

# Effects of Advertising on Consumer Purchase of NASCO Sugar Product in JOS South LGA of Plateau State

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**Abstract--** This study examined the effects of advertising on consumer purchase of Nasco sugar product in Jos South LGA of Plateau State. The research investigated advertising dimensions such as billboard, print, social media, and electronic advertising on consumer purchase. The study emphasises the distinct influence of each advertising medium, highlighting how local consumer behavior interacts with different forms of promotion. A descriptive research design was employed, while the Cochran method for determining sample size of an infinite population was used. A structured questionnaire, which served as the study instrument, was administered to 384 respondents, randomly selected. Simple linear regression, used as the inferential statistical tool, tested the formulated hypotheses. The findings showed that billboard, print, social media, and electronic advertising significantly influence consumer purchase decisions for Nasco sugar products in Jos South LGA, with social media exhibiting particularly strong effects due to its widespread accessibility and interactive engagement. Based on the findings, the study recommended that management of Nasco sugar product should build and maintain a robust electronic advertising strategy that incorporates consumer preferences and engagement metrics, while also leveraging social media to attract, satisfy, and retain customers effectively.

**Keywords:** Advertising, consumer purchase, billboard, print, social media, electronic.

## I. INTRODUCTION

Consumers are considered rational decision-makers concerned with their self-interest, engaging in activities such as building purchase intention, searching for information, purchasing, and consumption. Consumer purchase refers to the buying activities of ultimate consumers in the retail sector. Understanding the behaviour and preferences of consumers, particularly in the confectionery sector, is critical for marketers to design strategies that enhance satisfaction, loyalty, and repeat purchase behaviour. According to Kotler and Armstrong (2015), sales promotion is a short-term incentive to encourage product or service sales.

Tjiptono and Diana (2020) define sales promotion as any form of long-term offer or incentive aimed at buyers, retailers, or wholesalers, designed to obtain a specific and immediate response. Effective sales promotion complements advertising by influencing immediate purchase behaviour while building awareness of product features.

Promotion is essential in achieving business results in competitive marketplaces (Kotler, 2016). Consumer purchase helps marketers track the journey from awareness to actual purchase, attracting the right customers, encouraging repeated purchases, and generating new customer referrals (Aaker, 2015). Advertising, when strategically aligned with sales promotion, strengthens this journey by shaping perceptions and enhancing brand recognition. Acquaye (2020) notes that consumer purchase choices reflect customer retention and loyalty, defining a company's ability to maintain returning customers. Companies often use on-the-spot promotions to encourage purchases, increase product usage, retain loyal customers, introduce new products, and gather consumer data (Jee, 2021). This study emphasises that advertising acts as both an informational and persuasive tool, influencing not only purchase decisions but also long-term consumer commitment.

The modern consumer environment has shifted power from marketers to consumers, requiring products to offer unique features and high quality to remain competitive (Anetoh, Nnabuko, Okolo, & Anetoh, 2020). Changes in economic, social, and technological factors have made it imperative for firms to adopt innovative advertising strategies that resonate with evolving consumer preferences.

Advertising is the process of creating awareness about goods and services among target audiences. It is a non-personal communication method capable of promoting any product due to its persuasive power (Njelita & Anyasor, 2020).

James and Inyang (2022) define advertising as the non-personal communication of ideas or products through mass media such as television, newspapers, magazines, cinema, or radio, paid for by a sponsor, with the aim of influencing consumer behaviour. Advertising serves as a bridge between companies and consumers, providing platforms to introduce new products, reinforce brand identity, and guide consumer decision-making.

Globally, advertising plays a critical role in promoting products and services. Advances in technology and media have made it an essential part of the promotion mix (Bhakar, Bhakar & Kushwaha, 2019). Electronic and social media advertising can reach a broad audience, inform potential customers, and influence consumer decisions (Caren, Hayes, & Palmer, 2019). In Nigeria, leveraging these channels allows firms like Nasco to maximize visibility and engagement while maintaining cost-effective promotional strategies.

Advertising types considered in this study include informative, social media, print, radio, television, electronic, and billboard advertising due to their impact on creating awareness for Nasco sugar products in Jos South LGA. Informative advertising educates consumers about products or features (Derrick & Rose, 2018), while persuasive advertising fosters preference, conviction, and purchase intent (James & Inyang, 2022). Radio and television advertising effectively reach wide populations, while billboards provide high visual impact at low production costs (Kumar & Raju, 2013). Social media advertising uses online platforms to engage consumers interactively (Azeem & Haq, 2012). This study integrates these media strategically to understand their combined and individual effects on consumer purchase behaviour.

