Advertising and Consumers' Patronage of Abakaliki Rice in South-East Nigeria

Stella NELSON-OGBAEJA, *Ph.D,* Chituru Chinonso MBAM, Ph.D & Nelson Iroabuchi OGBAEJA, *Ph.D*

Abstract
This study evaluated influence of advertising on consumers' patronage of Abakaliki rice by the residents of South East Nigeria. The rationale for this study is because every good advertisement is targeted at making prospective consumers to patronize the advertised products or services. On this note, it becomes important to find out the opinion of South East residents on advertising and patronage of Abakaliki rice. The descriptive survey method was used to carry out the study with a population of 11,831.754. A sample size of 385 was drawn from the population using Australian Calculator sample size determination formula while a multistage sampling technique was used to select the sample size for this study. Questionnaire was instrument of data collection used to generate data. Data collected were presented in charts. The findings showed that majority of the respondents were moderately exposed to the advertisement of Abakaliki rice. It was also found that the respondents were moderately influenced by the advertisement due to the challenges of irregularity and inconsistency of the advertisement and consequently average level of consumers' patronage of Abakaliki rice in South East Nigeria. This study recommended that the advertising agency and its media should improve on their advertisement campaigns and quality of Abakaliki rice to attract higher and regular patronage in South East Nigeria.

Key words: Advertising, consumer patronage, influence, Abakaliki rice

Introduction

Advertising is a form of communication which is used to persuade a specific group of people to take specific action. Advertising is considered as a major and important element for the economic growth of the marketers and different companies in competition (Ogundele, 2013). Advertising is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages. Furthermore the developments and technological advancements have turned advertising to a more pervasive and powerful in its impact and affect (Leiss et al., 1986).

Early advertisers assumed that advertising is very powerful what is said "gets through and strongly achieves the intended and persuasive objectives as the early bullet or "hypodermic needle" models of communication which has given rise to the earliest concept of communication effects, "who says what to whom through what medium with what effect. Advertising was introduced by Egyptians who used Papyrus for sales messages and wall posters, billboards, signboards and outdoor advertising as the most ancient form of advertising. The tradition of wall painting and wall chocking is found in the ancient culture of Greece and Romans and as well in India, which could be now seen in many, parts of the world as well (Kotler & Armstrong, 2008).

Modern advertising is developed with the development of mass production in the late 19th and early 20th centuries. After the success of print advertising, the idea of radio advertising prevailed this was then followed by the television advertising. In the early 1950s the Du Mont Television Network initiated the trend of giving advertisements. With the advent of 21st century the online advertising has prevailed the world market and consumer community as well (Ryans, 1996).

Advertising has proved its effects and impact on consumers' patronage/ buying behaviours and marketers needs all over the world. After 1920, advertising became a source of guidance for consumers, which was considering not only a source of guidance for buying but also in the matters of social roles, improvement in dressing sense, style and development of taste of good foods (Marchand, 1985).

In contemporary advertising, consumers are final end user of products. They patronize company's good and services and keeps the production cycle moving. Consumers do play a vital role in the economic

system of any nation, thus, any nation will face crisis if consumers don't have the effective demand for goods produced. Consumers demand different commodities based on their taste and preference for them. Awareness of good influences consumers purchase of that good. Other factors that influence one's taste and preference for a good are psychological and environmental. Taste and preference for a good change overtime. Awareness of a product, thus, advertisements, plays a role in influencing the taste and preference of consumers' choice (Ogundele, 2013).

Research shows that consumers are known to be rational with regard to their purchases, wanting to maximize their satisfaction when it comes to consumer goods. A consumer will therefore not purchase a commodity whose price is above the additional satisfaction that he derives from the good. How much of a good demanded, depends on the satisfaction the consumer gains from spending extra money on the good. Rational consumers will spend on a good till their gains equal the cost they pay for the product (Sloman and Wride, 2007). Consumers are not affected much by the publicity on such items as they consume such products on a daily basis. The higher the consumption of a product, the less effective is advertising on them (Sharma and Sharma, 2009). Producers often advertise their product with the intention of increasing their sales which allows the firms to gain economies of scale and keep prices down. It also makes their products well known on the market.

It is based on this background that this study is designed to investigate the use of advertising on the patronage and consumption of Abakaliki rice. It focuses on the residents of South East, Nigeria.

Statement of the problem

Patronage of products, goods or services in relation to advertisement has been an issue of debate and controversy. Advertising has a long term dynamic effect on consumers' purchase and sales of producers. A firm's reason for advertising is to create awareness of a product. This has effect on current and future sales of firms as consumers tend to respond to the advertisement in the long run. This dynamic effect of advertising explains that firms usually advertise a product the most at the entry (Ayanwale and Ayaunabimipe, 2005).

The problem of this study rest on the fact that there are studies on the impact of advertisement on the patronage and consumption of one kind of product or the other but the researcher, to the best of her knowledge has not seen any one on the patronage of Abakaliki rice. Based on this, this study therefore seeks to find out the impact of advertising on the patronage of Abakaliki rice with emphasis on its patronage level or extent in Abakaliki metropolis of Ebonyi state.

The essence of focusing on Abakaliki rice is because the researcher believes it satisfies the conditions of commodities on which it is effective to advertise. There are a lot of rice products which are differentiated but serve the same purpose. Again this product is believed to have intrinsic qualities which can only be known after it has been used and lastly, some consumers attach strong emotions to the end products of these good and use it to improve their social status.

Objectives of the Study

The general objective of the study is to find out the use of advertising on the patronage and consumption of Abakaliki rice in South East Nigeria. In our quest to achieve the general objective, the following specific objectives are set and formulated to guide in data collection and analysis:

1 To ascertain the level of South East residents exposure to advertisement of Abakaliki rice?
2 To ascertain the influence of advertising on Abakaliki rice in South East Nigeria?
3 To examine the level of consumers' patronage of Abakaliki rice in South East Nigeria?
4 To find out the challenges affecting of Abakaliki rice in South East Nigeria?

