

INFLUENCE OF TELEVISION ADVERTISING OF CADBURY BOURNVITA ON CONSUMER PURCHASING BEHAVIOUR IN DELTA STATE, NIGERIA

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ABSTRACT

Advertising provides marketers opportunities to influence consumers' buying behaviours through adequate exposure and appeals. Studies show that advertising is indispensable in promoting advertisers' interests and that marketer's use television advertising to attempt to influence purchasing behaviors. This study examined public exposure level to television advertisements on Cadbury Bournvita in Delta State, Nigeria, the advertising appeals explored and the effect on buying behaviour. The study was anchored on the Uses and Gratifications and Consumer Behaviour theories and adopted study involving 384 respondents who responded to a questionnaire. The data was analyzed using Median, Mean, Standard Deviation and Regression Analysis. Findings show the level of exposure to television advertisements on Cadbury Bournvita in Delta State, Nigeria, was low and that the advertisements significantly contained rational appeals. Also, the advertisements positively influenced consumers' buying behaviours. The study recommends that more studies should focus on reasons for the low exposure to television advertisements and that marketers should continue to use television advertisements and rational appeals to maximize impact.

Keywords: Advertisers; Brand awareness; Emotional appeal; Exposure to advertisements; rational appeal;

1.0 INTRODUCTION

Advertising is largely believed to be an economic function that seeks to create awareness about the existence, availability and appeals of goods, services, ideas and personalities. It does this through different channels of communication, usually paid for by clearly identifiable sponsors, in order to attract the attention of members of the public and persuade as many as possible to adopt the items being advertised (Ijeh 2008b; Vani, Babu & Panchanatham 2010). With specific reference to goods and services, advertisements are believed to serve as bridges between producers/sellers and buyers/consumers and for many years, they have provided

ample opportunities for marketers to influence consumers' choices and preferences of products and services (Oghogho & Ijeh 2017). By deploying different appeals, advertisers not only create awareness about new and existing products and services but also offer compelling reasons for the patronage of these commodities (Igwe & Nwaizugbo 2020). In today's environment of intense economic competition, effective advertising is crucial for maintaining market share across various commercial products and services, including beverages like Cadbury Bournvita. As a result, advertising has become a fundamental component of modern marketing strategies (Taylor & Franke 2017). Advertising messages are typically designed to be persuasive, aiming to convince the target audience to consider and ultimately accept the sponsors' messages. Scholars have argued that advertising is a form of non-personal communication paid for by a sponsor and delivered through various media, with persuasive content designed to elicit interest and acceptance from the target audience (Erubami 2019). Failure to persuade consumers towards a positive behavioral change in favor of an advertised product or service can therefore be seen as a failure of the advertisement (Anyacho 2017).

Although advertising gained popularity through mainstream media such as newspapers, magazines, radio, and billboards, television advertising has become a prevalent practice worldwide, including in Nigeria (Ijeh 2008b; Asogwa 2013). Television's capacity to transmit audio and visual elements simultaneously makes it particularly effective, combining drama, movement, and emotion to persuade consumers to patronize a product or service (Ufuophu-Biri & Ijeh 2021a). The creative fusion of sight, sound, and motion through television advertising enhances its impact on viewers and allows for rapid awareness generation and message targeting. In the competitive market, where demand and supply dynamics determine the value of products and services, marketers frequently use television advertising to influence purchasing behavior (Okoro 2013). Consumer buying behavior is an integral part of marketing, involving the processes of buying and disposing of goods, services, ideas, or experiences to satisfy needs and wants. This behavior is subject to continuous change due to various physical, psychological, and social factors, including media advertisements. Television advertising is a prominent tool for shaping consumer behavior, with the ability to convey persuasive messages through audio-visual cues (Ijeh 2014; Kotler & Keller 2016). Research indicates that television advertising significantly influences consumer attitudes, preferences, and purchasing decisions, impacting brand awareness, recall, attitude, and purchase intentions (Lee & Johnson 2021).

In Nigeria, the beverage market has seen a surge in new products, providing consumers with numerous options which include Cadbury Bournvita. Despite this variety, Cadbury Bournvita remains a dominant brand since its emergence in 1960. Given the competitive landscape, manufacturers strive to influence consumer preferences and decision-making processes through television advertising (Zhang, Mou, Wang & Hu 2020). This study therefore seeks to assess the influence of television advertising of Cadbury Bournvita on consumers' purchasing behaviour in Delta State, Nigeria.

1.1 Statement of the Problem

Television advertising is not strange. Accordingly, it has attracted some measure of research attention. In a study on advertising as an expedient stimulus in national development, Ijeh (2008a) points out that advertising in all its ramifications (including television advertising) is indispensable in promoting the interests of advertisers, consumers, mass media organizations

and the country at large by facilitating critical socio-economic engineering that creates satisfaction and wealth. In a similar study on public exposure to television advertising, Chen and Lee (2018), report that television advertisements significantly promote brand awareness, which boosts purchase intentions. On their part, Lawal and Adeniran (2020) focused on the relationship between television advertising and the purchasing behavior of consumers and reveals that marketers use extensive television advertising to influence consumer patronage and purchasing behaviors due to its cost-effective reach and ability to simultaneously engage consumers across vast geographical areas.

