



## DIGITAL AND PRINT ADVERTISING STRATEGIES AND PATRONAGE OF CONSUMER GOODS AMONG BUSINESS EDUCATION UNDERGRADUATES IN TERTIARY INSTITUTIONS

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### Abstract

*The study determined the relationship between advertisement and patronage of consumer goods among business education undergraduates in tertiary institutions. The study achieved two objectives: The relationship between digital advertising; print advertising; and patronage of consumer goods among business education undergraduates. The two specific objectives led to the two research questions that were answered and two null hypotheses tested. The correlation research design was adopted in the study carried out in Cross River State of Nigeria using a population of 661 and a sample size is 330 respondents (50% of the population) using multi-stage sampling technique. Questionnaire tagged, Digital – Print Advertising and patronage of consumer goods (D-PAPCGBEUQ) generated data for the study. The questionnaire was validated by three experts, two business educators and a measurement and evaluation expert. The reliability analysis of the instrument was achieved using Cronbach Alpha Reliability Analysis after administering a 10-item researcher-made questionnaire entitled, Digital – Print Advertising and patronage of consumer goods (D-PAPCGBEUQ) to respondents who were not part of the main study. The reliability test yielded a co-efficient of .81 which was deemed high enough to reliably assess the respondents. The questionnaire was thereafter administered to all 330 respondents. Pearson's Product Moment Correlation analysis was used to analyse data, where the two null hypotheses were tested at .05 levels of significance. Results indicated that positive relationships exist between digital advertising and print advertising and patronage of consumer goods among business education undergraduates in tertiary institutions in Cross River State. It was concluded that digital and print advertising are important advertising strategies that can raise patronage of consumer goods. Based on the conclusions drawn, it was recommended among others that business organisations should combine both digital and print advertising strategies.*

**Keywords:** Digital; Print; Advertising; Patronage; Consumer; Goods; Undergraduates



## **Introduction**

The emergence of digital technologies has given rise to digital advertising in addition to older strategies such as print advertising. Advertising itself has been one of the oldest means of promoting sales and marketing generally. It is a vehicle for reaching out to market audience, hence; increasing the patronage of consumer goods. The ability to create advertising messages and selecting advertising media has been of great concern to business organisations and concerns. Therefore, Kotler and Armstrong (2016) noted that advertising is the strategy by which the company accomplishes its advertising objectives. Similarly, Belch and Belch (2004) argue that advertising has the ability to reach a wide audience in cost effective manner, create brand awareness and incite reaction or action from customers. Objectively, advertising are closely linked with the aims and strategies of the firm (Bacik, Fedorko, & Simova, 2012).

Students' patronage of consumer goods could be influenced by location, atmosphere, merchandise, price and promotional factors (Chukwurah, 2012). The advertisement of consumer goods is considered as an important component in advertising communication process. An ideal advertising message commands and draws attention, holds the interest, arouses desire for possession of the product, and elicits action (Gupta, 2012). Advertising involves delivering of paid promotional messages to a number of potential consumers through public communication medium such as television, radio, magazines, billboards, or public address system (Williams, 2006). Sadachar (2014) claimed that students' perception is created in the mind and tend to affect their patronage of certain consumer goods. Pan and Zinkhan (2006) recognised two dimensions of business education undergraduates' patronage behaviour towards consumer goods as choice and the frequency of visit. Chukwurah (2012) stated that consumers' patronage motive is influenced when a particular store offers wider selections or have a better mix of merchandise than others. Its flexibility and adjustability gives room for late minute changes even when an advertisement campaign is underway (Anusha, 2016). It allowed the business education undergraduates to have access to different advert of consumer goods and thereby patronising those goods. Digital advertising has the capacity to reach many targeted students on the internet (Awais, Samin, & Bilal, 2012).

Before the advent of ICT, print advertising was largely used by companies. Meanwhile, the later part of 20<sup>th</sup> Century and the dawn of 21<sup>st</sup> Century has been greeted with the outburst of digital advertising. Through digital advertising, business education undergraduates can improve their patronage of consumer goods. People can go borderless with the capacity and rationality to make national, regional and international purchases as they can access unlimited information about many companies that offered consumer goods for sell on web sites at all time (Tavor, 2011). Kotler and Garg (2016) reported that 90 percent of all U.S. companies now use social media, noting that it is hard to find a brand that does not feature Facebook, Twitter, Google, Pinterest, Instagram, YouTube, and other social media sites.

