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**ADVERTISING MEDIA AND BRAND AWARENESS: A STUDY OF SELECTED
TRANSPORT COMPANIES IN BENIN CITY EDO STATE**

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Abstract

This study investigated Advertising Media and Brand Awareness in selected transport companies in Benin City, Edo State. The specific objectives of the study was to examine the impact of outdoor media, broadcast media, print media and digital media on brand awareness in selected transport companies in Benin City. The study applied structured questionnaires to a sample size of 362 respondents drawn using Taro Yameni. The data generated was analyzed using both descriptive and inferential statistics. Descriptive statistics such as frequencies, means and standard deviations were used; inferential statistics such as Pearson Product Moment Correlation Coefficient was also used. The findings of the study showed that there was a significant of outdoor media on brand awareness, but there was no significant impact of broadcast media, print media, digital media on brand awareness of the selected transport companies in Benin City. Based on the findings of this study, and in line with its specific objectives, the transport companies should put efforts at developing their outdoor media to significantly generate brand awareness. On the contrary, the transport companies have not put the necessary effort and resources at developing their broadcast media, print media, and digital media to significantly generate brand awareness, and it is recommended therefore that there is need for the transport companies to be consistent in maintaining and developing their outdoor media. They also need to improve in developing their broadcast, print, and digital media to make them have significant impact on brand awareness.

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Introduction

In this rapidly changing world, marketers want to communicate their message to people so that they can influence the buying behaviour of these people. They adopt different tools to deliver their ideas and messages to the people and advertise their products to the target customers. Nowadays, people are bombarded with lots of information through multi-media like newspapers, magazines, billboards, television and internet. Advertising is one of the tools used for persuasive communication to target audience. Advertising as a form of

communication relies on companies to persuade audience to purchase their products. This communication is usually through various forms of paid media; TV and radio commercials, print advertising, billboards and more.

By using various media, the company influences the consumer awareness of the brand, spreads information about themselves and the brand, educate consumers and contribute to the formation and preservation of a positive image of the company and its products.

One of the advantages of advertising lies in its flexibility to reach out to large target groups of consumers, but on the other hand, it can be directed at a small, precisely targeted consumer segment, depending on the medium used and the objectives to be attained Domazet (2012).

Building a reputable brand has been the major driver for success in the competitive market place. Developing strong brands has been used as an effective defensive mechanism against competition by many business organizations.

Brand equity is regarded as a very important concept in business practice as well as in academic research because marketers can gain competitive advantage through strong brands Keller (2003).

High brand value, a brand with high equity, means that the brand has the ability to create some sort of positive differential response in the marketplace. This can mean that your brand is easily recognizable in advertising or seen on a yard sign. It could mean that when someone asks for a referral, your brand is the first brand recommended to others. All of these are positive responses to the brand - a readily recognizable brand, a brand remembered quickly and easily when needed, one that individuals are willing to pay a premium price to acquire, and a brand recommended to others. Basic branding elements are brand name, slogans, logo, symbols/pictures, and markets served. Aaker (1996).

For organizations to grow and develop successful brands, the importance of advertising media to enhance brand equity is a major factor. Yoo, Donthu, and Lee (2000), through their examination of the relationship between marketing mix elements and brand equity dimensions, concluded that advertising i.e through different media play a prominent role in increasing brand awareness, creating strong brand associations and having strong impact on brand loyalty as it shapes consumers' attitude towards the brand.

Statement of the Problem

Achieving a sustainable competitive advantage is the main important tool in the business world, creating and building brand equity is one of them. Advertising media can build a company brand equity by influencing the dimensions of brand equity which are brand awareness, brand associations, perceived quality, brand loyalty and brand image, but most companies don't seem to understand this. When firms do not adopt variety of advertisement media in addition to other promotional tools/media. Their competitive advantage will not be enhanced. These can impact negatively on the achievement of the goals and objectives of the organization.

Despite the presence of well documented evidence and research on advertising, none to the best of my knowledge has been carried out on the effect of advertising media on brand equity in selected transport companies in Benin City. This therefore is the research gap that this study wants to fill.

Objectives of the Study

The main aim of this study is to determine the effect of Advertising Media on Brand Equity. Specifically, this study intends to:

- Ascertain the effect of Outdoor Media on Brand Awareness in selected transport companies in Benin City.
- Examine the effect of Broadcast Media on Brand Awareness in selected transport companies in Benin City.
- To investigate the effect of Print Media on Brand Awareness in selected transport companies in Benin City.
- To determine the effect of Digital Media on Brand Awareness in selected transport companies in Benin City.

