

## SYSTEMATIC REVIEW OF ADVERTISING ARTICLES IN THE NIGERIA CONTEXT: THEMES, THEORIES, AND METHODS

**NWANGI, OGECHUKWU**

Redeemer's University Ede, Osun State,

**OLAWUWO, GIFT OLUWASAYO**

Redeemer's University Ede Osun, State

**IFEDUBA, EMMANUEL CHUKWUNONYE**

Department of Mass Communication

<https://doi.org/10.37602/IJSSMR.2023.6308>

### ABSTRACT

This bibliography covers scholarly journal articles, books, projects, and reports on Nigerian Advertising. Each piece of work has an annotation that highlights its conclusions, methodologies, research topics, and suggestions. The 70 materials are used for this finding. A systematic analysis was used in collecting the data. Findings revealed that researchers over the years have focused mainly on topics relating to Advertising and marketing, problems and challenges etc, and neglected areas like Advertising and Religion, outdoor advertising, etc. It is therefore recommended that researchers should diversify and research on Advertising and other areas like language and television, newspaper and politics, etc is finished

### 1.0 INTRODUCTION

Nigerian advertising has grown into a sizable industry from its humble beginnings of using town criers to announce the availability of goods and services. Advertising is now essential to the economy of the country because it not only serves as a source of income but also information about goods and services. Advertising's main objective is to communicate the appropriate message to both current and potential customers. Additionally, to inform customers about a business's products and convince them that it is the best. Advertising and public relations are very different from one another. Sponsors or advertising finance and administer anything they have provided funding for.

The advertising message can be spread using a variety of channels, which can be divided into traditional media (such as newspapers, radio, television, magazines, outdoor advertising, or radio) and new media (such as search results, blogs, social media, websites, email marketing, or text messages).

### 2.0 LITERATURE REVIEW

Advertising and billboards: Billboards and advertising: Outdoor advertising is useful for promoting your products in specific geographic areas. While bus benches, transit advertising, and billboards are all very helpful to small-business owners, every successful outdoor advertising campaign begins with the signage at your location. Your exterior sign is frequently

the first thing a potential customer sees. Your sign needs to be both informative enough to let potential customers know what is being sold there and noticeable enough to catch people's attention (without being garish).

The most successful hoarding locations are those that are close to the advertising business. They are typically employed in political campaigns to reach a very broad audience due to their high cost. Most small businesses are probably unable to afford them, and some localities have tight laws controlling where billboards can be placed. They are not allowed, for example, in Vermont.

Leo (2013) Consumers of Amstel malt in Onitsha, Nigeria was used as a case study in an investigation into audience assessment of the use of models in billboard advertising. The findings indicated that models draw more attention to themselves than to the products they are promoting and that audiences remember models more so than the advertised goods. Billboard advertisements were advised to use models sparingly and focus on making the advertised goods or services more noticeable to ensure easy recall.

Nnamdi (2015), The goal of this study is to examine the deft language manipulation used by advertising copywriters to convey their messages. Few words that people are familiar with are used in billboard advertising because it is intended for drivers. This stylistic analysis argues that the language of advertising is not an improper use of Advertising language is an intentional effort to use specialized expressions to convey ideas in a short amount of time and space. It is a field of study with unique demands on language systems, not a model for learning any language.

Advertising and New Media: Traditional and new media marketing are not the same since new media can extend advertising functions much beyond what traditional media can. This new media marketing strategy holds potential, but it also carries risks. It is insufficient to merely make use of the most recent display, mobile, streaming video, gaming, and social media technology. It is necessary to create a framework that not only considers how sophisticated consumers have become when it comes to advertising but also places an emphasis on providing value rather than just exposing customers to the same product over and over again.

In a study conducted by Shittu (2013), the researcher examined how Ahmad Bello University (A.B.U.) students in Zaria perceived and responded to social media advertising (SMA). Since most research has been concentrated in the US and Europe, the study aims to conduct a comprehensive empirical review. To collect data, the field survey method was used along with a questionnaire and focus groups. The research supports addressing the scope and nature of student engagement with SMAs through receptions, perceptions, and engagement.

Anyasor (2018) looked into what aspects or values Nigerian target consumers found grating about SMS advertising and how they reacted to it. Through stratified convenience sampling, a sample of 427 students from state-owned universities in the states of Abia, Anambra, Ebonyi, Enugu, and Imo in Nigeria's southeast geopolitical zone was chosen from the general population. Results showed that the respondents firmly agreed that deceptive SMS advertising that lacks control over permission is irksome and that SMS advertising values that annoy Nigerian audiences include those that are intrusive into privacy, challenging to understand,

unsolicited/disturbing to one's activity, deceptive, confusing, so frequent/high volume, and absence of permission before sending the ad messages.

In this study by David et al. (2015), the impact of advertising on consumers' decisions regarding telecommunication services in Nigeria is looked at. Descriptive analytical frameworks and the Binary Logit Model (BLM) were used to assess the statistical significance of advertising, service quality, consumer income, product self-worth, and related service fees. The research found that while advertising is important, it has little influence compared to the importance of a product's self-service charge and service quality. To increase demand for telecommunication services, the advertising budget for the sector of telecommunications must be increased.

According to Endwell's (2014) analysis of the use of social media as a vehicle for advertising in Nigeria, 35% of business organizations are successful in using it for advertising, 65% use it to inform their fans and followers, and it is advised that more businesses use it to reach their target market. By discovering that 38.00% of consumers preferred MTN due to its alluring advertising and accessibility, Ojenike (2012) investigated the role of advertising in influencing consumers' preference for telecom services offered by telecommunication firms. This study empirically investigates elements that are crucial to celebrities' effectiveness in the context of the Nigerian telecommunications industry in light of another Ibok (2013). It was discovered that perceived credibility and expertise, along with trustworthiness and attractiveness, played major roles in determining how effective celebrities were.

Nkiru et al (2015), examine the degree of sensitivity, attitude, and receptivity to Facebook advertising among young people in Nigeria who are thought to be active social media users. Although there were "attention challenges" in noticing and observing the ads, it was discovered that young people were highly aware of Facebook advertising. The study, which refutes the Uses-and-gratification theory, advises social media advertisers to make their ads more assertive, eye-catching, detailed, succinct and clear, more visible, and better positioned.

Ojo (2017), used Cool FM and Eko FM Lagos as case study in a study to determine the current level of ICT use in Nigerian mass media. The results showed that the adoption and application levels are still far below expectations, which can be attributed to a variety of factors, including inadequate infrastructure, a lack of trained or skilled ICTs personnel, poor knowledge, financial limitations, corruption, shoddy planning, and a lack of political or ideological will. The provision of an enabling environment and fundamental social amenities, investments in ICT development and acquisition, and regular training and retraining of staff in computer literacy and the use of the most recent ICTs are all recommended. used Cool FM and Eko FM Lagos as case studies in a study to determine the current level of ICT use in Nigerian mass media. The results showed that the adoption and application levels are still far below expectations, which can be attributed to a variety of factors, including inadequate infrastructure, a lack of trained or skilled ICTs personnel, poor knowledge, financial limitations, corruption, shoddy planning, and a lack of political or ideological will. The provision of an enabling environment and fundamental social amenities, investments in ICT development and acquisition, and regular training and retraining of staff in computer literacy and the use of the most recent ICTs are all recommended.

According to Asemah and Edegoh (2012), this study looks at the opportunities and challenges of using new media in Nigeria for political advertising. The study's theoretical framework was based on two theories: the agenda-setting theory and the theory of technological determinism. The findings indicate that the political parties in Nigeria are aware of and occasionally use the new media for their political activities. The paper concludes that political parties only use new media to a minimal extent and suggests that they pay more attention to how they can use it to spread political activities.

Okaiyeto et al. (2021), the researcher employed a mixed method to look into the social media advertising trends of First Bank Nigeria and ascertain the advantages and disadvantages of doing so. The results indicate that social media is easy to use and comprehend, that it draws customers' attention to goods and services, that it offers a quick feedback mechanism, and that it aids the bank in making financial savings. The use of social media by banks faces difficulties concerning managing trust, control, technical expertise, identity management, unrestricted audiences, irreversible information, and crisis communications. Only reliable and trustworthy content ought to be permitted on banks' platforms, and banks advertisers are expected to be aware of these areas.

**Advertising and Languages:** In the world of modern science, advertising language is a unique phenomenon and a unique area of research in the field of public relations. Experts from a range of disciplines, including linguists, psychologists, economists, and others are researching it.

