

**INFLUENCE OF INDOMIE NOODLES ADVERTISEMENT ON THE PURCHASING HABITS  
OF CONSUMERS IN TWO SELECTED LOCAL GOVERNMENT AREAS IN ENUGU STATE**

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**Abstract**

*This study examined the influence of indomie noodles advertisement on the purchasing habits of consumers in two selected Local Government Areas in Enugu state. It was anchored on consumer behaviour theory. The population of the study was made up of 309,633 consumers. A sample size of 200 was used for the study. The questionnaire was used for data collection. Major findings are: majority of the respondents that are exposed to indomie noodles advertisement reside in the urban areas, most consumers consider quality of the product more than adverts and; majority of the respondents say they consume indomie noodles not necessarily because of the advert but because most of their family and friends do. It was recommended that advertisers should endeavour to consider product quality while advertising, engage in promotional advert that will connect friends and family and; reach the rural areas by making effective use of the radio in advertising; advertisers should not neglect quality in product packaging as this is an important factor in consumer choice.*

**Keywords:** Influence, Advertisement, purchasing habits, consume

**Introduction**

Advertising, which is the economic function of the mass media in the society, is increasingly becoming important. Okunna (2002) sees advertising “as a non-personal communication or information usually paid for and usually persuasive in nature about (goods and services) or ideas by identified sponsors through various media (p.190). Researchers argue that advertising boost sales and helps the economy of any nation to grow. At various stages of economic development, advertising becomes an important economic tool, performing different roles according to the needs of the economy due to the fact that advertising is dynamic in nature. Through advertising, the mass media bring already existing goods and services the attention of buyers from all walks of life with the aim of selling the product, idea or a service. Advertisers do not only make consumers aware of existing idea, product or service, they also help them fulfil their needs by spelling out the benefits of using such idea, product of service in a competitive situation. This encourages greater production and leads to improvement in the standard of living. Individuals, being consumers, purchase a product, service or idea continuously most times as a result of the claims made by advertisers while at other times, consumers are not even aware of things being said about such product, service or ideas in spite of the existing message bombardment.

Over the past fifteen years in the Nigerian market, Dufil group, producers of Indomie Instant Noodles has had a remarkable impact on the Nigerian culinary landscape. The product which appeals to several demographic groups has grown to become a house hold name across the country. The Dufil Prima in December 2001 is a private limited liability company. The company commenced operations in January

2004, manufacturing Instant Noodles under the Indomie brand name at its factory located in Choba , Port Harcourt, River, state. The Dufil family is guided by a clear and simple statement. They believe in making the well being and satisfaction of the customers, the apex of their every desire. In 1972, indomie was first introduced to the market in Indonesia in 1988, indomie was introduced in Nigeria in 1995.

Nsukka is a town and a local government area in South –East Nigeria in Enugu State. Nsukka town is known as the site of the University of Nigeria, the first indigenous Nigerian university founded by Dr. Nnamdi Azikwe, the first president of Nigeria. Nsukka LGA has an area of 1,810km<sup>2</sup> and a population of 309,633 at the 2006 census. The local government headquarters is in the hilly and green sites which Nsukka is known for close to colonial quarters of the pre-independence years. Udeno on the other hand, is a local government area of Enugu State, Nigeria. Its headquarters is in Obollo-afor. It has an area of 248km<sup>2</sup> and population of 178,466 at the 2006 census.

### **Statement of Problem**

Advertising play a strong role in the economy of nations whether developed or developing. This is as a result of the useful information they provide to the consumers regarding goods and services as well as providing them with comparing features, prices and other benefits. Consumers have always been at the receiving end of continuous bombardment of persuasive messages. This is because it is generally believed the placement of these messages in the mass media will make the consumers act in ways specified by the advertisements since they are persuasive techniques to appeal to the consumers purchasing habit. Contemporary researches on consumer behaviour consider a variety of factors that influences the consumer and acknowledges a range of consumption activities beyond purchasing (Bray 2008). Considering the amount of message bombardment on the consumer, one may be made to believe that there are no other factors to consider when patronising a product, service or idea. This study therefore sought to establish other important factors responsible for consumer patronage of a product, service or idea.

### **Objectives of the Study**

The general purpose of this study is to examine the influence of Indomie Noodles advert on the purchasing habit of consumers. Specifically, the study sets out to:

- Determine the extent to which consumers are exposed to Indomie Instant Noodles advertisements
- Evaluate the extent to which Indomie Instant Noodles adverts influence the purchasing habits of consumers.
- Ascertain if there are other factors that influence consumers purchasing habits.

### **Research Questions**

The following research questions were formulated to act as a guide in this research.

- To what extent are consumers exposed to Indomie Instant Noodles advertisement?
- How has Indomie Instant Noodles advertisement influenced purchasing habits of consumers?
- Are there other factors that influence purchasing habits of consumers?
- What are the purchasing habit of consumers of Indomie Instant Noodles is not related to exposure to advertisement of the product.

