



ADVERTISEMENT AND CONSUMERS' PATRONAGE: EVIDENCE FROM TABLE WATER BRANDS IN OSUN STATE, NIGERIA

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Abstract

This research examines advertisements and consumers' patronage of selected table water brands in Osun State, Nigeria. The research concentrated on outdoor and radio advertising to appeal to consumer patronage. The study population was defined as infinite, and the sample size of 385 was estimated based on Cochran formula. Employing purposive sampling interest, data were gathered from 385 customers using structured questionnaires filled with close-ended questions. The study used multiple regression analysis. As for the outdoor advertising perception, the study established that the respondents had a low perception, with a mean of 2.92. The results of the regression analysis also showed that an overall impact on customer patronage was found to be 0.123 unstandardized Coefficient. This indicates that outdoor advertising, in particular, has a significant positive effect on customer patronage. This study also revealed that radio advertising has a higher positive perception, with a mean score of 4.13. In this study, the regression analysis indicated that radio advertising has a significant effect on customer patronage, as measured by an unstandardized coefficient of 0.043. This shows that radio advertising has a positive impact on customer patronage. The set of independent variables explained 87.2% of the total variation in customer patronage, indicating the usefulness of both types of advertising. The model was statistically significant, with a p-value of 0.000 and an F-value of 7.231. The research recommends that producers should ensure they employ multi-level advertising strategies, especially outdoor and radio advertising if customer patronage is to be improved.

Keywords: Advertising, Marketing Strategy, Customer patronage, Table Water Brands

JEL Classification: M3, L1, L6

INTRODUCTION

Advertising is a strategic communication tool intentionally crafted to shape consumer behavior, encouraging target audiences to make purchasing decisions or engage in specific actions (Qader et al., 2022). As the primary stakeholders and ultimate determinants of a product's success, consumers play a pivotal role in determining the product's life cycle trajectory, long-term viability, and market success, as their purchasing decisions and loyalty ultimately determine the product's commercial viability. Prananta et al., (2024) underscore the critical importance of consumer demand in fostering economic vitality and sustainable market growth. Consequently, the absence of robust consumer demand

constitutes a significant risk for manufacturers, underscoring the crucial importance of consumer insights in informing marketing strategies and ensuring long-term success (Adekuajo et al., 2023).

Thus, advertisement has evolved as a normative strategy to advance products, services, and ideas in the total marketplace (Hidayati et al., 2024). Measuring the efficacy of advertising alongside the importance of advertising for today's marketing managers, as well as the social impact that it creates, have all been subject to increasing levels of debate. However, there are enough reasons to assume that advertising is an important factor in creating or at least supporting customers' demand for goods and services (Ogah & Abutu, 2022). In the table water segment, advertising is most pertinent because of the many players in the sector and the requisite differentiation of products. Sovacool et al. (2021) noted that bottled water consumption has rapidly grown due to changing perceptions with regard to the health and safety of water contaminations, making the segment among the largest in the beverage industry other than carbonated products. This steady growth has fueled increased academic research on the nature of consumer demand and the role of marketing and advertisement in creating product differentiation and product demand.

Consumer patronage is an essential aspect of business continuity. It is seen not only in the first-time purchase of a product or service but also in continuing loyalty and re-use of a company's brand (Rane et al., 2023). Perceived value and product quality determine it, as well as trust in the brand and overall customer satisfaction (Uzir et al., 2020). Competitive or short product differentiation in areas such as bottled water requires more than just mere satisfaction of fundamental needs. However, it requires patronage, which can be impacted through marketing creativity, product durability and a bond with the target market. The type of customers who have been using the brand for a long time helps in the growth of the brand through revenue and word of mouth (Wilson et al., 2024). To this end, there is the need to study consumers adequately, follow the changes taking place in their desires and embark on practicable measures that will enable businesses to develop healthy long-term relationships with their buyers (Yunus, 2023).