Research Questions

- What is the effect of Outdoor Media on Brand Awareness in selected transport companies in Benin City
- Does Broadcast Media have effect on Brand Awareness in selected transport companies in Benin City
- How does Print Media have effect on Brand Awareness in selected transport companies in Benin City
- In what way does Digital Media have an effect on Brand Awareness in selected transport companies in Benin City

Hypotheses of the Study

H₀: Outdoor media does not have significant effect on Brand Awareness in selected transport companies in Benin City.

H₀: Broadcast media does not have significant effect on Brand Awareness in selected transport companies in Benin City.

H₀: Print media has no significant effect on Brand Awareness in selected transport companies in Benin City.

Digital media has no significant effect on Brand Awareness in selected transport companies in Benin City.

Scope of the Study

The scope of this study focuses on Advertising Media in Faith Motors Limited, Muyi Line Limited and God is Good Motors Limited all transport companies in Benin City. The study covered the period of six months.

Significance of the Study

This study will be a major contribution to the literature on Advertising Media. This study will provide recommendations for organizations and other stakeholders in formulating policies and programmes relating to the issue of Advertising Media.

Review of Related Literature

Advertising Media

Advertising media refers to the various media channels through which advertising is done. Advertising media is used for showcasing promotional contents which are communicated in various forms such as text, speech, images, videos using TV, radio, online, outdoor and so on. Basically they are channels through which companies can advertise their products and services to reach customers Hussain and Nizamani (2011).

Traditional advertising channels

Traditional Advertising channels refer to those old advertising media that existed before the advent of the internet. Over the years traditional advertising channels have been used in promotions, marketers have used traditional forms of marketing such as, sales promotion, media advertising, public relations and direct marketing to encourage prospects to take action or persuade existing customers to continue buying their products/services. This has been done with an aim of increasing sales through branding. However, Jaffe (2005) has deemed these forms of traditional media to be non-viable because of their inability to reach large mass audiences. In fact, according to Jaffe (2005), these traditional advertising channels are dead but not buried Jaffe (2005). This is because some of these traditional channels are still effective and this argument is supported by O'Guinn, Allen, and Semenik (2009). O'Guinn et al. (2009) confirmed that there are some circumstances for which traditional advertising are more effective. It certainly would have been better if there was in-depth comparative study that is looking at each traditional advertising channel in detail. However, the consensus is that today with the development of social media phenomenon and the power of the internet, the traditional advertising methods are not very effective unless they are supplemented with the power of online channel.

Digital Platforms Channel

Digital Marketing is facilitated by multiple channels, as an advertiser one's core objective is to find channels which result in maximum two-way communication and a better overall ROI for the brand. Today, hundreds of digital platforms can be found on the internet and more are created continually. Some of the platforms available in the internet now are; Facebook, Flickr, Twitter, Myspace, Pinterest, LinkedIn, Google+, Live journal, Slide share, Orkut, Meetup etc. Brenda (2012).

Selecting Advertising Media

The choice of a company pertaining to specific media type to choose is based on reach, frequency and impact needed to be achieved. Reach refers to the number of people in the target market who will be exposed to advertising during campaign. Frequency deals with the amount of time a regular person will interact with advertising. In its turn, impact does not deal with numbers but measures qualitative value of message sent Kotler, Wong, Saunders, and Armstrong (2005). Advertisers prefer communication channels where they can influence as many audience senses as possible. For instance, TV uses visuals and sound together, whereas radio engages only hearing. Nowadays, to estimate the impact of message, companies use social media to see how many people have seen advertising, how many shared or liked it.

Importance of Advertising Media

Advertising media plays a pivotal role in businesses and marketing for companies. There are many companies who offer products and services to customers. However, it is impossible for every customer to know about every brand or product. This is why companies advertise and use advertising media to reach customers, and to increase their market share. Depending upon the customer demographics, advertising budget, targets of the company, advertising objectives etc, companies can choose the type of media they want and they can do an advertising campaign. This helps to create a buzz about the brand, showcase the product and service utilities to the customer and build a strong brand. Using all media channels is often referred to as integrated marketing communications and helps a company to build a brand using 360 degree branding. Messaris (1996).

Types of Advertising Media

Advertising media is an important domain in business and advertising. With the passage of time, there have been several ways in which ads are being showcased and can be

communicated to customers. There are different types of advertising media present. Depending upon various parameters like budget, reach, customer preferences etc. companies can choose the required advertising media and help boost their brand. Some of the most important types of advertising media are Barrera (1996):

Broadcast Media

TV and radio are two of the most important advertising media known as broadcast media. Despite the fact that the attention of advertising agencies is shifting towards digital media, TV is still playing significant role in communicating value to customers. According to Belch and Belch (2009), it is often considered to be perfect due to the mix of sounds, visual aspects and motions that help to create vivid perception in consumer minds. Though there are new competitors in the market such as Netflix, TV is seen as the most effective advertising channel Belch and Belch (2009).

