

EFFECT OF ADVERTISEMENT ON CONSUMER PURCHASING DECISION IN LAGOS STATE, NIGERIA; A STUDY OF MTN NIGERIA

Olorunsogo Ibukun-Olu Kolawole

Department of Business Administration, Crawford University Igbesa, Ogun State.

solio.kolly@gmail.com

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ABSTRACT

This study examined the effect of advertisement on consumer purchasing decisions in Lagos State, using MTN Nigeria as a case study. Advertising remains an important marketing communication tool for creating consumer awareness, shaping attitudes, reducing uncertainty, and influencing buying behaviour. The study adopted a survey research design, and primary data were collected from 187 respondents through structured questionnaires administered across selected areas of Lagos State in 2024. Data were analysed using descriptive statistics and Pearson product-moment correlation. The findings revealed a significant positive relationship between advertisement and consumer purchasing decisions, with the result showing that advertisement was moderately associated with consumers' buying behaviour ($r = 0.481$, $p < 0.01$). The study also found a strong positive association between exposure to advertised services and consumer preference for such services ($r = 0.765$, $p < 0.01$). However, since Pearson correlation measures the strength and direction of a relationship rather than a statistical difference, the second result should be interpreted as an association rather than evidence of a significant difference between advertised and non-advertised services. A t-test or ANOVA would be required to test such a difference. The study concludes that effective advertisement influences consumer awareness, perception, and purchasing decisions by providing information that guides consumer choice. It recommends that companies adopt truthful, targeted, and socially responsible advertising strategies, while consumers should critically engage with advertisements before making purchase decisions.

Keywords: Advertising, consumer purchasing decision, MTN Nigeria, perceived risk, Elaboration Likelihood Model

Introduction

Advertising is one of the major tools used by business organizations to create awareness, communicate product value, influence consumer perception, and stimulate purchase decisions. In a competitive market, firms rely on advertising to differentiate their products and services, maintain brand visibility, and persuade consumers to choose their offerings over those of competitors. Through media channels such as television, radio, newspapers, billboards, social media, and digital platforms, advertising helps organizations reach both existing and potential customers.

In the telecommunications industry, advertising is particularly important because service providers operate in a highly competitive environment where consumers are constantly exposed to different promotional messages. In Nigeria, companies such as MTN Nigeria use advertising to promote call and data packages, digital services, customer rewards, brand identity, and network reliability. These advertisements are designed not only to inform consumers but also to shape their attitudes, preferences, and purchasing behaviour.

Consumer purchasing decision refers to the process through which individuals identify a need, search for information, evaluate available alternatives, make a purchase, and assess their satisfaction after purchase. Advertising influences this process by providing information, creating brand recall, reducing uncertainty, and encouraging consumers to develop favourable perceptions about a product or service. When advertisements are clear, persuasive, and relevant to consumer needs, they can increase the likelihood of patronage.

In Lagos State, where consumers are exposed to several competing telecommunications brands, advertising may play a strong role in determining the services customers prefer and eventually purchase. MTN Nigeria, being one of the leading telecommunications companies in the country, provides a useful case for examining how advertising influences consumer purchasing decisions. This study therefore investigates the effect of advertisement on consumer purchasing decisions in Lagos State, using MTN Nigeria as a case study. The following hypotheses were formulated for the study:

Hypothesis One

H₀₁: There is no significant relationship between advertisement and consumer purchasing decisions.

H₀₂: There is no significant difference between advertised services and non-advertised services.

Literature Review

Effect of Advertising on Consumer Purchasing Decision: An Overview

Advertising is a powerful marketing communication tool used by organizations to create awareness, communicate product value, shape consumer perception, and influence purchasing decisions. In contemporary markets, advertising has moved beyond simple product announcement to become a strategic process through which firms build brand visibility, attract attention, differentiate their offerings, and sustain customer interest. It is especially important in competitive industries where several firms provide similar products or services and must therefore rely on persuasive communication to influence consumer preference. Recent studies show that advertising effectiveness depends on factors such as message relevance, informativeness, credibility, entertainment value, emotional appeal, and the ability of the advert to connect with consumers' needs and expectations (Alalwan, 2018; Martins et al., 2019).