Nigeria's bottled water industry has been acknowledged to be characterized by a multiplicity of brands vying for consumer allegiance, necessitating the implementation of effective branding strategies to foster brand loyalty and differentiate themselves in a crowded marketplace (Udo et al., 2024). The inadequate access to safe drinking water in Nigeria has been found to trigger the growth of the table water market, sparking a competitive frenzy among producers, marketers, and other industry players. As a result, the market has experienced a significant increase in new table water brands, leading to a highly competitive market characterized by intense rivalry for market share and consumer preference (Anetoh & Anetoh, 2020). This competition is further fueled by the presence of both local and international brands, each striving for dominance in the market. According to Kumar et al. (2021), the consumption of bottled water in Nigeria has been rising, driven by increasing health consciousness and concerns about the safety of tap water. This growth underscores the need for brands to differentiate themselves through effective marketing and advertising strategies.

Various dynamics between advertising and consumer patronage remain demanding and complex, which hampers the achievement of the best marketing results. Marketing communication tends to fail at synchronizing with the dynamic needs of the buyer and the consumers, which reduces the influence on consumers (Yunus, 2023). Misleading claims in advertisements, including making overbearing promises, can spark the distrust of consumers after purchase and the use of the particular product, leading to discredit of brand worth and integrity (Udo et al., 2024). Consumer patronage, on the other hand, is also driven by several sophistication; fast-changing consumer behavior due to economic, social and cultural factors puts the firm in a dilemma in sustaining a loyal customer base (Kumar et

al., 2021). The fact that consumers are brand-switching, especially in industries such as bottled water, where there is little product differentiation, makes it worse (Rane et al., 2023). Hence, the research investigates the influence of outdoor advertising on customers' patronage of table water brands and examines the role of radio advertising on customers' patronage of table water brands.

Research Hypotheses

The null hypotheses below were formulated to guide the study:

H₀₁: Outdoor advertising has no significant influence on customers' patronage of table water brands

H₀₂: Radio advertising has no significant effect on customers' patronage of table water brands

LITERATURE REVIEW

Advertising

Advertising is a method of informing a target audience about the availability of a specific good, service, or product through sponsored messaging (Hidayat et al., 2021). According to Chin et al. (2022), promotion is a crucial "P" in the four Ps of the marketing mix, and advertising is a fundamental technique for promoting sales. The following components are allegedly included in the marketing mix: product, price, place, and promotion. Advertising has the power to sway consumers' decisions about what to buy. According to Dwivedi et al. (2021), advertising is defined as a paid communication intended to affect the thoughts or behavior of a certain target audience, either the general public or a subset of it. Garrido-Moreno et al. (2024) defined advertising as the process of mass marketing that has developed alongside and become increasingly significant to mass production. According to Qader et al. (2022), advertising plays a crucial role in today's market environment when businesses engage with both current and potential customers. Yunus (2023) posits that advertising is the process of disseminating information to viewers and encouraging them to make decisions about what products or services to buy. In the context of table water brands in Osun State, advertising not only informs consumers about product availability but also influences their preferences and fosters brand loyalty, making it a critical factor in driving sales and market presence.

Advertisements and factors influencing motive to buy

Uzir et al. (2020) identify two salient factors that profoundly impact the audience's consumption patterns and purchasing decisions. While these factors contribute to fluctuations in consumer behavior, they do not solely determine it. The principal objective of advertising endeavors is to influence consumers' behavioral intentions and purchasing decisions. Through repeated exposure, advertising can shape and reinforce cognitive processes, thereby modifying or consolidating behavior (Hidayati et al., 2024). According to the hierarchy of effects paradigm in advertising, advertisements first establish cognitive awareness (Prananta et al., 2024). While this paradigm is straightforward, it becomes challenging to apply in today's market with highly differentiated products and services. Consequently, creating an effective product mix is complex. Research suggests that positive emotional appeals in advertisements serve as a strong brand cue, triggering category-based processing and enhancing the persuasive power of the message, ultimately influencing consumer perception of the product (Mancini et al., 2023). Recent technological advancements have made it possible for advertisers to explore a multitude of mass media channels and other communication methods that offer them quick and simple access to their target audience (Moharam & Yacout, 2024). An additional benefit of this technological innovation is that consumers can now obtain what best suits them and have access to sufficient information. According to Alzate et al. (2022), when customers acquire greater control over products, services, and information, it becomes increasingly difficult for advertisers to build brand recognition and shape consumers' mindsets before they make a final purchase choice.

