THE IMPACT OF ADVERTISING ACTIVITIES ON MARKETING ORGANIZATION AND ITS CUSTOMERS

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Abstract: In today's competitive market, you need to be abreast wth adversing activities pertaining to your area of specialization. With the growing popularity of the creation awareness to the customers, more and more marketing organizations are choosing their advertising media and conducting their advertisement. It takes lot of effort to succeed in advertising that is appealing and at the same time is accessibe to all kinds of marketing organizations. It involves not just the way a product looks but also its attractivility and convincing for all kinds of consumers. Some marketing organizations often failed because of failining to create an awareness to their customers organize by the advertising media. To make it a success, a good advertising involves, inform all the information about the product to the customers, pursuade, convince and attract them to buy. It is the process of creating an effective and appealing idea, which meets the marketing organizations' desired objectives. The paper is aimed at exploring and educating prospective marketing organizations the need and significance of advertising activities for them and their customers and how to manage it. It is a literature based paper and therefore, reviews related literatures from journal articles, texts and some online sources for better understanding of the concept. The paper looked into issues in advertising concepts, types of advertisiment, criteria for the selection of advertising media, purpose of advertisement, functions of advertising. It further highlights the conceivable planning a web site and sighted example{s}, personal web sites, search engines and task-specific pages. It was found that advertising activities had helped marketing organizations' to boost their sales, explore market share and profit maximazation. Thus the paper recommends that marketing organization, who realy wants to boost sales, get market share and easy to create an awareness on its products or services within and across its boundry, would have to start through an advertising.
Keywords: Advertising; Marketing; Customers; Organization; Information; Sales; Media

1 INTRODUCTION

Advertising helps firm to boost and increase it's sales , it is a crucial element in company's efforts to build customer loyalty being it is the key of marketing success.

It also helps marketing organization to sell its product/service without any outstanding issue through the combination of strategies and tactics.

There is problem in or with the proportionally infected selling activities in Nigeria. Despite that continue of using unskils sales people by organizations crippling the sales activities in the country, adding a similar problem to the system has been seen to " using personal or local sales system from one state to another within the country or outside the country" or it has been seen to "hawking within the state for area proposal". This was found in Gambo K.K's study "Selling activities in Nigeria" in which he state that the hawking of sales were more predominantly fond[1].

The problem has negatively impacted firms, marketing sales people and consumers themselves because it has complicated their marketing activities as to how they could sell goods in time to the consumers without creating awareness.

A possible cause of this problem is the lack of attach of advertising with their marketing sales activities. Perhaps a study that investigates whether the list of choices, and the difference in cheep and faster selling from the similar activities through a quantitative method using surveys could remedy this situation[2].

2 BACKGROUND

An important factor in marketing success is advocating with current prospective marketing advertising media, advertising helps firm to building and maintaining any kind of relationship, it is a crucial element in company s efforts to create customer awareness.

Many large firms accompany this by establishing some strategies for their market. The war of marketing advertising rages on everywhere with billions of naira being spent on modern marketing advertising. Most companies have positions for advertising or sales Officer others do not, they are heavily reliance on outside advertising media. The guest for a learner marketing organization at a time when increasing environment complexity is putting managers under extreme time pressure requires that individual of the highest experience be attracted to the marketing advertising function. These advertising media will have the ability to create and inform a clear vision for their efforts on activities that will leverage the performance of their business. This being so, the marketing advertising media is thrown back on marketing techniques and on the

exploitation of marketing advertising personality created by the firm to maintain, compute it's competitors and improve the standing of it s position in the market.

Advertising activities has become a well-established fixture in most companies in Nigeria. Yet, the environment in which was created and thrived is drastically attired today and observers are questioning whether it provides the best system of marketing advertising activities in an environment. So many companies have folded up, others are striving to survive because of the less importance attached to advertising activities in the organization. In fact, company directors and management execution is far complex than anything. This research work intends to help companies to keep consumers and marketing advertising activities and also gain greater share of their marketing activities.