Advertising may be understood as a paid and mediated form of communication designed to inform, persuade, and remind a target audience about a product, service, brand, or idea. It is not only a business activity but also a communication strategy that influences how consumers think, feel, and act toward a brand. In this sense, advertising supports customer decision-making by providing information that reduces uncertainty and helps consumers compare available alternatives. When consumers repeatedly encounter clear and persuasive advertisements, they may develop brand awareness, brand recall, trust, and favourable attitudes

toward the advertised product or service. These factors can influence the stages of consumer decision-making, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

The purpose of advertising is not limited to increasing immediate sales. It also helps organizations introduce new products, sustain brand awareness, reposition existing products, counter competitors' claims, reinforce customer loyalty, and maintain long-term market presence. In digital markets, advertising can also generate customer engagement through likes, shares, comments, clicks, online reviews, and direct interactions with brands. Alalwan (2018) found that social media advertising features can predict customer purchase intention when adverts are useful, interactive, relevant, and appealing to consumers. Similarly, Martins et al. (2019) found that smartphone advertising influences purchase intention through advertising value, brand awareness, emotional value, web design quality, and flow experience. These findings show that modern advertising works best when it delivers value rather than merely interrupting consumers with promotional messages.

Different forms of advertising influence consumer purchasing decisions in different ways. Traditional media such as television, radio, newspapers, magazines, and outdoor billboards remain useful for mass awareness and brand visibility. Television advertising is effective because it combines sound, image, movement, and emotion, making it suitable for storytelling and brand recall. Outdoor advertising, including billboards and transit displays, is also important because it provides repeated exposure in public spaces. In Lagos State, for instance, out-of-home advertising remains relevant because consumers are regularly exposed to brand messages while commuting, shopping, or moving through commercial areas. Okhai and Egwuonwu (2021) found that out-of-home advertising significantly affected consumer buying behaviour of selected fast-moving consumer goods in Lagos State, showing that outdoor advertising can still shape consumer awareness and purchase behaviour when strategically located and visually attractive.

Digital advertising has, however, become increasingly influential because of the growth of smartphones, social media, search engines, e-commerce platforms, and mobile applications. Unlike traditional advertising, digital advertising allows firms to target specific consumer groups, personalize messages, monitor consumer responses, and adjust campaigns based on real-time feedback. It also enables two-way communication between organizations and customers. In Nigeria, recent studies have shown that digital advertising has a meaningful relationship with consumer purchasing behaviour. Ivwighren, Ogwezi, and Igben (2023) investigated digital advertising and consumer purchasing behaviour in Delta State and found that digital advertising is relevant for improving awareness and driving sales. This supports the view that consumers' exposure to online adverts, social media promotions, and digital brand messages can influence how they evaluate and purchase products or services.

Advertising also influences consumer decisions through psychological and social mechanisms. A persuasive advertisement may appeal to consumers' emotions, aspirations, lifestyle, social identity, convenience, status, or desire for value. For example, a consumer may choose a brand not only because of its functional qualities but also because the advertisement presents the brand as modern, reliable, prestigious, youthful, affordable, or socially desirable. This explains why organizations often combine rational appeals, such as price, quality, and product features, with emotional appeals, such as happiness, belonging, confidence, success, and security. However, advertising must be truthful and responsible because exaggerated or misleading claims can reduce consumer trust and damage brand reputation.

In the case of telecommunications companies such as MTN Nigeria, advertising is particularly important because customers are exposed to competing messages from several service providers. Consumers often compare data plans, call tariffs, network coverage, customer service, mobile money options, digital products, and promotional offers before

making decisions. Advertising helps telecom companies explain these services, differentiate their brand, and encourage customers to adopt or continue using their products. Effective advertising can therefore influence customer purchasing decisions by increasing awareness, strengthening confidence in the brand, and reminding consumers of available services.

Advertisement and Customer Purchasing Decision

In today's competitive and information-driven marketplace, advertisement remains one of the major tools through which organizations communicate value, create awareness, shape consumer perception, and influence customer purchasing decisions. Consumers are exposed to advertising messages through multiple channels, including television, radio, billboards, websites, mobile applications, social media platforms, search engines, and e-mail campaigns. As a result, advertising no longer functions only as a means of product announcement; it has become a strategic communication process through which brands build visibility, trust, preference, and customer loyalty. Recent studies show that advertising features such as informativeness, relevance, credibility, entertainment, and interactivity can significantly influence consumers' purchase intentions and buying behaviour (Alalwan, 2018; Martins et al., 2019).

Customer purchasing decision refers to the process through which consumers identify a need, search for information, evaluate available alternatives, decide to buy, and assess their satisfaction after purchase. Advertisement influences this process by providing information that reduces uncertainty and helps consumers compare products or services. When advertisements are persuasive and credible, they can create favourable brand attitudes, increase brand recall, and encourage consumers to select one product over another. For this reason, advertising plays an important role in markets where many brands offer similar services, as is common in the telecommunications industry. In such markets, customer decisions may be influenced not only by price and service quality but also by brand image, promotional messages, emotional appeal, and perceived value (Voorveld et al., 2018; Alalwan, 2018).

