

**INFLUENCE OF TV ADVERTISING ON BUYING BEHAVIOUR OF  
NOODLES AMONG UNDERGRADUATES OF THE UNIVERSITY OF  
LAGOS.**

**BY**

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## **CERTIFICATION**

I certify that this work was carried out by Folorunso, Enoch Folahan at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

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## **DEDICATION**

This work is humbly dedicated to the Almighty GOD for his divine guidance and strength to produce this work. Also to my loving parents (Pastor & Mrs. Folorunso and Pastor & Mrs. Kolawole) for their support and encouragement and to all lecturers of the Department of Mass Communication in Mountain Top University who have imparted knowledge in me. May GOD bless and keep you all.

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### **ABSTRACT**

*1. Advertising has its effects on different people and different touchpoints influencing varied factors, but the effect of television advertising on food products. Hence, this study is aimed at investigating the influence of television advertising on buying behaviour of noodles with a particular focus on undergraduates of the University of Lagos. The indelible mark that television adverts gives exerts a great influence on a brand's purchase value and ultimately propels action in the prospective consumer. The concept of consumer buying behaviour essentially depends on a lot of impending factors that are primarily tied to branding techniques and motives and how these factors can be meticulously expressed in the adverts they send out, noodles brands should push out their unique selling proposition to the potential target audience and monitor to see it have total influence. In line with the objectives of this research, the instrument of data collection used was the structured questionnaire, distributed to a sample size of 381 out of the 8,363 students of the university. The data gathered was thereafter analysed, presented and interpreted using the descriptive data analysis technique; by presenting the data in tables. The results from the data analysis showed that majority of the undergraduates find television advertising of noodles quite viewer-friendly and this is one of the factors that formed their individual taste and preference of various noodles brands. The study recommended better ways that advertising practitioners can channel television commercials on emotional related advertising, since consumers patronage are highly induced through their emotion to meet the need of the target audience; and for firms to increase their sales volume by fashioning a unique selling point to triumph over competition via marketing through the findings of this research.*

**Keywords:** *influence, advertising influence, advertising, television advertising, buying behaviour, brand preference, noodles.*

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND TO THE STUDY**

Over the years, several commercials of numerous manufacturers of noodles were relayed on television and feature aroused a sensation within the hearts in their audiences. The importance of persuasive purchase-propelling energy the media keep on their audiences is the basis of this research. Television advertising has been one of the platforms used for the worthwhile maximisation of noodles patronage within the country. Nigerian undergraduates make up a large quantity of the populace and stand as a large marketplace for advertisers aside the meals sector. In addition to the acquisition percent they constitute and the affect they exert once they shop, the ones who have now no longer but shaped their tastes, goals and options come to be goal of entrepreneurs of specific manufacturers in order to tell and goal them and cause them to dependable customers. The single biggest supply of mass media messages approximately meals to kids and teens is television. Effective advertising is made feasible via a selected medium for a selected audience (Okpara & Agu, 2016).

Once an advert is put on television, it easily captivates its audience and they can easily make sense of it and it is usually hard to draw them away from it. Television advertising's visuals and effects captivates young people more and makes them attentive and receptive.

Advertisement also can be used as reminder to the present patron approximately their connectivity to their merchandise and feature durable affiliation with product or offerings and facilitates in brand constructing growing brand loyalty. Every commercial enterprise employer flourishes on income that is handiest assured while there may be non-stop growth. Emphasis on an powerful conversation device to be able



to manual purchasers shopping for selections are being adjusted to match each events and so techniques are being placed into vicinity to win purchasers' loyalty (Okpara, 2012). To make this certain, such corporations use exclusive techniques to draw and maintain purchasers' desire for the product or provider. Judging from the advertiser's stance, television is appeared as presenting particular opportunities for achieving a younger audience, making it an exceedingly effective medium for purchasing business messages throughout to its goal audiences (Gbadeyan, 2015). Advertisers and entrepreneurs of meals merchandise have due to the fact realised the impact television has on youngsters and feature utilised it to maximise their gains. It is the client who makes the final shopping for selection and will increase patronage that ends in the development within the operations of the producing organisation as end result of the have an impact on of TV commercials and has an mixture impact of inflicting an boom within the excellent of patronised product. Advertisers do now no longer make purchasers privy to present idea, product or provider, additionally they assist them fulfil their desires via way of means of spelling out the blessings of the use of such idea, made of provider in a aggressive situation. This encourages extra manufacturing and ends in development inside the widespread of living (Onyemaechi, 2013). 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.

For over fifteen years, the Nigerian market, Dufil Group, manufacturers of Indomie Instant Noodles have had a extremely good effect at the Nigerian culinary landscape. The product which appeals to numerous demographic corporations has grown to be a family call throughout the country. The Dufil Prima in December 2001 is a personal

restrained legal responsibility company. The company commenced operations in January 2004, manufacturing Instant Noodles under the Indomie brand name at its factory located in Choba, Port Harcourt, Rivers, 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 (Onyemaechi, 2013).

Other competing brands like Chikki noodles, 'O' noodles, Mimi noodles of May & Baker and now the latest of them all, the Golden Penny noodles of Flour Mills Plc. With these range of competing firms, massive advertising budget becomes necessary for them, which the researcher tends to evaluate its impact on the buying behaviour of the undergrads of UNILAG.

Nigeria is currently ranked the 12th largest consumer of instant noodles in the world with the demand of 1.79billion packets of noodles, according to World Instant Noodle Association (WINA). (FinIntell Magazine, 2016).

## **1.2 Statement of the Problem**

Advertising performs a robust position inside the economic system of countries whether or not advanced or developing. This is due to the beneficial facts they offer to the clients concerning items and offerings in addition to presenting them with evaluating features, charges and different benefits. The difficulty of noodles buying in the enclosed populace of the undergraduates is the number one view of this have a look at. Studies at the opposition among special manufacturers of those noodles generating businesses and the way their ads which can be specially centered the age institution of

Nigerian university undergraduates through the published platform, television, and the way those ads are researched, made, produced and ultimately brought out propels their advantageous shopping for strength. The television adverts are especially made to offer them a experience of buy strength push. Consumers have usually been on the receiving end of non-stop bombardment of persuasive messages. This is due to the fact its miles typically believed the position of those messages inside the mass media will make the clients act in methods certain via way of means of the classified ads on account that they are persuasive strategies to attraction to the clients shopping habit. Considering the quantity of message bombardment at the client, one can be made to agree that there are no different elements to bear in mind whilst patronising a product, provider or idea. This has a look at consequently sought to set up different essential elements liable for client patronage of noodles in UNILAG. Television advertising is sometimes high priced with an uncertain impact. In a few cases, it could take some time earlier than it makes any sizeable effect on sales. Yet, insightful companies view marketing and marketing costs as investment. Observation has proven that many college undergraduate college students who stay on campuses consume noodles regularly.

### **1.3 Objectives of the Study**

The general purpose of this study is to examine the influence of various noodles television advertising on the purchasing behaviour of the undergraduates of the University of Lagos. Specifically, the study sets out to:

1. Determine the extent to which University of Lagos students are exposed to Noodles television commercials;
2. Evaluate the extent to which exposure to Noodles TV commercials influence the Noodles brands of preference among undergraduates of the University of Lagos;

3. To determine whether the television advertisements encourages their purchase level;
4. To ascertain the extent to which exposure to Noodles TV commercials influence repeated purchase of the preferred brands among undergraduates of the University of Lagos;
5. To determine what components of Noodles TV commercials appeals to undergraduates of the University of Lagos towards the purchase of their chosen brands.

#### **1.4 Research Questions**

Below are the research questions formed to guide this research:

1. To what extent are University of Lagos students exposed to instant noodles television advertisement?
2. How has the television adverts made people prefer a particular noodles brand to another?
3. To what extent has television advertisements encouraged the undergraduates' purchase level?
4. To what extent has the exposure to noodles TV commercials influence repeated purchase of the preferred brands among undergraduates of the University of Lagos?
5. What components of Noodles TV commercial appeals to undergraduates of the University of Lagos towards the purchase of their chosen brands?

### **1.5 Significance of the Study**

In one way, the significance of this study is to provide advertising practitioners with insight on how to direct television commercials to meet the need of the target audience. In another way, it is to help the society guide against undesirable influences of television advertisements. It is also hoped that this study would significantly add to the existing body of knowledge, particularly, on the pervasive influence of television advertisements on young adult's food choices.

Also, this type of research is necessary and very helpful for companies who want to increase their sales volume. This research is very important because if the results of the research are known, then we can take decisions according to the results. The research is of importance in the Nigerian because no study has been done on this topic using the University of Lagos. So this research may be helpful for various noodles branding companies in Nigeria to know how to specifically target their adverts and focus in the institution.

### **1.6 Scope of the Study**

This study centers on UNILAG's undergraduates buying behaviour of noodles through TV commercials influence. The materials in use include online publications and hard copy books from various scholars. The target audience that make up this scope are the undergraduates of the University of Lagos in the Faculty of Arts, Social Science and Business Administration. The total population of undergraduate from Faculty of Arts, Faculty of Business Administration and Faculty of Social Science are 8,363 (Academic Planning Unit, University of Lagos, March, 2021).

