

## Transit Advertising and Impulse Purchase of Selected Fast Moving Consumer Goods Companies in Lagos State, Nigeria

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### Abstract

Consumers are the central point in every Fast Moving Consumer Goods business. Hence the importance of advertising is necessitated. Attracting and satisfying customers are more difficult than producing goods. This study examined the effect of transit advertising on impulse purchase of selected fast moving consumer goods manufacturing companies in Lagos State, Nigeria. Survey research design was employed for this study. Set of structured questionnaire on transit advertising and impulse purchase of FMCGs were self-administered for the collection of the primary data. In order to get a valid sample, a group of 520 respondents were analyzed. A pilot study was carried out to test the validity and reliability of the research instrument using Cronbach Alpha reliability test. The data collected were analyzed using both descriptive and inferential statistics. The findings of this study revealed that transit advertising has positive significant effect on impulse purchase of FMCGs. ( $\beta = 0.845$ ;  $R^2 = 0.698$ ;  $t(520) = 33.409$ ;  $p > 0.05$ ). This study concluded that transit advertising affected impulse purchase of FMCGs in Lagos State, Nigeria, and recommended that fast moving consumer goods manufacturing company's management should be involved in deciding on the areas and locations where the billboard that carry their products will be placed for the attraction of consumers; which mode of communication and information dispensation is preferred by consumers in awareness of their product creation.

### Keywords:

Advertising,  
Outdoor advertising,  
Transit advertising,  
Impulse purchase,  
Advertising, FMCGs

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## **Background to the Study**

Transit advertising is the source of promoting a product, service or idea; consisting of posters placed inside or on vehicles like bus, car, and train etc., and in transit stations like bus shelter, train and air terminals. Creative Advertising concepts work with local transit systems and private felt services in building added revenue and producing programs through advertising. Transit advertising includes displays on buses, transit benches, shelters, or any transportation mode that consumers use to travel during the course of a day. Compared with other advertising medium such as television, newspaper, magazines, radio or direct mail, transit advertising offers advertisers many advantages when compared to other methods of advertising with minimal impact to your system.

Traditional media has decreased due to lower advertising budgets, Outdoor advertising is the only type of traditional marketing with an observed growth (2.7%) in 2017 (Broderick, 2017). Globally, outdoor advertising spending was estimated at US \$31 billion dollars in 2016 (Lamberton & Stephen, 2016). US \$6.99 billion was spent on outdoor advertising in 2007, with a 6.1% growth compared to a decade earlier (Lamberton & Stephen, 2016). In China and Japan, an increase of 14% was observed, along with a similar trend in Europe, with increases of more than 10% in France and Greece and a similar pattern in Russia (Stillman & Letang, 2018). Outdoor media transit advertising can be considered an underutilized medium. It can be a good alternative to typical billboard-based outdoor advertising as a solution to the cluttered urban advertising space.

Advertisements can be shown on the exteriors and interiors of taxis, buses, and trains as fully branded vehicles, in form of transit shows, interchange promotions, sample distribution and 'transit TV'(Lamberton & Stephen, 2016). Electronic signs that are placed in transit stations can be used (Chan & Fung, 2013). Gray (2015) emphasizes the ability to target captive audiences and that cost-effective transit advertising holds peoples' attention for longer during a journey without a cluttered advertising environment. Research studies pay very little attention to this area, and taxi advertising has been discussed mainly (Stillman & Letang, 2018). Transit media have an increased role in financing public transport (Stillman & Letang, 2018). Marketing content that is exposed using transit media is affecting outdoor audiences and has an impact on consumer behaviour. Since customer activity is not registered in electronic systems, the direct influence of visual content in an urban space is difficult to measure. In this paper, we attempt to model the influence of transit advertising on information than spreading processes in an urban space.

