

The role of advertising on the increase of a company's revenue (LC Waikiki in Sulaimani as a case study)

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The overall objective of this research is to explore the capacity of advertising and its function in enhancing sales in LC Waikiki in Sulaymaniyah, Iraq in 2019. The methodology of this study utilises the Descriptive Statistics research technique. The sampling encompasses the entire volume of LC Waikiki Buyers in the Sulaymaniyah province in Iraq, inclusive of the cohort of 85 consumers selected according to random sampling. The compiled data was analysed utilising the computer software program SPSS software, where the data impact was elucidated using the T test and regression. From the analysis of the outcomes, it was deduced that advertising is remarkable in the enhancement of sales, encompassing both the conventional and modern advertising methods involving the audio, visual and spoken forms.

Chapter One

Introduction

Background of the study

Advertisement has been in existence since time immemorial, and is a marketing tool for the channelling and communication of information that transmits and exchanges knowledge (Smith, 1993). The promotion of products or ideas is important in linking the users of products and services with commercial suppliers, enterprises, industry players and traders (Belch, 1998 and 199). Advertisement may be communicated via a multitudinous medium encompassing the conventional means such as television and the print media (Belch & Belch, 1998), right up to the prevalent methods via online advertising using the internet; that

has expanded the development capacity of companies and businesses (Hamill, 1997). Advertisement (paid advertisements entailing external parties such as the media owners other than the advertisement creators) serves the purpose of marketing tool functions utilized by business establishments, with pragmatic availability in terms of location and pricing, with the capability of persuading consumers in purchasing the products offered, and should be custom made for the optimization of satisfying customers and enhancing the performance of organizations (Osogbo, 2014).

Through an analysis study on the subject matter “The impact of advertising on consumer purchase decisions”, the findings discovered the following results. Products that are excessively advertised are not purchased by the researcher, substantiating that sales may occur without advertising. Likewise, Yelber (2010), through her investigations on the “Effects of advertisement of hair products on student’s purchasing habits” discovered that certain sections of the public perceives advertisements as extremely deceiving and encourages individuals to purchase low quality products (Yelber, 2010). Additionally, through her book “No Logo”, Klein (2010) explicates that prevalently; brand creation does not arise in factories but are generated in offices. Furthermore, brands are reflective of its quality; rather it is the image that the marketing department wishes to project, not producing products but perceived images of the products, assisting in raising brand awareness and memory recall of the brands (Klein, 2000).

Moreover, as an opinion from my associate, he espoused that, “the reputation and quality of a product will promote itself, claiming the retention of purchasing acts by the general public will follow after the initial utilization of the product. Hence, he considers that inferior quality products are overly exaggerated in its advertising. The definition of advertising entails a paid commercialized manifestation of notions, products or services for a target market through a specified patron or promoter (Perreault & McCarthy, 1997, Abiodium, 2011); specifying with clarity identification of source sponsor, brand owner, services or notions to all promoted goods, services, or notions. Deeply entrenched within our intricate society, the world has witnessed the evolution of advertising into a crucial consumers’ and businesses’ communications scheme (Ibid). Advertisements can be in the form of print media such as in newspapers, marketing collateral, or can be broadcast on a radio station, television channel, and through the internet. The definition of advertising appeal by the marketing encyclopaedic dictionary is “an enticing technique in advertising strategies to lure consumers to a heightened awareness of the products, services or initiatives advertised”, which is the technique utilized by firms in awareness creating strategies for the products or new products to the market. Advertising initiative is a tool to promote, to prompt, to assure, and to persuade consumer decision-making. It guides, and convinces consumers on the product offerings, and can be perceived as an advertisement only if it is paid for (Abiodium, 2011). Due to the absence of emphasis on the influence of advertising on Tigo telecommunications network in

2015, the way is clear for the examination of the latest advertising effects on Tigo's performance in this current study.

