

## Advertising Regulations as threshold for Outdoor Advertising Practice

Nnanyelugo Okoro<sup>1</sup>  
Kemi Abodunrin<sup>2</sup>

1 Professor, Department of Mass Communication, University of Nigeria, Nsukka

2 Doctoral Candidates, Department of Mass Communication, University of Nigeria, Nsukka

Corresponding Author: Kemi Abodunrin

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### Abstract

**Issues:** Lagos State is host to manufacturers and services providers, hence, advertising. Of the advertising platforms, outdoor advertising practice came into comprehensive legislation through the Lagos State Signage and Advertisement Agency (LASAA) while the federal regulation is thrust on the Advertising Practitioners' Council of Nigeria (APCON). Following reviews and amendments, the Outdoor Advertising Association of Nigeria (OAAN) is threatened. Regulatory incongruities and somersault are noted as a result. **Methods:** Evaluation through three objectives and two null hypotheses were substantiated. The null hypotheses were rejected. Survey was applied. With a population of 84 outdoor advertising firms, then, 62 of such as sample size emerged resulting from the application of simple random sampling using Cochran formula. A response rate of 55 firms ensued and reliability of 0.83 was recorded. Mean and standard deviation aided data analysis. **Findings:** Notable finding is that the regulations need not be increased. **Conclusion:** Appreciable compliance is attainable at the behest of coordinating the current lock jam in the industry through reform of identified knotty policies.

**Keywords:** 1. Lagos State 2. Nigeria 3. Open Spaces 4. Outdoor Advertising 5. Practitioners 6. Regulators

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### 1. Introduction

Advertising is serious business. It contributes to the economy and engages non-allied services as well. Advertising is too serious a business to be left unregulated, hence, the reason for formal regulations to enable competition and further economic activism in the sector. Advertising has many platforms, one of which is outdoor advertising. Outdoor advertising entail all forms of publicity done out of closets.

However, the argument posed by Abodunrin (2020) rationalizes that hawking began advertising. The association began when Mr. Kelly of *Afromedia* in conjunction with Railways (set out in 1957) formed an association named Outdoors Advertising Contractors of Nigeria (OACAN) which changed to Outdoor Advertising Association of Nigeria (OAAN) in 1986.

Each medium has unique selling proposition and as Cage (2014, p. 1) puts it: "The media are businesses and are shaped by many economic factors." The capacity of the OOH sector is quite enormous. Studies by Yoloje (2005), Umukoro (2010), Omotoso (2012), Kayode, Obielodan and Ogunduyile (2012), Kayode and Afolami (2013), Kayode (2015), Oduwaye (2013) GEPLAW (n.d) and Adetokun (n.da and b) simply addressed various aspects of outdoor advertising in Lagos State but a study which looked into the regulations that govern the sector appear not to have been conducted. Okwechime (2006) has however called for a study into the examination of the Laws and how they contribute to the development of outdoor advertising. In the same vein, Roux (2017, p. 3) notes as a challenge, the regulation somersault in outdoor regulations across states while harping on OOH industry in Africa; an issue that further informs this enquiry following the Lagos experience.

Similarly, Katz (2003, p. 92) cited in Taylor et al., (2006); then, Wilson and Till (2011) observed that outdoor advertising as a medium is well under-researched.

Despite its relevance as a medium which does not exert economic demand on its viewers, the sector has been in a state of overhaul by different states. The continued intervention by various state governments in this sector poses a challenge. On industry challenges, Okuhu (2016, p. 42) hints at budget cutbacks by advertisers informed by economic realities. OOH especially add to the economic viability of the advertising industry. On economics, outdoor hoardings as businesses must deliver value; in tandem with, 'value in exchange' being the power to purchase as canvassed by Haubrich and Wolf (n.d, p. 13). Rationalizing further, they admit that the economics of doing nothing has its consequences.

The responsibility to regulate outdoor advertising is expressly domiciled with Local Government Councils as enshrined in Section 7(5) of the 1999 Constitution which therefrom refers to the Fourth Schedule, Section 1(K)(i) that: "The main functions of a local government council are as follows...control and regulation of outdoor advertising and hoarding." This Section is further given impetus by Section 1(1) which insists that: "This Constitution is supreme and its provisions shall have binding force on all authorities and persons throughout the Federal Republic of Nigeria." Following which Section 1(3) provides that: "If any other law is inconsistent with the provision of this Constitution, this Constitution shall prevail, and that other law shall to the extent of the inconsistency be void." However, the powers are circumvented by the access given in Section 4(7) of the Constitution "The House of Assembly of a State shall have power to make laws for the peace, order and good government of the State or any part thereof with respect to the following matters, that is to say ..."