Advertising Media

The media encompasses a vast array of channels and platforms that facilitate the dissemination and transmission of advertising messages to targeted markets and audiences (Chin et al., 2022). The above-the-line media, traditionally referred to as mass media, comprises print media such as billboards, newspapers, journals, and magazines, which serve as prominent vehicles for advertising messaging (Fave et al., 2024). Conversely, electronic media, including radio and television, constitute alternative channels for advertising communication, collectively enabling the reach and engagement of diverse audience segments

Advertising in Print Media

Traditionally, print media such as newspapers, magazines, brochures, and flyers have been the most prevalent advertising channels (Qader et al., 2022). Advertising in newspapers and periodicals has long been a standard practice, as these mediums offer a vast reach and the potential to target specific demographics. To remain attractive to marketers, these media must demonstrate their ability to either garner extensive readership or cater to a precisely defined audience, thereby facilitating effective brand exposure and message dissemination (Adekuajo et al., 2023). For approximately two centuries, newspapers and magazines have served as venerable advertising mediums, erstwhile enjoying a monopoly as the sole significant channels available to sponsors (Raphael et al., 2024). Historically, television was predominantly consumed for entertainment purposes, with few viewers actively seeking news and information through this medium. Despite the challenges posed by the print media landscape, newspapers and magazines persist as indispensable platforms for both marketers and consumers, maintaining their relevance in an evolving media ecosystem (Ogah & Abutu, 2022).

Outdoor Marketing

Outdoor marketing dates back to the era of cave dwellers and was utilized as early as 5000 years ago by both the Egyptians and the Greeks. In contemporary urban and suburban settings, outdoor advertising remains one of the most prevalent forms of communication (Vu et al., 2021). According to Udo et al. (2024), outdoor advertising, often known as billboards, consists of posters adhered to standard-sized wood or metal boards that are prominently placed on city and highway roadways. Globally, this medium constitutes the most enduring and ubiquitous form of advertising, perpetuating a venerable practice in the realm of marketing and consumer engagement. Furthermore, outdoor advertising has emerged as a prevalent promotional strategy, employing diverse tools and techniques to attract potential customers in public spaces (Prananta et al., 2024). Although billboard advertising is incredibly popular, it must be exceptionally clear and visually compelling to capture the attention of passersby. Moreover, kiosks serve as a supplementary marketing conduit, facilitating the promotion of the company's products and providing a convenient outlet for branded merchandise. Event marketing and sponsorship constitute additional strategies for self-promotion, as posited by Anetoh and Anetoh (2020), which can be leveraged to foster brand awareness and cultivate consumer engagement. In the context of table water brands in Osun State, outdoor advertising serves as a vital tool for reaching a broad audience, building brand awareness, and driving consumer patronage in a competitive market. By leveraging visually impactful and strategically placed advertisements, businesses can effectively communicate their value proposition and attract potential customers.

Broadcasting Promotion

Broadcast advertising constitutes an esteemed and multifaceted advertising paradigm, encompassing various modalities such as radio, television, and internet-based platforms (Hidayat et al., 2021). The cost of television advertising is often contingent upon the duration of the advertisement, thereby rendering it a significant consideration for marketers. Moreover, the enduring popularity and memorable nature of radio jingles, as evinced by their lingering presence in the collective

