour Inventory and Advertising Scale*,

Consumer Behaviour Questionnaire is a self-developed instrument with 12 items. The items were measured on a Likert type scale from strongly disagree (1) to strongly agree (5). The reliability was through the test- re- test technique with reliability coefficient of 0.79.

Advertisement Questionnaire (AQ) with 10-items is also a self-developed instrument. The items are measured on a likert type scale from strongly disagree (1) to strongly agree (5). The face and content validity of the instrument was done by some advert specialists at the Orita Challenge phone

market. The reliability of the instrument was determined through the test-re-test reliability technique which yielded a reliability coefficient of 0.78.

Results

Research Question One: Is there any age disparity among the buyers of Smartphone?

Table 1: Age Disparity of Smartphone Buyers.

Age group	Frequency	Percentage
20 to 29yrs	185	45.8
30 to 39yrs	154	38.1
40 to 49yrs	59	14.6
50 to 59yrs	6	1.5
Total	404	100.0%

Table 1 revealed the frequency distribution according to age range of respondents. The result shows that respondents with age range of 20 to 29years were 45.8%, while age range of 30 to 39 year was 38.1% of the total respondents, and age range of 40 to 49years was 14.6%, while age range of 50 to 59 year was 1.5% of the total respondents. This shows that respondents with age range of 20 to 29 years are the highest buyers of Smartphones. The result shows that there is age disparity among the buyers of Smartphones in Ibadan metropolis.

Research Question Two: What is the gender distribution of users of Smartphones in Ibadan metropolis?

Table 2: Gender Distribution of Smartphone users.

Gender	Frequency	Percentage
Male	188	46.5
Female	215	53.5
Total	403	100.0%

The analysis in table 2 revealed the distribution of respondents according to gender with high percentage of female as 53.5%, while males were 46.5%. This implies that the number of female users of Smartphones in Ibadan metropolis is higher than their male counterparts.

Hypothesis One

There is no significant influence of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis.

Table 3: Influence of Advertisement on Consumers' Buying Behavior of Smartphones

Variables	\bar{X}	Std. Dev.	N	R	P	Remark
Consumer buying behavior	33.46	5.65	391	.551**	0.000	Significant
Influence of advertising	29.36	4.63				

Correlation Significant at * $P < 0.05$ level.

The above table revealed that there was a significant influence of advertising on consumers' buying behaviour of Smartphones in Ibadan metropolis. That is, consumers' buying behavior has positive correlation with advertising [26.6%, ($r = 0.551$, $P < 0.05$)]. The null hypothesis was not accepted.

Hypothesis Two:

There is no significant influence of gender on the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis.

Table 4: Influence of Gender (male or female) on outcome of Advertisement on Consumers' Buying Behaviour of Smartphone

Variable	Gender	N	Mean	SD	df.	t-Cal	t-Crit	P
Advertising on consumers' buying behavior	Male	188	30.05	4.56	398	2.794	1.960	0.005($p < 0.05$) It Significant
	Female	215	28.76	4.63				
	Total	403						

The analysis in table 4 showed that there was a significant difference between Male and Female on the outcome of advertising on buying behaviour of Smartphones. It was observed that the t-calculated value was greater than t-critical value ($t\text{-Cal.} = 2.794 > t\text{-Crit.} = 1.960$), ($P < 0.05$). The null hypothesis was rejected, therefore, there was a significant difference on the basis of customers' gender. Also the mean difference shows that male customers have high mean value of 30.05 than their female counterparts' mean value of 28.76. Therefore it was concluded that gender will significantly influence the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis.

Hypothesis Three:

There is no significant influence of age on the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis.

Table 5: Age Difference on the influence of Advertisement on consumers' Buying Behaviour of Smartphone.

