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THE IMPACT OF ADVERTISING ON SALES PERFORMANCE: A CASE STUDY OF NASCO MARKETING COMPANY, JOS

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Abstract

The study examines The Impact of Advertising on Sales Performance: A Case Study of Nasco Marketing Company, Jos.the objectives aimed at evaluating the impact of brand advertising on the sales performance of Nasco Marketing Company, Jos and determine the effect of direct sales advertisements on the sales performance of Nasco Marketing Company, Jos. Survey research technique was adopted as the design of the study. The data used were sourced from primary sources. A total of five hundred respondents were sampled from both the staff of the company and the customers. The data generated were analyzed using mean and standard analysis. Regression analysis was employed to test the hypotheses formulated. The result from the test of hypotheses revealed that the variables brand advertisement and direct sales advertisement are positive and statistically significant at 5%, indicating that the variable has a positive impact on the sales performance of Nasco Marketing Company, Jos. The study concludes both variables have significant impact on the sales performance of Nasco Company Jos. The study recommends that there is a need for the company management to have a suggestion box and toll-free lines where customers can express their views in the areas of customer reviews and marketing improvement. The brand advertising message must be strong and appealing enough to persuade and build product preference, encourage switching to Nasco Marketing Company, and change the perception of consumers towards rival brands

Keywords*:* Nasco Company, Advertisement, Sale performance, Brand advertisement, marketing

1. Introduction

The ultimate objective of advertising is to raise sales v olume in order to boost the firm's profitability.Advertis ement is a type of mass-produced communication used to inform the public about a company, product, or service in order to change attitudes and raise awareness while also motivating consumer to buy or promote the advertised product or service,(Bannet, 2016). Advertising is one of the major tools' companies use to direct persuasive communication to target buyers and the public. It consists of non-personal forms of communication conducted through paid media under clear sponsorship. The spenders included not any commercial firms but museums, fund-raisers, and various social-action organizations seeking to advertise their causes to various target audiences (Osuagwu, 2018).

According to *Connie* (2014), advertising is a form of communication, the special nature advertising of this is that it is paid for by some interest party who stands to benefit from the communication of the message. More so, getting your name out to the public is the key to raising your sales volume. *Pike* (2018) asserts that marketers are now faced with escalating media costs, often in tandem with declining advertising budget, thus leading them to increased interest in below-the-line promotional opportunities. According to *Abdullahi* (2014), marketing is totally about customers; hence the core mission of marketers is to provide the solution to customers' needs and wants by identifying and meeting them. There are four main factors on which marketing have been built up; these are four elements of the marketing mix: place, product, price, and promotion. Advertising, as a component of the promotional mix further enhance creation of customers' awareness towards organizational products and then the need to patronize such products if it meets the needs, expectation and satisfaction of the consumers (*Belch & Belch*, 2016).

The contribution of sales marketing in the form of advertising to promoting product and service awareness among consumers cannot be overemphasized. Advertisement provides a platform for firms to create awareness about their products or services and how consumers can get the most out of them. *Olusegun* (2016) opined that all advertisements must be honest, follow ethical standards, and not be perceived by the target consumer as lies; otherwise, they can batter the image of a company and hinder it from building successful brands. Thus, for advertising to be effective, it must have an appeal, attract attention, command interest, inspire conviction, and provoke interest (*Frank,* 2015). In the same vein, *Okeji* (2018) posited that a good advertisement message should not be boring but rather reflect the lifecycle of the product. He concluded that advertising must be exposed in the right medium, as this will enable organizations to reach the right people with the right message. Against this backdrop, it became very pertinent to determine the extent to which the advertising costs of companies in Nigeria affect their sales revenue and profits using the following objectives.