Research Questions of the Study

1. What is the level of South East residents' exposure to the advertisement of Abakaliki rice?
2. What is the influence of advertising on Abakaliki rice in South East Nigeria?

3. What is the level of consumers' patronage of Abakaliki rice in South East Nigeria?
4. What are the challenges affecting Abakaliki rice in South East Nigeria?

REVIEW OF RELATED LITERATURE

Concept and Nature of Advertising

The evolution of advertisement dates back into the ancient times. Societies used symbols, and pictorial signs to attract their product users. Over centuries, these elements were used for promotion of products. In the early ages, these were handmade and were produced at limited scale for promotions. Later on, this phenomenon gained strength more intensively for promotional purposes. Today's modern environment, advertisements have become one of the major sources of communicational tool between the manufacturer and the user of the products. A company cannot make dream to be a well-known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements (Kumar and Raju, 2013).

As the primary mission of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individual's interest in their products. They need to understand what makes potential customers behave the way they would like. It also appears that advertising may have the potential to contribute to brand choice among consumers. The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognition influence consideration, evaluation, and finally purchases (Ogundele,2014).

Advertising has been a subject discussed over centuries ago, but prior to the 20th Century, this subject was not as important as it seems now. The reason been that, in the 19th century, economist were busy trying to develop the theory of perfect competitive markets, this theory assumed that, there was perfect information in the market and that, consumers had fixed preference for their products which were homogenous in nature. It was then thought of as a waste of resource and an increase in cost of production for one to advertise on products because consumers were not in any way going to respond to that (Bagwell, 2001).

Advertising is the mass publicity of a product. It involves creating awareness of a product's uses and benefits to others. Doing this makes a product available to those in need of them and this satisfies the needs of the advertiser; increasing sales. According to Cohen, advertising is a business activity that employs creative techniques to design persuasive communication in mass media that promote ideas, goods, and services in a manner consistent with the achievement of the advertiser's objective, the delivery of consumer satisfaction and the development of social and economic welfare (Cohen, 1988).

From Cohen's definition, it can be found that advertising satisfies 3 objectives; to increase sales of the firms, to guarantee consumers a great deal of service and finally to ensure the social and economic welfare of society. Advertising is seen in various ways. One encounters them mostly while watching television, reading magazines and newspapers, surfing the internet, and on the radio or even simply while walking down the street (Sharma and Sharma, 2009). Advertising has thus, a stimulating influence on the purchasing behaviour of the consumers.

Advertising are most effective on products that have intrinsic qualities. These qualities are not known at the time of purchase and it takes one to discover this upon using the product. Also, when there is a substantial chance of differentiating a product, it best suits to advertise on that product. Again, when there is a strong emotional purchasing motive such as to protect health or enhance social position, it pays to advertise on such a product. In the same way emotional association also put an influence on the mind of customers. In the last customers also buy as a problem solver, they seeks the products which can solve their problem (Gupta, 2013).

Factors that Influence Advertisement Practice

Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be emphasized mainly on its benefits and the problems which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements (Gunjan, 2012).

Rafique et al, 2012 argued that advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviors of the people because every person has different wants and trends according to their life styles. Thus if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people (Yasir, 2012). People are highly affected by the advertisements and organizations are trying to target the masses of the people. Organizations are using above the line and below the line techniques of the advertisement which fit best with their products.

A research conducted in India found that adolescents are highly attracted towards the TV commercial. Along with that teen girls also influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives us idea that mass media has the great impact on the advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products (Kotwal, 2008).

With the modern era there has been seen a remarkable boom in technology, with this technology advertisers now considering the number of mass media channels and means of communications which provide them the easy and fast access to the consumers. Other side of this technology advancement is that customers are now having plenty of information and they can get the thing which best suits to them. So it becomes very difficult for the advertiser to build the brand awareness and condition the mind of the customers to make final purchase decision, as customers are gaining more control over the products and information (Raju, 2013).

Advertising and Consumer Behaviour

Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviors. Studies found that emotional attachments put a huge influence on the customers and their buying behavior as people tend to associate themselves with the brand. Advertisements shape the behaviors of the people through cognition. Cognition is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers (Jakštienė, 2008).

According to Rai (2013), there are several national and international brands which people recognized and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also advertisements have very important role in shaping the consumer behavior. Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition (Rai, 2013).

A firm‘s primary mission is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The firm‘s goal is to get enough relevant market data to develop accurate profiles of buyers to find the common group for communications. This involves the study of consumer behaviour (Arens, 1996).

Proctor et al. (1982) noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular way under certain circumstances. The study tries to determine the factors

that influence consumer behaviour, especially the economic, social and psychological aspects which can indicate the most favoured marketing mix that management should select. Consumer behaviour analysis helps to determine the direction that a consumer's behaviour is likely to take and to give preferred trends in product development, attributes of the alternative communication method etc.

Consumer behaviour analysis views the consumer as another factor of production, a factor that producers cannot control and this factor interprets the product or service not only in physical terms, but also according to their social and psychological makeup. Incorporation of this knowledge in any firm's decision will ensure a greater satisfaction of the firm's objective.

Most views have cropped up as to maintaining a sustained profit and it is when firms adopt to the new order of making consumers a part of their daily decision, other than just selling products to them, will firms achieve this target. Firms in achieving this state have a greater gain in advertising their products.

Techniques used in advertisements

Several types of techniques are used in the advertisements and promotion of the cosmetics. Some of them are explained (Oakley, 2009):

2.4.1. Aspirational advertisement: This type of advertisement is most successful in young age people. This kind of advertisement involves the slogans and tag lines which inspire them. For example "most beautiful me" and "true perfection has to be imperfect". Aspirational advertisements are mainly based on three pillars that are perfection, sex appeal and status.

2.4.2. Celebrity Endorsement: this kind of advertisement is very important and successful in all age group especially young people. Using the celebrity may enhance the trust of the people to buy product but it is not evident that this kind of advertisement also provides brand loyalty.