3 LITERATURE REVIEW

3.1 Advertising

Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducting people to buy. Another research found that, advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor. Other study seen it as a tools which consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor.

It is also a powerful element of the promotion mix. Essentially advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume. It covered all the advertising activities such as informative advertment, persuasive advertisement etc. Through advertising we can create what we called:

3.1.1 Social media advertising
Social media advertising is a form of digital marketing in which paid ads are served to a target audience via social media networks. These ads allow marketers to reach desired consumers, promote their brand, and drive sales on popular media channels that house billions of active users. is a form of digital marketing in which paid ads are served to a target audience via social media networks. These ads allow marketers to reach desired consumers, promote their brand, and drive sales on popular media channels that house billions of active users.

3.1.2 Direct Mail Marketing
Direct mail marketing is a type of direct marketing that delivered physically to a prospect s mailbox through the postal service or other delivery service. Flyers and catalogs are common examples. Email marketing is the digital equivalent [3].

3.1.3 Paid search advertising
Paid search advertising is a type of digital marketing strategy that allows companies to pay search engines to place their ads higher on relevant search engines [4].

3.1.4 Broadcast advertising
Broadcast advertising is a type of advertising that utilizes electronic media such as radio and television to reach specific audiences by transmitting[5].

3.1.5 Native advertising
Native advertising is a form of paid advertising in which the ads match the look, feel and function of the media format where they appear. They fit natively.

3.1.6 Product placement
Product placement is a marketing technique in which a product or service is showcased in some form of media, such as television shows, movies, music videos.

3.1.7 Email marketing
Email marketing is the practice of sending targeted information, ads and benefits to customers and potential customers through email[6].

3.1.8 Outdoor advertising
Outdoor advertising refers to any form of advertising that reaches consumers while they are outside, such as billboards, posters, signs, and other displays on.

3.1.9 Video advertising
Video advertising is a marketing strategy that involves creating a short and informative video that promotes a product and is played before, during, or after.

3.1.10 Digital advertising
Digital advertising refers to marketing through online channels, such as websites, streaming content, and more. Digital ads span media formats, including text.

To some marketing experts, advertising is anachronistic and irrelevant going by the tightening of market opportunities and consumers become more sued of buying without persuasive or attractive intensely of making purchase, consumers now patronize products through placing order without any creating awareness rather than advertising activities. Marketing organizations had in consumer behavior after having released the wearing power of advertising activities.

3.2 Methods of Advertising

3.2.1 Electronics or digital advertising
Digital advertising refers to marketing through online channels, such as websites, streaming content, and more. Digital ads span media formats. At some time people are used with this method because of the government policy especially in the Muslim countries   Many government of such nations say that do not use with undecent dress advertisement.
This includes:
Podcast Advertising
Podcast advertising is a type of paid marketing that takes place within a podcast episode. There are different podcast ad formats[7].
Radio
Radio is sound communication by radio waves, usually through the transmission of music, news, and other types of programs from single broadcast.
Television
Television advertisement is a method of advertisiment where the goods or services will be display and show it's important to the audience.
Display ads
Display ads are advertisements that are delivered online that combine copy, visual elements, and call to action messaging that link to a landing page.
Mobile advertising
Mobile advertising is any form of advertising that appears on mobile devices such as smartphones and tablets. Companies advertise text ads via SMS, banners.
Out of Home advertising (OOH)
Out of Home advertising (OOH) is the name for any advertising encountered outside of the home, excluding adverts viewed on a mobile phone or other personal
3.2.2 Non-electronic media or print advertising
Is the method of advertising uses printed media such as newspapers, magazines, direct mail and billboards to advertise services and attract more customers to a business.

3.3 Purpose of Advertising

Advertising has three primary objectives: to inform, to persuade, and to remind.
Informative Advertising creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products.
Persuasive Advertising tries to convince customers that a company s services or products are the best, and it works to alter perceptions and enhance the image of a company or product. Its goal is to influence consumers to take action and switch brands, try a new product, or remain loyal to a current brand.
Reminder Advertising reminds people about the need for a product or service, or the features and benefits it will provide when they purchase promptly[8].