However, the limitation of this scope to this particular institution is to definitively study a single university and the above faculties to measure the influence these commercials have on their buying behaviour.

## 1.7 Definition of Terms

To establish a common understanding, keywords or concepts in this study are defined operationally:

1. **Advertising:** a form of communication whose purpose is to influence potential customers about products and services especially by paid announcements.
2. **Television Commercial:** an advert material produced and transmitted on television, always paid by an organisation or advertiser.
3. **Influence:** an action exerted by a person or thing with such power on another to cause change.
4. **Buying or purchase behaviour:** this is the decision process of people involved in buying products.
5. **Frequency of exposure:** this means the amount of times the undergrads see the adverts on television.
6. **Brand preference:** this is the extent at which a consumer makes purchase decision based on a brand's name regardless of quality or price.
7. **Frequency of Purchase:** the number of times a customer makes a purchase in a given period of time.
8. **Place of Purchase:** a location where sale of products occur.
9. **Undergraduate:** According to Merriam-Webster, a student at a university who has not received a first and especially a bachelor's degree.
10. **University of Lagos:** a higher institution of higher learning in Lagos, Nigeria.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

In this chapter, an attempt is made to review the related literature to form the conceptual framework for the study. This review is set to analyse the purchase behaviour of the undergraduates of the University of Lagos regarding noodles and the kinds of brands they prefer through television advertising exposure. It also discusses the relevant theoretical framework on which the research study finds its base and serves as a backup to the study. Finally, this chapter also looks at various studies done by other researchers and scholars in relation to the research study under the empirical review.

#### **2.2 Conceptual Framework**

This study conceptual review includes related literature on television advertising and buying behaviour, its effects on consumers and their perceived perception towards advertising appeal. It goes further to view related literatures on noodles in general.

The concepts to be reviewed to enhance further knowledge on the subject of the study are:

1. Concept of advertising;
2. Advertising influence;
3. Television advertising;
4. Concept of buying behaviour;
5. Noodles market and buying behaviour in Nigeria.

### **2.2.1 Concept and Origin of Advertising**

**Etymology** - The word *advertising* originates from the Latin word “advertere”, which means to turn the minds or direct one’s attention towards something. It also has a French background from the word “advertir/advertis” which means to make aware, to call or attract attention. The Concise Oxford Dictionary describes the verb, ‘advertise’ to mean making generally or publicly known. This root word explains well enough the reason why advertising as a concept plays the function of attracting customers and also succeed in increasing patronage (Daymette & Montenegro, 2017).

According to Merriam-Webster (2010) dictionary, advertising refers to the act or practice of calling public attention to one's products, service, need, etc., especially by a paid announcement in newspapers and magazines, over the radio or TV, or on billboards. That is, people are made to know about a producer's products, a worker's service, and a consumer's desired needs, in a structured and designed manner, via channels that are been paid for.

Another definition is by the American Marketing Association (2007); they defined advertising as: “the non-personal communication of information usually paid for and usually persuasive in nature, about products, services or ideas by identified sponsors through the various media.” Going by this definition, advertising as a non-personal communication implies that messages are directed to concerned people, thereby targeting a specific audience. Also, payment in advertising is meant for two things which are time (on broadcast media) and space (internet and print media). These messages are designed to convince and move the audience to be persuaded to patronise what is been advertised.

In the field of mass communication, the advertising industry is one of the main divisions and it is an effective form of communication. The whole essence of it is to relay



messages about a product/service to an audience. The audience here could be the consumer or serve as another channel to the consumer.

Advertising began in ancient empires like Egypt, where they used papyrus to promote slaves' sales and rewards. Also, in Babylon, they used dirt splitty with inscriptions that told things about workers like the salesman, shoemakers, and clerks. Greeks made use of street callers who usually go about, making announcements of ship arrivals and its cargos of metals, wine, and species (Daymette & Montenegro, 2017).

Early advertising can be proven by the archaeological pieces of evidence that are available in Greece and Rome. In 3000 BC, Babylonian merchants hired some people to hawk their wares to their prospective customers, they also had signs over their doorways to tell whoever comes across it, what they are selling. Likewise, ads were placed on street walls of the excavated Roman city of Pompeii. Another evidence of a piece of Papyrus preserved in the British Museum provides the earliest direct reference to written ads (Daymette & Montenegro, 2017).

Also, about 3,000 years ago, an Egyptian once made an advertisement for a runaway slave, asking for a return. Oral advertisement is still the older form of advertisement, as it was very much employed. In Rome, they did the first touristic advertisement of a tavern; in Pompeii, a stone wall said 'traveller, if you go from here to the twelfth tower, there Sarinus have a tavern, with those we invite you to come in, bye'. In Rome, there was an important media then that was known as *the album*, the album consisted in a board of blanched wall where they had the publications of edicts and laws, together with promotions of gladiators, fights, and theatre representation. Another media was the *libellus*, made with Papyrus; a sort of poster which announced possessions sales, shows, programs, and the loss of several things (Daymette & Montenegro, 2017).

Painted announcements were important too. For example, a goat meant milk stores, and a bakery could be described by using a mule that has a mill in its back.

Advertising proceeded to the middle age, where brands came into existence and their products were used to identify them as the makers. This is when manufacturers were recognised as different from each other. In this period, many people weren't able to read and so they wouldn't have been able to identify the activities in a shop if it was written over them. Therefore, identifying services rendered was simplified for them by the use of images that will best describe a particular work. Trades such as sowing, milling, cobbling, and the likes were described using images of things like sandals, garments, a clock, and the likes. With this, products were advertised and better understood by the people (Daymette & Montenegro, 2017).

Again, advertising developed, and this was made possible by the invention of printing and the subsequent attempt to print notices, posters, and bills in large numbers. Gutenberg's printing press was established in 1438 and this really began the era of mass communication, as it allowed the mass production of printed items. Whereas, before the printing press, books and other printed materials had to be made individually (Daymette & Montenegro, 2017).

The use of handbills, posters, and newspaper advertisement emerged after Gutenberg developed movable type in the 15th century.

In Nigeria, the history of advertising dates back to traditional ways of making people aware of goods and services. This was done through hawking, meeting people to tell them, town crying, and also the use of dance drama. "The town crier was the news reporter, correspondent, newsagent, messenger; spokesperson, envoy, contact person, courier, postman, and broadcaster (Olatunji, 2013).

### 2.2.2 Types of Advertising

1) **Newspaper Advertising:** this is the display of one's products, goods, and services, on the pages of a newspaper. To feature one's brand for advertisement in a newspaper, a particular amount of space has to be bought and that determines how well the advert will fill the page/pages of the paper. Adverts could be a full-size page, a half-page, a watermark page, or even take more than one page. The newspaper is a good medium for promoting your business to a wide range of customers. Display advertisement is placed throughout the paper, while classified listings are under subject headings in a specific section (Business Queensland, 2017).

2) **Magazine Advertising:** magazines are a colourful and entertaining product of the print media. There are usually classified according to interests and specialisations. Adverts placed in a specialist magazine can reach your target market quickly and easily. The readers of such magazine, who are your target audience have a tendency to continually read the magazine and keep them for some other time, thereby increasing the possibility for them to be fascinated by your advert and give it better consideration (Business Queensland, 2017).

3) **Radio Advertising:** the radio is an interesting medium that brings life into the presentation of new/updated products and services. It's a medium meant for the ears, as there is no visual display in the course of the broadcast. To advertise on this medium, the advertiser has to pay for the total time the advertisement is going to take. The radio is also a good medium for advertisement (Business Queensland, 2017).

4) **Television Advertising:** television is another medium for adverts that can reach a very large audience. The TV medium comprises elements such as sight, sound, movement, and colour; which makes it advantageous and persuasive enough for people to patronise.

The issue with television is that to produce an advert and buy a slot for it is generally expensive (Business Queensland, 2017).

The advert is sold in units (e.g., 20, 30, 60 seconds) and the cost varies according to: 1) Time slot.

- 1) TV programmes,
- 2) Whether it is metro or regional,
- 3) If you want to buy a spot-on multiple networks.

5) **Outdoor and Transit Advertising:** outdoor adverts include billboards. Nowadays, billboards are fixed in most places such that one cannot drive throughout a day without coming across them. Billboards usually catch the attention of drivers and pedestrians; and this makes it reach a reasonable amount of people (Business Queensland, 2017).

6) **Online Advertising:** Online advertising is a trending mode of advertising, it has to do with companies and business owners bringing their goods and the information about them, to online platforms. Nowadays, even brands that engage in the traditional medium of adverts are now bringing the advertisement to the internet. Websites and social media have become popular channels for advertisement now (Business Queensland, 2017).

