Measurıng The Effect Of Onlıne Advertısıng On Consumers Choıce: A Case Study Of Coca Cola Company

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Abstract: *The study was carried out to measure the effect of online advertisement on customer's choice using Coca Cola as the case study. The objective of the study includes inspection of the conceivable impact of online notice of client conduct of Coca Cola Nigeria Plc, recognition of the online promotion Coca Cola Nigeria Plc and surveying to ascertain of web promoting can influence association benefits of Coca Cola Nigeria Plc.*
To achieve the stated objectives, appropriate theoretical and empirical framework was reviewed in order to indicate relevant variables and models that will be used in the course of the analysis to achieve the stated objectives.The data used in the analysis was extracted from the questionnaire administered to the respondents and simple linear regression analysis was used to test the relevant hypothesis to achieve the objectives.
The finding uncovers that, online advertisement has huge impact at a bargain turnover rate. It also indicates there is a positive relation between online commercial on deals turnover. The study also gave some recommendations which include the following;

* *Coca Cola ought to be intermittent estimation of the effect of its online notice exercises with specific end goal to acquire more from such exercises.*
* *Coca Cola may need to build its subsidizing for online adverts knowing completely well the significant of special blend of potential and existing clients.*
* *Organization ought not to rely on a specific methodology/outline/ method of online advertisement, this will give space for different methodologies to be put to test to check whether their effects may be higher than other utilized techniques.*
* *Since online promotions constitute few rate of variable that can push an association to the most abnormal amount, different elements of advertising blend ought to be considered.*

Key Words: *Natural gas, North Iraq, Petroleum, Tourism, Turkey, Transportation.*

I. Introductıon

Out of all agents in broad communication which include Television, publicizing, movies, magazines, musical, daily paper and web, the most potent weapon in communication is publicizing. Its effect is extensive because its effect the brain of viewers and works on the thought patterns. (Latif and Abideen, 2011). Publicizing is an important aspect of advancement and it is among the 4Ps in promotion which uses item, value, spot and advancement. The idea of promoting a good, services or new product is a major tool in implanting the idea of buying a product in the mind of consumer. There are several mass specialized media and apparatuses used and they include publicizing. Deal advancement and advertisement. Publicizing through other media goes a long way but television is by far the most grounded means where it comes to promoting a brand. According to Latif and Abideen (2011), television goes a long way in impacting the state of mind of individuals, conduct, presentation and way of life.

The process of making a brand to be understood by customers, organization have to invest into special exercises like promoting the brand (Hussainy et al 2008). The idea behind ads and publicity is to impact the mindfulness and achieve imminent positive disposition and purchasing conduct. Customer's mindfulness to a product is built and firms spend great deal of cash. The ads and publicizing are centered on the way the customer or client behaves and promoting a brand instills the idea of decision making in the customers (Latif et al 2011).

Affecting purchasing conduct of customers is the main aim behind promotion. Consistent promoting of a brand reinforces a knowing in the mind of the prospective consumer and it brings recollection. Those affiliations which are identified in a shopper's mind constitute RECOLLECTION. The brand with the major lasting impact or impression on the customer is what the customer buys. Shoppers conduct investigation deals with why consumers behave in a certain way in certain situations.

It talks about the factors or elements that impacts consumer's attitudes. The angles are financial, social and mental angles (Ayanwale et al 2005). People relate to publicity characters and they relate to them. At that point, customers will be able to relate with the product on a personal term (Latif 2011).

In today's dynamic world, it is verging on outlandish for sponsors to convey publicizing message and data to purchasers without utilization of promoting. Positively, this might be a result of the globalization and availability of several channels for the viewers of this present-day period. Presently a day, because of globalized economy which made accessible a main part of promoting boosts to the cutting-edge customers. All the more regularly consumerism portrays the method for likening individual joy, with obtaining material belonging and utilization in overabundance of one's need (Saleem et al., 2010).