Advances in technology have transformed advertising, enabling brands to conduct business online and reach global audiences (Radwan, Mousa, Mohamed & Youssef, 2021). Print and electronic advertising remain important for influencing consumer purchase decisions. The study emphasises that aligning advertising strategies with technological trends and consumer preferences is key to maximising purchase outcomes.

#### *1.1 Statement Of The Problem*

Customers' lifestyles and preferences have changed dramatically in the past decade (Cummins, 2018). Awareness of market offerings has increased, raising expectations for product quality, availability, and value. Internet technology has heightened access to information, increasing consumer bargaining power.

As a result, marketers face challenges in meeting these evolving expectations, particularly in the Nigerian retail confectionery market. While advertising is essential for guiding consumer purchase choices, there is limited research on the differential effects of billboard, print, social media, and electronic advertising in local contexts like Jos South LGA. Existing studies often focus on general promotion tools or are conducted in Western settings, leaving a knowledge gap regarding culturally specific consumer behaviour and media influence in Nigeria. This study addresses these gaps by examining how different forms of advertising influence consumer purchase of Nasco sugar products, providing insights for marketers seeking to optimize promotional strategies in local markets.

#### *1.2 Research Questions*

1. What is the effect of billboard advertising on consumer purchase of Nasco sugar products in Jos South LGA of Plateau State?
2. What is the effect of print advertising on consumer purchase of Nasco sugar products in Jos South LGA of Plateau State?
3. What is the effect of social media advertising on consumer purchase of Nasco sugar products in Jos South LGA of Plateau State?
4. What is the effect of electronic advertising on consumer purchase of Nasco sugar products in Jos South LGA of Plateau State?

#### *1.3 Research Objectives*

1. To examine the effect of billboard advertising on consumer purchase of Nasco sugar products in Jos South LGA.
2. To examine the effect of print advertising on consumer purchase of Nasco sugar products in Jos South LGA.
3. To examine the effect of social media advertising on consumer purchase of Nasco sugar products in Jos South LGA.
4. To examine the effect of electronic advertising on consumer purchase of Nasco sugar products in Jos South LGA.

#### *1.4 Research Hypotheses*

- H01: Billboard advertising does not have a significant effect on consumer purchase of Nasco sugar products in Jos South LGA.
- H02: Print advertising does not have a significant effect on consumer purchase of Nasco sugar products in Jos South LGA.

- H03: Social media advertising does not have a significant effect on consumer purchase of Nasco sugar products in Jos South LGA.
- H04: Electronic advertising does not have a significant effect on consumer purchase of Nasco sugar products in Jos South LGA.

## II. LITERATURE REVIEW

### 2.1 CONCEPTUAL REVIEW

#### 2.1.1 Concept of Consumer Purchase

Consumer purchase is a decision-making process in which a consumer considers the options available and selects the one that best meets their needs (Adyanto & Santosa, 2018). Consumers usually conduct extensive searches to find products or services that satisfy their requirements. It is critical to note that in the Nigerian context, cultural, social, and economic factors, such as family influence, income levels, and education, significantly shape consumer purchase decisions. Motivation, attitude, behaviour, and thinking are of great importance in making purchase decisions. Social class, family background, wealth or income, education, and occupation also influence buying behaviour (Ahmad, 2015).

A consumer purchase is a sequence of activities triggered by a buying motive to satisfy a specific need or want (Hanaysha, 2018). This study emphasises the role of modern promotional tools, including social media and influencer marketing, in shaping consumer behaviour in contemporary markets. Consumer behaviour involves searching, analyzing, evaluating, and comparing alternative commodities to bridge the gap between need and satisfaction. Decisions about what, why, when, where, how often to buy, and post-purchase evaluation significantly influence future purchase behavior (Hanaysha, 2018).

Recent trends indicate that social media and influencer marketing have become pivotal in driving consumer purchase intentions in Nigeria. Influencers' credibility, expertise, and attractiveness shape consumer attitudes toward brands and their purchasing intentions (Lee & Youn, 2021). Collaborating with credible influencers allows brands to engage consumers more authentically and expand market reach.

Consumer purchase is also influenced by marketing campaigns designed to affect buying behaviour. This study emphasises that marketers must consider the lifecycle stage of consumers and adapt advertising strategies accordingly to maximize effectiveness in the local context.