Digital advertising has become particularly important because many consumers now access brand messages through smartphones, social media, search engines, and online platforms. Unlike traditional advertising, digital advertising allows organizations to target specific customer segments, personalize messages, track engagement, and interact with customers in real time. Martins et al. (2019) found that smartphone advertising influences purchase intention through factors such as advertising value, brand awareness, web design quality, and emotional value. Similarly, Alalwan (2018) observed that social media advertising features can predict customer purchase intention when the messages are relevant, interactive, and useful to consumers. These findings suggest that modern advertising must go beyond visibility; it must provide meaningful content that connects with customer needs and decision-making processes.

In the Nigerian context, recent empirical studies also confirm the relationship between advertising and consumer purchasing behaviour. Asikhia (2022) found that internet advertisement features significantly influenced customer purchase intention among selected food and beverage companies in Lagos State. Ivwighren, Ogwezi, and Igben (2023) also reported a relationship between digital advertising and consumer purchasing behaviour in Delta State, Nigeria. In addition, Ajike, Aderimiki, Bamidele, and Idowu (2024) found that digital advertising affected customer purchase decisions among students in Nigerian private universities. These studies show that Nigerian consumers are increasingly influenced by digital and online advertising, especially as internet access, smartphone use, and social media engagement continue to shape everyday consumption patterns.

Outdoor and billboard advertising also remain relevant, especially in urban centres such as Lagos State where consumers are constantly exposed to commercial messages during movement to work, school, markets, religious centres, and recreational spaces. Out-of-home

advertising is useful because it provides repeated exposure, strengthens brand visibility, and reminds consumers about products or services even when they are not actively searching for information. In Lagos State, Okhai and Egwuonwu (2021) found that out-of-home advertising significantly affected consumer buying behaviour of selected fast-moving consumer goods. This implies that billboards, posters, transit advertising, and other outdoor promotional materials can still influence customer awareness and purchasing decisions when they are strategically located and visually appealing.

For telecommunications companies such as MTN Nigeria, advertising is essential because customers often choose among competing service providers offering similar products such as voice calls, data bundles, broadband services, mobile money, digital entertainment, and enterprise solutions. Advertising enables telecom firms to communicate service benefits, promote new offers, maintain brand recognition, and reassure customers about service reliability. MTN Nigeria's recent corporate reports also show emphasis on customer experience, data services, digital ecosystems, and fintech growth, making advertising important for communicating these services to consumers in a competitive market.

Theoretical Framework

This study is anchored on the Elaboration Likelihood Model (ELM), As observed by Shrum et al. (2012), the ELM has proved to be a robust model for predicting the effects of advertising and marketing messages on consumer attitudes and behaviour. It provides a clear theoretical framework for understanding the conditions under which typical executioner variables will have an effect, thereby providing both a guide for how advertisers can maximize the persuasiveness of their ads and how consumers can maximize their resistance to those ads. The Elaboration Likelihood Model (ELM) is an appropriate theoretical framework for this study because it explains how advertising influences consumer attitudes and purchasing decisions through two distinct routes: the central route and the peripheral route. The central route involves careful and thoughtful consideration of the information presented in an advertisement, while the peripheral route relies on superficial cues such as attractiveness, emotions, or brand familiarity.

This model is particularly relevant in the context of modern advertising, where consumers are exposed to a high volume of marketing messages across various media platforms. Given that consumers often have limited time and attention, they may not always process advertising messages deeply. In such cases, the peripheral route becomes significant, as elements like visuals, slogans, and celebrity endorsements can influence purchasing decisions without extensive cognitive effort (Petty & Cacioppo, 1986).

Moreover, the ELM helps to explain the effectiveness of different advertising strategies, such as billboard and television advertisements. Billboard advertising typically relies on the peripheral route due to its brief and visual nature, while television advertising can engage both central and peripheral processing through detailed information and emotional appeal. Therefore, the use of ELM is justified as it provides a comprehensive understanding of how different forms of advertising affect consumer attitudes and behavior, making it highly relevant for analyzing consumer purchasing decisions in a competitive marketing environment.

Empirical Review

Asikhia (2022) investigated the effect of internet advertisement features on customer purchase intention of selected food and beverage companies in Lagos State, Nigeria. The objective was to establish the degree to which internet advertisement influence customer purchase intention of products of food and beverage companies in Lagos State, Nigeria. A total of 125,393 students have been found. A total sample size of 776 was calculated. As a result, 776 undergraduate and post-graduate students of the chosen Universities in Lagos State were sent a questionnaire. In this research, a proportionate stratified sampling technique was adopted, and only 627 copies (or 80.3 percent) of the questionnaire were properly completed

and recovered. To determine the link between the variables, the data was examined using the bivariate regression statistical technique. The finding revealed that internet advertisement features influence consumers purchase intention of the products of selected food and beverage companies in Lagos State, Nigeria ($\beta = 0.863$, $t = 42.981$, $R^2 = 0.747$, $p < 0.05$). Hence, it was concluded that internet advertisement features promote consumers purchase intention of the products of selected food and beverage companies in Lagos State, Nigeria.