Today makers and advertisers are attempting to search for adaptable promoting instruments which guarantee the data reach and test the client's demonstration rapidly. They even need better and snappier input from the clients which help them to serve better and to move their image picture to better statures through surpassing the clients' desires. What's more, the promotion mode that fit into this need is the "ONLINE ADVERTISEMENT"

The most advantageous component of online notices is that the general population can watch it as per their accommodation whenever and any number of times. The distributor/organization can likewise have the full control on it. They could alter, change or even uproot it as and when required. Online sponsors could particularly focus on the clients through internet searcher displaying so as to promote their ads on significant site pages or related query items. It won't just make the programs' work less demanding however spares a great deal of time with full control on what to see and what not to see. According to the recent research on consumer behavior on the Internet users (Cotte, Chowdhury, Ratenshwar & Ricci, 2006), there are four distinct consumer groups with different intentions and motivations:

i. Exploration
ii. Entertainment
iii. Shopping
iv. Information

It is insufficient for a business to have great items sold at appealing costs. To create deals and benefits, the advantages of items must be imparted to clients. In showcasing, this is ordinarily known as "Publicizing". In spite of the fact that promotion is not done just for these elements but rather for others, for example, to construct brand steadfastness, to remind and console costumers, to dispatch another item and perhaps to safeguard piece of the overall industry by reacting to contenders' battles with their own publicizing. A definitive target of each business is to build the offer of products that it bargains in. A few techniques can be embraced for the accomplishment of this objective; some immediate while others aberrant. Online commercial is the center of the day (Kotler, 2007). Online promotion has turned into a profitable apparatus for the advertisers and significance of it has been expanding quickly in the course of recent years. Web publicizing has turned into a capable specialized apparatus in passing message about the items and administrations to both clients and potential clients. At the point when there is sufficient mindfulness through promoting, high support will be accomplished, which will result to an expansion in deals volume, efficiency and benefit level of the associations.

Despite the fact that there is expansion in the utilization of online advert, most associations still view advancement spending plan as a waste or additional consumption or a channel of the normal benefit. Be that as it may, Coca Cola Nigeria has been making utilization of web promoting and therefore the need to assess the impact of online commercial on Coca Cola as an association.

II. Literature Review

The quick online-innovation improvement makes the Internet a genuine organizations resource for accomplishing upper hands (Kiang et al. 2000). Truth be told, the web got to be key business bases that offer advertisers some assistance with understanding and fulfill various buyer needs (Constantinides, 2002). Accordingly, the Internet is these days considered a cost proficient, successful and extremely profitable showcasing stage (Kiang et al 2000). The idea of marketing is bigger than just advert (Constantinides 2002) and advertisement is the promoting tool (Kiang et al 2000). With the increasing nature of using the internet and World Wide Web, the use of online advert is prevalent and it has become part of every firm's advertising spending plan (Ngai, 2003)

Advertising gives data about items and administrations to proposing buyers. This data offer consumers to settle on decisions among various brands some assistance with basing on their requirements, needs and issues going up against them.

A definitive reason for advertiser is to make their group of onlookers buy such items and administrations either quickly or soon.

The American Marketing Association characterized advertising as takes after, and cited by Diwan, (1999) defined advertising as some sort of or any paid type of presentation which is non-individual and advancement of thoughts, products, and administration by a recognized sponsor. Mcquail (2005) consider advertising to be a paid attention in media for products or administration coordinated by clients.

Advertising is a paid type of presentation not done by individual and advancement of thoughts, products and it is administered by a recognized supporter (Diwan, 1999). Advertising also include empowering customer's conduct, formation of mindfulness, formation of brand pictures and shaping good affiliation to a product. Advertising is a subordinate part of promotion which uses products, price, place and promotion (Ayanwale et al 2005). Promotion act as a tool in creating mindfulness and appealing to the mental picture of potential customers when it comes to choose. Burp and belch (2001) wrote that web advertising comes in different forms.

There are banners advert, sponsorships, pop ups, interstitials, push innovations or web casting and links. Baran (2004) defined internet advertising as network advertising. They are interstitial advertisement, pop-outs, extremercial, intermercials, focused on keywords, shoshkles, substantial rectangles, encompass sessions, message advert, advert diversions and exchange news coverage. Vivian (2002) explained that web helps advertising at numerous destinations, the advertsing is similar to a conventional advertisement that advances an item or administration and cows potential buyers either to more knowlegede or to point of buying.