The main goal of the current study was to model the process of information spreading initiated by transit advertising for the estimation of audiences. Audience measurements for external advertisements that are located on public transport in the form of branded vehicles have not yet been discussed in the literature and the presented study opens several directions for further development (Broderick, 2017). The proposed approach has managerial implications and can help to make the urban advertising space more sustainable and better managed to avoid advertising clutter and habituation effects

among target customers. The proposed approach was verified with the use of an example dataset but can be used as a basis for further expansion with the use of more detailed datasets from public transport (Lamberton & Stephen, 2016).

### **Literature Review**

This section provides a detailed review of the variables used in this study, theories and the empirical findings of past studies.

### **Advertising**

Researchers defined advertising in a different way so there is a need to develop one definition that is understood by all the people at all location. Richards and Curran (2002 : 67); gather experts to develop one definition. They defined advertising as “Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future”. Advertisement is the strategy through which information about the product and service is delivered to the customers (Anusree & Lynch, 1995) and it also recognizes unspoken needs and wants in existing and potential customers (John Kenneth, 1958). Main objective of advertisers is that they want to reach towards their existing and potential customers and make available information about the products and the services, attitude and buying behavior of the customers (Ayanwale, 2005, Adelaar, 2003 & Abideen & Saleem, 2011). Customer buying behavior is a tool to analyze the complication in marketing process (Adeolu, 2005). This is an information age; consumers are now easily getting information about the products and services that they can get through multiple sources. All these things leading towards interactive marketing (Newell & Merier, 2007; Kondo & Nakahara, 2007). Customer buying behavior is determined by the idea that decides impulse buying of product or service (Adelaar 2003). Saleem, (2011: 57) explained analysis of consumer buying behavior as “why consumers act in particular ways under certain circumstances”.

### **Outdoor Advertising**

Bardi (2010), affirmed that outdoor advertising helps in telling the consumer about any new product or service or any new promotion on the existing product and service. It also helps to describe the features and characteristics of product or service in the visual form so that the customer can understand it easily. According to Bardi (2010) and Agwu (2012) advertisement has been such a persuasive and intrusive socio-economic force in Nigeria, as in other countries, that neither manufacturer nor consumers can ignore it. Ozoh (2013) asserted that as a communication medium, advertisement invades our streets, offices, villages and homes, pushing in messages about various products and services, ideas, persons and institutions through various media outlets. According to Taylor (2010), outdoor Advertising media has traditionally not accounted for a large proportion of advertising budgets. However, overall expenditure has grown considerably in recent years. In Nigeria, outdoor advertising represents 30.6% of the country's total advertising expenditure, which is probably due to the relatively restricted access to print and television media (Muller, 2013).

Out-of-Home Advertising has evolved from being static outdoor displays next to the road to encompass larger-than-life advertising on walls, buildings or construction sites, moving transit advertising (static media affixed to the outside or inside of moving vehicles, trains, buses or taxis), stationary transit advertising (positioned in the common areas of train stations, taxi ranks, terminals and airports), advertising on public facilities and structures (benches, street poles, elevators, lifts and kiosks), and advertising displayed outside or inside retail and leisure areas such as posters or banners in parking areas, bicycle-rack displays, parking booms and shopping trolleys (Taylor & Franke, 2003; Van Meurs & Aristoff, 2009; Osborne & Coleman, 2008; Baack, Wilson & Till, 2008). According to Gambetti (2010), Shimp (2010) and Wells (2012), digital and unconventional advertising media displayed on objects placed in unexpected contexts such as promotional street art, graffiti and chalk stencils, television screens in taxis, digital screens in sports bars or stadia, interactive displays in shopping malls, advertising on balloons, bicycles, clothing and tee-markers on a golf course, and bill folders now form part of Outdoor Advertising.