The Advertising Practitioners Council of Nigeria (APCON) established by Act No. 55 of 1988, (as amended by Act No. 93 of 1992 and Act No. 116 of 1993), is the Federal Government's agency saddled with the responsibility of the administration of advertising in Nigeria. APCON executes its duties by registering individuals, then, satisfying all necessary conditions that apply as well as operating through sectorial bodies such as: The Advertisers Association of Nigeria (ADVAN), the Association of Advertising Agencies of Nigeria (AAAN), the Broadcasting Organisation of Nigeria (BON), the Newspapers Proprietors Association of Nigeria (NPAN), the Outdoor Advertising Association of Nigeria (OAAN) and the Media Independent Practitioners Association of Nigeria (MIPAN). OAAN was born in 1964 with the primary aim of relating with the government ([www.oaan.org](http://www.oaan.org)). To justify the relevance of OAAN as an industry player aside the observed growth of outdoor advertising vis-à-vis its quota in the advertising budget, a seat was allotted to the body at the reconstitution of the Council of APCON in 1997 (Bel-Molokwu, 2017, p. 88). Delvin (2002, p. 318) surmise "... What is important is not the quality of the creed but the strength of the belief in it. The enemy of the society is not error but indifference."

Lagos State is one of the 36 States in Nigeria; situated in the South-western region with a population of 9, 113, 605 in 2006 (see Table DS5: Population by Five Year Age Groups and Sex, Census report pg. 233). Estimation by 3.2% over 15 years a total population of 13, 725,440 subsists. Lagos is the commercial nerve-center of the country due to its population, location of industries, availability of sea ports which its nearness to the Atlantic Ocean offers, history, cosmopolitan nature, quality of human resources and strategic leadership. Sanitization in outdoor advertising began in Lagos State during the RajiRasaki era and also in recent times recounts Adetokun (n.da, p. 5), Okuhu (2016, p. 42) and Akanbi (2016, p. 22).

Lagos State facilitates through the regulation of Outdoor advertising through the Lagos State Signage and Advertisement Agency (LASAA). LASAA works through compilations tagged: The Lagos State Structure for Signage and Advertisement Agency Law 2006, now harmonized to read: A Law to Consolidate all Laws relating to the Environment for the Management, Protection and Sustainable Development of the Environment in Lagos State and for Connected Purposes, Law No. 5 assented to on 1<sup>st</sup> March 2017. APCON works through the Nigerian Code of Advertising Practice, Sales Promotion and other rights/Restrictions on Practice (5<sup>th</sup> Edition) effective December 1, 2012; revised on November 9, 2011.

A part of world estimation is the economic vibrancy of a nation. Nations aspire to be as competitive as others. For competitiveness to hold, the component units (states) in the nation must equally aspire to this goal by their activities by stimulating the economy. Lagos State as Nigeria's economic melting point has many sectors in it. Outdoor advertising, being one of such, affirms Jethwaney's (2010, p. 180) submission that the media cannot be ignored mindful that the media exists with a purpose. Having less volatility; which is manifest in regulatory somersaults tend to allow for inclusivity by concerned parties – advertisers, regulators, allied sectors and the

general public who are the consumers of outdoor advertising messages. With specificity to the audience which produce the parties, McQuail (2010, p. 420 and 446) reminds

... questions of personal motivation cannot be answered without some reference to media products and contents...the potential 'escape' of the audience..., as well as the greatly increased choice, seem to be entries on the credit side in the balance of audience power.

The OOH industry has been in continued contention over time due to reforms and regulations by varying state authorities which impacts the industry. The drastic reduction to 10 companies of outdoor advertising practitioners following the reforms through regulations in the sector as admitted by OAAN ([www.oaan.org](http://www.oaan.org)) is notable. The challenges resulting from ambiguities in the laws, regulatory overkill unlike what obtains in other sectorial bodies and the under researched attention given to the sector informs the need for this study. This is in conformity with Cage's (2014, p. 3) insistence that, "...there is a dearth of publicly available data on the media sector in sub-Saharan Africa." This study would therefore serve as a Strength, Weakness, Opportunity and Threats (SWOT) analysis of OOH advertising regulations in Lagos State. Again, this study is aimed at clarifying the nature of the impact that the regulations have on outdoor advertising practice.