These advertisements are likened to those in magazine, daily papers, radio and TV. At these speck, the non-commercial angle is the fascination. You won't discover usatoday.com touting print releases of USA. Today, the site offers sponsors on the entrance it gives them to a group of people pulled in by the news content. Dominick (2009) commented that web advertisement started in 1994 when Hotwired, the computerized partner to the hip wired magazine began a web with around twelve backers who paid to have advertising benners all over the sites.

Wikipedia (2012) characterized web adv as a type of promotion that make use of internet and worldwide web to convey marketing information to pull in potential buyers. Example of online ads includes conceptual advert on search engine result pages, banner adverts, blogging, rich media adverts, special networking ads, online classified ads, ads network and email marketing entails email spam. A hefty portion of these sorts of advertisements are conveyed by an advertisement server.

Gordon and Lima-Turner (1997) focused on that ads on the web can be seen as a social contract in the middle of advertiser and web user. Choi and Rifon (2002) were of the perspective that quick development in web ads incomes shows the feasibility of overall web ads as a distinct option for that of local media considering web ads development. There is little uncertainty that the web is an intense and suitable different option for local media ads. Hwang, McMillan and Lee (2003) asked that web ads is more than banners, buttons and pop-ups. McMillan and lee (2003), the corporate web includes a vital usefulness that is not frequently accessible in local corporate ads sales.

Internet Advertising

Chaubey et al (2013) opined that over the past five years, advertising budgets allocated to internet media have grown spectacularly. In 2012, the internet will represent 26% of total advertising expenditure worldwide and this figure could reach 31% in the next four years. The authors opined that the growth is significantly fuelled by search and performance tools which include affiliate marketing, email and comparison websites. The boom in internet advertising is driven by an increase in web usage which strengthens the internet's role in providing recommendations and preparing consumers to make purchases and recommendation and development in targeted advertising formats and techniques which help shape more communicative and relevant online campaign.

The Internet as another measurement of ads and especially the World Wide Web (www), are testing local types of broad communications ads (Hoffman and Novak, 1996; Hearn, Mandeville and Anthony, 1998). The internet characterizes a mass respondent through which an individual transmits information through a medium (transmitting gadget) to onlookers or business sector (Mecker, 1998). The web brings option of mass correspondence using website pages, exchange gatherings and email (Hoffman and Novak, 1996). According ro many scholars and theorists of the internet, this new communication medium is the greatest and the most significant achievement in the history of human kind and has within only a couple of years changed both civilization and communication (Gates 1995, Halin and Stout 1994, and Otte 1994). Janette and Charmaine (2002), the internet has an impact in almost all industries the world and advertising is no exception. Hanekom and Scriven (2002) defined internet as a network of networks that interconnects millions of computers and allow information to be transported across several networks regardless of national boundaries.

The major means of online advertising
They are five unique features in most ads and they are found on web pages during adverts. Sponsorship, keyword linking, commercial sites, pop-up ads and banners are incorporated (Rodgers and Thorson 2000). From that point forward, different formats have started to assemble force, despite everything others will presumably do as such later on.

Sponsors
Sponsorship done online has increased from 24% to 37% because of the ever-growing presence of customers or prospective customers on the web. Online sponsors show up on a particular website or an exceptional segment on the webpage with a specific end goal to give the sponsor a perceivability for marketing purposes. For instance, the logos of Macy's and Pfizer both show up in the official site of the American Heart Association, alongside the additional content "Macy's and Pfizer are the pleased sponsor of the American Heart Association, for the lady's battle Go Red b", Interactive Advertising Bureau (1999). Various sponsorship opportunities are available to online advertisers, ranging from naming right to sites, overall look and feel and editorial sponsorship.

Sponsored link words
Studies have found that in any event half of internet surfers use search engine. Accordingly, an expanding number of advertisers use keywords to discover that their messages are conveyed to the principal spots in the search result. At the point when the potential customer embeds a particular keyword to the search space (Google, Yahoo and so on.), the engine scan the whole customer base that pays for those words and gives a list of related web. Comes about by and large show up at the top or along the edge of the internet searcher and are called sponsored link overture (2003).

