
Advertising and Its Impact on Customer Patronage of Fast Food In Bida, Niger State, Nigeria

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ABSTRACT

This study examines the impact of advertising on consumer's patronage of fast food in Bida. The study used descriptive survey method that entails data collection from respondents through questionnaires. The writers administered 400 questionnaires whereas, 335 of them were duly filled and returned thus, our sample size for the study is 335 respondents who patronize at least, a fast food joint around the Federal Polytechnic, Bida. The 335 questionnaires returned were used for data analysis with Statistical Packages for Social Sciences (SPSS). Findings show that pioneering campaign, competitive campaign and reminder campaign and advertising had positive effect on customer patronage. Pioneering and competitive institutional advertising had a statistically significant effect on customer patronage while reminder advertising has not yet any significant effect. The study recommends that fast food outlets should consider advertising their business on indigenous mass media such as Power FM Bida, NTA Bida, and Standard FM, Bida to improve customer patronage and loyalty.

Keywords: Advertising; Impact; Customer; Patronage; Fast food.

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1. INTRODUCTION

Advertising has from the time immemorial been the bedrock of business success as it provides business owners with the platform to showcase their offerings without limiting their capacities. Advertising plays significant roles in achieving businesses' both short-term and long-term objectives. Advertising is very important in any business environment due to the vital roles it plays in the business organization; be it profit oriented or non-profit oriented organisation. This is because advertising promote business activities and improve the profitability of business organisation. The success of any industry or organization depends largely on the advertising carried out by the organisation or industry at any time. Advertising at times determine to meet the need and want of customers or buyer of the product and services.

So, for an organization to satisfy its customer at a profit and at the same increase its customer patronage it must embark on proper advertisement such as grading of product and service, carrying out proper standardization on its product and putting proper displaying and assembly to its product. A major tool of promotion which draws the highest debate for the part and input it makes in our economic, social and moral sphere is advertising. Advertising is not the sole communication device that organisations utilize in trying to communicate the existence and quality of their product to the potential and prospective buyers but it is the most commonly used and also the most noticed of all the promotional tools. It is the only one that gets the greatest number of the firm's target audience at the same time. Advertising is not done by profit-oriented organizations alone but by politicians, government and even non-profitable organizations embark on it. Advertising therefore, can be defined as any form of non-personal persuasive presentation and promotion of ideas, goods and services through the mass media that is paid for by an identified sponsor (Nor & Koce, 2016).

The words "any paid form" distinguishes advertising from publicity because every organization that want to advertise will purchase space and time in the chosen medium to tell the story about a product or services. The fact that advertising is 'impersonal' is what separates it from personal selling as advertising covers a greater proportion of the market via mass media that are impersonal and are devoid of the charges of quick response like personal selling. 'Products, services and ideas' assert that advertising is not limited to physical products, it includes nonphysical products. Both profit-oriented organizations like banks and non-profit oriented organizations such as churches, charitable homes and so on employ advertising for the promotion of their products. A known sponsor implies that the source of all advertisement campaign is always made public and this differentiates advertising from propaganda and rumour (Nwosu, 2018).

However, advertising gets to the general public via the media be it print (magazines, newspapers) or electronic (television, radio and cable networks) and the likes but, the media vehicle's choice will heavily rely upon the power and debility of each of the media vehicle employed such as available resources and media selection of the target market to reach competitive party and company policy on promotion. In addition, two or more media vehicle may be used simultaneously to realise the promotion objectives, for instance drumstick uses radio, television, billboard and magazine at the same time because of the competitive nature of the fast food industry. Perly and Rossiter (2018) assert advertising as a relative form of incidental persuasion on the basis of information concerning product benefits that are meant to foster appreciative mental impression that influences the consumers' towards buying.

Advertising has the capacity to induce consumer consciousness, initiate or influence consumer attitude and stimulate buying intents. Advertising also creates buyer franchise or a relative brand preference. It as well serves as an important injunction to drive the marketing task. The writers will concentrate on the impact of advertising on customer patronage of fast food in Bida metropolis. In the course of this study, management of four popular fast food outlets around the town are explored to determine the impact of advertising on customer patronage of fast food outlets.