## 2. Literature Review

In response to an interview question on problems in the advertising industry in Nigeria in *Advertising news*, Alhaji Garba Bello Kankarofi (2012, p. 9), Registrar/CEO of the advertising Practitioners Council of Nigeria (APCON) responds, "... the outdoor issue. Lagos, which established LASAA, has started a trend and a number of States in the country are now seeing outdoor as a cash cow." The report by GEPLAW (n.d, p. 2) recognizes APCON as the apex regulatory body in the advertising profession and drew allusion to the sanction handed *Guinness Nigeria* at a time for contravening Article 39 of APCON's code which set precedence for sanity. In a similar vein, the case between UAC of Nigeria Plc. & Ors v. AG Lagos & Ors (2010) LPELR-CA/L/928/2008 instituted by UAC was determined in favor of LASAA that its laws were an enactment of the state House of Assembly in tandem with Section 4(7) of the 1999 Constitution.

In the report on out-of-home advertising wherein billboards are acknowledged to be the most popular format in Nigeria as stated by PWC (2015, p. 243), regulatory debacle was noted thus

Regulation is a major problem in Nigeria. There are a number of regulatory bodies, and the industry struggles with competing and sometimes contradictory regulations from federal, state and local governments, with a lack of clarity about who the appropriate authority is.

It then resonates in Belch and Belch's (2012, p. 677) submission that, "...not every issue is covered by a rule." The ambiguities in the rules form the basis for this present query. Concerns by Hendery (2007) reported in Wilson and Till (2011, p. 910) query the continued relevance of the fewer outdoor advertising sites in the aftermath of regulations; for which the remains are quite in contention along effectiveness rationalization.

Well enunciated in the Sustainable Development Goals document's (see the 2030 agenda for sustainable development) preamble are the three dimensions: the economic, social and environmental. These points as they connect to this study are articulated in Goals 1.a, 8.3 and 11.7 respectively:

Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions.

Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small-, and medium-sized enterprises, including through access to financial services.

By 2030, provide universal access to safe, inclusive and accessible, green and *public spaces* (*emphasis mine*), in particular for women and children, older persons and persons with disabilities.

Furthermore, Roux (2017, p. 17) dotting on outdoor advertising formats, it was revealed that storytelling is enabled by the medium through the media types and context of placement for brand image. Roux (2017, p. 17) therefore insists on placement of billboards in unconventional shapes with relevance to the context and environment on the mind.

Notably, Adetokun (n.da) acknowledged conflicting regulations, multiple taxation, huge debts and demolition of billboards as fundamental challenges. This present study pursue to see to the regulation by establishing conflicting, vague and overlapping sections of the laws. Adetokun (n.da) hints at the beautiful environment as a yield of the regulation while also giving credit to Lagos State for her technological adaptation which other states therefrom take to.

The act of putting uncommon things together which produces persuasive meaning is creativity in advertising. The manner of achieving creativity informs the need for regulation and ethics opines Okiyi and Eteng-Martins (2015). Ethics, however, derives from the breathe of the law as end product asserts Okiyi and Eteng-Martins (2015, p. 73). Delvin (2002, p. 315-316) pose it

... This does not mean that it is impossible to put forward any general statements about how in our society the balance ought to be struck. Such statements cannot of their nature be rigid or precise.... nothing should be punished by the law that does not lie beyond the limits of tolerance; it is not nearly enough to say that a majority dislike a practice; there must be a real feeling of reprobation.... Not everything is to be tolerated. No society can do without intolerance, indignation and disgust; they are the forces behind moral law.... But before a society can put a practice beyond the limits of tolerance there must be a deliberate judgement that the practice is injurious to society.