### 2.2.3 Advertising Influence

The influence of advertising in everyday life is greater than many people realise. This is due to the fact the consequences of advertising is regularly paintings in diffused ways, to the factor that many human beings do now no longer even recognise they may be being advertised to once they modify their behaviour after encountering advertisements. Advertising is this type of effective mental device that a whole discipline of examine committed to unlocking how marketing and marketing impacts patron behaviour has been advanced and is still explored today. An organisation which

could have an impact on human beings via marketing and marketing is a organisation that turns a profit; (Kramer, 2019).

According to Cambridge dictionary (2021), influence is “to cause someone to change a behaviour, belief, or opinion, or to cause something to be changed.” Advertising influence can also be termed impact-advertising, and according to IBM (2008) impact-primarily based totally marketing and marketing is a shape of marketing and marketing designed to have a long-lasting mental impact on visitors so they will consider the product or vendor. This method can assist marketing and marketing produce the finest consequences for a given expenditure.

Impact-primarily based marketing is frequently contrasted with impression-primarily based marketing that is centered at the range of instances that an advert is visible and does now no longer differentiate among segments of the audience. Impact-primarily based marketing seeks to provide the consumer something of value, whether or not this is amusing or informative, and create a fantastic affiliation with the services or products advertised (IBM, 2008).

The question thus arises: How does advertising influence people?

According to Wagner (2017), when one chooses the intended advertising method, make sure it follows some solid principles of advertising communication. This requires that the researcher focuses on two things at once: the intended message to be sent and the way it will be received.

Advertising influences people in the following ways:

**a. Providing Information**

Many people stay abreast of the latest developments in products and services through advertising. The number one feature of advertising is to offer facts. Do not forget about

the “what, where, why and how” of your advert message. You ought to make certain that capability clients recognise precisely what you promote and the way to buy it. The informational part of your marketing message ought to shape the muse of your whole presentation. The facts supplied for your commercial will have an effect on the manner humans view the product or market; (Johnston, 2019).

#### **b. Creating a Sense of Value**

Consumers must value what you sell. It is your job to convey value regarding the merchandise or service you advertise. Build it clearly on how clients will get pleasure from shopping from you, together with how the providing will improve their lives, make them happier, make life easier or solve a problem they have. Making value does not continuously mean offering a bargain. Some customers can pay a premium if they feel that what they are buying is of value to them. The vital issue is to open the customer to the chance of the gains they are going to make by purchasing your product or service; (Johnston, 2019).

#### **c. Identifying with a Lifestyle**

Think about the lifestyle of the purchasers. Your product or service fits into associate overall way of living that the customers deem fit. Watch out that the way the advert is developed appeals to their lifestyle by depiction of individuals’ patronage to what you sell to boost their sense of identity; (Johnston, 2019). If the merchandise or service becomes a part of the culture, it might facilitate gain long customers. That product can be one thing as straightforward as a basic apparel, however marketing the lifestyle attracts a particular audience that is influenced by the advert message; (Johnston, 2019).

**d. Creating Fear of Not Belonging**

Many of us fear being left out. Consumers need to stay up with trends. They consider being conscious of the newest merchandise associated services to be their key to social acceptance. Although, not offered one thing that is cutting edge, the merchandise or service may be positioned as something that is essential to a successful, trendy client; (Johnston, 2019). Trust the implications a consumer would possibly suffer for not knowing about what is offered, and emphasise this within the advert. Watch TV commercials as an example. Several companies use neighbour eventualities to line the stage. One neighbour gets a brand new automobile for Christmas and also the different is disappointed. The neighbour while not the car has been influenced by advertising and feels the loss of belonging; (Johnston, 2019).

**e. Fear of Missing Out**

Restricted time only! On sale currently! Get 'em whereas provides last! Most are tempted now and so to require advantage of special offers and advertisers push to create up excitement and expectations regarding deals that are too sensible to miss. Businesses even devote special segments of the calendar to sale events, sort of a automobile dealership President Day sales, Amazon Prime day each summer or Black Friday and Cyber Mon sales round the holidays. Given what number shoppers thirstily look these special events, it's apparent that several individuals are influenced by such promoting occasions; (Johnston, 2019).

**2.2.4 Concept of Television Advertising**

There is little doubt that TV advertising has a control on audience's food preference particularly once made with special appeals that graces their psyche. Television advertising is that the causing of promotional messages or media content to one or

additional potential programme viewers. The viewers are influenced by the messages which ends up in actions that profit the advertiser. Advertisers need to supply messages to folks that have an interest in their merchandise or services. Advertisers pay media corporations to transmit their promotional messages. Advertisers coordinate the choice of broadcasters and transmission of their promotional messages using advertising campaigns (Harte, 2010).

According to Branston and Stafford, (2003), “television is arguably the medium that is central to most people’s lives in the developed world being a medium many people watch for a long stretch of hours in a day for information, ideas and entertainment”. Although TV advertising plays an important role in raising awareness of the existence of products or services, most companies still seem to be unaware of its importance as a sponsorship mechanism. With its eye-catching visual, colour and movement characteristics, it has become a leading medium. TV advertising is expensive and often ambiguous; in some cases, it may take some time to have a significant impact on sales; however, discerning companies see advertising spending as an investment (Chibueze, 2019). There are no known TV commercials targeting Lagos University students. Noodle marketers believe that regular TV commercials aimed at children and working-class consumers can also benefit college students. It is unforgettable and can stay in the minds of the audience for a long time during the advertising campaign. By making gimmicks that appear in movies, TV shows, magazines, comics, or literary works, some of these promotional slogans or slogans can show their vitality (for example, "Indomie, Good for You"). It can be said that these permanent propaganda elements have taken a place in the pop culture history of the people in which they appear.



According to Improved Marketing, (2017); no different form of media permits one attain as many people with a singular commercial. TV Advertising is remarkable at achieving massive audiences with frequency, quickly. Television makes up for over 90% of all video commercial engagement. While cellular gadgets and PC use have become greater common, they are nonetheless now no longer pretty as ubiquitous because the TV within the dwelling room. When one considers that maximum households have a couple of TV within the house, that best will increase your attain further. One of the best strengths that TV advantages from, is the possibility to scale advertising and marketing operations and attain probably massive audiences. Fast and with frequency. Better at influencing clients some other of the advantages, specially while in comparison to different video advertising and marketing structures, is that TV nevertheless often sees a number of the best engagement prices available. When searching at internet site facts for businesses the use of TV marketing and marketing. Television marketing and marketing regularly contributes to greater than 35% of all visits to the overall range of all visitors. Furthermore, worldwide research have proven a 60% chance of purchasing a product while prompted via way of means of TV ads, in comparison to a 40% chance for on-line and social media marketing and marketing. TV marketing and marketing nevertheless has the air of status and first-class that on-line advertising and marketing structures haven't pretty were given to, yet. This is in component because of the impact that each person can market it at the internet, at the same time as the TV is substantially greater specific which is, to a few degree, true. Targeted advertising has lengthy been part of TV advertising, consisting of marketing and marketing at positive instances of day and on positive channels to ensure you're hitting the those who are in all likelihood to be looking that channel at that time.

### **2.2.5 Concept of Buying Behaviour**

Consumer behaviour studies individuals and groups when they select, purchase, use and dispose products, ideas, services or experiences. Consumers seek items to satisfy their basic needs and desires. Consumer behaviour is greater than reading what customers purchase. It tries to recognise how the decision-making manner is going and the way it impacts customers' shopping for behaviour (Solomon, 2004). Marketers examine customers shopping for styles to resolve wherein they purchase, what they purchase and why they purchase. However, why customers purchase a selected product is not always clear to resolve due to the fact the solution is locked deep in the customers' mind (Kardes, 2011; Kotler & Armstrong, 2010).

Generally, purchasers may be classified to character and organisational purchasers (Feyissa, 2018). Individual purchasers try and fulfil their personal wants and needs through shopping for themselves or fulfil the want of others through shopping for for them. These character purchasers can come from unique backgrounds, a while and existence stages. (Kardes, 2011). A consumer's shopping for behaviour is stimulated through cultural, social, private and mental factors. Consumer behaviour is part of human behaviour and through analysing preceding shopping for behaviour, entrepreneurs can estimate how purchasers would possibly behave while making buying decisions.

#### **A. Social Factors**

Social elements have an effect on patron behaviour significantly. Every person has a person round influencing their shopping for decisions. The critical social elements are: reference groups, family, position and status. (Perreau, 2014.) Every patron is a person, however nonetheless belong to a organisation. The organisation to which a patron belongs is referred to as a club organisation. This is an instantaneous and easy

classification. The second organization kind is a reference organisation. The reference organisation affects the self-photo of clients and clients' behaviour. The reference organisation offers a few factors of evaluation to clients approximately their behaviour, life-style or habits. Usually there are numerous smaller reference groups, which can be fashioned through family, near friends, neighbours, paintings organisation or different humans that clients accomplice with.