consciousness of consumers (Adekuajo et al., 2023), serves as a testament to the efficacy and impact of radio advertising as a medium, thereby underscoring its significance in the advertising landscape. Radio advertising is a widely utilized promotional strategy, with both national networks and local marketplaces providing access to this advertising platform, thereby facilitating extensive reach and coverage (Rane et al., 2023). Despite its relatively low visual impact, radio advertising has been deemed indispensable due to its advantageous attributes, including affordability, extensive penetration, flexible transmission periods, and the unique resonance of the human voice (Uzir et al., 2020). Its capacity to appeal to a vast audience renders it a cost-effective strategy in the social sciences, particularly in terms of reach and target ability. The use of the human voice in radio advertising confers a distinct advantage over other static and passive forms of advertising, such as print, outdoor, and direct mail, thereby enhancing its efficacy and value proposition. For table water brands in Osun State, radio advertising serves as an essential strategy for reaching a broad and varied audience. Its cost-effectiveness and ability to convey brand messages clearly and compellingly make it an invaluable medium for promoting awareness and driving consumer patronage in a competitive marketplace.

Online Marketing

Digital marketing, also denominated online marketing, encompasses the utilization of internet-based platforms and tools for the promotion of products and services. This strategic approach leverages the multifaceted digital channels, encompassing social media, search engines, email, and websites, to establish connections with potential consumers (Dwivedi et al., 2021). The efficacy of digital marketing is underscored by its numerous advantages, including economies of scale, targeted promotion, measurable outcomes, global reach, and enhanced customer engagement and involvement, thereby rendering it a pivotal component of contemporary marketing strategies. Conversely, the realm of digital marketing is beset by formidable challenges, including intense competitive rivalries, the constant evolution of marketing strategies, concerns pertaining to data privacy, and the proliferation of ad blocker technology. Nevertheless, social media marketing circumvents these obstacles by leveraging platforms such as Facebook, Instagram, Twitter, and LinkedIn to engage with consumers, cultivate brand loyalty, and foster meaningful relationships (Vu et al., 2021). Through this iterative process, social media marketing negotiates the complexities of the digital landscape, yielding robust brand equity and resonance.

Customer patronage

Customer patronage is an important concept in consumer behavior, which refers to the consistent choice made by the consumer with respect to product or brand preference (Anetoh & Anetoh, 2020). It is a critical index of brand loyalty, through which customers make consecutive use of brands; this is usually caused by satisfaction, positive experiences and emotional interactions with the company (Hidayati et al., 2024). This loyalty goes beyond a single purchase to repeat buying occasions and recommendations to other people, increasing the market status of a brand (Ogah & Abutu, 2022). Customer patronage is a valuable factor within increasingly competitive markets as it equals steady, guaranteed income, a smaller need for advertising, and constant market growth (Piranda et al., 2022). The extent to which consumers do approve of a brand can be a gauge of the capability of the brand to perform in such a way as to elicit consumer satisfaction, hence supporting the success and market authority of the brand in the long run.

Challenges in Sustaining Customer Patronage

Maintaining customer patronage takes work, especially when the industry is highly competitive, and the consumers' patronage is hard to come by. There are also challenges in product standardization where the organization, manufacturing and distribution challenges are enormous since any instance or change is likely to cause distrust in the marketplace because consumers base their preferences on the

quality of products. When a product is consumable, as many brands are in the bottled water industry, the fidelity of the customer can be fickle and even tiny negative changes in quality can translate to vast losses in sales figures (Anetoh & Anetoh, 2020). Another area of difficulty is overcrowded markets due to the fact that more brands are being introduced into the market, thereby making it very hard for any brand to continue to gain much attention from consumers. This saturation calls for a lot of fresh creativity and a great deal of expenditure on publicizing the product to the public (Linford, 2020). One major issue of probability is price sensitivity, whereby customers are likely to switch brands as much as they are looking for cheaper brands even though they are fully satisfied with the available brands (Hidayati et al., 2024). Also, new opportunities for selling goods and services through the internet and other electronic means react favorably to buyers, who receive more information, more new offers, and more options to compare brands without extra effort. Customers expect companies to provide enhanced products and smooth experiences overall to interact with them in the digital age (Piranda et al., 2022). To overcome these challenges, brands need to be flexible and creative in meeting the ever-changing needs of their clientele.