Interests serve the baseline of general engagements and parties disagree when interests are challenged reveals Kehinde (n.d, p. 2). An evaluation of conflicts would serve as a palliative cautioned Kehinde (n.d, p. 2). In that wise, management of conflicts and not conflict resolution informed Kehinde's study. Kehinde (n.d, p. 6) on conflict areas in the Nigerian media industry opines that it could arise between the players: Advertisers, agency, media, proprietors/managers and or employees with another gradation arising between regulatory bodies: AAAN, BON, MIPAN, NPAN and OAAN. This present study singles out OAAN as a sectorial body and espouses how stipulated regulation for it impacts participation in the industry especially in Lagos State. As policy recommendation, the need to reduce aspects of conflicts with a potential for negative imports on individual and group performance is directly in sync with this study.

### 3. Study Objectives

This study has the fundamental objective of ascertaining the influence of Out-Of-Home advertising regulations on advertising practice among OAAN members in Lagos State; and to specifically:

- 1) Determine the extent to which outdoor advertising has been regulated in Lagos State.
- 2) Ascertain the extent to which the regulations on outdoor advertising have improved the practice in Lagos State.
- 3) Find out the challenges associated with the compliance to outdoor advertising regulations among OAAN members in Lagos State.

### 4. Hypotheses

The objectives of the study derived the following null hypotheses:

- $H_0^1$ : Outdoor advertising regulations do not significantly influence advertising practice in Lagos State.  
 $H_0^2$ : Outdoor advertising regulations do not significantly influence the effectiveness of advertising messages in Lagos State.

### 5. Theoretical Framework

Coordinated Management of Meaning (CMM) by W. Barnett Pearce and Vernon Cronen was propounded in the mid-1970s. CMM seeks to argue for pattern of communication and what the pattern creates unlike other communication models that emphasize message content or interactants thoughts. The theory aims to look at the

communication process side by side what communication does. In this sense apply to the objective which harps on how outdoor advertising laws support advertising messages among practitioners in Lagos State. CMM has four claims as stated by Griffin, Ledbetter and Sparks (2015). *The first: Our communication creates our worlds* – here it is maintained that social worlds are created, hence participatory. Griffin et al., (2015) clarify in relation to M.C. Escher’s 1955 Litograph’s *Bond of Union* having wound ribbon as symbolic that: Interpersonal communication is fundamental in life; non-verbal cues in communication are very loaded than the content. *The Second: The stories we tell differ from the stories we live* – expressions (stories told and stories lived) represent thought output about our social worlds – ourselves, others, relationships, organizations and or the larger community. Stories told infers communication coordination (what is being done) while the stories lived (matching action with words) are patterns and enactments following interactions. This is the thrust of the theory. Incidentally, the theorists insist stories lived can be assembled even when not in sync with stories told. In this instance, a suggestion towards challenges associated with the enforcement of outdoor advertising regulations should ordinarily flow from the extent of the regulations and not otherwise. Again, the theorists do insist on purposefulness in interaction and not advance a posture of all exhaustive gambits but collaboration. *The third: We get what we make* – actions inform our social worlds; derives expressly from the extent of the regulations in Lagos State. *The fourth: Get the pattern right, create better outcomes* – since the stories lived are the patterns and it is emphasized here to get the patterns right. Painstakingly keeping to the regulations within the frame of its extent should resultantly inform improved practice in Lagos State. It follows that, living right would inform better outcomes; because there is no specificity to situations but by attempting to be dynamic. Mindfulness is admonished as a skill set (being critical) needful to achieve outcomes. As panacea to destructive patterns, dialogue comes to the rescue.

**6. Methods of the Study**

For this survey; all registered outdoor advertising firms in Lagos State amounting to 84 corporate bodies as deduced from the list (of 104 of such companies in the entire country) of financially up to date members as at August 2019 form the population of this study. Thereby, Chief Executive Officers or Chief Operating Officers were required to supply needed information per organization. However, statistical clarification premised on Cochran formula finds ready explanation (Okafor 2002) in this study. 62 companies make up the sample size with simple random sampling was adopted but only 55 companies participated which represents a response rate of 88.71%. A structured questionnaire served as instrument of data collection. Cronbach Alpha test which according to Asika (1991, p. 74) is premised on measures and averages was used to establish the reliability of the instrument which resulted as correlation coefficient (denoted as  $\alpha$ ) of 0.83. The objectives were achieved through a set of statements using the Likert scale format on a 5 point scale. Then, mean, standard deviation and charts indicated the contribution of each of the items to the variables was applied. Data analysis was undertaken using Chi-square for hypotheses testing.

