

INFLUENCE OF ADVERTISEMENT ON THE SUCCESS OF BUSINESS ORGANIZATIONS IN JIMETA METROPOLITAN, YOLA, ADAMAWA STATE, NIGERIA

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ABSTRACT

The study was designed to examine the influence of advertisement on the success of business organizations in Jimeta Metropolitan, Yola Adamawa State. Descriptive survey was used as a designed. The population of the study consisted of 150 respondents. The entire population was used as a sampled for the study. Structured questionnaire was used as an instrument for data collection. The collected data were analyzed using mean and standard deviation while the null hypotheses were tested using Chi-square statistics at 0.05 level of significance. The study revealed that advertising influences the volume of sales in some selected business organization in Jimeta Metropolitan, Yola Adamawa State with ($x^2_{cal}=399.3 > x^2_{crit} = 9.88$) (p value = 0.000), in line with this findings the study concluded that advertising had an influence over the success of business organizations in Jimeta Metropolitan, Yola. Based on this conclusion, some recommendations were made, one of the recommendations was that more priority should be given to on line advertisement such as Facebook, WhatsApp, Twitter, 2go and many more, in order to access wider coverage in addition to the used of TV, Radio, Newspapers etc.

1. INTRODUCTION

Advertising has been in existence for many decades. It is one of the means of promotional mix which is responsible for setting up various channels of information and persuasion in order to sell goods and services or promote an idea. Therefore, advertising is considered as one of the marketing tools for communicating ideas and information about goods and services to an identified group, through a paid space or time in the media (Adebayo, 2012). Thus, advertising is a science of transmitting information or a system which connects both consumers and businesses. According to Abiodun (2011), advertising is a non-personal paid form of “communication about an organization or its product to a target audience through a mass broadcast medium such as Newspapers, Magazines, Brochures, Audio media (for example radio), and Visual media such as Billboards and Television (Kotler and Armstrong, 2010). That is to say, advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. This is usually by giving a details description about the product which include the name, color, texture, benefit among others as a business product.

Kullabs (2019), defined business as all the economic activities carried out by people and organizations for generating incomes, especially with regards to production and distribution of goods and services. For instance, distribution of goods involved a lot of activities among which is the creation of awareness about the product in question. This creation of awareness is best carried out through advertisement. Therefore, all the bigger business involves into advert in order to reach out their customers. This is because business is an economic activity aimed at fulfilling the need and wants of their customers through the supply of goods and services for their satisfaction. In the same vein, Haney (2018), views business as a human activity directed towards producing or acquiring wealth through buying and selling of goods.

Advertising as a marketing tool is used by business organization to inform consumer that the right product is available at the right place, right price and to convince of the consumer to purchase them. Advertising comprises all messages that are paid for in the media owned and controlled by people other than the company making the advertisement. Therefore, advertising must be tailored towards consumer’s satisfaction and organizational performance (Osogbo, 2014). It is also the method

used by companies for creating awareness of their products, as well as making new products known to the new and potential consumers. When there is adequate awareness through advertising, high patronage will be achieved which in turn increase sales volume, productivity and profit level of an organizations (Sajuyigbe, Amusat & Oloyede, 2013). However, sales volume is one of the core interests of every organization because it brings about high profit. On the other hand, poor product communication to the final consumers could give competitors an edge in taken over the sales volume and high market share (Sujuyigbe *et al.*, 2013). That may be why, Akanbi and Adeyeye (2011), asserted that advertising influences consumer buying behavior and has a significant effect on sales turn over. Meaning where one organization failed to carry out her advertising campaign well, the intended customers may not be fully aware about their product. Where such things happened, it will always give room to those organizations with the right advertisement mechanism to overtake the share of the market.

Accordingly, overtaken the share of the market by bigger organization from the smaller one is not only the problem associated with advertisement, but it also leads to increase in the prices of product in the market (Omar, 2015). This is because when organizations subsidize the mass media for advertisement, we, the customers, subsidize advertising by compensating a grossly increased price for heavily advertised goods. Reasons being that managers always find a way of shifting a burden of whatever expenses expended on the product to their customers. This is not only worrisome but it also affects the customer's purchasing power. For example, the packet of Matches costs around fifty to sixty Naira, while the market price of the product would be ninety to hundred Naira. The fact behind this is that the remaining proportion goes in heavy advertising in television and print media.

