

**INFLUENCE OF TELEVISION COMMERCIALS ON UNDERGRADUATES OF MADONNA
UNIVERSITY PURCHASING BEHAVIOUR OF INDOMIE NOODLES**

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Abstract

The aim of this study is to understand the influence of television commercials on undergraduates of Madonna University's (Okija Campus) purchasing behavior of Indomie noodles. The information television carries are intended to persuade or influence people's purchasing behavior. Advertising has leading impact on viewers mind, as its exposure is much more felt from the problems emanating from the study of this work. Four research questions were drawn. The Psychodynamic theory was used as the base for the study. The Survey method is used, with questionnaire and personal interview as research instruments. The research population covered undergraduate students at Madonna University, Okija Campus. The study has a sample size of 280 respondents. It was statistically determined, and the result of the data analyzed. The findings show that Indomie television commercials positively influence the purchasing behavior of Madonna University undergraduate students of Okija Campus. It is recommended that integrity and truth should guide the advertising practice and profession.

Background

Television commercials are rampant; from peddlers who tell stories and act funny, to multi-national companies that spend millions to book space for television advertising. Advertising has become an indispensable part of modern-day society. Television commercials have been defined in several ways by many people. Kenechukwu (2014) asserts that television is a veritable tool for modern advertising, whether local station, cable television, public television or television syndicators, television's audio-visual quality makes it a force in advertising. Television is suitable for demonstrating products and services which the print media cannot do. Its wide market coverage is an added advantage. Ozoh (2013) argues that over the years, the preponderant management perception of advertising has been an aid to sales. Advertising consequently has always been a marketing tool. The information television commercials carry is intended to persuade or influence people to buy a product, donate money to a worthy cause, vote a specific candidate or act in a certain manner. Students, especially undergraduate university students are important target audience of television commercial messages.

Widely known is the fact that many production companies target undergraduates to find out the effect of their television commercial messages. The manufacturers of Indomie noodles are not left out on this. The purpose of advertising is to develop customers' favourite attention towards the product. Collins Dictionary of business (1995) says that advertising consists of non-personal terms of communication conducted, through paid media under clear sponsorship. Commercial advertising is the visual presentation in the media of a product or service supplied by a firm or organization which is aimed at encouraging buyers to buy the product

and to provide them with public safety information. Of all marketing weapons, advertising has leading impact on viewers' mind, as its exposure is much more felt (Katke 2007). Marketing mix has four subsets i.e product, price, place, and promotion. Advertising is a component of promotional mix, which is usual to create awareness about products and services for taking purchase decisions (Akinrosoye 2004).

There are various brands of noodles, in the shop, market, stalls and in the hawker's barrows, but the ability of each brand to sell depends on its exposure and influence of the commercial messages on the buyer, as well as the quality of the brand. Indomie is a unique brand of noodles loved by many Nigerians. It transcends all age groups. It is the first noodles manufacturing plant in Nigeria and the largest in Africa (Wikipedia, 2010). Indomie has grown to become a household name across the country.

This study sets out to examine the influence of television commercials on undergraduates of Madonna University (Okija Campus) purchasing behavior of Indomie noodles. Thus, to what extent has television commercials influenced the purchasing behaviour of Madonna University (Okija campus) students towards Indomie noodles?

Statement of Problem

Over the years, manufacturers of Indomie noodles have been using the broadcast media as a channel for creating awareness for the product, particularly the television. The perception and attitude of the consumer towards a particular advertisement could create positive image, confidence, as well as inspire the purchase of products by the consumer.

Arguably, many consumers of Indomie noodles desire the product because of its advertisement strategy and credibility. It is in line with this that this study sets out to examine the influence of television commercials of Indomie noodles on the purchasing behavior of undergraduates of Madonna University, Okija Campus. The students constitute a substantial segment of the television advertiser's audience and/or consumers of Indomie noodles.

Objectives of the Study

The objectives of the study are:

- 1) To ascertain the influence of Indomie television commercials on undergraduates of Madonna University, Okija Campus towards the purchase of Indomie noodles.
- 2) To find out whether Madonna University undergraduate students of Okija Campus perceive some untrue statements on the advertisement messages of Indomie.
- 3) To ascertain the effectiveness of Indomie television commercials in influencing consumer purchasing behavior and increasing sales.
- 4) To examine whether Indomie noodles advertisement perform the same functions as advertised.

