

ELECTRONIC ADVERTISING AND SALES VOLUME OF BEER FIRMS IN PORT HARCOURT**ANUONYEH, ANSELEM****DEPARTMENT OF MARKETING, FACULTY OF BUSINESS ADMINISTRATION,****IMO STATE UNIVERSITY, OVERRI****Abstract**

This study is focuses on electronic adverting and sales volume of Beer firms in Port Harcourt, Rivers State. The study is positioned to investigate the relevance of electronic (online) advertising on volume of sales of brewery firm's products in the consumer market. The study adopted questioners design. The data collected were analyzed using simple percentage and the analysis of variance (ANOVA) statistical tool under the SPSS environment. The major findings of the study include that advertising banners, splash screen, interstitials and electronic mail have significant influence on the volume of sales of beer producing firms in Port Harcourt. It was recommended that firms in the breweries industry should develop the habit of building and maintaining good communication channel to reach out target audience at their convenience. Similarly, the concept of electronic advertising should be adopted by beer manufacturing firms in Port Harcourt in their annual budget.

Introduction

The Nigerian beer industry is the second largest in Africa (Ndem et al. 2019). The extensive use of electronic advertising in beer industry does show the potency of most of the tools used on sales volume. It has been observed according to mickinsey and company (2015) that the global beer industry faces its greatest challenge in 50 years. All at once, there is a falling consumer demand, increasingly competitive products, and heightened requirement by retailers and consumers, tougher market access. This confluence of challenging development is not merely creating temporally road blocks for large beer manufacturers; it marks the beginning of difficult era for the entire industry. Brewing is one of the oldest human activities whose origins can be traced back to the Neolithic period. It is not enough that a firm produces a good product or services, prices it well and distributes it to the target market when the customers/consumers are ignorant of what the firm has done, is doing or intends to do. To bridge the gap between a firm and its existing and potential customers requires communications

between the two parties. To communicate is to establish commonness with someone else, to share meaning, information, an idea or attitude between two parties. As Igwegbe (2011:131) puts it, communication is a mutual exchange of ideas, faith, thoughts, opinions, emotions that requires presentation and reception of results in common understanding between or among people or parties. Communications may take several forms such as intrapersonal (one communicates with oneself), interpersonal (direct communication between two or more persons) and mass communication (involving transmission of information to the masses or large group of individuals at the same time through the mass media (Mbiesie, 2014:13). In mass communication, the audience are spatially scattered and as such face-to-face communication is absent. This makes the use of artificial channels (called mass media) imperative. These include radio, television, magazine, newspapers, firms and other means of reaching a heterogeneous audience. Marketing communication, also called marketing promotions, according to Knitz and Boone (2004:561), is the function

of informing, persuading, and influencing the consumers' purchase decision. It is also seen as the effort by a company to design and disseminate information about its products, existence, features and terms and benefits to the target market using different media (Ebue, 2000) and the efficient and effective use of personal and impersonal media by an organization in its effort to influence the attitudes and behavior at the target market for its offering (Obiesie, 2014:17).

The statistics in the beer industries shows that the global market share of the leading companies in (2019), based on volume sales. In that year, Anheuser Busch InBev had the largest beer market share in the world, controlling about 30 percent of the beer volume sales. Second and third placers. Heineken and china resources shows Breweries accounted for 12 and 6 percent of the best market share respectively. The use of the internet as the means of communicating with specific audiences is becoming an increasingly important aspect of contemporary marketing communications. The role of the website and the deployment of the promotional tools, online, has now to be considered an integral part of an organization's overall communication activity, particularly advertising (Fill, 2006:581). Equally found was that in the United states of America (USA), billions of dollars are spent as internet advertising with the following industries spending must –retail (20% of all online advertising); telegram (16%); financial services (12%), automotive (11%) and computing (10%) with a mention of firms in the beverage industry (IAB, 2010).

Sales volume is the core interest of any organization and is based on sales and profit margin. When volume goes up profit margin raises and management is made easier, sales volume, market share and profit

margins is very vital in every business Arowouible (2001).

