**INFUENCE OF AKBC RADIO INDOMIE NOODLE COMMERCIALS ON THE BUYING HABIT OF CONSUMERS IN UYO LOCAL GOVERNMENT AREA**

**CHAPTER** **ONE**

**INTRODUCTION**

* 1. **Background of the Study**

Commercial is defines as a non - personal communication of information usually paid for and it is usually persuasive in nature about products, services or ideas by identified sponsor through various media, Aren (1996).

Commercial is a marked tool that serves several functions. It identifies functions; it identifies and differentiates them from others. It also communicates information about the products and includes the trail of the new products, by new users and suggests repurchasing by existing users to increase products use. It also builds brand references and loyalty etc.

Historically, commercial began in the early times when most people could not read and write. The nature of commercial changes from time to time since it s originated, perhaps as 400B.c, until the invention of printing press in about (1440) by **Johannes** **Gutenbery,** since then its role has been significantly altered at least twice. Once in response to industrial and once with the annual of affluent society, the past world war II era has been marked by **Weber**  (1945) the growth and radio commercial intense marketing competition and increased attempts to differentiate products through strategies or other techniques.

Naturally, commercial is governed by the strategies, basic message remains the same whether it is in radio process, posters or television.

But each medium calls for differing techniques and offers it advantages and opportunities. With radio you can communicate in sound usually in hearing or listening. This is what makes the radio so powerful in one area of listening. With the coming of commercial radio in (1895) by Gulieimo Marconi**,** radio as s medium of communication was however not popular in Nigeria before the mid 70s its high cost and was this restricted to the rich. Today, radio as a medium of commercial is now very popular as it is now found in almost every home, even in a remote village. So, everybody can now have access to usual communication by listening to commercials on radio, either in their houses, neighbor’s house or in their cars and phones. This enable the manufacture that advertises his product to be rest. assured that the message will get to the target audience.

The influence of radio commercials on the buying habit of consumers, especially indomie noodles is the thrust of this project. The influence of radio commercials on the buying habits of consumers is the paramount importance to this researcher. Hence, radio is an effective way of bringing message to consumer because of its characteristic way, it grabbing people’s intention, it is being commenced if not wholly but partly towards a particular commercial, such that will convince the target audience, the commercial must understand the complexity of human behavior and the variety of influences on behavior.

Consumer’s behavior is affected by both internal and external influence, the consumer’s perception of the world, the world consumers learn and habits they have developed. External influence includes family, social structures and culture.

* 1. **Statement of the Problem**

It is observed over time that consumers in Uyo Local Government Area prefer indomie noodles to other brand products. It is perplexing to observe such an increasing surge for a particular product in the sea of other competing brands. It therefore becomes intriguing to find out why indomie noodles commands such a compelling patronage.

Could this happen as a result of the influence of AKBC radio commercial of the product? This is what this study attempts to find out.

* 1. **Objectives of the Study**

The objectives of this study research work are as follows.

1. To find out if residents of Uyo Local Government Area listen to indomie commercial on AKBC radio.
2. To know whether the people of Uyo Local Government Area who often consume of indomie noodle listens to radio commercial on AKBC
3. To find out the perceptions of the residents of Uyo Local Government Area about AKBC radio commercial on indomie noodles.
4. To assess how AKBC Radio indomie noodles commercial affect buying habit of residents of Uyo Local Government Area.
   1. **Research Questions**

To achieve the set goal of this study work the researcher formulated the following questions

1. Does residents of Uyo local government area listens to indomie commercial?
2. How often do people of Uyo consumers of indomie noodles listens to radio commercial?
3. What is the perception of the residents of uyo local government area about AKBC radio commercial on indomie noodles?
4. What are the influences of indomie commercial on the buying habit of residents of Uyo local government area?
   1. **Scope of the Study**

This research project focused on the consumer’s buying habit of indomie noodles. It is limited to Uyo local government area.

* 1. **Significance of the Study**

The research will show the need for unique selling appeal and reputation of radio message for a product like indomie noodles. It will also enable the producer and advertisers of product to understand the best method to reach their prospective consumers and also to know why radio commercials is mostly preferred to other media.

* 1. **Limitation of the Study**

The researcher faced with some limitation which would have hindered the work of this research.

Difficulties in collecting relevant data from the respondents as they felt reluctant to disclose information. Some of them saw it as the threat to their security.

**Material Factor:** shortage of relevant material for literature review posed a great difficulty. Inability to retrieve all the questionnaire forms for good represented in also constituted.

**The Factor:** This affected the reduction in the size of the sample used for the study because the researcher had only less than two months to complete the study.

Despite all the challenges encountered, the researcher was able to overcome them through hard work and focus to ensure that the work turn out a success.

* 1. **Definition of Terms**

The following terms as used in this work are defined for easy understanding.

**Commercials:** This is a span of programme product and paid for by an organization, which conveys a message typically to market a product or services.

**Buying Habit:** It is the study of individuals, groups, organization and the process they use to select, secure use and dispose of products, services, experiences or ideas to satisfy needs and the impact that these process have on the consumers and society.

**Consumers:** People who buy and consumer indomie noodles.

**Influence:** The capacity or power of person or things to produce effects on the actions, behaviour and opinion.

**AKBC Radio:** Akwa Ibom Broadcasting Corporation Radio

**Mass Media:** It is a technology that is intended to reach a mass audience, it is the primary means of communication used to reach the vast majority of the general public’s.

**Communication:** the act of transmitting information ideas and attitudes from one person to another.