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**EFFECTE OF ADVERTISING ON SALES PERFORMANCE IN FOODS AND BEVERAGES INDUSTRIES IN NIGERIA (A STUDY ON NESTLE NIGERIA PLC)**

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**ABSTRACT**

The study is exploratory in nature and likewise attempted to make a quantitative evaluation of advertising on sales performance. In the study, research questions were guided towards obtaining data required to explain the effect of advertising had on sales performance, using Nestle Plc., Sagamu as a case. The Study is guided by the following objectives: (1) investigate the impact of informative advertising on sales performance in Nigeria's food and beverage industries; (2) investigate the impact of persuasive advertising on sales performance in Nigeria's food and beverage industries; (3) determine the impact of reminder advertising on sales performance in Nigeria's Food and Beverage Industries. This study adopted the questionnaire cross-sectional survey research design. An estimate of 1000 staffs constituted the population for this study. A sample size of 286 was adopted for the study. In addition, a correlation analysis was used to test the study hypotheses. Findings revealed that persuasive advertising is positively related to sales performance (=.363\*, p < .000). However, informative advertising was found not to be related to advertising (=.104, p < .078); and of reminder advertising is negatively and not significantly related to sales performance (= -.070, p < .235). Findings reveal that there are greater benefits to accrue when advertising is fully integrated into the whole mass of marketing and communication. Therefore, for good advertising output, the message characteristics and format of advertising are the joint responsibility of the manufacturing company and advertising agencies to boost sales performance.