Effect of Advertising on the Patronage of a New Product

T. O. Olufayo
Department of Business Administration
University of Lagos, Akoka, Lagos, Nigeria

P. K. A. Ladipo, PhD
Department of Business Administration
University of Lagos
Akoka, Yaba, Lagos, Nigeria

R. D. Bakare
Department of Business Administration
University of Lagos
Akoka, Yaba, Lagos, Nigeria

Abstract

Nigerian consumers are increasingly becoming uneasily satisfying especially when it comes to deriving utility from consumption of products hence the need for producers to roll out advertising messages which will help induce consumers to make purchases. Effective communication of the existence of products will definitely ensure prompt patronage from consumers. This study aims to investigate the effects of advertisement on the patronage of new products and also to find out if budget allocations for advertising have any significant effect on sales volume of Nestle Nigeria Plc. The descriptive survey research design was adopted for this study in which a structured questionnaire was used to elicit information from the target respondents who are employees and customers of Nestle Plc. Primary data was collected and processed in the study. 250 questionnaires were administered to respondents and results showed that there is relationship between advertising and consumer patronage just as it depicts that budget allocation to advertising will have effect on sales volume. It is recommended that Advertising strategy or tool cannot be overlooked in the business organization as it is pivotal to the success of Nestle Plc.

Key words: Advertising, Consumer behaviour, Marketing, Customer, Patronage

Introduction

Nigerian consumers are increasingly becoming uneasily satisfying especially in the area of exposure to advertising messages. This is largely due to their expectation of good value for the money spent. Pike (2008) 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 Kotler (2009), 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, 2003).

Morden (1991) is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Kotler (2002) sees advertising as one of the four major tools companies use to direct persuasive communications to target buyers and public noting that it consists of non-personal forms of communication conducted through paid media under clear sponsorship. According to Kotler (2002), the purpose of advertising is to enhance prospects' responses to the organization and its offering.

Advertising emphasizes and seeks to provide information by channeling desire and by supplying reasons for preferring a particular organization's offer.There must have been empirical research on effect of advertisement practices on rate of patronage of new products. However, Perreault and McCarthy (2003) assert that most research says that advertising can't convince buyers of something contrary to their basic attitudes. Despite the submission of these authors, organizations such as Nestle still continue to spend large sum of money on advertising bringing to the fore a conviction that effect of advertising on patronage of new product cannot be overemphasized.

Objectives of the Study

The objectives of this study are to
  i. Investigate the effects of advertisement on the patronage of new products of Nestle Nigeria Plc.
  ii. Examine how customers are informed of new products by Nestle Food Nigeria Plc.
  iii. Examine the effect of advertising on the ability of Nestle to educate customers of the benefits of new products
  iv. Ascertain how advertising could change people's culture to patronize new products
  v. Examine the type of advertising that move customers to patronize a new product.
  vi. Examine if budget allocation for advertising has any significant effect on sales volume

Research Questions

In order to achieve the purpose of this study, the following research questions are proposed:
  i. What are the effects of advertisement on the patronage of new products of Nestle Nigeria Plc?
  ii. How are customers informed of new products by Nestle Food Nigeria Plc?
  iii. What are the effects of advertising on the ability of Nestle to educate customers of the benefits of new products?
  iv. How can advertising change people's culture to patronizing new products?
  v. What type of advertising move customers to patronize a new product?
  vi. Does budget allocation for advertising have any significant effect on sales volume

Research Hypotheses

H_O1: Advertising does not have any significant effect on the rate of patronage of a new product
H_O2: Budget allocation for advertising does not have any significant effect on sales volume

Literature Review

Shimp (2007) corroborating Richards and Curran (2002) define advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. An official and well-liked definition of advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Belch & Belch. 2003). On the other hand, advertising can be a cost-effective way to disseminate messages, whether to build a brand image and to educate people (Kotler, 2006). A broad variety of rational motives can be used as the source for advertising appeals such as convenience, economy, health, sensory benefits, also quality, performance, comfort, reliability, durability, efficiency, efficacy etc; all of these are to stimulate the consumer to patronise a product (Duncan, 2002). In accordance with the work of Young (1973), Shimp (2007) asserts that many business firms as well as not-for-profit organizations have faith in advertising majorly because it performs five critical communications functions which are informing, influencing, reminding and increasing salience, adding value, and assisting other company efforts (Young, 1973).