Nevertheless, the author found out that the effectiveness of TV ad is declining every year Rubinson (2009).

Moriarty, Mitchell, and Wells (2012) claim that despite its possible cost efficiency, TV advertising is still the expensive way to promote products. National channels airtime cost hundred thousand of euros, not including the expenses of creating high-quality commercial material.

Radio- As a tool for marketing and advertising, radio is the most cost effective tool which a customer can have. Since radios have are high penetration and are easy for customers to buy, they are a good tool for advertising. Radios enable companies to reach out to a wide range of customers. Since radio caters to the needs of a particular city or region, it is a good way to advertise based on customers selected from geographic segmentation. Thus, radio is one of the most effective tools as advertising media.

Print Media

Advertising media like newspapers, magazines, leaflets, brochures, signages, direct mail and other print publications come under print media. With the massive reach of print media, it became a popular tool for advertising. Print media caters to a regional audience and is published in different languages. Hence, print media can cater to a niche audience as compared to broadcast advertising media tools like TV or radio.

The role of print media has been seen in various sectors and tourism destinations especially in the marketing of products and services Răvar (2011). Print media has however, being challenged by newer means of communication for news distribution Alipour, Abbasi, and Ghavidel (2012). Its role in transmitting marketing communications across sectors and industries has been regarded as traditional and non-compliant to changing market events Pantelescu and Ioncica (2012).

Digital Media

Digital media are mass media channels which allow covering broader audience as well as within the single country or in a world's scale. Digital media provide the marketers a mechanism through which they can interact and communicate effectively and cheaply and also a platform where queries put forward by the consumers are answered by the companies quickly. Today's challenges and increasing competition forces the marketers to think of a cost cutting budget and come out of something creative in order to be customer oriented, so digital marketing is the one which facilitate the marketers with both to be cost effective and with a new mode of interaction with the consumers.

Virtual platforms such as digital media provide mass availability and access to more recent information. Digital medium such as smartphones, tablets, smart televisions, and computers are used to place digital marketing message in any form, time and place. With the increasing penetration and usage of mobile phones, mobile advertising has become a critical

aspect for every business. Mobile as an advertising media helps to reach out to customer by promoting messages through SMS, social media chat groups etc. Online and mobile media are also overlapping at times as websites can be accessible both through desktop, laptop and smartphones. Zulu (n.d.). These messages can be placed in several forms on the internet such as images, video, text, animation and games. Using several digital media platforms, companies can demonstrate their products and services and enhance interactivity with their target customers Ceesay and Sanyang (2018). Some of the popular digital platforms channels are content marketing, Social Media Marketing, E-mail Marketing, Blogs, and Search Engine Optimization etc.

Table 1: Main Differences between Traditional and Digital Media

Traditional Media	Digital Media
One to many communication	One to one or many to many communication
Mass marketing that's not targeted	Personalized, mass customization and targeted
Monologue message	Dialogue
Focuses more on branding than communication	Focuses more on communication than branding
Supply side thinking	Demand side thinking
Customer as a target	Customer as a partner – CRM, feedback
Segmentation	Communities
Mainly offline techniques	Predominantly online techniques used
Aims at mass awareness	Awareness created through targeting
Doesn't use many insights or data for decision making	Predominantly online techniques used
Doesn't use many insights or data for decision making	Uses customer insights and data to help with marketing strategies and decisions

Ahmed (2015)

Outdoor Media

Outdoor media include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of one's own brick-and-mortar location, banners, posters, and much more. Even though other media like print, radio and television generate high revenue with advertising, out of home advertisements like banners and billboards can be much more effective than advertisements in print and electronic media. Donth (2004). This is due to many factors which favour outdoor media as a form of marketing communication. Most people today spend more time outside home than indoors. Due to this, most people are involuntarily exposed to advertisement outdoors. Also, unlike television or radio advertising which are aired for only a few seconds, outdoor advertisement like billboards and hoardings are available for consumers round the clock. It is also a very cost-effective medium. Running a full-page newspaper advertisement for a single day in any major newspaper will cost the same amount as putting up ten billboards for a month - and newspaper is not nearly as effective. Messages are delivered continuously and frequently via outdoor advertising Mssapna (2012).