Objectives

i. evaluate the impact of brand advertising on the sales performance of Nasco Marketing Company, Jos
ii. determine the effect of direct sales advertisements on the sales performance of Nasco Marketing Company, Jos

Statement of Research Hypotheses

The following null hypotheses were tested at 0.05 level of significance to guide the study:

i. **Ho_1:** There is no significant impact between the mean responses of brand advertisement on sale performance of Nasco marketing company, Jos.
ii. **Ho_2:** There is no significant effect between the mean responses of direct sales advertisement on sales performance of Nasco marketing company, Jos

2. Literature Review

2.1 Conceptual Issues

Historical background of Nasco Marketing Company, Jos

NASCO Company started operations in 1963 with the establishment of a jute bag factory in the central city of Jos, Nigeria the very first in sub-Saharan Africa. This was in response to the desire of the founding fathers of Nigeria on the eve of independence to meet the challenges of the effective bagging, storage, and export of the large agricultural yields prevalent in the country. Investors from Europe, Asia, and the Middle East were invited by the federal government to participate in the economic development of the new nation. An investment agreement was accordingly stipulated, paving the way for the formation of a company whose ambitious purpose was the development of industrial, agricultural, real estate, and marine areas. Since then, NASCO has been building a company whose values are deeply held: commitment to people and communities, quality and customer service, success in the marketplace, and reinvestment in the business. Successive generations have continued to grow the company and adapt the business as markets evolved, demonstrating the entrepreneurial flair and strength of purpose that are required for a business to survive half a century. Over this period, NASCO has achieved many milestones and contributed significantly to Nigeria's rich agricultural and industrial heritage. With faith in the local economy, many new factories were established in diverse areas, from food and household products to packaging materials and industrial chemicals. Today, NASCO has become renowned for the quality of its products and for its ability to match product demand, (*Simon*, 2016)

Advertisement

Advertising has various definitions as it is defined by different scholars. Advertising has become a popular instrument for business organisations. Etymologically, the word "advertising" is derived from the Latin word 'ad vet ere," which means to draw attention. It is all about drawing a person's attention to buy a product or seek services (*Clark*, 2017). *Simon* (2016) says:

"Advertising is any process whereby decisional premises are transmitted from one organisation to another or to the public. *Kogger* (2018) defined advertising as the dissemination of information about a company's product to the public to create awareness, inform, and remind the public about the organisation's product. *Frank Jekfins* (2015) defines advertising as the means by which we make known what we have to sell or what we want to buy. But it is limited from the angle of the medium of communication. *Frank Jekfins*, by this definition, is saying that advertising is all about communicating the products with the sole aim of selling them.

Roles of Advertising

Although the primary objective of advertising is to persuade, it may achieve this objective in many different ways. An important function of advertising is the identification of function, that is, to identify a product and differentiate it from others; this creates awareness of the product and provides a basis for consumers to choose the advertised product over other products. The main role of advertising is to make known the availability of a product or science to sell (Kim, Forsythes, and Moon, 2012).

Types of Advertising

Foster (2014), Mastering Marketing, Macmillan Publishers Limited, Hong Kong, discussed different types of advertising but strictly based on the two major types:

Product Advertising: In product advertising, advertisers inform or stimulate the market about their product or services. Product advertising can be further divided into direct and indirect actions.

i. **Indirection action:** This is designed to stimulate demand over a long period of time. It intends to inform customers that the product exists and point out its benefits.
ii. **Direct action:** With direct action, advertising sellers are seeking a quick response to their advertisement.

Institutional Advertisement: This is designed to create a proper attitude towards the seller and to build good will rather than sell a product of time. It is intended to inform customers that the product exists and point out its benefits.

Advertising Strategy

Foster (2014) suggested that advertising strategy is a philosophy used by firms to promote and communicate with potential customers in order to accomplish their target market goals. In the same vein, *Weil Bercher* (2014) is of the opinion that advertising strategy is a philosophy designed to accomplish the stated advertising goals. Those Advertising strategies can be classified into two broad categories: The creative strategies are concerned with fashioning the message to be directed to potential customers, while the media strategies take care of the medium to be employed in conveying the message to prospect groups.

The impact of Advertising

The impact of advertising can be seen as the outcome or result of advertising, or some of the possible outcomes of advertising after which consumers have been exposed to it. More of the products being advertised are bought by consumers, and after exposure to various forms of advertising, they might be persuaded in one way or another, such as through the showing of the product in an attractive colour or the dramatization and demonstration of the product, which would now serve as an incentive for consumers to demand more (*Bello*, 2019). Dealer support is maintained; the distributor's readiness to accept the goods for resale is certain when the product is advertised. Since dealers are aware of the advertising cost, this would serve as an incentive to induce dealers to handle the goods for resale, initiated by the effectiveness or lack of effectiveness of the advertising. It also enables the sender to establish:

i. The advertising budgets
ii. Select the target market.
iii. Design or arrangement of the preparation of the messages
iv. Select or approve the message delivery system.
v. Arranges for intelligence feedback
vi. Encoding: The process of putting thoughts into symbolic forms
vii.

