

EFFECTS OF ADVERTISEMENT ON CONSUMERS CHOICE OF
FAST- MOVING CONSUMERS GOODS (FMCG) IN LAGOS
STATE (A STUDY OF CADBURY NIGERIA PLC.)

By

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CERTIFICATION

This is to verify that this research project titled.” EFFECTS OF ADVERTISEMENT ON CONSUMERS CHOICE OF FAST- MOVING CONSUMERS GOODS (FMCG) IN LAGOS”Was written by ONOGORO GABRIEL WITH MATRICULATION NUMBER :19020201011 under my supervision.

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DECLARATION

I, Onogoro Gabriel, declare that this research work has been presented to Dr.Ojo Olanipekun to the best of my knowledge.Information obtained from a variety of sources has been properly recognized in the text and reference list. This study has not been submitted to any university for the purpose of receiving a degree or certificate

ONOGORO GABRIEL

DATE

DEDICATION

This research work is dedicated to the Lord Almighty, to my parents and siblings for their unending love, support and encouragement from my childhood.

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ABSTRACT

The aim of this study is to examine the influence of different forms of advertising on consumer buying decision in relation to Cadbury fast moving consumer goods (FCMG). The study was conducted in Lagos, Nigeria, within the local government area of Ikeja, with people who are aware and knowledgeable about fast-moving consumer goods: a case study of Cadbury products. The study employs a questionnaire survey with a purposive sampling technique to gather data from 370 respondents in public senior secondary schools within Kano metropolis. The resulting data were analyzed using descriptive statistics and correlation analysis which arrive at our findings. The results reveal a significant and positive relationship between emotional response, environmental response towards the brand, brand awareness, sensory stimulated advertising, and consumer buying behavior. The impact of outdoor advertising on Consumer Behavior T-test, variance analysis, and factor analysis for data analysis well-executed outdoor advertisements with innovative concepts are positively received by consumers. This study addresses this gap by providing insights into the unique effects of diverse advertising strategies on consumer choices in this domain. Recommendation: Strengthen Online Advertising Campaigns: While online advertising showed a weak but significant correlation with the buying decision process, it's crucial to strengthen online campaigns. Companies should focus on creating engaging and informative online content that can guide consumers through their decision-making journey. This could include detailed product information, customer reviews, and interactive elements to assist potential buyers.

KEYWORDS: *advertisement, Brand Loyalty, impulse buying, consumer behavior*

