**AN EVALUATION OF THE INFLUENCE OF ADVERTISING ON THE PURCHASE OF SELECT SPICES AMONGST RESIDENTS OF UYO METROPOLIS**

**BY**

**JUMBO, AGNES MALACHY**

**UCP/N2015/MC/090**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**AKWA IBOM STATE**

**AUGUST, 2017**

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF NATIONAL DIPLOMA (ND) IN PUBLIC ADMINISTRATION**

**AUGUST, 2017**

**CERTIFICATION**

This is to certify that this research project entitled “an evaluation of the influence of advertising on the purchase of select spices amongst residents of Uyo metropolis” is an original work carried out by Jumbo, Agnes Malachy with the Reg. No: UCP/N2015/MC/090 under the supervision of the undersigned.

Mr Emmanuel S. Ebong ……………………….

**Supervisor Signature/Date**

……………………….

**H.O.D Signature/Date**

…………………………….. ……………………….

**External Supervisor Signature/Date**

**DEDICATION**

This research work is dedicated to my beloved parents Mr./Mrs. Malachy Jumbo who trained and shows me the right way to follow. Above all, this work is dedicated to Almighty god, the alpha and Omega, the one whom through His special grace sustained me despite physical and spiritual combat throughout my study period in the institution.

**ACKNOWLEDGEMENTS**

I wish to use this medium to express my profound gratitude to the Almighty God for crowing my effort with resounding success to complete this academic work in the institute. I also wish to acknowledge the contribution of my parent Mr./Mrs Malachy Jumbo for their support, morally and financially throughout the period of my two years in the polytechnic.

I also want to acknowledge my friend Miss Joy Essien towards the successful completion of this research work. My special thanks goes to my supervisor Mr. Emmanuel S. Ebong who took pains to read through the manuscript and make necessary corrections and also my lecturers Pastor George Udoh and Mr. Enefiok Inyang for their fatherly advice, Madam Philomena Umoren for her motherly advice, guidance and directing me in the course of this research work.

Finally, I consider it necessary to appreciate the contribution and supports of my Aunty, Rossana Colins who contributed towards the success of this project. I pray May the Almighty God bless and reward you all abundantly in Jesus name Amen.

**ABSTRACT**

This study is an assessment of advertising and consumer purchasing decision on select spices. The study sought consumer’s opinion on the influence of advertising on purchasing decision. The study was carried out through survey and the questionnaire was the instrument used for data collection. Four hundred and forty two (442) copies of the questionnaire containing 14 items were distributed to residents in Uyo urban. These residents were divided into seven (7) clusters namely Aka Road axis, Oron road axis, Abak road axis, Wellington Bassey way axis, Ikot Ekpene road axis, Nwaniba road axis and Eniong Itam, Ewet Housing axis. Data were analyzed in tables using simple percentages. The findings show that advertising has some influence on other factors (family, society, income, learning, motivation, perception that influence consumers choice of a particular brand of select spices. Based on the findings obtained from the study, the following recommendation were made: producers of select spices should take advantage of television and other media of information for advertising producers should have knowledge of the major factors that influence consumers of select spices. The advertisement of select spices should live up to its promises.

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**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the Study**

According to Bakare (2008:3) “for advertising to be successful, it should be planned and created to achieve the most effective result at the least cost”. Advertising unites science and arts in forms of research and creative skills supported by intelligent buying of media space, it makes it possible to produce and execute campaigns that contribute to business success.

According to Daramola (2003:191) “Advertising is the means of promoting goods and services and giving information about a product’s features and its availability and for persuading people to buy”. The aim of advertising messages is to attract or persuade more consumers to purchase or consume more of their products or services. Advertising messages is to attract or persuade more consumers to purchase or consume more of their products or services. Advertising is used to gather information before making purchasing decisions. There is no product in the market that does not seek to be purchased or noticed by the potential consumer.

A challenge faced by all advertisers is how to influence the purchasing decision of consumers in favour of the product or service they offer. For companies like Glaxo Smith Kline and Unilever, this means getting consumers to charge more purchases on their Maclean’s and close up and select spices. While their ultimate goals is to influence consumer’s purchasing decision, most advertisers understand that the actual purchase is only part of an overall process.

Advertising attempts to influence the way consumers behave towards purchasing a product. Advertisers spend billions attempting to influence what, when and how we consume. They also spend millions studying consumer’s behavior. Consumer’s behavior could be defined as the processes and activities people engage in when searching for selecting, purchasing, using evaluating and disposing of product and services so as to satisfy their needs and desires. For many products and services, purchase decision are the result of a low, detailed process that may include an extensive information search, brand comparisons and evaluations and other activities, other purchase decisions are more incidental and may result from seeing a product prominently displayed at a discount price in a store. (George and Michael Belch 2001:107).

Advertiser success in influencing purchasing decision depends in large part on how well they understand consumer bahaviour. Consumers are attempting to satisfy and how they translate into purchase criteria. They need to know how consumers gather information regarding various alternatives and use this information to select among competing brands. Advertisers need to know how consumers make purchasing decisions.