The groups to which a consumer does not belong yet can also influence. These aspirational companies are companies in which a customer aspires to belong and desires to be element within the future. (Kotler & Armstrong, 2010; Khan, 2006.) Family contributors can affect character consumers' shopping for behaviour. A circle of relatives paperwork the surroundings for an character to gather values, broaden and form personality. This surroundings gives the opportunity to broaden attitudes and reviews closer to numerous topics along with social relations, society and politics. A circle of relatives creates first perceptions approximately manufacturers or merchandise and customer habits. (Kotler & Armstrong 2010; Khan 2006.)

For example, the consumers who have created brand perceptions when they were young, can carry out these same brand selections in the adult life without even recognising that their family influenced these selections. Individuals play many exceptional roles of their lives. Each position includes sports and attitudes which can be predicted from a man or woman to carry out in keeping with the people round him. (Kotler & Armstrong 2010.) Social popularity displays the location that people have in social companies primarily based totally on things like cash and wealth, schooling or occupation. In many societies popularity is vital and those need the admiration of others. Social popularity may be obtained with the aid of using being a success in

lifestyles or being born into cash. Product and emblem choice frequently displays the social position and popularity (Wright, 2010.).

## **B. Personal Factors**

An individual's choices are inspired through non-public elements which includes a buyer's age and existence cycle state, occupation, financial situation, lifestyle, and persona and self-concept. Consumers' alternate at some stage in their existence and shopping for of merchandise regulate relying on age and level of existence (Lautiainen, 2015). Age associated elements are which includes flavour in food, clothing, activity and furniture. Moreover, environment, values, lifestyle, pastimes and patron conduct evolve at some stage in lifetime. Family existence levels alternate buying behaviour and logo selection. Traditionally a own circle of relatives existence cycle protected most effective younger singles and married couples with children.

Nowadays marketers are specialising in alternative, non-traditional stages similar to unmarried couples, unfruitful couples, same sex couples, single folks and singles marrying later in life. (Kotler & Armstrong, 2010). It is assumed that shoppers' style amends throughout lifespan and has influence on low whole choice in numerous stages of life. A consumer's occupation shopping influences purchase choices and buying behaviour. The financial gain level affects what consumers can afford and also the perspective towards money. People, who share similar occupations, tend to own similar taste in music, consumer goods and leisure activities. They sometimes socialise with every other, and share similar values and ideas. Financial gain level affects what client will afford and perspective towards money. (Solomon 2004.) People from lower income teams are most likely a lot of fascinated by shopping for product that are necessary for survival than disbursement on luxury brands or designer clothes.

Consumers' life vogue tells however the person lives and spends money. It is combined from earlier experiences, current scenario and non-inheritable characteristics. The merchandise decisions that buyers create are involving their manner. An individual's lifestyle consists of different life style dimensions (Khan, 2006.) These dimensions are:

1. Activities describe how consumers spends their time, e.g., work, hobbies or vacations.
2. Interests are consumers' preferences and priorities e.g., family, home or food.
3. Opinions inform how clients experience approximately distinctive issues, e.g., themselves, politics or products.

These way of life dimensions specific a person's sample of living. Lifestyle will have an impact on clients' shopping for behaviour and decisions. (Kotler & Armstrong 2010). Personality distinguishes one person from another by individual traits. These personal traits can be self-confidence, adaptability, sociability and dominance. (Kotler & Armstrong, 2010). Personality determines how we see ourselves and the world around us as well as how other people see us. Attitudes, values and people around us shape our personality. Personality alters in the course of existence while someone grows up and adjustments surroundings. (Wright, 2006). Self-idea is a multi-dimensional and complicated term. Kardes (2011) describes the self-idea as follows "Self-idea is regularly defined because the totality of an individual's mind and emotions concerning him/herself as an object." In some other words, it's far the photograph that humans preserve approximately their selves fashioned through attitudes and beliefs. Many manufacturers have evolved a photograph and character that correspond with customers' values and traits. It lets in customers to explicit themselves through brand choices. (Kardes, 2011.) There are 5 dimensions of brand character: sincerity, excitement, competence, sophistication and ruggedness.

### C. Psychological Factors

A buyer's choices are also influenced by four psychological factors, i.e., motivation, perception, learning, and beliefs and attitudes. A shopper is a private individual who has completely different desires. These needs are often biological like thirst or psychological arising from the requirement of recognition or belonging. A desire can be aroused to an ample level of intensity once it alters a motive. A motive is essentially a need that drives an individual to hunt satisfaction. Abraham Maslow is maybe the foremost recognise scientist who has examined these human needs. He sought to clarify why humans are driven by different needs at different times. (Kotler & Armstrong, 2010). The essential rule is to satisfy initial the essential need before continuing up the ladder. Once that require has been fulfilled, it stops being an inducement and an individual focuses on subsequent most significant need. Maslow's needs are:

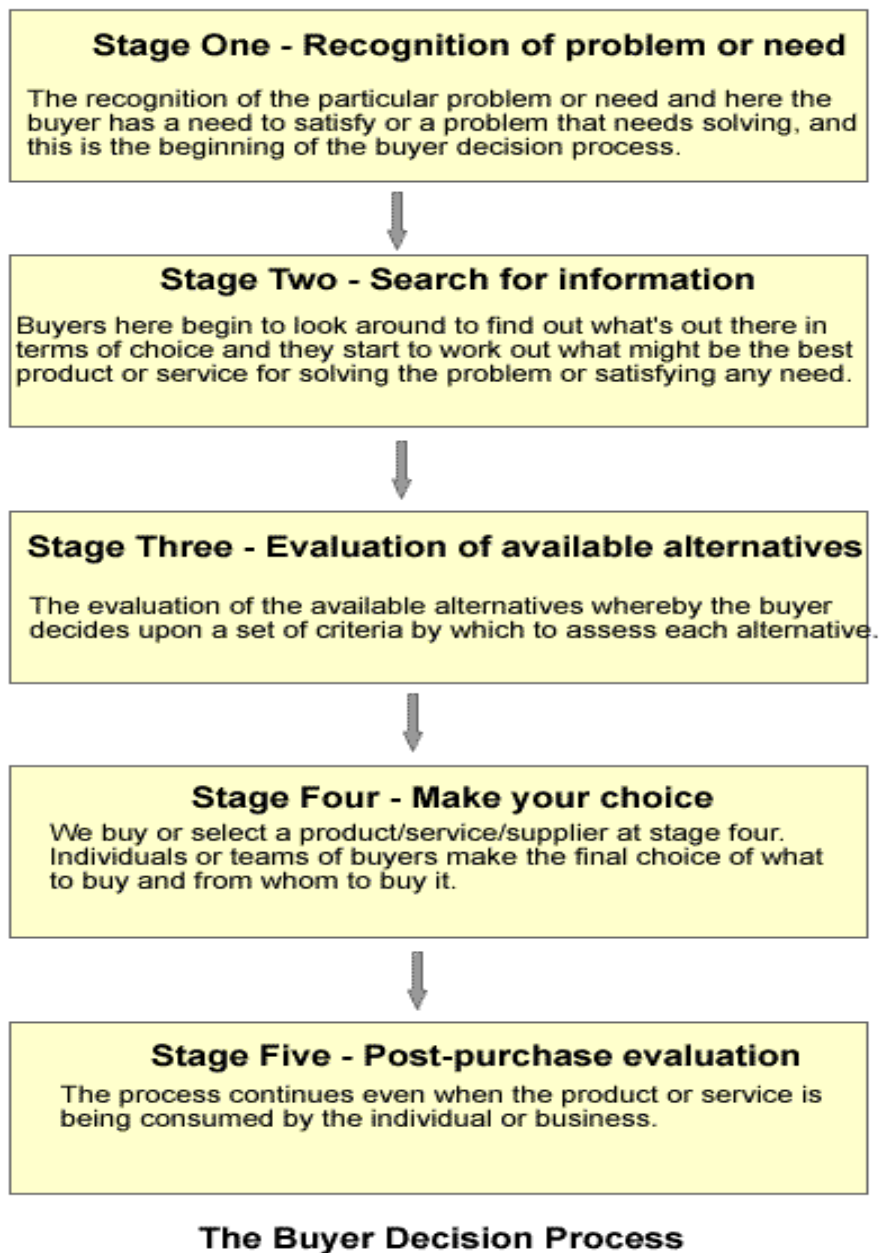
1. **Physiological:** basic need such as sleep, food or water;
2. **Safety:** need to feel secured and protected;
3. **Belongingness:** need to feel loved and be accepted by others;
4. **Ego needs:** to accomplish something and have status among others;
5. **Self-actualisation:** to have enriching experiences and feel self-fulfillment.

(Solomon 2004.)

#### 2.2.6 Consumer Buying Behaviour

A consumer engages in purchasing activities several times per day. The buying itself is the handiest, seen proof of an extra complicated manner that a client is going through for each selection he or she makes. However, each buying selection is distinctive and calls for distinctive quantity of time and effort. A client's selection-making manner

consists of 5 ranges that the client is going thru earlier than the real buy. During those ranges the client recognises the want, gathers information, evaluates options and makes the acquisition selection. After the real buying comes submit buying behaviour in which the client evaluates the acquired pride level. (Kotler & Armstrong, 2010). Kotler and Armstrong (2010) advise that the client can pass some ranges all through a habitual purchase. However, while a client faces a brand new and complicated buy situation, all of those 5 ranges want for use to finish the shopping for manner



**Figure 2.1:** The Buyer Decision Process

(Friesner, 2015).