### **Literature Review**

According to Burnet (1989) the process consumers go through in making a purchase varies considerably between low-involvement and high-involvement situations. Product decisions that serve high personal relevance and contain a high perceived risk are called high-involvement purchase, and they necessitate complex decision making. Products at the opposite end of the relevance/risk continuum are low involvement purchases that requires simple decision making. Simple decision making requires very little information and virtually no evaluation. This decision is often propelled by advertising which goes back much earlier than Caxton's days; almost certainly it emerged alongside trading. The word advertising runs deep. Advertising started to become a serious issue or business and it wasn't long before people started to offer themselves as specialists in advertising. The earliest known record of an advertising agency dates back to 1789. Newspapers become a dominant advertising medium during the first half of the 19<sup>th</sup> century. It held a position that remained unchallenged till the advent of television in the 20<sup>th</sup> century.

Advertising has become an essential marketing activity in the modern era of large scale production and several competitions in the market and it performs the following functions.

- Promotion of sales: Advertising's major role or aim is to promote sales of goods and services by informing and persuading the people to buy them. A good advertising campaign helps incoming customers and generating revenues. Advertising also functions in the introduction of new products in the market.
- Advertising helps to sustain a brand loyalty: This simply means that in situation where there is continuous advertising of a particular brand product, with re-branding, repackaging and improvement there is an attraction of consumers to yours product and those agents of re-branding, re-packaging and improvements helps to sustain, maintain and retain the consumers interest in your product or brand. Advertising can also function in the area of de-marketing a product, in the sense that advertising can discourage a particular products uses.

Other functions of advertising are that it provides support to the media. Advertising sustain the press, and provides an important cover of revenue to publishers of newspapers and magazines and the producers of TV programmes.

The impacts and benefits of advertisements cannot be overemphasized. Advertising as marketing communication tool has various impacts on consumers and society as a whole. One of the impacts is promoting economic activities. It stimulates the economy by producing demand for products and services which strengthens the economy, also competitors between various companies which helps to reduce or lower price of a particular product.

Consumer habits in advertising have been given much importance overtime considering the controversies that exist on the impact of advertising on the consumer's buying trends and habits. (George, 1989) Sometimes the advertisers over exaggerate about the product's benefits in such a tactful manner that consumer goes psychologically under the pressure of advertising persuasiveness and intentionally decides to buy the advertised product

### **Theoretical Frame Work**

For better understanding of the impact of television advertising on the purchasing habit of the consumers, the Consumer Behaviour theory has been adopted for the study. This theory seeks to explain the nature of the consumer and what makes people buy or patronize one good at the expense of another. It is the consumer who makes the ultimate buying decision because the consumer directly and indirectly bears the grunt of the burden. This informs the significance of this theory. The research also concurred that the repetition of television advertisements on a product creates a desire amongst prospective buyers for the advertised products. The research also shows that increased patronage leads to the improvement in the operations of the manufacturing firm as result of the influence of TV advertisements and has an aggregate effect of causing an increase in the quality of patronized product. This theory goes a long way in determining or explaining the behaviour of Instant Indomie Noodles consumers.

### **Methodology**

The study employed a descriptive survey design and was limited to only those in the townships of Nsukka and Udenu Local Government Areas of Enugu State who have access to media advertisement. A survey is a study of the characteristics of a sample through questioning that enables a researcher to make generalization concerning his population of interest. Indigenes of Nsukka and Udenu constituted the population of this study. According to the 2006 census figures by the National Population Census, Nsukka has a population of 309,633 while Udenu has a population of 178,466 making a total of 488,099. The sample size was 200 respondents from Nsukka and Udenu local government Areas. The need for the sample is justified since it is not feasible to study a whole population. The simple random sampling technique was used to draw the samples.

The instrument used for data collection in this study is the questionnaire which contains both the structured and unstructured options geared toward answering the research questions.

In order for the findings to be easily understood, the responses were analyzed using simple tables, frequency and percentages.

**Results and Discussion of Findings**

**Table 1: Response Rate**

ITEM	FREQUENCY	PERCENTAGE
No. Distributed	200	100%
No. Returned	176	88%
No. Not Returned	24	12%

The above table shows that out of the 200 copies of questionnaires that were distributed, 176 were returned while 24 were not returned.

**Table 2: Gender Distribution**

GENDER	FREQUENCY	PERCENTAGE
Male	69	39%
Female	107	61%
Total	176	100%

Table 2 show that 69(39%) of the respondents were male while 107(61%) were female.

**Table 3: Occupational Distribution**

OCCUPATION	FREQUENCY	PERCENTAGE
Students	127	72%
Self employed	24	14%
Civil servant	8	5%
Unemployed	17	9%
Total	176	100%

On occupation of respondents, result shows that students have the highest number with 127(72%), self employed were 24 (14%), unemployed were 17 (9%) while civil servant were 8 (5%)

**Table 4: Age Distribution**

AGE	FREQUENCY	PERCENTAGE
12-18 years	84	48%
19-25 years	43	24%
26-34 years	26	15%
34 and above	23	13%
Total	176	100%

Result shows that the number of the respondents were between the ages of 19-25 43(24%) while those between the ages of 12-18 84(48%) , 26-34 26(15%), 34 and above were given as 23(13%) respectively.