One of advertising's most important functions is to publicize brands (Ehrenberg, Barnard, Kennedy, and Bloom (2002). Advertising is an efficient form of communication capable of reaching mass audiences at a relatively low cost per contact, it facilitates the introduction of new brands and increases demand for existing brands, largely by increasing consumers' top-of-mind awareness *(TOMA)* for established brands in mature product categories (D'Souza and Rao 1995; Ehrenberg 1974; Miller and Berry 1998; Ehrenberg, Barnard, Kennedy, and Bloom 2002). Advertising performs modest valuable information role—both for the advertised brand and the consumer by teaching new uses for existing brands hence encouraging customers to exhibit willingness to patronise such a brand (Wansink and Ray, 1996). (Light and Morgan, 1994)also in their work agreed that effective advertising assists in influencing perceived quality and other perceptions of a product thereby leading to increased market share and greater profitability.

In the study of (Machleit, Allen, and Madden, 1993), an assertion was made that effective advertising increases the consumer's interest in mature brands and thus the likelihood of purchasing brands that otherwise might not have been chosen just as they maintained that advertising has demonstrated having influence over brand switching tendency of consumers who have not recently purchased a brand.

Research Design

The descriptive survey research design was adopted for this study in which a structured questionnaire was used to elicit information from the target respondents who are employees and customers of Nestle Plc. Primary data was collected and processed in the study. The survey research design adopted becomes imperative because of the population characteristics and a representative nature of the sample of the population for the study.

Population of Study

The population for this study was the employees of Nestle Plc in Lagos metropolis and Customers in Idumota market. The population is put at about one thousand (2000). The population of the employees comprises the management employees, senior staff and junior staff. Also, the customers comprise the distributors and consumers of Nestle Plc products. This population was selected based on the fact that they are the people that advertising of Nestle Nigeria Plc is directed.

Sample Size and Sampling Procedure

As a result of the population of this study, and the time frame given for the completion of this study the sample size for this study was 170. This was arrived at based on the researcher judgment, which though is subjective was found simple to arrive at and more importantly, is a representative of the population. The sample size covers 50 employees, 100 consumers and 20 distributors of Nestle Plc. This study concerns advertising of new products, however, it is believed that old products were once new products while some of the old products are improved on by repackaged. The sample was selected using simple random sampling techniques.

Administration of Data Collection Instrument

The questionnaire of this study was self administered on the respondents who are customers and the employees of the studied organization. The questionnaires were self administered to the sampled population. Some of the respondents collected the questionnaire and asked the researcher to come back in one week for the collection of the completed questionnaires. Others completed the questionnaire and returned it immediately.

Results

Descriptive Statistics on Research Questions

The results of the descriptive statistics of the variables that provide answers to the research questions of this study are presented. Thus, the section presents the mean scores and standard deviations of the items in the second section of the questionnaire. The maximum expected mean score is 5 while the minimum is 1 based on the 5 point Likert Scale that was used to draw the questionnaire.