### 2.2.8 Noodles as a Food Product

Noodles in Nigeria is one of the most commonly consumed food products and it is enjoyed by different kinds of consumers based on taste, preference, etc. There are various brands of noodles that have come into the food industry in Nigeria over the



numerous years such as Indomie, Mimeo, Golden Penny, Chikki, Golden Penny etc; Norbrook, (2012). This is an under study of the consumption of noodles in the University of Lagos and how its adverts on television have influenced its purchase in the undergraduate populace. Also, what brands the undergrads prefer and why.

There are various brands of noodles in Nigeria and they are largely consumed all over the nation, they vary from Indomie, Mimeo, Chikki, etc.

#### **A. Indomie:**

According to Indomie's 2018 anniversary speech statement, Indomie is a brand of instant noodle by Indofood, the largest instant noodle manufacturer in Indonesia with 72% of market share. It is shipped in Australia, Asia, Africa, New Zealand, the United States, Canada and European and Middle Eastern countries. "Indo" stands for "Indonesia" and "mie" stands for "noodles" in the Indonesian language, therefore "Indomie" stands for "noodles from Indonesia or Indonesian noodle". Both 'Indomie' and 'IndoMie' may be used to explain the logo. Indomie become first produced in the 1970s with the conventional Chicken Flavoured Noodles. Indomie comes in lots of unique varieties, it actually way Fried Noodles, however without all of the fuss. It is geared up in an immediate to your convenience. In 1988 Indomie was brought in Nigeria through import, and in 1995 open its first manufacturing facility in Nigeria under Dufil Prima Foods. Dufil, a joint task among Salim Group, the Indonesian conglomerate that owns the Indomie logo, and Tolaram Group of Singapore, struggled in its early years. It is the primary immediate noodles production plant in Nigeria and the biggest in Africa. Indomie Instant Noodles has grown to end up a family call throughout the country. Indomie is produced in Nigeria due to the fact that 1995 in which it is far a famous logo and has the biggest immediate noodle production plant in

Africa. Since 2003, Dufil's fortunes shifted and its sales have improved at a median fee of just about 30 in step with cent a year. One cause is the heavy advertising focus. The company's classified ads seem on buses and homes across the country. Mothers with younger kids are a specific goal market. One of Dufil's famous catch-strings reads: "No mama be like you; no noodles be like Indomie".

## **B. Chikki:**

Chikki Foods Industries Limited was incorporated as a limited liability company in 2005. Chikki industries' primary products are Instant noodles and chips.

Chikki is the first in Africa to use the full automatic box packaging machine from Japan with technical support from Singapore, Indonesia and Japan companies.

They aspire to be the front-line African Company delivering world class quality products that are affordable and preferred by its consumers.

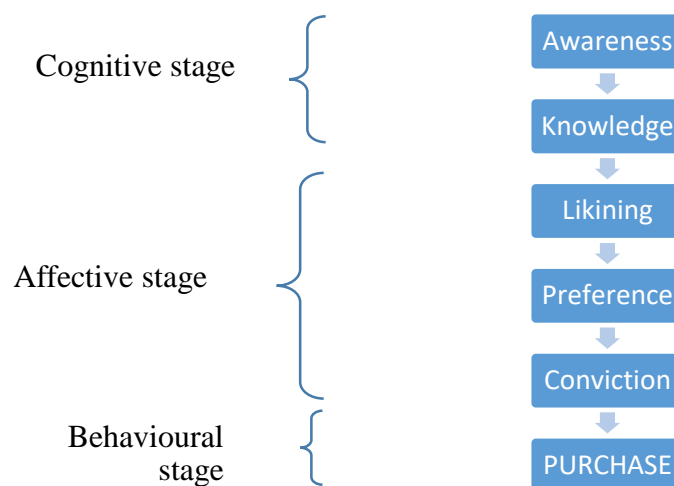
## **2.3 Theoretical Framework**

Theories are needed in research because they serve as basis for the explanation of the phenomena being observed. Hence, this research study will be built on the following theory:

### **2.3.1 Hierarchy of Effect Theory**

The hierarchy of effect theory is a model that describes the impact of advertising on consumers' decision making on purchasing certain product and brands the theory propounds that there are series of stages that advertisers should follow, from gaining customers' awareness to the final purchase behaviour.

**Fig 2.2: The Hierarchy of effect model**



Business Queensland, (2017).

This model consists of three major stages: the cognitive stage (awareness, knowledge), the affective stage, this has to do with the impact you are making on your consumers regarded as the feeling process. (liking, preference, conviction) and the behavioural stage (purchase) which is the ultimate goal. The model is based on behavioural psychology; MBA Skool, (2017).

From the assumption of this model the first stage being the conviction stage the first thing to make sure of in that stage is awareness. Gaining awareness of customers is the starting point. At this stage the target audience notice the brand or product but with very limited knowledge about it. After the awareness of the brand of product has been established, the next stage is knowledge this is to ensure that your brand or product has sufficient information available to customers for them to know the brand or product well and evaluate them to determine if it meets their needs.

The liking stage, now at this stage the process has moved from cognitive to affective behaviour, this stage has to do with when a customer has learnt about your brand or

product then admires it because of a particular feature. Although there are features that consumers like about a product or brand, they might also appreciate certain characteristics of other brands and that is where the preference stage comes in, at this stage as a brand or product there is need to differentiate self from others to gain customer preference over competitors. We also have the conviction stage which is the decision-making stage where the consumers' positive feeling of a brand converts to the certainty of buying, at this stage the doubt of customers are settled. And then the final stage which is the ultimate goal is taking action to purchase the product or brand; MBA Skool, (2017).

Now in using the Hierarchy of effect model approach in evaluating the influence of television advertising on individual buying behaviour of noodles in the academic institution of UNILAG: The awareness stage involves methods and procedures that enlightens the target consumers (undergraduates) of noodles through the use of strategic and creative television adverts that appeal to the consumers. The knowledge stage is the point where the consumer has successfully been aware of noodles within campus premises and its benefits. Then the liking stage comes into play after learning about noodles the consumer begins to admire the commodity because of a certain feature. The preference stage comes in because despite the presence of that feature their needs to be some unique characteristics, that wins consumers' preference over its competitors.

Then based on the uniqueness of the brand's advert as seen on television and having gained customer's preference, the conviction stage which is the decision-making stage is now the point at which the message has gained full appeal to the consumer and is totally bought-in to the product idea.

Then based on their conviction, customers are then moved to purchase the product.

## **2.4 Empirical Framework**

A research carried out by Ikechukwu & Agu (2018) on undergraduate students' views on the effect of television advertisement on their purchase of Indomie noodles in Abia State University. 392 respondents, drawn from the Business Administration unit of Abia State University had been studied. The findings disclosed that TV marketing has a full-size impact on students' desire, patronage and repeat buying of Indomie noodles. The exam recommends that marketing messages have to be clear, credible and particular in order that the goal marketplace will now no longer supply one-of-a-kind meanings to it and that noodles entrepreneurs have to see TV marketing as a long-time period funding into the lifestyles of merchandise and now no longer be discouraged via way of means of the early, instantaneously low returns of advertisements. Effective marketing and marketing is made feasible via a medium (Okpara & Agu, 2016).

Kanu & Ezeabogu, (2019) performed a studies inspecting the effect of marketing and marketing on client shopping for behaviour in Enugu State Nigeria. Most organizations in Nigeria pay lukewarm mindset in marketing their services and products via powerful marketing medium, and this have unfavourable impact on their output in phrases of income. They do now no longer see the want of spending a part of their finances in commercial to sell their services and products and have an impact on client shopping for behaviour. With incredible growth in technological advancement, powerful marketing and marketing has to grow to be extraordinarily vital with a purpose to have aggressive advantage, as a result the want for the studies.

Ezeoha (2007) performed a studies to assess the effect of marketing on client behaviour with precise connection with De-united Foods Industries Ltd, makers of Indomie noodles. Data for the studies had been accumulated via primary and secondary sources. The accumulated statistics had been analysed in tables and easy percentages, even as

the hypotheses had been examined the use of the chi rectangular technique. Given 3 hypotheses as said in bankruptcy one, those hypotheses had been examined seriously in bankruptcy 4 to show the authenticity of responses via way of means of the respondents to the studies questions. In the very last evaluation, tries had been made to deliver to precise the examined studies hypotheses, which proved that:

1. Advertising has progressed client desire for Indomie noodles to different noodles;
2. There has been full-size growth in income of Indomie noodles because of marketing;
3. De-united Foods Industries Limited has been cap in a position to triumph over competition via marketing.