Commercial Sites
A commercial webpage is a site utilized by organizations or monetary entity to transmit data about items or administrations that they are marketing. There is difference opinion among advertisers whether commercial sites ought to be considered as advertising, yet lately there has been a developing accord that they ought to. A study led by Singh and Dalal (1999) demonstrated that the home page of commercial sites depicts the same basic characteristics (to advise and to influence) as do other media network and ought to in this manner honestly be considered advertising proper. The purpose of commercial websites is also used to sell products. The most successful commercial websites are carefully optimized to achieve a high percentage of purchases. There are many important elements that go into building a successful commercial website such as removing friction during the purchasing process.

Pop-Up Advertisements
They automatically spring up above the main web page where a site is accessed. It is a pop up window used for advertisement and they are generally new web browser windows to display advertisement. Pop up ads comes in two forms, floating ads and pop up ads. pop up advertisement are ads that appear like windows while a user uses the site. Floating advertisement that show up in the front page of a website when one changes to another window and they are fixed for a time frame before disappearing. When a page stacks, a pop up advert opens naturally in another window. Users control over pop up ads is minimal since they can't close the window to stop the advertisement (Cong and Robert, 2005). Dissimilar to banners absorbed in complex sites, pop-up ads are viewed as irritating. Along these lines, one may have the capacity to build item mindfulness, however that does not as a matter of course guarantee the advertisement's effectiveness. Dodd and Stevens (2003) concluded in an extensive research the role of pop-ups in advertising, attitudes towards them and the subsequent perception of both the website and advertiser. They used 36 individuals in conducting the task on two websites and the result indicated a strong intense dislike for pop-up ads, resulting in a negative attitude towards the website itself and the brand owner. The research by the authors came with these conclusions;
i.   30% of pop-up ads were ignored
ii. 50% of ads were closed before the ad finished
iii. The company name or logo was only physically seen in 2% of all ads
iv. There were no positive comments about pop-ups from any of the 36 users tested.
v.   The average time from a pop-up and frame appearing and the clicking at the close button was 2.5 seconds, the average time for a company name or logo to appear in a pop-up is 8.2 seconds

vi. Users feel imposed upon because sometimes they have no choice but to act in order to get rid of the advertisement.

vii. Users feel that their intelligence are being insulted because of the suggestion that they cannot find what they are looking for themselves.

viii. Users are particularly frustrated by adverts which appear in the centre of the screen or obstruct information because they are an unwanted interruption.

ix. Users are particularly irritated by pop-ups which are not related to the site, as there is no real or useful reason for them to be there.

Banners

Banners are pieces of webpage filled with artworks, a click on the banner redirects the surfer to the sponsor's chosen site. Banners are the earliest and the most popular type of online advertising, which includes strip advertisements placed on edges of larger photos or advertisement on popular advertising-supported web sites (Chapman 1998). Hang and Joo-Hyun (2002) wrote that banners are seen at either the highest point of a page or the base and they don't meddle with the action of the web user. The standard speaks to the biggest offer of web ads and all marketing offices use it. Two sorts of banner ads can be recognized: a dynamic commercial and a static advert. Static adverts are intelligent however without any developments or textual style trades. Dynamic adverts again are more experiential thus makers can take advantage by the utilization of movement, music and shading.

Email marketing: E-mail marketing is a rapid growth area of online advertising which targets specific users. Marketers and advertisers, however should adhere to the principles of netiquette which dismisses unsolicited email. It is the act of sending a commercial message, typically to a group of people, using email. It usually involves using email to send advertisement, request business, or solicit sales or donations and it meant to build loyalty, trust and brand awareness.

E-mail marketing is one segment of internet marketing which encompasses online marketing via websites, social media, blogs etc. It is essentially the same as direct mail except that instead of sending mail through the postal service, messages and sent automatically via email.

Much of the spam email we all get proclaiming deals on this and that is a good example of email marketing at its worst, the mindless email barrage. At its best, email marketing allows businesses to keep their customers informed and tailor their marketing messages to their customers.

The two big advantages of email marketing are **price** and **ease**. Emailing is an inexpensive way to advertise your company and its products and/or services compared to many other types of marketing. It's also extremely easy to set up and track an email marketing campaign, making it a very accessible type of marketing for small businesses.

Newsletters can be sent to the email list you've built from the people who provided the necessary information on your website, for instance, providing these potential customers with news updates about your company, upcoming events and/or special offers – and, of course, reminding them that your business exists and that maybe it's time for another visit.