2.4.3. Social responsibility advertisements: like dove many cosmetics brand are associated with the benefits of the society. According to survey women wearing cosmetic feel confident because these brands advertise them as providing the confident in the society.

Along with these kinds of advertisement strategies, brands have various slogans which influence the buying behavior of the customers all over the world. Brands use these slogans cross culturally. In the world numbers of slogans are used in English and French languages to enhance the brand validity, brand appeals, brand positives and brand philosophy.

Role of advertisement is to carry message to the far distances. It is also use to target the scatter mass audience. The role of advertising on sales volume is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products (Abiodun, 2011).

Advertising and Consumer Patronage

Through advertisements, customer behaviour shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly. Industry has much potential in it and can contribute much in the economy of country, however in present time it is highly fragmented and concentrated in big cities (Rehman, 2014).

Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. Advertising is always present, though people may not be aware of it. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand. Modern advertising developed with the rise of mass production in the late 20th and early 21st centuries. In today's world, advertising uses every possible media to get its message through. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. It does this via television, print (newspapers, magazines, journals etc), radio, press,

internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements). Advertising may be placed by an advertising agency on behalf of a company or other organization (Pais, et al, 2016).

As the impact of television advertising allows consumers to use the cognitive defenses, such as to produce counter arguments and reasons. Likewise, the recognition of the false psychological impact of advertisements, allows them to avoid advertisements or break by zapping to some other channel, as it has always been shown that majority of viewers Zap at least as much during the advertising as they do during common programs. For persuading and reaching to the consumer, advertising is considered the most effective and powerful source.

Due to the strong impact of advertising, it is the moral duty of advertisers to practice the code of ethics, during the promotion of their products. The purpose of advertising should be the guidance of consumer rather than blackmailing and threatening by pushing forcefully to buy that product. Proper and effective advertising always help the companies and marketers to improve their brand image and increase their share in the market (Ninan, 2008). Effective advertising is actually the other name of persuasion and liking or disliking attitude of consumer towards some particular product or advertising (Mehta, 2000; Stone et al., 2000).

Review of Rice Production

Rice is the most important cereal in the world after wheat and more than half of the human race needs rice as a source of calories. It is the leading cereal crop of the south East Asia which constitutes a thick population region of the world (Mani *et al*, 2007). Africa accounts for only about 2% of worlds output of rice. Rice is produced in the middle belt, south East and some far Northern states (Audu, 2008). The importance of rice in Nigeria is no longer the question but rather, how can we meet the growing demand, reduce import and be self-sufficient. The green revolution in the 1960‘s laid the foundation for rapidly growing economies of Asia today.

Unfortunately, African is yet to attain its green revolution. Rice production in Nigeria between 2001 and 2003 was estimated at 2.03 million mega grams, while consumption was 3.96 million mega grams. The balance of 1.90 million mega grams was obtained by importation (FAO, 2004). Total consumption stands at 29kg and has contributed to income and growth in Nigeria rice sector (USAD, 2008). Nigeria is the largest producer of rice in West Africa producing over 40% of the regions total production. In the last 30 years, production has increased 6 folds with Nigeria producing 3.3 and 3.6 million tons of paddy rice in 2000 and 2005 respectively (FAOSTAT, 2007).

Nigeria is equally the largest importer of rice and its importation figure stood at 11.61 million metric tons since 2000, which is one third of the sub regions total. It has a land area potential for rice estimated at 5 million hectares of which 65% are low lands. In 1999 area harvested from rice was 2.2 million ha consumption per capita jumped from 2.9kg in the period 1970-74 to 24.1kg between 1995-1999 (Hirose and Wakatsuki, 2002). Rice has emerged as one of the fastest growing agricultural sub-sector and has moved from ceremonial to a staple food in many Nigerian homes within the last two decades (Ume *et al*, 2007).

Majority of rice producers in Nigeria are small holders with average size of less than two hectares and can be found growing in mixtures on farms. Out of 4.6 million hectares available for rice production only 17 million hectares are put to rice cultivation. Despite that its production is labour intensive and labour represents the major production costs (Nwachukwu *et al*, 2008). Current production stands at 2.8 million tons with a deficit of 1.6 million tons excluding the quantities smuggled through porous borders. Massive importation of food especially rice which have hither to been a recurring policy initiative in recent years is an indication of poor state of the nation’s agricultural and technological development, occasioned by poor productive propensity of the farmers (Uchenna and Lioyd, 2018).

Increase in agricultural import is a disincentive to local farmers to produce and may cause a reduction in farming population which can subsequently lead to a reduction in agricultural output

(Nwaobinala, 2010). It is against this background, there is need to examine the economic analysis of swamp rice production in Ebonyi State Agricultural Zone of Ebonyi State.

Review of Abakaliki Rice in Ebonyi State

According to Nwafor (2017), the popular Rice mill Industry and Abakpa Market were the major reason for the close business relations between Aba City and Aba Nkaleke. In the past and today, people from other rural Communities come to Abakaliki to sell their farm produce. Abakaliki which is today the capital of Ebonyi state consists of Izzi people who are the owners of the land and other indigenes and non-indigenes alike. Today Abakaliki people are mostly known to include Izzi, Ezza, Ikwo and Ngbo clans grouped under one Cultural group but, the Main Abakaliki (Aba Nkaleke) people are The Izzi's. Abakaliki people are generally known for their Hospitality.

The choice of Abakaliki as the Capital of Ebonyi State was as a result of the hospitable nature of the people of Izzi which attracted other people from different parts of Nigeria and foreigners alike. This brought about the development of the City. It was the headquarters of the Ogoja province before the creation of the Southeastern State in 1967. The name Abakaliki which originally means Aba Nkaleke is a name of a community in Izzi land (Nkaleke). Aba City in AbiaState is an ancient commercial city that had business relations and a link road to Nkaleke and resonated among Izzi people travelling to and fro Aba for business purposes (EBMOI, 2019).