Statement of the Problem

According to David and James (1982), advertisement is a simple way of educating current and potential consumers on product and services, which enhances organizational achievements. On this premise, advertising has a significant position in the longevity, identification loyalty, and control of market share and achievements of establishments in Sulaymaniyah, specifically in LC Waikiki. There is a dearth of advertisement influence studies on an establishment's revenue, except for a student study executed on LC Waikiki sales volume, that was limited through the use of annual accounts and company reports composite data only, ranging from 2017-2018. Due to this, the current case study on LC Waikiki, Sulaymaniyah in Iraq is initiated in addressing the lack of information on the subject matter. It endeavours to find the influence of advertising on organizational achievement.

Purpose of study

From the arguments, past research findings, concepts and aforementioned fundamental theories, the purpose of this study is to study the role and impact of advertising in increasing a company's revenue in terms of creating awareness of a new product, interest creation and persuasion on customers in purchasing the products, demand stimulation, brand loyalty and creating a large market for the products and services offered.

Future of advertising

There are five principal stages in advertising development, namely; domestic, export, international, multinational and global stages. The way forward, specifically at the global level, is through four promising business goals in global advertising; universal brand, creative process economies of scales development, maximization of advertisement effectiveness at the local and expediting company executions. Emerging from global marketing evolutionary progression are three essential varying procedures; exporting executions, producing local executions, and importing overarching ideas.

Objectives of Study

Advertisements goals entails the holistic and comprehensive far reaching effectiveness of advertising that should encompass personal selling, which can be customized, right up to the scale that can reach the masses (Stanley, 1982). Thus the study aims to study the effectiveness of advertisement, thus result in increasing a company's revenue through the various aforementioned strategies such as product awareness, continuous link with target

market through various channels, branding and marketing capabilities, positive and effective persuasive power, brand loyalty, promotion of personal selling program, expediting brand and business awareness, new market segmentation at local and global level, and Blue Ocean capabilities of unchartered market,

Research Questions

The current study endeavours to render feedback to the subsequent research inquiries:

Research Question 1: To what extent does brand awareness relate to organizational performance?

Research Question 2: Does advertising help in increasing the number of customers in LC Waikiki?

Research Question 3: To what extent does brand loyalty relate to organizational performance?

Research Question 4: Does building awareness about LC help to increase the number of customers?

Research Question 5: To what extent does brand equity relate to organizational performance?

Research Question 6: Are the advertisements able to illustrate the variety of products available for customers?

Methodology

Research Design

The researcher employed a composite analysis design, combining both qualitative and quantitative techniques. This technique is suitable in exploring the factual and conceptual interconnection linking the variables.

Sampling Design

Study population

The current study on the Role of Advertising to increasing LC Waikiki revenue is drawn from a cohort of 80 consumers, with a presumption to provide pertinent information to the issue being studied.

Sampling size

The sample size encompasses 85 respondents and was resolved as stated in the confidence level expected from the chosen populace under investigation, in the context of LC Waikiki, in Sulaymaniyah, Iraq .

Sampling method

The research used stratified random sampling to segregate the consumers/customers under varying departments where the products are sold.

Data Collection

Chapter Two

Literature Review

Introduction

Advertisement is perceived as a marketing and branding tool to manipulate consumer behaviour and perceptions, via scientific, psychological and technological means, to view a product in favourable light, and be persuaded to purchase these products. I chose to research on this topic as I consider it to be pertinent in present day scenario, as advertisement has a far reaching impact in society, with a wide range of spectrum, ranging from the daily grinds, to perceptions that stretches from the individual personal level right up to the political arena at the local to the global level. Advertising is an important investment that has the potential of generating significant large profits to any entity. Statistically the advertising expenditure in Finland was to the amount of 1313.1 million Euros in 2012, and 1206.7 million Euros in 2013 (Finnish Advertising Council, TNS Gallup, Ad Intelligence 2014). This implicates that certain countries place much more importance on advertising and recognize its role in contributing to the country's economy.

Advertisement had been used in ancient times, substantiated by the evidence of the discovery of an Egyptian papyrus that contained information of forthcoming slave sales, where during that time advertisements were in oral or written form pertaining to certain products or services. The dissemination of oral adverts were carried out by barkers. Meanwhile, in addition to the use of scrolls made from papyrus and wax boards, written advertising were in the form of inscriptions on rocks by the roads, in addition on building structures; promoting almost all things that one can imagine. According to Feofanov (2004), the promotion of snacks and wine at a pub were carried out, as well as invitations to public baths. However, the invention of typography for adverts in written form, and later photography in mid-19th century had boosted the widespread of advertisements and its undeniable influence (Presbrey, 2009). The world has witnessed the escalated trend in the use of advertisements to promote products, as the result of the extraordinary progression of global industrial production of goods. Advertising has reached another level, boosted in terms of quality and achievements by the advancements made in the multicoloured-printing technology, analogue followed by

digital radio, television, satellite conveyances, the invention of computers and the Internet (Presbrey, 2009).

