**AN ASSESSMENT OF NTA TELEVISION COMMERCIAL INFLUENCE ON AKWA IBOM STATE POLYTECHNIC FEMALE STAFF BUYING BEHAVIOUR OF EXPRESSION ATTACHMENT**

**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background of the Study**

The twentieth century was a time of phenomenal growth and development of television when earlier on radio and newspaper were major forms through which people had access to information. Beginning in the early 1940s and continuity through the end of the century, people’s experience expanded to television through not at the same accelerated rate as the usual.

It is assumed that watching television appears to be leisure activity in most societies today. Where the consumer spends the most attentive time. A number of survey reports average daily television viewing time as high as five to six hours abound. No wonder it has while the newspaper may cover the city’s general metropolitan area, television offers the greatest possibility for creative advertising. With a camera, you can take your audience anywhere, and show them almost anything. The power of television is in its ability to simultaneously appeal not only to sight and hearing, but to strengthen interest through the dimensions of movement and the realism of full colour.

Television commercial can show and tell many people about a product or service and actually demonstrate benefits of ownership. Since people see how it works and how it is package, every time they see it they will be psychologically reminded of their desire to have it.

Television has always been a popular medium for large retailer but because it able to reach smaller market areas, its use by small and medium sized businesses is becoming more popular. Television (often abbreviated to TV or idiot box in British English) is a widely used telecommunication system for broadcasting and receiving distance.

Television commercials appear to reach a large audience even simultaneously, this is advantage. Television commercial has the ability to convey message with sight sound and motion and can give a product or service instant validity and prominence. However, television commercial ahs some disadvantages such as the message comes and goes, that is it is transient, when a shot the viewer does not see the commercial again.

According to Chris (1996, p.24) advertising is a “commercial catalyst stimulating a consumption conscious society and remaining itself unchanged. Advertising is “persuasive communication, a tool for marketing, and it touches on the society as a social interaction tool. The major objective of advertising is to persuade and influence consumers through the exchange of information concerning an ideas, goods and services”, Linus (2015, p.1).

However, this is changing as new advertising technologies and the emergence of new media outlets, offers more options for targeted advertising. Advertising has a history of being considered a one way form of marketing communication where the message receiver is not in positively to immediately respond to the message as in seeking more information. For example, before now, one was to go out to the market to make a research on a particular product he or she in need before buying it, but for some years. Click on their television set to watch an advertising to make their choice of a product in which they want. They can even sit in their choice through technologies. One of such example is the purchase of cars, where people sit in their different houses make choice of car, colour, brand etc then send for it online transaction, after they might have watch the advert on the television. This is applicable to nearly all other consumable products including hair care product in which expression attachment is one of them.

To advertise means to inform about a product or service from the seller to the buyer. And it does not end with flow of information alone, but further to influence and persuade people to take a desired action like placing an order to buy a product.

It is based on the foregoing that a study on “an assessment of television commercial influence on the female staff of Akwa Ibom State Polytechnic buying behaviour of expression attachment become necessary.

* 1. **Statement of Problem**

Great use is made of electronics when the media mix for a hair care products are considered. This perhaps is due to the need to demonstrate and dramatics the use of product and the benefits derived from such use.

The emergence of television ant it’s use for the purpose of advertising, to some extent tends to dwindle the resources and effect of radio, magazine and newspaper advertisement.

Television commercial is on both visual and verbal elements for its message to where set goal. In Nigeria, there are many television commercials on beverages targeting people as their major consumers.

Over the years, it has been observed that people especially females. Including staff of Akwa Ibom State Polytechnic, Ikot Osurua use expression hair attachment. It is safe to observe that while some watch expression attachment commercial on television, others may not have the opportunity of watching it, yet they still buy and use the product. One does not know what uniforms the purchase and usage. For those who watch the commercial, it could be asked, “to what extent does the television commercial of expression attachment influence the buying behaviour of Akwa Ibom State Polytechnic female staff of the product such made this study necessary.

* 1. **Objectives if the Study**

In carrying out this work, the following objectives were set to guide the study

1. To ascertain the exposure level of Akwa Ibom State Polytechnic female staff of expression attachment television commercial.
2. To find out how television commercials of expression attachment influence the buying behaviour of Akwa Ibom State Polytechnic Female Staff on the product.
3. To identify elements in the commercials that appeal to Akwa Ibom State Polytechnic Female Staff.
4. To find out the extent of influence of television commercial of expression attachment on Akwa Ibom State Polytechnic Female Staff.
   1. **Research Questions**

This study had the following research questions.

1. To what extent are Akwa Ibom State Polytechnic Female Staff exposed to expression television commercial?
2. What elements is the commercial appeal to Akwa Ibom State Polytechnic Female Staff?
3. How does the television commercial of expression attachment influence the buying behaviour of Akwa Ibom State Polytechnic Female Staff?
4. To what extent does television commercial of expression attachment influence Akwa Ibom State Polytechnic Female Staff?
   1. **Scope of the Study**

Television advertising is a vast area. This work is limited to NTA television commercials and the female staffs of Akwa Ibom State Polytechnic who buy expression hair attachment products are the subject of the study.

* 1. **Limitations of the Study**

This researcher set out to carry out a study that would not only earn her high grade but that which will be significant to the society. This however, was hindered by constraints outside the control of the researcher. Some of these were the initial un-cooperated nature of respondents who misunderstood the intent of the researcher. Another was the stress posed by poor network which caused the researcher continuously surfs the net for data.

The above were surmounted by the researcher’s persuasive ability such that made respondents cooperate while she sought alternative way of getting data to complete the study.

* 1. **Significance of Study**

This research on an assessment of NTA television commercials influence on Akwa Ibom State Polytechnic Female Staff buying behaviour of expression attachment is an important study which will, by the end of the study, help Female Staff of Akwa Ibom State Polytechnic who make their hairs to make good choice of the type of attachment they use. It will also help the producer of this product in promoting their product.

This study will also help the producers to choose the best medium they should use in advertising their product to influence a larger number of audience in buying their product. The result from this study will serve as reference material for other reshearchers who may wish to carry out a study in.

**1.7 Definition of Terms**

The operation definitions of terms used in this study are given below:

**Assessment:** It is the deciding amount, value, quality or importance of something to this research work assessment is seen as the deciding value of which television commercial of expression attachment have on female staff of Akwa Ibom State Polytechnic.

**Buying Behaviour:** To this work, refers to the way that the female staff of Akwa Ibom State Polytechnic responds in acquiring of expression attachment.

**Commercial:** This is seen as a paid for advertisement for the promotional announcement on television of expression attachment.

**Female Staff:** It is seen as the women gender set of people who work in Akwa Ibom State Polytechnic, Ikot Osurua, Ikot Ekpene.

**Influence:** This is the power of television commercial of expression attachment toward female staff of Akwa Ibom State Polytechnic to go for the product.

**Television:** This is a medium of advertising which is (oral and visual) attracting the largest audience referring to this topic is a medium which is used in advertising.