Through a few carefully selected advertising messages taken from well-known brand communications in Nigeria, Oluwole (2012)'s study claims that advertising messages are excellent examples of language innovation and literariness. Or to put it another way, clever language, and literary strategies are what lead to effective advertising copy messages. Randomly selected newspaper headlines, press ad body copy, print advertisements, and outdoor billboard call-to-actions served as the source of the data for this study. The article emphasizes the use of puns, condensed and allusive metaphors, rhetorical questions, and metonymy in the selected samples. The text demonstrates how poetry and creativity are used to highlight the continued use of traditional language in advertising copy and literary theory in the practice of advertising in a worldwide environment.

Dalamu (2016) conducted a study on the function of language in the construction of socio-cultural reality. The text serves as a pillar to explain the intended purpose of images in advertising campaigns. Images and texts are the main structural elements of advertisements, and the semiotics of Saussure and Peirce has been used to analyze the ads. As it fascinates the public and can be used to repackage cultural treasures as a means of economic growth and emancipation, reference to antiquity is useful material in advertisements.

To capture the attention of the intended audience, some Pidgin English advertisements in Nigeria use stylo-rhetorical techniques, according to Dada's (2013) study. The advertisements use wrenching language, dramatic exaggeration, and figurative speech instead of cool, reasoned prose to convey their intense emotions. Through stylistic techniques like verse paragraphing, rhyme, and rhythm that are created through repetition and syntactic parallelism, Pidgin English advertisers convey their messages. Copywriters use these tools to craft

messages that are appealing, memorable, and musical. The scope of knowledge in Nigerian advertising and stylistics has increased as a result of the current study.

According to this study by Asemah & Edegoh (2013), the language of persuasion is used for successful advertising campaigns to increase patronage of an idea, product, or service. The language in which information is communicated is extremely important. But the persuasive nature of advertising has led to debates and criticisms. Advertising has come under fire for being wasteful and unnecessary as well as for encouraging people to purchase useless goods. The objectors also claim that a lot of advertising is deceptive and false. To determine how consumers can be convinced to purchase the goods and services advertised.

In Alozie's (2010) article, which used semiotic analysis to examine the cultural values of more than 500 advertisements in Nigerian mass media, it was discovered that images of people and objects were the most frequently used symbols and that most of the advertisements lacked well-known Nigerian ethnic or national symbols. A study by Kehinde (2019), it is investigated how Yoruba advertisements for telecommunications employ figurative language to convey meaning. It was discovered that 12 figurative languages were utilized and described in 25 presentations, indicating that marketers should pay attention to the use of figurative language to draw in audiences and highlight the distinctiveness of native languages.

In Oyedokun (2016)'s study, which uses the Linguistic (Discourse) Analysis approach to analyze the 20 respondents on an equal footing, it is discovered that, despite Freudian psychoanalysis's widespread detractors and protests, people's thoughts and behaviors have been influenced by sexuality, particularly when it comes to the selection of goods and services. It concludes that there are numerous advertisements for brands that aren't typically associated with sex but are still heavily sexualized. To protect the general public from "wild claims" or outright deception, the study suggests censoring all product advertisements.

This essay, by Samson (2008), presents the findings of a study and analysis of 80 randomly chosen recent Nigerian advertisements. According to the study/analysis, personification is used in seven out of the eighty advertisements or 9%. 14%, or 11 out of 80, use alliteration. 16% or 13 out of 80 people use ambiguous language. 10%, or eight out of eighty, speak an indigenous tongue. 8% of people, or six out of eight, speak Nigerian Pidgin. Four out of eighty i.e. 5% use faulty language. Seven out of eighty (9%) use a pun. One advert each i.e. 1% uses simile, climax, and sexist language. The remaining twenty i.e. 25% use simple or plain language. This essay, by Samson (2008), presents the findings of a study and analysis of 80 randomly chosen recent Nigerian advertisements. According to the study/analysis, personification is used in seven out of the eighty advertisements or 9%. 14%, or 11 out of 80, use alliteration. 16% or 13 out of 80 people use ambiguous language. 10%, or eight out of eighty, speak an indigenous tongue. 8% of people, or six out of eight, speak Nigerian Pidgin. Four out of eighty i.e. 5% use faulty language. Seven out of eighty (9%) use a pun. One advert each i.e. 1% uses simile, climax, and sexist language. The remaining twenty i.e. 25% use simple or plain language.

**Advertising and Religion:** In a post-Christian society, there are numerous alternatives to God, including sport, nationalism, astrology, and new religious movements. Yet, many individuals have been able to live without any kind of religion, traditional or alternative. However, marketing firms have discovered a fresh approach to selling their goods: portraying them as

able to fill the void in a godless world; elevating brands to the status of icons; and encouraging followers to become fully committed to the new religion by making purchases, which serve as the decisive act of conversion for unbelievers.

Ukah (2003), In Nigeria, pentecostalism is changing how those who are drawn to it by its practices and resources see their interaction with the local culture and material goods. Christian video production is one of the Pentecostal practices that has caught the public's attention. This essay examines how these popular narratives navigate the cultural marketplace and the local worldview. It makes the case that Pentecostalism's rhetoric, as depicted in locally made video films, is responsible for altering consumer preferences and behavior. In terms of its emphasis on occultism, this type of Pentecostalism speaks the language of conventional worldviews; however, it is tied to a project of a Westernised system of commodity consumption.

According to Marcus (2018), the descriptive analysis showed that image enhancement and membership retention are the two most important reasons for advertising, with the recruitment of new members, reactivation of inactive members, and membership growth being seen as being to a large extent and also important. The media is primarily used for funerals and wedding events, but it is not a particularly effective tool for evangelism. Additionally, it is not important to use TV/radio, signboards, billboards, posters, crusades, conventions, or house-to-house visits. It was determined that advertising in Nigerian churches is driven more by worldly concerns, such as the accomplishment of material goals than it is by spiritual ones. It is advised that more research be done on Nigerian church shoppers, marketing goals, and church marketing activities.

**Advertising and Marketing:** Advertising is one aspect of marketing. While marketing is the overall approach to speaking to customers about your brand, advertising is usually a paid form of messaging designed to lead to sales. Advertising can be short-term for a special promotion or ongoing but usually requires a financial investment.

Dumbili & Williams (2016) examined 31 in-depth interviews to determine whether male and female undergraduate students from a south-eastern Nigerian university exhibit sophisticated levels of awareness of alcohol advertisements. They were tested on their ability to "identify" brand names, vividly recall the messages in the advertisements they had seen, and identify particular bars, eateries, and other places where they had frequently seen alcohol advertisements. The findings show that male students drink more alcoholic beverages than female students.

Another researcher Kazeem et al (2009), examined the type and extent of advertising appeal used for over-the-counter (OTC) products in a Nigerian urban setting. Two coders independently assessed 1,492 advertisements for 49 brands of OTC products. Results showed that the most frequent indications for OTC products were aches and pain (42.9%), anemia/malnutrition (34.8%), and malaria (22.2%). Of advertisements, 92% were targeted at the primary end user. Efficacy appeal had the highest frequency across the three advertising media (100%), while ease-of-use and safety appeal had the lowest frequency (40% and 7.4%, respectively).

Dalamu (2022), this study examined the strategy of Zenith Bank®, using characteristics of children as fascinating instruments to persuade parents-cum-guardians to open a ZECA account

for their children. The study revealed that parents can be persuaded to open an account for their children.

Chido-Amajuoyi et al. (2017) looked into the relationship between adolescent smoking behaviors in five different regions of Nigeria and exposure to tobacco advertising, promotion, and sponsorship (TAPS). To evaluate the association between TAPS exposure and past 30-day (current) cigarette use, ever-cigarette use, and susceptibility to use cigarettes among never-smokers, weighted multivariable logistic regression models were used. The findings demonstrated a significant correlation between cumulative TAPS exposure and increased odds of ever and current cigarette use, as well as increased susceptibility to cigarette smoking among non-smokers. It is necessary to put into practice current regulations and step up efforts to achieve comprehensive bans on all direct and indirect TAPS following Article 13 of the WHO Framework Convention on Tobacco Control.

Paul (2011) investigated how Nigerian Bottling Company's advertising affected sales volume and discovered a strong correlation between the two. It was suggested that businesses educate the general public about the purposes, advantages, and uses of their products. Hindu (2014) used a qualitative research approach to determine the effect of sales promotion and advertising on students' decisions to initially purchase, add to, or change their GSM service in Nigeria. 500 students were chosen from four universities in the northeast to make up the study's population. The results show that because of their affordability and dependability, advertising and sales promotions had an impact on how existing networks changed. The findings will aid service providers in developing

According to Edwin et al. (2014), the purpose of this study is to investigate how advertising affects consumer purchasing decisions within the Nigerian context, with a particular emphasis on Nigeria's status as a developing economy. The findings imply that properly packaged advertisements will persuade consumers to try out the specific product and that such advertisements should run long enough to pique consumers' curiosity and encourage them to make a purchase. The study suggests that it is important to comprehend the various customer segments and their purchasing patterns.