Khan, Siddiqui, and Hunjra (2012), affirmed that advertising affect our buying behavior by making us subservient to a particular product brand or the other. This is by changing or strengthened the product brand frequently through people's memories. As such, these brands continuously influenced consideration, evaluation and finally purchases by their favorite consumers. This means most of the time consumers buying behavior depends on liking or disliking the advertisement of the product in question (Smith, Lex & Neijens, 2006). A good quality advertisement is

likely to influence consumers into buying that product while a poor-quality advertisement will do the opposite.

This study was based on the Sales Effective Model as its theoretical foundation. This model was put forward by Leads and Shultz (1990), and it was based on the argument that advertising was a tool for persuasion. Since this was used by organizations to increase the awareness of their product and subsequently their sales volume. Then the purpose of advertisement should be measured by the extent to which it influences the company's sale level. According to them, an effective advertising programme should increase sales revenue of the advertising company by an amount or a proportion more than the expenditure on the advertising process or the advertising budget. According to Kotler (2000), advertising is any non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. That is advertising can be defined as any paid non-personal communication about an organization, products, services or ideas by an identified sponsor (Bennet, 2006). Therefore, advertising is any paid message presented through various media, such as television, radio, magazine, newspapers or billboards by an identified source. This explanation appears to be adequate for the purpose of the study, and encompasses all the important dimensions to advertising such as the product, awareness and sales among others.

Business organizations are established mainly to provide goods and services for the satisfaction of human want. These goods or services are distributed to the target consumers that need them. In turn, the organizations get paid for the goods or service rendered. This enabled the organizations to maximize profit. According to Umar (2015), that higher profits are only realized when the goods or services enjoyed a wider coverage through a means called advertisement. This is because; it is a marketing tool for communicating idea and information about goods or services to an identified group. However, advertisement today is very expensive, why because it required a huge budget to be accomplished. This huge budget required for advertisement constitutes a serious threat to the survival of many organizations. Kotler (2009), affirmed that the amount of resources committed by firms to advertisement has steadily grown over the years because of the increase awareness and sophistication of the consumers. This appeared to be a very difficult task to many

companies as such they became victims of low customer's patronage, inability to compete with rivals, low profit among others.

Consequently, advertisement affects business growth in terms of sales, market share, profit, quality product, consumer satisfaction as well as creating brand loyalty and product differentiation. That is why Giles, (1997), asserted that advertising is an aspect of corporate communication that has a far-reaching effect on any company and if neglected can cause a great threat to its continued existence. It is against this backdrop that this study sought to determine the influence of advertising on the success of business organization in Jimeta Metropolitan Yola, Adamawa State.

Purpose of the Study

The main purpose of the study was to determine the influence of advertising on the success of business organization in Jimeta metropolitan Yola, Adamawa State. While the specific purposes were to:

1. Determine the influence of advertising on the volume of sales in business organization in Jimeta Metropolitan Yola, Adamawa State.
2. Examine the influence of advertising on the consumer buying behavior in business organization in Jimeta Metropolitan Yola, Adamawa State.
3. Evaluate the influence of advertising on the profitability of business organization in Jimeta Metropolitan Yola, Adamawa State.

Research Questions

Based on the above purposes, the following research questions were formulated to guide the study.

1. What is the influence of advertising on the volume of sales in business organization in Jimeta Metropolitan Yola, Adamawa State?
2. What is the influence of advertising on the consumer buying behavior in business organization in Jimeta Metropolitan Yola, Adamawa State?
3. What is the influence of advertising on the profitability of business organization in Jimeta Metropolitan Yola, Adamawa State?

Null Hypotheses

1. Advertising has no significant influence on sales volume in business organization in Jimeta Metropolitan Yola, Adamawa State.

