

AN EXAMINATION OF ADVERTISING TECHNIQUES OF ESTATE MANAGEMENT SERVICES IN BAUCHI, NIGERIA.

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ABSTRACT

This paper examined the different modus operandi that estate managers employ to advertise their services. Five advertising techniques were identified: Bill board, Internet, Hand bill, Networking and news paper. The paper examined the concept of advertisement and different types of advertisements. Concept of estate management and functions of estate management was also examined by the paper. Questionnaires were administered and analyzed, the result showed that net working is mainly the most importance method of advertising estate management services, this is trailed by hand bill and then bill board. Internet and news paper as means of advertising estate management services have modest effect in Bauchi, Nigeria.

Keywords: *Advertisement, Estate Management, Land , Right, Interest*

INTRODUCTION

Role of advertising in any given business cannot be over emphasized. It is not an understatement today asserting that hardly could any business survived today without the involvement of advertising, planning and strategies. For any goods, services or ideals to thrive in any given market, advertising is a major, indispensable and imperative vehicle that is being used to drive such goods, services or ideals to a sustainable buying and selling stage in this ever increasing competitive environment. Advertising through its persuasive messages promotes indirectly products or services that would not have being known by potential customers, thereby; cumulating to increments in sale of goods and services. It sensitizes the public about the advantages of products and services that is being advertized. Advertising makes the consumers to be responsive to the products, services and goods of any given brand name , it gives buyers choice among varieties of brand names thereby enabling the buyers to buy the best brand in the market .This

paper examines various advertising techniques that are instrumental to the successful marketing of estate management services in Bauchi, Nigeria. It examines the various kinds of advertisements that are available in the study area and the types of advertisement types that are suitable for promoting real estate services in the study area.

CONCEPT OF ADVERTISEMENT

There are many definitions of Advertising as there are many professionals, this is perhaps due to the facts that many professionals see advertising from their various positions, the journalist sees advertising as any or all of the act of communication, public relation or persuasive process while to an economist, it could be seen from the monetary gain that can be obtained as a result of advertising. Ivanovic and Collim(2003) see advertising as the business of making people to know that an object is for sale, they further see advertising as the act of attempting to convince consumer to pay money for a manufactured goods or services. According to Boody(2005), advertising is the type of communication that is usually used by any association at any time that it desires to convey a message to a large number of people. Kotler and Keller (2008) opined that 'advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertisers include not only business firms but also charitable, nonprofit, and government agencies'. From all the definition given above it can be seen that the main aim of advertising is to send out information to definite audience in order to accomplish the determined aspiration.

(Aren, 2008) is nothing but a paid form of non personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day marketing activities, like in real estate business, hardly is there any business in the modern world which does not advertise including real estate business only that, the form of advertisement differs from business to business.

According to Wood, "advertising is causing to know to remember to do".

Wheeler in his own view defined advertising as "any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy". This wheeler definition pointed out the involvement of mass media (non-personal) as an intermediate channel between the advertiser and the customer. Unlike the personal selling which basically involves face-to-face forms of communication.

Moreover, Wright et al, (1974) seek to establish the connecting link between communication, business and marketing when they defined advertising as "---- a powerful communication force and a vital business tool. It interacts with numerous

marketing concerns including personal selling, product development, branding, merchandise and research”.

According to Williams J. Stanton, “advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor”

Doghudge (1985) sees advertising from marketing angle when he defined it as “advertising is a marketing tool whose sole aim is to build preferences for advertised bands and services” the definition of Doghudge as he further analyzed reveals advertising is not one activity but many. It begins with the very first step of research to determine the problems and prospects of a given products or service, moves on to design, actual writing and placements of the advertising messages in the media to the last step of measuring the effectiveness of such a message (Osunbiyi 2009).

The above definitions clearly reveal the nature of advertising as basically a powerful element of the promotional mix. Importantly, advertising means disseminating of persuasive information about the features of a product, idea or services to the prospective customs with the aim to sell the product, idea or services or to increase the sale volume.

According to Amey Puramik (2014) the main features of advertising are as follow:

- It is directed towards increasing the sales of business.
- Advertising is a paid form of publicity
- It is non-personal, they are directed at a mass audience and nor at the individuals as is in the case of personal selling.
- Advertisements are identifiable with their sponsor of originator which is not always the case with publicity or propaganda.

