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Marketers and Avertisers and the Concept Called "Aggressive Marketing Tendency (ATM)"

Micheal A Nza-Ayang[1]*, Olimma Benedette Ngozi[2]
[1]Department of Mass Communication University of Cross River State
[2]Department of Mass Communication Tansian University Umunya Anambra State
Corresponding Author: Micheal A Nza-Ayang Michaelnzan60@gmail.com

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A B S T R A C T
This study investigates the role of electronic billboard advertising in influencing consumer patronage of Peak Milk, a product of Friesland Campina WAMCO Nigeria. With the increasing competition in the market, marketers have adopted "Aggressive Marketing Tendency (ATM)" to capture consumer attention, with electronic billboards emerging as a preferred medium due to their dynamic and captivating features. The research explores the effectiveness of electronic billboards in creating a positive impression of Peak Milk, identifying factors that hinder their influence, and assessing whether this medium has increased consumer preference for Peak Milk over competing brands. Using a mixed-method approach, data were collected through questionnaires administered to 348 respondents. Findings reveal that electronic billboards are highly effective in attracting consumer attention, with 98% of respondents having seen Peak Milk advertisements on this medium. Key features such as animation, bright displays, and motion pictures were found to significantly enhance brand recall and preference. However, challenges such as short message display times (6-8 seconds), lack of audio, and bright lights were identified as potential hindrances to the medium's effectiveness. The study concludes that electronic billboard advertising has successfully increased consumer preference for Peak Milk, with 86% of respondents indicating that the advertisements influenced their purchasing decisions. Despite its limitations, the medium's ability to create a positive brand impression and sustain consumer interest underscores its value in modern marketing strategies. Recommendations include the adoption of simple and concise messages to mitigate the medium's drawbacks and the continued use of electronic billboards to leverage their unique features in explaining product benefits through animation.

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INTRODUCTION

In recent times, advertisers and marketers have realised that constant exposure to outdoor advertisement increases the tendency of brand familiarity as a result, propels patronage. Okoro (1998:77) supports this when he said that outdoor advertising makes product highly visible to the consumers, thereby enhancing recall-readiness of brand names. This is because the advert message is viewed so many times a day by same people. As a result, helps to fix the brand name on the consumers' mind.

Based on the above realisation and the competition in the market place marketers and advertisers have been propelled to adopt what is called "Aggressive Marketing Tendency (ATM)" in order to make sure that the attention and interest of consumers are drawn to a product when there are other competing products. In the quest to grab these consumers' attention by all means and explain the benefits of a product within a short period of time, electronic billboard is readily the choice.

Electronic billboard also known as digital billboard is an outdoor medium located within a public domain. As an outdoor form it possesses the qualities of an outdoor medium with advanced features that make it unique and appealing amongst other outdoor forms.

The need to demonstrate the product and highlighting the aspect of a product that sets it apart from other brands in the same product category outside homes necessitated the use of Electronic Billboard Advertising. Just like the television, it is attributed with motion pictures. This medium shows full motion picture. As a result, demonstrate the benefits or the unique selling proposition of a product.

With this new feature of motion traceable to outdoor advertising via electronic billboard, it seems that the reactions of mobile audience might be different from what studies have shown of conventional outdoor media. This means that the behaviour of consumers towards advertised on this medium might differ from the reactions expected of those exposed to conventional outdoor media. It calls for verification to ascertain the effects of these new features. From the foregoing, this study therefore investigates the role of electronic billboard in facilitating consumer patronage of peak milk, a product of Friesland Company Ltd.

Friesland Campina WAMCO Nigeria (Maker of Peak Milk)

Friesland Company WAMCO Nigeria produces evaporated milk and powder, and processes milk powder which is largely imported from the Netherlands. This company is located in Lagos. She produces and sells evaporated milk and powder under the brand name peak, which has been a symbol of quality for some years now. Peak milk came into Nigeria in 1954 since then; peak brand enjoys extensive awareness and high brand loyalty. Peak milk contains important vitamins and nutrients that are beneficial to health. The range has recently been expanded to include evaporated (liquid) milk in sachets – a technological breakthrough.