Conceptual Discussion

Advertising

Bovee and Aren (1986), cited in Ozoh (2013) defines advertising as the non- personal communication of information, usually paid for and usually persuasive in nature about products, services or ideas by an identified sponsor through the various media.

Advertising, as the Advertising Practitioners Council of Nigeria (APCON) defines it "is a form of communication through media about products, services or ideas paid for by an identified sponsor.

Kenechukwu (2014) defines advertising as a paid-mediated presentation of information about services, products, or ideas with the specific goal of persuading consumers to act or think in a particular way. It is an informative or persuasive message carried by a non-personal medium and paid for by an identified sponsor whose organization or product is identified in some way.

Asemah, E.S. et.al (2013), cited in Leo, et.al (2013) states that advertising is a controlled, identifiable, and persuasive communication that is presented via the mass media and designed to develop products demand and to create a favourable image for a company.

The major purpose of advertising is to promote the sales of a product or service and, inform the masses about the highlights of the product or service feature. Advertising is an efficient means of communicating to the world, the value of the product or the service. Advertising is any communication that is paid for, identified by a sponsor, directed at a target audience through the various mass media like radio, television, billboards, newspaper, magazine, with the aim of creating awareness about goods and services.

Advertising Media

Advertising media can be classified into several ways. Olayinka (2015) classified mass media available for advertisers into four as follows:

- a) Print media (newspaper and magazine)
- b) Outdoor (billboard, poster, and transit)
- c) Broadcast media (radio and television)
- d) Internet (social media, blog, website, video tubes, email)

Television as an Advertising medium

Television is one of the most recreational sources for youths because of its audio-visual communication. It has gradually evolved to becoming the most influential advertising media. Television enables the creative man to communicate by combining motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audience.

Television advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and 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. 2008). Advertisements develop self-concepts to induce purchase decisions.

Television Advertising is a vital marketing tool, as well as powerful communication medium. Kiuti and Alan in Kenechukwu (2014) explain that video is the language of film and television is the only mainstream medium that allows an advertiser to use pictures in motion to convey a message. The basic objective of any advertisement is to stimulate sales, directly or indirectly by trying to make tall claims about product performances.

Nowadays, there is a competition among marketers to grab consumer attention. Firms generally try to increase demand of goods or services by influencing customer's preference through advertising. Television advertising employs attention grabbing tricks such as catchy and pleasing music, lyrics, jingles, humour and repeated messages. The impact of the advertisement is more on television than the print media or radio.

Television offers six basic qualities to effective advertising, which include to grab targeted audience attention. Its messages usually stick to memory because of the audio-visual component and capacity. Television advertisements cement our belief, visual appeal and effects and tell interesting stories, especially if it is a drama advertisement approach.

Television has proven to be very influential over the years. It is more important for producers to demonstrate their product features and to differentiate it from the other brands and indicate when and where to buy it. So, television advertisements affect the consumers' behaviour through advertisings and to change their attitude towards the products and to increase the demand to upsurge the volume of sales which lead to more profit.

Advertising Campaigns

Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of media at some fixed times. The time frame of advertising campaigns is fixed and specifically defined.

Why are you advertising and what are you advertising? Why refers to the objectives of advertising campaign; the objective of an advertising campaign is to:

- Inform people about your products

- Convince them to buy the products
- Make your products available to the consumers.

The process/steps of making an Advertising campaign are as follows:

- 1) Research: The first step is to do market research for the product to be advertised. One needs to find out the product demand, competitors etc.
- 2) Know the target audience: one needs to know who will be buying the product and who should be targeted.
- 3) Setting the budget: The next step is to set the budget, keeping in mind all the factors like media presentations, paper works etc. which have a role in the process of advertising and the places where there is need for funds.
- 4) Deciding a proper theme: The theme of the campaign has to be decided as in the colours to be used; the graphics should be similar or almost similar in all advertisements; the music and the voices to be used; the designing of the advertisements; the way the message will be delivered, the language to be used, among others.
- 5) Selection of Media: The medium or number of media selected should be the one which will reach the target audience.
- 6) Media scheduling: the scheduling must be done accurately so that the advertisement will be visible or be used or be audible to the targeted customers at the right time.
- 7) Executing the campaign: finally, the campaign must be executed and then the feedback must be noted.