Theoretical review

The theory of planned behavior (TPB), propounded by Icek Ajzen in 1991, posits that human behavior is primarily influenced by three factors: perceived control, subjective norm and attitude toward the behavioral intention. In simple terms, the theory argues that people will perform behaviors that have a perception that they approve of, are perceived to be encouraged by society to perform the behavior in question and see themselves as capable of performing the behavior in question (LaMorte, 2022). When applicable to advertising techniques, TPB can help organizations promote increases in business customers' patronage. In outdoor advertising, producers can create a positive attitude by advertising in certain areas and ensuring that the message content is in harmony with the culture of the particular group of people. In the same manner, radio ads should be developed based on the preferences of the customer so as to ensure the influence of subjective norms that social proofs like testimonies from other customers should support. Moreover, customer patronage has been made easy by keeping the number of steps that a customer undergoes simplified so that she/he reaches the intended product or service, hence increasing perceived behavioral control and patronage (Evanschitzky et al., 2020). Critics of TPB have dismissed this model as limited in its failure to explain emotional processes and influences from outside an individual; it has proven effective when used in advertising. Ideally, businesses should keep their campaigns open to change and provide suitable adjustments as consumers decide what they like the most and observe the effects of their campaign continuously to maintain customer engagement and loyalty (Rane et al., 2023). In summary, by leveraging the principles of TPB, table water brands in Osun State can design advertising campaigns that not only shape consumer attitudes and align with societal norms but also empower customers to act on their intentions, thereby boosting patronage and market success.

Empirical Review

Raphael et al. (2024) analyzed brand image and customers' patronage of UNIUYO table water. The study used a survey research method, and the collected data included primary data obtained through questionnaires. Also, due to the infinite population, the Topman formula was used to extract a sample of 246 respondents for the study. Collected data were analyzed and tested by simple line regression analysis. The result was as follows: brand personality t-cal 14.771, brand association t-cal -3.297, brand awareness t-cal -14.569, brand identity t-cal 14.922. In light of this, the fact that the calculated t-cal was more than the t-tab of 1.972, the results revealed that the research should accept the two alternative hypotheses. The multiple linear regression analysis models were also used to determine the overall impact of brand personality, awareness, association and identity. From the analysis, there proved to be an overall combined moderate effect of the brand personality, brand awareness and brand

Ibrahim, K. M., Ajayi, O., Akintayo, A. A. and Akinwumi, D. S. (2024). Advertisement and consumers' patronage: evidence from table water brands in Osun state, Nigeria. *Malete Journal of Accounting and Finance*, 5 (1), 186-198

identity on customer patronage of UNIUYO table water in Uyo Metropolis, Akwa Ibom State, to be 51.3% significant.

Udo et al. (2024) examined product branding and customer patronage of products produced by Champion Breweries Plc in Uyo, Akwa Ibom State, Nigeria. The choice of research method employed in this study was survey research whereby 400 questionnaires were distributed to the respondents, of which 361 were properly completed and returned. Two hypotheses formed the basis of the study, while regression analysis formed the basis of the data analysis. In line with the hypothesis, studies revealed that the degree of brand awareness influences the degree of brand image and the customers' patronage of champion breweries products were positive and significant values ($R^2 = 0.885$, $P < 0.05$) for brand awareness and $R^2 = 0.958$, $P = 0.000$ for brand image.

Fave et al. (2024) looked into the effect of advertisement on consumer brand preference between the telecommunication industries in Abuja, Nigeria. This research adopted a survey research design, and data was gathered using a self-administered questionnaire from 552 telecommunication customers in the Kwali Area. The quantitative analysis of the collected data and the testing of the hypothesis regarding the nature of the relationships between the variables were performed through Structural Equation Modelling (SEM) on Smart-PLS. According to the findings, electronic media and printed media have a significant impact on consumer brand preference in telecommunication companies in Kwali area council Abuja, as shown by the statistical data from this research study.