Friesland Campina has pledged to be the leader in dairy based nutrition in Nigeria by offering consumers branded products that are excellent in quality innovative and preferred throughout West Africa region as well as to provide

enjoyable, high-quality dairy-based nutrition to Nigerian consumers to perform at their best in every stage of life. This forms her mission and vision respectively. (http://frieslandcampina.com/ English/about-us/product.aspx).

LITERATURE REVIEW

An advertisement is effective, "if it creates a positive impression for a brand separates the brand from the competition in the mind of customers and influences people to respond in the desired way".

The features of electronic billboard make it stand out not only alluring but captivating in our contemporary time. With these features of an electronic billboard; it seems that the reaction of consumers might be different of what studies have shown of conventional billboards. It is believed that the electronic billboard appears to be more captivating in addition to the thrill it could offer to those exposed to it more than the conventional billboards. Therefore, whether these features have translated into consumer's patronage of peak milk is still in doubt.

This however calls for verification to ascertain the role of electronic/digital billboard on consumer's behaviour relative to the conventional billboard. Hence, this study is geared towards assessing the role of the new medium in drawing customers to the product (peak milk).

Research Questions

1. How effective is the electronic billboard advertising in creating positive impression for peak milk?
2. What factors hinder the influence of electronic billboard advertising on consumers' patronage of peak milk?
3. To what extent has electronic billboard advertising increased the preference of peak milk to other competing brands?
4. Will consumers switch brand if peak milk withdraws its advert from electronic billboard advertising?

METHODOLOGY

Concept of Electronic Billboard

The trend in outdoor advertising is towards digital/electronic billboard. The Digital Billboards Association, United States of America defines Electronic/Digital billboards as "roadside displays that alternate advertising messages approximately every 8-10 seconds with approximately 6-8 advertisers utilizing the same location." The medium can accommodate up to 8 advertisers at a contract period. It changes from one user's message to another within the time frame of 8-10 seconds per an advert message.

Electronic billboard as "some sort of animated LED or LCD screen showing full motion video, scrolling text message and basically anything else that might get the attention of passers-by." Just like Digital Billboards Association of USA, Bill (2005) shows that an element of animation is embedded in this medium. The scrolling of the texts which turns into motion video gets the attention of the passers-by even when they might not need exposure to the messages.

The idea which the authors are trying to portray is that electronic billboard has the ability to move picture elements and words from time to time in order to draw and sustain attention of the audience as well as retaining the advert messages. This is achievable through the help of Light Emitting Diode (LED) technology.

Expatiating upon this, Microsoft Encarta maintains that the brightness of the screen is as a result of the LED. It is obvious that the brightness of a light attracts attention easily. As a result of this LED light, animation of pictures alongside the gigantic nature of the billboard pulls forces together in making electronic billboard a must look for every passerby.

Unlike traditional vinyl billboards, digital billboards allow the advertiser to schedule advertisements to run at several different times throughout the day rather than deciding on single advert for a single venue. He posits that with digital advertising, it is possible to immediately respond to market conditions if an advertisement needs to be altered, it can be changed immediately, sent to the outdoor advertising company in email-form and then it can be scheduled to run instantly.

- 53% of Cleveland highway travellers had noticed digital billboards in the past month.
- Nine out of ten digital billboard viewers notice the advertising at least some, most or each time they pass a billboard.
- A great majority of viewers reported that digital billboard is attractive and beneficial to the community.
- A majority of the viewers reported that digital billboards: are a cool way to advertise, have current and relevant information, provide useful information, and are a good way to learn about new products.
- Nearly one in five viewers discussed an ad seen on a digital billboard with other people (Williams 2008).

Criticisms of Electronic Billboards

Notwithstanding the seemed supper features of digital billboards, many scholars and professionals have spotted many defects of electronic billboards. Richtel (2010, p.11) in his work "Digital Billboards, Diversions drivers cannot escape", said that "with digital advertisement you share the advertising space with other advertisers as your advert is displayed in the sequence of advertisers for a period of 6 to 8 seconds".

In confirmation of Richtel's claim, Arbitron incorporations, an Outdoor Adverting agency affirms that unfortunately competitors might be sharing the same billboard. This means that in the bid to making money, the owners of the medium might not draw the attention of advertisers of products that serve same purpose to use a different location for their advertisement.