OBJECTIVE/FUNCTIONS OF ADVERTISING

The main purpose of advertising is to sell, idea product or services. Tesler (1974) opined that while the consumer sees the function from the angle that advertising sells product (purpose) the advertising technician focuses on how it aids, the communication (Objective).

The main objective of advertising is effective communication between the sellers and the buyers. The following are the main objectives of advertising as analysed by Puramik;

- **Preparing Ground for New Product:** New product needs introduction because potential customers have never used such product earlier and the advertisement prepares a ground for that new product.
- **Creation of Demand:** The main objective of the advertisement is to create a favorable climate for maintaining of improving sales. Customers are to be reminded about the product and the brand. It may induce new customers t o

- buy the product by informing them its qualities since it is possible that some of the customers may change their brands.
- **Facing the Competition:** Another important objective of the advertising message is to face the competition under competitive conditions, advertisement helps to build up brand image and brand loyalty, becomes difficult for the middlemen to change it.
 - **Creating or Enhancing Goodwill:** Large scale advertising is often undertaken with the objective of creating or enhancing the goodwill of the advertising company, this in turn, increases the market receptiveness of the company's product and helps the salesmen to win customers easily.
 - **Informing the Changes to the Customers:** When ever changes of distribution or in the product by way of any improvement in quality, size, weight, brand, packing, e.t.c. they must be informed to the public by the producer through advertisement.
 - **Neutralizing Competitor's advertising:** advertising is unavoidable when competitors are adopting intensive advertising as their promotional strategy, it is reasonable to follow similar practices to neutralize their effects. In such cases, it is essential for the manufacturer to create a different image of this product.
 - **Barring New Entrants:** From the advertiser's point of view, a strongly build image through long advertising helps to keep new entrants way. The advertisement builds up a certain monopoly for the product in which new entrants find it difficult to enter.
- In short, advertising aim at benefiting the producer, educating the consumer and supplementing the salesmen. Above all it is a communication lines between the producer and the consumer.

BASIC TYPES OF ADVERTISING

Uttra Manohar (2013) in Buzzle article title different types of advertising analysed reasons for advertising and its types as follows;

REASONS FOR ADVERTISING

There are several reasons for advertising, some of which are:

- Increasing the sales of the product/service
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line
- Introduction of a new product or service

- Increasing the business-value of the brand or the company thus, there are several reasons for advertising. Similarly, Uttara analyzed, there exist various media which can be effectively used for advertising various categories or types of advertising includes:

(1) **TRADITIONAL MODES OF ADVERTISING:**

- a. **Print Advertising:** This could be called the most popular advertising option. It includes advertisement via news paper magazine, brochures, fliers e.t.c. advert on newspaper or magazine is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes.
- b. **Outdoor advertising:** Advertising makes use of several tools and techniques to attract the customers outdoors, the most common example of outdoor advertising are billboards, kiok and also event and trade shows organized by a company. Billboard as a popularly forms of advertising has to be really terse and catchy, in order to grab the attention of passerby. Kioks not only provide an easy outlet for the company's product, but also make for an effective advertising tool to promote the company's products.
- c. **Radio Advertising:** Radio advertising s one of the oldest forms of advertising. In the early 20th century, as radio began to take center stage, business men realized that they could use this medium to reach a huge audience for their product, and not merely rely on print media such as newspapers and pamphlets. Advertisers usually buy airtime from a radio station to air their adverts and prices depend upon duration, time of the day, and the programs during which the adverts are aired. According to market research, over 240 million people tune into the radio at least once a week. Radio has been given a much need boost as a medium of communication, and therefore of advertising, with the advent of online radio broadcast.
- d. **Television Advertising:** Uttara described Television as “the holy grail of advertising for more than 50 years”, television advertising remains the most sought-after mode of advertising even in the 21st century, he said. The basic advantage of television advertisement is its ability to reach maximum number of target customers, and having a variety of programmes schedules that can effectively used for the insertion of advert content. Television adverts apart from its basic forms can features in other forms such as placing banners in the background while a program is playing, to increase the visibility of adverts. Computer based graphics are also used to generate adverts, which run in the backdrop of high-profile events such as spotting events and movie premiers.

