

Advertising: A Determinant for the Consumption of Seafood in Khana L.G.A

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Abstract

Seafood operation is an important segment of any commercial sector of any economy in a non-centrally planned economy, the more new seafood emerges, the more intensive competition becomes, Arid firms tend to be more cautious. This position paper is poised to ascertain if “Advertising, determine increase in consumption of seafood in Khana L.G.A especially, communication along Rivers Bank. The purpose of this study is to establish if adverting has any impact on consumption rate of seafood with the view of making suggestions and efficient utilization of both media and non-media advertising as regards seafood consumption. The study adopts the use of chi-square in testing the formulated hypotheses. The sample size is fifty-two (52) was drawn with the use of non-probability sampling method (convinces) for generalization. Hypotheses were formed and tested using PPMCC.

1. INTRODUCTION

Before now, sea foods, in Nigeria were considered to be a seller market. As a consequence, it was regarded uneconomically sound for dealers to carry-out activities directed at attracting customer.

However, with economic growth, the number of markets in Nigeria has been increasing over the years. Advertising is considered as a tool for corporate communication (Farbey, 1979). Advertising has been further defined as consisting of all activities involved in presenting to people message regarding a product, service or idea Boateng & Boateng, 1982). As articulated by Reekie, 1981) “Since Eve first displayed her charms to Adam, Advertising has been with us.

Consumers nowadays seek to make wisher decision when buying food, in order to ultimately consumer. The food that is healthy (Mason-Jenkins, 1991). The categories of food that are considered healthy also include seafood. Many studies report on the health benefits of consuming seafood, Daniels et al, (2004), Colombo et al, (2004), and Innis et al, (2003).

In order to better understand the patterns of seafood consumption, it is necessary to determine the consumer behaviour pertaining consumption, consumer attitudes towards seafood products, the choice to purchase them, and the achievement of the desired satisfaction. The familiarity with the level of satisfaction is very important because it only adds to the better insight into buying behaviours (Kasper, 1985).

The most important factors in choosing seafood, for respondents, were taste and freshness. Previous scientific research showed that certain socio-demographic characteristics also affected the frequency of seafood consumption. It follows that persons with higher education consumed seafood more (He et al, 2003; Cullespie et al; 1975) as did person with higher income (Erdogan et al. 2011).

Thorson and Leavitt (1992) stated that best prophet for purchase is advertising.

Kotler (2003) divided advertising appeal into rational and emotional appeals. To meet the varying demands of their target consumers, advertisers commonly use rational appeal and emotional appeal in their advertising in an attempt to influence consumer behaviour (Chu, 1996).