On the other hand, the billboard and outdoor advertising industry in America has been disputing this claim. They maintained the stand that the electronic billboard is a new technological advancement that is worth acceptance and adoption. "It is a very flexible, very responsible medium and very impactful... Consumers report seeing it, remembering the brand, remembering the advertiser." Said Ron Cooper, Chief Executive of Clear

Channel Outdoor. He and others in the industry say they have been careful to make the signs memorable but not distracting. They say the "television on a stick" label, as derided by John Regesnbogen of Scenic Missouri, is an exaggeration. "It's a slide projector-it shows one image after the next," said Bill Ripp, a vice president who oversees digital billboards for Lamar Advertising in Los Angeles, United States of America, another large billboard company. "We were as concerned as anybody. We wouldn't want to cause danger.".

The proponents of electronic billboard and other interested bodies have also gone into serious research to help maintain their stand. In 2007, the Virginia Tech Transportation Institute of the United States of America, studied the activities of drivers on the road, which used in-care cameras to study motorists, found that digital billboards did not change driver behaviour more than ordinary billboards (Larry, 2010, para. 5.). But critics note that the study was financed by the billboard industry and it was found to be biased by reviewers who rejected it for publication in 2008 by the Transportation Research Board, a congressionally chartered agency.

The Origin and Evolution of Advertising

To appreciate the advertising of today and visualize the advertising of tomorrow, we need to understand the origin and evolution of advertising. Sometimes people change their brands just to test other brands. Purchasing powers of people also change with a change in factors such as income level and men mostly prefer the advertisement than women according to Variawa (2010). Mostly, people rely on advertisements rather than other sources like family, friends and reference group opinions regarding products (Bashir & Malik, 2009). Consequently, advertising has a vital role in modern age because it is a mechanism to build the behaviour of society regarding products. People get access to information and make decisions regarding product purchase

Technological Determinism

Technological Determinism (TD), simply put, is the idea that technology has important effects on our lives. Therefore, Technological Determinism states that the media technology shapes how we as individuals in a society think, feel, act, and how society operates as we move from one technological age to another. This was explained by Marshall McLuhan, the technological determinism theorist in the year 1962 in his work titled: The Gutenberg Galaxy:

The Making of Typographic Man

Technological determinism is associated with this study because the electronic billboard is a new technology which is one of the determining factors for consumer patronage of peak milk brand. On the basis, it can be deduced that a new technology has effect on the way we behave in the society. As a result, electronic billboard which is a new technology used for information dissemination in the public domain has an influence on the mobile audience which include compulsory attention. Whether the audience like or not they must look at the billboard. Note that before a consumer understands an advert message, his attention must be drawn to the advert first.

The Consumer Behaviour Theory

Consumer behaviour "is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy need and desires." (Solomon, Bamossy et al 2006: 6) Economic influence can be added to the above of which include Income, Price, Place, etc. Consumer behaviour theory is used because in as much as the technology influences consumer behaviour (attention and others) there are many other factors that help to shape the behaviour of a consumer towards peak milk patronage. These include the listed approaches – Economic influence, social influence, intrapersonal influence and mediating influence. Motivation and perception (intrapersonal influences) is also built through marketing communication and advertising message comprising the key factors that influence consumers buying behaviour. Therefore, the advert message of the electronic billboard is one of the factors that motivate and create the positive impression of peak milk brand in the minds of consumers. So, the electronic billboard advert message of peak milk brand helps to influence the buying tendency of the consumers.

RESULT AND DISCUSSION

Data Presentation and Analysis

Table 1. Distribution of completed and uncompleted copies of the questionnaire

Copies	Frequency	Percentage (%)
Completed/Returned	348	99.4
Uncompleted/Not Returned	2	0.6
Total	350	100

The table above shows that 350 copies of the questionnaire were administered. Out of the 350, 348, i.e. 99.4% were completed and returned while 2 representing 0.6% were not returned.