The target of this thesis is to analyse the impact of advertising on a product life revolution and to ascertain the appropriate advertising techniques, alongside the method of applying them at all the stages of a product's life evolution. Additionally, there is inclusion of the explanation of advertising impact on a consumer's purchasing attitude. Favourable business practice needs to identify the return of investment both in Iraq, and globally; with huge expenditure in time and money spent on evaluating message effectiveness.

Definition

Advertisement involves the manipulation of consumers' purchasing behaviour using persuasion in messages pertaining to products and/or services. The aim of advertising in business is attracting and targeting a specified market and a new market, with an effective advertisement campaign (Susan Word, 2018). As aforementioned, it is a call-for-action 'paid' announcement by a determined sponsor, and attention raising awareness for the public to take notice of notions, products or services (Aashish Pahwa, 2018, Karla Cook, 2018, Bovee, 1992). Advertising may be extremely costly. However, newspaper or radio ads are quite reasonably priced, while television ads are expensive (Kotler, 2010).

Main Types of Advertising

There are seven kinds of advertising available:

1. Brand advertising – generally through visualization and text forms, essentially targeted to attain heightened consumer awareness about certain brands (Sandage, 2001).
2. Commerce and retail advertising - it emphasizes distinct firm products or product sales, in the form of service from a shop. Its core activity is to boost the number of promising consumers through the provision of products or services, and terms and conditions information (Sandage, 2001).
3. Political advertising - it is an eminent and extremely effectual kind of advert, with the aims of projecting a perceived positive politician (Sandage, 2001).
4. Advertising with a feedback – it entails information exchanges with promising clients, generally through the utilization of direct mail that are interest-based for particular clients, such as in catalogue format (Sandage, 2001).
5. Corporate advertising - generally does not contain advert information, but the segmentation is targeted towards specific consumers, in terms of forming perceptions with regards to the advertiser (Sandage, 2001).

6. Business advertising - it is based on professional advertisement, segmented for the professional in a specific occupational grouping, disseminated via specific technical proclamations (Sandage, 2001).

7. Public or social advertising - different from business advertising , its market segmentation is particularly aimed according to social status, such as single mums, couples with no offspring, teenagers and others (Sandage, 2001)

Advertising objectives

The whole advertising goal is to assist in the development of customer relationships through an audience, time and situational specific target, which will impact on the creation of a advertisement program and strategy in market segmentation and positioning (Allie Decker, 2019)

Conclusion:

The majority of research indicates that advertising has a poor return of investment rate, that initially will show some progress in attracting prospective customers, however will stagnate and reach a plateau over a period of time when demand meets supply, and eventually further advertisements and additional investments are needed to recover or initiate a new momentum with no guaranteed ROI.

Chapter 4: Findings

Introduction:

This section presents investigations of the quantitative and qualitative data gathered using different techniques. Data scrutiny entails customer data from surveys, interviews, firm based, product based, sales outcomes, and analyst outcomes. Reactions to the questionnaires were gathered via e-mails and social community websites. The questions and their results were analysed and presented using Excel.

Investigations and clarifications succeeded the outcome collections from surveys. This section conveys a variety of outcomes gathered for every question of the survey. Regarding the survey, considering the different numbers of respondents for each category (comprising cohorts of 20 males and females under 29 years old , 22 males and females less than 39 years old, and 11 males and females greater than 40 years old), all the survey outcomes were inspected symmetrically to ensure the outcomes were not biased by these contrasts. In particular, the number of respondents providing answers to every question was extracted from the 85 respondents for every group. Equally, this study took into consideration the precise identical number of responses in every group.