### **Transit Advertising**

According to Gomes (2001), transit advertising is typically advertising placed on anything which moves, such as buses, subway advertising, trackside, food trucks, and taxis, but also includes fixed static and electronic advertising at train and bus stations and platforms. Also, airport advertising, which helps businesses address an audience while travelling, is also included in this category. Roux (2013), opined that transit advertising media consist of moving transit media and static or stationary advertising. Moving transit media include displays affixed to the outside or inside of moving vehicles, trains, buses, taxis or cars. Static or stationary advertising is positioned in the common areas of train stations, taxi ranks, terminals and airports. Belch and Belch (2012) distinguished between two types of moving transit advertising media: Interior and exterior. Interior Transit Advertising is aimed at the commuters riding inside the buses, trains, and taxis. Exterior Transit Advertising, on the side, front or rear of vehicles, is aimed at pedestrians in the streets and people in nearby cars. Interior Transit Advertising exposes a captive audience to the message for a longer period of time, while inside a bus, train or taxi. Moriarty, Mitchell, and Wells (2012), argued that, since the time of exposure to the message is longer than that, for example, in Billboard Advertising, it may be used for a longer or more complicated message to the target market. Moriarty (2012), went further to say that transit advertising is effective for advertisers who wish to target commuters that live and work in major metropolitan areas. It is considered to be an effective means of delivering wide coverage to a large number of people, as well as detailed, repetitive messaging, by placing it on specific routes, or at specific stations. Du Plooy (2012), affirmed that transit advertising media can also be used creatively; and have the potential to bring the advertiser's message straight to a wide variety of commuters, where Billboard Advertising may be restricted or not as effective.

According to Arens, Arens and Weigold (2008), various forms of transit advertising exists. Among them are transit shelter, where advertisers can buy space on bus shelters and on the backs of bus-stop seats. Terminal Posters, such can be seen in bus, subway and

commuter train stations, space is sold for terminal posters. The Inside Cards, these are cards that are placed in a wall rack above the vehicle windows, and Bus Exteriors where advertisers may also buy space on bus exteriors which allows for full or half wrap. According to Kobliski (2005), transit advertising is seen as having the potential to reach a broad cross section of consumers. As the case is, transit advertising places products in direct sight of local consumers, because many consumers take the same route on a regular basis. Transit advert cannot be zapped, ignored or tuned off like the television. It reaches drivers and passengers.

United States of American Marketing Board (USAMB), report (2011), some advantages of transit advertising include but not limited to: Exposure to one ad can be long, and frequent. The number of times a viewer is exposed to an ad may be high, if the viewer uses the same means of transportation repeatedly. Also, advertisements on the exterior of buses and taxi cabs are seen by large and diverse audiences, which can be timely because persons riding mass transit may be on their way for shopping. Advertisements can be geographically targeted because the consumers that a product is meant for could be in a particular area, and some advertisements can be targeted in some instances and this method of advertising can be inexpensive in both absolute and relative terms. Aren, Arens and Weigold (2008), affirmed that transit advertisements have high visibility and high impact, the message gets better exposure and transit ads can be placed on certain routes to reach an upscale of audience of commuters. Likewise, transit ads are advertising in motion, whose messages are carried to different audiences throughout the day, with advantages of creative flexibility in teams of special constructions and color effects. Transit advertising can also target the needs of riders and are environmentally friendly.

West and Caruana (2008) argued that alongside the advantages of transit advertising, there are several drawbacks, such as the mood of the audience, who are likely to be in low spirit due to the transit situation itself. People on transit may not even notice such advertisements because they might have become used to transit advertising. Moreover, many of those people may not be interested in the company and the product. Hence, transit ads are not easy to target, despite the high level of reach. Furthermore, if an advertiser chooses only this method, he may not be able to reach those would-be-customers who may not have to use mass transit systems regularly.

### **Impulse Purchase**

Impulse purchase refers to consumers' unplanned and sudden purchasing behaviour, has received considerable attention in offline retail environments (Lee & Yi, 2008). Impulse purchase according to Kacen and Lee (2012) is an unplanned purchase characterized by relatively rapid decision-making and a subjective bias in favor of immediate possession. In a similar way, Ghani, Imran and Jan (2011) described impulse purchase as the sudden and immediate purchase decision inside a store with no prior intention to buy the specific product or products. From these definitions, it means that impulse buying relates to unplanned and irresistible buying decision of a product due probably to its fanciful design, price among other reasons.