Advantages and disadvantages of online advertising

Web advertising is more appealing to purchasers since sponsors center them to align with the previous interest. What's more, online ads can show up all the while in various varieties including a video, sound clip, text and a combination thereof. Another point of interest is that some web ads is less irritating than common ads. TV and radio adverts might meddle with the customer and arrive in a non-controlled and unexpected way. Web ads is to some degree worthier since surfers can control the time when, the spot where and the measure of data that can be gotten from the website (Zhang nad Yeqing, 2002). From advertiser's perspective, everything is changing. The content and the details can be changed promptly and no sitting tight for another release for occasion is required. Web ads is additionally less expensive than other media and advertisers can accomplish an exposure to a focused group of people with ease and to find group of customers who have the same interest. Responses to ads can be done instantly unlike other form of advertisement (Yoon and Klim 2001). On the other hand, there is less disadvantages. Unsolicited messages from advertisers goes to online users without the users acknowledgment. Pop up ads which are seen to be irritating comes up without asking for it.

In the last case, the users unique movement is disturbed and they are compelled to watch undesirable ads. This might bring about undesirable results, for example, the taking the buyers' negative state of mind towards the advertisement and exchanging the disappointment to the company. Third demerit is the perplexity that might come about because of the complexity nature of online ads, as those frequently comprise of a long content photographs, music, and video. Notwithstanding the

inconveniences that were introduce. Internet users still trust the internet is utilized to accomplish objectives, undertaking and data so they abstain from taking a gander at internet ads comprehensively.

Tchai (2011) in his study, "Online advertising development and their economic effectiveness", gave several advantages and disadvantages of online advertising and they include;

Advantages
i.   Online advertisement is more attractive to consumers because advertisers focus them to match the interest of the consumers.
ii.   Online advertisement can appear simultaneously in a number of variations including a video, sound clip, text and combination of all.
iii. Some online advertising is less annoying than usual advertising
iv.   Online advertising is somewhat more acceptable because surfers have the ability to control the time when, the place where and the amount of information that can be derived from the site.
v.   Content can be change immediately unlike traditional medium of advertising
vi.   Online advertisements are way cheaper than traditional type of advertisement. Marketers can achieve an exposure to a specific or targeted audience at a very low cost.
vii. Online adverts users express their reaction to the ad by a mere click.

Disadvantages
i.   In online advertising, there is lack of user privacy. There are situations were many marketers track user's activities online and send marketing messages that relate to their interests despite the wishes of the users.
ii.   The use of pop-up ads which are very annoying disrupts the original activity of users as they are faced to watch unwanted advertisement. Sometimes it backfires and user transfer their aggression and frustrations to the company.
iii. Sometimes, confusion may result from the complexity of online advertisements.

1.1.1.1 Factors that affect Internet Advertising
Different authors have considered various variables that may affect internet ads review. The variables includes advertisement features, internet users viewing mode and length of viewing, campaign publicity, states of mind toward the website or ads and curiosity and innovation ads strategy (Danaher and Mullarkey, 2003; Goldsmith and Lafferty, 2002; Menon and Soman, 2002). Danaher and Mullarkey (2003) inspected the effects of such variables as viewing mode, visit length, message and page background complexity and the style of banner advertisements on both supported and not supported review. The authors did not locate any critical effect of the website context variables on ads review. The key finding was that the length of time of page viewing is a solid determinant of the capacity to review banner advertisement; notwithstanding, a base level of exposure (around 40 seconds for every page) is required to accomplish a sensible level of ads review. Besides, the creators found that "the mode a web user is in largely affects ads review and recognition. Those in a goal directed mode are considerably less prone to recall banner ads than those surfing the site" (p: 263). As an outline, climate website would have a tendency to draw in goal directed user who visit the site for climate forecast data. A travel site would tend to draw users with a seeking mode since this sort site contains bunches of data on visits, spots of attractions, settlement, diners, excitement and atmosphere. Uers of this kind of site will probably surf through the site analyzing different pages. The study recommended that more prominent placing so as to ads adequacy could be accomplished advertisements on such a travel site, as the ads will probably be recalled by surfers.