Mostly used media tools are print and electronic. Print media include newspapers, magazines, pamphlets, and banners.

Electronic media include radio, television, etc. The only point to remember is getting a proper frequency for the advertisement campaign so that the advertisement is visible and grasping time for customers is good enough.

All campaigns do not have fixed duration. Some campaigns are seasonal, and some run all year round. All campaigns differ in timing. Some advertising campaigns are media based, some are area based, some are product based and some are objectivity based. It is seen that generally advertising campaigns run successfully, but in case the purpose is not solved in any case, a review is required.

Purpose of Advertisement

There are too many functions of advertising that need to be explored in an organization.

1. Advertising performs a uniform mission. It gives information about the product, its features, and its location of sale.
2. It informs the consumers about new products.
3. Also, advertising performs a persuasive mission. It tries to persuade consumers to buy brands or to change their behaviours towards the product and company.
4. At the same time, advertising performs the reminder mission to remind consumers about a product to keep buying the advertised product instead of rival brands (Monle and Johnson 2005).
5. Advertising is an indispensable part of the marketing strategy of any product or service. A proper advertisement has a great impact on the sales of the product and that is why companies spend huge amounts of money to make effective advertisements. There are many advantages of advertisements.
6. Advertising can inform people about different products and services, their utilities, cost, and other requirements and help us in making better purchases.
7. For advertisers, advertisements can help in attracting huge number of potential customers and make positive impact about their products and services.
8. Advertisements create a brand name for the product being promoted. People can recognize the product from the catchy advertisements they see and thus sales are also improved.
9. Advertising can lead to direct feedback from customers; it has been seen that a lot of opinions are received by advertisers on their product/service which help in improving the product/service.

Theoretical Framework

The Psychodynamic theory

According to Folarin (2002), psychodynamic theory was formulated by Sigmund Freud in 1900. The theory is based on individual differences perspectives. It holds that for a persuasive message to be effective or considered effective, it must succeed in altering the psychological functioning of the recipient in such a way that he or she responds overtly to the model of behaviour suggested by the communicator.

The theory provides basic explanations of how thoughts and experiences end up in the unconscious mind. In line with this thinking, Wagu (2008), cited in White (1964) asserts that a communicator can influence attitude or behavior only when he is able to convey information that may be utilized by members of his audiences to satisfy their needs. From the advertiser's angle, the intention of using models in billboard advertising is to draw attention of the audience or consumers to the product being advertised and influence their attitudes and behaviours to buy the product.

The adequacy of this theory in explaining the study is not in doubt because the audience have different perceptions of what they are exposed to (shoes, bag, phone, computer, wristwatch, chocolate, cinema, games) and will selectively pick what they like, what attracts and what arouses their interest.

It is evident that television, because of its audio-visual nature can disseminate and influencing people's behavior and could determine the level of attitudinal change in members of the audience.

Research Methodology

The method used in this research is the survey method. Survey is a type of research method associated with research situations where the research subjects run into hundreds or even thousands, spreading across a large area (Abdulwahab 2012). Survey method is also useful in the measurement of public opinion, attitudes, and orientation, which are dominant among a large population at a particular period. Structured questionnaire and personal interview were used as the main research instruments.

Population of the Study

The total population of Madonna University, Okija campus undergraduates as recorded by the registry unit as of 2022 is Two thousand seven hundred and ninety-five (2,795).

Sampling and Sampling Technique

A population of 2,795 is very large to be studied within the time of this research. A representation of the population in small groups becomes desirable in this case. Using Nwana (1981), which stipulates that if the population is a few hundreds, a 40% or more sample will do, if many hundreds, a 20% sample will do, and if in a few thousands a 10% sample will do and if in several thousands, a 50% or less sample will do.

The population of the study is 2,795. Therefore a 10% sample will do. The sample size is 280.

Data Presentation and Analysis

The total number of copies of questionnaire issued to the undergraduates of Madonna University Okija Campus was 280. 280 copies were correctly filled and returned, upon which the analysis and interpretations were based.

Question 1: Do you watch television?