Engel and Backwell (2012) defined impulse purchase as a purchase action undertaken without a careful buying plan previously having been articulated or formed prior to entering the retail store. Bateman and Holmes (2005) described impulse purchase as a sudden strong wish or need to buy something without thinking about it carefully. Bowlbey (2012) opined that impulse purchase reflects a sudden strong wish or need to buy something without careful planning or without thinking about the result of such buying action. Phillip and Bradshaw (2012) affirmed that impulse purchase is a sudden strong wish or need to buy something without planning or thinking about it carefully or comparing such goods with similar or related goods with a view to making a better purchasing choice. Geof and Clive (2014) articulated certain features or characteristics of goods which pre-dispose such goods or make them prone to impulse purchase and referred to these features as determinants of impulse purchase. A determinant therefore is an element that identifies the nature of something or fixes or conditions an outcome. Determinants of impulse purchase are those features or characteristics or qualities of goods which induce or stimulate consumers' impulse purchase of such goods. These determinates are low price goods, small size goods, color of goods, low weight goods, portable goods and brand of goods (Geof& Clive, 2004). Therefore, impulse purchase in the context of this research study is a sudden strong wish or need to buy something without careful planning or without adhering strictly to the original purchase plan which had earlier been articulated before visiting the retail store.

### **Empirical Review**

This section examines some previous empirical studies and findings of various researchers on the variables and sub-variables related to this study.

### **Transit Advertising and Impulse Purchase**

O'Donnell (2015), findings showed that respondents' perceptions towards advertising in general were positively correlated with their perceptions of advertising on cars by using transit advertising. This result was however supported by Veloutsou (2016) with positive perceptions of advertising with transit and billboard location. Adekoya, (2011) reveals that Transit 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) revealed that there is positive and significant relationship which existed between Transit Advertising and sales growth. The positive relationship showed that an increase in Transit Advertising can lead to an increase in sales. Based on the result, it is clear that advertisement is significant on sales. This result is also in line with Adebayo (2012) and Snipes (2012) who find out that transit advertising is a predictor of sales turnover.

Furthermore Byzalov and Advani (2004) revealed that consumer gets enough information about product when he is more exposed to a product's advertisement and this results in lessening the risk involved with product and this helps to reduce product risk. Also, Hanif (2010) established that Transit Advertising leads to increase fair pricing

on the customer. The study of Bruce, Peters, and Naik (2012) also supported the findings of this study that transit advertising should show a positive impact on sales in the long run. Additionally, Wood (2009) has demonstrated that both short-term and long-term impact of advertising increase firm sales and customer patronage, and also increase an existing relation between short- and long-term effects of the product on consumers. Empirically Dahle'n and Edenius (2007) and Dahle'n, Rosengren, and To'rn (2008) supported this study findings that transit advertisement creates purchase executions, product loyalty and positively influence the customer attitude towards the message, the credibility of the medium, and the attitude towards the brand. It is further suggested that a favourable assessment of the transit advertisement is transferred to the brand, creating a more positive attitude towards it (Babut & Dabij, 2012). Creative messages and placements increase unaided brand recall and recognition (Baack, Wilson & Till, 2008).

Pavel (2009) argued that transit advertising is one of the most important forms of unconventional advertising, which is an outdoor form of promotion that uses alternative and unconventional means in order to transmit the message that is most creative, buy customers loyalty and it's expanding rapidly. Moreso, Krautsack and Aust (2006) and Gambetti, and Bosio (2011) posited that transit advertising is used to convey complex messages and sensitize people to problems which enhanced customers loyalty. Contradicting this study finding, Dahle'n and Edenius (2007) and Adeolu (2005) argued that transit advertisement does not significantly control customer purchasing decision. They further asserted that transit advertisement does not capture consumer's attention. Supporting this contradicting finding, Wilson and Till (2012) are of the view that consumers cannot be influenced by transit advertisements.