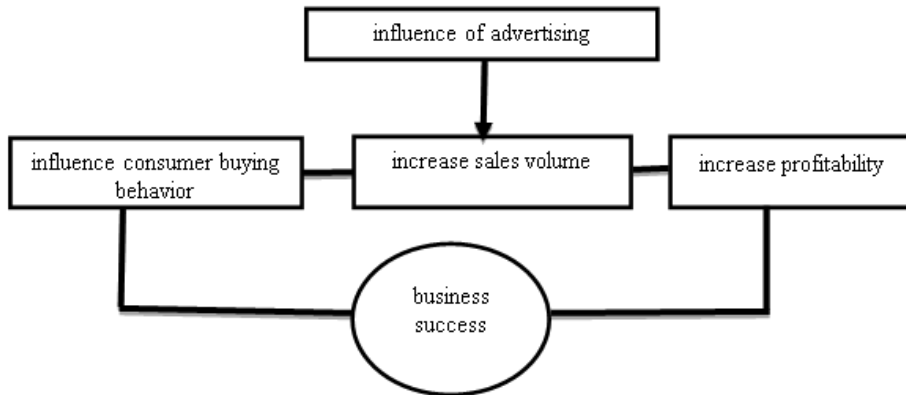
2. Advertising has no significant influence on consumer buying behavior in business organization in Jimeta Metropolitan Yola, Adamawa State.
3. Advertising has no significant influence on profitability of business organization in Jimeta Metropolitan Yola, Adamawa State.

2. LITERATURE REVIEWED

Theoretical Framework

This study hinged on the Sales Effect Model as its theoretical framework. The sales effect model was put forward by Leads and Shultz (1990) who propounded that advertising is a marketing tool like any other managerial tools in the hand of a professional manager who commit them for the overall benefit of the organization. This theory believed that advertisement increases sales revenue of the advertising company by an amount or a proportion more than the expenditure on the advertising process or the advertising budget. Meaning, since all expenses relating to advertising are deductible from gross earnings, then the actual benefits of the advertisement should be more visible in the net profit of the advertising company as this will paints a truer picture of the real effects of the advertising programme in monetary terms. This theory is important to the present study because it hold the view that advertising involves cost, therefore, this cost should not be so high as to affect profitability. The theory also holds that advertising being the creation of awareness should be able to increase the volume of sales.

Conceptual Framework



Source: Vandi, (2019).

The Concept of Advertising

The meaning of advertising cannot be definite as it means different things to different people depending on their perceptions of what advertising is. According to Kotler (2000), advertising is any non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertiser here includes not only business firms but also museums, charitable organizations and government agencies that direct messages to target public. Advertising can also be defined as any paid non-personal communication about an organization, products, services or ideas by an identified sponsor (Bennet, 2006). This means advertising is any paid message presented through various media, such as television, radio, magazine, newspapers or billboards by an identified source. This is in line with the findings of Frank (2005) who reported that advertising with the aim to persuade people to buy. Modern advertising is a product of the twentieth century; however, communication has been a part of the selling process ever since the exchange of goods between people started (Kazimi, 2005). Modern commercial advertising is the persuasive force that aims at changing customer's behaviors. This is important because consumer wants and needs change as their economic positions improve and as they pass through different stages. It is

therefore desirable for advertisers to assess the impact of advertisement on their products' performance from time to time (Kotler, 2000).

Functions of Advertising

This is undoubtedly true that many products and services would remain unknown or unsold if not for the advertisement. Therefore, the importance of advertisement cannot be over emphasized. It was on this note that Adewale (2004) postulated that advertising performs the following functions:

1. It informs the public or potential buyers about the existence of a product or services and where it can be obtained;
2. It educates the consumers about the use of the products;
3. It encourages the company to improve its product qualities or services qualities if it is to remain in the market.
4. Advertising however helps to persuade the consumers to buy the products.
5. Advertising creates employment opportunities for the people;
6. To remind the consumers about the continued purchases of the goods.
7. Also, advertising helps to expand the markets for some goods and services and thus reducing prices,
8. Brand loyalty is created, and for instance some people will not take any type of milk. It presents good image of the company to the public.
9. Advertising increases volume of sales and thus increase profits and it provides information about changes in price and quality of the goods and services.

Influence of Advertising on Consumer Buying Behavior

Consumer buying behaviour refers to the methods used by an individuals or groups to choose, buy, utilize or dispose of a products, services, concepts or experiences in order to suit their needs and desires. This made Akanbi and Adeyeye (2011) to observed that advertising set off a chain reaction of economic events. Meaning advertisement made consumers to prefer advertised brands as compared to unadvertised brands in the same product category? This is not necessarily because advertised brands are superior but because advertising add value to a brand in the consumer's mind. This implies that, the image created by advertising the product or service may mean quality and as such the product became more desirable by the consumer. By so doing advertising offers consumers the opportunity to satisfy their

psychic or symbolic needs and wants through products or services they use. Empirically, Maheshwari, Seth and Gupta (2016) in their article “On consumer buying behaviour in Indian automobile sector” has concluded that advertisement had positive influenced on consumer buying behaviour. To support this findings Ha, John, Swinder and Muthaly (2011), in their research paper “The effects of advertising spending on brand loyalty in services” have discovered that advertising spending has impact on consumer’s perceived quality of the product, consumer’s loyalty and satisfaction level. Kumar and Raju (2013) in their paper “The Role of Advertising in Consumer Decision Making” have found that advertisements are able to change the consumer’s opinion about a particular product. Advertising has always known to be one of the key factors that affect consumer’s decision-making process.