To analyze the relationship between mobile television advertisements and consumer purchasing decisions, Olugbenga (2017) used a mixed method to collect data. It was discovered that people's decisions about mobile network products and services are more likely to be influenced by the mobile network advertisements they watch. This implies that while television advertising is effective at swaying consumer choices, mobile network service providers must be more inventive and strategic when putting ads because of intense competition.

According to Ukonu (2004), a communication specialist, advertising as a form of communication employs its persuasive power to promote the use and, consequently, the creation of new and improved products, igniting economic activities that result in the development of a country. In other words, the focus of this article is on the relationship between advertising and national development. Abhay (2010) looked into how quickly Asian imports and exports have increased relative to other parts of the world, with China and India emerging as the two most significant markets for African products. This paper examines the development

of the advertising industry in India, China, and Nigeria as well as the connections between it and other aspects of the media.

One of the top food drinks in Nigeria's food and beverage industry, Bourn Vita, was the subject of an extensive study by Ayanwale (2017). The findings showed that advertising had an equal impact on the brand preferences of men and women across a range of age groups. The two main arguments put forth for the preference were the product's rich quality (40.16%) and enticing advertising (42.62%). 71.43% of the respondents said they preferred TV advertising the most. To increase their market share, companies must take proactive measures.

The study by Ajilore and Onyenankeya (2019) looks at the connection between DCPDA and specific public perception indicators like awareness, knowledge, attitude, and behavior regarding advertised pharmaceutical substances. The results showed that respondents' awareness, knowledge, attitude, and behavior towards healthcare-related issues increased as a result of exposure to pharmaceutical drug advertising. They proposed that pharmaceutical firms with substantial financial resources could influence significant purchase behavior by maintaining significant media exposure. A high level of brand awareness, high perceived knowledge, and a positive attitude could result from this, which would then reflect favorably on purchasing behavior.

Marcus (2019) used an experiment to test the situation of thirty undergraduates, and the results of their responses were analyzed using ANCOVA, mean, and standard deviation. The overall effect was insufficiently significant, with the cognitive component experiencing a greater effect than the affective and behavioral components. It was advised that advertisers reevaluate the value of SMS advertising as a standalone mode and exercise caution regarding the information content of their advertisement messages. Gbandi & Imokhai (2018) reviewed the growth of SMS in Nigeria, connected SMS usage to product advertising there, and looked at how consumers reacted to unsolicited SMS product advertising. Additionally, it advises businesses to use SMS to market their goods, particularly when the target market is too big and heterogeneous.

This study by Osagwu and Okafor (2022) looks at how advertising affects young adults' intentions to buy cryptocurrencies in Awka, Nigeria. A questionnaire was used to collect information from 138 people. To examine the effect of advertising on the dependent variable of consumers' intentions to purchase cryptocurrency, advertising-related variables were used. The findings indicated that the majority of advertising-related variables significantly affect consumers' intentions to buy.

According to Peter (2014), this study, which was carried out in several of Nigeria's major cities, was founded on three fictitious constructs. It is confirmed by the data and test results of the hypotheses that there is a favorable relationship between these variables. In particular, when hemispheric literalization is taken into account, the interaction between exposure, recall, and patronage portrays serious activism between the producer and the markets and heightens the consumer's projection as a highly potent actor.

Advertising and Politics: Advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or TV broadcasts, or other forms of mass communication

used to appeal directly or indirectly for votes or financial or other support or opposition in an election campaign are all considered forms of political advertising.

Nevelyn (2015) conducted a content analysis of political advertisements used during Nigeria's general election in 2015. She looked at how much of the ads promoted religious sentiments, how much personal attacks were used, how much they used ethnic, tribal, and regional tendencies, how much hate speech was used, how much issue-based campaigning was used, and how much the ads adhered to the APCON code on political advertising. The findings showed that while socio-cultural issues made up the majority of the ads, 63% of them dealt with non-issues. These findings have important ramifications for Nigerian political advertising and journalism.

In a study published on Sunday (2016), researchers looked at how political advertisements influenced voters' decisions in the 2011 governorship election in Imo State, South East Nigeria. 120 respondents were chosen from each of the two senatorial zones using multi-stage sampling, and they were then given a questionnaire. The results showed that political advertising was widely disseminated to the electorate, radio was the most effective medium for political advertising, and respondents were swayed in their choice of candidates to the extent that they believed such messages to be reliable.

In the 2011 governorship election in Imo State, South East Nigeria, Udeze (2013) investigated the impact of political advertising messages on voter choice. 120 respondents from each of the two senatorial zones were chosen through multi-stage sampling and given a questionnaire. According to the research, radio was the most effective medium for political advertising, and respondents were swayed in their choice of candidates to the extent that they thought the messages were credible. The electorate was also found to be well-exposed to political advertising.

**Advertising and Practice:** Advertising in Nigeria has grown from its earliest beginning of using the town criers to announce the availability of goods and services to become a big industry in Nigeria. Advertising is now very important in the economy of the nation because it serves as a source of information about goods and services and also persuades consumers to patronize the advertised goods and services. This paper aims to critically appraise the practice of advertising in Nigeria. The paper will discuss the development of advertising in Nigeria and the latest trend in the practice of advertising.

Godwill and Chioma (2015). By passing Decrees 55 of 1988 and 93 of 1992, the Advertising Practitioners Council of Nigeria (APCON) has put an end to quack practices in the advertising industry and established a framework for professionalism and self-regulation to bring order to the field.

Ahunanya (2004) conducted a study, and the paper tends to delve deeply into the function of advertising in Nigeria's economic growth. Advertising, it was noted, is the engine that ignites any economy and propels it toward growth on a global scale. According to the study, the government should effectively utilize advertising to sell its policies and programs to the governed as well as its recovery programs.

Bakare & Tolulope (2021), Programmatic advertising (PA) is one of the byproducts of the new internet age, using consumers' data and behavior online to create customized ads for brands through third-party data aggregators. This paper examines the ethical and legal implications of PA in Nigeria, recommending that stakeholders ensure that their activities provide stronger protection of personal data.

According to Makinde et al. (2014), Nigeria's code of medical ethics forbids doctors and healthcare facilities from advertising the services they provide. However, medical tourism facilitators who continue to promote healthcare services on the Internet and social media are challenging this. A review of the code is required, along with clearly defined rules for what constitutes acceptable and unacceptable advertising.

In a study by Bardi (2010), new trends in Nigerian advertising were identified, including Integrated Marketing Communications (IMC), independent media agencies, and global affiliations. One of the issues was the abundance of advertising agencies, along with other problems like a weak economy, low purchasing power, and a shortage of qualified advertising professionals. Professionalism should be pursued with more vigor to keep up with other nations, APCON should open more offices across the country, and welfare programs should be improved to stop the proliferation of agencies.

According to Alozie's 2003 study, savings and product features/benefits have the strongest pull. Additionally, African-oriented values predominated Western-oriented values (such as safety, family, and saving). Findings also lend credence to the idea that advertising stunts economic growth in developing countries by encouraging the purchase of goods and services that the general public cannot afford. This raises the need for additional research on the impact of advertising in African nations.

**Advertising and Print:** Print advertising makes use of physically printed media to reach a large audience of consumers. Newspapers, periodicals, brochures, and direct mail are just a few of the publications that contain print ads. American businesses spent an average of \$25 billion per year on print advertising from 2015 to 2019. Print advertising is still an effective marketing strategy and is still required in some markets, although these numbers have slightly decreased over the past ten years. In ways that digital marketing cannot, it can reach potential clients. According to Lucid Advertising, print materials should be used in conjunction with other media to spread your message, so they should support your overall marketing plan and coordinate with other strategies to help you reach your objectives.

Akpan & Obukoadata (2013) investigated the symbolic interpretations used in print advertisements for a sample of Nigerian products, their relative influence on consumers' purchase decisions, and the implications of this influence on product marketing. It demonstrated a predominance of synchronic convergence in the signifier-signified values of symbols and a negligible diachronic relationship between the symbolic values and consumers' claims of influence over their decisions to buy particular products.

According to Ahmed (2020), the Federal Inland Revenue Services (FIRS), the Nigerian government's revenue-generating agency, has used a print media warning advertisement (WA) to discursively draw attention to the potential risks associated with cybercriminals and their

activities. Given the rate at which cyberelites crimes are increasing globally, governments and other civil societies should look into other ways to raise public awareness.

The study by Julianah (2016): This paper adopts a sociological framework of how images construct meanings, and it analyses six British American Tobacco Nigerian print advertisements in-depth. The paper sheds light on the various messages behind the advertisements and how they promote Nigerian culture. The conclusion of the paper asserts that successful multinational advertisements are driven by culture.