Kalu, (2005) Jain, (2011), Ajagbe et al (2013) Sales effectiveness is the ability of a company's sales professionals to "win" at each stage of the customer's buying process, and ultimately earn the business on the right terms and in the right time frame. Kalu (2015) opined that the consideration of consumer's personality has been an attributing factor to daily increase in sales volume of both manufacturing and service firms in Nigeria. Researchers in describing sales volume, consider consumers personality as an important variable in purchase decision (Aaker, (1990), Chen, (2001) Ajagbe et al, (2015b) Similarly Ajagbe et al (2011) defined sales effectiveness as an assessment of the results generates by the investment in certain types of sales strategies and procedures. The idea is to determine if the returns generated by the sales efforts are equitable in relation to the investment in time, money, and other resources to achieve those sales. The goal is to use this determination of sales effectiveness as a means of deciding of the current if sales approach is working sufficiently well to sustain the company, or if changes in strategies or even the structure of the sales force is in order. This is as connection to digital marketing theory for digital marketers, the theoretical frame work of digital marketing includes all the strategies on how to best reach this online cadence. This might include email marketing, direct message marketing to reach people on their mobile devices; video streams, and social media announcement.

Consequently Amira (2013) carried a study on electronic advertising and sales volume in Canadian Companies which was geared on the effect of electronic advertising on consumer's patronage using simple

regression for testing the hypotheses. The findings include that consumers of beverages react quickly to online adverts of products of their choice as well as product greatly. Daniel Abah et al (2015) in their study on the effect of electronic advertising on sales volume on Benue Brewery Limited showed a relationship between electronic advertising and sale volume. survey approach was adopted with 384 respondents. The study concluded that the media of advertising used by Benue Brewery Limited were suitable, the messages were effective and there was significant relationship sales volume of BBL. Akanbi and Adeyeye (2011) examined volume with respect to Nigeria Bottling Company. The aim was to look at the impact of advertising for the growth of the company sales, market share and profitability. Student " T " test and ordinary square regression were used in testing the hypotheses. The study has it that there is a significant relationship between advertising and sales of the company. Olusola (2011) also examined the impact of advertising on the sales and profit of a business organization, using starcomms plc as a study, structured questionnaire were used to administers fifty-five staff measure and customers of starcomms plc, the study found out that advertising significantly

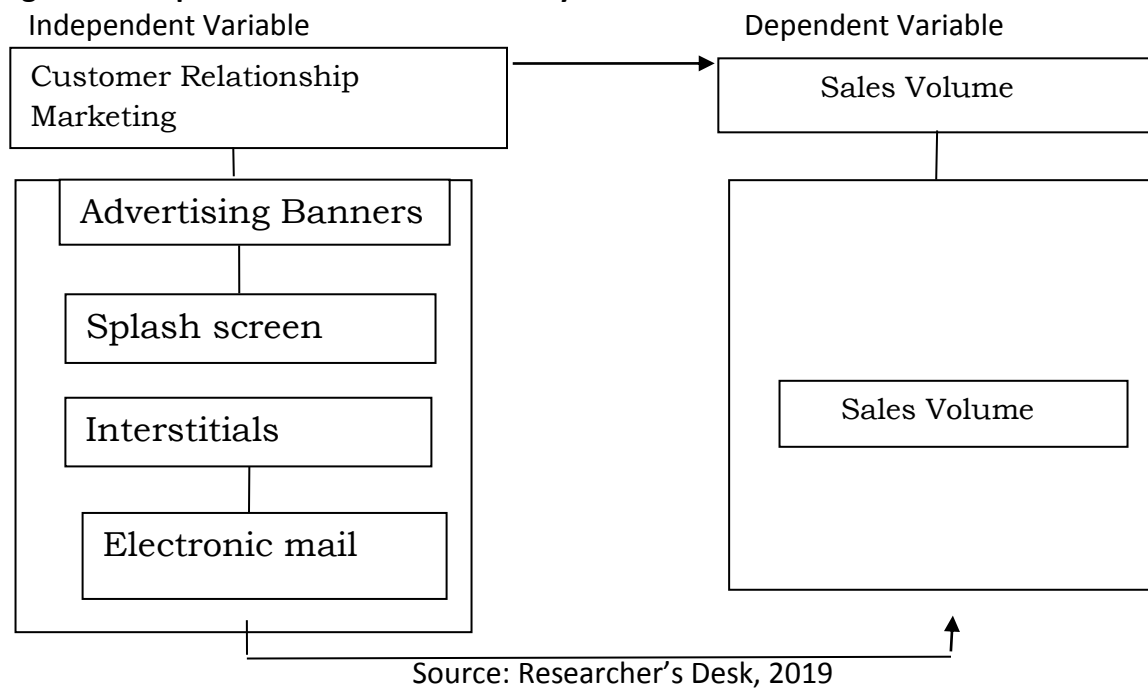
influenced sales performance and thus in carrying out business operations. It is against this background, the extensive use of electronic advertising in the beer industry does not have any corresponding research to show the potency of most of the tools used on sales volume.