Data Presentation and Analysis

Table 2. Analysis of respondents by gender

Sex	Frequency	Percentage (%)
Male	245	70
Female	103	30
Total	348	100

The gender table shows that 245 respondents were males representing 70 while 103 respondents i.e. 30 were females

Table 3. Analysis of respondents by Age bracket

Age bracket	Frequency	Percentage (%)
18-25	111	32
26-35	123	35
36-above	114	33
Total	348	100

The above table shows that 111 respondents representing 32% fall under the age bracket of 18-25 years of age as 123 or 35% are within the ages of 26-35 while 114 i.e. 33% fall under the age bracket of 36-above

Table 4. Analysis of respondents by marital status

Options	Frequency	Percentage (%)
Single	206	59
Married	142	41
Total	348	100

The table shows that 59% representing 206 of respondents are singles while 41% representing 142 of the respondents are married.

Table 5. Analysis of respondents by Occupation

Occupation	Frequency	Percentage (%)
Student	67	19
Apprentice	89	26
Self-employed	68	19
Civil Servants	102	30
Others	22	6
Total	348	100

Table 5 shows that 67% respondents are students, apprentice are 89 respondents while people that are self-employed are 68 in number among the respondents. Then civil servants that responded are 102 persons in number as others are 22 respondents.

Table 6. Analysis of respondents by Religion

Religion	Frequency	Percentage (%)
Christianity	193	56
Muslim	155	44
Total	348	100

The table above shows that 193 respondents representing 56% are Christians while 155 respondents representing 44% are Muslims.

Psychographic Data Analysis

As already stated in our method of data analysis, Qualitative and Quantitative analysis shall be combined in this study. This is because of the open-ended questions administered to the respondents. In this sense, thematic approach will be applied.

Research Question 1

How effective is the electronic billboard advertising in creating positive impression for peak milk?

Question 4: Have you ever seen peak milk advertisement on electronic billboard before?

Table 7. Analysis of Question 4

Options	Frequency	Percentage (%)
Yes	341	98
No	7	2
No idea	0	0
Total	348	100

From the above table, 341 respondents representing 98% said yes that they have seen peak milk advertisement on electronic billboard while 7 respondents i.e. 2% said no, meanwhile no respondent picked no idea.

Question 6: how often do you see it?

Table 8. Analysis of Question 6

Options	Frequency	Percentage (%)
Daily	107	31
Weekly	98	28
Monthly	65	19
Bi-monthly	78	22
Total	348	100

From the above table, 107 respondents representing 31% see it daily, 98 respondents representing 28% see it weekly, and 65 respondents representing 19% see it monthly while 78 respondents representing 22% see it bi-monthly.

Question 7: Were you attracted to the advert?

Table 9. Analysis of Question 7

Options	Frequency	Percentage (%)
Yes	300	83
No	11	4
Partially	37	13
Total	348	100

In the table 8 above 337 respondents i.e. 83% were attracted to the advert, 11 respondents representing 4% were not, while 37 respondents representing 13% were partially attracted to the advert.

Question 8: If yes, what caught your attention to the peak electronic billboard advert?

Table 10. Analysis of question 8

Categories	Frequency	Percentage (%)
Newness/Attractiveness	96	28
Colourful/ Brighter Display	88	25
Animation (Motion of picture)	164	47
Total	348	100

In table 9, 96 respondents i.e. 28% claimed being attracted by the attractive look and newness of the medium, as 88 representing 25% said the colourful and bright display of the medium caught their attention while 164 i.e. 47% said is the Animation of the pictures.

Question 10: Did you understand the advert message?

Table 11. Analysis of question 10

Options	Frequency	Percentage
Yes	232	66
No	100	28
To an extent	16	6
Total	348	100

232 respondents representing 66%said that they understand the advert message, 100 i.e. 28% said No, they do not understand while 16 respondents representing 6% said they understand the advert message to an extent.

Question 11: If yes, what helped you understand it?

In answering this, some of the respondents said that the message was explanatory. Others claimed that the picture was explaining what the write up was saying. For example, while the write up the screen was saying peak gives strong bone, a video clip showing the boy flexing his muscle was playing, for the milk helping to build sharp brain, a video of a girl raising up her hand to answer a question in the class was playing, etc. To categorize these, Animation (television likeness), message content and simplicity shall be the headings.