Abubakar, (2014) tested the elements that decorate emblem loyalty in Northern Noodles Nigeria Limited. There are numerous elements that inspire clients to grow to be answering to both the organisation or emblem they are the use of however this examine centered on 3 elements which can be product involvement, perceived pleasant and brand belief. Primary statistics became used for the exam. The exam used correlation coefficient evaluation to have a look at the connection among those centered elements and emblem loyalty. Findings monitor that product involvement, perceived pleasant and emblem believe are elements that decorate loyalty to emblem. It is suggested that Northern Noodles Nigeria.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 INTRODUCTION**

This chapter is set to explain the method for the research carried out. It states everything employed in conducting this research: the research design, the population, the sampling technique, sample size, research instrument, validity of research instrument, method of data analysis and data collection procedure frame and questionnaires used for the survey. Finally, this chapter provides a detailed explanation of the selected mode of analysis used and the data collection processes.

#### **3.1 RESEARCH DESIGN**

The research design employed for this study is a descriptive survey design. It makes use of the responses gotten, to arrive at a reasonable conclusion as regards the subject investigated. This was selected based on the interest of the researcher to access only undergraduates.

#### **3.2 POPULATION OF THE STUDY**

Population refers to the complete group of individuals, events, or objects of interest that a researcher needs to analyse. It forms the idea from which the sample or subjects are going to be drawn (Bryman & Bell 2011). The researcher's population of study consist of the undergraduates of the University of Lagos.

The total population of undergraduate from Faculty of Arts, Faculty of Business Administration and Faculty of Social Science are 8,363 (Academic Planning Unit, University of Lagos, March, 2021).

### 3.3 SAMPLING TECHNIQUE

The researcher employed the simple random sampling method technique in the selection of respondents. The population as mentioned is in the University of Lagos undergrad populace. To avoid bias in the research, the **simple random sampling without replacement** will be used to distribute the questionnaires to the 381 undergraduates across the three faculties. This technique was chosen because, it gives each respondent equal chance of being selected in the study.

### 3.4 SAMPLE SIZE

In calculating the sample size, the Taro Yamane's formula with 95% confidence level will be used to determine the sample size of the study.

**Taro Yamane's formula:**

$$n = \frac{N}{1+N(e)^2}$$

Where;

n = Sample size

N = Total Population

e = Sampling error (which is usually 0.05)

Now, substituting the values into the formula:

$$n = \frac{8363}{1+8363(0.05)^2}$$

$$n = \frac{8363}{1+8363(0.0025)}$$

$$n = \frac{8363}{21.9075}$$

$$n = 381$$

Therefore, the sample size is 381.



Since the total population of focus is **8,363** then the sample size is 381. Therefore, **381** questionnaires will be distributed to the selected students.

### **3.6 RESEARCH INSTRUMENT**

To carry out this research, questionnaire will be adopted and this is to find out the kind of influence noodles adverts on television have that propelled the undergraduates' buying decisions, which is an essential data for this study.

The questionnaire according to Babbie (2010) is an instrument that is designed to gather or elicit information that will be subjected to further analysis. Hence, the survey will be conducted via online distribution, using Google forms. The questions to be used will be designed in close-ended and Likert-scale questions. The sections of the questionnaire will range from demographic data to exposure to television commercials to buying behaviour of consumers and brand loyalty. Respondents will have to put their responses in and results will be reviewed.

### **3.7 VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENTS**

Validity refers to how far a measurement device measures what it should measure. In order to validate the instrument, the instrument was tested by the supervisor and two other communication scholars to ensure that the instrument met the material validity criteria. In order to ensure reliability of the research instrument, a pilot test of 20 respondents was conducted on undergraduates of Mountain Top University. The result of the test was subjected to Cronback Alpha analysis and the instrument achieved 0.78 level of reliability.

### **3.8 METHOD OF DATA COLLECTION**

The data from the respondents will be collected through online Google forms. The questions will be structured using the Google forms and the questionnaire will be distributed via platforms of Facebook, Telegram, WhatsApp and Instagram. The questions to be asked will be close-ended and Likert-scale questions.

### **3.9 METHOD OF DATA ANALYSIS**

To analyse the collected data, the researcher made use of the method of Descriptive Statistics to summarise the data using percentages and frequency. The structured questionnaire will be used based on the researcher's consideration as the most appropriate one for generating quantitative data and tables will be used to express data results, which will also help fulfil the stated objectives for this research.

## CHAPTER FOUR

### DATA PRESENTATION AND DISCUSSION OF FINDINGS

#### 4.1 Introduction

This chapter is designed to present and analyse data generated from responses to the research questionnaire. It deals with the presentation, analysis and interpretation of the data collected to achieve the objectives of this study. For any research work to be meaningful the data collected must be analysed and interpreted to facilitate the process of decision making. Interpretation and analysis of data are the means by which research questions are answered. Analysis of data involves the ordering and breaking down into constituents parts of the data collected. This involves statistical calculations performed with the raw data collected to provide answers to the research questions.

#### 4.2 Questionnaire Return Rate

**Table 1: Questionnaires Distributed and Returned**

<b>Options</b>	<b>FREQUENCY</b>	<b>PERCENTAGE%</b>
<b>Returned</b>	<b>286</b>	<b>75</b>
<b>Not Returned</b>	<b>95</b>	<b>25</b>
<b>Total</b>	<b>381</b>	<b>100</b>

**Source:** Field Study, 2021

A total of 381 questionnaires were administered through the Google Forms platform for this study. Out of the 381 copies administered, all 286 questionnaires were returned representing (75%), and used for this study and met the required inclusion criteria as discussed in the previous chapter, while 95 copies, representing (25%), were either not returned or not well completed. The questionnaire comprised six sections and data generated will be presented as follows:

### 4.3 Data Analysis

#### 4.3.1 Demographic Data of Respondents

**Table 2: Gender Distribution of Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage %</b>
Male	106	37%
Female	180	63%
<b>Total</b>	<b>286</b>	<b>100</b>

Source: Field Study, 2021

The gender distribution table shows that 106 (37%) of the study respondents were Male, while 180 (63%) were Female.

**Table 3: Age Distribution of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage %</b>
18yrs - 21yrs	162	57%
22yrs - 25yrs	75	26%
26yrs - 30yrs	32	11%
31yrs - 35yrs	17	6%
<b>Total</b>	<b>286</b>	<b>100%</b>

Source: Field Study, 2021

The age distribution table shows that 57% of the respondents were between age 18yrs-21yrs, while 26% fall between 22yrs-25yrs, 11% fall between 26yrs-30yrs, and finally, 6% falls between 31yrs-35yrs. From the analysis, majority of the respondents are within the age range of 18yrs-21yrs.

**Table 4: Year of Study of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage %</b>
100	53	19%
200	88	31%
300	54	18%
400	91	32%
<b>Total</b>	<b>286</b>	<b>100%</b>

Source: Field Study, 2021

The above displays the category levels of the studied undergraduates in the University of Lagos. The above data indicates that those who responded were all undergraduates who understands the topic under discussion. The implication of this representation underscores the fact that majority of the respondents are literate enough to give meaningful contribution to the study. The total of 286 responses was recorded which 19% were 100 level undergrads, 31% were 200 level undergrads, 18% were 300 level undergrads and 32% were 400 level undergrads.

**Table 5: Religion of Respondents**

Age	Frequency	Percentage %
Christianity	211	74%
Islam	61	21%
Traditional	9	3%
Others	5	2%
<b>Total</b>	<b>286</b>	<b>100%</b>

**Source:** Field Study, 2021

The religion distribution table shows 211 (74%) were Christian, 61 (21%) were Islamic, 9 (3%) were Traditional and 5 (2%) consists of other varied theistic beliefs.

**Table 6: Most Preferred Noodles Brand of Respondents**

Age	Frequency	Percentage %
Indomie	248	86%
Chikki	38	14%
<b>Total</b>	<b>286</b>	<b>100%</b>

**Source:** Field Study, 2021

The preferred brand distribution table shows that 248 (86%) of the study respondents preferred and consumed Indomie noodles, while 38 (14%) prefer and purchase Chikki noodles. The implication of this is that Indomie noodles is a more popular brand than Chikki noodles among undergraduates of the University of Lagos.

#### 4.3.2 Research Data Analysis

**Research Objective 1: To determine the extent to which the undergraduates are exposed to Noodles television commercials;**

**Research Question 1: To what extent are the undergraduates exposed to instant noodles television advertisement?**

**Item 6 to 9 of the questionnaire are related to the objective and question stated above.**

**Table 7: Television Viewing**

<b>S/N</b>	<b>STATEMENTS</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>U</b>
6	I watch television	164 57%	87 30%	25 9%	6 3%	4 1%
7	I often watch television	102 36%	114 40%	44 15%	21 7%	5 2%
8	I often see noodles adverts on television	110 38%	111 39%	50 18%	9 3%	6 2%
9	I watch television everyday	104 36%	65 23%	89 31%	22 8%	6 2%

**Source:** Field Study, 2021

The above table reveals that a vast majority of the respondents agree that they watch television, while it was likewise established also an integral part of the population subscribe to noodles commercials on television. From this table, it can be deduced that majority of the undergraduate populace watch television and are exposed to noodles television commercials.