4.2 Survey Results

Table (1): Distribution of the sample according to Age

Age	Frequency	Percent
20- 29	49	57.6
30-39	22	25.9
40-49	11	12.9
50-59	3	3.6
Above 60	0	0.0
Total	85	100.0%

Clearly from table (1) most of the respondents' are aged between 25 to 30 years old, constituting 57.6% of the total sample. Then, 25.9% of them were aged between 30 to 39 years old; 12.9% of the sum of participants aging between 40 to 49 years old. However, the minority of respondents were aged between 50 to 59 years old, constituting 3.6% of the total samples.

Table (2): Distribution of the sample according to Gender

Gender	Frequency	percent
Male	34	40.0
Female	51	60.0
Total	85	100.0%

Clearly from table (2), 60.0% of the sum of all respondents were female, with 40.0% were male.

Table (3): Distribution of the sample according to Education level

Education level	Frequency	Percent
PHD	1	1.2
Masters Degree	9	10.6
Bachelor Degree	19	22.4
Diploma	23	27.1
A and O level	15	17.6
Primary Level	18	21.1
Total	85	100.0%

As shown in table (3), the total respondents comprise of: 27.1% had Diploma degrees; 22.4% had Bachelor degrees; 21.1% had in primary level education; 17.6% had A-level education and O-level education; 10.6% had Masters Degrees, and merely 1.2% had a PHD.

Table (4): Distribution of the sample according to marital status

Education level	Frequency	Percent
Married	36	42.4
Separated	6	7.1
Divorced	6	7.1
Widowed	5	5.9
Single	32	37.5
Total	85	100.0%

Table (4) illustrates that for marital status, from the overall respondents: 42.4% of the respondents are married; 37.5% are single; 7.1% are separated or divorced and merely 5.9% are widowed.

Table (5): Number of years worked with LC industry

work experience	Frequency	Percent
Less than 1 year	34	40.0
1- 5 years	41	48.2
5-10 years	10	11.8
Over 10 years	0	0.0
Total	85	100.0%

From table (5), 48.2% of the total sample had between 1 to 5 years of work experience in the LC industry; 40.0% of them had less than 1 year of work experience in the LC industry, and 11.8% of them had between 5 year to 10 years of work experience the in LC industry.

Table (6): Reliability Statistics

Methods	Result	Number of items
Alpha Cronbach	0.820	26

From table (6) the overall reliability outcome was obtained by Cronbach's, and also, the reliability of the information of the question collected from the respondents were tested two times to ensure the responses of the respondents, where the reliability outcome was 0.820. In general, the input from the respondents of the questionnaire exhibited reliability.

Using a Likert Scale on a range from 1 to 5, with Scale 1 indicating Strongly Disagree and Scale 5 indicating Strongly Agree, the findings from the respondent's feedback are illustrated in Table 7.

Table (7): Advertising

Advertising	5	4	3	2	1	Severity	
	Fre	Fre.	Fre.	Fre.	Fre.	Mean	S.D
	%	%	%	%	%		
LC industry advertises all its products	17	39	19	10	0	3.74	0.91
	20.0	45.9	22.4	11.8	0.0		
Adverts of the LC industry meet the intended audience	4	50	26	3	2	3.60	0.74
	4.7	58.8	30.6	3.5	2.4		
Media used are accessible by the target market	15	46	17	7	0	3.81	0.82
	17.6	54.1	20.0	8.2	0.0		
Total	36	135	62	20	2	3.71	0.82

Results from table (7) shows that the majority of respondents use Advertising as "Media used are accessible by the target market", where; only 0.9% of the overall sample chose 'Strongly Disagree' (Scale 1) of having Advertisement in the LC industry; 7.8% of them chose 'disagree' (Scale 2) with having Advertisement in the LC industry; 24.3% of them chose 'Neither Agree nor Disagree' (Scale 3) with having Advertisement in the LC industry, and 67.0% of the total respondents chose 'Agree' and 'Strongly Agree' of having Advertisement in the LC industry. However, the lesser frequency of feedback from respondents are of

advertising is "Adverts of the LC industry meet the intended audience" In regards to severity, the highest mean of items are " Media used are accessible by the target market " (M=3.81) which is greater in comparison to the universal mean 3 and the lowest average of items are " Adverts of the LC industry meet the intended audience " (M= 3.60) being greater than the universal mean (3). In the whole, the sum of the mean and standard deviation of Advertising were (3.71, 0.82) respectively.