Ebonyi State has always been popular for rice production. The reason is that rice farming has kept receiving huge attention from both government and individuals. Through rice farming, a lot of Ebonyians have got something doing to earn their living. Unarguably, the popularity of Abakaliki Rice has continued to grow, thanks to the recent ban on the importation of rice by the Federal Government as well as the ban on sale of foreign rice by Ebonyi State government. These decisions by both FG and Ebonyi State government have immensely contributed towards making Abakaliki rice a household name in Nigeria. Ebonyi has also done well by rebranding the rice to acceptable standard, which is why Nigerians now prefer it to foreign rice.

Ebonyi people are not only doing well in rice production, they also produce other crops such as yam, cassava, etc. But due to the age-long popularity of Abakaliki rice, successive governments in the State paid more attention to rice production. The huge investment on rice production by government and the commitment of indigenous farmers to rice farming have no doubt helped to lift Ebonyi as one of the highest rice producing States in the federation.

The milling machines are situated at a mapped-out place by government in such a way that they form clusters and people from far and near bring their rice produce for milling. At the milling centres, people troop in to buy and sell rice. Apart from these mini-milling centres that are scattered in different parts of the State, there is a central mill known as Abakaliki Rice Mill Industry, located along Ogoja Road in Abakaliki, the Ebonyi State capital. The Abakaliki Rice Mill Industry covers large hectares of land (Nwafor, 2017).

People from far and near come to mill, buy or sell rice in Abakaliki rice mill. According to investigations, people from as far as the North and neighboring States such as Enugu, Imo, Abiaand Anambra always come to buy rice in Abakaliki in a very large quantity. The reason for the high patronage is not only that Abakaliki rice has been identified to have a unique taste when compared to the foreign rice and other kinds of rice being patronize by people, it is cheaper and affordable (Nwaobiala,2010).

Abakaliki rice mill has created a lot of jobs from which many people fend for themselves and their families. There are a lot of jobs people are doing at the milling industry, including technical and causal works. This has helped to reduce unemployment in the State as there are a lot of jobs to be done there, from which one can earn a living.
In the milling industry for instance, there are loaders, tollgate levy collectors/task force, food vendors, and commercial bus/duty truck drivers, milling machine operators, sales representatives, wheel barrow pushers, hired local security men and gate men, among numerous others who trade in different wares.

Empirical Review

Taylor and Weiserbs (1972) in studying the relationship between advertising expenditure and aggregate consumption using Houtakker-Taylor model revealed that, there is a simultaneous relationship between advertising and consumption but not a unidirectional. Thus, advertising and consumption seem to work on each other. Abey (2007) in his study of "The Relationship between Advertising and Consumption in India: An Analysis of Causality" made use of unit root test, cointegration and error correction model and found out that, fluctuations in advertising expenditure positively impacts consumption expenditure.

Sharma and Sharma (2009), using Fixed Effect Model of Panel Data Analysis for 134 companies, found in their study that, besides advertising, factors like company's brand, quality of the product and company's reputation affect the sales of a company. Kumar et al. (2011), using mean and standard deviation, in their study of advertising and consumer buying behaviour with special reference to Nestle Limited, India found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They added that, the quality and price of a product also influences a consumer's purchase of a good.

Banerjee et al (2012) found evidence of cointegration between marketing communication and sales in the personal care industry in India .Bin et al (2013) found in their study of female buying behaviour of cosmetic products in New Delhiand NCR that, as income of females increase, their purchase of cosmetic products also increases. They also, added that, this increase in expenses on cosmetic product is made possible by the advertisement made on them.

ASSOCHAM (2013) in a survey of 2000 youth in major cities in India found that, there is a high increase in the consumption of cosmetic goods among the youth. They added that, men on average spend more on cosmetic New Media and Mass Communication products than their female counterparts and attributed this increase to the awareness created on the products.

Chamberlin in his work *"*The Theory of Monopolistic Competition" came up with new ways of looking at advertising. He modeled the expenditure of a firm as a "selling cost" that expands a firm's demand for a differentiated product. In his work, he describes a market structure in which there are many firms producing and selling similar but not identical products. Advertising when informative makes consumers responsive to price changes and thus increases the demand elasticity for the product but a persuasive advert will create brand loyalty making the demand for good (Bagwell, 2011).

Theoretical framework

This study is guided by the conceptual framework of marketing function. This framework is based on Myers and Allan (1981) who indicated that marketing functions(such as adverts, sales promotion, price and quantity discounts, branding, labeling, packaging, warranty, convenience, etc) influence the consumer's acceptability because they enhance the consumer's perception of the benefits (utility) derivable from the product's attributes. According to this framework, every product possesses both functional and image quality attributes (Michaut et al., 2002).

The consumer's perception of these functional attributes could be influenced (indirectly) by the functions of marketers. On the other hand, image attributes are external to the product because they provide symbolic meanings that are related to the product's visual and promotional aspects. Marketers often and directly create these image attributes by offering various types of marketing functions (Blijlevenset al., 2009) to provide the consumer with image utility.

The choice and adoption of this theory, therefore is because it influences the consumer's total utility which in turn determines the consumer's acceptability of a product. Since utility is measured with error, the consumer's acceptability of a product brand, which obviously is a choice, can be modeled probabilistically rather than in a deterministic framework.

Methodology

The design of the study was a descriptive survey research design. The design is considered appropriate because the study covers large population. Ali and Sowande (2000) stated that survey research design is a plan, structure and strategy that the investigator wants to adopt in order to obtain solution to research problems and test the hypotheses formulated for the study through the use of interview or questionnaire.

A descriptive survey of this nature seeks to find out certain facts concerning an existing phenomenon. According to Aina (2006) descriptive survey is a study which sues the sample data in any systematic investigation to describe and explain what is existent or non-existence on the present status of a phenomenon being investigated. This method is used because the study was carried out in order to elicit the opinions of the residents of South East Nigeria on advertising and Abakaliki rice.