**Research Objective 2: Evaluate the extent to which exposure to Noodles TV commercials influence the Noodles brands of preference among undergraduates of the University of Lagos;**

**Research Question 2: How has the television adverts made people prefer a particular noodles brand to another?**

**Item 10 to 16 of the questionnaire are related to the objective and question stated above.**

**Table 8: Level of Exposure to TV Noodles Commercials**

S/N	STATEMENTS	SA	A	D	SD	U
10	TV noodles adverts have made me purchase the product	105 37%	112 39%	31 11%	35 12%	3 1%
11	I see TV noodles commercials everyday	129 34%	110 27%	98 29%	34 7%	10 3%
12	TV noodles commercials are redundant	32 11%	48 17%	81 28%	71 25%	54 19%
13	I have seen noodles advert on TV	92 32%	97 34%	67 23%	23 8%	7 3%
14	TV noodles adverts has propelled me to purchase the product	87 30%	102 36%	54 19%	40 14%	3 1%
15	TV noodles adverts are over-emphasised	37 13%	41 14%	75 26%	85 30%	48 17%
16	Noodles television advert has prompted my purchase act	99 35%	90 31%	40 14%	54 19%	3 1%

**Source:** Field Study, 2021

The above table reveals that a lot of the undergraduates are judicious subscribers to television and its broadcast of noodles commercials have helped to form their individual preference of different noodles brands. From this table, it can be deduced that majority of the undergraduate populace watch television and this exposure has excellently prompted their purchase action.

**Research Objective 3: To determine whether the television advertisements jeers their purchase level up;**

**Research Question 3: To what extent has television advertisements jeered up the undergraduates' purchase level?**

**Item 17 to 21 of the questionnaire are related to the objective and question stated above.**

**Table 9: Preference of Noodles Brand of Choice**

S/N	STATEMENTS	SA	A	D	SD	U
17	I find the brand unique	87 30%	76 27%	63 22%	35 12%	25 9%
18	The brand of noodles I consume has varied flavours	73 26%	95 33%	77 27%	33 12%	8 3%
19	The brand of noodles I consume is satisfactory	114 40%	104 36%	55 19%	10 3%	3 1%
20	The brand of noodles I consume syncs with my taste	129 45%	137 48%	12 4%	6 2%	2 1%
21	In my opinion, the brand of noodles I consume is the best	110 38%	123 43%	34 12%	17 6%	2 1%

**Source:** Field Study, 2021

The above table reveals that different noodles brands are consumed by different undergraduates in the community of UNILAG. From this table, it can be inferred that a lot of the undergraduates have gained preference of their distinct brand and consume it satisfactorily.

**Research Objective 4: To ascertain the extent to which exposure to Noodles TV commercials influence repeated purchase of the preferred brands among undergraduates of the University of Lagos;**



**Research Question 4: To what extent has exposure to Noodles TV commercials influence repeated purchase of the preferred brands among undergraduates of the University of Lagos?**

**Item 22 to 27 of the questionnaire are related to the objective and question stated above.**

**Table 10: Purchase of Noodles Brand of Choice**

S/N	STATEMENTS	SA	A	D	SD	U
22	I purchase my preferred brand of noodles because of one of its advert	106 37%	82 29%	38 13%	35 12%	25 9%
23	I purchase my preferred brand of noodles ravenously	69 24%	98 34%	45 16%	54 19%	20 7%
24	I purchase my preferred brand of noodles because of its advert hype	106 37%	84 29%	40 14%	35 13%	21 7%
25	I purchase my preferred brand of noodles because it is the only one I know	99 35%	67 23%	75 26%	45 16%	0 0%
26	I purchase my preferred brand of noodles because it is the only one available to me	60 21%	45 16%	79 28%	95 33%	7 2%
27	I purchase my preferred brand of noodles because it is the only one I can afford	45 16%	39 14%	72 25%	130 45%	0 0%

**Source:** Field Study, 2021

The above table reveals that a lot of respondents have been loyal buyers of their selected brands. From this table, it can be inferred that a lot of the undergraduates have gained preference of these brands as a result of awareness and advertising hype through television.

**Research Objective 5: To determine what components of Noodles TV commercials appeals to undergraduates of the University of Lagos towards the purchase of their chosen brands;**

**Research Question 5: What components of Noodles TV commercial appeals to undergraduates of the University of Lagos towards the purchase of their chosen brands?**

**Item 28 to 34 of the questionnaire are related to the objective and question stated above.**

**Table 11: Advertising Appeal in Noodles Adverts**

S/N	STATEMENTS	SA	A	D	SD	U
28	TV noodles adverts excite me	36	85	45	53	67
		12%	31%	15%	19%	23%
29	TV noodles adverts makes me angry	45	39	92	110	0
		15%	13%	32%	40%	0%
30	TV noodles adverts makes me relaxed	69	98	45	54	20
		24%	34%	16%	19%	7%
31	TV noodles adverts makes me eager to purchase	99	74	57	30	26
		35%	26%	20%	10%	9%
32	TV noodles adverts are realistic	77	56	58	54	41
		27%	20%	20%	19%	14%
33	TV noodles adverts are over-emphasised	48	85	75	41	37
		17%	30%	26%	14%	13%
34	TV noodles adverts pass a consumer-satisfactory message	98	109	63	11	5
		34%	38%	22%	4%	2%

**Source:** Field Study, 2021

The above table reveals that a lot of respondents have different feels towards television noodles commercials but generally speaking they enjoy them and it grants consumer gratification through the adverts. From this table, it can be deduced that the undergraduates actually relish the concept of the adverts they watch.

### **4.3 Discussion of Findings**

From the data gathered, presented and analysed, the following findings have been made in answering the research questions.

#### **Research Question 1**

**To what extent are the undergraduates exposed to instant noodles television advertisement?**

The aim of this question was to find out the extent to which these studied undergraduates are exposed to noodles television commercials.

The findings of this question derived a deduction that majority of the undergraduate watch television and are exposed to noodles television commercials. Ikechukwu & Agu (2018) agrees to this that disclosed television marketing has a full-size impact on students' desire, patronage and repeat buying of Indomie noodles. Effective marketing and marketing is made feasible via a medium (Okpara & Agu, 2016).

#### **Research Question 2**

**How has the television adverts made people prefer a particular noodles brand to another?**

The aim of this question was to find out how television adverts has influenced the undergraduates to prefer a particular noodles brand to another.

The findings of this question discloses that a lot of the undergraduates are judicious subscribers to television and its broadcast of noodles commercials have helped to form their individual preference of different noodles brands and this exposure has excellently prompted their purchase action.

Abubakar, (2014) negates this by testing the elements that decorate brand loyalty in Northern Noodles Nigeria Limited. Elements that inspire clients to grow to be answering to both the brand they use is examined on 3 elements which can be product involvement, perceived pleasant and brand belief. Findings monitor that product involvement, perceived pleasant and brand belief are elements that decorate loyalty to brand. It is suggested that Northern Noodles Nigeria should continue to make their product more unique in order to sustain their consumers and stimulate their involvement, maintain their quality of product and identify ways in which to gain more trust into the hearts of the consumers.

### **Research Question 3**

**To what extent has television advertisements jeered up the undergraduates' purchase level?**

The aim of this question was to find out how television adverts has influenced the undergraduates to prefer a particular noodles brand to another.

The findings of this question derived a deduction that different brands of noodles are consumed and **the undergraduates** have gained preference of their distinct brand and they purchase and consume it satisfactorily.

Ezeoha (2007) performed a studies to assess the effect of marketing on client behaviour with precise connection with De-united Foods Industries Ltd, makers of Indomie noodles. Given hypotheses had been examined seriously to show the authenticity of responses via way of means of the respondents to the studies questions. In the very last evaluation, tries had been made to deliver to precise the examined studies hypotheses, which proved that:

1. Advertising has progressed client desire for Indomie noodles to different noodles;

2. There has been full-size growth in income of Indomie noodles because of marketing.

#### **Research Question 4**

**To what extent has the exposure to Noodles TV commercials influence repeated purchase of the preferred brands among undergraduates of the University of Lagos?**

The aim of this question was to find out how television adverts has influenced the undergraduates to prefer a particular noodles brand to another.

From the findings, it can be inferred that a lot of the undergraduates have been loyal buyers of their selected brands, a lot of the undergraduates have gained preference of these brands as a result of awareness and advertising hype through television.

Kanu & Ezeabogu, (2019) agrees by saying most organisations in Nigeria pay lukewarm mindset in marketing their services and products via powerful marketing medium, and this have unfavourable impact on their output in phrases of income. They do now no longer see the want of spending a part of their finances in commercial to sell their services and products and have an impact on client shopping for behaviour. With incredible growth in technological advancement, powerful marketing and marketing has to grow to be extraordinarily vital with a purpose to have aggressive advantage. For effective advertising to take place, the target audience must be extensively reached to know their consumption pattern and behaviour towards products and services. And that effort should be directed more on emotional related advertising, since consumers patronage are highly induced through their emotion.