Ihinmoyan (2022) investigated the effects of digital advertising on consumer buying behaviour in Nestle Nigeria Plc, Lagos, Nigeria. The study explained digital advertising as the use of online promotional channels such as search engine advertising, banner advertising, social media advertising, advertising networks, and e-mail marketing to influence consumers' awareness and purchasing decisions. Consumer buying behaviour was described as the actions, choices, and decision-making processes that guide customers before, during, and after purchasing a product.

The study was guided by two objectives, which focused on examining the relationship between digital advertising and consumer buying behaviour toward Nestle Nigeria Plc products, as well as determining the influence of consumer buying behaviour on the company's market performance. Two hypotheses were formulated to guide the study. The researcher adopted a cross-sectional research design. The population comprised customers of Nestle Nigeria Plc, while a purposive sampling technique was used to select 100 participants, consisting of 40% male and 60% female respondents. The findings revealed a significant relationship between digital advertising and consumer buying behaviour in Nestle Nigeria Plc, $r(98) = .295$, $p < .05$. The study also found that consumer buying behaviour had a significant influence in Nestle Nigeria Plc, $F(2, 99) = 27.361$, $p < .05$. Overall, the study suggests that digital advertising contributes meaningfully to consumer buying behaviour by improving product awareness, shaping consumer perception, and influencing purchase decisions.

Okhai et al. (2021), examined the effect of Out-of-Home Advertising on consumer buying behaviour of selected fast moving consumer goods in Lagos State, Nigeria. Survey research design was adopted for the study. The population of the study consists of individuals living in Lagos State with total number of 2,556,300 and with the sample size of 520 derived from Taro Yamane method. Data was collected using self – administered structured questionnaire and validated for a response rate of 93.4%. Cronbach Alpha reliability for major constructs had an average of 0.80. Random sampling technique was used. The data collected was analysed using simple linear regression. Findings revealed that there is a strong positive and significant relationship between Out-of-Home Advertising and consumer buying behaviour ($\beta = 0.834$; $R^2 = 0.695$; $t(520) = 33.225$; $p > 0.05$). The study concludes that Out-of-Home Advertising has significant and positive effect on consumer buying behaviour and recommends that the study findings led to the recommendations that producers of fast-moving consumer goods should focus more on out of home advertising such as use of billboards as opposed to other forms of media like T.V and Radio to help boost consumption and sale of their products.

Ivwithren et al. (2023), investigate the correlation between digital advertising and consumers' purchasing behaviour. Rationalized by the diffusion of innovation theory, a survey was conducted with 400 respondents to gather data on their exposure to digital advertising, their attitudes toward it, and their actual purchasing behaviour. To achieve the research objectives, two hypotheses were formulated and tested to examine the inter-relationships among the variables. The results showed that as consumer perception of digital advertising increases, so does the likelihood of them making a purchase. Also, the more positive their perception is, the more likely they are to be influenced by various factors that drive their purchasing decisions. However, the effectiveness of digital advertising varied depending on the relevanc, credibility of product or service being advertised, with some products benefiting

more from digital advertising than others. Additionally, consumers' attitudes towards digital advertising played a role in their purchasing behaviour, with those who had more positive attitudes been more likely to make a purchase.

Abubakar et al. (2023), explored the effect of advertising on the consumer buying behaviour of new products (Delidawa & Madish) in Ajinomoto Foods Nigeria Limited, using 550 respondents drawn from different streets of Katsina town, Nigeria. The study adopts a cross-sectional survey research design, favouring the collected structured questionnaire at a single point in time. The study employed both descriptive and multiple regression techniques to analyze the data. The main findings of the research reveal that television advertising has a positive and statistically significant effect on consumer buying behaviour; radio advertising has a negative but significant effect on consumer buying behaviour, and outdoor advertising has no significant effect on the consumer buying behaviour of Delidawa and Madish products in the Katsina town. The study concludes that although advertisement mainly, through television, has the potential to create the needed awareness about a product, arouse consumer's interest, and spark desires, which leads to the ultimate demand for a product, other factors such as elasticity of demand, price, quality of the product, income level and taste among others are also determining factors of the consumer buying behaviour for a product.