Additionally, content analysis according to Rafiat (2010) was used in this study to examine The Guardian and The Nigerian Tribune. It turned out that advertisements for conduit products and services appeared in newspapers more often than those for content goods and services. The majority of the advertisements aimed to combine factual information with an appealing image, but other message delivery techniques like message tone, message icons, and money-off techniques were uncommon.

A study on the discursive techniques employed in newspaper campaign advertisements for Nigeria's 2011 elections was conducted by Ademilokun (2013). It was discovered that the authors of the texts used discursive techniques like using party symbols as metaphors, using deictic pronouns, asking rhetorical questions, identifying with youth culture, using historical allusions, making an appeal to luck, and portraying other people negatively. The study used a descriptive analysis, which revealed that the most important evangelical motives for church advertising are image building and membership retention, while recruitment of new members, reactivation of dormant members, and membership growth are perceived to be to a large extent and also significant. While it is suggested that finance is significantly very important for spiritual growth, the competition was found to be a small extent and not a significant enough reason for it.

An intensive outlook on the newspaper was carried out by Alali (1994), this article examines the content of obituary and in-memoriam advertisements in Nigerian newspapers to determine the dimensions of content used to manage grief. Ten dimensions of content were abstracted: pictorial representation, the immediacy of announcement following death, funeral arrangements, direct contact and communication with the deceased, belief in personal immortality of the soul, religion, similarity in choice of words, recognition of the temporal nature of life, mourning, and perceived peace.

Ibikunle and Olubunmi (2016) conducted an empirical analysis of the patterns in IP advertising in the Nigerian Guardian Newspaper between 2008 and 2012. It was discovered that conduit IPs were more prevalent than content IPs, that the majority of advertised IPs combined information and images, and that the majority of advertisers used comedic methods. The results of the study can aid in the creation of appropriate frameworks or policies to encourage the creation of content intellectual property, as well as in the development of new strategies for product advertising in today's cutthroat marketplace.

According to Olatunji (2011), redundancy—creative repetition of the most crucial elements of communication—is a tactic used in the world of advertising to make sure that audiences and potential customers understand and respond to messages. The article demonstrates how redundancy affects consumer learning. Six brand advertisements were specifically chosen and

their content was examined to show the prevalence, applications, and restrictions of creative message repetition in advertising as well as suitable suggestions.

**Advertising and New Media:** Online advertising is a type of marketing that uses the Internet as a tool to drive visitors to websites and target and communicate with potential customers. Internet advertising aims to define markets through special and practical uses.

The impact of online advertising on customers' satisfaction with e-tailing firms in Nigeria was investigated by Nwokah & Ngirika (2017). It was discovered that there is a strong and positive correlation between online advertising and customer satisfaction and that this correlation has a big impact on customer satisfaction. Online advertising is a significant factor in determining customer satisfaction because it is seen as a point of contact between consumers and the business from which they purchase their goods. A heuristic model was put forth to demonstrate the strong and moderate relationship between e-mail marketing and customer satisfaction metrics, as well as the need for advertising managers of e-commerce companies to create and formulate programs that will meet the needs of customers.

In their study on online advertising in Nigeria, Udenze and Aduba (2020) used the Diffusion of Innovation Theory to examine the extent to which Nigerian companies are using social media to advertise their goods. 375 Internet users and 6 business owners were surveyed online and in semi-structured interviews as part of a mixed methodology used to generate the data. The findings indicated that Nigerians use social media platforms like Facebook and Instagram to a limited extent as advertising platforms, but business owners should change their perspective and hire media specialists to manage their online activities. The study suggests bolstering the Consumer Protection Council's efforts to protect online consumers and stop cybercrime.

According to Terna (2004), the study used a survey methodology to look into how local internet users perceived the impact of online advertising. The results demonstrate that factors influencing the consumption of online advertising messages included the volume of online advertising and time spent online. Stakeholders should lower their costs so that customers can advertise their goods, as suggestions show that the Internet is not an effective medium for doing so in Nigeria. To advance computer literacy and a general rise in the general level of education among the populace, stakeholders should eradicate poverty. These would support and encourage online marketing.

Aamir (2013) looked into how web advertising affected shoppers in Maiduguri Metropolis. It was discovered that while 39% of respondents had a negative attitude toward web advertising, the majority (100%) of respondents did not. Additionally, 32% of respondents claimed that web advertising only affected their decision to plan for a future purchase, while 42% claimed that it influences their decision to use some products and services. The study also revealed difficulties consumers face when making online purchases, including erratic electricity supply, limited internet access, services that are not as advertised, fraud, and products that are delivered in poor condition.

According to Akinola & Okunade (2016), there are 83,209,380 active GSM internet subscriptions in Nigeria, but usage of the Internet is still largely inefficient. The popularity and acceptance of the Internet as a channel for disseminating marketing and advertising messages,

the demographics of those who look for such messages online, and the extent of Internet usage were all examined in this study. This investigation by Anorue et al. (2020) looks at the role that online advertising plays in the promotion of the Nigeria Professional Football League. It was discovered that the League Management Company (LMC) and NPFL club sides use online advertising to a lesser extent than other league organizers and club sides in advanced countries. The study suggests creating a fully staffed social media marketing team and redesigning.

According to Dunu et al. (2016), the study's goal was to learn more about the difficulties this regulatory body faces and its options in the age of new media. Findings indicate that as regulators and the regulated struggle with the dynamics of a digitized world, regulation and monitoring have grown more complex. The study suggests holding an international regulatory conference, organized by APCON, where key players, including advertisers, advertising agencies, bloggers, web publishers, academics, professional journalists, and citizen journalists, can exchange ideas about how to best regulate Internet advertising in Nigeria.

Onwude et al (2021), a mixed method design involving the combination of quantitative (survey) and qualitative (in-depth interview) research design and a sample size of 380 internet subscribers in Enugu State. Results revealed that Jumia users in Enugu state do not use Jumia online advertising and application frequently, perceive it both perceptively and negatively, and face various challenges while using it. The multi-stage sampling technique was used to collect data, and the chi-square test was used to test the hypothesis. The study concluded that Jumia users do not use Jumia online advertising and application to a large extent despite the fact they are exposed to them.in connection with this

Regulating online advertisements is a significant challenge the Nigerian advertising sector is currently facing, according to Ezinwa (2021). According to a recent court decision, only advertisements by APCON members should be subject to the regulation of online advertisements, but the court did not support the regulatory body. This is not good for society because it exposes people to negative messages and invites quack medicine. To address players' rights and obligations as well as common misconceptions about online advertisements, an appropriate legal framework needs to be put in place. To gain public support, APCON should promote itself, and courts and law enforcement organizations should be aware of APCON and work together with it to support prosecution and enforcement in the public interest.

Galadanchi (2022), the data was obtained using a questionnaire and analyzed using the Partial Least Square Structural Equation Model (PLS-SEM). The study found that both traditional advertising and internet advertising have a positive significant effect on the performance of SMEs, while internet advertising has a moderating effect. SMEs that seek to achieve an optimum level of performance should embrace both traditional and internet modes of advertising, amortize advertising costs and add quality to advertising programs.

Okon & Akang (2016), this study examined the determinants of effective online advertisement and how they affect online shopping behavior in Nigeria, finding that internet surfing skill, ease of website access, advert content, location of the advert on the web page, and quality of advertised products are the major determinants. Recommendations include providing adequate information content, affordable internet facilities, and secured internet platforms to facilitate online purchase decisions.

Advertising and Television: Television advertising is a segment of television programming that is produced and paid for by a company. It is also known as a television commercial, TV commercial, commercial, spot, television spot, TV spot, advert, television advert, TV advert, television ad, TV ad, or simply an ad. It communicates a message that promotes and aims to sell a good, service, or concept.

Taylor's observation that there aren't many studies on globalization and cross-border advertising in developing markets is addressed by Oyedele & Minor (2012). We use semiology to analyze the plots and stories used in television commercials from the two major economic powers in sub-Saharan Africa—Nigeria and South Africa—to fill this theoretical gap in the literature. Our findings suggest that advertisements reflect a romanticized view of middle-ground politics supported by political establishments both at the national and international level, in contrast to earlier cross-national studies on advertising and globalization that contend that advertising reflects cultural and global consumerism values. We also discovered that nations undergoing significant ideological change may have a higher prevalence of advertisements reflecting middle-ground politics.