VARIABLE	FREQUENCY	PERCENTAGE
Yes	170	60.71
No	20	7.14
Rarely	50	17.86
Very often	40	14.29
Total	280	100%

ANALYSIS: The table above shows that 170 respondents, represented by 60.71% watch television; 20 respondents, represented by 7.14% do not watch television and 40 respondents, represented by 14.29% watch television very often.

QUESTION 2

Table 2: Do you ever come across Indomie noodles advertisement on television?

VARIABLE	FREQUENCY	PERCENTAGE
Yes	150	53.57
No	30	10.71
Rarely	50	17.86
Very often	50	17.86
Total	280	100%

ANALYSIS: The table above shows that 150 respondents, represented by 53.57% come across Indomie advertisement; 30 respondents represented by 10.71% do not come across Indomie advertisement; 50 respondents, represented by 17.85% rarely come across Indomie advertisement and 50 respondents, represented by 17.86% often come across Indomie advertisement.

QUESTION 3

Table 3: How often do you watch Indomie television advertisement on television?

VARIABLE	FREQUENCY	PERCENTAGE
Regularly	100	35.71
Weekly	60	21.43
Once in a while	120	42.86
Total	280	100%

ANALYSIS: The table above shows that 100 respondents, represented by 35.71% regularly watch Indomie advertisement; 60 respondents, represented by 21.43% watch Indomie advertisement weekly and 120 respondents, represented by 42.86% watch Indomie advertisement occasionally.

QUESTION 4

Table 4: Do Indomie commercials influence your purchasing behavior as a student?

VARIABLE	FREQUENCY	PERCENTAGE
Strongly influence	115	41.07
Influence partially	95	33.93
Not influence	70	25
Total	280	100%

ANALYSIS: The table shows that 115 respondents, represented by 41.07% said Indomie commercials strongly influence their purchasing behavior; 95 respondents, represented by 33.93% said that Indomie commercials influence their purchasing behaviour partially and 70 respondents, represented by 25% said that Indomie commercials do not influence their purchasing behavior.

QUESTION 5

Table 5: What exact influence does Indomie noodles commercials have on you?

VARIABLE	FREQUENCY	PERCENTAGE
I make Indomie noodles my favourite	150	53.57
I don't eat it	20	7.14
I recommend to my friends	110	39.29
Total	280	100%

ANALYSIS: The table above shows that 150 respondents, represented by 53.57% said the effect of Indomie commercials is that they have chosen Indomie as their favourite; 20 respondents, represented by 7.14% said it does not have any effect on them and 110 respondents, represented by 39.29% said the effect of Indomie commercials is that they recommend it to friends.

QUESTION 6

Table 10: Do you agree that there are some untrue statements in Indomie noodles advertisement message?

VARIABLE	FREQUENCY	PERCENTAGE
Strongly Agree	20	7.14
Agree	30	10.71
Strongly	100	35.71
Disagree	130	46.43
Total	280	100%

ANALYSIS: The table above shows that 20 respondents, represented by 7.14% strongly agree that there are some untrue statements in Indomie television advertisement messages; 30 respondents, represented by 10.71% agree that there are some untrue statements in Indomie television advertisement messages; 100 respondents, represented by 35.71% strongly disagree that there are some untrue statements in Indomie television advertisement message; 130 respondents, represented by 46.43% disagreed that there are some untrue statements in Indomie television advertisement message.

QUESTION 7

Table 11: Do you agree that Indomie television commercials have increased the sales of the product?

VARIABLE	FREQUENCY	PERCENTAGE
Strongly agree	75	26.79
Agree	95	33.93
Strongly disagree	65	23.21
Disagree	45	16.07
Total	280	100%

ANALYSIS: The table above shows that 75 respondents, represented by 26.79% strongly agree that Indomie commercials increase the sales of the product; 95 respondents, represented by 33.93% agree that Indomie commercials increase the sales of the product; 65 respondents, represented by 23.21% strongly disagree that Indomie commercials have increased the sales of the product and 45 respondents disagree that Indomie commercials have increased the sales of the product.

QUESTION 8

Table 8: Do you agree that Indomie noodles perform the same purpose as advertised?