Dreze and Hussherr (2003) likewise analyzed the effectiveness of advertisement features on the capacity to review ads. Animation content, the shape of the banner advertisement, and frequency of the adverts prompts higher ads review however not the size of the banner. Furthermore, the author reported that "a banner's message affects both supported ads review and brand recognition. This shows what an advertisement says is more imperative than how it says it" (p: 21). Interestingly, Yoon (2003) found that banner image is more significantly effective than message accesses to consumers preference towards online advertisements. As far as purchaser reactions through preferring online ads, researchers such as Goldsmith and Lafferty (2002) and Metha (2000) have found that a more ideal state of mind towards advertisements can prompt a higher capacity to review ads. Goldsmith and Lafferty (2002) found a noteworthy relationship between positive reactions to sites and the probability of recall the brands publicized on the web. The authors reported that "all in all, examination recommends that those users who have an uplifting mentality toward an advertisement are more ready to recall than those with a negative behaviour (p: 320). Metha (2000) made a comparative conclusion however the study depended on print ads performance.

In conclusion, Menon and Soman (2002) have explored the force of interest on internet ads effectiveness. The output of their study proposes that curiousity enhances the quality of search in terms of duration spent on adverts and attention invested to a particular produts infomation, bringing about more engaged memory and recall. The authors prescribe a curiousity producing ads format to develop customer's interest and learning of products information about the curiosity trigger.

Research Methodology and hypotheses

The research study used for this work is the Descriptive survey research design. The above mentioned design is being used for collection of data utilizing essential scientific method concentrating on the determination of the current state of specific event. Primary data were used for this study. Data were gathered with the utilization of structured survey. The survey was partitioned into two segments.

Segment A consists majorly of demographic questions - the survey of the respondents which incorporate ages, sex, level, et cetera while Segment B consists all properly designed questions targeted at getting important data that were used for analysing the created hypothesis.

The population used in the study includes consumers of Coca-Cola products who are resident in Harmony Estate, Ado Ekiti, Ekiti State of Nigeria.

For the purpose of this study, the residents of Harmony Estate was chosen as the stratified specimen bunch. Along these lines, the sample for this study will be chosen from consumers of Coca Cola products who are resident in Harmony Estate, Ado Ekiti. The number of residents in harmony Estate, according to the 2012 population census is 3554.

The Yaro formula was used to determine the sample size.

$n = N/1 + Ne^2$

n = sample size

e = error of sample

N = Total population

Total population = 3,554, error term = 0.05

3554/1 + 3554 (0.05)²

= 3554 /1 + 8.885

= 3554/9.885

= 359.53

= 360 (approx)

Based on the sample size and for convenience sake, the research will make use of half of the sample size. For the purpose of this research, the research sample size will be 180.

The origin of the data utilized as a part of this study came mainly from the primary source of data collection. The data used were gotten from the questionnaire which were separated into two segments target at getting information for the research variables.

The measuring instrument used for analyzing responses from questionnaire is the simple regression. The regression functional formula is

CONCHIOCE = f(WMT, CONPTR, OAF, GOALS)

However, the econometric form is presented as:

$CONCHIOCE = bo + b_1 WMT + b_2 CONPTR + b_3 OAF + b_4 GOALS + u_i$

Where

CONCHIOCE = Consumers' Chioce

WMT = Wider Market Territory

CONPTR = Consumer Patronage

OAF = Online Advertisement

GOALS = Coca Cola Goals

bo = Intercept

$b_1 - b_4$ = Coefficients

U_i = Error term

Level of significance = 5% or 0.05

The gathered data from the questionnaire administered would be presented in a tabular formation showing the responses in simple percentages.

Reliability Test

Table 1: ANOVA with Cochran's Test					
	Sum of Squares	df	Mean Square	Cochran's Q	Sig

Between People		1359.311	132	10.298		
Within People	Between Items	275.051	14	19.646	264.355	.000
	Residual	1662.283	1848	.900		
	Total	1937.333	1862	1.040		
Total		3296.645	1994	1.653		
Grand Mean = 2.55						

Source: IBM SPSS Statistics 20

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.913	15

Source: IBM SPSS Statistics 20

The Cochran's Q test reveals that the data are statistically significant with value 0.000 signifying that it is less than 5% significant level. However, the Cronbach's Alpha value is 0.913 (91.3%) indicating that the data has 91.3% reliability.