2. MODERN TYPES OF ADVERTISING

- a. **Online advertising:** Online advertising is under the broadcast advertising which is a very popular advertising medium that constitute several branches like television, radio, or the internet, it involves staging advert on the internet through the use of what is tagged “new age media”.
- b. **Covert Advertising (Advertising in Movies):** This is a unique kind of advertising, in which a product or a particular brand is incorporated in some entertainment and media channels like movies and television shows, even sports. There is no commercial advertising as such in the entertainment but the brand or the product is subtly (or sometimes evidently) show cased in the entertainment show. Some of the famous example for this sort of advertising have to be the appearance of brand Nokia which is displayed on Tom Cruise’s phone in the movie titled minority report.”
- c. **Surrogate Advertising (Advertising indirectly):** surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisements for product like cigarettes or alcohol, which are injuries to health, are prohibited by law in several countries. Hence, these companies come up with several other products that have the same brand name, and indirectly remind people of the cigarettes or alcohol of the same brand, by advertising the other product.
- d. **Public Service Advertising (Advertising for social causes):** This type of advertising is a technique that makes use of advertising as an effective communication medium, to convey socially relevant messages about important matters and social causes like AIDS, corruption, illiteracy, energy conservation political integrity, Poverty e.t.c.
- e. **Celebrity advertising:** This involves signing up celebrity for campaign which consists of all sort of advertising including television or even print advertising. How effective these adverts are, is something that each consumer himself can determine.
- f. **In-store Advertising:** It is a forms of advert method for large malls and departmental popularized by stores, such as Shoprite. It also known as ‘point of purchase advertising’ the products are usually displayed prominently at checkout counters and package attractively. They aim to influence the customers to make an impulse purchase rather than activity create need for the product.
- g. **Coffee cup Advertising:** A relative new form of mass advertising is the placement of small ads or promotional material on paper cups for coffees or

onto the tabletops of the diner or café. Its origins can be traced to Australian companies, and is now gaining popularity in Asia and the Americas.

- h. **Digital out of home Advertising:** Its involves systematically arrangement of media at different venues across a geo graphical location, where there is a lot of foot traffic such as cafes bars, gyms, gas stations are many others. The advent of digital recorders such Tivo has enabled viewers to skip through ads shown on television causing advertisers and sponsors significant loss in revenue.

CONCEPT OF ESTATE MANAGEMENT

An Estate is a legal entity that represents the nature and quality of rights that a person or groups of persons possesses in a property (udechukwu, 2006). Property is defined as the interest that can obtain as interest that exists in an object. There are two types of rights that exist in any given property, it could either be free hold or lease hold. Free hold interest is the highest form of interest that an individual or a group of people can have in a property while lease hold has an interest that exist for a limited period. (Robert,2000)

CHARACTERISTIC OF AN ESTATE

There are many characteristics that are associated with a an estate . The following are some of the characteristic of an estate (Udechuwku,2006)

1. Physical identity: an estate must be a real thing that can be touch, hold,or feel
2. Economy identity : an estate must be able to yield economic return to some one that has it
3. Legal identity : an estate denotes that someone has right on a property and such right can be defended by law whenever such law is infringed upon
4. Management identity : each interest in land must be such that can be managed by anybody that has such right because its represent a separate unit of control.

Further more ,(Agwu el tal ,20010) identified the followings as the characteristic of land

1. Land is subject to customary and statutory regulation
2. It gives the owner the power to use the land
3. It gives the owner the power to control how the land is used
4. It gives the holder the power to transfer its rights whenever such person feels like
5. Land is determinable
6. Land can be inherited
7. Land is subject to tax

OBJECTIVES OF ESTATE MANAGEMENT

The following have been identified as the objectives of estate management (Ola, 2002):

1. To satisfy economy or social need: an estate must have an economy function that that its render to the holder of such right. it could be in the form of accommodation provision or crop production
2. For profit making purpose: people also hold interest in an estate with the sole aim of making profit from their Estate. This estate could be office blocks that have been built with the main aim of renting it out to people so as to make profit.
3. Independency purpose: people also hold estate with the main aim of gaining freedom that such estate would give them. Owing an estate gives such owner the freedom of not being disturbed for rent payment.
4. Prestige and political power: Land ownership gives prestige and political powers to people that own land. The rich build houses in many places because of the prestige and the political reorganization that such ownership would give them.
5. Continuity: most people that own estate have the intention of transferring the rights that they have in such estate to their children. They do not want such right to stop, they always most of the time wishes to transfer their right in estates to their children.
6. Social benefit:
7. Owing estates gives social reorganization and benefits to people. People owns estate also because of the social benefits that it would give them

FUNCTIONS OF ESTATE MANAGENT

The following are the functions of estate managers:

- a. Valuation function: valuation of property is one of the valuations of a property manager, it is his duties to determine the worth of a property. Valuation can be for many reasons which could be mortgage, purchase, insurance, and balance sheet purposes.
- b. Property development function: property development is also the duty of property manager. His main role as a property developer is to act as project manager. His functions as a property managers includes
 - i. identification and preliminary evaluation of opportunity for development
 - ii. preliminary financial analysis
 - iii. land acquisition
 - iv. assisting in preparation of brief
 - v. feasibility and viability studies (Jambil,2012)

3. ESTATE AGENCY FUNCTION

The estate manager's function includes lease, purchase and sales.