Using a Likert Scale on a range from 1 to 5, with Scale 1 indicating Strongly Disagree and Scale 5 indicating Strongly Agree, the findings from the respondent's feedback are illustrated in Table 8.

Table (8): The organization uses the following forms of advertising

Organization advertising	5	4	3	2	1	Severity	
	Fre	Fre.	Fre.	Fre.	Fre.	Mean	S.D
	%	%	%	%	%		
Television	37	22	16	7	3	3.97	1.13
	43.5	25.9	18.8	8.2	3.5		
Posters	23	33	14	10	5	3.69	1.16
	27.1	38.8	16.5	11.8	5.9		
Newspapers	16	20	25	16	8	3.23	1.23
	18.8	23.5	29.4	18.8	9.4		
Magazines	12	18	25	19	11	3.01	1.23
	14.1	21.2	29.4	22.4	12.9		
Bill boards	7	20	21	22	15	2.78	1.22
	8.2	23.5	24.7	25.9	17.6		
Newsletters	7	10	26	25	17	2.58	1.17
	8.2	11.8	30.6	29.4	20.0		
Brochures	8	14	15	32	16	2.60	1.23
	9.4	16.5	17.6	37.6	18.8		
Stickers	8	14	24	22	17	2.69	1.23
	9.4	16.5	28.2	25.9	20.0		
Radio	11	26	14	25	9	3.05	1.24
	12.9	30.6	16.5	29.4	10.6		
Giving prizes with company product name	24	33	12	9	7	3.68	1.22
	28.2	38.8	14.1	10.6	8.2		
Business cards	36	25	11	10	3	3.95	1.16
	42.4	29.4	12.9	11.8	3.5		
Total	189	235	203	197	111	3.20	1.20
	20.2	25.1	21.7	21.1	11.9		

From table (8) the higher frequency of Advertising which is "Television", only 11.9% of the overall sample chose 'Strongly Disagree' (Scale 1), with Organization advertising in the LC industry; 21.1% of them chose 'Disagree' (Scale 2), with Organization advertising in the LC industry; 21.7% of them chose 'Neither Agree nor Disagree' (Scale 3) with Organization advertising in the LC industry, and 45.3% of the total respondents chose 'Agree' (Scale 4), and 'Strongly Agree' (Scale 5) with Organization advertising in the LC industry. However, the less frequency of Organization advertising is " Newsletters " In regards to severity, " Television " (M=3.97) exhibit a high mean which is more than the overall mean 3 and the lowest average of items are " Newsletters " (M= 2.58) being lower in comparison to the overall mean (3). In summary, the sum of the mean and standard deviation of Advertising were (3.20, 1.20) respectively.

Using a Likert Scale on a range from 1 to 5, with Scale 1 indicating Strongly Disagree and Scale 5 indicating Strongly Agree, the findings from the respondent's feedback are illustrated in Table 9.

Table (9): Any other forms of advertising used by the organization

Organizational factors	5	4	3	2	1	Severity	
	Fre	Fre.	Fre.	Fre.	Fre.	Mean	S.D
	%	%	%	%	%		
Workshops	21	14	22	21	7	3.24	1.29
	24.7	16.5	25.9	24.7	8.2		
Mobile advertising	26	36	15	3	5	3.88	1.07
	30.6	42.4	17.6	3.5	5.9		
Sponsoring event	34	34	6	9	2	4.04	1.05
	40.0	40.0	7.1	10.6	2.4		
Total	81	84	43	33	14	3.72	1.13
	36.0	37.3	19.1	14.6	6.0		
	31.8	32.9	16.9	12.9	5.5		

From table (9) the higher occurrence of advertising used by the organization is " Sponsoring event ", with only 5.5% of the total sample chose 'Strongly Disagree'(Scale 1), with advertising used by the organization in the LC industry;12.9% of them chose 'Disagree' (Scale 2) with advertising used by the organization in the LC industry; 16.9% of them chose 'Neither Agree nor Disagree' (Scale 3) with advertising used by the organization in the LC industry and 64.7% the total respondents chose 'Agree' and 'Strongly Agree' with

advertising used by the organization in the LC industry. However, the least frequency of advertising used by the organization is "Workshops" with M= 3.24.