### **Fast moving Consumer Goods and Impulse Purchase**

The Fast-Moving Consumer Goods (FMCG) sector of the Nigerian economy has faced a lot of challenges in the last three years and no significant improvement has been experienced up till February 2016. The challenges which are a direct result of unfavorable macro-economic factors have grossly reduced this sector records of losses by most key factors - depreciating Naira, delay in appointment of ministers to run the economy, the adamant government posture concerning devaluation, falling oil prices and nonpayment of workers' salaries. Changes in consumption pattern can be measured by consumer price index (CPI), which shows changes in prices paid by consumers for a basket of goods and services. Given the recent uncertainties rocking the Nigerian economy, it would be pertinent to consider the price index in the face of inflation and other realities. The performance of FMCG firms is inextricably linked to the aggregate spending power in the economy, and with the Nigerian economy hit by these macro-economic factors, FMCG firms have particularly been hurt badly. The report unravels the ills this sector has suffered in recent past and a way forward in the near future, up till 2020 (Lagos Business School, 2016).

Fast moving consumer goods (FMCG) also known as consumer packaged goods, are products that have a quick turnover and relatively low cost (Coulthart, 2016). Though the absolute profit made on FMCG products is relatively small, they generally sell in large

numbers and so the cumulative profit on such products can be large. Examples of FMCG includes a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, dental hygiene products, shaving products and detergents, as well as other non-durables such as glassware, electric bulbs, batteries and paper products. FMCG also include pharmaceuticals, food products, alcoholic and non-alcoholic beverages (Chinnasamy & Pongiannan, 2014). According to the World Bank's Global Consumption Database, total household expenditure on FMCG goods reached almost US\$240bn in 2010 for a sample of 39 African countries. Household FMCG expenditure was highest in Nigeria (US\$41.7bn), followed by Egypt (US\$27.6bn), South Africa (US\$23bn), Morocco (US\$20.1bn) and Ethiopia (US\$19.2bn). Other countries with fairly large FMCG markets in an African context include Kenya, Democratic Republic of Congo, Ghana, Ivory Coast and Tanzania (KPMG Report, 2016).

### **Underpinning Theory**

The research work is anchored on AIDA and Hierarchy of effect theory. AIDA is an acronym which stands for Attention, Interest, Desire and Action. According to Hackley, (2005), AIDA model was created by Strong in 1925 and is a behavioral model that has as purpose to make sure that an advertisement raises awareness, stimulate interest, and leads the customer to desire and eventually action. Butterfield (2007) argued that the model is seen as a highly persuasive and is said to often unconsciously affect our thinking. The selection of these two theories is based on the fact that the AIDA theory is concerned with raising awareness as well as stimulating interest of customers which leads to desire and action from them. In other words, it is aimed at manipulating buying behaviour for purchase purpose while Hierarchy of effect theory is concerned with the type of advert, the medium of the advert and the response gotten from this advert by the target audience.

The model may be seen by many as the strongest advertising theory, but has along with the others been criticized by different sections of the advertising community. Brierley (2002) argued that there is no evidence that customers behave in this rational, linear way. This means that mass media advertising in general, fail to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. The advertising world has because of this lately turned into focus more on the two main behavioral responses: awareness and interest.

The Hierarchy of Effects theory was postulated in 1961 by Robert J Lavidge and Gary A Steiner. The theory was created to show the process, or steps, that an advertiser assumes that customers pass through in the actual purchase process. This is based on the notion that ad audiences respond to the ad through sequential stages, and the three components (affect, cognition, and conation) posit that consumer responses to advertising are evoked by the three sequential feelings (Arora & Brown, 2012).