Ijeh & Oghiagbepha (2022), to put it another way, used observational and survey research methods for their study. The results revealed a low level of advocacy, appearance, testimonials, and mudslinging from politicians, wise men, celebrities, musicians, and comedians. Although the endorsements helped with recall and brought attention to campaign messages, they did not affect voter choice or candidate success. According to the study, Nigerian politicians should increase their credibility, and celebrities should endorse non-profit causes.

According to Mary (2019), television and other forms of mass media are expanding astronomically worldwide. In Iran, Nigeria, and other countries, scientific research is being done on the use of television as a tool for communication and development. With the widespread use of television in contemporary culture, a new audience generation has emerged. In developing nations like Nigeria and Iran, the effect of television advertising on the lives of women needs to be thoroughly and scientifically investigated. The current study assesses how the women of these two countries are affected by television advertising.

### 3.0 METHODOLOGY

The study primarily focuses on Nigerian journal articles with a focus on communication advertising. To gather the sample, we followed three steps: (1) downloading pertinent Nigerian journals; (2) categorizing topics; (3) using library resources; and (4) organizing articles by year of publication. The main electronic database was Google Scholar. Google Scholar was selected because it is among the most comprehensive databases of compiled literature in the Social Science Citation Index and the Arts & Humanities Citation Index, particularly for highly cited journals in communication (Comfort & Park, 2018; Seo & Nah, 2020). First, the authors determined which articles met the inclusion criteria, which were as follows: (1) each article had to be written in English; (2) be available electronically; (3) be peer-reviewed; (4) be listed in the Social Science Citation Index (SSCI) (Y. G. Ji et al., 2022); and (5) have Nigerian advertising as the primary topic. 98 articles in all were gathered. Two authors examined the sample to determine whether advertising communication and the Nigerian context were the

primary research focuses of the study rather than just being mentioned as genetic terms or discussed peripherally to further narrow the eligible studies.

**Screening:** Articles are screened before being included or excluded based on criteria chosen by the author and supported by the relevant databases. To find appropriate articles to be included in the systematic review process, eligibility, inclusion, and exclusion criteria were established during the screening process. First, a 33-year timeline covering the years 1990 to 2023 (based on the total number of related publications retrieved for review) was chosen. The document types were the second inclusion criterion; article journals with empirical data were chosen. The country was the third element of the inclusion and exclusion criteria. Because the subject of this essay is advertising in Nigeria, papers by authors from other countries were excluded. After the identification process, out of 98 documents to be screened, resulting in a total of 28 articles were then removed.

**Eligibility and Exclusion:** The process of determining whether all of the remaining articles (following the screening process) are compliant with the criteria is known as eligibility. Reading the articles' titles and abstracts served as the first step in this process. The criteria for inclusion and exclusion are established. The first category of literature includes books, book series, and review articles. Second, the search efforts excluded publications that were not written by Nigerian authors and concentrated only on articles written by Nigerian authors to avoid any confusion and difficulty in analysis. Thirdly, 33 years have been chosen as the timeline (between 1990 and 2023), which is a sufficient amount of time to observe the development of research and related publications.

**Data Analytic Strategy:** Assessment and analysis were done on the remaining articles. By scanning the abstracts for pertinent themes, the data were extracted. Qualitative analysis was performed using content analysis to identify themes related. The authors then organized themes around established typology. The study's thematic analyses have developed from the articles that were chosen. A thematic analysis was conducted to find themes connected to research trends and patterns in the concept of advertising. To identify the statements and information that address the research question for the study, the author first performed a thematic analysis of the remaining articles.

In this phase, the abstract data were transformed by the author into useful data and guided by the identification of themes, ideas, or meaningful concepts for more connected and related data (Patton, 2002). Finally, this process resulted in a total of ten themes. Discussions and re-evaluations are conducted on an ongoing basis on the appropriateness of the themes.

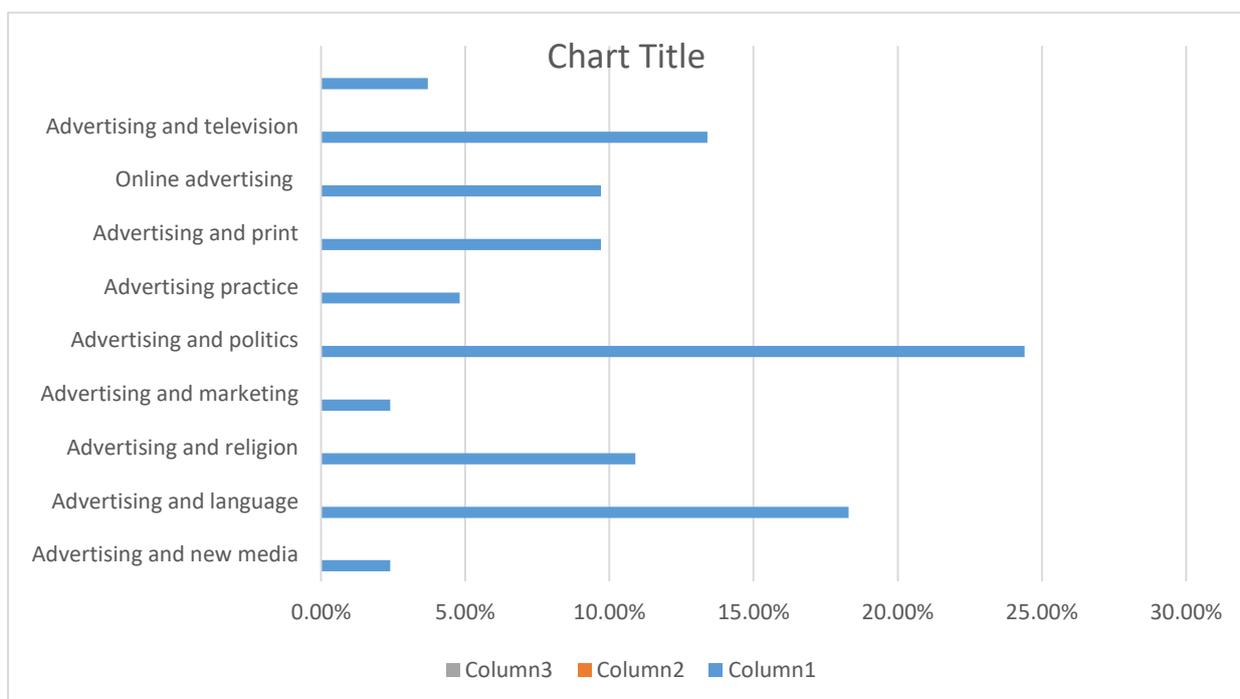
## 4.0 RESULT

### Research question 1

What area of research has more focus from researchers on advertising?

Findings of ninety-eight annotated bibliography gathered by the author on advertising. Out of 70%, 43.7% of the article reviewed were related to marketing advertising. The next area with high focus is online advertising with the percent of 28.3%

S/N	Themes	Total	Percentage
1	Advertising and Billboard	2	5.1%
2	Advertising and New Media	10	25.7%
3	Advertising and Language	8	20.6%
4	Advertising and Religion	2	5.1%
5	Advertising and Marketing	17	43.7%
6	Advertising and Politics	3	7.7%
7	Advertising Practice	6	15.4%
8	Advertising and Print	8	20.7%
9	Online advertising	11	28.3%
10	Advertising and Television	3	7.7%

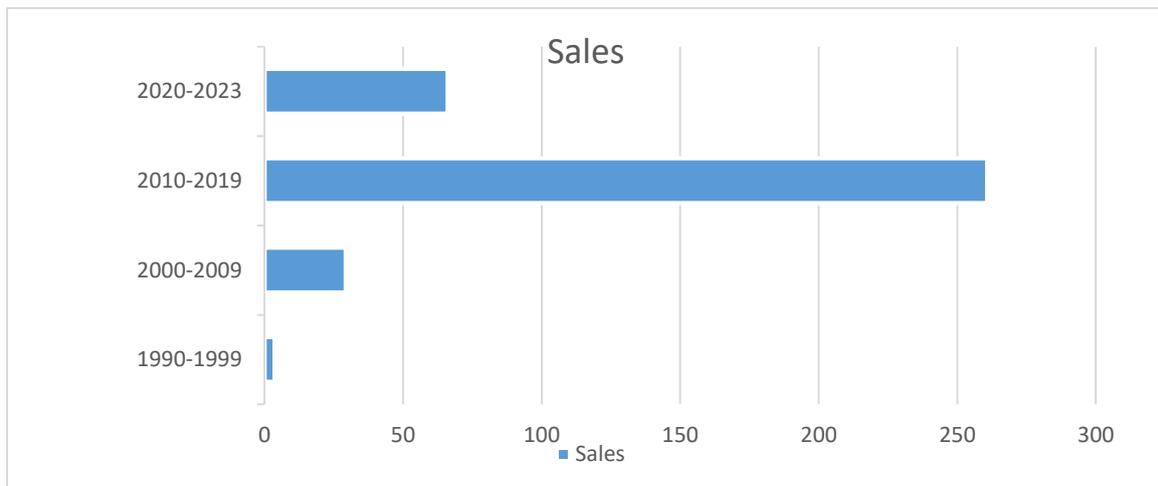


## Research question 2

Which period did researchers focus more on researching advertising?