Oyedele and Opeyemi (2024) assessed the application of the marketing mix to change the rate of customer patronage in an indigenous restaurant. This study employed a cross-sectional descriptive design. The respondents were customers of a restaurant in Abuja, and a sample size of 353 was obtained using a self-administered questionnaire. Regression analysis was used to measure the relationship between the dependent and independent variables, and data analysis was performed using the Statistical Package for Social Sciences (SPSS 24). In the regression model, price is found to have a significant positive relationship with customer patronage. However, the relationship is non-significant, while physical facilities have also been confirmed to enhance customer patronage at Amala Spot, Abuja.

Moharam and Yacout, (2024) examined antecedents to consumer responses to cause-related marketing campaigns: an empirical investigation in a developing country will largely be built on these foundations. Thus, the study adopted a descriptive cross-sectional research design. Online questionnaires were developed, and a total of 738 Egyptians were selected. The results were reported using both the SPSS25 and Smart PLS software. It was established that consumer attitude responses to campaign-related antecedents were more significant than those of consumer-related antecedents. The two most significant reach antecedents concerning the campaign were brand function fit and hedonic product type. External religiosity influenced the brand attitude and was the most significant determinant of the purchase intent. Brand attitude, hedonic product type and brand function fit were other antecedents of purchase intention. Additionally, the impact of brand attitude on purchase intention was also positive and statistically significant. The analysis revealed attitude and purchase 'P' 'intention' interaction as positive and cause involvement, as well as others-centered attribution of corporate motives, as positive moderating variables.

METHODOLOGY

The study employed a descriptive research design in a cross-sectional study where the responses of the respondents were collected randomly. In the study, the sample size of 385 customers of table water brands in the Osogbo metropolis was adopted from the Cochran formula because it covered an infinite

population. Thus, a purposive sampling technique was used. The data collection methods used included the administration of structured questionnaires. The questionnaire contained only close-ended questions on a 5-point Likert scale meant for quantitative analysis. The study employed a survey research method, and analysis was done using multiple regression analysis. Statistical Package for Social Science (SPSS) version 26 was used to calculate and analyze the data.

RESULTS AND DISCUSSION

Descriptive statistics of the respondents' perceptions based on variable questions

Descriptive statistics provide a comprehensive overview of respondents' perceptions by summarizing their responses to variable-specific questions in a structured and interpretable manner. These statistics, including measures such as means, standard deviations, frequencies, and percentages, enable researchers to understand patterns, trends, and general tendencies within the dataset.

	N	Minimu m	Maximu m	Mean	Std. Deviation
Average outdoor advertising	385	3	5	2.92	.293
Average radio advertising	385	2	5	4.13	.471
Average customers' patronage	385	3	5	2.05	.572

Source: Author's Fieldwork Computation, 2024

Table 1 presents the findings on respondents' perceptions of advertisement and consumers' patronage. The mean for the perception of outdoor advertising is 2.92, observed to be low. The scores are between 3 and 5, SD=.293; these results demonstrate that respondents have a similar negative attitude towards outdoor advertising. Radio advertising is reported to have a higher positive connotation with a mean value of 4.13. They range from 2 to 5 and a standard deviation of 0.471, indicating a moderate level of variability of radio advertising. This shows that even though most producers report high radio advertising penetration, the experience varies. The mean score showing customers' patronage is 2.05, which shows that the perception of customers patronizing the business is perceived to be poor. The range is from 3-5, with a standard deviation of 0.572, implying that the perception of customers' patronage is quite adjusted.

Research Hypotheses

In this study, the hypotheses aim to explore and validate the connections between advertisement strategies and consumers' patronage of table water brands. These hypotheses serve as the foundation for empirical testing, helping to establish whether the proposed relationships hold true within the study's context.