Population of the Study

Research population is defined as the universe of a given study, and comprises the people, their numerical value and their geography. Okeke, (2001, p.131) explains that "it consists of elements, subjects or observations relating to a particular phenomenon of interest to the investigator".The ideal population for this study is made up of the residents of the five States of the South Eastern zone of Nigeria. Out of the five States, three States were randomly selected for the purpose of accessibility and adequate coverage. They are; Abia, Ebonyi and Imo States. Their populationsizes according to the 2006 National Census conducted by the National Population Commission, Abuja, (No. 2, Vol. 96), are: Abia State – 2, 845, 380, Ebonyi State - 2,176,947 and Imo State – 3, 927, 563, giving a total of 8,949,890 people.

As a result of the growth in population size from the above census time to the period of this study (2006-2020), the researcher used the United Nations Population Projected Index of 2.28% to extrapolate and project or predict a current population of this study (Owuamalam, 2012). The formula is stated as follows:

Pp = Gp x Pi x T

Where Pp = projected population

Gp = Given population (as at last census)

Pi = population increase index

T = period between the given population and year of study

Therefore, Gp = 8,949,890

Pi = 2.28% = 0.0228 = 0.023

T = 2006 – 2021 = 15

Then Pp = 8,949,890 x 0.023 x 15 = 2,881,864.258

Pp = 2,881,864.258 + 8,949,890 = 11,831,754

Based on the above calculation, the current population of Abia, Ebonyi and Imo States put together is 11,831,754

Determination of Sample Size

The extrapolated or projected population size of …was used to determine the sample size of this study. The researcher applied Australian sample size calculator to get the sample size. It was developed by the Australia's National Statistical Services to ascertain the sample of a population whose confidence level, population size and confidence intervals are provided. It is an online sample size calculator which automatically generates the sample size of a given definite population once the variables like confidence level, population size, proportion, confidence interval, standard error and relative standard error. A total of 385 respondents were determined with Australian Calculator as sample size of this study.

Sampling Techniques

The Multi-Stage sampling technique was used for the study.

- ***First Stage:*** From the five South East States, simple random sampling was used to select three States by systematically arranging the five in alphabetical order**.** The three selected States are Abia, Ebonyi and Imo States. They represented the rest of the States.
- ***Second Stage:*** In stage two, the researcher used cluster sampling technique to select one LGA from each of the Senatorial zones in each State. The senatorial zones are known with north, central and south
- ***Third Stage*****:** From each of the LGAs, the researcher used purposive sampling technique to select one community based on the high level of social media usage in such area.
- ***Fourth Stage:*** Simple random sampling technique was used in selecting individual respondents from the selected urban areas under study.

Instrument and Method of Data Collection and Analysis

The instrument of data collection used in this study was questionnaire. The questionnaire was developed by the researcher to elicit information on the respondents; bio-data and on the influence advertising on the patronage of Abakaliki rice by the residents of South East.The questionnaire was validated by two experts; one in mass communication and the other in the field of health. Their corrections and suggestions were used to produce the final copy of the questionnaire. Split-half technique and Pearson product moment correction method were used to determine the internal consistency reliability of the questionnaire with a coefficient of 0.76. It was proved reliable and valid.

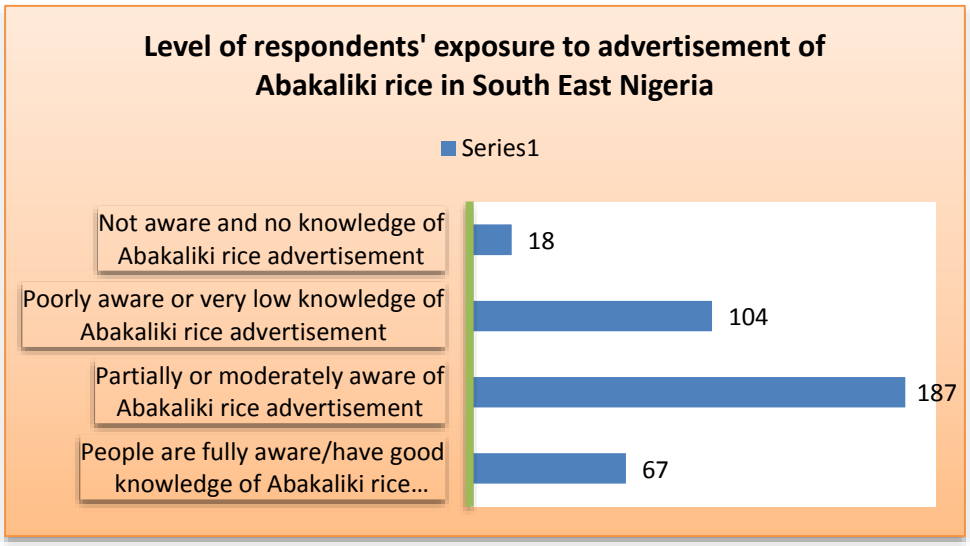
The research engaged the services of two field assistants trained with whom he administered the instruments. The copies of questionnaire were directly and personally administered to the target respondents. They were not only guided on how to answer the questions, but as much as possible, the researcher visited the respondents in their houses, as well as market places/play grounds and other places where they filled in the questionnaire or responded to the questions.

The researcher ensured that a high percentage of the respondents were reached and responses obtained. This was done by adequately following up the respondents to ensure that the copies of the questionnaire were filled in.

Data Analysis and Presentation

After administration and collection of the data, the researcher systematically collated, coded, scored and analyzed the data using charts and simple percentages.