**Research Question 1: To what extent are consumers exposed to Indomie Instant Noodles advertisement?**

To answer this question, 3 questions were raised as presented below

**Table 5: Do you watch television?**

Response	Frequency	Percentage
Yes	171	97%
No	5	3%
Total	176	100%

Table 5 shows that 171(97%) of the respondents watch the television while 5(3%) do not watch the television.

**Table 6: Do you watch Indomie Instant Noodles advertisements?**

Response	Frequency	Percentage
Yes	173	98%
No	3	2%
Total	176	100%

The above table shows that 173 (98%) respondents watch Indomie Instant Noodles advertisements while 3 (2%) do not watch the advertisements.

**Table 7: How often do you watch Indomie Instant Noodles advertisements?**

Response	Frequency	Percentage
Often	108	61%
Occasionally	68	39%
Total	176	100%

Table 7 shows that 108 (61%) watch indomie instant noodles advert often while 68(39%) watch it occasionally.

**Research Question 2:** How has Indomie Instant Noodles advertisement influenced purchasing habits of consumers?

To answer the research questions, 3 questions were raised

**Table 8: What appeals to you in Indomie Instant Noodles advertisements?**

Response	Frequency	Percentage
Song	86	49%
Concept	45	26%
Location	5	2%
Picture quality	40	23%
Total	176	100%

The above table shows that the songs in the advert appeal to 86(49%), concept appeal to 45(26%), location appeal to 5(2%) while picture quality appeal to 40(23%) of the respondents.

**Table 9: Do you agree the advertising influences consumer buying habits?**

Response	Frequency	Percentage
Agree	106	60%
Strongly agree	16	9%
Disagree	52	30%
Strongly disagree	2	1%
Total	176	100%

Table 9 shows that 106(60%) agree that advertising influence consumer buying habits, 16(9%) strongly agree, while 2(1%) strongly disagree

**Table 10: Did Indomie Instant Noodles Advertisements make you purchase the product?**

Response	Frequency	Percentage
Yes	42	24%
No	127	72%
Don't Know	7	4%
Total	176	100%

From the result, 42(24%) of the respondents said indomie advert makes them buy, 127(72%) said the advert does not make them buy while 7(4%) said they don't know.

**Research Question 3:** Are there other factors that influence purchasing habits of consumers?

**Table 11:** Other factors that influence purchasing habits of consumers

Response	Frequency	Percentage
Taste	127	72%
Price	21	12%
Don't know	7	4%
Friends/Family	21	12%
Total	176	100%

The above table shows other factors that influence consumers to buy indomie instant noodles. Taste influence 127(72%), price influence 21(12%), 7(4%) don't know while friends and family influence 21(12%).

### **DISCUSSION OF FINDINGS**

From the response gathered, it is seen that majority of our respondents have access to television and viewed television adverts while a few number did not have access to television..

Also the result shows that large a number of people pay much attention to indomie advertisements while few do not. From the response gathered from the research question 3, it opined that what appeals to consumers of Instant Indomie noodles television advertisements was mostly the song, the concept and the picture quality while few others like the location of the advertisement. Therefore what appeals to consumers of Instant indomie noodles can be highlighted as the song, concept, picture quality and location of the adverts. It was discovered that most respondents patronizes instant Indomie Noodles because of the quality, taste, aroma and flavour of the product rather than just advertisement.

Also greater number of respondents opined that indomie adverts do not have influence on their purchasing habits. They noted that the advert influenced them in terms of loyalty. Also the respondents noted that even if the price of the indomie increases, they would still patronize the product.

Finally, from the study, it was found that taste, price, family and friends are major factors that make consumers buy Indomie Instant Noodles. This aligns with the consumer behaviour theory, which seeks to explain the nature of the consumer and what makes people buy or patronize one good at the expense of another.

### **SUMMARY AND CONCLUSIONS**

The exclusive aim of this study was to determine the influence of television advertising on the purchasing habit of the consumer. In achieving this, the following concepts were reviewed: the concept of advertising, television advertising and measuring advertising effectiveness.

Advertising though is one of the major influences in the purchasing habit of consumers but there are also other factors that affect the purchase which include: the price, the taste, family and friends. To ensure effective advertisements, the advertisers have to combine advertising, and these other factors that help consumer in making their buying decisions. Also, the advertiser needs to make effective use of the medium by selecting the appropriate medium or media that would be used as it is rightly put by Marshal McLuhan that the medium is the message. Choosing a wrong medium for a product is like sending the product to its graveyard.

### **RECOMMENDATION**

This research work would be incomplete if the researcher fails to include the recommendation that might be useful. Advertisers must ensure quality of products which is also a factor in consumer purchasing habits. This is important because if a product has a good quality, customers would surely beat their path to the advertisers' door step. Advertisers should also make use of various sales promotions like bonuses, bonanzas, promos etc in order to connect family and friends thereby increasing purchase.

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