

. Demographic Information

From the result, 69% of respondents were female while 31% were male. This means most shoppers are women. The majority (37%) were between 18–25 years old, showing that young people form the main group of consumers influenced by advertisements. Most of the respondents were married (49%) and had OND/NCE (43%), meaning they are educated and can understand adverts easily. In terms of occupation, many were self-employed (29%), while others were civil servants (23%) and students (20%). This shows that people from different work backgrounds take part in shopping. Also, 30% shop very often and 34% shop occasionally, meaning most people visit shops regularly and are exposed to adverts frequently.

2. Advertising Strategies Used

The table shows that billboards, television, and social media are the most common advertising methods used in Ajah. Among these, 48% of respondents said social media attracts their attention the most, followed by billboards (22%). This means that social media has become the most powerful way to reach consumers, especially the younger ones who spend more time online. It also shows that both traditional (billboards, TV) and modern (social media) forms of advertising are still effective in Ajah.

3. Advertising Influence on Awareness and Interest

According to the result, 42% of people visited Shoprite because of an advertisement, showing that advertising helps bring customers to stores. The most influential types of advertisements were social media (28%) and billboards (25%). Also, more than half of the respondents (56%) agreed that advertising increases their awareness of available products and services. Similarly, 60% agreed that advertising makes them more interested in visiting Shoprite. This shows that advertising plays a big role in informing and attracting customers.

4. Advertising and Purchasing Decision

The result shows that advertisements influence the buying decision of most people. About 66% said adverts always, often, or sometimes affect what they buy. The major factors that drive purchases are price (33%), advertisement (26%), and product quality (18%). This means that while price is important, adverts still strongly affect buying behavior. However, 48% believe that advertisements exaggerate product benefits, and 53% said they have been disappointed by a product after buying because of an advert. Despite this, 48% rated the overall impact of advertising on their shopping behavior as high or very high. This means advertising continues to have a strong positive influence on consumers.