Findings of the study revealed that 123.4% of article reviewed were published 2010-2019. after this 2020-2023. The articles were about 41.1%

S/N	Duration	Total	Percentage
1	1990- 1999	1	2.6%
2	2000 -2009	5	12.8%
3	2010 -2019	48	123.4%
4	2020 -2023	16	41.1%

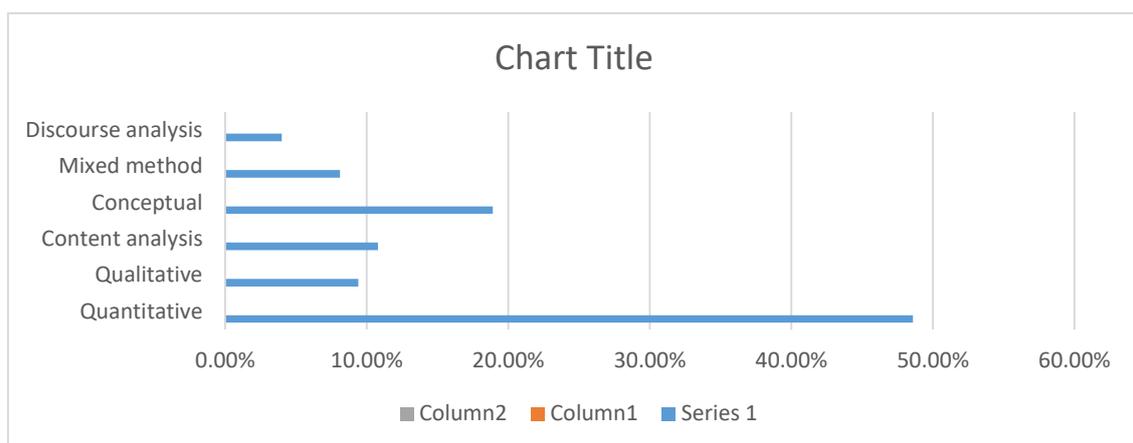


**Research question 3**

What are the frequently used methods?

Findings show that the Quantitative method was mostly used with a percentage of 36 in total.

S/N	Methods	Total	Percentage
1	Quantitative	36	51.4%
2	Qualitative	7	10%
3	Content analysis	8	11.4%
4	Conceptual	10	14.3%
5	Mixed method	6	8.5%
6	Discourse analysis	3	4.2%

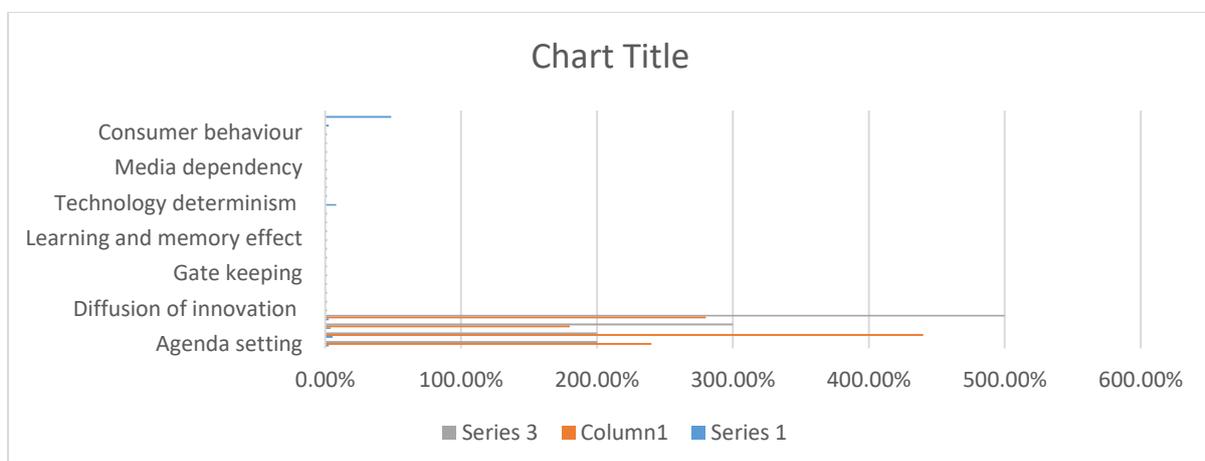


**Research question 4**

What theory was used more in advertising?

Findings show that most advertising articles did not make use of theory while the most used theory is technology determinism theory.

S/N	Theory	Total	Percentage
1	Agenda setting	2	2.7 %
2	Hierarchy of effect	4	5.4%
3	AIDA	3	4.0%
4	Technology acceptance	2	2.7%
5	Diffusion of innovation	1	1.3%
6	Medialization of politics	1	1.3%
7	The functional theory of campaign	1	1.3%
8	Framing	1	1.3%
9	Gate keeping	1	1.3%
10	Cognitive Dissonance	1	1.3%
11	Instant gratification mathematical	1	1.3%
12	Social Cognitive	1	1.3%
13	Learning and memory effect	1	1.3%
14	Cognitive response	1	1.3%
15	Consumer perception	1	1.3%
16	Elaboration likelihood	1	1.3%
17	Technology determinism	6	8.1%
18	Social contract	1	1.3%
19	Culture theory	1	1.3%
20	Perception theory	1	1.3%
21	Media dependency	1	1.3%
22	Diffusion of innovation	1	1.3%
23	Generational marketing	1	1.3%
24	Social culture practice	1	1.3%
25	Consumer behavior	1	1.3%
26	Sales effect theory	2	2.7%
27	No theory	32	48.6%
	Total	70	100%



## 5.0 CONCLUSION

Based on the findings it was reviewed that marketing advertising has more articles than other themes. It was notice that other areas of research are lacking, it is therefore recommended that other areas should also be focused on. Lastly, during the research it was observe that most research lack logical background

## REFERENCES

- Aamir. (2013). Influence of web advertising on consumer behavior in Maiduguri metropolis Nigeria. *Asian journal of social science & humanities*, 2(2).
- Abhay, Chawla. (2010). *Nigeria: Advertising the Economic Engine*. Mass Communication and New Nedia.
- Ademilokun, M., & Taiwo, R. (2013). Discursive strategies in newspaper campaign advertisements for Nigeria's 2011 elections. *Discourse & Communication*, 7(4), 435–455. <https://doi.org/10.1177/1750481313494501>
- Ahmed Tanimu, Jibril. (2020). Mediating Electronic Dangerscapes: A Multimodal Analysis of a Statesponsored Newspaper Warning Advertisement in Nigeria. *Journal of Creative Communications*, 12(1).
- Ahunanya, G.N ( 2004) Advertising and economic development of Nigeria: *Nsukka journal of mass communication*.vol1(1).
- Ajilore, K., Ojo, O. T., & Onyenankeya, K. (2019, January 1). Perception of direct-to-consumer pharmaceutical drug advertising in Nigeria. *Malaysian Journal of Consumer and Family Economics*  
[https://www.researchgate.net/publication/340952241\\_Perception\\_of\\_Direct-To-Consumer\\_Pharmaceutical\\_Drug\\_Advertising\\_in\\_Nigeria](https://www.researchgate.net/publication/340952241_Perception_of_Direct-To-Consumer_Pharmaceutical_Drug_Advertising_in_Nigeria)
- Akinola, O. O., & Okunade, D. O. (2016). Evaluating the use of internet as a medium for marketing and advertising messages in nigeria. *African Journal of Marketing Management*, 8(2), 12–19. <https://doi.org/10.5897/AJMM2015.0459>
- Akpan, I., Akpan, E., & Obukoadata, P. (2013a). A semiotic deconstruction of symbols in print advertising contents: Implications for consumers purchase decisions in Nigeria. *Research on Humanities and Social Sciences*, 3(13).
- Alali, A. O. (1994). Obituary and in-memoriam advertisements in Nigerian newspapers. *OMEGA - Journal of Death and Dying*, 28(2), 113–124. <https://doi.org/10.2190/6w7r-f6w9-35pv-du1m>
- Alozie, E. C. (2003, January 1). Reflections of culture: An analysis of Nigerian mass media advertising. *Ecquid Novi African Journalism*

Studies [https://www.researchgate.net/publication/250231421\\_Reflections\\_of\\_culture\\_An\\_analysis\\_of\\_Nigerian\\_mass\\_media\\_advertising](https://www.researchgate.net/publication/250231421_Reflections_of_culture_An_analysis_of_Nigerian_mass_media_advertising)

Alozie, E. C. (2010). Advertising and Culture: Semiotic Analysis of Dominant Symbols Found in Nigerian Mass Media Advertising. *Journal of Creative Communications*, 5(1), 1–22. <https://doi.org/10.1177/097325861100500101>

Anorue, I. L., Ugboaja, S. U., & Okonkwo, C. P. (2020). Influence of online advertising in the promotion of Nigeria professional football league (NPFL) - Volume 11(1) (2020) - CEJSH - Yadda. *International Journal of New Economics and Social Sciences*, 11(1), 231–246. <https://doi.org/10.5604/01.3001.0014.3544>

Anyasor, Okwuchukwu, M. (2018). Irritation SMS Advertising in Nigeria and Consumer Reaction. *American journal of humanities and social science*, 2(11).