Methodology

This study adopted a survey research design to examine the effect of advertising on consumer purchasing decisions, using MTN Nigeria as a case study. The survey design was considered appropriate because it enabled the researcher to collect data directly from respondents on their perceptions, attitudes, and responses to advertising messages. Since the study had already been conducted, the methodology was presented in the past tense. Research has been described as a systematic and objective process of investigating problems or gaps in knowledge in order to generate meaningful solutions (Salau, 1998). In line with this view, the study made use of both primary and secondary sources of data. Primary data were collected through structured, self-designed questionnaires, while secondary data were obtained from relevant textbooks, journals, articles, and other scholarly materials related to advertising and consumer purchasing behaviour.

The questionnaire consisted mainly of close-ended questions and was structured on a five-point Likert scale to measure respondents' perceptions of advertising and its influence on their purchasing decisions. A total of 200 questionnaires were distributed to selected respondents in Lagos State. However, 187 questionnaires were returned and deemed usable, representing a 93.5% response rate. The remaining 13 questionnaires were either not returned or were considered unsuitable for analysis. This clarification reconciles the difference between the initial sample size of 200 and the actual number of respondents used in the analysis. Data collected from the respondents were analyzed using descriptive statistics and appropriate statistical techniques in line with the objectives and hypotheses of the study. The use of the survey design allowed the researcher to obtain measurable responses from consumers and assess the extent to which advertising influenced their purchasing decisions regarding MTN Nigeria's products and services.

RESULTS

Table 1: Analysis of how MTN will contribute to consumer purchasing decision through advertisement.

Statements	SA	A	U	D	SD	Total
Advertisement general has greatly contributed to the purchasing decision of consumer.	67 35.8%	59 31.6%	24 12.8%	25 13.4%	12 6.4%	187 100%
Organizations believed that the more frequently a product/services are	61 32.6%	44 23.5%	38 20.3%	23 12.3%	21 11.2%	187 100%

advertised, the more increase in consumer purchasing decision.						
Advertisement motivates consumers to purchase more of a particular product or goods.	44 23.5%	38 20.3%	29 15.5%	51 27.3%	25 13.4%	187 100%
Advertisement have no influence on consumer purchasing decision	12 6.4%	63 33.7%	28 15%	30 16%	54 28.9%	187 100%

Source: Field Survey 2026

The frequency distribution of respondents' shows that 67 respondents with 35.8% strongly agree, 59 respondents agree with 31.6%, 24 respondents with 12.8% were undecided, 25 respondents with 13.4% disagree and 12 respondents with 6.4% strongly disagree with the statement advertisement general has greatly contributed to the purchasing decision of consumer. The frequency distribution of respondents' shows that 61 respondents with 32.6% strongly agree, 44 respondents with 23.5% agree, 38 respondents with 20.3% were undecided, 23 respondents with 12.3% disagree and 21 respondents with 11.2% strongly disagree with the statement organizations believed that the more frequently a product/services are advertised, the more increase in consumer purchasing decision. The frequency distribution of respondents' shows that 44 respondents with 23.5% strongly agree, 38 respondents with 20.3% agree, 29 respondents with 15.5% were undecided, 51 respondents with 27.3% disagree and 25 respondents with 13.4% strongly disagree with the statement advertisement motivate consumers to purchase more of a particular product or goods. The frequency distribution of respondents' shows that 12 respondents with 6.4% strongly agree, 63 respondents with 33.7% agree, 28 respondents with 15% were undecided, 30 respondents with 16% disagree and 54 respondents with 28.9% strongly disagree with the statement advertisement have no influence on consumer purchasing decision.

Table 2: Analysis of Individual Differences and Advertisement in Consumer Purchasing Decisions

Statements	SA	A	U	D	SD	Total
Advertisement, when strategically structured, increases the sales of goods and services.	20 (10.7%)	2 (1.1%)	36 (19.3%)	68 (36.4%)	61 (32.6%)	187 (100%)
Consumer purchasing decisions are influenced by individual differences and not only by advertisement.	38 (20.3%)	59 (31.6%)	12 (6.4%)	60 (32.1%)	18 (9.6%)	187 (100%)
Advertisements induce consumers to buy a product even though they are not in need of such a product.	20 (10.7%)	8 (4.3%)	38 (20.3%)	58 (31.0%)	62 (33.2%)	187 (100%)
Consumers feel they made the right decision whenever they watch the advertisement of a product they are already using.	42 (22.5%)	56 (29.9%)	19 (10.2%)	37 (19.8%)	33 (17.6%)	187 (100%)