This gap represents the research interest that was predicted on the four major objectives of electronic advertising tools; advertising banner, splash streets, interstitials, and electronic mail used in the industry, hence, the gap. Therefore, to what extent does advertising banners affect sales volume of beer firms in Port Harcourt?, what is the significant influence of splash screen of beer firms on sales volume?, is it true that interstitials influences sales volume of beer firms?, how does electronic mail influence volume of sales in beer firms. Specifically, the objectives are, to examine the extent to which advertising banners influence sales volume of beer firms in Port Harcourt, access the significance influence of interstitials on sales volume. Evaluate the influence of splash screen on sales volume in Port Harcourt, and examine the influence of electronic mails on sales volume on beer firms. Therefore, the study investigates electronic advertising and sales volume of beer firms in Port Harcourt.

Literature Review

Conceptual frame-work

Fig 1.1 Conceptual Framework of the Study



Electronic Advertising

With the technological advancement taking place and internet being accessible easily, online advertising is such a tool of marketing which is most current and real. Since internet has become a communication platform, the frequent use of internet advertising emerges naturally. Online advertising which is based on internet advertising is a new medium with the use of internet and related digital technologies to achieve marketing objectives." (Chaffey et al. 2006). This strategy of marketing involves of electronic means to get the website traffic to capture, target and deliver the message of marketing to the potential customers in order to have maximum coverage and to reach customers at a large online advertising is one of the effective tools, with availability of internet. Commonly known as web advertising or internet advertising, online advertising uses websites as their means to deliver their message to consumers.

Adequate channel of advertising with a right campaign will become one of the success factors of the company in this competitive environment. Cooperates with adequate use of internet and high quality of their websites can attract huge traffic in order to achieve the objective of internet marketing. E-Marketing however does not give this guaranty that the company will gain a competitive advantage in the market by choosing this technique of marketing and advertising. The biggest benefit of online advertising is the quick promotion of product information of the potential consumers without geographical boundary limits. E-advertisement is purchased through one of the following three ways is (a) Cost per Thousand (CPM); In this method of advertising, advertisers pay when their message are exposed to specific number of audiences. (b) Cost per click (CPC): In this method of advertisement, advertisers make payment every time a user clicks on their

advertisement. (c) Cost per action (CPA): In this method advertisement, advertisers only pay when a specific action (generally a pure case) is made. Electronic advertising is an attempt to release information on the Internet in order to establish a relationship among vendors and buyers. Internet advertising aims at strengthening the position of a specific brand in the market (brand building) or attempt to evoke direct response from consumers. This latter type of advertising has great advantages compared with other advertising means, such as television or radio that do not support bi-directional communication and transactions. Moreover, Internet advertising can be defined as every form of commercial content, available through the Internet and designed by a company, in order to inform consumers of a good or a service (Schlosser et al, 1999). Electronic (internet) advertising provides an environment for marketing products and services through interactive and colorful catalogs and provides audience with current and available information. It allows target audience to make both local and international purchases. Today, there are numerous websites designed to promote sales and to maintain relationships with customers. As opposed to other media tools, a company website can provide more comprehensive information on the product line and can turn directly to the target audience. With this information, the target audience can make the purchasing decision more efficiently Luk, Chan and Li., (2002).

Indices of Electronic Advertising

Some of the primary elements of electronic advertising adopted by the study and as were enlisted by Siomkos (2004) includes:

Advertising banners

Advertising banners are the most common form of Internet advertising. They rent advertising space in websites and are usually visible on the upper or lower section of a page. Most banners are click-through, linking to the web page of the advertiser. While planning, attention must be paid to file size, as it affects the time necessary for an advertisement to load on the user's computer. The size of image files should be between 7KB and 10KB. The smaller the size of a file, the faster it loads. Advertising banner designers pay a lot of attention to image sizes, as slow loading can make viewers impatient and change their web location before the banner has fully loaded Dabner (2004).