Specialty Media

These consist of items that are given away to the consumer on which the name of the company or brand is printed so that more people get to know about it. For example- carry bags, membership cards, free merchandise like caps or bags, etc. These types of advertising media are more niche and have a narrow reach as compared to the above mentioned media. Zulu (n.d).

Other forms

Apart from the ones discussed above, advertising can be done through transit signs i.e. the small posters that we see on trains or buses, electronic billboards, etc. Some ads can be advertised before the movies in cinema halls as well, where it can reach out to a large group of similar audience in terms of demography or geography. Zulu (n.d).

Brand Equity

Aaker (1991) proposes brand equity as “A set of assets and liabilities linked to a brand, its name and symbol that adds to or subtracts from the value provided by a product or service to a firm and/or to that firm's customers”. Keller (1993) proposes that positive brand equity occurs when the consumer is familiar with the brand and holds some favourable, strong, and unique brand associations in memory. Walgren, Beal, and Donthu (1995) show that a high level of brand equity can lead to high consumer preferences and purchase intentions. Pappu and Quester (2006) defines, brand equity as a multidimensional concept formed from brand awareness, brand associations, perceived quality, and brand loyalty. Kotler and Keller (2006) further argued that brand equity is an important intangible asset that has psychological and financial value to the firm and has effect on consumer's response to the certain brands product purchase. Brands with high equity allow a firm to charge a premium price as well as garner a larger market share in relation to competitors Simon and Sullivan (1993). Keller (2002) separated brand equity into two components: awareness and association. Aaker (1991; 1996) grouped it into five categories: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships.

Brand perceived quality

Brand perceived quality is defined as “the customers' subjective judgment about a brand's overall excellence or superiority and addresses overall quality rather than individual elements” Yacout and Elsahn (2011). Based on Aaker (1991); Ramos and Franco (2005), brand perceived quality has a great impact on building brand equity. They mentioned that perceived quality provides value to a brand in many ways: high perceived quality represents a crucial indicator for customers to buy the brand and allows the brand to distinguish itself from rivals, to charge a superior price, and to have a sturdy base for the brand extension. Thus, high perceived quality means that through the long-lasting experience linked to the brand, customers are able to identify the uniqueness and the power of the brand Yacout and Elsahn (2011).

Brand association

Brand association is defined as “anything linked in memory related to the brand” Aaker (1991). Brand associations depend on customers' experiences with the brand Aaker (1991). Based on Yoo, et al., (2000); Ramos and Franco (2005); Rajh and Dosen (2009); and Sasmita and Suki (2015), brand associations reflect the meaning and the value of the brand in the customers' mind, which helps build brand equity. They mentioned that brand associations represent the cornerstone for differentiation.

Brand loyalty

Brand loyalty refers to the overall commitment of being loyal to a specific brand Yoo, et al., (2000). According to Kumar, Dash, and Purwar (2013); and Sasmita and Suki (2015), brand loyalty is the core of brand equity because it provides a set of regular buyers for a long time. Loyal customers demonstrate more favorable, positive responses to a brand than non-loyal or swapping customers do Sasmita and Suki (2015). Customers with a high degree of loyalty search for ways to cooperate with the brand and share their experiences and involvements with others Kumar, Dash, and Purwar (2013).

Brand trust

This is defined as the willingness of a buyer to rely on the capability of a brand to fulfill the communicated functions and features, which is measured by the brand's ability to deliver its promises Kimpakorn and Tocquer (2010). Brand trust is a part of customer's relationship with the brand Atilgan, Akinci, Aksoy, and Kaynak (2009). Based on Luk and Yip (2008); Rios and Riquelme (2008); Yacout and Elsahn (2011); and Kumar, Dash, and Purwar (2013), brand trust has been conceptualized as one of the CBBE dimensions affecting the overall brand equity. In particular, they highlighted the importance of trust in the context of high involvement settings such as banks.

Brand image

Image plays an important role in differentiating the service of a healthcare provider from that of its competitors Shanthi (2006). For example, a company with a positive corporate image about its programs can bring in individuality and differentiation that leads to high awareness, loyalty, and reputation Heerden and Puth (1995) and is ultimately in a position to attract consumers. Brand Image is the consumers' perception of a brand as reflected by the brand associations held in their memory. Keller (1993) defines brand associations as the informational nodes linked to the brand in the memory of the consumers. In simple words, it reflects consumers' perception about brand based on their experience and knowledge Van Auken (2007).

Brand awareness

This is defined as "the ability of a buyer to recognize or recall that a brand is a member of a certain product category" Aaker (1991). Sasmita and Suki (2015) mentioned that brand awareness helps customers to become familiar and acquainted with a brand, and helps them select the brand at the point of buying. As a result, brand equity happens when the customer has a high level of consciousness, attentiveness and familiarity with the brand. Based on the above arguments, brand awareness is an essential condition for brand equity to build the brand's value added for customers.