Table 12. Analysis of question 11

Categories	Frequency	Percentage (%)
Animation (TV likeness)	89	38
Message Content	64	27
Simplicity	79	35
Total	232	100

Out of 232 who said yes that they understand the advert message, 89 representing 38% pegged the understanding on effective animation, as 64 i.e. 27% labelled it on the message content while 79 representing 35% said simplicity of the advert made it understandable.

Question 12: If no, why?

The respondents pegged the inability to understand the advert message on the animation, saying that before they could finish one write up, another one is out erasing the first. Also, the fact that the advert is not static, they can hardly capture the message as the bus moves. Some other respondents claimed that the exposure time of 6-8 seconds is too short for them to understand everything. Thematically, the categories for these responses shall be Animation and Short time.

Table 13. Analysis of question 12

Categories	Frequency	Percentage (%)
Animation	30	30
Short time	70	70
Total	100	100

From the table 13 above, the total number of people who said they do not understand the advert is 100. Out of this 100, 30 i.e. 30% said the movement of the picture is too fast while 70 i.e. 70% said it is the short time for the message to display.

Table 14. Analysis of question 13

Categories	Frequency	Percentage (%)
Multiple message provision	78	22
Flexibility and Immediacy	67	19
Animation	96	28
Colour, Brightness & Time Sensitivity	95	27
Internet facility	12	4
Total	348	100

From the table 14 above, 78 respondents i.e. 22% said they like multiple message provision quality, 67 i.e. 19% said it is flexibility and immediacy, 96 i.e. 28% said Animation, as 95 i.e. 27% choose colour, brightness and time sensitivity, while 12 representing 4% choose internet facility.

Question 14: What five things don't you like about the billboard?

In mentioning the qualities they dislike, they mentioned the following: short time, lacking of audio to complement the video, the brightness of the medium being too strong for the eyes, sharing of space with similar products and distraction to drivers.

Table 15. Analysis of question 14

Categories	Frequency	Percentage (%)
Bright Display	62	17
Lack of Audio	79	23
Short time	91	28
Sharing Space	54	15
Distraction to drivers	62	17
Total	348	100

The table shows that 62 respondents i.e. 17% do not like the bright light, 79 i.e. 23% dislike the medium for lack of audio, 91 i.e. 28% dislike it for short time frame of message display and 54 respondents representing 15% do not like for sharing space, while others i.e. 62 respondents representing 17% dislike it for distracting drivers.

Question 15: Between the non-electronic billboard (Normal Billboard) and the electronic billboard, which do you prefer?

Table 16. Analysis of question 15

Options	Frequency	Percentage (%)
Electronic Billboard	289	83
Non-electronic billboard	59	17
Total	348	100

The above table indicates that 289 i.e. 83% prefer electronic billboard while 59 representing 17% said is non-electronic billboard.

Question 16: Why?

The people who said they prefer electronic billboard mentioned the features of the electronic billboard which include moving messages, bright display, flexibility and immediacy, multiple message provision, gigantic nature, etc.

Table 17. Analysis of those that prefer electronic billboard

Categories	Frequency	Percentage (%)
Newness/Attractiveness	67	23
Colorful/Brighter Display	43	15
Animation (Motion of picture)	75	26
Gigantic nature	56	19
Space sharing	32	11
Flexibility	16	6
Total	289	100

The above table shows that 67 respondents i.e. 23% like the new medium for being attractive, as 43 representing 15% said is the colourful and brighter display, 75 i.e. 26% Gigantic Nature is 56 representing 19% as Space sharing is 32 i.e. 11% while Flexibility is 16 representing 6%.

Question 21: What factors do you think might hinder the effectiveness of electronic billboard?

In answering this question, they replaced the qualities they dislike, they mentioned the following: short time, lack of audio to complement the video, the brightness of the medium being too strong for the eyes and sharing of space with similar products might hinder the effectiveness of electronic billboard in influencing patronage.

