**ADVERTISING AND CONSUMER EDUCATION**

**(A STUDY OF VIEWERS OF SELECT COMMERCIALS IN ORON METROPOLIS)**

**BY**

**AFANKAN, JOY EDET**

**UCP/N2013/MC/013**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO.**

**AKWA IBOM STATE**

**SEPTEMBER, 2015.**

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**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF ORDINARY NATIONAL DIPLOMA IN MASS COMMUNICATION**

**SEPTEMBER, 2015.**

**CERTIFICATION**

I hereby certify that this work was carried out by Afankan, Joy Edet with registration number UCP/N2013/MC/013, of the department of Mass Communication, Uyo City Polytechnic, Uyo.

Mr. Kingsley Ibanga …………………….

Supervisor Signature/Date

 ………………………

(HOD) Signature/Date

……………………. ……………………..

External supervisor Signature/Date

**DEDICATION**

I dedicate this research work to god almighty for his guidance, direction and protection who stood by me throughout my stay in the polytechnic.

**ACKNOWLEDGEMENTS**

I acknowledge the faithfulness of god who helped me while doing this research work. God has shown me that he is a great provider may his name be exallted in Jesus name. Amen.

I also appreciate the support of my parents, Mr. and Mrs. Edet John Bassey for grooming me to become what I am today.

My special thanks goes to my Supervisor, Mr Kingley Ibanga for his fatherly role played in all my long stay of this studies. My head of department, Mr. George Udoh Ph.D, Mr. Enefiok Inyang, Miss Philomena Umoren, Mr E. S. Ebong and others.

More thanks goes to my brothers, sisters and friends for being great source of inspiration.

Afankan, Joy Edet

**ABSTRACT**

The study set out to examine the role advertisement in educating the consumers with viewers of select commercials as a case study. For effective analysis the study sought consumer’s reaction whether advertising really educated consumers of goods and services in Oron urban, and whether there were other factors that contributed to consumer education other than advertising. The method used was the survey method and the questionnaire was the instrument used for data collection. Two Hundred and Fifty (250) copies of questionnaire containing twenty-three (23) items were systematically distributed to viewers of television commercials in five (5) zones, Uyo City Polytechnic Community, Okossi, Ukoko, Oruko and Uyubia. Two hundren and forty (240) of the 250 copies were filled and returned, but only two hundren and thirty were considered good enough to be used in the analysis. Data collected were analysis using the simple percentage in calculating the tabulated figure. The findings of the study indicate that out of the 230 respondents, 70% of the respondents were influenced by advertisement. In view of the finding of this study advertising was found to influence consumer education in advertising is an active and indispensable tool to ensure ethical behavior in the market place. Futhermore, the research confirmed that factors other than advertising equally influenced consumer education and their purchase behavior, Base on these findings, it was recommended that advertising messages should be packaged in such a way to educate the public about the product and not only to sell the product. Apart from this advertiser and manufacturers should know that consumer education is affected not only by all emphasis and energy should not be concentrated on advertising at the expense of product demonstration. product package/exhibition message contents and pack information/insert.

**TABLE OF CONTENTS**

Title page - - - - - - - - - -

Certification - - - - - - - - -

Dedication - - - - - - - - - -

Acknowledgement - - - - - - - -

Abstract - - - - - - - - - -

Table of contents - - - - - - - - -

**CHAPTER ONE**

1.0 problem and its setting - - - - - - -

1.1 Introduction -- - - - - - - - -

1.2 statement of the problem - - - - - - -

1.3 Objective of the study - - - - - - -

1.4 Research questions - - - - - - - -

1.5 Justification of the study - - - - - - -

1.6 Delimitation of the study - - - - - - -

1.7 Definition of terms - - - - - - - -

**CHAPTER TWO**

2.0 Review of literature - - - - - - - -

2.1 Introduction - - - - - - - - -

2.2 The concepts of advertising - - - - - -

2.3 Advertising and consumer behavior - - - - -

2.4 Advertising and consumer education - - - - -

2.5 Theoretical frame work - - - - - - -

**CHAPTER THREE**

3.0 Research methodology - - - - - - -

3.1 Introduction - - - - - - - - -

3.2 Sample population - - - - - - - -

3.3 Subject / sample size - - - - -- - -

3.4 Description of measuring instruments - - - -

3.5 Method of data collection - - - - - -

3.6 Reliability and validity of instruments - - - -

3.7 Method of data analysis - - - - - - -

**CHAPTER FOUR**

4.0 Presentation of data and discussion of finding - - -

4.1 Introduction - - - - - - - - -

4.2 Presentation of data - - - - - - -

4.3 Discussion of finding - - - - - - -

**CHAPTER FIVE**

5.0 Summary, Conclusion, and Recommendation - - -

5.1 Introduction - - - - - - - - -

5.2 Summary - - - - - - - - -

5.3 Conclusion - - - - - - - - -

5.4 Recommendation - - - - - - - -

 Reference

 Appendix

**CHAPTER ONE**

1. **INTRODUCTION**

Advertising consists of all the activities in presenting to a group a non-personal; oral or visual, openly sponsored massage regarding a product, service or idea. This massage is disseminated through one or more media and is paid for by an identified sponsor. It is equally important to know that there is a significant Distinction between advertising and an advertisement.

