



Frequency of exposure and attitude of target women toward product price-tag as advertising strategy on consumer purchase decision in lagos metropolis

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Abstract

This research work examined product price-tag as an advertisement strategy and consumer buying intention among target women in Lagos metropolis. The importance of price tags cannot be overstated. Price-tag educates the buyer about an item price in such a way that the customer has no qualms about it and this sometimes-guaranteed affordability. The product name, producer name, weight, barcode/EAN, and, ultimately, information on whether a certain product is on the shelf at a regular or special price are all included on price tags. The major objective of this work was to examine the effect of product price-tag advertisement on target women in selected markets within the Lagos metropolis. Cross-sectional survey was adopted with questionnaire as an instrument of data collection. A sample size of 25 respondents was determined using infinite population, For the purpose of the study; the estimated sample size was increased to 200. The purposive sampling was adopted, our findings were based on test of hypothesis. Validity and reliability was conducted. The method of data collection used was face-to-face through proxy and data was analyzed using statistical package for social and management sciences (SPSS) version 28 and data was presented using descriptive analysis. The study found out that majority of the respondent agreed that packaging product with price-tag and relevant product details has a positive significance on purchase decisions. The study concluded that product-price tag advertisements have a great influence on consumer buying intention. The study recommends that Product price-tag advertisement should be well packaged to enhance consumer purchase decision. The study's findings would be useful to consumers as well as marketing managers and advertising agencies who are affected by price of a product.

Key words: Price tag, advertising strategy, buying intention, consumer's intention, target women

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