Relationship between advertising and sales performance

The decision to advertise implies a decision to compete in a new and aggressive way in the market. For advertising to have a direct relationship with sales revenue, the entire market mix must be viewed by the customer as the right one (Engle et al., 1991; Mc Cathy and Perveault, 1988). Gorden (1993) recognises that many scholars have heard different views on the effect of advertising on sales performance; however, most of them agree that effective advertising will eventually increase revenue. (Jeferkins, 1990) has stated that in a competitive society, there is not only competition between rival advertisers but also choice between their products and services. Companies advertise to create familiarity with a product, which helps to create confidence in it. If a product is simply made available, it is important to inform people of its existence.

Brand Advertisement

Brand advertising is a type of strategy that develops brand recognition, builds customer loyalty, and builds lasting relationships with clients. Its main aims are to capture people's attention, establish a stable, positive brand identity, and maintain awareness among potential customers over time. The brand is an idea behind the product, a concept that allows customers to recognise offers made by specific companies out of the huge number of similar products and services. Branding usually includes the name, logo, packaging, pricing, and other specific traits of the product.

2.2 Empirical Review

Seldon, Nerlove, and Waugh (2015) investigated the relationship between sales and advertising in the US orange industry and found that industry output must always increase with the increase in advertisement expenditure. There are also studies that report a negative relationship between advertisement expenditure and sales. Musa (2015) studied the relationship between advertising and sales performance in Nigeria using a case study of *Adama* Beverages Company. He found that advertising has a direct relationship with the overall business performance of a company. Also, Adeolu, Taiwo, and Mathew (2015) conducted a study on the impact of direct advertising on the sales and profit of a business organisation, taking a Nigerian bottling company as a case study. They found a positive and significant relationship between the company's sales performance and the Nigerian bottling company's involvement in direct sales of their product. Okeji (2015) evaluated the effectiveness of advertising as an effective marketing tool in Nigeria. Evidence from the food and beverage industry the study found that advertising contributes positively to sales of the Nigerian Bottling Company Plc, as depicted by a 100% response rate. Akeen (2016) evaluated customer attitudes towards internet advertising and online sales using MTN Nigeria as a case study. The findings have shown that there is a relationship between the availability of an uninterruptible power supply and effective internet advertising and online sales. More so, Yew, Keh, and Ong (2016) report that intensive investment in brand advertising contributes negatively to the one-year stock market performances of non-manufacturing firms. Gill & Bendixen (2017) conducted a study to examine the influence of building relationships through advertising on the formation of brand equity in the context of Spain. This study has focused on various brands from three different product categories, namely milk, olive oil, and toothpaste. The results revealed a positive and insignificant influence on relationship-building advertising and brand equity assets (brand awareness, perceived quality, and brand associations). Chattopadhyay, Shivani, and Krishnan (2019) studied the effect of brand advertisement on sales promotion at St. Gorge Brewery. They found out that brand advertising has a greater potential for building awareness among people, thereby obtaining a high preference for the quality of the product.

3. Methodology

3.1 Design of the Study

The design of this study was a descriptive survey. Gall and Borg (2017) described a descriptive survey as a method of investigation using a questionnaire or interview to collect data from a sample that has been selected to represent a population to which the findings of the data analysis can be generalised. This research design was considered appropriate for this study as it allowed the respondents to tick options that represented their opinions on the impact of advertisement on the sales performance of Nasco marketing company Jos. The researcher selected a sample of respondents and administered questionnaires to them. The study involved the use of a structured questionnaire to collect information from the staff and customers of Nasco Marketing Company in Jos Plateau State.

3.2 Population of the study

The target population of the study was the entire 250 staff of Nasco Marketing Company in Jos, Plateau State. And 250 customers were selected at random.The completed copies were examined for completeness of responses and copies that had incomplete responses were discarded. Out of 500 copies of the questionnaire administered; 418 representing about 83.6% return rate, were used for analysis. In describing the impact of advertisement on sale performance in Nasco Company Jos.