The adoption of innovation happens in stages: Knowledge about the innovation, persuasion to adopt the innovation, decision to adopt or not to adopt the innovation, implementation of the innovation and confirmation (Rogers, 1995) as captured in the Social



Learning Theory which provides the background on which this theory is rooted. Patronage of consumer goods can therefore be explained using social learning theory propounded by Albert Bandura in 1977 which focuses on observation and imitation of the behaviour of models in order to learn new behaviours. It requires the observer to pay attention when the behaviour is being exhibited and remember it so that they can imitate it clear.

Digital advertising is a form of promotion that uses the internet for the expressed purpose of delivering marketing messages to attract customers (Kim & Park, 2012). Digital advertising can contain video, animation and audio and is as compelling as television advertisement. Today, students in the tertiary institutions make use of digital tools and networks more than before. Digital advertising is the most suitable way to reach many students in terms of advertising consumer goods. Most online advertisers use banner advertisement to create awareness about an existing product for consumers. It is a popular homepage advertisement that combines words and pictures with the contextual presentation style in a webpage to attract a user to click and buy a product online (Chi & Cho, 2012). They appear in different locations on the websites with varying sizes and shapes that are determined by the budget of the advertiser. According to Tavor (2011), it is an advertising sign of the firm that is part of the web Page's tapestry, and when clicked on, links the licker directly to the advertiser's chosen website.

Electronic mail (e-mail) provides a good platform for digital advertising and allows messages to be delivered using a range of approaches- such as web page on the mail box, product catalogue, and newsletter depending on the chosen format selected. It includes a broad range of interactive features and hyperlinks in order to sustain prospective customers' attention. Through e-mail marketing the knowledge of consumer goods is made known to the students. According to Ryan and Jones (2012) e-mail marketing involves sending e-mail to a customer list that usually contains a sale pitch and a call to action. Some retailers design short, snappy, anonymous promotional messages designed to elicit an immediate response, whereas others develop long, complex, sender - identified messages aimed at engaging the prospective customer in a more involving interaction in order to enhance patronage of a product (Chadwick & Doherty, 2012).

Consumers are more likely to patronize a product recommended for them in the Web, especially social media platforms with the popularity of social networks becoming a new place for online advertising. Zukerberg (2007) stated that there is a considerable diversity across the types of social media, which compasses format such as blogs, social networking sites and content communities. Better understanding these differences is potentially important for marketers who are concerned with the co-creation of their brands in different social media platforms (Smith, Fischer & Yongjian, 2012) The number of students in our tertiary institutions that are in social networking have increase in recent time.

The use of smart phones and other sophisticated mobile devices is very popular among undergraduates in tertiary institutions. This has encouraged patronage of consumer goods through advertisement on different social media. Mobile advertising is the transmission of a message related to consumer goods, services and opinions for promotional purposes via Mobile devices (Li & Brian, 2007). The use of FaceBook is



unarguably a form of digital advertising. Similarly, a study by Alvin (2017) on effectiveness of online advertisement on consumer decision of Radio Africa Group Limited Nairobi, Kenya using a sample of 67 respondents indicated that utilisation of online advert provide feedback which enhances product awareness.

Advertising tend to persuade them to patronise consumer goods and has strong influence on their perception (Ansari & Joloudar, 2011). Emotions and perception regarding consumer goods consists of those factors which affected business education undergraduates mind in terms of their cultural values and beliefs (Romaniuk & Sharp, 2004). Meantime, the use of digital advertising does not in any way undermine personal selling, hence; Kotler (2013) noted that personal selling is a useful vehicle for communicating with students face to face with the aim of persuading them to patronise a product. Marketing is a programme that compels satisfied consumers to consciously or unconsciously give positive testimonies about a product experience on a non-commercial purpose (Rathore and Panwar, 2016). Consumer goods are those products used by the final consumers for the satisfaction of various wants and needs. Marketers usually classified these goods based on how consumers go about buying them. Consumer goods include convenience goods, shopping goods, specialty goods and unsought goods (Kotler & Armstrong, 2012).