Table 1: Descriptive Statistics on Advertising

	Mean	Std. Deviation
Advertising create awareness of a new product	4.1163	1.02795
Advertising is a good strategic tool being used by Nestle	4.1085	1.28233
Advertising is mostly used by Nestle Food Ltd	4.1008	1.17157
Radio advertising is used by Nestle when a new product is brought out	4.0388	1.18851
Advertising create competitive advantage for Nestle	3.6744	1.31792
Television advertising works more than other types of advertising when new product is developed	2.9070	1.20832
Valid N (listwise)		

In Table 1, it is discovered that the variable with the highest mean score is "Advertising create awareness of a new product". This variable has a mean score of 4.1163 and a standard deviation of 1.028. The second variable that has the next highest mean score is advertising is a good strategic tool being used by Nestle". The variable has a mean score of 4.1085 and standard deviation of 1.28233. The variable that has the least mean score is "Television advertising works more than other types of advertising when new product is developed". The variable has a mean score of 2.9070 and a standard deviation of 1.20832. Generally, all the variables mean scores are high exception the one that has a mean score of 2.9070. These results imply that advertising strategy is working well in Nestle Food Nigeria Plc.

Table 2: Descriptive Statistics on effect of advertising on New Product Performance

	Mean	**Std. Deviation**
Nestle is making a lot of profits on its new products	3.9690	1.21152
Market share of Nestle is very high	3.8682	1.17513
Customers patronize Nestle product more than other competitors	3.4574	1.28092
None of the products introduced to the market has ever failed	3.1628	1.40196
Valid N (listwise)		

Table 2 presents the means and standard deviations of the variables measuring the effects of advertising on new product performance. The variable with the highest mean is "Nestle is making a lot of profits on its new products". This variable has a mean score of 3.9690 and a standard deviation of 1.21152. The second variable that follows is "Market share of Nestle is very high". This variable has a mean score of 3.8682 and a standard deviation of 1.17513. The third variable that follows is "Customers patronize Nestle product more than other competitors". This variable has a mean score of 3.4574 and a standard deviation of 1.28092. The variable that has the least mean score is "None of the products introduced to the market has ever failed". The variable has a mean score of 3.1628 and a standard deviation of 1.40196. The measures of variables on the effects of advertising on new product performance are high since none of them is below 3.0 when the expected maximum mean score is 5.0. This implies that the effect of advertising on new product performance of Nestle Food is significant.

Table 3: Descriptive Statistics on how Advertising is used as tool to inform Customers of new Product

	Mean	**Std. Deviation**
Advertising help to inform customers of new as well as old products by Nestle	3.9690	1.13150
New products are made known to people through advertising media	3.8062	1.18636
Customers are informed of new products by television advertising	3.6744	1.32973
Customers are informed of new production in news conference	3.6124	1.44865
Valid N (listwise)		

From Table 3, the means and standard deviations of the variables measuring how advertising is used as tool to inform customers of new product are presented. The variable with the highest mean is "Advertising help to inform customers of new as well as old products by Nestle". This variable has a mean score of 3.9690 and a standard deviation of 1.13150. The second variable that follows is "new products are made known to people through advertising media". This variable has a mean score of 3.8062 and a standard deviation of 1.18636. The third variable that follows is "customers are informed of new products by television advertising". This variable has a mean score of 3.6744 and a standard deviation of 1.32973. The fourth variable which has the least mean score is "customers are informed of new production in news conference". The variable has a mean score of 3.6124 and a standard deviation of 1.44865. The measures of variables on how advertising is used as tool to inform customers of new product are very high since none of them is below 3.5. This implies that advertising is used as tool to inform customers of new product is very significant.

Table 4: Descriptive Statistics on the effect of the Role of Advertising on Customers

	Mean	Std. Deviation
Advertising shows that customers will gain in terms of price of a new product	3.7442	1.28257
Advertising presents the features of Nestle new products	2.9690	1.40278
Advertising presents the quality of new product	2.7442	1.46990
Advertising presents the superiority of new product to the old ones	2.2791	1.26847
Valid N (listwise)		

From Table 4, the means and standard deviations of the variables measuring the effect of the role of advertising on customers are presented. The variable with the highest mean is "advertising shows that customers will gain in terms of price of a new product". This variable has a mean score of 3.7442 and a standard deviation of 1.28257. The variable that follows is "advertising presents the features of Nestle new products". This variable has a mean score of 2.9690 and a standard deviation of 1.40278. The third variable that follows is "advertising presents the quality of new product". This variable has a mean score of 2.7442 and a standard deviation of 1.46990. The variable that has the least mean score is "advertising presents the superiority of new product to the old ones". The variable has a mean score of 2.2791 and a standard deviation of 1.26847. The measures on the variables are averagely high while the measure on presentation of new product over old is low. Generally it could still be concluded that the effect of the role of advertising on customers is averagely significant.