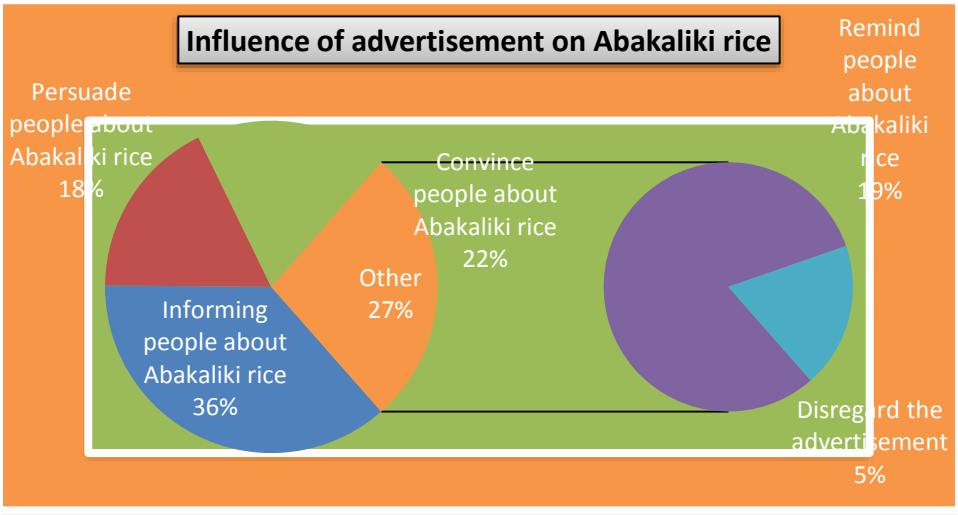
Chart 1: Level of respondents' exposure to advertisement of Abakaliki rice



Field Survey, 2021

Thetable above shows that most of the respondents that gave their opinion on the exposure to advertisement of Abakaliki rice. The majority opinion showed that the respondents were partially or moderately exposed to the advertisement followed by those that had poor or low knowledge of the advertisement.

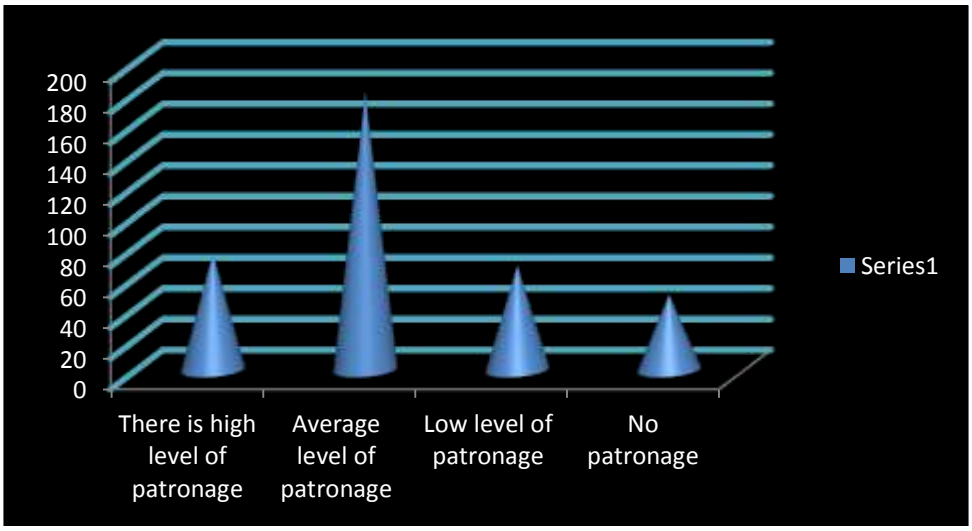
Chart 2: Influence of advertising on the patronage of Abakaliki rice



Field Survey, 2021

Data in table two shows that advertisement of Abakaliki rice only informed people about the product. The Advertisement has no serious influence in reminding and persuading the consumers.

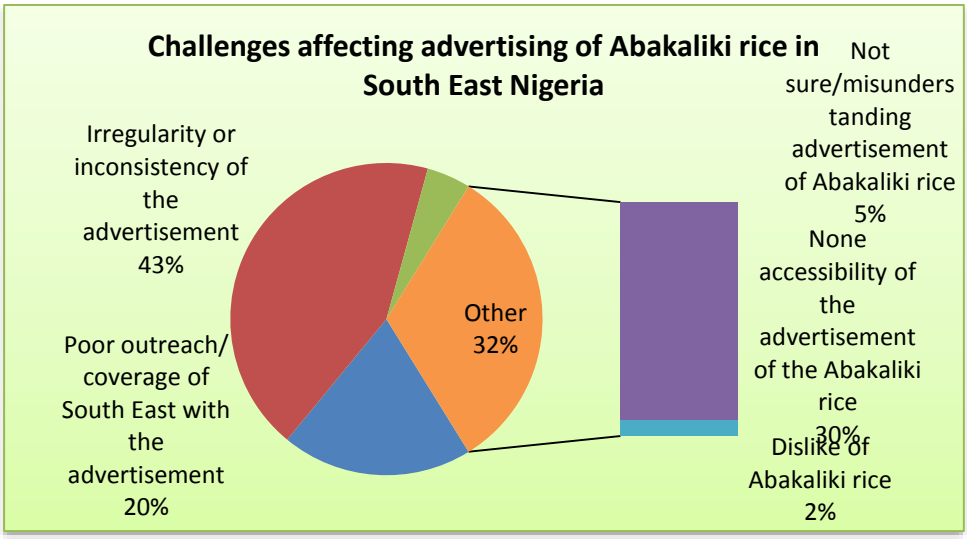
Chart 3: Level of consumers' patronage of Abakaliki rice in South East Nigeria



Field survey, 2021

From the above table, 48.4% of the respondents said that consumers' level of patronage of Abakaliki rice is average. This is the majority response against 20.3% of them that agreed that the patronage level of Abakaliki rice is high.

Chart 4: Challenges of advertising and consumers patronage of Abakaliki rice in South East Nigeria



Field survey, 2021

On the table above, it was found that advertising of Abakaliki rice has some challenges affecting it. Among them, majority of the respondents (43.3%) said irregularity and in consistency are the leading challenges followed by inaccessibility of the advertisement messages in South East.

Discussion of Results

This study examines the influence of advertising on the consumers' patronage of Abakaliki rice in South East Nigeria. After data collection and analysis, the results shows that the respondents drawn from the three selected states in the South East of Nigeria gave their view and response in accordance with their true states of mind on what they know about the questions of this study .

This study has four research questions that were presented (administered) to the respondents. Accordingly, questions one sought to find out the level of respondents exposure to the advertisement of Abakaliki rice. It was gathered that majority or most of the respondents were moderately exposed to it .The implication of this is that a lot of people do not take advertising serious I consideration and determining what they buy or patronage. This is in line with Hiader (2017) who hold that advertising is an essential ad vital element for the economic growth of marketers and consumers by creating awareness of goods and services for their patronage.