3.4 Factors to Consider When Advertising the Products or Services

When making advertisements, factors such as the target audience, message clarity, and creative execution are crucial. The advertisement should resonate with the demographic it's targeting. Ethical considerations are also important, for instance, not promoting harmful stereotypes or misleading information. Additionally, the medium through which the advertisement will be delivered, whether digital, print, or television, should be considered to ensure maximum effectiveness.

3.5 Criteria to be Used When Choosing Advertising Media

3.5.1 Target audience
Consider your target audience's demographics and what will resonate with them. This will help ensure your campaign is engaging and reaches the right people.
3.5.2 Advertising objective
Consider the objective of your ad, such as informing, persuading, or increasing sales.
3.5.3 Budget
Your budget will determine which ad strategy is right for your campaign.
3.5.4 Cost of media
The cost of advertising media varies depending on the type of media and the time or space you purchase.

3.5.5 *Ad inventory*
The ad inventory on a platform represents the potential reach and visibility of your campaign.
3.5.6 *Circulation*
Circulation is the number of copies a publication distributes on average, and it's a factor used to set advertising rates [9].
Other factors to consider include: communication requirements, nature of the product, extent of competition, geographical area coverage requirements, and literacy level of target group.

3.6 Functions of Advertising Media

The goal of advertising is to create awareness, generate interest, and stimulate demand for the product or service being advertised. Advertising can take many forms, such as print ads in newspapers and magazines, commercials on TV and radio, billboards and posters, social media ads, search engine ads, and more.

3.7 Assumptions

There are three assumptions in this paper. They are:
The organizations will keep to improve their advertising activities marketing and draw their attention on it (selecting capable and professional advertising media) especially for the advertising of physical products.
The second is government policy(s) on advertising poliies challenges mightn't distract too much from conducting advertising goods in the Kano state and creating new ways (strategies) and tactics to advertise the goods.
The organizations owners and advertising media will endeavour the utmost efforts of advertising if they are well acquainted with advertising activities' strategy(s).

4 METHODOLOGY

This study aims to investigate the impact of advertising activities on marketing organizations and customer behavior. The methodology involves both qualitative and quantitative approaches, ensuring comprehensive data collection and analysis. The study used survey approach. Surveys were distributed to customers of marketing organizations with active advertising media. A total of 200 respondents participated in the survey. The participants were selected using stratified random sampling to ensure diverse representation from different marketing organizations and customer demographics. The survey included structured questions to measure customer perceptions of advertising elements such as customer patronizing, listening, information, and interactivity, along with their impact on purchasing decisions and brand loyalty. Survey data were analyzed using SPSS version 22. Descriptive statistics were employed to summarize the demographic characteristics and advertising activities perceptions of the participants. Correlation and regression analyses were performed to explore the relationship between advertising activities and customer behavior. For qualitative data, thematic analysis was applied to interview transcripts, identifying common themes related to the strategic importance of website design.

5 RESULTS

The results of the study provide valuable insights into the relationship between advertising activities and customer behaviors. This section presents the findings from the descriptive statistics, correlation analysis, and regression analysis.

5.1 Descriptive Statistics

Table 1 summarizes the descriptive statistics for key advertising elements as perceived by the respondents. The mean scores indicate the level of importance assigned to each design element.

Table 1 Descriptive Statistics for Key Advertising Elements

Design Element	Mean	Standard Deviation
Persuasive	4.5	0.62
Listening	4.4	0.68
Interactivity	4.2	0.71
Increase in sales	4.0	0.75

Information	4.6	0.59

The results indicate that respondents rated advertising pursuation (mean = 4.5) and information about the product (mean = 4.6) as the most critical inform elements. Listening (mean = 4.4) and interactivity (mean = 4.2) also received high scores, suggesting that customers place significant value on a visually appealing and user-friendly advertising activities. Increase in sales (mean = 4.0) was also important but received the lowest score among the listed elements, indicating room for improvement in this area as a result of low probability at times.