Age group	N	Mean	SD	Sum of Squares	D/f	Mean Square	F-cal.	F-crit.	P	Remark

20 to 29yrs	183	28.91	5.07	85.530	3	28.510	1.331	2.10	0.264	Not Sig.
30 to 39yrs	153	29.66	4.36	8503.847	397	21.420				
40 to 49yrs	59	30.08	3.80	8589.377	400					
50 to 59yrs	6	28.50	4.32							
Total	401									

F=1.331, df = 3/397, P > .05

The results in table 5 indicated that age did not significantly influence the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis, ($F_{(3/397)} = 1.331$); That is, F-Cal=1.331 was less than F-Critical=2.10, ($P = 0.264 > 0.05$). The result of analysis shows that there was no significant difference, the null hypothesis then accepted. That is, age will not significantly moderate the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis.

Discussion

The first hypothesis states that there is no significant influence of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis. The result of the test of the hypothesis revealed that, there was influence of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis. This means that consumers' buying behavior has positive correlation with advertisement ($r=0.551$, $P<0.05$). Consumers' consciousness toward the advertisement made by Smartphone producers must have been responsible for the outcome of the tested hypothesis. The Smartphone buyers' accessibility to various advertisement media (radio, television and newspapers) must have added to factors behind the result. The result of this hypothesis is supported by the findings of Ayanwale, Alimi, and Ayanbimipe (2005) that found out that advertisement has a major influence on consumers' preference for Bournvita and that it has in no small measure, contributed to its success. Naveen (2013) also affirmed that advertisements have great influence in purchasing decision of customers for particular brands.

The second hypothesis reveals that gender significantly influenced the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis. The result of the test of this hypothesis indicated that there was a significant difference in the outcome of advertisement on Male and Female buying behaviour of Smartphones. It was observed that the t- calculated value was greater than the t-critical value ($t\text{-Cal.} = 2.794 > t\text{-Crit.} = 1.960$), ($P<0.05$). Also the mean difference shows that male customers have higher mean value of 30.05 than the mean value of 28.76 for the females. Therefore it was concluded that, gender will significantly influence the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis.

Male customers' ability to recall all observed advertisement while making buying decision must have been the reason for the finding. It is also to note that male's intellectual capability and their freedom of being the decision makers for the family might also accounted for the outcome. The result of this finding is supported by Meyers-Levy and Sternthal (1991) that gender differs in levels

of cognitive elaboration. Their research suggests that females have lower elaboration thresholds whereby they engage in detailed processing more readily than males. Males limit the cognitive effort they expend, and thus use heuristic processing, whereas females prefer more detailed processing.

The third hypothesis stipulates that there is no significant influence of age on the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis. The result of its analysis indicated that age did not significantly influence the outcome of advertisement on consumers' buying behaviour of Smartphones in Ibadan metropolis, ($F_{(3/397)} = 1.331$; that is $F\text{-Cal.} = 1.331$ was lesser than $F\text{-Critical} = 2.10$, ($P = 0.264 > 0.05$). The result shows no significant difference. That is, age will not significantly influence the outcome of advertisement on consumers' buying behaviour of Smartphone in Ibadan metropolis. That advertisement is opened to every potential consumer irrespective of their age might serve as a possible reason for the outcome. Both old and young consumers have the mental capacity to translate what they observed in an advertisement while making purchase decisions is another fact that favoured the result.

Conclusion

The study has provided meaningful insights and directions into significance influence of advertisement on consumers' buying behaviour of smartphones in Ibadan metropolis. The findings submitted that advertisement is capable of influencing consumers' buying behaviour. The finding also established that gender and age will not significantly influence the outcome of advertisement on consumers' buying behaviour in Ibadan metropolis. In this regard therefore, any establishment aimed at achieving its stated objectives (i.e. making profits) must have adequate marketing plans on advertisement. The marketing department must be ready to pursue this vigorously in order to be able to achieve the departmental targets as well as overall objectives.

Recommendations

Findings from this study have implications on companies' overall objectives, marketing executives and their marketing implementation strategies on how to influence consumers' buying behaviour favourably. To this end therefore, the following recommendations were made:

- Organisations should have a strong long term advertisement programs that are capable of influencing consumers and can compete with their competitors.
- Management should also consider the age of their target market while designing their marketing strategies.
- Effort should be made to encourage all age groups to make use of Smartphones.
- The age of the targeted audience must be considered while designing Smartphones.
- It is also necessary to note by the management that all advertisements must be both gender friendly.

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