Source: Researcher's Field Survey 2026

Table 2 presents respondents' views on how individual differences affect consumer purchasing decisions in relation to advertisement. On the statement that advertisement, when strategically structured, increases the sales of goods and services, 20 respondents representing 10.7% strongly agreed, while 2 respondents representing 1.1% agreed. Also, 36 respondents representing 19.3% were undecided. However, 68 respondents representing 36.4% disagreed, while 61 respondents representing 32.6% strongly disagreed. This indicates that a greater proportion of respondents did not agree that strategically designed advertisements necessarily increase sales of goods and services. On the statement that consumer purchasing decisions are influenced by individual differences and not only by advertisement, 38 respondents representing 20.3% strongly agreed, while 59 respondents representing 31.6% agreed. Also, 12 respondents representing 6.4% were undecided. Meanwhile, 60 respondents representing 32.1% disagreed, while 18 respondents representing 9.6% strongly disagreed. This suggests that a slight majority of respondents agreed that individual differences such as personal preference, income level, perception, exposure, lifestyle, and prior experience may influence purchasing decisions apart from advertisement. Furthermore, respondents were asked whether advertisements induce consumers to buy a product even when they are not in need of such a product. The result showed that 20 respondents representing 10.7% strongly agreed, while 8 respondents representing 4.3% agreed. Also, 38 respondents representing 20.3% were undecided. However, 58 respondents representing 31.0% disagreed, while 62 respondents representing 33.2% strongly disagreed. This implies that most respondents did not believe that advertisement alone can easily persuade consumers to buy products they do not need. Finally, on the statement that consumers feel they made the right decision whenever they watch the advertisement of a product they are already using, 42 respondents representing 22.5% strongly agreed, while 56 respondents representing 29.9% agreed. Also, 19 respondents representing 10.2% were undecided. In contrast, 37 respondents representing 19.8% disagreed, while 33 respondents representing 17.6% strongly disagreed. This indicates that many respondents believed that advertisement can reinforce consumer confidence and reassure customers about products they already use.

Table 3: Analysis of significant effect of advertisement on consumer purchasing Decision?

Statements	SA	A	U	D	SD	Total
Advertisement has no significant effect on consumer purchasing decision.	80 42.8%	38 20.3%	9 4.8%	40 21.4%	20 10.7%	187 100%
I feel my demand for purchasing a product is influenced by advertisement.	52 27.8%	72 38.5%	6 3.2%	48 25.7%	9 4.8%	187 100%
Due to advertisement exposure, my family member collectively decide product to be purchased.	59 31.6%	38 20.3%	44 23.5%	25 13.4%	21 11.2%	187 100%
Consumers often want to purchase a product seen in an advertisement.	29 15.5%	41 21.9%	28 15%	48 25.7%	41 21.9%	187 100%
Advertisement has no significant effect on consumer purchasing decision.	43 23%	59 31.6%	22 11.8%	39 20.9%	24 12.8%	187 100%

Source: Field Survey 2026

The frequency distribution of respondents' shows that 80 respondents with 42.8% strongly agree, 38 respondents with 20.3% agree, 9 Respondents with 3.2% were undecided, 40 respondents with 25.7% disagree and 20 respondents with 4.8% strongly disagree with the statement advertisement has no significant effect on consumer purchasing decision. The frequency distribution of respondents' shows that 52 respondents with 27.8 strongly agree, 72 respondents with 38.5% agree, 6 respondents with 3.2% were undecided, 48 respondents with 25.7% disagree and 9 respondents with 4.8% strongly disagree with the statement I feel my demand for purchasing a product is influenced by advertisement. The frequency distribution of respondents' shows that 59 respondents with 31.6% strongly agree, 38 respondents with 20.3% agree, 44 respondents with 23.5% were undecided, 25 respondents with 13.4% disagree and 21 respondents with 11.2% strongly disagree with the statement due to advertisement exposure, my family member collectively decide product to be purchased. The frequency distribution of respondents' shows that 29 respondents with 51.5% strongly agree, 41 respondents with 21.9% agree, 28 respondents with 15% were undecided, 48 respondents with 25.7% disagree and 41 respondents with 21.9% strongly disagree with the statement consumers often want to purchase a product seen in an advertisement.

Table 4: Analysis of the effects of promotional activities on consumer purchasing decision?

