

## **ABSTRACT**

This research provides an appraisal of the impact of television advertising of household products on consumers brand preference. It elucidate the nature of television advertising and consumer brand preference and the factors which determine consumer preference for a product. It analyses advertising and proffers its significance in enhancing consumer brand preference.

## **CHAPTER 1**

### **1.1 BACKGROUND OF THE STUDY**

Those views of Etzel et al. (1997) coincide with the simple but all-embracing definitions of Davies (1998) and Arens (1996). For instance, while Davies states that "advertising is any paid form of non-personal media presentation promoting ideas/concepts, goods or services by an identified sponsor. Arens expressing almost the same view describes advertising as "the personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media". From the foregoing, it could be concluded that the purpose of advertising is to create awareness of the advertised product and provide information that will assist the consumer to make purchase decision, the relevance of advertising as a promotional strategy, therefore, depends on its ability to influence consumers not only to purchase

but to continue to repurchase and eventually develop brand loyalty. Consequently, many organizations expend a huge amount of money on advertising and brand management. A brand is a name given by a manufacturer to one (or a number) of its products or services.

Brands are used to differentiate products from their competitors. They facilitate recognition and where customers have built up favorable attitude towards the product, may speed the individual buyer through the purchase decision process. Individual purchasers will filter out unfavourable or un-known brands and the continued purchase of the branded product will reinforce the brand loyal behaviour. Without brands, consumers couldn't tell one product from another and advertising then would be nearly impossible.

Television advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. Television is one of the most recreation sources because of its audio-visual communication. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people (Kotwal et al. 2008a). Advertisements develop self-concepts in order to induce purchase decisions.

TV Advertising is a vital marketing tool as well as powerful communication medium. The basic

objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance.

Nowadays, there is a competition among marketers to grab consumer attention. Firms generally try to increase demand of goods or services by influencing customers' preferences through advertising. Television advertising employs attention-grabbing tricks such as catchy and pleasing music, lyrics, jingles, humor and repeated messages.

The impact of the advertisements is more on television than the print media or radio.

The research intends to appraise the impact of television advertising of household products on consumers' brand preference.

## **1.2 STATEMENT OF THE PROBLEM**

The problem confronting the research is to appraise the impact of television advertising of household product on consumer brand preference.

## **1.3 RESEARCH QUESTION**

1. What is the nature of advertising and television advertising?

2. What is consumer brand preference?

3. What is the impact of television advertising on consumer brand preference?

## **1.4 OBJECTIVE OF THE STUDY**

1. To appraise the nature of advertising and television advertising

2. To determine what constitutes consumer brand preference

3. To determine the impact of television advertising on consumer brand preference

## **1.5 SIGNIFICANCE OF THE STUDY**

The study shall provide an analysis of the impact of television advertising on consumer brand preference.

It shall also serve as an information repository on issues of television advertising and consumer brand preference.

## **1.6 STATEMENT OF HYPOTHESIS**

1.  $H_0$  The level of consumption of household product is low

$H_1$  The level of consumption of household product is high

2.  $H_0$  The level of television advertising is low

$H_1$  The level of television advertising is high

3.  $H_0$  The impact of television advertising of household product on consumer brand preference is low

$H_1$  The impact of television advertising of household product on consumer brand preference is high

## **1.7 SCOPE OF THE STUDY**

The study focuses on appraising the impact of television advertising of household products on consumer brand preference.

## **1.8 DEFINITION OF TERMS**

### **TELEVISION ADVERTISING**

Television is one of the most recreation sources because of its audio-visual communication. Television (T.V.) enables the creative man to communicate by combining motion, sounds,

words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product.

## **BRAND**

A brand is a name given by a manufacturer to one (or a number) of its products or services. Brands are used to differentiate products from their competitors. They facilitate recognition and where customers have built up favorable attitude towards the product, may speed the individual buyers through the purchase decision process. Individual purchasers will filter out unfavourable or un-known brands and the continued purchase of the branded product will reinforce the brand loyal behaviour. Without brands, consumer couldn't tell one product from another and advertising then would be nearly impossible.

## **Impact of Advertisement of household products on consumers brand preference**

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