Table 5: Descriptive Statistics on how Advertising can change people Culture

	Mean	Std. Deviation
I love to watch Nestle Food programme now unlike before	4.5116	.76154
I have learn how to use Nestle products as a result of its advertising programmes	4.1395	1.17755
My attitude to Nestle product has been changed	4.0000	1.12500
I prefer Nestle products more than that of other competitors	2.3953	1.30155
Valid N (listwise)		

From Table 5, the means and standard deviations of the variables measuring how advertising can change people culture are presented. The variable with the highest mean score is "I love to watch Nestle Food programme now unlike before". This variable has a mean score of 4.5116 and a standard deviation of .76154. The variable that follows is "I have learnt how to use Nestle products as a result of its advertising programmes". This variable has a mean score of 4.1395 and a standard deviation of 1.17755. The third variable that follows is "my attitude to Nestle product has been changed". This variable has a mean score of 4.000 and a standard deviation of 1.12500. The variable that has the least mean score is "I prefer Nestle products more than that of other competitors". The variable has a mean score of 2.3953 and a standard deviation of 1.30155. The measures of variables on how advertising can change people culture are high. This implies that how advertising can change people culture is significant.

Table 6: Descriptive Statistics on Types of Advertising that move Customers

	Mean	Std. Deviation
Advertising that present value of a new product will move me	4.5349	.50073
Advertising that present effectiveness or quality of a product will move me	4.3876	.86882
Advertising that show status will move me	4.2791	.66116
I will not be moved by advertising that appeal to my emotion.	3.8898	.96138
Valid N (listwise)		

From Table 6, the means and standard deviations of the variables measuring types of advertising that move customers are presented. The variable with the highest mean score is "advertising that present value of a new product will move me". This variable has a mean score of 4.5349 and a standard deviation of .50073. The variable that follows is "advertising that present effectiveness or quality of a product will move me". This variable has a mean score of 4.3876 and a standard deviation of .86882. The third variable that follows is "advertising that show status will move me". This variable has a mean score of 4.2791 and a standard deviation of .66116. The variable that has the least mean score is "I will not be moved by advertising that appeal to my emotion". The variable has a mean score of 3.8898 and a standard deviation of .96138. The measure of variables on types of advertising that appeal customers is very high. This implies that some advert themes or messages move customers more than others.

Table 7: Descriptive Statistics on Advertising Budget

	Mean	Std. Deviation
Amount of money allocated to advertising will show its success rate	4.1705	1.01646
Advertising budget should depend on sales volume	4.0930	.96373
It may be difficult to estimate the effects of advertising budget or spending	3.8760	1.36935
Advertising budget should be very high	2.8992	1.30411
Valid N (listwise)		

Table 7 presents the means and standard deviations of the variables measuring advertising budget. The variable with the highest mean score is "amount of money allocated to advertising will show its success rate". This variable has a mean score of 4.1705 and a standard deviation of 1.01646. The variable that follows is "advertising budget should depend on sales volume". This variable has a mean score of 4.0930 and a standard deviation of .96373. The third variable that follows is "it may be difficult to estimate the effects of advertising budget or spending". This variable has a mean score of 3.8760 and a standard deviation of 1.36935. The variable that has the least mean score is "advertising budget should be very high". The variable has a mean score of 2.8992 and a standard deviation of 1.30411. The measures of variables on advertising budget are high. This implies that advertising spending and advertising are significantly related.