**7. Data Analysis**

**Research Question One:**

**To what extent has outdoor advertising been regulated in Lagos State?**

**Table 1: Mean and Standard Deviation of Respondents on the extent outdoor advertising has been regulated in Lagos State.**

SN	Item Statement	SA	A	N	D	SD	Criteria	$\bar{x}$	SD	Dec
1	Over regulation of outdoor advertising makes the practice less attractive	28	13	4	5	5	+3	3.98	1.34	A
2	Cost of servicing outdoor advertising as it concerns billboards regulatory requirements are moderate	1	8	6	19	21	+3	2.07	1.12	D
3	Regulatory pronouncements on outdoor advertising aid better appreciation of the medium by media planners	6	24	8	10	7	+3	3.22	1.24	A
4	Outdoor advertising is quite under regulated, hence the continued	3	5	6	21	20	+3	2.09	1.15	D



	justification for the laws									
5	Regulatory requirements on outdoor advertising allows for stipulated modalities of enforcement and monitoring	6	30	13	4	2	+3	3.62	0.91	A
6	Discretion is applied on the part of the regulator in seeing to a functional environment	4	16	14	13	8	+3	2.91	1.19	D
7	Outdoor advertising regulations make message applicability to other sectorial formats possible	3	23	17	9	3	+3	3.25	0.98	A
8	Regulation of outdoor advertising practice enables standardization of the sector	14	33	5	2	1	+3	4.04	0.81	A
9	In relation to other advertising platforms, outdoor advertising regulations are fair	3	8	12	23	9	+3	2.53	1.10	D
	<b>Cluster Mean</b>						<b>+3</b>	<b>3.07</b>	<b>0.53</b>	<b>A</b>

Source: Field report

Criterion set at 3.0 for this study ultimately revealing 3.07 at the summation in this instance with a standard deviation of 0.53 means the respondents agreed that outdoor advertising has been regulated in Lagos State to a high extent. The aggregate emanate from the combo of the outcomes of statements 4 and 6 with disagreeing notation.

**Research Question Two:**

**Do outdoor advertising regulations significantly improve the practice among outdoor advertising practitioners in Lagos State?**

**Table 2: Mean and Standard Deviation of Respondents on how outdoor advertising regulations significantly improve the practice among outdoor advertising practitioners in Lagos State**

SN	Item Statement	SA	A	N	D	SD	Criteria	$\bar{x}$	SD	Dec
10	Continued compliance with outdoor advertising regulations tend towards hoardings enhancement	9	32	5	7	2	+3	3.71	1.01	A
11	Conformity to regulations in the outdoor advertising sector encourages competition between practitioners	4	31	9	11	--	+3	3.51	0.90	A
12	Outdoor advertising firms have improved turnover following regulatory implementation	--	15	13	14	13	+3	2.55	1.13	D
13	OAAN is adequately represented on the board of regulatory institutions	2	8	7	18	20	+3	2.16	1.18	D
14	Enactment of regulations is in consonance with the input(s) of OAAN	--	12	7	17	19	+3	2.22	1.15	D
15	Due to increase in hoardings taxation, agencies have evolved flexibility in rental terms	5	23	14	6	7	+3	3.24	1.17	A
16	Advertisers confidence in Outdoor hoardings has increased evidenced in more board rental	1	11	14	17	12	+3	2.49	1.10	D
	<b>Cluster Mean</b>						<b>+3</b>	<b>2.83</b>	<b>0.71</b>	<b>D</b>

Source: field report

This table has more of disagreeing outcomes. Such imply foundational underpinnings as faulty especially as it concerns: Low turnover outcomes, lopsided representation of practitioners leading to non-inclusive policies and reduced budgetary allocations. In sum, a cluster mean of 2.83 with a standard deviation of 0.71 means the respondents disagreed that outdoor advertising regulations significantly improve the practice among outdoor advertising practitioners in Lagos State.