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT ADVERTISING AS A DETERMINANT FACTOR ON PURCHASE OF PRODUCT

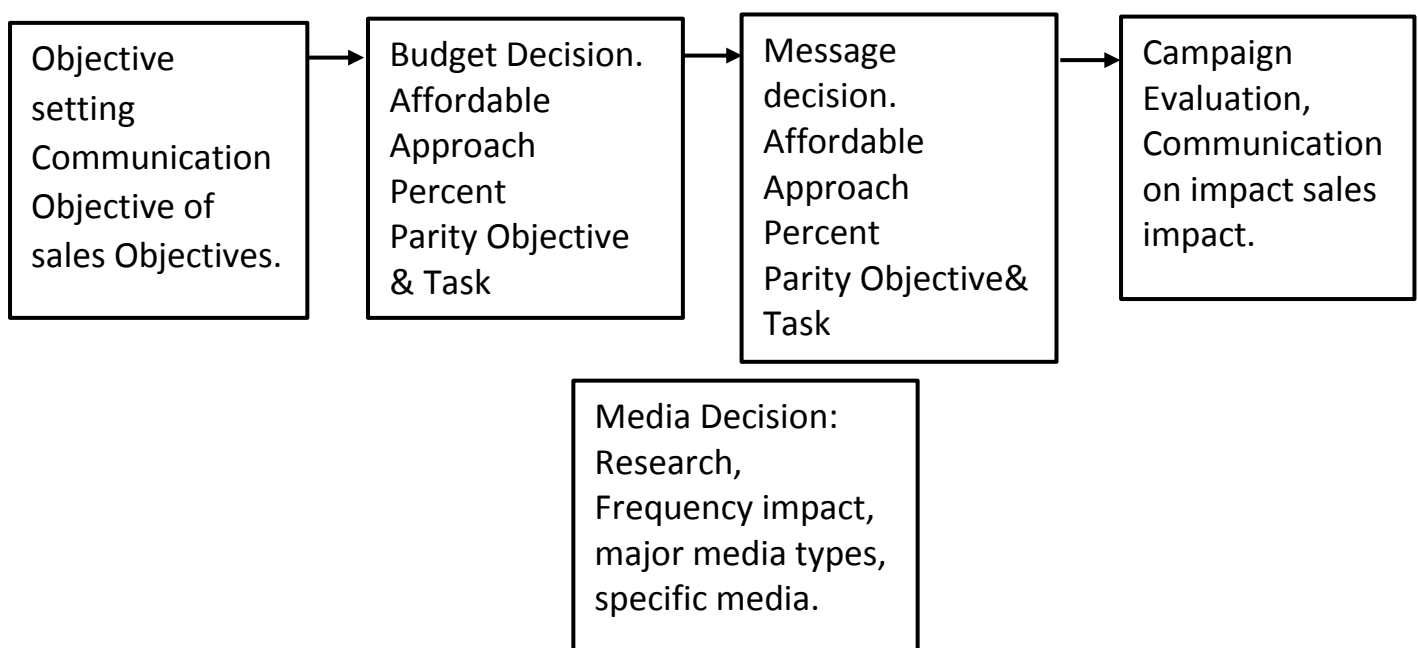
In recognition of the impact of advertising on behavioral changes, Koontz et al (1983) had this question to ask who has not had certain physiological needs accentuated by an attractive advertisement Chen & Cyert (1965), pointed it out more emphatically that advertising would be without purpose under conditions of pure (perfect) competition, where any producer can sell as much as he pleases the consumer.

Consumption of seafood is typically based on individual consumer's attitude and health standards of the people concerned. "Our reason for selecting attitudes as our basic way of looking at a market based on more than the fact that one function of advertising is to affect attitudes. There is considerable evidence to show that the way a person thinks (Advertising Age, 1966).

SEAFOOD AND ADVERTISING

The invention of the art of printing, television and radio gave advertisement a great push towards modern system. In a capitalist economy like Nigeria, as more factors of production are employed and new opportunities opened, competition becomes stiff and the use imperative tools also becomes imperative.

The diffusion of advertising into business sector seem to have a very recent origin; but it rapid growth in trying to create awareness in customers of available line of services is apparent considering the rapid development of advertising about the knowledge on the use of seafood in Khana Local Government Area of Rivers State, (Farbey, 1979). As articulated by studies in marketing management when making five important decision at developing an advertising program. (Kotler, 2000). See Below;



2. RESEARCH VALUE

The main concern of this study is investigated whether advertising has any influence on the consumption of sea foods. As attempt will be made to examine problems such as;

