

## CERTIFICATION

This is to certify that this project work "impact of Advertising on Consumer Patronage" was carried out by AJIBODE AJARAT TEMITOPE Matriculation F23/ND43005 of department of the BUSINESS ADMINISTRATION AND MANAGEMENT, Enville polytechnic, Agbowa, Lagos State,

## Dedication

This project is dedicated to Almighty God, whose grace, wisdom, and strength have seen me through the completion of this work.

I also dedicate it to my loving parents and family for their constant support, encouragement, and prayers throughout my academic journey.

Finally, this work is dedicated to all students and researchers who seek to understand the power of advertising and its influence on consumer behavior.

## Acknowledge

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## Abstract

This study examines the impact of advertising on consumer patronage, focusing on how promotional activities influence customers' purchasing decisions and brand loyalty. Advertising serves as a vital communication tool between producers and consumers, shaping awareness, perception, and preference for products and services. The research explores various advertising media—such as television, radio, social media, and print—and their effectiveness in attracting and retaining customers. Findings reveal that well-planned and persuasive advertising significantly increases consumer patronage by creating product awareness, stimulating interest, and influencing buying behavior. However, misleading or excessive advertising may reduce consumer trust and loyalty. The study concludes that effective advertising strategies play a

crucial role in enhancing sales performance and sustaining business growth.

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