Splash screens

A splash screen is a starting web page used to attract attention for a short time, before directing to the website's home page, or used to inform users of the type of advertising or other software that is required in order to view the page. The great advantage of splash screens compared with other advertising methods is that one can create modernistic multimedia effects or provide plenty of information on a single visit.

Interstitials

Interstitials are advertisements that appear on the user's screen while a home page loads. They are also referred to as pop-ups and interstitial. Interstitial messages are similar to TV commercials in the sense that they interrupt the main flow of transmission. Their size varies from a small space to full screen and they allow for incorporating multimedia. The advantage of interstitial advertisements is that they will undoubtedly be perceived by viewers. Their disadvantage is that they can irritate users, whose

navigation is interrupted by advertising messages.

Email (Electronic mail)

Electronic mail is the most frequent activity in which Internet users are engaged, and like conventional mail, it may be used for advertising and communication purposes. Newsletters may be sent by advertisers through electronic mail to those interested in their activities or products. An alternative means of advertising through email is within corporate websites that offer free mail accounts. The holders of these free email accounts should visit the corresponding website in order to view and send emails. Just like conventional mail, electronic mail can be used for advertising and communication purposes for Internet users. The advertiser sends out email with paid advertisements from third companies, mostly in the form of banners. The company itself can also send messages to those considered as potential customers, using email lists. This is the electronic form of direct mail that has many advantages against traditional mail in the sense that it does not involve any postal charges and the recipient can answer directly or by following hyperlinks.

Effect of Electronic Advertising

Information is the fastest traveling element than any other thing in the world. Even communication comes through information. If information is not necessary, communication would have been useless. Since advertising is all about communication of the existence of product to consumers, it has been tool that generates sales for most organizations yearly. This is because electronic advertisement travels faster and wider than personal selling, direct marketing, public relations and other tools of promotional activities put in place by a

company. It travels faster than the product itself, the electronic advertisement has gotten to the place where even the product is not available. A good electronic advertisement has served as a saviour to this product under many circumstances even the midst of severe competition for other related competitive products. It has been the major tool that went all the way in changing consumers' negative impression about the product and persuades them to purchase. Electronic advertising has effect because it has set the product apart as being different and superior to other brands, it has been argued by Ferguson (1974) that "electronic advertising increase barriers to entry and reduces competition on measured by increase in monopoly profit". The argument that advert reduces competition is based on the assumption that the cost of advertising, a new product is prohibitive for any but the large firm in the industry. In order words advertising superiority enables large existing product to block new competitors from entering into market and result in the establishment of monopoly with high price.

Online advertising effectiveness

It is claimed that the usefulness of online advertisement should be assessed by the ability to generate click-through which refers to a user's clicking on a certain web advertisement or some other behavioral responses such as sales or interaction on a website. (BagheriJerian, Parekli (2008), Burns, Lutz (2006), Ghajarzadeh et al (2010). Papadopoulos et al. (2009), Rodgers (2004) others have claimed that straight response is a complex phenomenon which is partly determined by factors relating to the predisposition of the audience, not the advertising itself (Baltas 2003, Bruner II, Kumar 2000). In the study of the factors influencing online advertising, Bezjin-Avery,

Calder (1998) states that there are only two ways to measure the effectiveness of the interactive media. One of them is the persuasiveness of the Media which states that consumer are positive in effect, Preferences, and Purchase intensions.

Sales volume

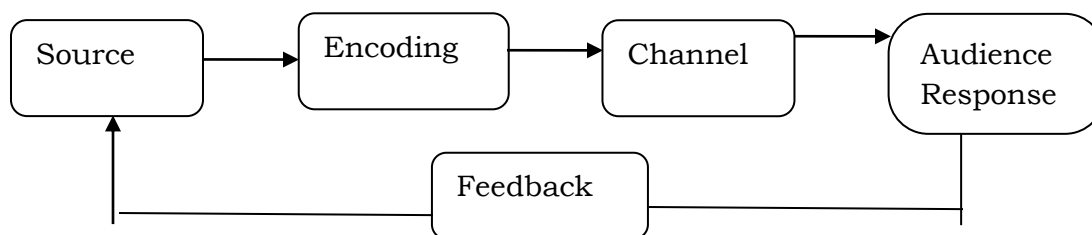
Sales volume is used to measure the amount, usually in cartons/crates, etc of the product been sold at a given point in time. This is commonly used as well with product but it could be as used within a service company. Sales Volume is the number of

units sold within a reporting period that is monitored by investors to see if the business is expanding or contracting Arowomole, (2001).