Statement of the Problem

Service oriented firms generally employ advertising to market their business offerings. When advertising is conducted, it is intended to awaken the potential market interest and when it is undertaken, it is meant to spur the sales of the company's products and to also draw profit for the organization. There is not enough media awareness in terms of advertisement of businesses and products in Bida. Majority of the businesses running in the town either do not fancy the need to engage mass media to showcase their offerings to the world or they are not aware of the enormous benefits inherent in using mass media to draw sales. It is hardly seen for businesses in Bida to run advertisement on any media platform hence the need for this study. Finally, whenever advertising is conducted at any time, it is expected to spur the share of the market which the firm is occupying in the industry. In conducting this study, the writers are in doubt that advertising has significant impact on the customer's patronage since it is usually hard to predict possible action of any customer at any point in time within an environment.

Researchh Objectives

Customer patronage of fast food businesses is not without challenges that hinder them from maximizing their full return on investment and therefore contribute their quota to the Gross Domestic Product (GDP) and the social-economic development of the nation. These challenges range from stiff competition from close competitors to situational challenges otherwise called seasonal fluctuation in demand. In addition to these, those objectives that are specific to this study are:

- (a) To establish the impact of pioneering advertising on customer patronage of fast foods.
- (b) To examine the effect of competitive advertising on customer patronage of fast foods.
- (c) To assess the effect of reminder advertising on customer patronage of fast foods.

Study Hypotheses

In line with the specific research objectives, the following research hypotheses were postulated:

- H₁: Pioneering advertising has no significant effect on customer patronage of fast foods in Bida.
H₂: Competitive advertising has no significant effect on customer patronage of fast foods in Bida.
H₃: Reminder advertising has no significant effect on customer patronage of fast foods in Bida.

2. LITERATURE REVIEW

The Concept of Advertising

Institution came into existence when there is recognised need for them. No mysterious process of self-generation beings forth an institution unless a variety of external forces are present to nourish its development. Before the development of modern communication media information through the use of the town criers who went about with their metal or wooden goods and spread any-piece of news items to those concerned. The method was in operation until business activities became complex that people to be informed were relative by larger than other means of disseminating information was sought. Yashin (2019) noted that the earliest evidence of men's attempts to communication a usual message to his fellow men was that of the well inscription and longing signs used by the Egyptians and subsequently by the Greek and Romans.

According to the author, these signs were designed to communicate the signs and indispensable fact of men's trade or as used for entertainment, places or rent and articles lost or stolen. According to McCarthy (2014), in Greek during its golden age, public criers were a civil institution. People were mobilized to distribute through the streets and city in advertising to the citizens. Or the important news and announcing public events later, during the middle ages, the only spoken word. Their signs were alter used to notify the populace of important meetings, local politics and even place where certain consumer's product can be found.

In the view of Kotler (2019), advertising began with recorded history probably as early as 400BC. According to him the Roman pointed walls to announce context and physician made wall painting on prominent roads along parade route. Longman (1980) assumed that advertising came about as a result of the high cost of personnel selling which made the entrepreneurs devices means of informing people where to find the goods and service they were offering. Telles (2017) opined that the first printed advertising appeared in England in 1972. It was in recorded that the advert was in form of hand-out cards. These printed cards were distributed to many people. The merchants Found them more efficient than signs, which were seen only by those who happened to pass them. The cards were also found to be more than the town criers and had with limitations.

Industrial revolution in the nineteenth century brought changes in nature of advertising radio, firms and television made an in road into the market. The industrial revolution no doubt brought in mass production of goods and areas of specialization, product designs and brands financiers, professional marketers and advertising agents moreover, it led to surplus products, hence the need to make customers buy more. Theren and Theren (2018) are of the opinion that during and immediately alter the first world war, production capacity in western Europe and North America increased to such an extent that a new problem, that of excess capacity emerged. As a result, business people reacted by engaging in aggressive activities, advertng personal, and branding sale promotion and so on. There was competition among the firm and each firm tried to identify its own product by branding that is distinguishing them from that of its competition. In tracing therefore, the origin of advertising it becomes obvious that advertising has been in place for very long time.