5.2 Correlation Analysis

Table 2 presents the correlation coefficients between website design elements and customer engagement.

Table 2 C&C between Website Design Elements and Customer Engagement

Variable	Customer Engagement	Usability	Aesthetics	Interactivity	Security
Customer patronizing	1.00	0.78**	0.75**	0.72**	0.79**
Listening	0.78**	1.00	0.68**	0.65**	0.74**
Persuasive	0.75**	0.68**	1.00	0.60**	0.73**
Interactivity	0.72**	0.65**	0.60**	1.00	0.68**
Information	0.79**	0.74**	0.73**	0.68**	1.00

The correlation analysis reveals a strong positive relationship between all Advertising activities elements and customer listening. The strongest correlation is observed between information and customer patronizing ($r = 0.79$, $p < 0.01$), indicating that higher perceived information is associated with greater customer patronizing. Listening ($r = 0.78$, $p < 0.01$) and customer patronizing ($r = 0.75$, $p < 0.01$) also show significant positive correlations, emphasizing their importance in enhancing customer listening.

5.3 Regression Analysis

Table 3 presents the results of the regression analysis, highlighting the relationship between website design elements and customer engagement.

Table 3 Result

Variable	Unstandardized Coefficients (B)	Standardized Coefficients (β)	t	p-value
Constant	1.32	-	3.45	0.001
Listening	0.45	0.32	4.21	0.000
Customer patronizing	0.30	0.28	3.80	0.000
Interactivity	0.25	0.20	3.00	0.003
Information	0.50	0.36	5.10	0.000

The regression analysis shows that advertising activities elements significantly predict customer patronizing, accounting for approximately 65% of the variance ($R^2 = 0.65$). Among the predictors, information ($\beta = 0.36$, $p < 0.001$) has the most substantial positive effect on customer patronizing, followed by listening ($\beta = 0.32$, $p < 0.000$) and customer patronizing ($\beta = 0.28$, $p < 0.000$). Interactivity also contributes positively ($\beta = 0.20$, $p < 0.003$), but to a lesser extent. The results indicate

that enhancing these advertising activities elements can significantly improve customer patronizing in marketing organizations.

6 DISCUSSION

The findings of this study highlight the significant impact of advertising activities on customer patronizing the product or service within marketing organizations. The strong positive correlations between advertising elements (listening, user patronizing, interactivity, and information) and customer patronizing reinforce the notion that a well-advertising activities are essential for attracting and retaining customers. The study revealed that listening is a key driver of customer patronizing, aligning with existing literature that emphasizes the importance of user-friendly interfaces. Customers are more likely to engage with sales people that facilitate easy navigation and intuitive adverts. This supports the idea that listening directly influences customer patronizing and decision-making. Customer patronizing also emerged as a critical factor influencing customer perceptions and buying. The findings echo those of other research, who noted that visually appealing designs can create positive emotional responses, fostering a connection between the customer and the brand. This relationship suggests that organizations should prioritize customer patronizing elements in their advertising strategies to boost their sales and customer loyalty.

The strongest correlation was found between perceived information and listening. This is consistent with the findings of other marketing research, indicating that customers are increasingly concerned about online information .Ensuring robust information about the product or service measures can mitigate customer anxieties and foster trust, which is essential for maintaining long-term customer relationships. The impact of interactivity on customer engagement is particularly noteworthy. Engaging features such as live chats, interactive content, and personalized experiences encourage customer participation and can lead to increase sales and satisfaction levels. This aligns with the insights of marketing advertising's researcher who highlighted the importance of interactive elements in enhancing customer experiences. The results suggest that marketing organizations must invest in effective advertising strategies that prioritize listening, customer patronizing, information about product or service, and interactivity. By understanding the critical role these elements play, organizations can create a more engaging advertising media environment that will enable to attracts and retains customers.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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