

## Influence of Advertising on the Patronage of New Brands of Infinix Smartphone's in Yenagoa Metropolis, Bayelsa State

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### Abstract

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Nigeria consumers are increasingly becoming uneasily satisfying especially when it comes to deriving utility from consumption of products hence the need for producers to roll out advertising messages which will help induce consumers to make purchases. Effective communication of the existence of products will definitely ensure prompt patronage from consumers. This study aims to investigate the effects of advertisement on the patronage of new products and also to find out if budget allocations for advertising have any significant effect on sales volume of Infinix Smartphones in Yenagoa Metropolis. The descriptive survey research design was adopted for this study in which a structured questionnaire was used to elicit information from the target respondents who are distributors and customers of Infinix Smartphones. Primary data was collected and processed in the study. 170 questionnaires were administered to respondents and results showed that there is relationship between advertising and consumer patronage as well as budget allocation to advertising has effects on sales volume. It is recommended that Advertising strategy or tool cannot be overlooked in the business organization as it is pivotal to the success of the sales of Infinix Smartphones.

### Keywords:

Advertising,  
Patronage, Infinix  
smartphones,  
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### **Background to the Study**

Nigerian consumers are increasingly becoming uneasily satisfying especially in the area of exposure to advertising messages. This is largely due to their expectation of good value for the money spent. Pike (2008) asserts that marketers are now faced with escalating media costs, often in tandem with declining advertising budget, thus leading them to increased interest in below-the-line promotional opportunities.

Shimp (2007) corroborating Richards and Curran (2002) define advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. An official and well-liked definition of advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Belch & Belch, 2003). On the other hand, advertising can be a cost-effective way to disseminate messages, whether to build a brand image and to educate people (Kotler, 2006). Advertising in nutshell can be said to be salesmanship in print. A broad variety of rational motives can be used as the source for advertising appeals such as convenience, economy, health, sensory benefits, also quality, performance, comfort, reliability, durability, efficiency, efficacy etc; all of these are to stimulate the consumer to patronize a product (Duncan, 2002). In accordance with the work of Young (1973), Shimp (2007) asserts that many business firms as well as for non-profit organizations have faith in advertising majorly because it performs five critical communications functions which are informing, influencing, reminding and increasing salience, adding value, and assisting other company efforts (Young, 1973).

One of advertising's most important functions is to publicize brands (Ehrenberg, Barnard, Kennedy, and Bloom (2002). Advertising is an efficient form of communication capable of reaching mass audiences at a relatively low cost per contact, it facilitates the introduction of new brands and increase demand for existing brands, largely by increasing consumers' top-of-mind awareness (TOMA) for established brands in mature product categories (D'Souza and Rao 1995; Ehrenberg 1974; Miller and Berry 1998; Ehrenberg, Barnard, Kennedy, and Bloom 2002). In the study of Machleit, Allen, and Madden, 1993, an assertion was made that effective advertising increases the consumer's interest in mature brands and thus the likelihood of purchasing brands that otherwise might not have been chosen just as they maintained that advertising has demonstrated having influence over brand switching tendency of consumers who have not recently purchased a brand.

The Infinix Mobility Limited, the makers of the Infinix phones is a joint venture company between Mobiwire (formerly Sagem wireless) and Earning way (Chinese company) in Hong Kong. Infinix Mobility with their various ranges of Infinix phones is specifically targeting the African market, especially the Nigerian market, by bringing in different models of their products into the Nigerian market at amazingly low prices. By so doing, they have enabled those who cannot afford the same Android powered products manufactured by the various famous brands mentioned above to now own and enjoy equally the full functionalities that Android offers. The Infinix phone models ranges from the Infinix surfmax, Infinix race-bolt, Infinix-race lite X-401, the Infinix race diamond, Infinix race X 500 Eagle. Now to their latest model, the Infinix Race Max Q which is well

optimised with all the latest features of any current Android phone that one can think of, not only but includes features such as 8.0MP powered primary camera, 1.2 secondary camera, 4.2 Android OS (Jelly bean), 3G and 4G network enabled (LTE), Bluetooth and WiFi functionalities, etc.

