**THE INFLUENCE OF ADVERTISING ON CONSUMERS BRAND PREFERENCE OF STAR MAGGI**

**(A STUDY OF HOUSE WIVES IN IKOT EKPENE URBAN)**

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the Study**

Advertising is any form of non-personal presentation and promotion of goods and services usually paid for by an identified sponsor.

Advertising is non-personal because its message are not aimed at a particular person but are meant for an anonymous audience.

Advertising is derived from the Latin word “Advertere” which means to turn attention of people to a specific thing.

Advertising in Nigeria is traced to one of the earliest form of mass communication namely town criers were used in disseminating of information about important ceremonies and event such as inter-tribunal, disasters, wars, birth, death, marriage.

Today, Advertising is used worldwide to sell ideas, policies and attitude as well as products, even the socialists’ countries when one condemned communication as an evil of capitalism, frequently adhered to their theories of advertising in developing in their planned economics.

Bounce (1982) defined advertising as a “non-personal communication of information usually paid for and persuasive in nature about a products, services, ideas by identified sponsor” that is to say that advertising inform prospective about goods and services, their uses and application.

**1.2 Statement of the Problem**

The most visible activity of the wheel of any business in advertisement, it disseminates information about products or services in trying to reach consumers decision making process.

This is why organization including the producer of star maggi budget every year for the advertisement of their products. It is pertinent to find out whether house wives in Ikot Ekpene Urban are influence by the advertising and if this advert induces them to action.

Since most people today, have access to the media which convey both sounds and visual, this study seeking to know whether this advertising really influence consumers in Ikot Ekpene Urban.

**1.3 Objective of the Study**

The following are the objectives of this study:

* To find out if house wives in Ikot Ekpene urban are exposed to star maggi advertising.
* To examine the influence of advertising of star maggi on house wives in Ikot Ekpene Urban.
* To Access the extent of advertising of star maggi plays on house wives in Ikot Ekpene Urban.

**1.4 Research Questions**

The following are the research questions to this study:

* Do house wives of Ikot Ekpene Urban expose to advertising?
* Do advertising of star maggi influence house wives in Ikot Ekpene Urban?
* To what extent do advertising of star maggi plays on house wives in Ikot Ekpene Urban?

**1.5 Scope of the Study**

This study on the influence of advertising on consumers brand preference of star maggi did not attempt to cover the advertising of other maggi but limited to only star maggi and targeted at house wives residents in Ikot Ekpene Urban.

**1.6 Significance of the Study**

This study will help house wives in Ikot Ekpene Urban in particular and society at large to appreciate the past gains of advertising.

This study will help media organization and advertising agencies to know how to produce advert copies.

This study will equally help consumers brand preference in the midst of varieties of product advertised. Also, it helps other organization that exit without advertising to adopt.

**1.7 Limitation of the Study**

During the process of this study the followings factors contributed as limitation. This includes the refusal of the respondents to complete the questionnaire on ground of loss of interest on anything that is political.

Also, the incorporative of attitude of the respondents to respond to the research questions in time which posed a problem on data collections. These problems were solved by explaining to the respondents that it was for academic purpose not for anything else.

**1.8 Definition of Terms**

**Advertising:** Is a non-personal presentation and promotion of goods and services usually paid for by an identified sponsor.

**Brand:** Is a choice of product by an individuals or consumers about a particular goods.

It is also a type of product by a particular company in Ikot Ekpene Urban.

**Consumer:** May be defined as a person who buys a particular goods for his or her consumption in Ikot Ekpene Urban.

**House Wives:** House wives are women who do not work.

**Ikot Ekpene:** Is one of the local governments in Akwa Ibom State. Ikot Ekpene is also known as Raffia city, they speak Annang dialect.

**Preference:** Is the choice which a person makes for a particular thing in Ikot Ekpene Urban.

**Urban:** Is one of the clans in Ikot Ekpene.

**Star maggi:** It is a product that is used in cooking.