#### **Research Question 5**

## **What components of Noodles TV commercial appeals to undergraduates of the University of Lagos towards the purchase of their chosen brands?**

The aim of this question was to find out the particular components of Noodles TV commercial that appeals to undergraduates of the University of Lagos towards the purchase of their chosen brands.

The findings of this question discloses that different feels emanate from watching television noodles commercials but consumer gratification is established through the adverts.

Kanu & Ezeabogu, (2019) purports that for effective advertising to take place, the target audience must be extensively reached to know their consumption pattern and behavior toward products and services. And that effort should be directed more on emotional related advertising, since consumers patronage are highly induced through their emotion.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This section presents the summary, conclusion and recommendation for this study. It also gives recommendations and limitations faced in course of study.

#### **5.2 Summary**

This study offers different perspectives on the title “The Influence of TV Advertising on Buying Behaviour of Noodles among Undergraduates of the University of Lagos.” This chapter is intended to summarise the research work, show conclusions derived from the research findings and give recommendations.

The first chapter of this work went over the background of the study that Nigerian undergraduates make up a large quantity of the populace and stand as a large marketplace for advertisers aside the meals sector. In addition to the acquisition percent they constitute and the affect they exert once they shop, the ones who have now no longer but shaped their tastes, goals and options come to be goal of entrepreneurs of specific manufacturers in order to tell and goal them and cause them to dependable customers. The statement of the problem explains the competition among special manufacturers of those noodles generating businesses and the way their adverts which can be specially centered the age institution of Nigerian university undergraduates through the published platform, television. Consumers have usually been on the receiving end of non-stop bombardment of persuasive messages. This is due to the fact its miles typically believed the position of those messages inside the mass media will make the clients act in methods certain via way of means of the classified ads on account that they are persuasive strategies to attraction to the clients shopping habit.

The objectives the study sets are to:

1. Determine the extent to which the undergraduates are exposed to Noodles television commercials;
2. Evaluate the extent to which exposure to Noodles TV commercials influence the Noodles brands of preference among undergraduates of the University of Lagos;
3. To determine whether the television advertisements jeers their purchase level up;
4. To ascertain the extent to which exposure to Noodles TV commercials influence repeated purchase of the preferred brands among undergraduates of the University of Lagos;

5. To determine what components of Noodles TV commercials appeals to undergraduates of the University of Lagos towards the purchase of their chosen brands.

Chapter two which is literature review was split into conceptual review, theoretical framework and empirical review. The conceptual review examined the concepts of advertising, advertising influence, television advertising, buying behaviour and Noodles market buying behaviour in Nigeria integral to the work.

The theoretical framework of this chapter made use of the Hierarchy of Effect theory to describe the impact of advertising on consumers' decision making. This model consists of three major stages: the cognitive stage (awareness, knowledge), the affective stage, this has to do with the impact you are making on your consumers regarded as the feeling process. (liking, preference, conviction) and the behavioural stage (purchase) which is the ultimate goal. The model is based on behavioural psychology; MBA Skool, (2017).

Chapter three is the research methodology which presents the research design which is the descriptive survey design, simple random sampling technique was used for this study, population of the study was the undergraduates of the University of Lagos, the research instrument for this study is the questionnaire.

Chapter four gave the data presentation and analysis, the statistical analysis of the information obtained through the questionnaire of two hundred and eighty six (286) responses were used in the analysis; the researcher utilised an analytic data that can make use of frequency count converted into percentage computation for easy calculation and the findings made from the data were discussed.



Chapter five summarised and concluded the research work with relevant recommendations.

### **5.3 Conclusion**

From the result of the study, the researcher concluded that there is a clear significant impact of television advertising on consumers' decision making on the purchase of noodles among undergraduates in the University of Lagos. The findings of this research that majority of the undergraduate watch television and are exposed to noodles television commercials. The undergraduates actually relish the concept of the adverts they watch. The literature also shows that the advertising effect is essentially exerted through the broadcast platform (television). There is a strong relationship between the consumers' choices of brand and the appeal to television noodles commercials. With regard to this result, the researcher believes that efforts should be made to develop effective measures in which television advertising can have the ultimate goal of influencing consumers and stimulating action (purchase).

### **5.4 Recommendations**

The findings in this study can be a practical tool which could be prove useful to various firms aiming to strengthen their advert span and create positive perception of their brand's image. The following specific recommendations were made in the process of the research:

- i. Noodles manufacturers should maintain the policy of aligning their brand position to reflect brand awareness, brand image, brand association, and brand loyalty;
- ii. Brand quality should be inculcated in the planning, development, and implementation stages of the marketing strategy of the noodles brand, as this will lead to appreciable growth in sales as customers' taste appeal is met;

- iii. Noodles manufacturers should ensure they establish a perception of brand sincerity on their customers to maintain the loyalty of their customers as well as attract new ones;
- iv. Objectives of the brand association include, among others, retaining and attracting customers. Because of this, noodles manufacturers should ensure that adverts on their brands are designed and written in a manner that persuades individuals to patronize the brand offered for sale to enhance the profitability of the company.

## **5.5 Limitations of the study**

The researcher encountered the following limitations in the course of the study:

- i. Inability to share physical questionnaire to the undergraduates of the University of Lagos due outbreak of the novel corona-virus wave;
- ii. Incomplete questionnaire rate due to insufficient time and also because some of them were not complete.
- iii. Sample size was not entirely fulfilled in the amount of respondents of the questionnaire, some of them were haphazardly filled and others were blank.

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## APPENDIX

Department of Mass Communication,  
Mountain Top University,  
Ibafo, Ogun State.  
July, 2021.

Dear Respondent,

I am a final year undergraduate of the Department of Mass Communication, College of Humanities, Management and Social Sciences, Mountain Top University. I am currently conducting a research on “**the influence of TV advertising on buying behaviour of noodles among undergraduates of the University of Lagos.**”

I will be very grateful if you could kindly respond accurately to the best of your knowledge the questions and items contained in the questionnaire. All responses will be treated with utmost confidentiality and will be strictly used for academic purposes only.

Thank you very much for sparing your time and willingness to share your experience.  
Yours faithfully,

---

Folorunso Enoch Folahan

**SECTION: A**  
**DEMOGRAPHIC DATA OF RESPONDENTS**

**Instructions:** Please answer all questions to the best of your knowledge by placing (✓) on the option provided. **Thank You!**

**PERSONAL DATA**

1. Gender: a. Male [ ] b. Female [ ]
2. Age: a. 18yrs - 21yrs [ ] b. 22yrs - 25 yrs [ ] (c) 26yrs - 30yrs [ ] d. 31yrs - 35yrs [ ]
3. Year of Study: (a) 100 Level (b) 200 Level (c) 300 Level (d) 400 Level
4. Religion: a. Christianity [ ] b. Islam [ ] c. Traditional [ ] d. Others [ ]
5. Noodles brand most preferred: a. Indomie [ ] b. Chikki [ ]

**SECTION B: Television Viewing**

Please tick where appropriate. The response is divided into:

Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), Undecided (U).

S/N	STATEMENTS	SA	A	D	SD	U
6	I watch television					
7	I often watch television					

8	I often see noodles adverts on television					
9	I watch television everyday					

### SECTION C: Level of Exposure to TV Noodles Commercials

S/N	STATEMENTS	SA	A	D	SD	U
10	TV noodles adverts have made me purchase the product					
11	I see TV noodles commercials everyday					
12	TV noodles commercials are redundant					
13	I have seen noodles advert on TV					
14	TV noodles adverts has propelled me to purchase the product					
15	TV noodles adverts are over-emphasised					
16	Noodles television advert has prompted my purchase act					

### SECTION D: Preference of Noodles Brand of Choice

S/N	STATEMENTS	SA	A	D	SD	U
17	I find the brand unique					
18	The brand of noodles I consume has varied flavours					
19	The brand of noodles I consume is satisfactory					
20	The brand of noodles I consume syncs with my taste					
21	In my opinion, the brand of noodles I consume is the best					

### SECTION E: Purchase of Noodles Brand of Choice

S/N	STATEMENTS	SA	A	D	SD	U
22	I purchase my preferred brand of noodles because of one of its advert					
23	I purchase my preferred brand of noodles ravenously					
24	I purchase my preferred brand of noodles because of its advert hype					
25	I purchase my preferred brand of noodles because it is the only one I know					
26	I purchase my preferred brand of noodles because it is the only one available to me					
27	I purchase my preferred brand of noodles because it is the only one I can afford					

### SECTION F: Advertising Appeal in Noodles Adverts

<b>S/N</b>	<b>STATEMENTS</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>U</b>
28	TV noodles adverts excite me					
29	TV noodles adverts makes me angry					
30	TV noodles adverts makes me relaxed					
31	TV noodles adverts makes me eager to purchase					
32	TV noodles adverts are realistic					
33	TV noodles adverts are over-emphasised					
34	TV noodles adverts pass a consumer-satisfactory message					