Types of Brand Awareness

Marketers typically identify two distinct types of brand awareness; namely brand recall (also known as unaided recall or occasionally spontaneous recall) and brand recognition (also known as aided brand recall). These types of awareness operate in entirely different ways with important implications for marketing strategy and advertising. Brand recall is also known as unaided recall or spontaneous recall and refers to the ability of the consumers to correctly elicit a brand name from memory when prompted by a product category. Brand recognition is also known as aided recall and refers to the ability of the consumers to correctly differentiate the brand when they come into contact with it.

Outdoor Media and Brand Awareness

In Nigeria were most persons leave their homes very early to catch up with different activities of life, the erratic power supply and people not interested to buy/read newspapers,

the outdoor advertising seems to be an imperative marketing tool used in creating awareness and patronage for a firm's products.

In marketing, outdoor advertising plays an integral role in creating awareness of a product and the sales of such goods. In a study conducted by Kotler, Wong, Saunders, and Armstrong (2005), the scholars noted that outdoor advertising achieves this objective by influencing the decisions, behaviour, preferences and attitudes towards the product through explicit visual expression of the goods. The nature and design of the outdoor advertisement could increase or reduce their appeal to the potential customers, hence the reasons explaining the use of bright colors in painting the products Carson, Gilmore, Perry, and Gronhaug (2001).

Broadcast Media and Brand Awareness

Adopting an effective marketing strategy creates brand awareness and the attention of consumers towards products. Through the effects of TV advertisement, consumer became aware of goods and services provided by the company.

According to Kelley and Jugenheimer (2008), exposure of customers to TV advertising generates in general two times more brand awareness than other media types such as newspapers and magazines.

Though radio does not comprise visual elements as television, it is still believed to be one of the most efficient media types. Hollensen (2014) thinks that one of the reasons for that is its low costs. Placing commercials on radio requires much less budget as the time itself is not expensive compared to other medias, and it includes lower production expenses. Cutting costs means that advertisers can increase the frequency of campaigns and rapidly bring awareness among listeners about a brand.

Print Media and Brand Awareness

Print media helps in improving brand awareness as it is able to reach the masses in a short period of time Pantelescu and Ioncica (2012). Traditionally, print media has been used in the form of brochures, magazines, flyers, guides and others by organizations in the marketing and promotion of goods and services. The advantage of this is that when print media is used by marketers through tangible printed handouts, customers will have time to read through the material at their own pace, and have time obtaining the information they need for their decision-making Karam and Saydam (2015). This therefore improves people awareness and brand publicity.

Digital Media and Brand Awareness

Digital media has grown in popularity over the last few decades, and researchers have discovered that companies are using it to raise brand and service awareness among their customers. The greater the brand awareness, the more likely the brand will be recommended to be purchased. Enhancing brand awareness increases the likelihood that it will be treated for making a purchase decision Walgren et al., (1995). Without awareness, the customer will not even be aware of the existence of such a brand, let alone purchase it Mathai and Jeswani (2021). As a result, brand recognition is critical. According to Bhat and Chakraborty (2018) research, online reviews have a substantial effect on brand awareness and perceived value. Based on the above discussed literature digital media has an effect on brand awareness.

Theoretical Framework

Planned Behaviour Theory

The theory stipulates that the intentions toward behaviours can be predicted with high accuracy. Taking into account attitudes, subjective norms and perceived behavioural control, companies can better understand the pertinent issues that drive people to behave the way they do. Using this theory, the company can also predict when someone will likely deviate from an expected behaviour Lüdicke (2006). In the marketing department of the company, planned

behaviour is an important concept because it gives a baseline for knowing the manner in which the target audience most commonly acts in certain situations Armstrong and Kotler (2012). The company, therefore, aims to promote or change this behaviour through different advertising media like print, digital, broadcast and outdoor.

Empirical Review

Shifa (2019) carried out a study to examine the effect of advertising on brand equity of private universities emphasizing communicational factors, media used, source factors and message content. Quantitative research design was used to describe the characteristics of student attitude towards communicational factors. Cross-sectional survey was conducted by distributing structured questionnaire based on Likert type scale to elicit information from the sampled respondents that were 382 students, where the sample size was selected based on stratified sampling techniques. The questionnaires were distributed randomly i.e. to those students studying business and business related programmes at each university proportionately. The total response rate was 91% which was acceptable to make the necessary statistical test. The data collected was analyzed using both descriptive & inferential statistics. Data analysis was conducted using software programs such as SPSS. The findings of the research shows that media used and source factors has statistically significant positive effect on brand equity while message content don't have statistical significant effect on brand equity.