Print advertising is the method used to promote a product, service or message via magazine, poster, newspaper and brochure to reach customers. Print advertising has been used to spread messages to the customers with the purpose of spreading awareness. Newspaper is the media that produce information in many forms of media and it often rated as effective marketing tool. Nevertheless, advertising using print service have different effect from different field of organizations. According to Bansal and Gupta (2014), the effect can be considered from the way that promotions with more educational substance were found to impact a greater number of clients than ads with less instructive substance. Thus, print service advertisement is still popular approach for advertisers to use for advertisement. In India, print advertising is commonly used by companies and accounts for nearly 70% of their total expenditure of advertising media (Sharma & Singh, 2009). With the advent of digital advertisement in this dispensation, there is a paradigm shift on the part of the business education undergraduates from print advertising to digital advertising in getting information about consumer goods.

The content in print service advertisement conveys direct message to consumers and the effectiveness for consumer to receive the message is also accurate (Manchanda, Dube, Goh, & Chintagunta, 2006). In addition, consistency of a print advertisement increases purchasing behavior from consumers (Manchanda, Dube, Goh, & Chintagunta, 2006). Certainly, the arrangement of advertisement such as verbal or pictorial material is important to form up an advertisement. Billboard is a part of print advertising which tend to enhance patronage of a product. A billboard is a large outdoor advertising structure and remains a very effective way of reaching large audience.

### **Statement of the problem**

The patronage of consumer goods can be hampered when awareness is not created about the existence of such goods or why such goods should be purchased instead of alternative(s), where there are such alternatives. Unfortunately, most businesses before the advent of digital technologies avoided costs associated with advertising their products.



Today, the story may look different because of the availability of digital advertising opportunities, while some businesses still adapt to print advertising. It is therefore unclear whether the patronage of consumer goods relates with choice of advertising strategy.

Although studies exist in the literature reviewed on advertising, none of these studies was cited establishing the relationship between digital and print advertising and patronage of consumer goods among business education undergraduates specifically. Again, in the researchers' knowledge, none of these studies was carried out in Cross River State. This study aptly filled the gap that exists in the literature.

#### **Objectives of the study**

1. To determine the relationship between digital advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State.
2. To determine the relationship between print advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State

#### **Research questions**

1. What is the relationship between digital advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State?
2. What is the relationship between print advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State?

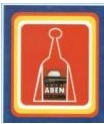
#### **Statement of hypotheses**

- HO<sub>1</sub> There is no significant relationship between digital advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State.
- HO<sub>2</sub> There is no significant relationship between print advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State

#### **Methods**

The study adopted the correlation survey research design. This allowed for establishment of relationship between digital advertising, print advertising; and patronage of consumer goods among business education undergraduates in tertiary institutions. According to Asim, Idaka and Eni (2017) correlation survey research design seeks to establish a relation, association. Similarly, Ndiyo (2011) observed that through correlation design, a researcher can investigate the extent to which variation in one variable influences the other.

A population of 661 was used for the study. This constituted final year undergraduates drawn from the four tertiary institutions offering business education. The multi-stage random sampling technique was used, where a sample size of 330 respondents was selected; representing 50% of the total population 661.



A 10-item researcher-made questionnaire entitled, “Digital – Print Advertising and patronage of consumer goods (D-PAPCGBEUQ).”The questionnaire was validated by three experts. Similarly, the reliability coefficient of the questionnaire was .81. This was achieved after administering 30 copies of the instrument to respondents who were part of the main study and the responses subjected to reliability test.

Pearson’s Product Moment Correlation analysis was used to analyse data, where the two null hypotheses were tested at .05 levels of significance at 328 degree of freedom and critical r-value of .195. Therefore, reject null hypothesis if calculated r-value is greater than critical r-value and vice versa.

## **Results**

### **Research question one**

What is the relationship between digital advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State?

**Table 1: Mean and standard deviation of relationship between digital advertising and patronage of consumer goods among business education undergraduates in tertiary institutions**

Variables	Mean	Standard deviation
Digital advertising	19.73	2.58
Consumer patronage	26.71	3.16

Positive relationship

Table 1 shows that the research variables recorded mean values that ranged between 18.73 to 26.71 and standard deviation that ranged from 1.97 to 3.16. Thus, digital advertising has a positive relationship

### **Research question two**

What is the relationship between print advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State?



**Table 2: Mean and standard deviation of relationship between digital advertising and patronage of consumer goods among business education undergraduates in tertiary institutions**

Variables	Mean	Standard deviation
Print advertising	18.90	1.97
Consumer patronage	26.71	3.16

Positive relationship

Table 2 shows descriptive statistics of nature of relationship between print advertising and patronage of consumer goods among business education undergraduates in tertiary institutions in Cross River State. The result shows that positive relationship exists between print advertising and patronage of consumer goods. By the computed means and standard deviations of research variables, respondents were not too far from each other in their responses.