**Research Question Three:**

**What challenges are associated with the compliance to outdoor advertising regulations among outdoor advertising practitioners in Lagos State?**

**Table 3: Mean and Standard Deviation of Respondents on the challenges associated with the compliance to outdoor advertising regulations among outdoor advertising practitioners in Lagos State**

SN	Item Statement	SA	A	N	D	SD	Criteria	$\bar{x}$	SD	Dec
17	Poverty level in the country is on the rise as a result of the reduction in outdoor hoardings	10	18	17	6	4	+3	3.44	1.13	A
18	Tax payment is on the rise without commensurate patronage	22	28	2	2	1	+3	4.24	0.83	A
19	Job loss in the sector due to a reduction in outdoor hoardings has been an issue for concern	23	23	8	2	--	+3	4.18	0.81	A
20	Balance sheets of member companies have dwindled	24	26	4	--	1	+3	4.31	0.76	A
21	Ascribing asset value to outdoor hoardings is a challenge	8	33	6	4	4	+3	3.67	1.05	A
22	Inability to access loans by practitioners in the financial sector following volatilities in the sector	18	24	11	2	--	+3	4.05	0.82	A
23	Payments to Local governments no longer apply	21	16	6	9	3	+3	3.78	1.27	A
24	Loss of advertisers confidence in the industry is observed in budget reduction on outdoor spend	17	27	7	3	1	+3	4.02	0.91	A
25	Lagos State Signage and Advertisement Agency (LASAA) laws restricts innovation especially in the outdoor format for practitioners	5	10	12	22	6	+3	2.75	1.15	A
	<b>Cluster Mean</b>						<b>+3</b>	<b>3.82</b>	<b>0.55</b>	<b>A</b>

Source: field report

Certain sequential reinforcement as it occurred in Table 1 emerged in this present table. All the respondents did consent to items 17–25. The cluster mean of 3.82 with a standard deviation of 0.55 means the respondents agreed that there are challenges associated with the compliance to outdoor advertising regulations among outdoor advertising practitioners in Lagos State.

**Test of Hypotheses**

In testing the hypotheses formulated for the study, chi-square statistic was used. The hypotheses were tested at 0.05 level of significance.

**Decision Rule:**

If the probability value (p-value) is less than 0.05 (level of significance), reject the null hypothesis, but if the probability value is greater than 0.05, accept the null hypothesis.

OR,

If the probability value (p-value) is greater than 0.05 (level of significance), reject the alternative hypothesis, but if the probability value is less than 0.05, accept the alternative hypothesis.

**Hypothesis One:**

**H0<sub>1</sub>:** Outdoor advertising regulations do not significantly influence advertising practice in Lagos State.

**Table 4: Chi-square Test of the Significant Influence of Outdoor Advertising Practice in Lagos State.**

	Value	df	Asymptotic Significance (2-sided)	Decision
Pearson Chi-Square	107.130 <sup>a</sup>	24	0.00	Not Accepted
Likelihood Ratio	120.869	24	0.00	
Fisher's Exact Test	109.668			
Linear-by-Linear Association	26.292 <sup>c</sup>	1	0.00	
N of Valid Cases	385			

Result presented in Table 4 is a chi-square analysis of the significant influence of outdoor advertising practice in Lagos State. The chi-square ( $\chi^2$ ) calculated value was 107.130 with a degree of freedom of 24 and p-value of 0.00. Since the probability or p-value of 0.00 is less than 0.05 set as the level of significance for testing the hypothesis, this means that the hypothesis is not accepted or is rejected. Inference drawn therefore is that outdoor advertising regulations significantly influence advertising practice in Lagos State.

**Hypothesis Two:**

**H0<sub>2</sub>:** Outdoor advertising regulations do not significantly influence the effectiveness of advertising messages in Lagos State.

**Table 5: Chi-square test of the Significant Influence of the Effectiveness of Advertising Messages in Lagos State.**

	Value	Df	Asymptotic Significance (2-sided)	Decision
Pearson Chi-Square	102.394 <sup>a</sup>	20	0.00	Not Accepted
Likelihood Ratio	110.065	20	0.00	
Fisher's Exact Test	91.243			
Linear-by-Linear Association	17.508 <sup>c</sup>	1	0.00	
N of Valid Cases	275			

Result presented in Table 5 is a chi-square analysis of the significant influence of the effectiveness of advertising messages in Lagos State. The chi-square ( $\chi^2$ ) calculated value was 102.394 with a degree of freedom of 20 and p-value of 0.00. Since the probability or p-value of 0.00 is less than 0.05 set as level of significance for testing the hypothesis, this means that the hypothesis is not accepted or is rejected. Inference drawn, therefore, is that outdoor advertising regulations significantly influence the effectiveness of advertising messages in Lagos State.