Mathail and Jeswani (2002) carried out a study to examine the association between electronic media and customers' purchase decisions. The facets of brand equity, namely brand association, brand awareness, brand loyalty, and perceived quality, were included to supplement the study and investigate how electronic media advertisement can impact customer purchase decisions. The Structural Equation Modeling technique was used to analyze the data collected from 348 consumers using various telecommunication services across India. Research findings suggested that electronic media advertisement has a significant impact on customers purchasing decisions through the mediating role of brand association, brand awareness, brand loyalty, and perceived quality.

Domazet, Djokic, and Milovanov (2017) carried out a study to investigate the influence of different media of advertising on consumer awareness of the brand, as well as to investigate that influence in the context of socio-demographic characteristics of respondents. The methods used in the work were historical and research (field and online) methods, and include a total of 690 respondents from Serbia in the period February-April 2017. For data analysis, independent-samples t-test and the Spearman's rank correlation coefficient were used. The results showed that television has the strongest impact on brand awareness. The internet and billboards follow, while the weakest effect is that of newspapers and radio.

In another related study on "The Impact of Advertisement and Consumer Perception on Consumer Buying Behaviour" conducted by Malik, Ghafoor, Iqbal, Unzila, and Ayesha (2014) it was revealed that advertising and consumer perception have a positive and significant relationship with consumer purchase decision. Questionnaire was used to collect data from the respondents and a sample of 150 respondents was obtained. Data analysis was done using correlation and ANOVA using SPSS software.

Furthermore, Khraim (2015) conducted a study titled "The Impact of Search Engine Optimization Dimensions on Companies Using Online Advertisement in Jordan." A questionnaire was distributed personally to 121 companies in Jordan. Out of 121, only 102 companies completed and returned the questionnaire, which give 72% response rate. Factor Analysis provided four dimensions which were used later in Multiple Regression. The study revealed that while search engine optimisation connectivity was not significant, the trio of

search engine optimisation competitiveness, search engine optimisation experience and search engine optimisation techniques were all significant.

Gap in Knowledge

Based on the findings of the literature reviewed, it was observed that none of the studies had carried out any research on advertising media and brand equity in selected transport companies in Benin City. This therefore is the research gap that this study wants to fill.

Methodology

Research Design

The study employed descriptive survey research design to find out the effect of advertising media on brand equity in the selected transport companies in Benin City.

Population of the Study

The population of this study was made up of 3820 customers of the three selected transport companies in Benin city namely, Faith Motors Limited, Muyi Line Limited and God is Good Motors Limited. The study covered the period of six months.

Table 2: Population of the Transport Companies

S/N	Transport Companies	Population of Customers
1	Faith Motors Limited	1500
2	Muyi Line Limited	720
3	God is Good Motors Limited.	1600
	Total	3820

Source: Researcher's field survey, 2023

Sample size and Sampling Techniques

The sample size was obtained using Taro Yamane's formula which is given as;

$$n = \frac{N}{1 + N(e)^2}$$

Where: n = Sample size

N = Total Population

e = sampling error (0.05) or 5%

Where N = 3820

Substituting in the formula, we have

$$n = \frac{3820}{1 + 3820(0.05)^2}$$

$$n = \frac{3820}{1 + 3820(0.0025)}$$

$$n = \frac{3820}{1 + 9.55}$$

$$n = \frac{3820}{10.55}$$

$$= 362$$

Hence, the sample size of the study is 362

Sources of Data

The primary and secondary sources of data were utilized in extracting useful information for this study. The primary source of data consisted of the questionnaire while the secondary sources of data consisted of data generated from journals, websites, theses, and textbooks.

Methods of Data Collection

A structured questionnaire was developed and given to the respondents. The instrument adopted a five-point Likert scale. Each item on the Likert scale was rated. The scale was anchored as follows: 1 = undecided, 2 = strongly disagree, 3 = disagree, 4 = agree, 5 = strongly agree. The questionnaire was designed according to the objectives of the research study.

Methods of Data Analysis

Statistical Package for Social Sciences (SPSS) ver. 23 program was used in the data analysis. The study used both descriptive and inferential statistics for data analysis. Descriptive statistics, such as frequencies, and mean scores were used for data analysis. Inferential statistics such as Pearson Product Moment Correlation Coefficient was used in analyzing the relationship between the dependent and independent variables of the hypotheses at 5% level of significance.