3.3 Sample and sampling technique

The entire population was adopted for the study, so there was no sample or sampling technique for the study. This is because the population size is not so large that it can be managed. Uzoagulu (2015) maintained that in a study using whole subjects or objects, sampling and sampling techniques are not employed because the total population can be used for the study.

3.4 Instrument for Data Collection

The instrument for data collection was a structured questionnaire developed by the researcher titled "Impact of Advertising on the Performance of Nasco Marketing Company of Jos, Plateau State." The questionnaire was developed in accordance with the research objectives. The questionnaire was divided into two sections, A and B. Section A solicits information concerning the respondent's personal data. Section B was subdivided into parts; parts 1 and 2 will deal with the research questions. The two parts will be treated on a five-point rating scale. Research questions were answered using the following response options below:

Response Option	Abbreviation	Numerical Value
Strongly agreed	SD	5
Agreed	A	4
Undecided	U	3
Strongly disagreed	SD	2
Disagreed	D	1

3.5 Method of Data Collection

The questionnaire was administered to the respondents. The researcher administered the questionnaires to the staff and customers of Nasco Marketing Company with the help of two research assistants. The copies of the questionnaires used for the research were also given to the selected customers (respondents). The filled-out questionnaires were then collected for analysis after two weeks.

3.6 Method of Data Analysis

Descriptive and inferential statistics were used, and the data collected was analysed using statistical tools (SPSS). The research questions were answered using the mean and standard deviation, while the null hypotheses will be tested using regression analysis. The decision rule for the research questions was as follows: any item with a mean response of 3.50 and above was considered "strongly agreed," while any item with a mean value of 3.49 and below was regarded as "strongly disagreed." The hypothesis follows: In regression analysis, a mathematical relationship was developed between the investigating variables. Regression analysis was performed to determine the relationship between dependent variables and independent variables and to make accurate predictions about them. The regression model is an equation used to determine the result of multiple regression analyses. The general formula for the multiple regression models is as follows:

Functional relationship

3.7 Model Specification

$\gamma = f(X_1, X_2, X_3)$ (1)

Functional relationship will be:

SP= F (DSA, BDA) equation (2)

The econometric form of the model is below:

SP= β_o+ β_1DSA + β_2BDA + Ut equation (3)

Where:

γ = *Sales performance,*

a = constant

β_1, β_2,= *parameter of coeffecient*

X_1= *Direct sale advertisement*

X_2= *Brand advertisement*

$U = Error\ Term$

A priori expectation is β_1, β_2 >0.

A priori Expectations

This refers to expected signs and magnitude of parameters of economic relationship to know if they agree with economic theory. Therefore, based on economic theory the independent variables are expected to have a positive sign. A priori expectation for this study shows that, the variable which are the X's are expected to be positive signed since the X's have positive relationship with the sales performance (Y). This will show how the independent variable (x) will positively affect the dependent variable (Y).

4. Results and Discussion

Table 1: Socio-economic Characteristics of the Respondents

Variable	Frequency	percentage%
Gender		
Male	201	48.1
Female	217	51.9
Age (years)		
18-25	84	20.1
26-31	228	54.5
32-39	96	22.9
46 and above	10	2.4
Marital status		
Single	112	26.8
Married	222	53.1
Widow/Widower	69	16.5
Divorce	15	3.5
Level of Education		
WAEC	112	26.1
OND	118	28.2
HND/B.Sc	121	28.9
M.Sc/MBA/PHD	67	16
Years of service		
1-7	20	10
8-15	45	23
16-23	75	38
24-31	41	21
32 and above	14	7