Advertisement is a massage itself. Advertising is a process; it is a programme or a series of activities necessary to prepare the massage and to get it to the intended market (Stanton 2001:452).

Advertising is a powerful communication force and a vital marketing tool helping to sell goods, services, images and ideas through the channel of information and persuasion.

It is an aspect of the marketing and communication process rather than a separate activity carried on by distinctive group of professionals independently of other marketing activities.

According to the American Marketing Association (AMA) “Advertising is any paid form of non-personal presentation and promotion of idea, goods find services by an identified sponsored” Advertising is aim at selling good, ideas, service, create demand, familiarize the public with the use of the product, prepare the way for the salesman, create goodwill, introduce new styles and custom.

Advertising, as an important aspect of marketing as well as form of communication aims at influencing consumer behavior. The goals set for advertising are communication task to reach a defined audience to a given extent and during a time period.

Advertising is aimed at mass groups rather than industrial consumers; it must make use of basic appeals, which include sex, prestige, esteem and hunger to obtain the receivers attention. It is however, increasingly difficult to avoid it intrusion into our lives.

Advertising intent is mostly persuasive, Atelly (2004) rightly opined that” all successes in business, in industrial production, in investment depend upon the inescapable aspect of our life. There are three major objectives of advertising.

* To produce awareness and knowledge about products and services.
* To stimulates though and action about it.
* To create liking preference for it.

Advertisers should have adequate empirically based knowledge of the consumer behavior, which is an indispensable tool in any attempt to sell products or services to any group of consumers. They should be fairly knowledgeable about or at least have an explanatory idea of how consumers have an explanatory idea of how consumers within their target market are likely to respond to their goods and services. They should equally be able to establish the rationale for the actions or reactions of potential consumers. They should know that deeply entrenched feelings or sentiments by consumers cannot be charged overnight. Therefore, knowledge of the consumer is the beginning of successful advertising.

Advertising massages have been used to educate the consumers about the usefulness of the product or service; the study seeks to establish the relationship between advertising promotions and consumer education in Oron Urban.

* 1. **STATEMENT OF THE PROBLEM**

Advertising practice over the years have continued to thrive on increased sales of products based on increased consumers education. The production of commercials for television viewers is improving by the day due to recent advances in technology.

The consumers have normal behavior to resist the purchase of goods due to one thing or the other, such as lack of adequate information about product or ineffective communication of the product that can satisfy consumer’s needs and wants.

* 1. **OBJECTIVES OF THE STUDY**

The objectives of the study are;

1. To ascertain whether advertising really educates consumers of goods and services in Oron Urban.
2. To find out whether there are other factors that contribute to consumers education.
3. To determine if all the commercials used are educative.
	1. **RESEARCH QUESTIONS**
4. Do advertising really educates consumers goods and services in Oron Urban?
5. Are there other factors that contribute to consumer education?
6. Are all the commercials used educative model?
	1. **JUSTIFICATION OF THE STUDY**

The finding of this research study will help in improving the quality of advertising massages by the advertisers. It is expected to positively influence the standard of advertising in the country in as much as its role in educating the consumers concern.

This study will also try and establish the relationship between advertising and consumer purchasing behavior. It will equally be of immense benefit to the advertising practitioners, teachers and students both in advertising and other related fields as well as many others who will come into contact into with the material as a reference material.

* 1. **DELIMITATION OF STUDY**

The field of advertising is a wide one sometimes classified into many perceptual variables in terms of contents, context, discipline and application. The study does not seek to cover the entire field of advertising but the area that affects the consumers, mostly consumer education.

Therefore, the study is concerned with the area of advertising influence on consumer education and behavior in terms of patronage, satisfaction and purchasing decision. Also, the study is restricted to the viewers of Television Commercials in Oron urban for convenience and financial reasons.

* 1. **DEFINITION OF TERMS**

For proper understanding of the study, the following terms are defined.

**Advertising:** A selling massage by an identified sponsor published or transmitted through the media to a target audience with the aim of enhancing sales.

**Consumers:** People who are aware of a product or service and purchase such to satisfy their want and needs

**Commercials:** An advertisement on radio and television.

**Advertisement:** It is a set of symbols and signs. Signs can take verbal non verbal forms.

**Products:** A set of tangible attributes including packaging price, manufacturer’s prestige and manufacturer and, retailer services which the buyers may accept as offering satisfaction of wants and needs.

**Education:** An acquisition of knowledge through the formal instruction or training.

**Consumer education:** Is the process of teaching the public on how to use relevant facts and figures to make more intelligent purchasing decision.