Table 18. Analysis of question 21

Categories	Frequency	Percentage (%)
Bright Display	71	20
Lack of Audio	111	32
Short time	103	30
Sharing Space	63	18
Total	348	100

The above table shows that 71 respondents i.e. 20% fell under the bright display category, while 111 representing 32% claimed lack of audio as

respondents claiming short time frame is 103 i.e. 30%. Then 63 respondents representing 18% said is sharing of space with other advertisers.

Findings For Research Question 2

It was found out that what appeal to the people about the new medium are multiple message provision feature, flexibility and immediacy, Animation, colour, brightness and time sensitivity and internet facility. But the most appealing feature is the animation and the bright colour. On the other hand, it was discovered that they dislike the medium for the same bright light, lack of audio, short time frame of message display, sharing space and the distraction it gives the drivers.

It was also discovered that the respondents prefer this new medium (electronic billboard) to the conventional one we all know. The reasons for the preference are – attractiveness of the medium, colourful and brighter display, gigantic nature of the medium, and flexibility. They also suggested that the following factors might hinder the effectiveness of adverts on this new medium. These include: The bright light, lack of audio, short time for message display and the sharing space with other advertisers who might be competitors.

Research Question 3

To what extent has electronic billboard advertising increased the preference of peak milk to other competing brands?

Question 17, 18, 19, 20, 22, and 23 has been used to elicit responses to the research question 3

Question 17: How often do you buy peak milk?

Table 19. Analysis of Question 17

Options	Frequency	Percentage (%)
Always	202	58
Occasionally/selected	122	35
Never	24	7
Total	348	100

202 respondents i.e. 58% said they buy peak milk always, as 122 i.e. 35% said occasionally while 24 representing 7% said they never buy the peak milk brand.

Question 18: Did electronic billboard advertisement of peak help in persuading you to buy the peak brand?

Table 20. Analysis of Question 18

Options	Frequency	Percentage
Yes	299	86
No	49	14
Total	348	100

299 respondents representing 86% said they are propelled to buy peak milk brand as a result of the electronic billboard advertisement of the peak milk while 49 i.e. 14% said No is not because of electronic billboard advert.

Question 19: Do you think placing peak milk advertisement on the electronic billboard can actually influence people to buy the product?

Table 21. Analysis of Question 19

Options	Frequency	Percentage (%)
Yes	301	86
No	47	14
Total	348	100

The table above shows that 301 respondents out of 348 think that the placing of peak milk advertisement on electronic billboard can influence people to buy the product, while 47 respondents representing 14% said it cannot.
Question 20: Why do you think so?

Qualitatively, the respondents who said yes insinuated that the new medium is attractive as a result will pull passerby's attention and in turn helps to sell the product message easily. Others were maintaining that the new medium's features of movement of picture like television helps to sell the advert message.

Another sect claimed that the milk is so appealing on the screen that one begins to imagine himself in the screen. While those that said is not possible to influence people think is because of the short time frame of which the message as to come and go. Also, the lack of audio to augment the visual part of the advertisement was part of the response.

Table 22. Analysis of the "Yes" Respondents to question 19

Options	Frequency	Percentage (%)
Attractiveness	107	36
Animation	135	45
Appealing pictures	59	19
Total	301	100

107 respondents out of 301 Yes respondents claimed that why they think that the electronic billboard can influence people to patronise peak milk is because of the attractiveness of the medium, 135 respondents representing 45% said is Animation while 59 i.e. 19% said is appealing pictures.

Table 23. Analysis of No respondents to Question 19

Options	Frequency	Percentage (%)
Short time	15	32
Lack of audio	32	68
Total	47	100

Out of 47 respondents of No to question 19, 15 respondents i.e. 32% said short of time frame to display this advert message for easy understanding is why it cannot influence people to patronise peak milk while 32 representing 68% said lack of audio. Question 22: Having been exposed to this advert, what is your view about peak brand?

In answering this, the respondents made mention of the high brand quality. This they said that milk has a high brand quality that no evaporated milk in the country has such quality when compared to peak brand. So many

others maintained that the milk is just simply good. No one ever gave ill remark of the product. Using thematic approach, the broad heading for these responses shall be - High Quality, Normal and Poor.