Asemah, E. S., & Edegoh, L. (2012, December 6). New media and political advertising in Nigeria: Prospects and challenges. *African Journals Online*. [https://www.researchgate.net/publication/272451498\\_New\\_Media\\_and\\_Political\\_Advertising\\_in\\_Nigeria\\_Prospects\\_and\\_Challenges](https://www.researchgate.net/publication/272451498_New_Media_and_Political_Advertising_in_Nigeria_Prospects_and_Challenges)

Asemah, E. S., & Edegoh, L. O. N. (2013). Behind advertising: The language of persuasion. *International Journal of Asian Social Science*, 3(4), 951–959.

Ayanwale, A. B. (2017). The influence of advertising on consumer brand preference. *Journal of Social Sciences*, 10(1), 9–16.

Bakare, S., & Tolulope, O. (2021, January 1). The unprotected port: A legal appraisal of data driven (programmatic) advertising in Nigeria. *International Journal of Research and Innovation in Social Science (IJRISS)* [https://www.researchgate.net/publication/354548443\\_The\\_Unprotected\\_Port\\_A\\_Legal\\_Appraisal\\_of\\_DataDriven\\_Programmatic\\_Advertising\\_In\\_Nigeria](https://www.researchgate.net/publication/354548443_The_Unprotected_Port_A_Legal_Appraisal_of_DataDriven_Programmatic_Advertising_In_Nigeria)

Bardi, J. (2010). Advertising practice in Nigeria: Development, new trends, challenges and prospects. *EJOTMAS: Ekpoma Journal of Theatre and Media Arts*, 3(1–2). <https://doi.org/10.4314/ejotmas.v3i1-2>.

Chido-Amajuoyi, O. G., Mantey, D. S., Clendennen, S. L., & Pérez, A. (2017). Association of tobacco advertising, promotion and sponsorship (TAPS) exposure and cigarette use among Nigerian adolescents: Implications for current practices, products and policies. *BMJ Global Health*, 2(3). <https://doi.org/10.1136/bmjgh-2017-000357>

Dada, S.A (2013). Stylo-Rhetorical Devices In Pidgin English Advertisements In Nigeria. *A Peer Reviewed International Journal*, 1(1).

Dalamu, T. (2016). Text and image of advertising in Nigeria: An enterprise of socio-cultural reproduction. *Advances in Language and Literary Studies*, 7(6), 197–208.

- Dalamu, T. O. (2022). Discoursing children characteristics of Zenith bank®, Nigeria, advertising: An expression of clause as representation. *Journal of Language and Linguistic Studies*, 16(1), 333–365. <https://doi.org/10.17263/jlls.712842>
- David, O. O., Abina, B. M., & Oyeniran, I. W. (2015). Advertising and consumer choice of telecommunication services in Nigeria. *Journal of Competitiveness*, 7(3), 37–49. <https://doi.org/10.7441/joc.2015.03.03>
- Dumbili, E. W., & Williams, C. (2016). Awareness of alcohol advertisements and perceived influence on alcohol consumption: A qualitative study of Nigerian university students. *Addiction Research & Theory*, 25(1), 74–82. <https://doi.org/10.1080/16066359.2016.1202930>
- Dunu, I., Uche, A. O., Obiora, A., & Ojiakor, O. E. (2016, December 5). Internet use abuse or misuse by advertising practitioner in Nigeria: A study of advertising. *Social Science Research (Special Issue)* <https://www.researchgate.net/publication/319254643> [Internet Use Abuse Or Misuse By Advertising Practitioners In Nigeria A Study Of Advertising Practitioners Council Of Nigeria](#)
- Edwin, A. M., Ochei Ailemen, I., Okpara, A., & Bede, U, A. (2014). Conceptual Review of the Effects of Advertising on Consumer Buying Behaviour. *International Review of Social Sciences*, 2(11).
- Endwell Onyinye, Nyekwere. (2014). An Assessment of the Use of Social Media as Advertising Vehicles in Nigeria: A Study of Facebook and Twitter. *New Media and Mass Communication*, 21.
- Ezinwa, C. A. (2021, May 10). Regulating Online Advertising In Nigeria: Challenges And Prospects. *Social Science*. <https://www.researchgate.net/publication/351451706> [Regulating Online Advertising In Nigeria Challenges And Prospects](#)
- Galadanchi, A. H. (2022, May 31). Moderating effect of internet on advertising and performance of small business enterprises in Nigeria. *Journal of Economics, Finance and Management Studies* <https://www.researchgate.net/publication/361003487> [Moderating Effect of Internet on Advertising and Performance of Small Business Enterprises in Nigeria/link/62a3801d55273755ebe1e942/download](#)
- Gbandi, E., & Imokhai, A. J. (2018, January 1). USE OF UNSOLICITED SHORT MESSAGE SERVICE (SMS) FOR PRODUCTS ADVERTISING IN NIGERIA. *Management sciences review (MSR) journal of faculty of management sciences*

- Godswill O. Okiyi ,&ChiomaEteng-Martins. (2015). Professionalism: An imperative for ethical practice of advertising in Nigeria. *Journal of US-China Public Administration*, 12(1). <https://doi.org/10.17265/1548-6591/2015.01.008>
- Hindu Jibril , A. (2014). The Impact of Advertising and Sales Promotion on Initial Purchase, Addition and Change of Existing GSM Networks by Students in Nigeria .*International Journal of Business and Management*, 9(10).
- Ibikunle, O. I., &Olubunmi, F. (2016, June 6). Advertising trends of information products in a Nigerian newspaper. *Library Philosophy and Practice (e-journal)*[https://www.researchgate.net/publication/309720061\\_Advertising\\_Trends\\_of\\_Information\\_Products\\_in\\_a\\_Nigerian\\_Newspaper](https://www.researchgate.net/publication/309720061_Advertising_Trends_of_Information_Products_in_a_Nigerian_Newspaper)
- Ibok, Nkanikpo, Ibok. (2013). Factors determining the effectiveness of celebrity endorsed advertisements: the case of nigerian telecommunication industry. *American Journal of Business and Management*, 2(3), 233–238. <https://doi.org/10.11634/216796061706394>
- Ijeh, P. N., & Oghiagbepha, O. (2022, December 27). Celebrity endorsements in political advertising: A new paradigm shift from the 2016 Edo State.*Benue Journal of Social Sciences*[https://www.researchgate.net/publication/366605442\\_Celebrity\\_Endorsements\\_in\\_Political\\_Advertising\\_A\\_New\\_Paradigm\\_Shift\\_from\\_the\\_2016\\_Edo\\_State\\_Gubernatorial\\_Election\\_in\\_Nigeria](https://www.researchgate.net/publication/366605442_Celebrity_Endorsements_in_Political_Advertising_A_New_Paradigm_Shift_from_the_2016_Edo_State_Gubernatorial_Election_in_Nigeria)
- Julianah Bolade, Adeniji. (2016). A Semiotic Analysis of Selected British American Tobacco Print Advertisements in Nigeria. *Arts and Design Studies* ,36.
- Kazeem B. Yusuff , BPharm, MPharm, PhD. (2009). Advertising of OTC products in a Nigerian urban setting: Content analysis for indications, targets, and advertising appeal. *Journal of the American Pharmacists Association*, 49(3), 432–435. <https://doi.org/10.1331/JAPhA.2009.08016>
- Kehinde Opeyemi, O. (2019, October). Assessing the uniqueness of indigenous language in advertising: Analysis of figurative language used in selected telecommunication Yoruba advertisement in Nigeria( Salawu Abiodun , Ed.). ProQuest. <https://www.proquest.com/openview/ab0367b0f5c25a4e7400fed1bf720438/1?pq-origsite=gscholar&cbl=55152>
- Leo O.N., Edegoh. (2013). Audience Assessment of the Use of Models in Billboard Advertising: A Study of Consumers of Amstel Malt in Onitsha, Nigeria .*International Review of Social Sciences and Humanities* ,6(1), 217–227.
- Makinde, O. A., Brown, B., & Olaleye, O. (2014). The impact of medical tourism and the code of medical ethics on advertisement in Nigeria. *Pan African Medical Journal*, 19(1).