Table 2A

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893 ^a	.872	.821	.11431
A. Predictors: (constant) outdoor advertising and radio advertising				

Source: Author's Computation (2024)

Details about the model consist of fit measurements that compare the quality of the regression model, which are captured in the model summary table 2 below. The independent variables have made possible explanation for the dependent variable, that is, customers' patronage with an approximate coefficient of determination (R-squared) of 0.872 and this implies that about 87.2% Variance in customers' patronage can be explained by the independent variables defined as outdoor advertising and radio advertising. In light of the fact that the R-squared estimate is 0.821, the presented model offers a robust explanation exclusively by reducing its complexity depending on the amount of the offered samples and predictors. The actual and anticipated values' mean differences are presented by the standard error of the presented estimate, which equals 0.11431.

Table 2B
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.324	2	1.735	7.231	.000 ^b
	Residual	21.138	383	.212		
	Total	26.462	385			
a. Dependent Variable: customers' patronage						
b. Predictors: (Constant) outdoor advertising and radio advertising						

Source: Authors' Computation (2024)

Another proof that the regression model is important is the ANOVA table (Table 2B). The test for the overall significance of the regression model being tested is presented in the ANOVA table, which utilizes variance analysis. The "Regression" row demonstrates that the model taken as a whole account for a larger part of the changes in the dependent variable (customers' patronage). These results show that the model is statistically significant with $p < 0.05$, $p = 0.000$ and $F = 7.231$.

Table 2C: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.273	.096		4.284	.000
	Outdoor advertising	.123	.023	.231	0.534	.000
	Radio advertising	.043	0.94	.623	0.045	.000
a. Dependent Variable: customers' patronage						

Source: Authors' Computation (2024)

The results presented in Table 2C examine the relationship between advertising strategies (outdoor and radio advertising) and customer patronage, with the dependent variable being customers' patronage of table water brands. The coefficients table provides both unstandardized and standardized coefficients, offering insights into the strength and significance of these relationships. The constant term (.273) indicates the baseline level of customer patronage when no advertising strategies are applied. The significance value (.000) shows that this constant is statistically significant, implying that without advertising interventions, there is a certain level of baseline patronage. Both outdoor and radio advertising positively affect customer patronage, with radio advertising showing a stronger and more significant impact. The results underscore the effectiveness of these advertising channels in driving

consumer behavior, highlighting the importance of strategically utilizing both mediums to increase patronage of table water brands in Osun State.

Discussion of Findings

The findings from the regression analysis demonstrate that outdoor advertising significantly influences customer patronage of table water brands. The unstandardized coefficient for outdoor advertising (0.123) and its standardized Beta (0.231) indicates that as the level of outdoor advertising increases, customer patronage proportionally follows suit. The significant relationship between outdoor advertising and customer patronage suggests that businesses can strategically place outdoor advertisements, such as billboards and posters, in high-traffic areas to increase visibility and attract more customers. This is particularly important for table water brands in Osun State, where outdoor advertising serves as a primary tool to engage a wide audience. By targeting areas with high footfall and aligning messages with local culture, businesses can enhance brand recall and strengthen customer loyalty, as also supported by Oyedele and Opeyemi (2024), who suggest that such advertising helps improve customer recall and brand image. The economic benefits of outdoor advertising are evident in the direct correlation between increased visibility and higher customer patronage. As businesses see a rise in demand due to effective outdoor advertising, this could lead to higher sales volumes, better market share, and enhanced profitability. Moreover, the cost-effectiveness of outdoor advertising, compared to other forms of media, allows businesses to reach a large audience with relatively low investment, making it an economically viable strategy for businesses looking to maximize returns on advertising expenditure. The visibility of outdoor advertising can also create a sense of social proof, influencing subjective norms. As more people see and recognize the advertisement in their community, they may perceive it as a socially accepted and popular choice, thereby prompting them to adopt the behavior of purchasing the product. This is supported by Rane et al. (2023), who highlighted the decisive role of outdoor advertising in shaping purchasing behaviors. Consumers are more likely to perceive that purchasing the product is convenient, particularly if advertisements are placed in areas where the product is readily available. This aligns with TPB's concept of perceived behavioral control, where ease of access encourages consumer action. In conclusion, the findings underscore the significant role that outdoor advertising plays in driving consumer patronage and align with the TPB framework by influencing attitudes, subjective norms, and perceived behavioral control. This strategic marketing approach has both practical and economic benefits for businesses, particularly in enhancing brand visibility and increasing consumer purchasing behavior.