In regards to severity, the highest mean of items are "Television" (M=3.97) ‘Sponsoring Events’ (M= 4.04) which is more than the general mean 3. Finally, the total mean and standard deviation of Advertising were (3.72, 1.13) respectively.

Using a Likert Scale on a range from 1 to 5, with Scale 1 indicating Strongly Disagree and Scale 5 indicating Strongly Agree, the findings from the respondents feedback are illustrated in Table 10.

Table (10): increasing income

Increasing income	5	4	3	2	1	Severity	
	Fre	Fre.	Fre.	Fre.	Fre.	Mean	S.D
	%	%	%	%	%		
LC industry is allowed to advertise freely	9	47	18	8	3	3.60	0.92
	10.6	55.3	21.2	9.4	3.5		
The level of sales in LC has been increasing	21	48	11	4	1	3.98	0.82
	24.7	56.5	12.9	4.7	1.2		
Increasing level of sales in LC is every one’s responsibility	9	52	17	6	1	3.72	0.79
	10.6	61.2	20.0	7.1	1.2		
The level of sales in LC is declining	13	27	30	15	0	3.44	0.95
	15.3	31.8	35.3	17.6	0.0		
Increasing sales volume in LC is a challenge to all employees	4	39	25	14	3	3.31	0.92
	4.7	45.9	29.4	16.5	3.5		
Advertising helps in increasing the number of customers in LC industry	15	45	20	3	2	3.80	0.85
	17.6	52.9	23.5	3.5	2.4		
The number of customers in the industry can be increased by sponsoring events	24	37	14	9	3	3.84	1.04
	28.2	43.5	16.5	8.2	3.5		
Building awareness about LC industry can increase the number of customers	43	30	8	2	2	4.29	0.91
	50.6	35.3	9.4	2.4	2.4		
Advertising shows different kinds of products variable for customers	30	38	13	3	1	4.09	0.86
	35.3	44.7	15.3	3.5	1.1		
Total	168	361	156	64	16	3.78	0.89
	21.9	47.2	20.3	8.3	2.3		

Table (10) exhibits the highest frequency of advertising used by increasing income is "Building awareness about LC industry can increase the number of customers" , with only

2.3% of the total sample chose 'Strongly Disagree' (Scale 1) with increasing income in the LC industry; 8.3% of them chose 'Disagree' (Scale 2) with increasing income in the LC industry; 20.3% of them chose 'Neither Agree nor Disagree' (Scale 3) with increasing income in the LC industry, and 69.1% of the total respondents chose 'Agree' (Scale 4) and 'Strongly Agree' (Scale 5) with increasing income in the LC industry. However, the least frequency of increasing income is "Increasing sales volume in LC is a challenge to all employee" with $M=3.31$. In regards to severity, the highest means of items are "Building awareness about LC industry can increase the number of customers" ($M=4.29$) which is more than the general mean 3. Finally, the total mean and standard deviation of increasing income were (3.78, 0.89) respectively.

Table (11): Correlation coefficient between Advertising and increasing income

factors	increasing income	
	r	Sig.
Advertising	0.711**	0.03
** correlation significance at 0.01		
* correlation significance at 0.05		

Table (11) exhibits there was an impact statistically on the relationship between Advertising and increasing income because the p-value were lower than 0.05. Thus, the relationship between Advertising and increasing income had positive impact as the correlation coefficient value was (0.711), this being the outcome of correlation coefficient between them was higher than 0.50.

Table (12): Association between advertising and increasing income

Model	increasing income				
	Beta	Std.Error	R square	T-test	Sig.
Constant	29.6	2.17	0.52	13.6	0.000
Advertising	0.078	0.037		2.10	0.038

Hence, from table (12) the beta coefficient with regards to the connection between Advertising and increasing income was 0.078 and its subsequent p value was 0.038. Moreover, because the p value was lower in comparison to the common alpha 0.01, thus, advertising in the LC industry is a critical favourable characteristic for increasing income in Iraq.



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