### **Objectives of the Study**

The objectives of this study are to

- i. Investigate the effects of advertisement on the patronage of new products of Infinix Smartphones in Yenagoa Metropolis.
- ii. Examine how customers are informed of new products by Infinix Smartphones in Yenagoa Metropolis .
- iii. Examine the effect of advertising on the ability of Infinix Smartphones distributors to educate customers of the benefits of new products
- iv. Ascertain how advertising could change people's culture to patronize new products
- v. Examine the types of advertising that move customers to patronize a new product.
- vi. Examine if budget allocation for advertising has any significant effect on sales volume

### **Research Questions**

In order to achieve the purpose of this study, the following research questions are proposed:

- i. What are the effects of advertisement on the patronage of new products of Infinix Smartphones in Yenagoa Metropolis?
- ii. How are customers informed of new products by Infinix Smartphones in Yenagoa Metropolis?
- iii. What are the effects of advertising on the ability of Infinix Smartphones distributors to educate customers on the benefits of new products?
- iv. How can advertising change people's culture to patronizing new products?
- v. What types of advertising move customers to patronize a new product?
- vi. Does budget allocation for advertising have any significant effect on sales volume

### **Research Design**

The descriptive survey research design was adopted for this study in which a structured questionnaire was used to elicit information from the target respondents who are employees and customers of Infinix Smartphones. Primary data was collected and processed in the study. The survey research design adopted becomes imperative because of the population characteristics and a representative nature of the sample of the population for the study.

### **Population of Study**

The population for this study was 500 unregistered distributors and customers of Infinix Smartphones in the Phone Village, Etegwe, Yenagoa, Bayelsa State. This population was selected based on the fact that they are the advertisers of Infinix Smartphones.

### Sample Size and Sampling Procedure

The simple random sampling technique was used to sample 170 respondents for the study. The sample size covers 100 distributors and 70 customers of Infinix Smartphones. This study concerned with the advertising of new products, however, it is believed that old products were once new products while some of the old products are improved on by being repackaged.

### Administration of Data Collection Instrument

The questionnaire of this study was self administered on the respondents who are distributors and customers of Infinix Smartphones. The questionnaire was self administered to the sampled population.

### Results

#### Descriptive Statistics on Research Questions

The results of the descriptive statistics of the variables that provide answers to the research questions for this study are presented. Thus, the section presents the Mean scores and Standard deviation of the items in the second section of the questionnaire. The maximum expected Mean score is 5 while the minimum is 1 based on the 5 point the Likert Scale that was used to draw the questionnaire.

**Table 1: Descriptive Statistics on Advertising**

|   | Mean | Std. Deviation |
|---|------|----------------|
| Advertising create awareness of a new product   | 4.11 | 1.02           |
| Advertising is a good strategic tool being used by Infinix Smartphones                          | 4.10 | 1.28           |
| Advertising is mostly used by Infinix Limited   | 4.10 | 1.17           |
| Radio advertising is used by Infinix Limited when a new product is brought out                  | 4.03 | 1.18           |
| Advertising create competitive advantage for Infinix Limited                                    | 3.67 | 1.31           |
| Television advertising works more than other types of advertising when new product is developed | 2.90 | 1.20           |
| <b>Valid N (listwise)</b>   |      |                |

In Table 1, it is discovered that the variable with the highest Mean score is “Advertising create awareness of a new product”. This variable has a Mean score of 4.11 and a standard deviation of 1.02. The second variable with the next highest Mean score is advertising is a good strategic tool being used by Infinix Limited. The variable has a Mean score of 4.10 and standard deviation of 1.28. The variable that has the least Mean score is “Television advertising works more than other types of advertising when new product is developed”. The variable has a Mean score of 2.90 and a standard deviation of 1.20832. Generally, all the variables Mean scores are high exceptional and the one that has a Mean score of 2.90. These results imply that advertising strategy is working well for Infinix Limited.

**Table 2: Descriptive Statistics on effect of Advertising on New Product Performance**

|   | <b>Mean</b> | <b>Std. Deviation</b> |
|---|-------------|-----------------------|
| Infinix Limited makes a lot of profits on its new products                  | 3.96        | 1.21                  |
| Market share of Infinix Smartphones is very high                            | 3.86        | 1.17                  |
| Customers patronize Infinix Smartphones product more than other competitors | 3.45        | 1.28                  |
| None of the products introduced to the market has ever failed               | 3.16        | 1.40                  |
| <b>Valid N (listwise)</b>   |             |                       |

Table 2 presents the Means and standard deviations of the variable measuring the effect performance. The variable with highest Mean is “Infinix Smartphones is making a lot of profits on its new products. This variable has a Mean score of 3.96 and a standard deviation of 1.21. The second variable that follows market share of Infinix Smartphones is very high” This variable has a Mean score of 3.86 and a standard deviation of 1.17. The third variable that follows is customers patronize Infinix Smartphones product more than other competitors. This variable has a Mean score of 3.45 and a standard deviation of 1.28. The variable that has the least Mean score is “None of the products introduced to the market has ever failed” the variable has a Mean score of 3.16 and a standard deviation of 1.40 the measure of variable on the effects of advertising on new product performance are high since none of them is below 3.0 when the expected maximum Mean score is 5.0. This implies that the effect of advertising on new performance of Infinix Smartphones is significant.