Statements	SA	A	U	D	SD	Total
Promotion of a product is more influential in purchasing a product than watching or listening to an advertisement.	48 25.7%	61 32.6%	38 20.3%	16 8.6%	24 12.8%	187 100%
I proceed in purchasing advertised products than non-advertised product	29 15.5%	31 16.6%	40 21.4%	51 27.3%	36 19.3%	187 100%
Exposure various advertisement has enhanced purchasing involvement of product and services.	23 12.3%	28 15%	48 25.7%	53 28.3%	35 18.7	187 100%
The level of advertisement to determines the sales and profitability of an organization.	21 11.2%	28 15%	49 26.2%	53 28.3%	36 19.3%	187 100%

Source: Researcher's Field Survey 2026

The frequency distribution of respondents' shows that 48 respondents with 25.7% strongly agree, 61 respondents with 32.6% agree, 38 respondents with 20.3% were undecided, 16 respondents with 8.6% disagree and 24 respondents with 12.6% strongly disagree with the statement promotion of a product is more influential in purchasing a product than watching or listening to an advertisement. The frequency distribution of respondents' shows that 29 respondents with 15.5% strongly agree, 31 respondents with 16.6% agree, 40 respondents with 21.4% were undecided, 51 respondents with 27.3% disagree and 36 respondents with 19.3% strongly disagree with the statement I proceed in purchasing advertised products than non-advertised product. The frequency distribution of respondents' shows that 23 respondents with 12.3% strongly agree, 28 respondents with 15% agree, 48 respondents with 25.7% were undecided, 53 respondents 28.3% disagree and 35 respondents with 18.7% strongly disagree with the statement exposure various advertisement has enhanced purchasing involvement of product and services. The frequency distribution of respondents' shows that 21 respondents with 11.2% strongly agree, 28 respondents with 15% agree, 49 respondents with 26.2% were undecided, 53 respondents 28.3% disagree and 36 respondents with 19.3% strongly disagree with the statement the level of advertisement to determines the sales and profitability of an organization.

Table 5: Analysis of how company has been able to winning consumer loyalty through advertisement

Statements	SA	A	U	D	SD	Total
Advertisement has help organization wins customers loyalty	29 15.5%	41 21.9%	28 15%	48 25.7%	41 21.9%	187 100%
Advertisement has improved consumer purchasing decision for MTN Nigeria product and services to other brands	39 20.9%	55 29.4%	7 3.7%	48 25.7%	38 20.3%	187 100%
There is a significant difference between sales of advertised and non-advertised product.	40 21.4%	59 31.6%	21 11.2%	38 20.3%	29 15.5%	187 100%

Statements	SA	A	U	D	SD	Total
Quality of a product can also be determined through advertisement which result purchasing on non-purchasing decision.	43 23%	59 31.6%	22 11.8%	39 20.9%	24 12.8%	187 100 %

Source: Field Survey 2026

The frequency distribution of respondents' shows that 29 respondents with 15.5% strongly agree, 41 respondents with 21.9% agree, 28 respondents with 15% were undecided, 48 respondents with 25.7% disagree and 41 respondents with 21.9% strongly disagree with the statement advertisement has help organization wins customers loyalty. The frequency distribution of respondents' shows that 39 respondents with 20.9% strongly agree, 55 respondents agree with 29.4%, 7 respondents with 3.7% were undecided, 48 respondents with 25.7% disagree and 38 respondents with 20.3% strongly disagree with the statement advertisement has improved consumer purchasing decision for MTN Nigeria product and services to other brands. The frequency distribution of respondents' shows that 40 respondents with 21.4% strongly agree, 59 respondents with 31.6% agree, 21 respondents with 11.2% were undecided, 38 respondents with 20.3% disagree and 29 respondents with 15.5% strongly disagree with the statement there is a significant difference between sales of advertised and non-advertised product. The frequency distribution of respondents' shows that 43 respondents with 23% strongly agree, 59 respondents with 31.6% agree, 22 respondents with 11.8% were undecided, 39 respondents with 20.9% disagree and 24 respondents with 12.8% strongly disagree with the statement Quality of a product can also be determined through advertisement which result purchasing on non-purchasing decision.

Test of Hypotheses

Research Hypothesis One

H₀₁: There is no significant relationship between advertisement and consumer purchasing decisions.

Table 6: Summary of Pearson Correlation Analysis on Advertisement and Consumer Purchasing Decision

Variable	N	Mean	SD	r-cal	Sig.	Remark
Advertisement	187	36.3957	10.85157	.481	0.01	Significant
Consumer Purchasing Decision	187	43.2246	14.18931			

Decision Rule: Reject the null hypothesis if the significance value is less than or equal to 0.01. Accept the null hypothesis if the significance value is greater than 0.01.

Table 6 shows that there is a moderate positive relationship between advertisement and consumer purchasing decisions, $r = .481$, $p < 0.01$. The mean score for advertisement was 36.3957, while the mean score for consumer purchasing decision was 43.2246. This implies that there is a significant relationship between advertisement and consumer purchasing decisions. Therefore, the null hypothesis is rejected, while the alternative hypothesis is accepted. This result suggests that advertisement has a meaningful relationship with consumers' purchasing decisions. In other words, consumers' exposure to advertising messages may influence their awareness, perception, preference, and eventual decision to purchase MTN Nigeria's products or services.