The result of the research of question two focused on the influence of advertising on Abakaliki rice showed that the advertising of Abakaliki rice mainly informed majority of the respondents. This means that the advertisement did not do much in persuading convincing and reminding the consumers. This finding was challenged by the findings of Ahmed and Ashfaq (2013) that on the consumer behavior. Thus, consumers are more motivated to buy a product when they see an advertisement of it somewhere. They also feel safe to buy a product that they have seen advertisement of.

On the level of consumers' patronage of Abakaliki rice, the result showed that is average. This means that 50% of respondents patronized Abakaliki rice. This is not a better result and the question could be why? Fortunately, since the respondents were moderately exposed to advertising and its influence is not much, it is clear that the level of consumer's patronage of Abakaliki rice will of be above average. Haider (2017) reveals the implication of this result when he says that most of the time; consumer buying behavior is influence by liking or disliking of consumer towards the advertisement of the product advertised. This means, the way the advertisement was carried out, to some extent, affected the consumers' level of patronage of a product or service.

On the result of the challenges affecting the advertising of Abakaliki rice, it was discovered that irregularity and inconsistency among other factors negatively affected the advertising and patronage of Abakaliki rice in South East Nigeria. Thus, regularity and consistency of advertising message create a positive influence on the knowledge and patronage of products.

Conclusion and Recommendations

Based on the findings and conclusion, the following recommendations were made.

1.The advertising agency of Abakaliki rice in collaboration with the media should repackage and re-campaign the Abakaliki advertisement with catchy and fantastic inputs the advertisement so as to attract and retain the attention of the consumers in south east Nigeria.

2. The time frame or period of the advertisement should be extended and expanded for better outreach and understanding.

3. The quality, price and other realistic features of Abakaliki rice should be considered (if possible, reduced) to the purchasing power and strength of the consumers.

4.The advertisement of Abakaliki rice should be made to reach to target audience with truthful, and reliable messages so as to win the mind and purchasing choice of the consumers and cause their behavior to bring about improved patronage of Abakaliki rice in South East.

References

Abiodun, A. O. (2011). *The impact of advertising on sales volume of a product: A case study of Starcomms Plc, Nigeria,* Valkeakoski Degree Programme in International

Ahmed, S. and Ashfaq, A. (2013).*Impact of advertising on consumers' buying behavior through persuasiveness, brand image, and celebrity endorsement,*Article (PDF Available) *in* Global Media Journal Vol. 6(2):149 · December 2013.

Arens, W.; Bovée, C. (2005), *Contemporary Advertising,* Mc-GrawHill Irwin, ISBN 0072964723, Burr Ridge

Associated Chambers of Commerce and Industry in India, ASSOCHAM (2013), http://www.assocham.org/prels/shownewsarchive.php?id=4128 (Accessed on 13/10/18).

Audu, S.I (2008). Analysis of Cost and Return of Rice Production in Ankpa Local Government Area of Kogi State, Nigeria. *Proceedings of the 42nd Annual Conference of ASN held at EBSU,* Abakaliki October 19-23rd Pp 768.

Ayanwale, A.B., T. Alimi and Ayanbimipe, (2005). The influence of advertising on consumer brand preference. *Journal of Social Science*, 10(1): 9-16.

Bagwell, K. (2011),"The economic analysis of advertising, Introduction", *American Economic Review Volume 2, 81, 224-239.*

Blijlevens, J., Creusen, M. E. H., Schoormans, J. P. L. (2009).How consumers perceive product appearance: The identificationof three product appearance attributes. *Int. Journal of Design,*3(3), 27–35.

Chukwunyem, E. O. (2010), *Differential Mass Media Use among Rice Farmers in Nigeria: Evidence from Benue State in J Communication*, 1(1): 33-36, Markudi, Benue State

Cohen, D.(1988), *Advertising*, Longman Higher Education

Ebonyi State Ministry of Information (EBMOI). Ebonyi State ministry ofinformation diary. A Publication of theMinistry of Information, Abakaliki, EbonyiState, Nigeria; 2019.

Ekelund, R. B., Jr. and Saurman D. S. (1988), "Advertising and the Market Process: A Modern Economic View", San Francisco, CA: Pacific Research Institute for Public Policy.

FAOSTAT (2007). Food and Agricultural Organization Division. http://faostat.fao.org/site/336/default.as. ps Food and Agricultural Organization (2004). Regional Conference for Asia and the Pacific Beijing China, 17-21 May.

Gilaninia, S., Taleghani, M., Azizi, N. (2013). Marketingmix and consumer behaviour. *Arab. J. Bus. Manag. Rev.,2(12*), 53–58.

Gunjan, B. D. R. (2012). The impact of advertising appeals on customer buying behavior. *International journal of research in commerce & management volume no. 3, Issue no. 11*

Gupta, S. a. (2013). Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry. International Journal of Commerce, *Business and Management (IJCBM), ISSN:* 2319–2828 Vol. 2, No.6.

Haider, T. (2017). A study on the influence of advertising on consumers' buying behavior, *Research Journal, vol.9, Issue 1*.

Hirose, S. and Wakatsuki, T. (2002). *Restoration of Inland Valley Ecosystem in West African Savannah,*Norim Tokei, Kyoka, Tokyo P. 60

Horsky, D. and Simon L.S. (1983), Advertising and the Diffusion of New Products. *Marketing Science, 2 (1), pp*. 1-17.

Junaid, A. (2013). A Study on the Purchase Behavior and Cosmetic Consumption Pattern among Young Females in Delhi and NCR. *Journal of Social and Development Sciences, Vol. 4, No.* 5, pp. 205-211, May 2013 (ISSN 2221-1152)

Krishnan, V.T. and Jain, D.C. (2006), Optimal Dynamic Advertising Policy for New Products. *Management Science, 52 (12)*, 1957-1969

Kotler, P., and Armstrong, G. (2008). *Principles of marketing 12th ed.*, Pearson Prentice hall, 396-398.