**Table 3: Descriptive Statistics on how Advertising is used as tool to inform Customers of new Product**

|  | <b>Mean</b> | <b>Std. Deviation</b> |
|--|-------------|-----------------------|
| Advertising help to inform customers of new as well as old products by Infinix Smartphones | 3.96        | 1.13                  |
| New products are made known to people through advertising media                            | 3.80        | 1.18                  |
| Customers are informed of new products by television advertising                           | 3.67        | 1.32                  |
| Customers are informed of new production in news conference                                | 3.61        | 1.44                  |
| <b>Valid N (listwise)</b>  |             |                       |

From Table 3, the Means and standard deviations of the variables measuring how advertising is used as tool to inform customers of new product are presented. The variable with the highest mean is “Advertising helps to inform customers of new as well as old products by Infinix Smartphones”. This variable has a Mean score of 3.96 and a standard deviation of 1.13. The second variable that follows is “new products are made known to people through advertising media”. This variable has a Mean score of 3.80 and a standard deviation of 1.18. The third variable that follows is “customers are informed to new products by television advertising”. This variable has a Mean score of 3.67 and a standard deviation of 1.32. The fourth variable which has the least Mean score is “customers are informed of new production in news conference”. The variable has a Mean score of 3.61 and a standard deviation of 1.44. The measures of variables on how advertising is used as

tool to inform customers of new product are very high since none of them is below 3.5. This implies that advertising is used as a vital tool to inform customers of new product is very significant.

**Table 4: Descriptive Statistics on the effect of the Role of Advertising on Customers**

|   | Mean | Std. Deviation |
|---|------|----------------|
| Advertising shows that customers will gain in terms of price of a new product | 3.74 | 1.28           |
| Advertising presents the features of Infinix Smartphones new products         | 2.96 | 1.40           |
| Advertising presents the quality of new product                               | 2.74 | 1.46           |
| Advertising presents the superiority of new product to the old ones           | 2.27 | 1.26           |
| <b>Valid N (listwise)</b>   |      |                |

From Table 4, the Means and standard deviations of the variables measuring the effect of the role of advertising on customers are presented. The variable with the highest Mean is “advertising shows that customers will gain in terms of price of a new product”. This variable has Mean score of 3.74 and a standard deviation of 1.28. The variable that follows is “advertising presents the features of Infinix Smartphones new products”. This variable has a Mean score of 2.96 and a standard deviation of 1.40. The third variable that follows is “advertising presents the quality of new product”. This variable has a Mean score of 2.74 and a standard deviation of 1.46. The variable that has the least mean score is “advertising presents the superiority of new product to the old ones”. The variable has a Mean score of 2.27 and a standard deviation of 1.26. The measures on the variables are averagely high while the measure on presentation of new product over old is low. Generally it could still be concluded that the effect of the role of advertising on customers is averagely significant.

**Table 5: Descriptive Statistics on how Advertising can change people Culture**

|  | Mean | Std. Deviation |
|--|------|----------------|
| I love to watch Infinix Smartphones programme now unlike before                              | 4.51 | 0.76           |
| I have learnt how to use Infinix Smartphones products as a result its advertising programmes | 4.13 | 1.17           |
| My attitude to Infinix Smartphones product has been changed                                  | 4.00 | 1.12           |
| I prefer Infinix Smartphones products more than that of other competitors                    | 2.39 | 1.30           |
| <b>Valid N (listwise)</b>  |      |                |

From table 5, the Means and standard deviations of the variables measuring how advertising can change people culture are presented. The variable with the highest Mean score is “I love to watch Infinix Smartphones programme now unlike before”. This variable has a mean score of 4.51 and a standard deviation of 0.76. The variable that follows is “I have learnt how to use Infinix Smartphones products as a result of its advertising programmes”. This variable has a Mean score of 4.13 and a standard deviation of 1.17. The third variable that follows is “my attitude towards Infinix Smartphones



product has been changed". This variable has a Mean score of 4.00 and a standard deviation of 1.12. The variable that has the least Mean score is "I prefer Infinix Smartphones products more than that of other competitors". The variable has a Mean score of 2.39 and a standard deviation of 1.30. The measures of variable on how advertising can change people culture are high. This implies that how advertising can change people culture is significant.

**Table 6: Descriptive Statistics on Types of Advertising that move Customers**

|  | Mean | Std. Deviation |
|--|------|----------------|
| Advertising that presents value of a new product will move me                | 4.53 | 0.50           |
| Advertising that presents effectiveness or quality of a product will move me | 4.38 | 0.86           |
| Advertising that shows status will move me                                   | 4.27 | 0.66           |
| I will not be moved by advertising that appeals to my emotion.               | 3.88 | 0.96           |
| <b>Valid N (listwise)</b>  |      |                |

From Table 6, the Means and standard deviations of the variables measuring types of advertising that move customers are presented. The variable with the highest Mean score is "advertising that present value of a new product will move me". This variable has a Mean score of 4.53 and a standard deviation of 0.50. The variable that follows is "advertising that presents effectiveness or quality of a product will move me". This variable has a Mean score of 4.38 and a standard deviation of 0.86. The third variable that follows is "advertising that shows status will move me". This variable has a Mean score of 4.27 and a standard deviation of 0.66. The variable that has the least Mean score is "I will not be moved by advertising that appeals to my emotion". The variable has a Mean score of 3.88 and a standard deviation of 0.96. The measure of variables on types of advertising that appeals to customers is very high. This implies that some advert themes or messages move customers more than others.