Theoretical Framework

Communication Theory Process

The theory of communication process was propounded by an American psychologist (Bush P.S &Houston in 1985).The theory is one of the basic requirement for effective practice in consumer orientation and sales driven. It shows how a single message is developed and communication.



Noise

Fig. 2.1 The Communication Process

Source: Bush & Houston 1985

The meditation of reality

According to Thomas J. Barralt (19th Century) the father of modern advertising, meditation of reality as one of the theories of advertising is effective when steered with other media and setting which they are entrenched. Apparently, what makes the advertising persuasive is how they utilize the media to elicit world of fictions and that of sections together and not necessarily the content. What the media do in regards to advertising is describing the excitement and addictions by extending and heightening out neutral responses.

Empirical Review

Nouret (2014) carried a study on the degree of promotional mix elements in Kenya. The study was positioned to investigate the relevance of promotional mix elements on Jordanian shareholding Ceramic and glass production companies. Three

research objectives, questions and hypotheses were collected and tested with the regression statistical tool while the findings suggests that advertising (including, online advertisement), sales promotion and personal selling practices significantly relate with organizational performance. Amira (2013) carried a study on electronic advertising and customer patronage in Canadian companies. The study was geared towards investigating the effect of electronic advertising on consumer's patronage. Simple regression statistical tool were used for testing the formulated hypotheses. The major findings include that consumers of beverages react quickly to the online advert of products of their choice, as well as product quality. Furthermore, Sukhmani (2012) carried a study on the influence of advertng on consumer products with reference to Malaysian economy. The

objective of the study was to investigate the impact of advertising on consumer product. The hypotheses formulated were tested using ANOVA statistical tool. The major findings have it that consumer's patronage are more influenced by firm's product advert alongside the medium/channel through which the advert was broadcasted to target audience. Again Abah Daniel Abah and Abah Patience Olohiyiye in 2015 carried out a study on the effect of electronic advertising on sale volume of Benue Brewery Limited, with the aim of determining the relationship between electronic advertising and sales volume. The study use a survey approach with 384 respondents. The study conclude that the media of advertising use by Benue Brewery Limited were suitable, the messages were effective and there was significant relationship between electronic advertising and sales volume of BBL.

Ndem Samuel, et al. (2019) examined trade promotion and its impact on sales growth of the gunnies PLC in Nigeria. A survey research design was applied with a well-designed questionnaire. A simple random sampling technique was used for sample selection. The analysis 36 questionnaire from the wholesaler and Retailer of gunnies product with a simple regression model on statistical package for social service (SPSS) indicated that sales context, special allowance and buying, allowance has a significant relationship on gunnies product but with varying strength of prediction. Akanibi and Adeyeye (2011) also examined the impact of advertising on sales volume with particular reference to Nigerian Bottling Company. The objective of the study was to examine the impact of advertising as a tool for growth in the company's sales, market share and profitability. The statistical analytical techniques used for this study include student't' test and ordinary lease

square regression method. The secondary date was collected from the company's annual financial records and account for eleven years covering 1999 – 2009. The major result showed that there is a significant relationship between advertising and the sales of the company. The study also showed that there is a significant improvement in the sales of the company as a result of advertising. It was recommended that organization should educate the general public through advertising on the users, functions and benefits of their products.