**Hypothesis one**

There is no significant relationship between digital advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State.

Pearson Product Moment Correlation (PPMC) analyzes data generated at .05 level of significance. Summary result is presented in Table 3.

**Table 3: Pearson product moment correlation analysis of the relationship between digital advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State**

Variables	M	SD	r-value	Sig
Digital advertising	19.73	2.58		
Patronage of consumer goods	26.71	3.16	.426*	0.00

\*Significant at .05 level, df = 328, critical r= .195

The result in Table 3 reveals that the calculated r-value .426 is greater than critical r-value 195 at .05 levels of significance with 328 degree of freedom. Based on this result, the null hypothesis, "there is no significant relationship between digital advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State" is rejected. This implies that there is significant positive relationship between digital advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State.

**Hypothesis two**

There is no significant relationship between print advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State



Pearson Product Moment Correlation analysis was used to analyze the data at .05 level of significance. The result of the analysis is presented in Table 4.

**Table 4: Pearson product moment correlation analysis of no significant relationship between print advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State**

Variables	N	M	SD	r-value	Sig
Print advertising	311	18.90	1.97		
Patronage of consumer goods	311	26.71	3.16	.516*	0.00

\*Significant at .05 level, df = 309, critical r = .195

The result in Table 4 reveals that the calculated r-value .516 is greater than the critical r-value .195 at .05 levels of significance with 309 degree of freedom. Based on this revelation, the null hypothesis, "There is no significant relationship between print advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State" is rejected. This implies that there is significant relationship between print advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State.

#### Discussion of findings

The result for the test of null hypothesis one showed that there is significant and positive relationship between digital advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State. This finding agrees with Zukerberg ((2007) who revealed that consumers are more likely to patronise a product recommended for them in web social media platforms. The findings also agrees with Ryan and Jones (2012) who posited that e-mail marketing involving sending e-mail to a customer that usually contains a sale pitch and a call to action thus encouraging an individual to patronise the product by clicking on a web link embedded in the e-mail. The finding support the study of Alvin (2017) who revealed that online advertising creates interest and brand and its activities have helped increase product and service awareness.

The result for the test of hypothesis two showed that there is significant and positive relationship between print advertising and patronage of consumer goods among business education undergraduates of tertiary institutions in Cross River State. The finding of the present study agrees with other findings earlier reviewed in the literature. For instance, Manchanda, Cube, Goh and Chintagunta (2006) posited that print advertisement increases purchasing behaviour of the consumers; Bansal and Gupta (2014) also posited that print advertisement with educational substance have great impact on clients than advertisement with less instructive substance. This finding equally support the study of



Kanu(2006) who revealed that print advertising influences the purchase of woman apparel by female staff in tertiary institutions in Imo State using credible media while maintaining the quality of advertising product. Chidiebere and Nkiru (2017) conducted a study on influence of online display advertising on students' patronage of products in selected universities in Enugu State, Nigeria 33, 746 undergraduates students' in the University of Nigeria, Nsukka (UNN), Enugu State university of Science and Technology (ESUT) and Godfrey Okoye university (GO UNI) out of which a sample size was 380 respondents. Findings showed that students are aware of these forms of advertising. The study recommended that the advertisers should adopt these advertising strategies seeing that it is effective and efficient. Of course, the current study centres on advertising. Also, a study by Akpan and Nwankpa (2015) on the influence of Face Book advertisement on buying behaviour of students of a Nigerian university using a sample of 396 respondents found out that there was no significant margin between those who patronise the products advertised on Face Book and those who do not with 54.8% and 45.2% respectively. Kanu (2006) conducted a study on the influence of print advertising on purchase of women apparel by female lecturers in tertiary institutions in Imo state. Five research questions and five null hypotheses were tested at 0.05 levels of significance. The data collected was analyzed using the mean and standard deviation on 5-linkert scale, while student t-test was used to test null hypotheses. The study found out that print advertising influences purchase of woman apparel by female staff in tertiary institutions in Imo state using credible media while maintaining the quality of advertising product.

### **Conclusion**

It is concluded that digital and print advertising are important advertising strategies that can raise patronage of consumer goods.

### **Recommendations**

Based on the conclusions drawn, it is recommended that business organisations should not lose sight on both digital and print advertising strategies as both have the power to increase patronage of consumer goods.

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