Sales activities and promotions have a long-lasting effect on business performance (Harahap & Amanah, 2020). Marketers should balance promotional tools carefully, as excessive promotion may damage brand equity. Ensuring product availability during promotions is essential to avoid customer dissatisfaction and protect brand reputation (Harahap & Amanah, 2020). Purchasing decisions result from a complex interplay of cultural, social, personal, and psychological factors. According to Kotler and Armstrong (2016), the purchase decision-making process consists of five stages:

1. *Problem Identification:* The buying process starts when the consumer recognizes a need, triggered by internal or external stimuli. Local market conditions, seasonal consumption patterns, and household needs often influence this stage in Nigeria.
2. *Information Search:* Consumers seek information from personal sources (family, friends), commercial sources (advertising, websites), public sources (mass media, consumer ratings), and experiential sources (handling, testing products). In Nigeria, word-of-mouth and social media reviews are increasingly influential in shaping information searches.
3. *Alternative Evaluation:* Consumers assess options based on benefits, product attributes, and ability to satisfy needs. This stage is heavily influenced by advertising channels that communicate product quality and brand reputation.
4. *Purchase Decision:* Consumers form preferences between brands and make decisions regarding brand, supplier, quantity, timing, and payment method.
5. *Post-Purchase Evaluation:* After purchase, consumers may experience satisfaction or conflict, which affects brand loyalty and repeat purchase behaviour.

#### 2.1.2 Concept of Advertising

Advertising is the process of creating awareness about goods and services to a target audience. It is a persuasive communication tool capable of promoting any product (Odigbo, 2018; James & Inyang, 2022). According to McLuhan (2011), advertising is "any non-personal communication of ideas or products via mass media such as television, newspapers, magazines, cinema, or radio, implemented through a sponsor for a fee to influence consumer behavior." Advertising is an important tool to raise product awareness and influence purchase decisions (Ayanwale et al., 2005).

This study highlights that advertising effectiveness is context-dependent; in Jos South LGA, local consumer perceptions, media accessibility, and cultural norms play a significant role in shaping responses to different advertising forms. Advertising affects consumer awareness, decision-making, and perception toward a product or service. It also helps build brand image and can drive positive changes in consumer behaviour (Malik et al., 2013). False advertising, however, can mislead customers and damage trust (Balamurugan et al., 2018).

### 2.1.3 Dimensions of Advertising

#### 1. Billboard Advertising

Billboard advertising conveys messages to consumers in public spaces such as streets, highways, and business centers. Large posters are strategically placed to maximize visibility (Wang & Yao, 2020). In the Nigerian context, billboards remain effective for mass awareness but may have limited influence on purchase intent compared to interactive digital media.

#### 2. Print Advertising

Print advertising, including newspapers, magazines, and brochures, remains a tool for brand introduction and awareness. Companies often adjust print advertising budgets based on product life cycles (Daneshvary & Rennae, 2000). In Nigeria, print advertising complements digital strategies by reinforcing brand messages to consumers who prefer traditional media.

#### 3. Social Media Advertising

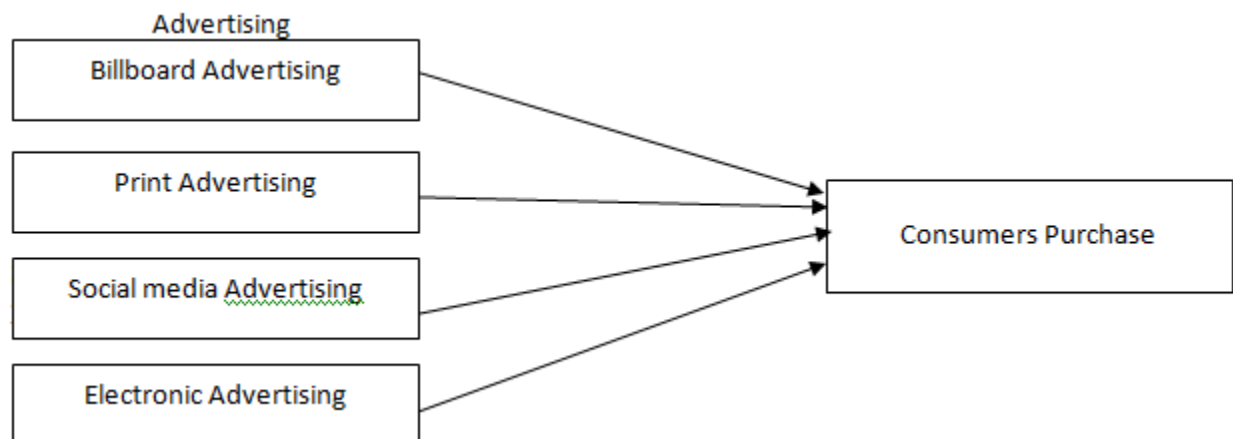
Social media advertising leverages platforms such as Facebook, Instagram, and TikTok to engage consumers interactively (Azeem & Haq, 2012). This study emphasizes that social media advertising is highly effective in shaping perceptions and driving purchase behaviour in Jos South LGA, as it enables real-time feedback, targeted messaging, and influencer engagement.