Influence of Advertising on the Volume of Sales

Advertising is a powerful communication tool for passing message about the products and services to the potential customers. When there is adequate awareness through advertising, high patronage will be achieved, which will result to an increase in sales volume, productivity and profit level of the organizations. However, poor product communication to the final consumers could give competitors an edge in term of loyalty to brands, sales volume and high market share. In line with this statement Adeolu et al, (2005) submitted that in his study on “the influence of advertising on consumers’ purchase of Bournvita, one of the products manufactured by Cadbury Nigeria Plc;” the study revealed that advertising has a major influence on consumers’ preference for Bournvita and it has, in no small measure, contributed to its success. In the same view Adekoya, (2011) reveals that advertising has helped to position product or service strongly in the mind of the consumer in order to encourage repeated purchase of the product, so that the competitors will not have an edge over them. This also creates brand loyalty and product differentiation. Akanbi and Adeyeye (2011) also reported that a positive and significant relationship existed between advertising and sales. This positive relationship showed that an increase in advertising can lead to an increase in sales. That is why Adebayo, (2012) concurred that advertising is a predictor of sales turnover.

Influence of Advertising on the Profitability of Business Organization

Profitability is composed of two words, namely, profit and ability. The term profit is explained as revenue minus cost (direct and indirect cost) and the term ability

indicates the power of a business entity to earn profits (Tulsian, 2012). The ability also denotes earning power or operating performance. Therefore, the term profitability may be defined as the ability of a given investment to earn a return on the investment. In support of this statement, Oyedokun, Adhlakun and Daramola (2015) asserted that there is significant relationship between marketing expenses and profitability of the firm, turnover and marketing expenses of the firm and inventory and profitability of the firm. Several studies such as Olufayo, Ladipo and Bakare (2012), Akanbi and Adeyeye (2011), have all supported the above study by reporting that a significant relationship exist between sales revenue and profitability of selected food and beverages firms in Nigeria.

3. METHODOLOGY

The research design adopted for this study was a descriptive survey. According to According to Osuala (2012) survey research studies both large and small populations by selecting and studying samples chosen from the populations to discover the relative incidence, distribution, and interrelations of sociological and psychological variables. Therefore, the descriptive survey is suitable for the collection of samples from a large population. The population of this study consists of five business organizations as shown in the Table below:

Table 1
Population of the Study

S/N	NAMES OF ORGANIZATIONS	NUMBER OF STAFF
1	Guarantee Trust Bank	34
2	Luka Memorial	18
3	Concordia College	44
4	AD Bashar	25
5	SO Okobiz	29
Total		150

Source: Field Study, 2019

The entire population was used as a sample size for the study. This was due to its smaller size (Mamman, Tumba and Mu'az, 2003). Structured questionnaire was used as an instrument for data collection. The instrument consists of 27 items used to illicit information from the respondent. Again, the instruments were placed on five likert scales of Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D) and Strongly Disagree (SD). Furthermore, the instruments were validated by two experts from the Department of Vocational Education, Modibbo Adama University of Technology, Yola, who were not below the rank of a senior lecturer. Meanwhile, the reliability coefficient of the instrument stood at 0.78 which was adjudged reliable. According to Tracy (2006), for an instrument to be considered reliable, it must have an alpha value of above 0.50 to 1.

Mean and standard deviation were used to answer the research questions at 3.0 benchmark. All the mean response equal or above 3.0 were considered agreed while those mean responses with less than 3.0 value were considered disagreed. Chi-square was equally used to test the null hypotheses at 0.05 level of significance.

4. DATA PRESENTATION AND DISCUSSION

This chapter presents the results and interpretation of the findings of the study.

Answers to Research Questions

This section presented analyses of data used to answer the research questions. The results are presented in tables 1 to 3.