Table 24. Analysis of question 22

Categories	Frequency	Percentage (%)
High Quality	287	82
Normal quality	58	17
Poor quality	3	1
Total	348	100

The table shows that 287 respondents representing 82% agreed to the fact that the product is of high quality as 58 respondents i.e. 17% says that the quality is normal while 3 respondents representing 1% said that it is of poor quality.

`Question 23: Do you tend to buy or continue patronising peak milk brand as a result of this advert?

Table 25. Analysis of question 23

Options	Frequency	Percentage (%)
Yes	303	87
No	45	13
Undecided	0	0
Total	348	100

The table above indicates that 303 respondents representing 87% said yes while 45 respondents representing 13% said no, no respondent picked the undecided option.

Research Question 3

It was ascertained that majority of the respondents patronize the peak milk brand always. Also, majority claimed that, presently, they are highly propelled by the electronic billboard advertisement of peak milk to patronize this product. Almost all the respondents (301 respondents) believed that placing peak milk advert on the electronic billboard can influence consumers' patronage to peak milk brand.

The reason they gave is that the medium is new and attractive, the animation is captivating and the picture quality is appealing to the eye. But to those who said No that it can propel patronage said is because of the short time frame to display the advert message for easy understanding and also lack of audio to complement the visual. The respondents said that the product is of high quality.

Research Question 4

Will consumers switch brand if peak milk withdraws its advert from electronic billboard?

Question 24 was used to elicit answer to research question 4 and it says: if peak advert is withdrawn from electronic billboard, would you still patronise peak milk?

Table 26. Analysis of question 24

Options	Frequency	Percentage (%)
Yes	170	48
No	100	28
Partially	78	24
Total	348	100

The above table shows that 170 respondents representing 48% agreed to yes, 100 i.e. 28% said that they would not stop patronising peak, while 78 respondents representing 24% said partially.

Research Question 4

It has been discovered that there is closeness in the percentage of those that said they would stop buying peak milk if the advert is withdrawn from the electronic billboard and that of those that said No, they would not stop. Though, the number of respondents of No opinion is a little bit higher.

Discussion of Findings

From data analysed above, the respondents claimed that the newness of the electronic billboard as well as the colourful and bright display which is more visible at night make it captivating and alluring. The emphasis is on the animation (motion picture) of which they called the "movement just like television" alongside the imposing size of the billboard which catches audience attention easily. This actually affirms what Arbitron (2007) research findings said that "a great majority of viewers reported that digital billboard is attractive" as a result draws attention to an advertised product. In line with the theoretical framework of technological determinism, the newness of the medium has propelled the audience to associate with it.

This means that as the words, pictures and other elements of the advert message move, the eye are easily drawn to it. This implies that human eyes are easily attracted to a motion picture rather than static one. Therefore, the audience attentions are drawn to the advert because of the moving elements.

Also, the respondents maintained that the animation of the creamy milk pouring out was appealing. This they mean that as the milk poured, it was as if they were the ones to drink it at that point in time. Same appealing animated picture is applicable to the rotating tin of peak milk. As the milk tin rotates on the screen, the package was so beautiful to look at. Also, the respondents said that the message from the medium is explanatory through the help of movement pictures (animation) explaining the fact that the electronic billboard through its elegant features tend to create a positive impression of peak milk brand in the minds of the audience. This aligns with one of the objectives of advertising listed by Stanton (1981: 22) which says that advertising is meant to "...build goodwill for the company and improve reputation."

As regards the second research question, "What factors hinder the influence of electronic billboard on consumer patronage of peak milk?" It was discovered from the data analysed that the under listed factors might be a hindrance on the influence an electronic billboard might have on the consumers to patronising peak milk brand. These include: Short time frame for advert

message display, lack of audio to complement the video, the brightness of the medium being too strong for the eyes, sharing space with products which might be a competitor therefore distracting the drivers. These factors have been discovered to pose a great threat to the effectiveness of the electronic billboard. It was discovered that the time (6-8 seconds) for which an advert message display is too short for most of the audience to decode the message and act in the desired way. It has been found out that the medium lacks audio complementation to the visual. Unlike the television, the electronic billboard lacks audio that explains what the visual is displaying. This special feature of television is known to aid the understanding of messages.