Table 3: Ordinary Least Square Regression Result

Dependent Variable: CONCHOICE				
Method: Least Squares				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.279292	0.191339	1.459666	0.1466
WMT	0.162637	0.100602	1.616633	0.1082
CONPTR	0.265981	0.108918	2.442033	0.0159
OAF	0.287732	0.084821	3.392232	0.0009
GOALS	0.241132	0.091109	2.646643	0.0091
R-squared	0.547861	Mean dependent var		2.503448
Adjusted R-squared	0.534943	S.D. dependent var		1.333980
Log likelihood	-189.4806	Hannan-Quinn criter.		2.724199
F-statistic	42.40980	Durbin-Watson stat		1.630811
Prob(F-statistic)	0.000000			

Source: Eviews 9.0

The above table reveals ordinary least square regression result of the effect of online advertising on consumer's choice. From the result, the coefficient of determination (R^2) was 0.547861 representing 54.8%; the adjusted R-square 53.5% which implies that the independent variables such as wider market territory (WMT), consumers' patronage (CONPTR), online advertising frequent (OAF) and Coca Cola goals (Goals)have 54.8% variation in consumers' choice (dependent variable). The F-statistic value was42.40980 and its P-values were 0.000000 which implies that WMT, CONPTR, OAF and Goals jointly can influence consumers' choice. However, the Durbin-Watson Statistic value was 1.630811, meaning that there is absence of serial correlation among the variables such as consumers' choice (CONCHOICE), wider market territory (WMT), consumers' patronage (CONPTR), online advertising frequent (OAF) and Coca Cola goals (Goals).

The coefficient value of wider market territory (WMT) was 0.162637 and its p-value was 0.1082, implying that wider market territory has positive effect but not significant to consumers' choice. Meanwhile, the coefficient depicts that a unit increase in wider market territory (WMT) will leads to an increase in consumer's choive with the tune of 0.1082. The coefficient and p-value values of consumer patronage (CONPTR) was0.265981 and 0.0159 respectively, indicating that consumer patronage has a positive and significant effect on consumers' choice. The online advertising frequent (OAF) coefficient and p-values are 0.287732 and 0.0009 meaning that online advertising frequent has positive effect on consumers' choice and at the same time significant to influence consumers' choice. However, the coefficient of Coca Cola goals (Goals) was 0.241132 and its probability value was 0.0091 indicating Coca Cola goals (Goals) has positive and it's significant influence on consumers' choice during the study period.

Hypotheses testing
Ho$_1$: Online advertisement does not increase consumer's patronage of Coca Cola products in Nigeria.

Decision Rule
As discussed in table 4.22, the p-value of consumer patronage (CONPTR) was 0.015 which implies that the p-value is less than 0.05 or 5% alpha level. Hovever, the null hypothesis is rejected

while the alternative hypothesis is accepted that online advertisement increases consumer's patronage of Coca Cola products in Nigeria

Ho$_2$: Online advertising has not given Coca Cola products a wider market territory in Nigeria.

Decision Rule
The p-value of wider market territory was 0.1082 revealed in the ordinary least square regression result indicating that the p-value is greater than 5% alpha level therefore, the null hypothesis failed to be rejected that online advertising has not given Coca Cola products a wider market territory in Nigeria.

Ho$_3$: There is no significant effct ofonline advertisement frequency on consumer's choice of Coca Cola products.

Decision Rule
The p-value of online advertisement frequency (OAF) was 0.0009 showed in table 4.22 indicating that the p-value is less than 5% alpha level. However, the null hypothesis is rejected while the alternative is accepted that there is significant effct ofonline advertisement frequency on consumer's choice of Coca Cola products.

Ho$_4$: Coca Cola Nigeria Plc has not achieved its goals through online advertisement.

Decision Rule
Furthermore, the p-value of Coca Cola goals was 0.0091 indicating that the p-value is less than 5% level of significant. Thus, the null hypothesis is rejected while the alternative is accepted that Coca Cola has achieved its goals through online advertisement.