Kotwal, N, Gupta, N & Devi, A (2008), Impact of TV advertisements on buying pattern of adolescent girls, *Journal of Social sciences, vol. 16 no. 1*

Kumar, A. et al (2011) Advertising and Consumer Buying Behaviour: A Study with special reference to Nestle ltd. I*nternational Journal of Research in Commerce & Management, Volume No. 2 (2011), issue No. 10.*

Leiss, W.S. & Jhally, S. (1986) *Social Communication in advertising: Persons, products and images of well-being,* Methuen Publications, New York.

Mahn, H, Abubakar I.U Ado, S.G, Falaka, A.M Dadari, S.A and Babaji, B.A (2007). *Performance of rice varieties as influenced by nitrogen and supplementary irrigation Kaduna.*

Marshall, A. (1985), *Industry and trade*, London: MacMillan and Co.

Metha, A., (2000). Advertising attitudes and advertising effectiveness. *Journal of advertising research, 40:67-72.*

Michaut, A. M. K., van Trijp, H. C. M., Steenkamp, B. E.M. (2002). Dimensions of product newness and their differential effect on market success. *Paper presented at 31st EMAC conference, May 28–31, Braga, Portugal.*

Mukherjee (2007). Advertisements—shaping a child's future: An indian insight, advertising *express*, October, pp. 27-30.

Myers, J. H., Allan, D. S. (1981). *Research in marketing*. JAI Press Inc.

Meyer, P. (1973). *Precision Journalism,* Bloomington: Indiana University press, p.56.

Nwafor, C. (2017). "Abakaliki rice mill: Where rice husk is source of livelihood" in *Oracle News Newspaper*, July 23, 2017.

Nwaobiala, .C.U (2010), Economic analysis of swamp rice production in Ebonyi southern agricultural zone of Ebonyi State, Nigeria in *Journal of Agriculture and Social Research (JASR) VOL. 10, No. 2, 2010 135*, Federal College of Agriculture, Ishiagu, Ebonyi State.

Nwachukwu, T.N Agwu, N.M and Eze, C.I (2008) Comparative Study of consumer purchase altitude of local and foreign rice in Abia State. *Proceedings of the 42nd annual conference of agricultural society of Nigeria (ASN) held at EBSU Abakaliki*, October 19-23rd Pp 764-767

Oakley, H. (2009). *An evaluation of current techniques in cosmetic advertising and an assessment of their effectiveness on the contemporary consumer*.

Ogundele, F. (2013). Determinants of household rice consumption in Nigeria: Application of Working-lesser single equation model. *Net J. Agric. Sci., 1(2), 48–55.*

Ogundele, O. (2014). Factors influencing consumers' preference for local rice in Nigeria. *Afr. J. Market. Manag.,* 6(4),49–55.

Proctor, R. and M. A. Stone. (1982). *Marketing research. Great Britain*: Macdonald and Evans Ltd. Ifkin.

Robinson, Joan (1933), *Economics of Imperfect Competition*, London: MacMillan and Co

Pais, S. et *al*, (2016). Advertisement and its impact on consumer buying behavior on healthcare products in bangalore city, In *International Journal of Pharmaceutical Sciences and Business Management, Vol.4 Issue.* 8, August - 2016, pg. 42-55

Rai, N. (2013). Impact of advertising on consumer behaviour and attitude with reference to consumer durables. *International journal of management research and business strategy ISSN 2319-345X Vol. 2, No. 2* .

Raju, D. D. (2013). The Role of Advertising in Consumer Decision Making. *IOSR Journal of Business and Management (IOSR-JBM) e-ISSN*: 2278-487X, p-ISSN: 2319-7668. Volume 14, Issue 4 .

Rehman, T. N. (2014). How Advertising Affects the Buying Behavior of Consumers in Rural Areas: A Case of Pakistan .*Academic Research International Vol. 5(4)* .

Ryans, C. (1996) Consumer Resources. *Journal of Small Business Management, 34 (1996): 63-65.*

Sharma J, Sharma S.(2009), *Sales and Advertisement Relationship for Selected Companies Operating in India* ,School of Doctoral Studies (European Union) Journal July, 2009, No. 1

Sloman J. and Wride A. (2007), *Economics*, Seventh Edition, Prentice Hall Financial Times.

Smith, E.G., Meurs, L. V., and Neijens, P.C. (2006) "Effects of Advertising Likeability: A 10-Year Perspective". *Journal of Advertising Research, 46, 1 (2006): 73-83.*

Stone, G., Besser, D. and Lewis, L.(2000) "Recall, liking and creativity in TV commercials: a new approach". *Journal of Advertising Research*. , 40(2000): 7-18.

Sundarsan, P.K. (2007), "Evaluating Effectiveness of Advertising on Sales; A Study Using Firm Level Data", *ICFAI Journal of Managerial Economics, Vol. V (1),* pp.54-62.

Taylor, Lester D. and Daniel, Weiserbs (1972), "Advertising and Aggregate Consumption Function", *American Economic Review, Vol. LX11 (4), pp.642-55*

Uchenna O, and Lioyd B. (2018), Consumers' acceptability of local rice brands in Nigeria. Which marketing functions really matter? In *Journal of Agric Business,* School of Agricultural, Earth & Environmental Sciences, Discipline of Agricultural Economics, Universityof KwaZulu-Natal, P/Bag X01 Scottsville, Pietermaritzburg 3209, South Africa, e-mail: obih_uchenna@yahoo.com,https://orcid.org/0000-0002-6564-2173

Ume, J .C Aigawa, S.A Oyebanyi, O.O and Adesola, O.A (2007). Agricultural Policy Instability in Nigeria. The Rice Farmers Ever Adjusting Production, *Process National Workshop on Rice Production held in Abuja*

USAID, (2008) *Improved Package for Rice Production USAID MARKETS. Maximizing Agricultural Reserves and Key Enterprise in Targeted States,* Abuja.