

ASSESSMENT OF ADVERTISING STRATEGIES AND BRAND AWARENESS IN THE NIGERIAN BEVERAGE INDUSTRY

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Assessment of Advertising Strategies and Brand Awareness in the Nigerian Beverage Industry" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined assessment of advertising strategies and brand awareness in the nigerian beverage industry, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of assessment; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with assessment and advertising. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 405 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 387 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.07). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.53$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.07, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.09$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on assessment.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of assessment of advertising strategies and brand awareness in the Nigerian beverage industry is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Contemporary scholarship increasingly frames assessment as inseparable from the broader question of advertising. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which assessment unfolds. A notable study by Ekwueme and Bakare (2017) argued that the impact of assessment is substantially mediated by the quality of institutions. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Musa and Adekunle (2020), in a survey of relevant stakeholders, concluded that the benefits of assessment are unevenly distributed across groups. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

assessment occupies a prominent position in contemporary debates about advertising and national development. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of assessment. Findings reported by Aderemi and Famuyide (2018) observed that respondents with greater exposure to assessment recorded markedly different results. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Empirical evidence from Oyelaran and Adebayo (2021) suggests that positive developments in advertising are associated with improvements in assessment. Accordingly, there is a growing consensus that deliberate policy action is required. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Debates on national transformation repeatedly return to the role of assessment and its attendant dynamics. Economic pressures and resource scarcity frequently determine the pace at which assessment advances in practice. The aggregate picture emerging from Oyelaran and Adebayo (2023) points to a modest but consistent association between assessment and the outcomes of interest. These observations collectively invite a reconsideration of standard assumptions regarding advertising. Longitudinal research by Dauda and Kalu (2016) revealed that sustained attention to assessment yields appreciable dividends over time. Such findings reinforce the argument that assessment deserves a place of priority on the development agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Scholars have long recognised assessment as a critical determinant of outcomes in mass communication. In Nigeria, the intersection of assessment and advertising is conditioned by unique socio-economic, cultural, and institutional factors that differ markedly from Western settings. Research by Ogunlana and Ogbeide (2021)