Research Question One

What is the influence of advertising on the volume of sales in business organization in Jimeta Metropolitan Yola, Adamawa State?

Table 2

Analysis of Mean of responses for the influence of advertising on the volume of sales in business organization in Jimeta Metropolitan Yola, Adamawa State

S/N		N 108	\bar{X}	Standard deviation	Decision
1	Sales in your organization are high compared to other players in the market due to advertising.		3.95	.918	Agree
2	Sales in your organization are set to be increasing in future owing to advertising.		3.95	.968	Agree
3	Sales in your organization meet your organization's expectation due to advertising.		3.94	.978	Agree
4	Sales in your organization are as good as the best player in the market because of advertising.		2.81	1.255	Disagree
5	Market share of your organization is increasing because of charging consumer friendly prices among others.		3.87	1.051	Agree
6	Advertising will increase organization target market and boost sales		3.97	.933	Agree
7	The advertising programme of the company has no impact on the sales volume of their product.		2.04	.889	Disagree
8	Consumers buy what they have come across in one form or the other		3.95	.940	Agree
9	Sales in your organization are increasing compared to other players in the market due to advertising.		3.97	.979	Agree
10	Market share of your organization is as big as the organization expects due to advertising.		3.77	1.777	Agree
Grand Mean			3.62	0.26	Agree

Source: field survey, 2019.

Table 2: analyzed the perception of the respondents towards the influences of advertising on the volume of sales in business organization in Jimeta Metropolitan Yola, Adamawa State. Out of the mean responses, items 1, 2, 3, 5, 6, 8, 9, and 10,

have all agreed with the questions in research question one except items 4 and 7 who disagreed.

Again, the grand mean for the analysis of research question one revealed 3.62 with standard deviation of 0.26 which is far above the benchmark of 3.0. This suggested that advertisement had an influence over the sales volumes of business organizations in Jimeta- Yola, Adamawa State.

Research Question Two

What is the influence of advertising on the consumer buying behavior in business organization in Jimeta Metropolitan Yola, Adamawa State?

Table 3
Analysis of Mean score of respondents for the influence of advertising on consumer buying behavior in business organization in Jimeta Metropolitan Yola, Adamawa State?

S/N		N 108	\bar{X}	Standard deviation	Decision
11	Does advertisement stimulate or encourage you to purchase the products?		3.83	.673	Agree
12	Does advertisement always influence your buying habits?		3.77	.677	Agree
13	Does advertisement motivate you to shift from one brand to another brand?		3.74	.690	Agree
14	Does advertisement create the awareness so that you prefer to buy the low-priced goods?		4.34	.850	Agree
15	Does advertisement convince you to buy the same brands?		3.69	.845	Agree
16	Does restrictive advertisement also attract your mind and convince you.		3.81	.669	Agree

17	Does your participation in purchasing influenced by friends & family?	3.86	.580	Agree
18	Does advertisement serve as a source of pleasure and entertainment?	3.73	.665	Agree
19	I am tempted to buy any brand under the influence of advertising.	3.69	.667	Agree
20	I remember and retain the information contained in advertising for a long time	4.27	.889	Agree
Grand Mean		3.87	0.102	Agree

Source: Field survey, 2019

Table 3: analyzed the perception of the respondents towards the influences of advertising on consumer buying in business organization in Jimeta Metropolitan Yola, Adamawa State. Out of the mean responses, items 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10, have all agreed with the questions in research question two. Again, the grand mean for the analysis of research question one revealed 3.87 with standard deviation of 0.102 which is far above the benchmark of 3.0. This indicated that advertisement had an influence over the consumer buying behavior of business organizations in Jimeta- Yola, Adamawa State.

Research Question Three

What are the influences of advertising on the profitability of business organization in Jimeta Metropolitan Yola, Adamawa State?

Table 4
Analysis of Mean score of respondents for the influence of advertising on the profitability of business organization in Jimeta Metropolitan Yola, Adamawa State?

S/N		N 108	\bar{X}	Standard deviation	Decision
21	Does the cost of advertising affect the profitability of your organization?		4.19	1.103	Agree
22	Does the cost of personal selling affect the profitability of your business organization?		3.33	.960	Agree
23	Does the expense of publicity influence the profitability of your business organization?		3.39	.897	Agree
24	The cost of sales promotion influences the ability of the firm to make profit		3.33	.980	Agree
25	Cost-effective advertisement and strategic promotional policy increase profitability of your business organization.		3.32	1.012	Agree
26	moderate spending on advertising can improve the profitability of business organization.		3.12	1.099	Agree
27	intensity of advertising influence profitability of the business organization.		3.11	1.132	Agree
Grand mean			3.39	0.087	Agree

Source: Field survey, 2019.