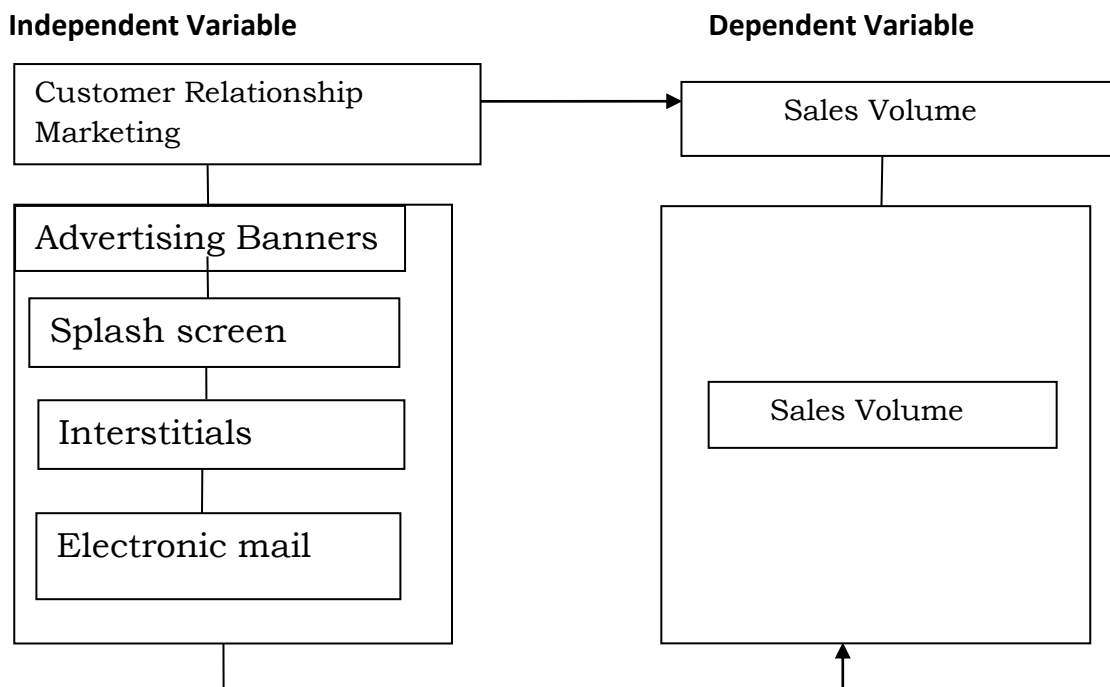
Olusola (2011) examined the impact of advertising on the sales and profit of a business organization, using Starcomms Plc as a case study. He used structured questionnaire, which was administered on fifty five staff members and customers of Starcomms Plc. The study found that advertising significantly influenced sales performance and thus indispensable in business operations. Adamu (2017) also investigated the influence of advertising on organization performance of fast moving consumer goods in the brewery industry, using St. Gorge Brewery as a case study. The research design adopted was cross sectional descriptive design. The population of the study comprised of the staff of St. Gorge brewery from the department of marketing, sales, and distributors. The study used primary date which was collected using self-administered questionnaire. The date collected was analyzed using statistical package for social sciences and presented in tables. The study found out that advertising helps the companies create awareness among customers for their products and services but also serve as a useful vehicle in promoting brand image of products and services offered at the target market. Yousefi (2016) investigated the role of advertising in sales increase of insurance in Hamadan

Province, Iran in 1394. The Descriptive statistics research method was used in this study. The study samples are all insurance employee of Hamadan Province, Iran which included 50 employees chosen based on random sampling. The data were analyzed using T test and regression. It was revealed that advertising has an impact on sales increase. Audio, visual, spoke, traditional and modern advertising have an impact on the amount of sales increase. Sagal (2015) examined the extent to which advertisement affects sales volume of selected telecommunication companies in Mogadishu, Somalia. The study used a survey design; specifically descriptive correlations and descriptive comparative; while the data were collected from 133 respondents using self-administered questionnaire. The study findings revealed that there was a high level of influence of advertisement on sales volume, but this differed among telecommunication

companies in Mogadishu city. Thus, advertisement significantly enhances sales volume. Tyagi and Kumar (2004) examined how advertising management influences of interactivity in the context of online advertising in India. The purpose was to guide ways to design effective online advertising to capture the full advantage of the E-Advertising. The study found out that advertising management influences its effectiveness on the consumers. In the same vein, Wei (2003) in his study on the influence of interactivity level on web users attitude towards commercial websites. It was found out that internet advertising new medium has received attention both academics and practitioners, particularly from effectiveness aspect.

Operational Conceptualization of Variables

Elements of both the independent and dependent variables were represented as shown below:



Source: Researcher’s Desk, 2019

Research Methodology

Anyanwu (2016), has suggested that research design is the development of strategies for finding out something; since in the general life, people do not jump on to solution of problems that confront them rather sit back to access the nature of the problem. On a similar note, Ibekwe (2018) sees research design as a conceptual structure within which research is conducted. However, the study design involves an exploratory survey method.