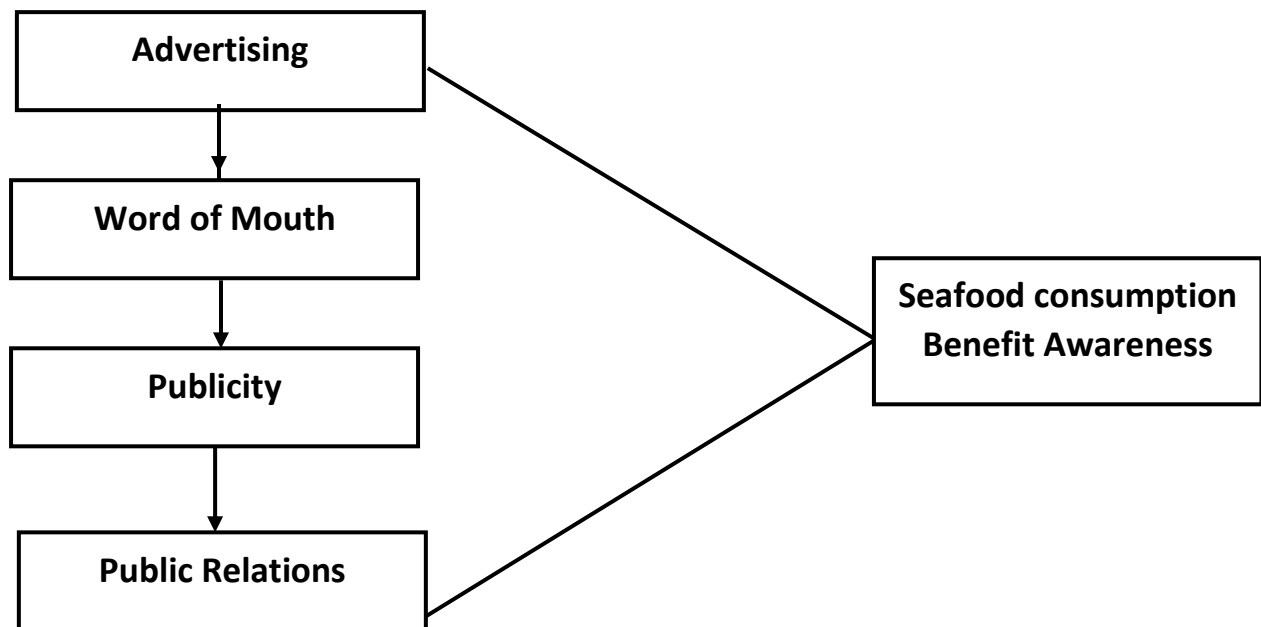
1. The question of choice of media of advertising by the dealers of seafood.
2. The utilization of non-media of advertising by seafood dealers.
3. The criticism over the poor quality of service that the dealers render to customers.
4. The question of courtesy in the market of seafood.
5. The availability of factors that will attract customers to patronize the market the more.

HYPOTHESES DEVELOPMENT

H₀₁: There is no significant relationship between the use of advertising medium and consumption rate of seafood.

H₀₂: There is no significant relationship between advertising and seafood consumption.

CONCEPTUAL FRAMEWORK



Theme 1: Word of Mouth

Word of mouth advertising is an unpaid form of promotion in which satisfied customers tell other people how much they like a business, product or service. Word of mouth is triggered when a customer experiences something far be young what was intended or expected. According to Ernest Dichter, (1966), the following are the reasons why a consumer will tell people about a products after using the products and he/she is satisfied; personal experience, self-confirmation, being nice, influence by advertising. In his work, he further stated why customers act on word of mouth marketing or advertising in regards to seafood consumption, thus; Authentic Passion, Genuine compassion, Actual Proof, Semblance of secrecy.

Theme 2: Publicity

Gaining public visibility or awareness for a product, or service your company via the media. The use of publicity is also known to be an important strategic element and promotional tool due to its effect of intentional exposure over a consumer; this helps publicity gain a beneficial

advantage over other marketing aspects such as advertising.

Theme 3: Public Relations.

Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This talks more about disposition of sellers to customer in form of relationship marketing (RM).

6. RESEARCH METHOD

The sample size of the study population is Fifty-two (52), the statistical technique used in analyzing the data was simple descriptive method stated in tables and expressed in percentage. In order to validate and check reliability of stated hypotheses, the chi-square statistical test was adopted. The test was used due to the type of data design: the null hypotheses was stated and not alternate hypotheses, selecting the level of significance and degree of freedom (DF). Hence, Degree of Freedom (DF) = (r-1) (C-1).