Therefore, the audience criticises the medium for the lack of audio, saying, "there is no sound to explain the video". This discovery is in line with what Richtel (2010, para. 11) said in his work "Digital Billboards, Diversion drivers can't escape", that the medium is a distraction to the drivers and also the medium share space with other advertisers who might be competitors as a result, "the desired behavioural attitude of consumers might not be achieved." New Life Media (2008: para16) "Digital Billboards" affirmed this finding when it disclosed that "one of the main draw backs of digital billboards is that images are constantly shifting and there's no guarantee that an advertiser's message will be seen by the greatest number of potential consumers..."

This implies that the same features of the electronic billboard which gave it edge over conventional billboard has become a set back to the effectiveness of this medium. In other words, the moving pictures and words are so fast for some of the audience to catch up with.

More so, it was ascertained that electronic billboard has to a great extent increased the consumer preference of peak milk brand against other competitors in the market. The medium through its newness, appealing screen resolution, colourful display, animation (explaining the benefit of peak milk product) and other feature attracted attention to peak brand of milk. Having attracted attention, it sustained their interest and created a positive impression of peak brand in their minds which has translated into preference of the brand. This means that this medium has ended up in increasing the sales of peak milk. Domatob (1990:49) said that the purposes of advertising campaigns include selling function, building brand name, marketing, persuasion, etc. This confirms what electronic billboard has done for peak milk brand. This finding implies that the adoption of electronic billboard advertising can increase preference to a product alongside other factors (brand quality, prize, etc). This is because of its captivating and alluring features.

CONCLUSIONS AND RECOMMENDATIONS

Electronic billboard advertising has helped to create a positive impression for peak brand of milk. This is to say that through the features of electronic billboard, the advertising messages help in making the consumers to perceive peak milk as a brand of quality and worthy of consumption though the effectiveness of electronic billboard in achieving the aim of advertisers can be hindered as a result of factors which the audience perceive as being negative.

These factors include: distractions to drivers, short time of message display, sharing of space with other advertisers, strong bright light emanating from this medium which could cause health hazards and most importantly lack of audio to complement the video.

Notwithstanding, electronic billboard advertising has helped the peak milk brand to win preference over other competing brands in the market. The medium through the animation explains the benefit line of peak milk brand thereby telling the audience what they will gain from the use of peak milk as a brand of milk.In as much as this medium could win consumers 'preference to peak milk brand, it cannot influence the consumers' minds in switching brand when the advert message of peak milk is withdrawn from the electronic billboard.

The electronic billboard advertising is a powerful means of attracting attention, sustaining interest and propelling patronage to any product advertised on it. This is the case of peak milk brand. The medium is effective in creating positive impression for peak milk brand through the effective impact of the features but note that if people end up saying that an advertisement is merely interesting, that means it has failed as an advert because the essence of an advertisement is to sell a product not to entertain the people. Therefore, this medium has not just ended in interesting people but has attracted their attention, sustained and aroused their interest to prefer peak milk brand to other competing milk brands in the market. (Okoro,1998)

In conclusion, the idea that change in challenges prompts reinforcement has led the shift from conventional billboard advertising to the adoption of electronic billboard as a means of aiding better understanding of advert messages. This is to help to explain the benefit of peak milk product to the audience through the special feature of animation just like television. This quest to bring the concept of television that is motion picture into the public domain has given the advertising industry a boost by fostering influence of consumers patronage to the product advertised on the medium.

Following the findings of this research, the researchers hereby recommend as follows:

1. That advertisers embrace this new medium of advertising to reach the mobile audience where the benefit of their products could be explained through animations. It has been discovered that the attribute of television associated with this new billboard called digital/electronic billboard help so much in explaining the benefit of a product through dramatisation. This helps to create interactivity between the sender and the receiver.
2. Also, advertisers should make sure that their messages are simple and easy to understand because of the short time frame and lack of sound. The respondents made mention of the limitation placed on the effectiveness of the electronic billboard by some of its features such as lack of sound, 6-8 seconds of message display, bright light, etc. Based on these features, it is recommended that succinct and simple message

should be created to help facilitate effectiveness in the midst of these drawbacks.

FURTHER RESEARCH

This research still has limitations so further research is still needed on this topic.

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