Source: Field survey, 2023

The result of the socio-economic characteristics of Nasco Marketing Company, Jos Socio-economic characteristics are an economic and sociological combination of total measures of a person's economic and social position relative to others, based on experience, gender, age, marital status, and education, among others. These characteristics, as they relate to the respondents, are presented in Table 1. About 48.1% of the respondents were male, while females constituted only 51.9%, indicating that female respondents worked for or patronized Nasco Company, Jos. The age distribution shows that 20.1% were within the ages of 18–25, 54.5% were within the age bracket of 26–31, and 22.9% and 2.4% had attained the ages of 32–39 and 46 years and older, respectively. The distribution of marital status revealed that about 26% were single, 53.1% were married, and widow/widower and divorce had 16.5% and 3.5%, respectively. This shows that the majority of the respondents are married men and women who purposely worked for or purchased goods from Nasco. The level of education: 26.1% are WAEC holders, while 28.2% fall under OND holders, and HND/B.Sc. and degree holders have 28.2% and 16%, respectively. From the result, it indicated that the majority of the respondents fall between OND and HND/B.Sc. in the study area.

4.1 Result of the Analysis

Research question one

What is the impact of brand advertisement on sale performance of Nasco marketing company, Jos?

Table 2: Mean and Standard Deviation of brand advertisement on sales performance of Nasco marketing company, Jos

S/No	Items	$\bar{x}_{Nc}$	σ_{Nc}	$\bar{x}_C$	σ_C	$\bar{x}_G$	σ_A	Remark
1	It defines clear goals of the company	4.85	0.38	4.80	0.45	4.82	0.41	SA
2	Keeps customers close to your product brand	4.15	1.07	4.40	0.89	4.28	0.98	SA
3	Brand advertisement to increase your sales	4.23	0.93	4.40	0.89	4.32	0.91	SA
4	Idea behind the product performance	3.92	1.26	4.80	0.45	4.36	0.86	SA
5	Proper information on your product brand	3.85	1.21	4.60	0.55	4.22	0.88	SA
6	Information are timely on the new innovation of brand name	4.00	0.82	4.60	0.55	4.30	0.68	SA
7	Better performance and increased turnover	4.15	0.69	4.20	0.84	4.18	0.76	SA
8	Much about the product is known	4.62	0.77	4.80	0.45	4.71	0.61	SA
9	The choice of the goals also determines the target audience	3.54	0.97	4.60	0.55	3.71	0.76	SD
	Grand mean					4.27	0.73	SA

Key: $\bar{x}_{Nc} = Means\ of Nasco\ company,\ \sigma_{Nc} = Standard\ deviations\ of\ Nasco\ company,\ \bar{x}_C = Means\ of\ Customer, \sigma_C = Standard\ deviations\ of\ Customer\ , SA = Srtongly\ agreed, A = Agreed, U = Undecided, SD\ = strongly\ disagreed, D = Disagreed$

The data analysis presented in Table 2 analyses the responses of the respondents on the impact of brand advertisement on the sales performance of Nasco Marketing Company, Jos. The respondents indicated that all the items (1–8) were strongly agreed upon by the Nasco company staff and the customers, with grand mean responses that ranged between 4.18 and 4.82 and an average standard deviation between 0.41 and 0.88, respectively. From the above items in the table, include: It defines the clear goals of the company, Keeps customers close to your product brand, Brand advertisement to increase your sales, Idea behind the product's performance: Proper information on your product brand, Information is timely on the new innovation in brand name, Better performance and increased turnover Much about the product is known and The choice of goals also determines the target audience, which is strongly agreed upon by both the staff and customers of Nasco Company, Jos. While the choice of the goals also determines the target audience, this was strongly disagreed with by the respondent.

Research question two

What is the effect of direct sales advertisement on the sales performance of Nasco marketing company, Jos?

Table 3: Mean and Standard Deviation of direct sales advertisement on the sales performance of Nasco marketing company, Jos

S/No	Items	$\overline{x}_{Nc}$	σ_{Nc}	$\overline{x}_C$	σ_C	$\overline{x}_G$	σ_A	Remark
10	Gives the organization freedom to evaluate campaign creative beforehand	3.85	0.38	3.80	0.45	3.82	0.41	SA
12	they are more personal than programmatic	4.15	1.07	4.40	0.89	4.28	0.98	SA
13	Takes considerable time and resources	3.85	1.21	4.60	0.55	4.22	0.88	SA
14	It cut any middleman in the processes of transaction	4.54	0.66	4.80	0.45	4.67	0.56	SA
15	Gets easier with programmatic auctions to make money	4.15	1.28	4.60	0.55	3.38	0.92	SD
16	Is a one-on-one deal between company and the potential customers	4.00	0.82	4.60	0.55	4.30	0.68	SA
17	It encourages customer retention	4.15	0.69	4.20	0.84	4.18	0.76	SA
18	loyalty and satisfaction of customer is maintained	4.62	0.77	4.80	0.45	4.71	0.61	SA
19	The only way for company makes revenue	3.54	0.97	4.60	0.55	3.37	0.76	SD
	Grand mean					4.27	0.73	SA