#### 4. Electronic Advertising

Electronic or online advertising uses digital technologies, including websites, mobile devices, and social media, to promote products. Given the rapid growth of internet penetration in Nigeria, electronic advertising provides brands with opportunities to expand market reach, track consumer engagement, and personalize messaging.

### 2.1.4 Conceptual Model

The conceptual framework depicts the direct relationship between independent variables (billboard, print, social media, and electronic advertising) and consumer purchase (Figure 1). Each advertising type is posited to have a unique influence on consumer purchase decisions, reflecting differences in reach, interactivity, and engagement potential. The model integrates both traditional and digital channels to capture the multifaceted nature of advertising impact in the Nigerian context.



Source: Researcher (2025)

**Figure 1: Conceptual Model of Advertising and Consumer Purchase**



### III. METHODOLOGY

#### 3.1 RESEARCH DESIGN

According to Otaha (2015), research design is a master plan specifying procedures and methods for the collection and analysis of the information required in a study. The research adopted a descriptive research design. Descriptive research is employed to explore relationships between two or more variables (Creswell, 2014). This study emphasises that a descriptive design is particularly suitable for understanding consumer purchase behaviour in Jos South LGA, as it captures perceptions and responses to different advertising types without manipulating the environment.

##### 3.1.1 Population of the Study

The target population for this research comprises the general public, including men, women, and youths within Jos South Local Government Area of Plateau State, who purchase Nasco sugar products from selected stores. This selection ensures that the study captures the primary consumers responsible for purchase decisions, while excluding children who may not make independent buying choices. Given that the population is unknown, this study applied the Cochran method and formula for determining sample size for unknown or large populations (Taherdoost, 2016).

##### 3.1.2 Sampling Technique

The convenience sampling technique was used to select the sample. The sample size is 384 respondents, determined using the Cochran method. Simple random sampling was applied, implying that any eligible man, woman, or youth could participate (Singh & Masuku, 2014). This approach was chosen to balance feasibility and representativeness, capturing diverse consumer perspectives across Jos South LGA while accounting for practical limitations such as time, cost, and accessibility.

##### 3.1.3 Sample Size

In research, the preference for a large sample must be balanced against resources in terms of cost, time, and effort (Singh, 2016). A sample size of 384 was deemed sufficient to ensure reliable findings while maintaining manageable data collection. Ordinarily, the study would consider the entire LGA population using the updated 2006 census. However, this would be inappropriate since it includes children without purchasing capacity.

The Cochran formula was applied:

$$s = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Where:

s = sample size

Z = confidence level (95%)

p = proportion of population picking a choice (0.5 used for maximum variability)

q = 1 - p

e = margin of error (0.05)

*Substituting into the formula:*

$$s = \frac{(1.96)^2 (0.5)(0.5)}{(0.0025)} = 384.16 \approx 384$$

This ensures adequate statistical power to detect significant relationships between advertising types and consumer purchase behaviour.

##### 3.1.4 Method of Data Analysis

A multiple linear regression analysis was used to examine the relationships between advertising types (independent variables) and consumer purchase (dependent variable). This method is appropriate because it allows simultaneous assessment of the influence of billboard, print, social media, and electronic advertising on consumer behaviour. Data were analysed using SPSS v27 for reliability, accuracy, and replicability.

The regression equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Where:

Y = consumer purchase

$\beta_0$  = constant/intercept  $\beta_1, \beta_2, \beta_3, \beta_4$  = coefficients of independent variables

X<sub>1</sub> = Billboard

X<sub>2</sub> = Print

X<sub>3</sub> = Social media

X<sub>4</sub> = Electronic  $\epsilon$  = Error term

*Decision Rule:* Reject H<sub>0</sub> if p-value < 0.05; otherwise, accept H<sub>0</sub>.