VARIABLE	FREQUENCY	PERCENTAGE
Strongly agree	90	32.14
Agree	95	33.93
Strongly disagree	30	10.71
Disagree	65	23.21
Total	280	100%

ANALYSIS: The table above shows that 90 respondents, represented by 32.14% strongly agree that Indomie noodles fulfill the same purpose as advertised; 95 respondents, represented by 33.93% agree that Indomie noodles perform the same functions as advertised; 30 respondents, represented by 10.71% strongly disagree that Indomie noodles fulfill the same functions as advertised; 65 respondents, represented by 23.21% disagree that Indomie noodles fulfill the same functions as advertised.

Responses from Interviews

The total number of undergraduates of Madonna University (Okija Campus) interviewed were three, due to the short period of time for the research. They were picked at random, as the interviewer picked the first three students seen at each of the faculties in Madonna University Okija. The faculties of Social and Management Science; Education and Art and Law. Those interviewed are:

- i. Lisa Oku, a 400level student of Mass Communication
- ii. Kachi Okeke, a 200level student of Computer Education
- iii. Onyinye Mbieli, a 100level student of Law

Question No. 1: Advertising is said to be very influential; how much influence do Indomie commercials have on your purchasing behavior?

In her response to the above question, Lisa Oku, a 400level student of Mass Communication said:

I like watching Indomie advertisements because they are very interesting and they make me want to actually buy it.

Responding to the same question, Kachi Okeke, a 200level student of Computer Education has this to say:

I really not buy Indomie because I watched the advert.
I just buy because I like it. Don't get me wrong; I watch the commercials; they are interesting but that is not why I buy it, I buy it because I like it.

Also answering the same question, Onyinye Mbieli, a 100level student of Law says the advertisements have an influence on her.

Well, it has an influence on me because each time I see an Indomie noodle commercial, I rush to the nearest shop to get one.

Question No. 2: What is your impression about the advertisement claims of Indomie noodles?

In her response to question two above, Lisa Oku says:

It does exactly what they say; right from my Childhood, the only type of noodle I take is Indomie because the size is still the same and the taste also.

In her opinion, Kachi Okeke said:

It is like the only product that does what they advertise and that is very good for their business.

Adding her voice, Onyinye added that:

Indomie is exactly what you see on screen.

It is the same. They do what they claim.

Question No. 3: To what extent have Indomie commercials affected your food menu?

In her answer to the question, Lisa Oku said it has so affected her menu that she eats it daily.

It has affected my food menu so much that, although I eat Indomie every other day of the week, I must take it as breakfast on Saturday, just as I see it being advertised.

Adding her voice, Kachi Okeke stressed that she eats Indomie as breakfast.

I saw an advertisement that says that Indomie takes just 10 minutes to prepare and most times I have early morning classes, so, I usually eat it as breakfast because it is easy to prepare.

Contributing, Onyinye said it does affect her food menu sometimes.

Well, it does affect my food menu. Sometimes, I forget that I have not had Indomie for long but when I watch the commercials, I remember that I haven't eaten it in a while, so, I just buy it and prepare it to be like what is being advertised.

Discussion of findings

Findings from the study show that a greater number of undergraduates of Madonna University, Okija Campus studied are influenced by Indomie commercials, thereby leading them to make Indomie noodles their favourite. Responses from respondents also show that Indomie advertisement statements are true. Therefore, the result is that Indomie noodles television commercials do not give untrue statements.

Again, the findings show that a great number of the undergraduate students studied agree that Indomie commercials influence consumer purchasing behaviour and increase sales of the product.

Conclusion

In conclusion, most of the undergraduate students at Madonna University, Okija campus watch Indomie commercials, which persuade and stimulate them to buy the product, because television advertisement draws attention faster and easily because it is an audio-visual medium. It is also noted that Indomie commercials have strongly influenced the purchasing behaviour of the respondents to the extent of choosing it as their favourite.

Recommendations

- 1) It is recommended that Indomie noodles television commercials will facilitate retention of the product by using appropriate motion pictures; that is, complimenting motion pictures with appropriate words and illustrations.
- 2) It is also recommended that advertisers should imbibe ethical tenets in the discharge of their duties, in the interest of the public.
- 3) It is recommended that advertising agencies research properly and adequately to ensure that advert messages address the real needs of the people.
- 4) Manufacturers of Indomie should introduce discounted packs for distribution and sales in schools, aimed at improving, encouraging, and rewarding students' patronage.

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