Table 4: analyzed the perception of the respondents towards the influences of advertising on the profitability of business organization in Jimeta Metropolitan Yola, Adamawa State. Out of the mean responses, items 1, 2, 3, 4, 5, 6, and 7, have all agreed with the questions in research question three. Again, the grand mean for the analysis of research question one revealed 3.39 with standard deviation of 0.087 which is far above the benchmark of 3.0. This indicated that advertisement had an influence over the consumer buying behavior of business organizations in Jimeta-Yola, Adamawa State.

Test of Null Hypotheses

The Null Hypotheses were tested using Chi-square at 0.05, level of significance. The formula is as follows. $\chi^2 = \sum \frac{(o_i - e_i)^2}{e_i}$

- Where χ^2 : Chi-square
 o_i: Observed value
 e_i: Expected value
 Df: Degree of freedom (df)
 S: Significant.

The tests of the Null Hypotheses were presented in Table 4.4 to 4.6 respectively.

Decision Rule

If the calculated value of Chi-square ($\chi^2_{cal} > \chi^2_{crit}$) is greater than its critical value, the Null Hypotheses were rejected, if otherwise were retained.

Null Hypothesis One

Advertising does not influence sales volume in business organization in Jimeta Metropolitan Yola, Adamawa State.

Table 5
Test of Chi-square Analysis on the Influence of Advertising on the Sales Volume of Business Organization in Jimeta Metropolitan Yola, Adamawa State?

Number of observed values	Level of significance	Degree of freedom	Chi-square calculated Value	Chi-square critical value	Remark
5	0.05	4	399.3	9.488	Significance

Source: Field Survey, 2019.

since $\chi^2_{cal} = 399.3 > \chi^2_{crit} = 9.88$ reject H_0

Table 5, presented the outcome of the test of null hypothesis one which shows that advertising had an influence over the volume of sales in business organization in Jimeta metropolitan Yola North, Adamawa State. This is because the value of calculated chi-square ($x^2_{cal}=399.3$) is greater than its critical value ($x^2_{tab}=9.488$). This implies that the null hypothesis which stated that advertising does not influence the volume of sales in business organization in Jimeta metropolitan Yola North Adamawa State was hereby rejected. Therefore, the alternate hypothesis was retained.

Null Hypothesis Two

Advertising does not influence the consumer buying behavior in business organization in Jimeta Metropolitan Yola, Adamawa State.

Table 6
Test of Chi-square Analysis on the influence of advertising on the consumer buying behavior in business organization in Jimeta Metropolitan Yola, Adamawa State?

Number of observed values	Level of significance	Degree of freedom	Chi-square calculated Value	Chi-square critical value	Remark
5	0.05	4	393.6	9.488	Significance

Source: Field Survey, 2019. *since $x^2_{cal}=393.6 > x^2_{crit} = 9.88$ reject H_0*

Table 6: revealed the outcome of the test of null hypothesis two which shows that the advertising had an influence over consumer buying behavior in business organization in Jimeta metropolitan Yola North, Adamawa State. Why because the value of calculated chi-square ($x^2_{cal}=393.6$) is greater than its critical value ($x^2_{tab}=9.488$). This implies that the null hypothesis which stated that advertising

does not influence consumer buying behavior in business organization in Jimeta metropolitan Yola North Adamawa State was hereby rejected. Therefore, the alternate hypothesis was retained.

Hypothesis Three

Advertising does not influence the profitability of business organization in Jimeta Metropolitan Yola, Adamawa State.

Table 7
Test of Chi-square Analysis on the influences of advertising on the Profitability of business organization in Jimeta Metropolitan Yola, Adamawa State?

Number of observed values	Level of significance	Degree of freedom	Chi-square calculated Value	Chi-square critical value	Remark
5	0.05	4	270.7	9.488	Significance

Source: Field Survey, 2019. *since $x^2_{cal}=270.7 > x^2_{crit} = 9.88$ reject H_0*

Table 7: presented the result of the test of null hypothesis three which revealed that the advertising had an influence over profitability in business organization in Jimeta metropolitan Yola North, Adamawa State. This is because the value of calculated chi-square($x^2_{cal}=270.7$) is greater than its critical value ($x^2_{tab}=9.488$). This implies that the null hypothesis which stated that advertising does not influence profitability in business organization in Jimeta metropolitan Yola North Adamawa State was hereby rejected. Therefore, the alternate hypothesis was retained.