##### 3.1.5 Model Specification

Model specification determines which independent variables are included or excluded from the regression equation:

$$CP = f(BLB, PRT, SOM, ELE)$$

*Transformed into equation form:*

$$CP = \beta_0 + \beta_1 BLB + \beta_2 PRT + \beta_3 SOM + \beta_4 ELE + \epsilon$$

*Apriori expectation:*  $\beta_1, \beta_2 < 0$  (if billboard or print underperform)  
 $\beta_3, \beta_4 > 0$  (social media and electronic expected to positively influence purchase due to reach and engagement)

This model captures the multidimensional impact of advertising on consumer purchase, reflecting both traditional and modern channels in Jos South LGA, and ensures practical relevance for marketing strategy recommendations.

#### IV. DATA PRESENTATION AND ANALYSIS

##### 4.1 DATA PRESENTATION

###### 4.1.1 Response Rate

The data analysed in this segment were obtained from 350 respondents after 365 questionnaires were retrieved from the 384 distributed. Fifteen copies were invalid. The retrieved data represented 91.1%. The high response rate (91.1%) demonstrates that the findings are robust and reflective of the target population's perceptions and behaviours regarding Nasco sugar products in Jos South LGA. This also indicates strong respondent engagement, which enhances the reliability of the data collected.

###### 4.1.2 Respondent Profile

This section presents the demographic data, including findings on sex, age range, marital status, and years of buying Nasco sugar products. The respondent profile reveals that the majority of consumers are females and young adults aged 20–30 years. This indicates that marketing campaigns should prioritise targeting younger female consumers to maximise influence on purchase behaviour. Additionally, many respondents are new buyers (0–2 years), suggesting opportunities for brand loyalty and repeat purchase campaigns.

###### 4.1.3 Descriptive Statistics

Descriptive statistics were used to examine respondents' perceptions and expectations towards advertising. Mean, standard deviation, and gap analysis were used to evaluate the data using SPSS. The evaluation of mean was interpreted according to Agresti (2019):

- 1.00–2.49 = Very Weak
- 2.50–3.49 = Weak
- 3.50–4.49 = Strong
- 4.50–5.00 = Very Strong

A standard deviation greater than 0.5 indicates homogeneity, while less than 0.5 indicates heterogeneity of the data (Lorenc et al., 2016). The descriptive statistics reveal that electronic advertising has the lowest mean score (3.78), suggesting that respondents are most neutral about its influence. This implies that while electronic advertising plays a role, traditional media such as print and billboard remain highly influential in consumer purchase decisions in Jos South LGA. The findings also indicate that social media advertising has moderate influence, reinforcing the need for integrated marketing strategies.

##### 4.2 DIAGNOSTICS / TEST OF ASSUMPTIONS

All P-values are greater than 0.05, indicating normal distribution of the data. This confirms that the dataset is suitable for regression analysis, ensuring valid hypothesis testing.

##### 4.3 TEST OF HYPOTHESES

###### 4.3.1 Hypothesis One (H01)

Billboard advertising does not have a significant effect on consumer purchase of Nasco sugar products.

$R^2 = 0.269 \rightarrow$  Billboard advertising explains 26.9% of the variation in consumer purchase.

F-test:  $F(1, 349) = 14.6045, p = 0.000 < 0.05 \rightarrow$  Model is significant.

Regression coefficient:  $B = 0.549, t = 11.664, p = 0.000 < 0.05$

*Interpretation / Contribution:* Billboard advertising significantly influences consumer purchase. Increased billboard exposure is associated with higher purchase rates, showing that visual, location-specific advertisements remain highly effective.

H01 is rejected, H1 is accepted.

###### 4.3.2 Hypothesis Two (H02)

Print advertising does not have a significant effect on consumer purchase of Nasco sugar products.

$R^2 = 0.775 \rightarrow$  Print advertising explains 77.5% of consumer purchase variation.

F-test:  $F(1, 349) = 10.13297, p = 0.000 < 0.05 \rightarrow$  Model is significant.

Regression coefficient:  $B = 0.648, t = 35.668, p = 0.000 < 0.05$

*Interpretation / Contribution:* Print advertising has a strong, positive influence on consumer purchase. The tangible nature of print media enhances brand recall and consumer trust, suggesting companies should maintain or increase print campaigns.

H02 is rejected, H2 is accepted.

#### 4.3.3 Hypothesis Three (H03)

Social media advertising does not have a significant effect on consumer purchase of Nasco sugar products,  $R^2 = 0.488 \rightarrow$  Social media advertising explains 48.8% of consumer purchase variation.

