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Advert Exposure on Consumer Purchase Decisions: An Empirical Study on MTN Nigeria

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ABSTRACT

This study investigated the effect of advertising on consumer purchase decision using MTN as an example. The specific objectives of the study were to: (i) Establish the relationship between advert exposure and customers' patronage of MTN services; (ii) Find out whether exposure to MTN advert has any effects on consumer awareness of such products and services; (iii) Examine the relationship between MTN's advert exposure and consumers' preference for MTN services competing brands, among others. The study used survey research method with three hypotheses. Based on the nature of the hypotheses, the study used correlation and Analysis of Variance (ANOVA) test Statistics to test the hypotheses. The Results showed that ($r = 0.425^{**}$) between advert exposure and consumers' patronage of MTN products and services is significant and positive at the 0.05 level, the correlation ($r = 0.373^{*}$) between advert exposure and consumers preference for MTN service is moderately significant and positive at the 0.05 level, among others. The study recommends that advertising strategies be properly managed and maintained in getting attention through colourful and captivating advertisements. It also recommends that companies should invest in the use of advertisements for quality services. Moreover, adverts should be more customer-friendly; it should be simple for target audience to understand.

Keywords: advertising, exposure, consumer decision, patronage and MTN Nigeria

Introduction

Advertising is seen as a potent vehicle for achieving acceptance of desirable and useful concepts or ideas where the profit motive is minimal or missing altogether. Okorie (2009) reasoned that advertising has become an integral part of our social and economic system; it is indeed a powerful communication tool of business to most firms and organization for them to be able to reach their target market across the globe. In other words, advertising can be seen as a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, or services.

Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action (Bovee & Aren, 1992; Jefkins, 1998; White, 2000). In marketing management, advertising has leading impact on viewers mind, as its exposure is much more (Katke, 2007). The traditional marketing mix has four subsets i.e. product, price, place and promotion while