This study adopted the convenience approach of the non-probability sampling. The questionnaire construction, according to Ibekwe (2012) was constructed in a logical flow reflecting on the dependent and independent variables used in the research questions. To validate the content of the instrument, the study instrument was presented to experts to confirm if the questionnaire contains real aspect of the study that should be included in the test instrument. In their observations and conclusion, they affirmed that the instrument is valid. Then test-retest method was adopted. Based on the responses obtained from a pilot study conducted, a

coefficient reliability of 75.4% was obtained; the result which is greater than the widely cited Cronbach Alpha minimum threshold of 0.70. Therefore, the study instrument is reliable. The Staff of Nigeria Breweries, Pabod breweries and Guinness Nigeria forms the study sample unit. This study adopted the convenience approach of the non-probability sampling. Fifty (50) copies of the printed questionnaire each were shared to the Staff of the three firms. The sources of data for this study consist of two approaches: Primary data which represent the information collected from respondents in the field as raw information; and Secondary data which represent information gathered from various sources like journals, textbooks, online publication Egbulonu (2007) defined the analysis of variance (ANOVA) statistical technique as a ratio of the variation between samples to the variation within the sample, which is usually based on the F-ratio. The F-ratio is a ratio of variation between samples to the variation within the samples. This study however, adopted ANOVA statistical tool with the aid of Statistical Packages for Social Science (SPSS) in testing the formulated hypotheses.

Data presentation, analysis and interpretation

Table: Summary of demographic distribution on the Demographic Distribution of Respondents.

Table: Summary of demographic distribution on the respondents

Variable	Categories	N	%
Brewing Company	Nigeria Breweries Plc.	50	33.3
	Pabod Breweries Ltd.	50	33.3
	Guinness Nigeria Plc.	50	33.3
Total		150	100.0
Gender	Male	138	92.0
	Female	12	8.0
Total		150	100.0

The above table shows the demographic information on the

respondents. From the table, a total of fifty (50) persons (33.3%) were selected from

each of the breweries company. It also showed that 138(92.0%) were male while 12(8.0%) were female

Testing of Hypotheses

In this subsection, the hypotheses earlier formulated in chapter one of this study shall be tested using the Analysis of Variance (ANOVA) technique. Under this model, the criteria for the acceptance or rejection of any of the formulated hypotheses shall be based on the t-statistic and its probability value (p-value). The decision rule shall be to reject the null hypothesis if the p-value of the t-statistic is greater than 0.05 (5%), and vice versa. The results of the tests of hypothesis are presented in Table 4.6.

Hypothesis 1: The result of the test of hypothesis revealed a t-statistic of 9.452 and a p-value of 0.000, as shown in Table 4.6. Since the p-value of the t-statistic is less than 0.05, we reject the null hypothesis and conclude that advertising banners has a significant relationship with the sales volume of beer manufacturing firms in Port Harcourt.

Hypothesis 2: In the second hypothesis tested the result as shown in Table 4.6, revealed t-statistic of 2.473 and a p-value of 0.015. Since the p-value of the t-statistic is less than 0.05, we reject the null hypothesis and conclude that splash screen has a significant influence on the sales volume of beer manufacturing firms in Port Harcourt.

Hypothesis 3: In the second hypothesis test, the t-statistic and p-value are given as -2.500 and 0.014, respectively. Since the p-value of the t-statistic is less than 0.05, we reject the null hypothesis and conclude that interstitials has a significant influence on the sales volume of beer manufacturing firms in Port Harcourt.

Hypothesis 4: The result of the test of hypothesis 4, which is shown in Table 4.6, revealed a t-statistic and p-value of 5.331 and 0.014, respectively. Since the p-value of 0.014 is less than 0.05, we reject the null hypothesis and conclude that there is a significant relationship between electronic mail and the sales volume of beer manufacturing firms in Port Harcourt.