Criticisms of the Hierarchy of effects theory are diverse and are as outlined below. The models that are based on the hierarchy of effects theory. According to Mackay(2005),the theory can be very helpful but are not conclusive. There are several factors that these



models do not take in consideration. Not all buyers go through all stages. The stages do not necessarily occur in hierarchical sequence. Impulse purchases contract the process (Smith & Taylor, 2011). The hierarchy models help the advertiser to identify the stages that buyers generally pass through, but cannot be used as obvious guidelines (Smith & Taylor, 2011). The criticism on the models and theories are very similar. They have all been met with the criticism that customers do not always follow a straight line of steps when purchasing a product. Not all customers pass through all the steps before buying a product, some may stop at one stage, and some may go back several steps before later on going back for the product. The theory is missing the loop from the top to the end of the steps. A loop like this would show that a purchase is not always the end step, rather the beginning of an ongoing relationship with the customer (Smith & Taylor, 2011).

### Methodology

Descriptive survey research design was used for the study and the sample size of the study consists of five hundred and twenty (520) respondents in Lagos State. Taro Yamane sampling method was employed and a structured questionnaire was used to obtain relevant data for the study. Simple regression analysis was employed to test the study's hypothesis at 5% significance level, with the aid of IBM SPSS version 21.0. For the purpose of this study, primary data was employed. The data was collected with the aid of a questionnaire that was properly drafted using the 6 point Likert-type scale for questionnaire. A 6-point rating scale was used to measure the response. The scale ranged from 6 (Very High) to 1 (Very Low).

**Hypothesis:** Transit advertising does not significantly affect impulse purchase in fast moving consumer goods manufacturing companies in Lagos State, Nigeria.

$$\text{Model Specification } IP = \beta_0 + \beta_1 TA + \mu$$

Where IP= Impulse Purchase, TA= Transit Advertising

### Analysis and Findings

The results of the analysis are presented in the following table 1 showing the effect of transit advertising on impulse purchase of selected fast moving consumer goods companies in Lagos State, Nigeria.

**Table 1:** Regression Results for transit advertising and impulse purchase.

Model Summary (a)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 <sup>a</sup>	.698	.697	2.79224
a. Predictors: (Constant), Transits Advertising				

ANOVA (b)						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8702.317	1	8702.317	1116.169	.001 <sup>b</sup>
	Residual	3773.552	484	7.797		
	Total	12475.868	485			
a. Dependent Variable: Impulse Purchase						
b. Predictors: (Constant), Transits Advertising						

Coefficients (c)						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.871	.557		6.954	.001
	Transit Advertising	.845	.025	.835	33.409	.001
a. Dependent Variable: Impulse Purchase						

**Source:** Researcher's Result (2019)

Table 1 presents regression result of the effect of Transit Advertising on impulse purchase in fast moving consumer goods manufacturing companies in Lagos State, Nigeria. From the results reported in Table1(c) Transit Advertising significantly affect impulse purchase in fast moving consumer goods manufacturing companies in Lagos State at 5% significance level ( $\beta = 0.845$ ,  $t = 33.409$ ,  $p < .05$ ). The goodness of fit model presented in Table 4.10(a) shows that a there is strong positive and significant relationship between Transit Advertising on impulse purchase ( $R = 0.835$ ,  $p < 0.05$ ). This is further affirmed by coefficient of determination ( $R^2$ ) of 0.698, which implies that Transit Advertising accounts for as much as 69.8% of the variations in impulse purchase whereas 31.2% of the variations remaining unexplained. This implies that there are other factors (Out-of-Home Advertising variables) associated with impulse purchase which was not included in the model. Table 1. (b) Provides the results of the F-statistics which indicate that the overall model was statistically significant with F statistic of 1116.169 and the p-value was 0.001 which was less than the conventional probability of 0.05 significance level. The estimated model regression generated from the results presented in Table 1 (c) is expressed as follows:

$$IP = 3.871 + 0.845TA \dots\dots\dots \text{eq. (1)}$$

Where:

- IP = Impulse purchase
- TA = Transit Advertising

The regression model above shows that when the value of Transit Advertising is constant at zero, impulse purchase takes value of 3.871 meaning that without Transit Advertising, impulse purchase in fast moving consumer goods manufacturing companies in Lagos