**8. Discussion of Data**

This brings to the fore such understanding as emphasized by Cage (2014, p. 1) of the media as businesses which are equally shaped by many economic indices. Such economic indices areas indicated by the notation of items 1, 4, 9, and 20 revealing the ambivalences in the laws.



Howbeit, Okuhu (2016, p. 42) reveal budget cutbacks by advertisers are introduced following economic realities. Items 12, 16, 24 are in accord with Okuhu (2016, p. 42) and decry item 3. In tandem is the assertion by Kankarofi (2012, p. 9) that, "... the outdoor issue, Lagos, which established LASAA, has started a trend and a number of States in the country are seeing outdoor as a cash cow." Items 2, 17 and 18 agree with Kankarofi's thought.

Such provision as Section 4(7) of the Constitution which expressly allow state House of Assembly (ies) to make laws for peace ... need to give recourse to Delvin's (2002, p. 315-316) submission which in part pleads for tolerance as a force behind moral law except such satisfy a deliberate judgment of injury to the society. In like manner of judgment is the case between UAC of Nigeria Plc&Ors v. AG Lagos &Ors (2010) LPELR – CA/L/928/2008 which was determined in favor of LASAA. Credence is hereby accorded Okiyi and Eteng-Martins (2015) reasoning that ethics are a derivative from the breathe of the law as end product.

Placement of billboards in unconventional shapes is connected to the context and environment (Roux, 2017, p. 17). Adetokun (n.da) and Roux's statement are made effective by the innovation which boosted competition which LASAA permits for business growth. Innovative agreement are noted by items 3, 5, 8, 10, 11 but are negated by item 25.

Challenges such as conflicting regulations, multiple taxation, huge debts and demolition of billboards are enumerated by Adetokun (n.da). High charges are informed to devalue the essence of the business. Item 2 share same perception. Clarification to PWC's ideation is evidenced by multiple taxation (Items 6, 19 and 22 also pronounce), same echo for items 2, 17 and 18; item 23 should have been the case. Concerns by Hendery (2007) reported in Wilson and Till (2011, p. 910) query the continued relevance of the fewer outdoor advertising sites in the aftermath of regulations for which the remains are quite in contention along effectiveness rationalization. Whereas, commendation for the fewer billboards was noted in: items 3, 8 and 10's submission.

Item 21 (on asset concerns) and item 22 (on not assessing loans) are argued. Such contention that interests serve the baseline of general engagements and parties to such disagree when interests are challenged (Kehinde, n.d, p. 2) holds. Especially as item 1 and 2 justify practitioners. Item 15 on evolved flexibility on rental terms is an interest. Such is the stance of items 13 and 14 so unite along the preceding reasoning.

On SDG's items 1, 2, 12, 17 and 20 contravene goal 1a. Items 19, 21 and 22 are at variance with SDG goal 8.3 but item 11 agree with goal 8.3. Items 8 and 10 agree with goal 11.7 while item 6 disaffirms. Since CMM seeks to argue for pattern of communication and what the pattern creates unlike other communication models that emphasize message content or interactant thoughts, Delvin's (2002, p. 318) submission "... What is important is not the quality of the creed but the strength of the belief in it. The enemy of the society is not error but indifference" is justified/rationalized. Items 1, 2 & 25 confirm this claim.

Hypothesis one which submits that outdoor advertising regulations significantly influence advertising practice in Lagos State acquiesces items 5 and 8 to serve as benchmark for industry interface / standardization. Hypothesis two which submits that outdoor advertising regulations significantly influence the effectiveness of advertising messages in Lagos state shares bargain with item 3 while expressly negating item 16.

## 9. Conclusions

These ideas are hereby put forward in sync with the findings to this study for a more revitalized outdoor advertising sector in Lagos State:

- 1) Outdoor advertising regulations as they presently are should be sustained i.e. more reforms need not arise until a stable and safe industry is secured through collective bargaining via manifest understanding by evidenced compliance.
- 2) Outdoor advertising practice which is taunted to be effective as submitted to is here stated not to significantly improve the practice. Hence, it is advised that elected OAAAN representatives are allowed on the Council of regulatory bodies especially LASAA to enable a fusion of seasoned and well-reasoned arguments informed by experience and practice of elected representatives for inclusion.
- 3) Incongruities for which the concerned sections are noted require immediate policy reforms promptly.

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