*F-test:*  $F(1, 349) = 351.744, p = 0.000 < 0.05 \rightarrow$  Model is significant.

*Regression coefficient:*  $B = 0.514, t = 18.755, p = 0.000 < 0.05$

*Interpretation / Contribution:* Social media advertising positively affects consumer purchase, indicating that targeted online campaigns can enhance consumer engagement, particularly among younger consumers. Integration with other media is recommended for maximum impact.

H03 is rejected, H3 is accepted.

#### 4.3.4 Hypothesis Four (H04)

Electronic advertising does not have a significant effect on consumer purchase of Nasco sugar products.

$R^2 = 0.434 \rightarrow$  Electronic advertising explains 43.4% of consumer purchase variation.

*F-test:*  $F(1, 349) = 16.746, p = 0.000 < 0.05 \rightarrow$  Model is significant.

*Regression coefficient:*  $B = 0.517, t = 17.901, p = 0.001 < 0.05$

*Interpretation / Contribution:* Electronic advertising significantly affects consumer purchase, although its impact is slightly lower than other channels. Combining electronic advertising with billboard, print, and social media can create a more effective, integrated marketing approach

H04 is rejected, H4 is accepted.

#### 4.4 DISCUSSION OF RESULTS

Billboard and print advertising remain the most influential channels in the study area, indicating the importance of traditional media in consumer decision-making. Social media advertising positively influences purchase behaviour, especially among young, tech-savvy consumers.

Electronic advertising is significant but less impactful, suggesting that digital strategies should complement rather than replace traditional campaigns. Integrated marketing combining all advertising channels is recommended to maximise consumer purchase and brand loyalty. These findings provide actionable insights for marketers of Nasco sugar products in Jos South LGA, highlighting the channels that drive consumer purchase and the need for targeted, integrated advertising strategies.

### V. CONCLUSION AND RECOMMENDATIONS

#### 5.1 CONCLUSION

Based on the findings of the study, the following conclusions can be drawn:

1. *Objective One:* To examine the effect of billboard advertising on consumer purchase of Nasco sugar products in Jos South LGA. Billboard advertising has a significant effect on consumer purchase of Nasco sugar products. This indicates that strategically placed billboards are highly effective in influencing consumer decisions, particularly in high-traffic areas where visibility is maximised.
2. *Objective Two:* To examine the effect of print advertising on consumer purchase of Nasco sugar products in Jos South LGA. Print advertising has a significant effect on consumer purchase of Nasco sugar products. Print media enhances brand recall and persuades consumers to buy, demonstrating the continued relevance of traditional media alongside digital channels.
3. *Objective Three:* To examine the effect of social media advertising on consumer purchase of Nasco sugar products in Jos South LGA. Social media advertising has a significant effect on consumer purchase of Nasco sugar products. This highlights the influence of online platforms in shaping consumer behaviour, particularly among younger, tech-savvy demographics.
4. *Objective Four:* To examine the effect of electronic advertising on consumer purchase of Nasco sugar products in Jos South LGA. Electronic advertising has a significant effect on consumer purchase of Nasco sugar products. Electronic advertising supports marketing strategies by reaching diverse consumer groups and enhancing overall brand visibility.

Overall, the study confirms that all forms of advertising billboard, print, social media, and electronic positively influence consumer purchase of Nasco sugar products in Jos South LGA.

An integrated marketing approach using these advertising channels is essential to maximise consumer engagement and drive sales.

## 5.2 RECOMMENDATIONS

Based on the findings, the following recommendations are provided:

1. *Billboard Advertising*: Management of Nasco sugar products should strategically place billboards along highways, busy roads, and other high-traffic areas to maximise visibility and attract potential customers.
2. *Print Advertising*: Print media advertising should be maintained at an optimal level. Management of Nasco sugar products is advised to continue leveraging print advertising as it remains crucial in influencing consumer purchase behaviour.
3. *Social Media Advertising*: Management should actively channel advertising messages through social media platforms, targeting consumers who rely on online channels, to increase engagement and attract new customers.
4. *Electronic Advertising*: Management should develop and maintain robust electronic advertising strategies by researching consumer preferences, understanding how to attract and retain customers, and tailoring content to maximise impact.

A combined strategy integrating billboard, print, social media, and electronic advertising is recommended to ensure broad coverage, consistent messaging, and increased consumer purchase of Nasco sugar products.

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