Table: Result of hypothesis tests Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.001	.163		-.007	.995
Advertising Banner	.945	.100	.850	9.452	.000
SplashScreen	-.277	.112	-.226	-2.473	.015
Interstitials	-.149	.060	-.139	-2.500	.014
Electronic Mail	.461	.086	.398	5.331	.000

a. Dependent Variable: SalesVolume

Source: Computed with SPSS

Table: Summary of Hypothesis Test

	Statement of Hypothesis	t-statistic	p-value	Decision
H ₀₁	There is no significant relationship between advertising banners and sales volume of beer firms in Port Harcourt.	9.452	0.000	Reject
H ₀₂	Splash screen does not significantly influence sales volume.	-2.473	0.015	Reject
H ₀₃	Interstitials does not significantly influence sales volume.	-2.500	0.014	Reject
H ₀₄	There is no significant relationship between electronic mail and sales volume.	5.331	0.000	Reject

Source: Table

Discussion of Findings

The following findings were made by the study from the tested hypotheses:

First, the result of the ANOVA showed that advertising banner has a positive relationship with sales volume of beer manufacturing firms in Port Harcourt, which is significant at 5% level of significance. This implies that an increase in the use of advertising banners is likely to increase the sales volume of beer. This is probably because advertising banners provide a significant reach and is less costly than most other forms of advertising. Due to its strategic placement, it can increase awareness and therefore enhance patronage. This result is consistent with Adamu (2017), which established that advertisement not only helps the companies create awareness among customers for their products and services but also serves as a useful vehicle in promoting brand image of products and services offered at the target market. Second, the result established a negative relationship between splash screen advertising and sales volume of beer; implying that an increase in splash screen advertising may lead to reduced sales. This may be as a result of the display of multiple adverts on splash screens, which may not display the firm's advert at the time when most potential customers are journeying. Thus, unlike the advertising banner, which displays only the product information, splash screen displays as many other products as possible. Third, the result also established a negative relationship between interstitials and sales volume of beer manufacturing firms in Port Harcourt. This implies that the use of interstitials has not positively contributed to the sales volume. This may be as a result of the nascent introduction of interstitials in Nigeria and is yet to be fully adopted by most firms. In addition, many users block such interstitials and thus bar such adverts from being transmitted. More so, a lot more persons may not be internet users, and as such do not see such adverts. Fourth, a positive relationship is established between the use of emails and sales volume of beer, which is equally significant at 5% level of significance. This implies that increase in email adverts can increase sales volume. This result also agrees with Nouret (2014) whose findings suggested that advertising (including, online advertisement), sales promotion and personal selling practices significantly relate with organizational performance. This is because such advertisement tool is personalized.

Summary of findings, conclusion and Recommendations

Summary of Findings

The study's summary of findings was presented below:

- (i) The use of advertising banners has a significant positive influence on volume of sales of a beer manufacturing firm in Port Harcourt.
- (ii) Splash screen advertising significantly influences sales volume of beer manufacturers in Port Harcourt but does not contribute positively due to the display of multiple adverts on splash screens.
- (iii) Similarly, Interstitials significantly influences sales volume of beer at 5% but its influence is negative. The result implies that interstitials does not stimulate much patronage as viewers/users of internet can easily block such adverts from popping on their screens.
- (iv) Lastly, a significant positive relationship exists between electronic mail and sales volume of beer products. This means that customers/consumers of beer products in Port Harcourt can easily get advert messages from their personal email address.

Conclusion

The study which deals on electronic advertising and sales volume of beer firms in the breweries industry, having considered the concept of electronic advertising in detail arrived at the conclusion that for manufacturing/marketing firms in the breweries industry to survive in the competitive business environment, serious attention should be paid towards building and maintaining long term communication with current customers. Once there is constant communication and consistent advertisement of products especially beer brands, consumers are likely to build loyalty and in return lead to increasing sales volume.

Recommendations

Based on the findings of this study, the researcher therefore makes the following recommendations:

- (i) Management of beer products in Port Harcourt should emphasize the use of advert banners, which communicates absolutely the awareness of the firm's product and has a wider reach.
- (ii) Splash screens and interstitials should be employed with caution as such means of advertisement may contribute negatively to the sales volume of the firm.
- (iii) Manufacturing firms in the breweries industry should develop an appropriate promotional mix in order to ensure that they reach out to their target audience at their convenient; which will enhance patronage and equally sales volume.
- (iv) The concept of electronic advertising should be adopted by beer manufacturing firms in Port Harcourt in their annual budget with the aim of informing, persuading and enlightening customers section that is loyal to their brand.
- (v) In addition, the study advocates for more commitment on placement of advert on arrangement with electronic mailing service providers to reach out with individual subscribers across their person e-mail address.

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