According to Russell W. Belk (1998) in Georges and Michael (2001:107) purchase decisions may be influenced by the personality or lifestyle of the consumer”. Consumers adjust purchasing behavior based on their individual needs and interpersonal factors. On some levels, consumer choice can appear to be quite random. However, each decision that is made has some meaning behind it, even if that choice does not always appear to rational.

Purchase decisions are based on personal emotions, social situation, goals and values. People buy to satisfy all types of needs, not just for utilization purposes. These needs as identified by Abraham Maslow in the early 1940s, may be physical or biological, for safety and security, for love and affiliation, to obtain prestige and esteem, or for self-fulfillment.

Since the purpose of every advertisement is to increase the sale of the product advertised, it would only be wise for advertising to be structured to influence consumers’ purchasing decision. What influence consumers to purchase products or services depends on the consumers decision-buying process which is a complex matter as many internal and external factors have an impact on buying decision of the consumer. Does advertising messages on select spices influence the consumer’s purchasing decision?

**1.2 Statement of the Problem**

The drive of the purchasing decision and consumption behavior of a consumer of a particular product is a mystery. While some believe that the decision to buy a product is a personal and dependent on individual’s values and beliefs other believe and are of the school of thought that the decision of a consumer to purchase a product is majorly a contributory effort and influence of advertising persuasive message on the product. Where the decision to purchase select spices is drawn by advertising influence or not is the reason this study sets to find out. In other words to what extent does advertising influence consumers purchasing decision on select spices?

**1.3 Objectives of the Study**

This study seeks to;

1. Determine consumer’s source of information on select spices.
2. Ascertain what factors influence the choice of a particular brand of select spices
3. Find out what benefits the consumer derive from their choice of select spices.
4. Determine the influences of advertising on consumer purchasing decision on select spices.

**1.4 Research Questions**

The research questions on this study are;

1. Through which sources do consumers get information on select spices?
2. What factors influence the choice of a particular brand of select spices?
3. What benefits do the consumers derive from their choice of select spices?
4. To what extent does advertising play in consumer purchasing decision on select spices?

**1.5 Significance of the Study**

An important factor in any research is to state why such a research is necessary or important. And as it concerns this study one would wonder why it is necessary to study advertising and consumer purchasing decision on select spices. People think advertising is enough to push an individual into purchasing select spices without taking into consideration the processes of consumer behavior-internal and external factors that influence purchase behavior.

The result of this study would benefit the industry by reassuring them of the efficacy or otherwise of their advertising messages on consumers of select spices. Since the purpose of every advertisement is to increase the sales of the product advertised, it would be a waste of funds to employ an effective advertising formula that is if it is the case that advertising does not significantly influence consumer’s purchasing decision on select spices.

This study would also be of benefit to professional and students of advertising and public relations by acquainting them with the knowledge of whether advertising plays a significant role in summers purchasing decision and select spices or not. And if not, it would help them to study more of the consumer behavior processes, the study of which would help them structure their messages to influence those factors affecting purchasing decision. This study would also serve as a reference and study materials to students. Finally, the result will help evolve a highly developed system of advertising in the society.

**1.6 Delimitation**

The scope of advertising is wide sometimes, it classified into many perception variables in terms of content, context, discipline and application. This study does not seek to cover the entire advertising concept but the area that concerns its influence on consumer’s purchasing decision.

Thus, this study is basically limited to select spices. It is concerned with the area of the influence of advertising messages on consumers purchasing decision on select spices in terms of sources of information on select spices, patronage of particular brands and satisfaction. Also, this study is restricted to families in Uyo urban for convenience.

**1.7 Limitation of the Study**

This study is suppose to tax the respondent feelings and see how honest he or she can be on the question whether or not advertising influences his or her purchasing decision on select spices while some respondents proved difficult in accepting the questionnaires and ignored questionnaires that were mischievously filled. There was also the case of respondents misplacing the questionnaire given to them to error of omission in filling the questionnaire. In this situation, the researcher had to analyze only those questionnaires that were returned and for error of omission used the idea of the respondent’s response from a previous or subsequent question to fill in the blank space.

**1.8 Definition of Terms**

In this study, the following key concepts are operationally defined thus:

**Advertising:** This is the non-personal communication of information usually paid for a usually persuasive in nature about select spices by identified sponsors through various media.

**Consumer:** The ultimate user of select spices.

**Purchasing Decision:** Any particular triggers that compel consumers to buy a certain brand of select spices.

**Select spices:** A seasoning that adds taste and aroma to the food e.g. Curry, Thyme, Onga etc .

**Advertisement:** This is anything or action that draws good attention towards selects spices.

**Influence:** The power to affect, control or manipulate the ability to change the development of fluctuating things such as conducts thoughts or decisions on select species.

**Consumer Behaviour:** This refers to how and why consumers of select spices makes the purchase decisions they do.