Key: $\bar{x}_{Nc} = Means\ of Nasco\ company,\ \sigma_{Nc} = Standard\ deviations\ of Nasco\ company,\ \bar{x}_C = Means\ of\ Customer, \sigma_C = Standard\ deviations\ of\ Customer\ , SA = Srtongly\ agreed, A = Agreed, U = Undecided, SD\ = strongly\ disagreed, D = Disagreed$

The data analysis presented in Table 3 above analyses the responses of the respondents on the effect of direct sales advertisements on the sales performance of Nasco Marketing Company, Jos. The respondents indicated that items (10, 12, 13, 14, 16, 17, and 18) were strongly agreed upon by the customer and staff of Nasco Marketing Company, with grand mean responses that ranged between 3.82 and 4.71 and an average standard deviation between 0.41 and 0.98, respectively. While (15 and 19) strongly disagreed with the item statement with a grand mean of 3.38 and 3.37 and a standard deviation of 0.92 and 0.76, respectively. Majorly, from the above table, the effects of direct advertisement on Nasco Company include: giving the organisation freedom to evaluate campaign creatives beforehand; they are more personal than programmatic; taking considerable time and resources; cutting any middleman in the processes of transaction; being a one-on-one deal between the company and the potential customers; encouraging customer retention; loyalty; and maintaining customer satisfaction.

4.2 Result of the Regression Analysis

Table 4: Result of the Regression Analysis

Variable	Coefficient	Std. error	t-statistic	Prob.
(Constant)	101.332	6.660	15.215	0.000
DSA	.083	.300	2.767	0.030
BDA	.491	.232	2.116	0.040
R-squared	0.834		Durbin-Watson stat	1.985

Adjusted R-squared	0.824		Sum of Squares Residual	10549.528
S.E. of regression	7.03605			
F-statistic	191.139			
F-prob	0.0000			

SPSS version 23

The value of the intercept, which is 101.332, shows that the sales performance will experience a 101.332 increase when all other variables are held constant.

The coefficient of direct sales advertisement is 0.083, and it has a positive and significant impact on sale performance at a 5 percent level of significance, as indicated by its probability value of 0.030. This shows that one percentage increase in direct sales advertising will lead to a 0.083% increase in sales performance. The result indicates that direct sales advertisement increases the rate of sales performance level in Nasco Company, Jos. The positive coefficient is in agreement with the apriori expectation sign and implies that as the amount of direct sale advertising increases, the sales performance of the company also increases. This corroborates the findings of Adeolu, Taiwo, and Mathew (2015), who found a positive and significant relationship between the company's sales performance and the Nigerian bottling company's direct sales. And the coefficient of brand advertisement is 0.491%, which also has a positive and significant impact on sales performance, as indicated by a probability value of 0.040. This shows that a percentage increase in brand advertisement will lead to a 0.491% increase in sales performance for Nasco Company, Jos. The use of brand advertising specifically advertises a specific brand of a company's product; this may be because the product is new in the market or it has been modernized. The result indicated a positive coefficient and was statistically significant for the product. The positivity is in agreement with the apriori expectation sign and implies that as the amount of brand advertisement increases, the sales performance of the company also increases. The result is in conformity with the study of Chattopadhyay et al. (2019), who found that brand advertising has a greater potential for building awareness among people, hence obtaining a high preference for the quality of the product. While the study negates the study conducted by Yew et al. (2016), who reported that intensive investment in brand advertising contributes negatively to the one-year stock market performances of non-manufacturing firms,