State, Nigeria was 3.871. The coefficient of Transit Advertising was 0.845, implying that a change in transit advertising leads to an increase in impulse purchase in fast moving consumer goods manufacturing companies in Lagos State by 0.845 level. Therefore, Transit Advertising significantly affect its advertising with 0.845, implying that a change transit advertising leads to an increase in impulse in fast moving consumer goods manufacturing companies in Lagos State. This effect is positive and high as indicated by the regression coefficient ( $B = 0.845$ ). Since the significant value (p-value) of the t-statistic is less than 0.05 level of significance, the null hypothesis one ( $H_{01}$ ) which states transit advertising does not significantly affect impulse purchase in fast moving consumer goods manufacturing companies in Lagos State, Nigeria is hereby rejected.

### **Discussion**

The result of this hypothesis reveals that transit advertising significantly affect impulse purchase in fast moving consumer goods manufacturing companies in Lagos State. The findings of this study is in line with the finding of Adekoya, (2011) reveals that Transit 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) revealed that there is positive and significant relationship existed between Transit Advertising and sales growth. The positive relationship showed that an increase in Transit Advertising can lead to an increase in sales. Based on the result, it is clear that advertisement is significant on sales. This result is also in line with Adebayo (2012) and Snipes (2012) who find out that transit advertising is a predictor of sales turnover.

Byzalov and Advani (2004) revealed that consumer gets enough information about product when he is more exposed to a product's advertisement and this results in lessening the risk involved with product and this helps to reduce product risk. Also, Hanif (2010) established that Transit Advertising leads to increase fair pricing on the customer. The study of Bruce, Peters, and Naik (2012) also supported the findings of this study that transit advertising should show a positive impact on sales in the long run. Additionally, Wood (2009) has demonstrated that both short-term and long-term impact of advertising increase firm sales and customer patronage, and also increase an existing relation between short- and long-term effects of the product on consumers. Empirically Dahle'n and Edenius (2007) and Dahle'n, Rosengren, and To'rn (2008) supported this study findings that transit advertisement creates purchase executions, product loyalty and positively influence the customer attitude towards the message, the credibility of the medium, and the attitude towards the brand.

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## **Conclusion**

Transit advertising is one of the commonly used forms of outdoor marketing; however, the analytical capabilities that are associated with this medium are limited. There are very few studies on the effectiveness of advertising activities related to transit systems. The study through its conceptual model contributes to knowledge. This will help other researchers to be able to have a good basis for obtaining variables that will help them in carrying out similar studies. The review of the literature provided very important background to different concepts of advertising, outdoor advertising, and transit advertising as well as concepts on co impulse purchase. This study therefore provides chances for researchers and manufacturing firms of FMCGs to spread out the prospect of knowledge on these variables to develop and improve sales of FMCGs particularly in Lagos State and consumer buying behaviour in generally. It shows that the consumer patronage is important to the success of manufacturing companies of FMGGs performance and growth. Furthermore, this study corroborated to universal understanding of the importance of transit advertising characteristics on fast moving consumer goods business performance. Many other avenues for future research would lead to a better theoretical understanding of how the unique characteristics of transit advertising affect the factors related to advertising success. It would be helpful to evaluate information dissemination effects. Future work can also include the usage of mobile devices and sensors for gathering more precise data about behaviours.

## **Recommendation**

Based on the findings of this study, the following recommendations are to be considered and if possible implemented by relevant parties.

1. Outdoor advertising should be given proper attention with concerted efforts made to integrate it with other forms of advertisement of fast moving consumer goods.
2. Fast moving consumer goods manufacturing companies' management should be involved in deciding on the areas and locations where the transit ads that carry their products will be placed for the attraction of consumers; which mode of communication and information dispensation is preferred by consumers in awareness of their product creation.
3. Government agencies that are saddled with the responsibility of regulating Outdoor advertisement should create better policies and regulation that will enable development and growth within the country's economy.

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