- i. Lease: under the lease arrangement, the estate management function includes sourcing and selecting tenants and negotiation of lease terms.
- ii. Purchase: property manager function includes purchase which includes sourcing for property, negotiation of term and processing of the transfer of ownership

5. **SALE function**

It is the duty of estate manager to determine the amount in which a property is to be bought or sales.

6. **AGENCY FUNCTION**

Another function of the estate manager is that a property manager also acts as an agent to the buyers or sellers of property. Estate agency is the act of liaising between two parties .There are four types of agency which are: Sole agency, joint agency, multiple agencies and sub agency. (Tay and Ooi ,2001)

7. **PROPERTY RATING AND TAXATION FUNCTIONS**

Property rates are a form of taxation that is imposed on property owners by the suitable rating authority. The functions of estate manager include the following:

1. The identification of the ratable properties
2. The determination of the appropriate rate to be levied on different properties
3. Advice rating authorities on basis and method of collecting rates
4. Advice governments on all forms of property taxation. (Zulkarnain,2011)

8. **COMPULSORY ACQUISITION AND COMPENSATION**

It is the duty of property manager to determine the amount as compensation that the government would pay someone whose properties have been compulsory acquired

8. **PROPERTY MANAGEMENT FUNCTION**

Another duty of a property manager is that he manages the properties of his clients either in forms of rent collection on behalf of land lord, tenant selection, preparation and interpretation of lease, and record keeping.(Atinkin, 2003):

DATA AND RESEARCH METHODOLOGY

This research work examined the methods that estate managers use to advertise their services to their clients. Data were obtained from 52 estate agents in Bauchi ,Nigeria.

Sixty questioners were administered to randomly selected estate managers , of theses, 52 questionnaires were returned. This represents appropriately 87 percent returned success rate . 5 means of advertising real estate services are examined on a scale of 1 to 4 as follows: 4=strongly agree, 3= fairly agree , 2= fairly disagree, 1= strongly disagree. The authors also carried out field survey so as to validate the information that was provided by the estate managers in the study area.

The followings are the identified means of advertising estate management services:

1. News papers, 2. bill board, 3. Internet 4. hand bills and 5. Networking. The data obtained were analyzed by using relative importance index; the relative importance index of each factor was determined by using the following expression:

Relative importance index (RII) = $\frac{wfN}{N}$. Where : w = weight, f = frequency of specific

responses and N = total frequency (ogunba, 2012)

RESULTS

The table below shows the various means of advertising estate management services in the study area.

Table 1: various means of advertisement in the study area

Means of advertisement	Strongly agree (weight=4)	Agree (weight=3)	disagree (weight=2)	Strongly agree (weight=1)	Weighted frequency $\sum wf$	Relative importance index
Bill board	24	16	7	5	163	3.13
Internet	0	0	10	42	62	1.19
Hand bill	27	18	3	2	170	3.27
Networking	32	15	3	2	181	3.48
News papers	4	10	15	23	99	1.90

SOURCES : authors field work(2015)

The table above shows that bill board has RII of 3.13, internet has RII of 1.19, hand bill has RII of 3.27, networking has RII of 3.48 and news paper has RII of 1.90. The table shows that net working is the most importance means of advertising estate management services, this is followed by hand bill and bill board. Internet and news paper as means of advertising estate management services have little impart in Bauchi, Nigeria.

CONCLUSION

This paper examines the various techniques that estate managers use to advertise their products. Five advertising techniques were identified: Bill board, Internet, Hand bill, Networking and news paper. The paper examines the concept of advertisement and different types of advertisements. Concept of estate management and functions of estate management was also examined by the paper. Questionnaires were administered and analyzed, the result shows that net working is the most importance means of advertising estate management services, this is followed by hand bill and then bill board. Internet and news paper as means of advertising estate management services have little impact in Bauchi, Nigeria.

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