**Table 7: Descriptive Statistics on Advertising Budget**

|   | Mean | Std. Deviation |
|---|------|----------------|
| Amount of money allocated to advertising will show its success rate           | 4.17 | 1.01           |
| Advertising budget should depend on sales volume                              | 4.09 | 0.96           |
| It may be difficult to estimate the effects of advertising budget or spending | 3.87 | 1.36           |
| Advertising budget should be very high  | 2.89 | 1.30           |
| <b>Valid N (listwise)</b>   |      |                |

Table 7 presents the Means and standard deviations of the variables measuring advertising budget. The variable with the highest Mean score is "amount of money allocated to advertising will show its success rate". This variable has a Mean score of 4.17 and a standard deviation of 1.01. The variable that follows is "advertising budget should depend on sales volume". This variable has a Mean score of 4.09 and a standard deviation of 0.96. The third variable that follows is "it may be difficult to estimate the effects of advertising budget or spending". This variable has a Mean score of 3.87 and a standard deviation of 1.36. The variable that has the least Mean score is "advertising budget should

be very high". The variable has a mean score of 2.89 and a standard deviation of 1.30. The measures of variables on advertising budget are high. This implies that advertising spending and advertising are significantly related.

**Table 8: Descriptive Statistics on Advertising impact on Culture**

|   | <b>Mean</b> | <b>Std. Deviation</b> |
|---|-------------|-----------------------|
| With increase in advertising spending on Infinix Smartphones still increases sales volume | 3.98        | 1.17                  |
| I believe that sales volume of Infinix Smartphones usage is high                          | 3.86        | 1.16                  |
| Sales volume of new product does not reflect on Infinix Smartphones total sales volume    | 3.14        | 1.39                  |
| <b>Valid N (listwise)</b>   |             |                       |

Table 8 presents the Means and standard deviations of the variables measuring advertising impact on sales volume. The variable with the highest Mean score is "with increase in advertising spending Infinix Smartphones can still increase sales volume". This variable has a Mean score of 3.98 and a standard deviation of 1.17. The variable that follows is "I believe that sales volume of Infinix Smartphones usage is high". This variable has a Mean score of 3.86 and a standard deviation of 1.16. The third variable that follows is "sales volume of new product does not reflect on Infinix Smartphones total sales volume". This variable has a Mean score of 3.14 and a standard deviation of 1.39. This implies that advertising impact on sales volume is significantly related.

### **Conclusion**

From the findings of this study, it is therefore concluded that there is positive and significant relationship between advertising and patronage of a new product. Advertising is a system of communicating a sponsored message to a potential audience about the existence of a particular product, good or service (Popoola, 2008). Thus, advertising communicates the features, quality and uses of the new product to the consumers. Advertising will inform customers of the existence of a new product. Advertising informed customers because it is a form of non personal communication of information usually paid for and usually persuasive in nature about products, goods and services, or ideas by identified sponsors through various media. Thus advertising uses radio, television and print media to achieve its objectives.

Organizations have various objectives of advertising. Some advertise to make customers to be aware of the product. Others advertise to inform the customers about the existence of the product (especially new products), while others present the quality, features and benefit of the products to the target audience. Advertising is very important for new products especially when the product is growing unlike when it has reached maturity or decline. Therefore, when new products are introduced or old ones are improved upon, advertising is used to inform customers so that they can patronize such products.

Despite the fact that advertising effectiveness is sometimes difficult to established, this study concludes that advertising spending is significantly related to sales volume. Thus to increase sales volume of new as well as old products there may be need to advertise more which is akin to increase advertising spending.



### **Recommendations**

From the findings and conclusions reached in this study, the following are recommended:

- i. There is need to do cost-benefit analysis of every advertising programme, i.e. there is need to evaluate every programme of advertising in order to know its contributions to the fulfillment of the firm's objectives.
- ii. There is need for business organizations to set advertising objectives. This will be the basis from which the success and failure of an advertising programme can be measured.
- iii. There is need to determine advertising spending through the preparation of advertising budget. This can be based on advertising objectives which include increasing sales volume, informing customers of a new product or creating awareness of an old or new product in the mind of the consumers and customers.

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