- Marcus, A. (2018, January 1). Advertising motivations of church advertising in Nigeria. *International Journal of Multidisciplinary Research and Development* [https://www.researchgate.net/publication/332170695\\_Advertising\\_motivations\\_of\\_church\\_advertising\\_in\\_Nigeria](https://www.researchgate.net/publication/332170695_Advertising_motivations_of_church_advertising_in_Nigeria)
- Marcus, A. (2019, April 3). Effect of SMS advertising on attitudes of Nigeria GSM phone users. *African Journal of Education, Science and Technology*, [https://www.researchgate.net/publication/332182940\\_Effect\\_of\\_SMS\\_Advertising\\_on\\_Attitudes\\_of\\_Nigeria\\_GSM\\_Phone\\_Users](https://www.researchgate.net/publication/332182940_Effect_of_SMS_Advertising_on_Attitudes_of_Nigeria_GSM_Phone_Users)
- Mary Julius ,Egbai. (2019). The Impact of Television Advertising on Women in Nigeria and Iran. *Predestinasi*, 12(1).
- Nevelyn W., Batta. (2015). Political Advertising and Electioneering in Nigeria: An Analysis of 2015 General Election Newspaper Advertisements. *European Journal of Business and Management*, 7(35).
- Nkiru Esther, O., Chikezie Emmanuel, U., & Chinedu Okey, O. (2015). Social Media Advertising/Marketing: A Study of Awareness, Attitude and Responsiveness by Nigerian Youths. *Online Journal of Communication and Media Technologies*.
- Nnamdi-Eruchalu, G. I. (2015, July 1). AN ANALYSIS OF THE LINGUISTIC FEATURES OF BILLBOARD ADVERTISING IN NIGERIA. *Journal of Modern European Languages And Literatures* [https://www.researchgate.net/publication/361119576\\_An\\_Analysis\\_Of\\_The\\_Linguistic\\_Features\\_Of\\_Billboard\\_Advertising\\_In\\_Nigeria](https://www.researchgate.net/publication/361119576_An_Analysis_Of_The_Linguistic_Features_Of_Billboard_Advertising_In_Nigeria)
- Nwokah, N. G., & Ngirika, D. (2017). Online advertising and customer satisfaction of e-tailing firms in Nigeria. *Intelligent Information Management*, 10(1), 16–41. <https://doi.org/10.4236/iim.2018.101002>
- Ojenike, Bolatito. (2012). Effects of advertising on consumer preference for telecommunication firms in Nigeria. *New Media and Mass Communication*, 6.
- Ojo, A. (2017, August 4). THE IMPACT OF ADVERISING ON MOBILE NETWORK: A STUDY OF ETISALAT NETWORK - *Academia.Edu*. [https://www.academia.edu/34136986/THE\\_IMPACT\\_OF\\_ADVERISING\\_ON\\_MOBILE\\_NETWORK\\_A\\_STUDY\\_OF\\_ETISALAT\\_NETWORK?email\\_work\\_card=title](https://www.academia.edu/34136986/THE_IMPACT_OF_ADVERISING_ON_MOBILE_NETWORK_A_STUDY_OF_ETISALAT_NETWORK?email_work_card=title)
- Okaiyeto, S., Ayodele, S. O., Alade, & Ngantem. (2021, October 2). Gratifications and challenges of banks adoption of social media advertising tool. *New Media and Mass Communication*. [https://www.researchgate.net/publication/355021951\\_Gratifications\\_and\\_Challenges\\_of\\_Banks\\_Adoption\\_of\\_Social\\_Media\\_Advertising\\_Tool](https://www.researchgate.net/publication/355021951_Gratifications_and_Challenges_of_Banks_Adoption_of_Social_Media_Advertising_Tool)

- Okon, S., Efremfon, A., & Akang, A. (2016, October). Determinants of online advertising effectiveness in Nigeria: Implications for consumer buying behaviour. *Equatorial Journal of Marketing and Insurance*, 1(1): 146 - 157 [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2849669](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2849669)
- Olatunji, R. W. (2011). Uses of redundancy in print advertisements in Nigeria. *Journal of Promotion Management*, 17(2), 257–272. <https://doi.org/10.1080/10496491.2011.553785>
- Olugbenga, E. (2017, October 30). Students " preference and purchasing decision through mobile network advertisements. *Academia.Edu*. [https://www.academia.edu/34998992/Students\\_Preference\\_and\\_Purchasing\\_Decision\\_through\\_Mobile\\_Network\\_Advertisements](https://www.academia.edu/34998992/Students_Preference_and_Purchasing_Decision_through_Mobile_Network_Advertisements)
- Oluwole, Coker. (2012). Advertising language as literary language in selected advertising copy in Nigeria. *The African Symposium: An Online Journal of the African Educational Research Network*, 12(2).
- Onwude, N. F., Chima, O. A., Obayi, P. martin, & Clementina, O. (2021, November 29). Audience perception and use of online advertising in Nigeria: A study of Jumia collectibles. *innovations*.
- Osagwu, A. O., & Okafor, E. G. (2022, June 30). Understanding the Nexus Between Advertising and Purchase Intention of Cryptocurrency Among Young Adults in Nigeria. *European Journal of Business and Innovation Research*. [https://www.researchgate.net/publication/362358338\\_Understanding\\_the\\_Nexus\\_Between\\_Advertising\\_and\\_Purchase\\_Intention\\_of\\_Cryptocurrency\\_Among\\_Young\\_Adults\\_in\\_Nigeria/link/633be92b769781354ebb8890/download](https://www.researchgate.net/publication/362358338_Understanding_the_Nexus_Between_Advertising_and_Purchase_Intention_of_Cryptocurrency_Among_Young_Adults_in_Nigeria/link/633be92b769781354ebb8890/download)
- Oyedele, A., & Minor, M. S. (2012). Consumer culture plots in television advertising from Nigeria and South Africa. *Journal of Advertising*, 41(1), 91–108. <https://doi.org/10.2753/joa0091-3367410107>
- Oyedokun Alliuwasiu, A. (2019, June 1). A linguistic (discourse) analysis of language, gender and sexuality in advertising in Nigeria. *Gender and Behaviour*. *African journal* .<https://journals.co.za/doi/abs/10.10520/EJC-16f6057797>
- Paul A., P. A. A. (2011, April). The association between advertising and sales volume : A case study of Nigerian Bottling Company Plc (A. Tolulope C. , Ed.). *Journal of Emerging Trends in Economics and Management Sciences*. <https://journals.co.za/doi/abs/10.10520/EJC133890>
- Peter ,Esuh PhD. (2014). Advertising Slogan Recall and Consumers' Patronage of Mtn Products in Nigeria .*New Media and Mass Communication*, 22.

- Rafiat A., .Oyekunle. (2010). Patterns of Information Products Advertising in Newspaper Media in Nigeria. Africa Regional Centre for Information Science, University of Ibadan, Nigeria, 20(2).
- Samson, o. (2008, January 1). An examination of language use in contemporary Nigerian advertisement copy messages( okanlowonbidemi o &oluga, Eds.). Marang :Journal of Language and Literature. [https://journals.co.za/doi/abs/10.10520/AJA18167659\\_55](https://journals.co.za/doi/abs/10.10520/AJA18167659_55)
- Shittu,A.A(2013) perception of social media advertising among Ahmad's hello university students. The Nigeria journal of communication 11(1)214-242
- Sunday, O.A&Husseini.s.(June,2016)use of hate advertising during the 2015 presidential election.A journal of the department of mass communication university of lagos(7) 3 1-32
- Terna, K.O(2004) The perception impact of online advertising on internet users in Nssukatown:Nsukka journal of mass communication. Vol 1(1)31-49.
- Udenze, S., &Aduba, O. J. (2020). Online advertising in Nigeria: An examination of approaches in facebook and instagram. Galactica Media: Journal of Media Studies, 2(2), 87–122. <https://doi.org/10.46539/gmd.v2i2.62>
- Udeze, S.A (2013). The Influence of Political Advertising on Nigerian Electorate. Kamla-Raj, 4(1).
- Ukah, A. (2003). Adverting God: Nigeria christainnvideo-film and the power of consumer culture. Journal of Religion in Africa, 33(2), 203–231. <https://doi.org/10.1163/15700660360703141>
- Ukonu.M, (2004) advertising and national development: Nsukka journal of mass communication voll(1) pg. 79-86