Where R = number of rows

C = number of columns

Square Formula:

X^2 = Chi-Square value

Fo = Observed Frequency

Fe = expected value

TESTING HYPOTHESIS

According of Obulor (2008) hypothesis is a conjectural or given statement of relationship between two or more variables that need to be tested in order to obtain the tenacity of the statement.

The hypothesis formulated earlier in chapter one of the research works give the researcher a sense of direction which are:

(i) The null hypothesis (H_0)

(ii) The null hypothesis (H_1)

H_0 : Advertising does not affect the consumption of seafood.

H_1 : Advertising affects the consumption of seafood

DATA PRESENTATION AND ANALYSIS

This chapter of the research work is specifically designed to deal with the presentation and analysis of data analysis of data collected for this study in order to see how data collected have responded or deviated from the study. The data are grouped and analyzed according to research questions.

TABLE 1: DATA PRESENTATION

Firms	Questionnaire Administered	Questionnaire Retrieved	% Retrieved	Questionnaire un-retrieved	% of Un-retrieved
Savannah seafood	13	13	25	-	0
Union seafood	13	13	25	-	0
Health seafood	13	13	25	-	0

Ife perfect seafood	13	13	25	-	0
Total	52	52	100	-	0

Source: Field Study 2017

As shown in table 1: above, a total of fifty-two questionnaires were sent to selected seafood firms in Ikwerre Local Government Area, fifty-two questionnaire representing 100% were completed and retrieved.

The researcher will base the analysis on the data contained in all the questionnaire since all of them are returned.

To understand some table very clearly, the following shall be assumed as:

SA = Strongly agree

A = Agree

D = Disagree

S = Strongly disagree

TABLE 2: Analysis of Questionnaire of Outlet Customers

	No. of Respondents	% of Respondents
Very near	19	36
Not very near	31	60
Very far	2	4
TOTAL	52	100%

Source: Survey Data 2017

The above table 2: shows that 36% of the customers who responded stated that their outlets are very near, 60% of them have seafood outlets that are very far from them, 4% of them have outlets that are very far from their places of business.

The high percentage that favour “very near” and “not very far” denote that accessibility of out let customers determine where they would want to patronize their customers.

TABLE 3: QUESTIONNAIRE ANALYSIS ON MEDIA OF ADVERTISING

	No. of Respondents	% of Respondents
Television	29	56
Newspaper	8	15
Radio	11	21
Magazine	0	0
Billboards	4	8
TOTAL	52	100%

Source: Survey Data 2017

As table 3: depicts, 56% of the customers who knew about the existence of their outlets (customer) through advertisements pointed out that the medium of advertising was television; 15% of them got their message through newspaper; 21% of them through radio; none through magazine; and 8% through billboards.

Table 4: Does advertising affects the consumption of seafood?

Firms	S.A	%	A	%	G.T
Ife Perfect	1		25		0
Savannah	1		25		0
Union Seafood	1		25		0
Habib Seafood	1		25		0
Total	4		48%		52
		8%		93	

Source: Survey Data 2017

From the tale 4: above, it is evidently clear that the four firms as shown above agreed that they believe much on advertising. From the survey, it is believed that 92% of the firms accepted that advertising played a major impact in their business. This also implies that seafood relies mostly in advertising and they are all aware of the need to communicate to their potential and current customers through various media.

Table 5: Media of Advertising

	No. of Respondents	% of Respondents
Television	30	30
Radio	20	20
Magazine	20	20
Newspaper	15	15
Billboards	10	10
Others	5	5
TOTAL	52	100%

Source: Survey Data 2017

The above table 5: shows that 30% of the respondents indicated that they disseminate their advertising message through television; 20% stated that they do theirs through radio; another 20% favoured magazine; 15% of them pointed out that they make use of newspaper; 10% of them utilize billboards; and 5% of them use other media.

It is however obvious that some seafood outlets than one medium of advertising.

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