

## The Impact of Newspaper Advertisement in an Organization

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### PERSPECTIVE

The role of newspaper advertising in an organisation is investigated in this study. It focuses on the impact of advertising in particular. The study proposes that current advertising trends as seen by Globacom Nigeria Limited. The optimistic modernisation hypothesis shares the belief that advertising has direct and powerful impacts. The cultururation concept is combined with the acculturation idea in this study. Globacom Nigeria Limited's growth has been mostly fueled by newspaper advertisements. Based on a study of the relevant literature, the enhancement of advertising policies and methods would boost consumer awareness of Globacom Nigeria Limited's products and services. The survey research method is used to analyse the data collected. Recommendations for additional investigation of the cultural genocide were preferred.

Even before the introduction of the white man, the growth of commercial activity in Nigeria may be traced back to newspaper advertising. According to Ogbodoh referenced in Okunna town criers shouted and called people's attention to a condition or incident in the town prior to the advent of the whites. In his book "Mass Media and National Development," Ekwelie claims that before cities, villages and small neighbourhoods had techniques of selling their commodities. In towns, youngsters would sing familiar

songs to indicate the availability of commodities, while in cities, the mating song of pap merchants can still be heard today.

The impact of newspaper advertisements on consumer purchasing behaviour is highlighted in this study. It investigates the factors that influence and, in turn, influence consumer purchasing behaviour. The study can assist entrepreneurs and other enthusiasts in better understanding consumer behaviour when purchasing specific products in order to develop the most effective marketing strategies for their products.

Advertisements in the newspaper that disparage competitors may pique your interest, but they almost always do so at the same time. Lead to a feeling of well-being a large quantity of Negative feedback causes a lot of resentment. In the direction of the sponsored company As a result, marketers must use prudence and avoid denigration when it comes to attracting customers. The use of accrediting businesses to support the claims stated in the campaign would increase the reach of the ads. A previous study found that the sponsoring manufacturer could be mistaken for an evaluation brand. As a result, when it comes to co-sponsorship, marketers should be aware of the risk of the sponsoring model being seen similarly to that of the assessment brands.

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