Validity of Instrument

The research instrument was validated through content validity. Draft copies of the questionnaire together with the objectives of the study, research questions and hypothesis were submitted to the researcher's supervisor; the supervisor examined the items to determine if they were related to the objectives of the study. He offered useful hints and corrections after examining the instruments which were immediately effected by the researcher.

Reliability of Instrument

The reliability test of the questionnaire was done using Cronbach's Alpha at 0.05 level of significance. The results of the reliability test are shown in table 3 below:

Table 3: Cronbach Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.843	.847	24

Computation: SPSS ver. 23

A correlation coefficient of 0.843 was obtained with the aid of Statistical Package for Social Science (SPSS) ver. 23. The result revealed that the instrument is reliable.

Data Presentation and Analysis

Administration of Research Instrument

A total number of 362 copies of the questionnaire were administered to the respondents using four research assistants. 295 copies of the questionnaire that were fully and properly filled were retrieved giving a recovery rate of 81.5%.

Analysis of Questionnaire

Analysis of Responses in the Questionnaire.

Table 4: OUTDOOR MEDIA

S/N	OUTDOOR	MEDIA	UD	SD	D	A	SA	N	Mean
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PARAMETERS

		1	2	3	4	5			
1	Outdoor media has the potential to change the people's attitude.	0	0	0	18	277	295	4.94	
2	The company's outdoor media are attractive.	0	0	10	2	283	295	4.93	
3	The media help to have greater engagement with the products.	0	0	24	37	234	295	4.71	
4	I understand the message content of the outdoor media.	0	0	23	39	233	295	4.71	
5	I am comfortable with the location of the company's outdoor media.	0	0	17	39	239	295	4.75	
	Average Mean								4.808

Source: Researcher's field survey, 2023

From the above table, the average mean is 4.808, this implies that the respondents strongly agreed with the outdoor media used for advertising by the respective organizations.

Results and Discussion

Table 5: BROADCAST MEDIA

S/N	BROADCAST MEDIA PARAMETERS	UD	SD	D	A	SA	N	Mean
		1	2	3	4	5		
1	Broadcast media advertising creates desire for consumption of goods and services.	0	0	10	0	285	295	4.93
2	The media provides the benefit of exposure to goods and services.	0	0	8	31	256	295	4.84
3	The media facilitates successful creation of brand.	0	0	1	23	271	295	4.92
4	This media facilitates better consumer retention.	0	0	10	0	285	295	4.93
5	Television advertisements arouse a high level of consumer choice and demand of the company's products over any other medium of advertising.			22	50	223	295	4.68
	Average Mean							4.86

Source: Researcher's field survey, 2023

From the above table, the average mean is 4.86, this implies that the respondents strongly agreed with the broadcast media used for advertising by the respective organizations.

Table 6: PRINT MEDIA

S/N	PRINT MEDIA	UD	SD	D	A	SA	N	Mean
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PARAMETERS

		1	2	3	4	5		
1	Print media is an effective tool in improving awareness of the brand.	0	0	21	44	230	295	4.71
2	The print media is effective in the creation of a positive brand image.	0	0	13	44	238	295	4.76
3	Use of print media can help trigger the mind of target customers to reconsider the company's offerings, as compared with other forms of media.	0	0	6	5	284	295	4.94
4	I mostly base my opinions about the company's service from what i read in the print media than from other forms of media.	0	0	5	28	262	295	4.87
5	Print media provides lasting memories about the company's brand.	0	0	0	19	276	295	4.94
Average Mean								4.844

Source: Researcher's field survey, 2023

The above table shows that the average mean is 4.844, this implies that the respondents strongly agreed with the print media used for advertising by the respective organizations.

Table 7: DIGITAL MEDIA

S/N	DIGITAL MEDIA PARAMETERS	UD	SD	D	A	SA	N	Mean
		1	2	3	4	5		
1	Advertisement with digital media helps to easily compare this brand with other brands.	0	0	8	3	284	295	4.94
2	The media provides clear information about the products or services.	0	0	13	50	232	295	4.74
3	Digital media advertisement leads to 24/7 Shopping.	0	0	18	44	233	295	4.73
4	Digital media advertisement helps to have greater engagement with the products.	0	0	12	45	238	295	4.77
5	Digital media provides clear information about the products or services.	0	0	8	3	284	295	4.94
Average Mean								4.824

Source: Researcher's field survey, 2023

From the above table, the average mean is 4.824, this implies that the respondents strongly agreed with the digital media used for advertising by the respective organizations.