Summary of Major Findings

Based on the analysis, the study established that:

1. Advertising influences the volume of sales in some selected business organization in Jimeta Metropolitan Yola Adamawa State. ($\chi^2_{cal}=399.3 > \chi^2_{crit} = 9.88$) (p value = 0.000).
2. Advertising influences consumers buying behavior in some selected business organization in Jimeta Metropolitan Yola Adamawa State. ($\chi^2_{cal}=393.6 > \chi^2_{crit} = 9.88$) (p value = 0.000).
3. Advertising influences the profitability level of some selected business organization in Jimeta Metropolitan Yola Adamawa State. ($\chi^2_{cal}=270.7 > \chi^2_{crit} = 9.88$) (p value = 0.000).

Discussion of Findings

From Table 1 and 4 of the study revealed that advertising had an influence on the volume of sales in some selected business organization in Jimeta Metropolitan Yola Adamawa State. This finding is in line with the finding of Sajuyigbe, Amusat and Oluwayemi (2015), who noted that there is strong significant relationship between advertising and sales turn over. This means as business organizations create awareness of their products to the potential consumer, they become aware of the product and consequently make purchases. This implies that the higher the money spends on the advertising; the higher will be the sales turn over. Again, this result corroborated with findings of Adebayo (2012), who asserted that advertising is the backbone of any organization that wanted to remain in a competitive environment. In the same vein, Adekoya, (2011); Adebayo, (2012); Akanbi and Adeyeye, (2011), also concurred with the above findings by saying that advertising is the vehicle that drive organization to its destination.

From Table 2 and 5 of the study shows that advertising had an influence over consumers buying behavior in some selected business organization in Jimeta Metropolitan Yola Adamawa State. This finding is in line with the findings of Tashrifa and Shadman, (2017), who strongly believed that relationship exist between advertisement and consumer buying behavior in the world of business. This implies that advertisement stimulate or encourage consumer to purchase products by influencing their buying habits. Again, this finding is supported by the findings of Khan, Siddiqui and Hunjra (2012), who noted that advertisement motivate consumer

to shift from one brand to another brand based on their awareness, preferences and purchasing ability. The impact of advertising on consumer buying behavior can be helpful for marketers to understand what triggers a consumer's intention to purchase. They can determine which element in advertising is most effective and which has comparatively lower advantage.

From Table 3 and 6 revealed that advertising had an influence on the profitability level of some selected business organization in Jimeta Metropolitan Yola Adamawa State. This finding is in line with the findings of Ghorbani, Hajiabadi and Zaranezhad (2016), who noted that advertising has both positive and negative effect on profitability. The positive effect is that it's brought more sales and subsequently more profit generation. On the other hand, the negative effect is that it is too expensive and as such it increases cost of production which in turn increase the prices of goods or services. In support of this statement Dauda, (2014), lamented that there is no significant relationship between advertising and profitability of the firm. By saying that, advertising alone is not cable of increasing organization profit. Because business organization is a combination of many components put together. Therefore, for a profit to be realized, these entire components must be effective, otherwise the expected profit will not be realized. That is why according to the author advertisement alone cannot be a determinant of a profit.

Conclusion

Based on this finding, the study concludes that advertisement had an influence over the success of business organizations in Jimeta Metropolitan Yola, Adamawa State. Because advertisement creates awareness and it developed brand image of the product in the mind of their customers, as such it increases volume of sale which in turn increases profitability of business organization.

Recommendations

Based on the findings and the conclusion reached in this study, the following recommendations were made:

- i) More priority should be given to on line advertisement such as Face book, WhatsApp, Twiter, Tugo and many more, in order to access wider

coverage than using TV, Radio, Newspapers etc. Because the wider the coverage the more sales volume will be.

- ii) The organizations need to introduce consumer education about her products or services on various advertisement media so as to sustain their consumer buying behavior.
- iii) More various sales promotion strategies need to be introduced by the organizations as a means of creating awareness as this will increase their sales volume and subsequently their profitability ratio.

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