**INFLUENCE OF AKBC TELEVISION INDOMIE NOODLES ADVERTISEMENT ON PARENTS BUYING HABITS**

**(A SURVEY OF IKOT EKPENE LOCAL GOVERNMENT AREA)**

**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background of the Study**

According to Ndidi (2005) television is an important component of a media because of its pervasiveness, impact and targeting abilities. It is the audio and visual technological device through which a large heterogeneous audience of mass communication could be reach with information, opinions and messages at the same time.

Saundra (2002) sees television as one of the basic medium which commercial messages can be passed from the channels to different homes. It is well known that television consists of sound, pictures and therefore, it well described a particular message or a subject matter to the audience.

Television is a medium that encourages the growth of community around, shared interests and disseminate information and news. It can broaden and educates the mind, provides millions of jobs for skilled workers, singers and writers in the entertainment industry.

Television is also a medium that exposes a wide audience of people to educational materials, such as political and educational materials, and meteorological news, science documentaries, early childhood education programming and local current events announcements making it highly useful to variety of different section of the population. It also helps disseminate cultural programming that people can enjoy and discuss with each other, something that is often beneficial for families who find themselves with little in common.

The television indomie advertisement on parents buying habits should be one of the issues of great interest to newscasters, presenters in Nigeria and even in Akwa Ibom Broadcasting Corporation (AKBC).

In the early days, people were not current in terms of commercial messages, even when some mediums like newspaper, magazine, radio were on ground, the rate of commercial activities and industrialization was so limited not until television came into existence.

Television is a medium which remain important to us. We often watch television because it has to do with audio and visual. Also, it has the ability to cut across barriers of illiteracy. It encourages, educate and re-educate people on a certain product.

AKBC television indomie advertisement serves as a tool for motivating, mobilizing, encouraging, creating awareness and persuading the parents in Ikot Ekpene Local Government Area to develop interest and cultivate the buying habits of indomie noodles.

* 1. **Statement of Problems**

Ikot Ekpene Local Government Area of which its residents are understudied has been discovered as an area where indomie business thrives as a result of constant indomie advertisement by AKBC television.

Overtime much has not been known about the buying habit of parents in Ikot Ekpene Local Government Area regarding this indomie advertisement. This remains an interesting area of research.

Therefore, the problem of this study is that there are uncertainties about how parents in Ikot Ekpene Local Government Area from the selected five villages namely; Ikot Inyang, Ifuho, Ikot Uboh, Ikot Ewang and Abiakpo Ntak-Inang respond to the AKBC Indomie Noodles advertisement and to what extent the advert have impact on their buying habit.

* 1. **Objectives of the Study**
* To examine the impact of AKBC television indomie advertisement on the buying habit of parents in Ikot Ekpene Local Government Area.
* To discover the extent to which AKBC television indomie advertisement has influence the buying habit of parents in Ikot Ekpene Local Government Area.
* To know whether parents buying habit have improve through the use of persuasive messages in the television indomie advertisement.
* To discover the role of AKBC television indomie advertisement in the society.

**1.4 Research Questions**

* What medium is best suitable for advertisement?
* Why is Television the best medium for advertisement?
* Do parents buying habit improve through the use of persuasive messages on the television indomie advertisement?
* Does AKBC television indomie advertisement impact positively on buying habit of parents in Ikot Ekpene Local Government Area?

**1.5 Scope of the Study**

Osuala (2005) state that “A researcher must set forth exactly the bounds of the topic researched”. It is in view of this statement that this researcher limit this study to Ikot Ekpene Local Government Area, it deals specifically with selected villages; Ikot Inyang, Ifuho, Ikot Uboh, Ikot Ewang and Abiakpo Ntak-Inyang.

**1.6 Limitation of the Study**

The major handicaps that attended the study had to do with fund and time. With adequate financial backbone and time, the researcher would have loved to expand the study to cover other areas with a view to get more information.

Never the less, the researcher was able to apply herself within the limit of the fund time space to accomplish the task in a meaning fashion.

**1.7 Significance of the Study**

This study will provide the needed data on influence of AKBC television indomie noodles advertisement.

It will also help in the planning, organizing and producing of advertisement for customers on AKBC television.

This research project would be of great relevance to the staff of AKBC television and parents of Ikot Ekpene Local Government Area.

It will serve as a guide to future researchers on this area of study.

**1.8 Definition of Terms**

For easy understanding and simplicity, the following terms is defined.

**Advertisement:** Is a non personal presentation and promotion of ideas, products or services that is paid for by an identified sponsor.

**AKBC:** Is an acronym for Akwa Ibom Broadcasting Corporation, it is an umbrella term that provides information, entertainment and educational services to the public.

**Buying Habit:** Is an act of buying the same brand over and over again.

**Influence:** The effect on one’s mind or actions.

**Indomie:** This is a food product.

**Parent:** This is a person’s father or mother.

**Television:** Is a piece of electrical equipment with a screen on which someone can watch programmes with moving pictures and sounds.