Table 8: Descriptive Statistics on Advertising impact on Culture

	Mean	Std. Deviation
With increase in advertising spending Nestle can still increase sales volume	3.9845	1.17914
I believe that sales volume of Nestle is high	3.8682	1.16176
Sales volume of new product may not reflect on Nestle Food total sales volume	3.1473	1.39251
Valid N (listwise)		

Table 8 presents the means and standard deviations of the variables measuring advertising impact on sales volume. The variable with the highest mean score is "with increase in advertising spending Nestle can still increase sales volume". This variable has a mean score of 3.9845 and a standard deviation of 1.17914. The variable that follows is "I believe that sales volume of Nestle is high". This variable has a mean score of 3.8682 and a standard deviation of 1.16176. The third variable that follows is "sales volume of new product may not reflect on Nestle Food total sales volume". This variable has a mean score of 3.1473 and a standard deviation of 1.39251. This implies that advertising impact on sales volume is significantly related.

Test of Hypotheses

This section presents the test of the two hypotheses formulated in chapter one of this study. The tests are conducted with correlation statistics which indicates whether there is relationship between patronage of new product and advertising in hypothesis one and whether there is relationship between advertising budget and sales volume in hypothesis two.

Hypothesis One Test

H$_O$1: Advertising does not have any significant effect on the rate of patronage of a new product
From Tables 4.3.1 (and appendix A, which is the output Table generated by the SPSS) the Pearson correlation coefficient is .177(*) while the p value is 0.045. The H$_O$ that advertising does not have any significant effect on the rate of patronage of a new product is rejected since p value (0.045) is less than 0.05. This is further confirmed by the result which was flagged with one star showing that there is relationship between advertising and patronage of new product in Nestle Food.

Hypothesis Two

H$_O$2: Budget allocation for advertising does not have any significant effect on sales volume.
From Tables 4.3.1 (and Appendix A), the Pearson correlation coefficient is .411(**) while the p value is 0.000. The H$_O$ that budget allocation for advertising does not have any significant effect on sales volume is rejected at 1% level of significant since p value (0.000) is less than 0.01. This is further confirmed by the result which was flagged with two stars showing that there is significant effect between budget allocation for advertising and sales volume.

Implications of Hypotheses Tests: This shows that the more spending on advertising the more the intensity of advertising. This implies that the more the intensity of advertising the more customers are informed of a product and are persuaded to buy a product. The information and persuasion result in positive purchase attitude and behaviour of customers. This will make sales volume to increase and improve

Table 9: Summary on Test of Hypotheses

Hypothesis	Variables	Correlation coefficient	P Value	Remark
H$_1$	Advertising and patronage of new product	.177(*)	.045	Reject H$_O$
H$_2$	Advertising Budget and sales volume	.411(**)	.000	Reject H$_O$

From Table 9 the output of the Pearson Correlation computation is shown. The SPSS flagged the correlations that are significant with one star indicating significant correlation at 5% level while two stars indicates that correlation is significant at 1%

Hypothesis One

H$_O$1: Advertising does not have any significant effect on the rate of patronage of a new product
From Tables 9, the Pearson correlation coefficient is .177(*) while the p value is 0.045. The H$_O$ that advertising does not have any significant effect on the rate of patronage of a new product is rejected since p value (0.045) is less than 0.05. This is further confirmed by the result which was flagged with one star showing that there is relationship between advertising and patronage of new product in Nestle Food.

Hypothesis Two

H$_O$2: Budget allocation for advertising does not have any significant effect on sales volume.
From Tables 9, the Pearson correlation coefficient is .411(**) while the p value is 0.000. The H$_O$ that budget allocation for advertising does not have any significant effect on sales volume is rejected at 1% level of significant since p value (0.000) is less than 0.01. This is further confirmed by the result which was flagged with two stars showing that there is significant effect between budget allocation for advertising and sales volume.