Table 8: BRAND AWARENESS

S/N	BRAND AWARENESS PARAMETERS	UD	SD	D	A	SA	N	Mean
		1	2	3	4	5		
1	The company provides easy access and clarity of information when needed during adverts.	0	0	7	32	256	295	4.84
2	I often demand for the company's services after watching its adverts.	0	0	0	20	275	295	4.93
3	The company's adverts causes cognitive response awareness.	0	0	13	5	277	295	4.89
4	The company has an excellent advert presence.	0	0	21	51	223	295	4.68
5	The company's brands are easily recognized through its adverts.	0	0	27	50	218	295	4.65
Average Mean								4.798

Source: Researcher's field survey, 2023

The above table shows that the average mean is 4.798, this implies that the respondents strongly agreed that the various advertising media such as outdoor media, broadcast media, print media and digital media used by the organizations generated brand awareness.

Results and Discussion

Table 9: Summary of the Correlation Result of the Hypothesis.

		Outdoor_Media	Broadcast_Media	Print_Media	Digital_Media	Brand_Awareness
Outdoor_Media	Pearson Correlation	1	-.160**	.076	.057	-.127*
	Sig. (2-tailed)		.006	.195	.332	.029
	N	295	295	295	295	295
Broadcast_Media	Pearson Correlation	-.160**	1	-.351**	.065	.046
	Sig. (2-tailed)	.006		.000	.268	.428
	N	295	295	295	295	295
Print_Media	Pearson Correlation	.076	-.351**	1	.000	.069
	Sig. (2-tailed)	.195	.000		.996	.238
	N	295	295	295	295	295

Digital_Media	Pearson Correlation	.057	.065	.000	1	-.015
	Sig. (2-tailed)	.332	.268	.996		.804
	N	295	295	295	295	295
Brand_Awareness	Pearson Correlation	-.127*	.046	.069	-.015	1
	Sig. (2-tailed)	.029	.428	.238	.804	
	N	295	295	295	295	295

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Computation: SPSS ver.23

The above table indicates that Outdoor Media and Brand Awareness have a correlation coefficient of -0.127, and a p-value of 0.029, this indicates a negligible relationship and it is statistically significant. Broadcast Media and Brand Awareness have a correlation coefficient of 0.046 and a p-value of 0.428 this indicates a negligible relationship and it is not statistically significant. Print Media and Brand Awareness have a correlation of 0.069 and a p-value of 0.238 this indicates a negligible relationship and it is not statistically significant. Digital Media and Brand Awareness have a correlation coefficient of -0.015 and a p-value of 0.804 this indicates a negligible relationship and it is not statistically significant.

Discussion of Findings

Outdoor Media and Brand Awareness

The findings above depicts that there was a significant effect between Outdoor Media and Brand Awareness. This finding is consistent with previous findings of Memphilia (2019), Kotler et al., (2005).

Broadcast Media and Brand Awareness

The findings above depicts that there was no significant effect between Broadcast Media and Brand Awareness. This finding is inconsistent with previous findings of Kelley and Jugenheimer (2008), Hollensen (2014) who all postulated that Broadcast Media has a significant effect on Brand Awareness.

Print Media and Brand Awareness

The findings above depicts that there was no significant effect between Print Media and Brand Awareness. This finding is inconsistent with previous findings of Pantelescu and Ioncica (2012); Karam and Saydam (2015) who all postulated that Print Media has a significant effect on Brand Awareness.

Digital Media and Brand Awareness

The findings above depicts that there was no significant effect between Digital Media and Brand Awareness. This finding is inconsistent with previous findings of Bhat and Chakraborty (2018) who postulated that Digital Media has a significant effect on Brand Awareness.

Conclusion

Outdoor Media and Brand Awareness: The organizations have put all the necessary amount of effort at developing their Outdoor Media to effectively generate Brand Awareness.

Broadcast Media and Brand Awareness: The organizations have not put all the necessary amount of effort and resources towards developing their Broadcast Media to create Brand Awareness.

Print Media and Brand Awareness: The organizations have not developed their Print Media to the extent of generating Brand Awareness.

Digital Media Brand Awareness: The organizations have not put all the necessary amount of efforts and resources towards developing their Digital Media to create Brand Awareness.

Recommendations

Outdoor Media and Brand Awareness: The organizations should maintain their consistencies in developing their Outdoor Media that will continue to have significant effect on Brand Awareness.

Broadcast Media and Brand Awareness: The organizations should improve on developing their Broadcast Media in order for it to have significant effect on Brand Awareness.

Print Media and Brand Awareness: The organizations should improve on developing their Print Media in order for the media to have significant effect on Brand Awareness.

Digital Media Brand Awareness

The organizations should improve on developing their Digital Media in order for the media to have significant effect on Brand Awareness.

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