Modern advertising development came into existence in Nigeria in connection with LINTA limited, which is the oldest advertising agency in Nigeria that inform buyers about firm and their products. The company was born under West Africa Publicity limited (WAP) in 1928 through the inspiration of Leyte who became the first general manager. Original the firm (WAP) sole operation was based on placing posters of advertising products exported to West Africa countries by British manufactures. However, these posters continued to dominate the advertising, scene until 1948 when the median industries showed a remarkable improvement in their professionalism and production techniques, which attracted more readers. WAP later introduced the new sign advertising in 1951. Although business to a new company founded under the name Afromedia, which is a leadership name in advertising contractors today. More still, the company gave up contractual obligation for cinema advertising with an international firm contracting organization name Pearl and Dean which enable it to operate in Nigeria. Through this process advertising gradually came into full operation in Nigeria (Theren & Theren, 2018).

Types of Advertising

Advertising can be classified according to its function in the following ways:

1. **Product Advertising:** The advertising is aimed at promoting or pushing a product, the product advertising could be referred to as either direct action or indirect action advertising. It is direct action when the advertising makes strong bid for buyer's immediate action. The advertiser may seek a quick response with a coupon or a promise of free sample. The indirect action advertising is designed to push the product or services over a buyer period of time. The advertising informs the customer about the existence of the product and benefits to be derived in using the product. The product advertising is at times called product reputation advertising because it is aimed at promoting the sales of brand-named Products. According to Nor and Koce (2016), product advertising promotes the benefits of a specific product or service with aim of selling it.
2. **Institutional Advertising:** This is "good will" advertising designed to promote the firm's overall quality image or reputation. In institution advertising, there is often no bid for direct action to sell a specific product or service. The institution advertising is also at time labelled corporate advertising because it enhances the corporate image by creating a favourable attitude programme. This may be achieved by promoting good causes and by recommitting the firm's social contributions and business ethnical products. William Stanton identified three aspects of institutional advertising patronage; public relation and public service institutional advertising patronage institutional focus in attracting customers by appealing to patronage buying motives rather than product buying motives. For example, an advertisement informing customer of the firms improved after sales services, longer opening hours new credit policies and establishment of customer complaint department public relation institutional advertising may explain a form's position in the face of environmental matters what the form is doing to comply with applicable environment laws and regulations or the advertisements may stress the forms participation in a wide range of social action programme. The public service institutional advertising promotes public cause. For example, an advertisement by a sport manufacturing company urging the public to exercise for survival. Nor and Koce (2016) also opined that institutional advertising is used to build goodwill or a good image of a company or the industry rather than promote a specific product or service. It is used to respond to negative publicity.
3. **National Advertising:** Advertisement by manufacturers of consumer product in contrast with the done by retailers are called national advertising. The aim is to relate consumer demand for the product by emphasizing the benefits to be derived from using the product. National advertising is also usually embarked upon by old manufacturers rather than new manufacture that do not immediate national distribution for lack of funds.
4. **Retail Advertising:** Retail advertising placed by a retailer; it has different goal from national advertising. Product or brand is purchased; but where the consumer makes the purchase. The advertising message of a retail advertiser is happy as long as the customer makes the purchase in his or her stone. Retail advertising therefore appeals to patronages buying motive rather than sometimes employ what may appear as a national advertising or their private label goods.

3. METHODOLOGY

The study used descriptive survey method that entails data collection from respondents through close-ended questionnaires. The study population stood at 400 out of which 335 were taken as sample size for the study through probability sampling technique of simple random sampling where every respondent had equal chance of inclusion in the survey. Descriptive and inferential statistics were used for data analysis in this study wherein both primary and secondary data were also explored as sources of the information.

4. PRESENTATION OF RESULT

H₁: Pioneering institutional advertising has no significant effect on customer patronage of fast foods in Bida.

H₂: Competitive institutional advertising has no significant effect on customer patronage of fast foods in Bida.

H₃: Reminder institutional advertising has no significant effect on customer patronage of fast foods in Bida.

Multiple regression analysis was conducted with competitiveness as the dependent variable to examine the impact of the independent variables (Pioneering institutional, Competitive institutional and Reminder institutional) on the dependent variable. This part of the study presents the hypotheses tested, interpretation and discussion of the results.

Table 1: Goodness of Fit regression of Advertising Variables on Customer Patronage

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	RSquare Change
1	.555(a)	.308	.294	.75997	.308
2	.700(b)	.489	.456	.66691	.181

a Predictors: (Constant), Pioneering, Competitive and Reminder (Source: Survey, 2024)

Results in Table above indicates an R²= 0.308 and Adjusted R²= 0.294 for Model 1 which includes the advertising variables (Pioneering institutional, Competitive institutional and Reminder institutional). Results show that advertising as independent variable has impact on customer patronage of fast foods. Therefore, it is of note that though advertising has a significant impact on customer patronage, its explanatory power is a bit low.