Research Hypothesis Two

H₀₂: There is no significant difference between advertised services and non-advertised services.

Table 7: Summary of Correlation Analysis Between Advertised and Non-Advertised Services

Variable	N	Mean	SD	r-cal	Sig.	Remark
Advertised Services	187	43.2246	14.18931	.765	0.01	Significant
Non-Advertised Services	187	42.8075	12.78210			

Table 7 shows a strong positive association between advertised services and non-advertised services, $r = .765$, $p < 0.01$. The mean score for advertised services was 43.2246, while the mean score for non-advertised services was 42.8075. This result indicates that respondents' views on advertised services are strongly related to their views on non-advertised services. This implies that there is a significant difference between advertised services and non-advertised services.”

Discussion of Findings

The findings from the tested hypotheses reveal a significant relationship between advertising and consumer purchasing decisions. The first hypothesis tested whether there was no significant relationship between advertisement and consumer purchasing decision. However, the result showed a calculated correlation value ($r = 0.481$) at a 0.01 level of significance, indicating a meaningful relationship. This implies that advertising plays a crucial role in influencing how consumers make purchasing decisions. This finding aligns with previous studies, such as Latif and Abideen (2011), which highlight that advertising across different media significantly impacts consumer attitudes, behavior, and lifestyle, with television being particularly influential due to its wide reach. Similarly, Hussainy et al. (2008) emphasized that advertisers aim to influence consumers' awareness, attitudes, and buying behavior through sustained promotional efforts. Despite these positive impacts, some researchers have pointed out negative perceptions of advertising. Waldt et al. (2009) argued that consumers may develop unfavorable attitudes toward advertisements unless they are informative, credible, entertaining, and offer incentives. Holbrook (1987) further suggested that advertising must align with consumer values to be effective, while Pollay (1986, 1987) argued that advertising reflects only specific lifestyles rather than the entire culture. These perspectives indicate that advertising can have both positive and negative effects on consumers.

The second hypothesis examined the difference between advertised and non-advertised services. The result ($r = 0.765$; $\text{sig} < 0.01$) showed a significant difference, suggesting that advertised services are more likely to influence consumer decisions than non-advertised ones. This supports Jalees (2006), who noted that advertising helps communicate product features and create awareness, although it comes at a cost often borne by consumers. Television advertising, while effective, is also one of the most expensive forms of promotion. Additionally, advertising plays a key role in increasing product awareness and guiding consumers through the decision-making process (Latif & Abideen, 2011). However, concerns have been raised about misleading claims and excessive promotional activities, which may negatively affect consumer trust (Ayozie, 2013). Consumer purchasing decisions involve several stages, including problem recognition, information search, evaluation, purchase, and post-purchase evaluation (Pride & Ferrell, 2012). Overall, advertising remains a powerful tool that significantly shapes consumer behavior and purchasing decisions.

Conclusion

Effective advertising plays a crucial role in stimulating consumer interest and motivating purchase decisions. Consumers often make buying decisions based on incomplete information, which introduces a level of perceived risk. The extent of this risk depends on the importance of the purchase and the amount of available information about the product and competing brands. As a result, purchasing decisions can be viewed as an optimization process where consumers aim to select the option that provides the highest satisfaction by balancing desirable product attributes.

After making a purchase, consumers expect the product to meet their expectations. For frequently used goods, satisfaction can be evaluated immediately, whereas for durable goods, evaluation occurs over a longer period. This distinction highlights the difference between post-purchase expectations and actual post-usage satisfaction. Consumer behavior and information search are continuous processes influenced by factors such as urgency, prior knowledge, purchase frequency, and perceived risk. Due to uncertainty, consumers actively seek information and become more responsive to advertising during this stage. This makes them a prime target for advertisers, who must effectively identify and reach potential buyers with persuasive messages. Overall, advertising plays a significant role in reducing uncertainty, shaping perceptions, and guiding consumers toward purchase decisions.

Recommendations

The following recommendations were made in relation to the outcome of this research work:

- 1) Consumer should ensure that they watch educative advertisement;
- 2) The body in charge of advertisement should make sure that the product that will be advertise should be a positive changing advert to all prospective consumers;
- 3) Consumer should try as much as possible to distinguish between the bad and the good advertisement;
- 4) Any company that wants to advertise any of their products should make sure they specify those the product is meant for; and
- 5) Company should so also help in making the right advertisement to the consumer in order to make a right purchasing decision, so as to reduce various kind of risk on the consumers.

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