From the above result, R^2 shows that all the explanatory variables explained 83% of the variability in the sales performance (SP). This implies that the model explains 83% of the changes in sales performance (SP), and the remaining 17% were contributed by other variables outside the model or that are captured by the error term. The Durbin-Watson statistic, the benchmark for DW, is 2, given that DW is 1.985, which can be approximated to 2, which shows that the model is free from the autocorrelation problem. To check if the independent variables are jointly significant to explain the dependent variable or the overall significance of the model, the F-statistic was used. So, given the F-statistic value of 191.139 and the F-prob value of 0.0000, it can be concluded that there was a statistically significant relationship between the explanatory variables and the dependent variable. This is because the probability value of 0.0000 is less than 0.05, i.e., at the 1% level of significance, which led to the rejection of the null hypothesis, which states that there exists no significant relationship between the explanatory variables and the dependent variable; hence, the acceptance of the alternative hypothesis, which states otherwise.

4.3 Findings of the Study

The findings of this study emerged from the analysis of the research questions and hypotheses. These findings include:

i. The findings of the study revealed that it defines clear goals for the company, keeps customers close to your product brand, uses brand advertisement to increase sales, explains the idea behind the product's performance, Proper information on your product brand, Information is timely on the new innovation of the brand name, better performance, and increased turnover. Much about the product is known in Nasco's company, Jos

ii. The findings of the study revealed that it gives the organization freedom to evaluate campaign creative beforehand, they are more personal than programmatic, it takes considerable time and resources, it cuts any middleman in the processes of transaction, it is a one-on-one deal between the company and the potential customers, it encourages customer retention, loyalty, and satisfaction of customers is maintained in Nasco Company, Jos
iii. The findings of the study revealed that they focus on building connections between a brand and its customers; loyalty and satisfaction of customers are maintained; consumers are more informed, educated, and empowered; it involves developing customers personal data and understanding your customers' needs; it speaks to the consumer in a way that captures the consumer's interest; it is focused on connecting the company with potential customers in Nasco Company; and
iv. The findings of the study revealed that there is a positive and significant relationship between direct advertisement and the sales performance of Nasco Company, Jos
v. The findings of the study revealed that there is a positive and significant relationship between brand advertisement and sales performance of Nasco Company, Jos
vi. The findings of the study also revealed that there is a positive and significant relationship between the building relationship advertisement and sales performance of Nasco Company, Jos

5. Conclusion and Recommendations

This study is designed and carried out in order to identify the underlying objectives of the impact of advertising on the sales performance of Nasco Company, Jos. According to the study findings, the two factors, direct advertisement and brand advertisement, were identified as having an effect on the sales performance of Nasco Company Jos. Advertising improves sales performance in two ways: First by making consumers interested enough in the focal product that they would seek information about it, and second, by converting information-seeking consumers into buyers. A descriptive statistic result confirms that it defines clear goals of the company, keeps customers close to your product brand, uses brand advertisement to increase your sales, has an idea behind the product's performance, provides proper information on your product brand, and is timely on the new innovation of the brand name. With better performance and increased turnover, much about the product is known. I agree with the impact of brand advertising on the sales performance of the Nasco Company, Jos. However, the test of hypotheses shows that the variables brand advertisement and direct sales advertisement are positive and statistically significant at 5%, indicating that the variable has a positive impact on the sales performance of Nasco Company, Jos.

Based on the findings of the study and the conclusion made, the following possible recommendations are drawn:

i. Nasco Marketing Company, Jos, should develop a more effective brand advertisement campaign that attracts consumers' attention and captures their interest, which leads to an improvement in sales performance.
ii. The brand advertising message must be strong and appealing enough to persuade and build product preference, encourage switching to Nasco Marketing Company, and change the perception of consumers towards rival brands.
iii. The management of Nasco Marketing Company, Jos, should carry out periodic reviews of the relationship-building advertising message, its effect on their sales, and the media that are appropriate to increase their sales performance.
iv. With regards to the direct sales advertisement, Nasco's marketing company, Jos, should consider the use of other means such as television, window displays, and radio in reaching out to the public.
v. The advertising and personnel departments should maintain an effective medium of advertising in consideration of cost and quality.

vi. There should be proper advertising mechanisms that will foster the reputation of the company as well as the products.
vii. There is a need for the company management to have a suggestion box and toll-free lines where customers can express their views in the areas of customer reviews and marketing improvement.

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