Also, the findings from the regression analysis reveal that radio advertising has a statistically significant positive effect on customer patronage, with a standardized coefficient (Beta) of 0.623. This means that as radio advertising increases, so does consumer patronage. Radio advertising plays a crucial role in driving customer behavior in Osun State, particularly for table water brands. By tailoring content to local preferences, businesses can increase brand visibility, influence consumer decision-making, and boost patronage. Radio advertising is cost-effective, reaching a diverse audience with relatively low costs compared to television. This affordability and ability to drive consumer behavior make it a valuable tool for businesses looking to increase market share without excessive expenditure. Well-crafted radio campaigns can significantly impact patronage and overall profitability. As consumers hear repeated advertisements that promote the benefits of the table water brand, they develop more positive attitudes toward it. Yunus (2023) supports this by noting that interesting content and repeated brand messaging in ads influence consumer attitudes, leading to increased patronage. Radio advertising has the potential to create a social influence by shaping subjective norms. When consumers hear ads frequently and notice that the product is promoted within their community, they may perceive it as a popular or socially approved choice. This social validation can prompt them to purchase the product, aligning with the idea that subjective norms play a significant role in shaping

consumer behavior. These findings support Fave et al. (2024) assertion about the effect of radio advertisement on consumption, stating that its extensive coverage enhances customer patronage. Chin et al. (2022) also confirmed that radio advertising reaches the selected demography of consumers proficiently, thus enhancing the frequency of consumption and patronage, as also noted in this study's results. In conclusion, the findings highlight the positive impact of radio advertising on customer patronage and align with the TPB framework by influencing consumer attitudes, subjective norms, and perceived behavioral control. The practical and economic benefits of radio advertising make it a powerful tool for businesses looking to increase brand visibility and cost-effectively drive consumer behavior.

CONCLUSION AND RECOMMENDATIONS

Based on these findings, this research establishes that there is a positive and significant effect between outdoor and radio advertising and customer patronage. The findings show that outdoor advertising, since it is well-suited and easily visible, aids in customer retention and increased patronage. Likewise, radio ads prove their effectiveness through their ability to make customer-specific relevant communications and interesting content that support customers, changing their buying habits. These results revealed that multiple levels of advertising must be incorporated to address customer segments and achieve the greatest response. This study, therefore, emphasizes that any producer who aspires to increase its customers' traffic should incorporate both outdoor and radio advertising into its marketing mix because the two are effective promotional tools.

Based on the study's findings, the following recommendations are:

- i. Strategic enhancement of outdoor advertising: Since the results show that outdoor advertising has overwhelmingly positive effects on consumers, producers should ensure that it places their outdoor advertising assets effectively. This involves putting up billboards and postmarks, among other related media tools, placing them in a strategic position where exposure is the cord. To achieve high levels of customer interest, it is therefore necessary for advertisements to contain frequent, timely and elaborate content that will fit the given target group. The addition of check-point data will allow businesses to continue making adjustments to their ad strategies and sustain their advantage.
- ii. Optimization of radio advertising campaigns: The effects of radio advertising emphasize that producers are required to create engaging customer patronage appeals. The main concern for producers should be to disseminate communication with understanding, interesting, and persuasive appeals that cut across the target market. Integrated approaches to getting the message to the right ears, peak times, and collaborations with some chosen radio stations in the country will improve campaign success. Since it is possible to see the results of a campaign on the radio and listen to the audience after its broadcast, it is possible to make improvements constantly so that radio advertisement will always remain a viable method of making clients remain loyal and patrons of businesses.

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