III. Discussion of Findings
The findings from the presentation of data through the responses of questionnaires administered shows thatCoca Cola Company has been fairly frequent in the online advertisement, online advertising had help Coca Cola to outshine its competitors, online advertising fairly determine the profitability of Coca Cola in Nigeria, online advertisement cost has not been seen as an extra cost that drains the profit of Coca Cola, Coca Cola needs to overcome the timing of online advertisement, online advertisement had helped Coca Cola in meeting expected goals, online advertisement had helped coca cola to take their product to areas where they have no plants or depot, there has been an increase in customers' patronage of coca cola products as a result of online advertisement, the cost of organizing online advertisement is not one of the problems Coca Cola faces, due to online advertisement, sales of Coca Cola products has drastically increase, online advertising influences sales turnover rate of Coca Cola products positively, the consumption of Coca Cola products has increase as a result of online advertisement, online advertisement has given coca cola products a wider market territory and thus increase consumption, and majority of the respondents agreed that online advertisement had increase patronage of Coca Cola.
İt was also revealed that the independent variables such as wider market territory (WMT), consumers' patronage (CONPTR), online advertising frequent (OAF) and Coca Cola goals (Goals)have the tune of 54.8% variation in consumers' choice (dependent variable). That WMT, CONPTR, OAF and Goals jointly can influence consumers' choice. However, there is absence of serial correlation among the variables such as consumers' choice (CONCHOICE), wider market territory (WMT), consumers' patronage (CONPTR), online advertising frequent (OAF) and Coca Cola goals (Goals).
The result futher revealed that wider market territory has positive effect but not significant to consumers' choice, consumer patronage has a positive and significant effect on consumers' choice, online advertising frequent has positive effect on consumers' choice and at the same time significant to influence consumers' choice. However, Coca Cola goals has positive and it's significant to influence on consumers' choice during the study period.
The study examined the measurıng the effect of onlıne advertısıng on consumers choıce: a case study of Coca Cola Company. Thus, the study specifically inspect whether online advertisement increases consumers' patronage of Coca Cola products, survey whether online advertising has given Coca Cola products a wider market territory in Nigeria, examine the effect of online advertisement frequency on consumer's chioce of Coca Cola product and investigate whether the goals of Coca Cola Nigeria Plc are being achieved through online advertisement. The hypotheses were test at 5 percent alpha level.

Relevant literatures were reviewed in this study ranging from conceptual, theoretical to empirical framework and literatures were reviewed from from different countries including Nigeria of the previous researchers. Regression analysis was employed as the estimation technique in examining the broad objective of the study.

From the analysis, İt was revealed that wider market territory (WMT), consumers' patronage (CONPTR), online advertising frequent (OAF) and Coca Cola goals (Goals)have the tune of 54.8% variation in consumers' choice (dependent variable). That WMT, CONPTR, OAF and Goals jointly can influence consumers' choice.İt was futher revealed that wider market territory has positive effect but not significant to consumers' choice, consumer patronage has a positive and significant effect on consumers' choice, online advertising frequent has positive effect on consumers' choice and at the same time significant to influence consumers' choice. However, Coca Cola goals has positive and it's significant to influence on consumers' choice during the study period.

IV. Conclusions

In an attempt to measurıng the effect of onlıne advertısıng on consumers' choıce employing several instruments, thus this study concluded that

i. Coca Cola Company has been fairly frequent in the online advertisement and the online advertising had help Coca Cola to outshine its competitors.
ii. online advertising fairly determine the profitability of Coca Cola in Nigeria and online advertisement cost has not been seen as an extra cost that drains the profit of Coca Cola
iii. Coca Cola needs to overcome the timing of online advertisement and online advertisement had helped Coca Cola in meeting expected goals
iv. online advertisement had helped coca cola to take their product to areas where they have no plants or depot and there has been an increase in customers' patronage of coca cola products as a result of online advertisement
v. the cost of organizing online advertisement is not one of the problems Coca Cola faces, due to online advertisement and sales of Coca Cola products has drastically increase
vi. online advertising influences sales turnover rate of Coca Cola products positively and the consumption of Coca Cola products has increase as a result of online advertisement
vii. online advertisement has given coca cola products a wider market territory and thus increase consumption and majority of the respondents agreed that online advertisement had increase patronage of Coca Cola.

wider market territory of Coca Cola products has positive effect but not significant to consumers' choice while consumer patronage, online advertising frequent and Coca Cola goals have positive and significant effect on consumers' choice.

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