Conclusion

From the findings of this study, it could be concluded that there is positive and significant relationship between advertising and patronage of a new product. Advertising is a system of communicating a sponsored message to a potential audience about the existence of a particular product, good or service (Popoola, 2008). Thus, advertising communicates the features, quality and uses of the new product to the consumers. Advertising will inform customers of the existence of a new product. Advertising informed customers because it is a form of non personal communication of information usually paid for and usually persuasive in nature about products, goods and services, or ideas by identified sponsors through various media. Thus advertising uses radio, television and print media to achieve advertising objectives.

Organizations have various objectives of advertising. Some advertise to make customers to be aware of the product. Others advertise to inform the existence of the product (especially new products), while others present the quality, features and benefit of the products to the target audience. Advertising is very important for new products especially when the product is growing unlike when it has reached maturity or decline. Therefore, when new products are introduced or an old ones is improved advertising is used to inform customers so that they can patronize such product.

Despite the fact that advertising effectiveness is sometimes difficult to established, this study concludes that advertising spending is significantly related to sales volume. Thus to increase sales volume of new as well as old products there may be need to advertise more which is akin to increase advertising spending.

Recommendations

From the findings and conclusions reached in this study, the following are recommended:

i.   Advertising strategy or tool cannot be overlooked in the business organization despite the fact that advertising spending is reducing when compared with promotional spending.
ii. There is need to do cost-benefit analysis of every advertising programme, i.e. there is need to evaluate every programme of advertising in order to know its contributions to the fulfillment of the firm's objectives.
iii. There is need for business organizations to set advertising objectives. This will be the basis from which the success and failure of an advertising programme can be measured.
iv. There is need to determine advertising spending through the preparation of advertising budget. This can be based on advertising objectives which include increasing sales volume, informing customers of a new product or creating awareness of an old or new product in the mind of the consumers and customers.
v.   This study examined not only consumers of Nestle Food Nigeria Plc, but also the employees and distributors of the company's products. Therefore advertising should not focussed on consumers alone but all who are concerned about the success of the firm's new and as well as old products in the market place.

Suggestions for Further Studies

This study used questionnaire to collect primary data which formed the bases of the findings and conclusion of this study. In future studies, interview of marketing managers who formulate advertising and marketing strategies should be conducted. This will add to the reliability of the result of the findings. Also, there is need to conduct or replicate this study using an old product.

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Appendix A

		Advert	Patronage of new products	Informed Customer	Educate customer on benefit	Cultural change	Advert budget	Sales vol.
Advert	Pearson Correlation	1	.177(*)	.208(*)	.165	.267(**)	.144	.111
	Sig. (2-tailed)		.045	.045	.061	.002	.104	.212
Patronage of new product	Pearson Correlation	.177(*)	1	.335(**)	.405(**)	.434(**)	.399(**)	.889(**)
	Sig. (2-tailed)	.045		.000	.000	.000	.000	.000
Informed Customer	Pearson Correlation	.208(*)	.335(**)	1	.351(**)	-.149	-.049	.292(**)
	Sig. (2-tailed)	.045	.000		.000	.091	.578	.001
Educate Customer on Benefit	Pearson Correlation	.165	.405(**)	.351(**)	1	.219(*)	.025	.494(**)
	Sig. (2-tailed)	.061	.000	.000		.013	.780	.000
Cultural change	Pearson Correlation	.267(**)	.434(**)	-.149	.219(*)	1	.494(**)	.436(**)
	Sig. (2-tailed)	.002	.000	.091	.013		.000	.000
Advert Budget	Pearson Correlation	.008	.206(*)	.145	.225(*)	.123	1	.257(**)
	Sig. (2-tailed)	.926	.019	.100	.010	.165		.003
Sales Volume	Pearson Correlation	.111	.889(**)	.292(**)	.494(**)	.436(**)	.411(**)	1
	Sig. (2-tailed)	.212	.000	.001	.000	.000	.000	
* Correlation is significant at the 0.05 level (2-tailed).								
** Correlation is significant at the 0.01 level (2-tailed).								