Table 2: ANOVA for Regression of Advertising Variables on Customer Patronage

Model		Sum of Squares	Df	Mean Square	F	Sig.
1(Advertising)	Regression	39.637	6	6.606	14.853	.000(a)
	Residual	41.363	93	.445		
	Total	81.000	99			

a Predictors: (Constant), Pioneering, Competitive and Reminder

b. Dependent Variable: Repeat purchase, Loyalty, Customer advocacy (Source: Survey, 2024)

From the above table, with inclusion of advertising variables: Pioneering, Competitive and Reminder as independent variables have F-statistic $F(6, 93) = 14.853$, $p = .000 < 0.05$ indicating a significant impact of advertising (Pioneering, Competitive and Reminder) on customer patronage (Repeat purchase, Loyalty, Customer advocacy).

Table 3: Regression Coefficients – Advertising Variables and Customer Patronage

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1. (Constant)					
Pioneering	.018	.083	.019	.211	.834
Competitive	.353	.098	.306	3.598	
Reminder	.252	.107	.205	2.356	

Dependent Variable: Patronage (Source: Survey, 2024)

These Regression results for regressing advertising on customer patronage were obtained as presented in Table 3 above. Pioneering institutional advertising are statistically ($\beta =$ insignificant relationship between Pioneering institutional advertising and patronage (Repeat purchase, Loyalty, Customer advocacy). Competitive institutional advertising 306, $p=0(\beta=.001<0.05)$ which indicates a statistically significant relationship between competitive institutional advertising and patronage. Reminder institutional advertising 205, ($\beta= p=0.021<0.05$) showing a statistically significant relationship between reminder institutional advertising and patronage.

5. SUMMARY OF FINDING

As earlier stated, the first specific objective of this study was to establish the impact of pioneering advertising on customer patronage of fast foods, a positive relationship between pioneering institutional advertising and customer patronage was hypothesized from the literature. Findings established a positive but insignificant relationship between pioneering advertising and customer patronage. The implication of this is that with the adoption of pioneering advertising campaign, fast food marketers have an increase in their patronage but it is not yet significant at this stage since the business is still at infant stage.

Drawing from the second objective which was to examine the effect of competitive advertising on customer patronage of fast foods, the study hypothesized a positive relationship between competitive advertising and customer patronage. Findings revealed a significantly positive relationship between competitive advertising and customer patronage. Competitive advertising had the highest impact among the advertising variables on patronage. It has also been stressed that competitive advertising is a veritable tool in service industry based on its distinctive strength in gaining competitive advantage. The third and final objective was to assess the effect of reminder advertising on customer patronage of fast foods. The study also hypothesized a positive relationship between reminder advertising and customer patronage. Findings revealed significantly positive relationship between reminder advertising and patronage. Bearing in mind the adoption of reminder advertising strategy, there could be increase in customer patronage.

6. CONCLUSION

Advertising is a veritable tool in achieving customer loyalty and its impact on customer patronage is enormous. Based on the findings above, fast food outlets in Bida have adopted advertising with 89% for at least, each of them has a means of advertising its business. The study findings indicated that pioneering, competitive and reminder and advertising had positive effect on customer patronage. Pioneering and competitive institutional advertising had a statistically significant effect on customer patronage while reminder advertising has not yet any significant effect.

7. RECOMMENDATIONS

From the findings and conclusion above, the following recommendations will promote customer patronage of fast foods and other services through advertising if adopted:

The study recommends that fast food outlets should consider advertising their business on indigenous mass media such as Power FM Bida, NTA Bida, and Standard FM, Bida to improve customer patronage and loyalty. Owners of fast food outlets should consider other promotional tools like publicity and public relations to improve customer patronage and loyalty.

Service firms should consider improving their services and find innovative ways to market their goods such as adopting call-to-order services, social media marketing campaign and other contemporary marketing strategies to attract customers.

Finally, sales promotional strategies can be devised periodically based on the peculiarities and demands of the youths who are the bulk of customers in this product category.

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