The above studies and many more provide useful insights into the phenomenon of television advertising of consumer products and buyers' patronage and seem to consistently suggest that television advertising has enormous potentials to influence consumers. This calls for confirmative investigations from different parts of the country such as Delta State in order to. What is the level of public exposure to television advertisements on Cadbury Bournvita among the consumers in Delta State, Nigeria? What advertising appeals does the public believe are used in television advertisements of Cadbury Bournvita and how did the advertisements influence consumers in Delta State, Nigeria. These questions and the absence of ready answers indicate a gap in knowledge which this study on the influence of television advertising of Cadbury Bournvita on consumer purchasing behaviour in Delta State, Nigeria, attempts to fill.

1.2 Objectives of the Study

The objectives of the study are to:

1. examine the level of public exposure to television advertisements of Cadbury Bournvita in Delta State, Nigeria;
2. find out the public perception on the advertising appeals used in television advertisements of Cadbury Bournvita in Delta State, Nigeria and
3. find out the public perception on the effect of television advertisements of Cadbury Bournvita on consumers' purchasing behaviour in Delta State, Nigeria.

1.3 Research Questions and Hypothesis

The study sought answers to the following research questions and tested the hypothesis below:

- 1) What is the level of public exposure to television advertisements of Cadbury Bournvita in Delta State, Nigeria?
- 2) What is the public perception on the advertising appeals used in television advertisements of Cadbury Bournvita in Delta State, Nigeria?
- 3) What is the public perception on the effect of television advertisements of Cadbury Bournvita on consumers' purchasing behaviours in Delta State, Nigeria?

Ho: Exposure to television advertisements on Cadbury Bournvita did not have a significant relationship with respondents' purchasing behaviour of Cadbury Bournvita.

1.4 Delimitation of the Study

The study is delimited to the level of public exposure to television advertisements of Cadbury Bournvita among the Delta State, Nigeria; the advertising appeals adopted in the advertisements and perceived effects on purchasing behaviour. The study is also delimited to a three-month period covering January to March, 2024.

2.0 LITERATURE REVIEW

2.1 Exposure to Television Advertisements

Television is believed to have emerged after other advertising channels such as newspapers, magazines, radio and even billboards but it has become a very strong advertising medium (if not the strongest) worldwide and especially in Nigeria (Asogwa 2013). This is of its capacity to effectively combine audio-visual, texts and graphic messages simultaneously (Ijeh, Umukoro & Amune 2015; Ufuophu-Biri & Ijeh 2021a). Television advertising is described as capable of effectively combining drama, movement and other audio-visual appeals which go a long way in persuading consumers to patronize the product/service being advertised (Okoro 2013). Television contents generally explore high level of creativity which achieves the fusion of visual images, speech and other audio effects as well as motion to enhance the impact of its advertisements on viewers cum target audience (Oghogho & Ijeh 2017; Chen & Lee 2018).

Given the potential of television, advertisers use it heavily for advertisements in the competitive market environment and this results to very high level of exposure of viewers to advertisements. It may be rare to find a conventional television station that does not advertise. This means that anyone who watches television will find it difficult to avoid being exposed to televised advertisements (Kotler & Keller 2016). It is widely believed that television advertisements contribute significantly to the overall level of exposure to advertisements more than any other medium of mass communication or channel of advertising. It is therefore safe to aver that as marketers jostle for the attention of consumers in a competition, the more the tendency to advertise, the more the volume of television advertisements and ultimately the more the exposure of the viewers to advertisements (Lee & Johnson 2021).

2.2 Public Perception of Television Advertisements

Although television advertising is very visible in Nigeria, its success relies heavily on public perceptions. Researchers assert that public perception of television advertisements is influenced by various factors, including content relevance, cultural considerations, and advertising appeals (Ijeh 2008a). Accordingly, advertisements aligning with consumers' needs, values, and aspirations are more positively perceived by the public than irrelevant or overly intrusive advertisements.

Cultural factors also play a vital role in shaping public perception of television advertisements in Nigeria. Okoro (2013) avers that advertisements reflecting cultural norms, traditions, and values of Nigerian society are better received. Advertisements failing to consider cultural sensitivities may face backlash and negative perception from the public. Similarly, Ogunnaike and Olufemi (2019) submit that cultural values, beliefs, and norms are crucial in shaping public perceptions of television advertising. Nigerian audiences tend to respond more positively to advertising aligning with their cultural values, traditions, and societal norms. Consequently,

advertisers need to consider cultural factors to ensure their advertisements resonate with the Nigerian public.

The choice of advertising appeals, such as emotional, rational, or humorous appeals, can also influence public perception. Ademola and Osunrinade (2019) indicate that humorous advertisements tend to be more positively perceived by the Nigerian public. Okorie, Umeh, and Nnadi (2018) note that advertisements evoking positive emotions, such as happiness and humor, are more likely to be positively perceived by Nigerian viewers. Emotional appeals fostering a sense of pride, family values, and patriotism also resonate well with the Nigerian audience. However, the effectiveness of appeals may vary depending on the target audience and product/service being advertised.

The advent of social media has transformed the way television advertisements are perceived in Nigeria. Studies have explored the influence of social media on public perception of television advertising and show that Nigerian viewers actively engage in online discussions and share their opinions about advertising on social media platforms. These online interactions shape public perception of television advertisements, as individuals seek validation and express their preferences (Ijeh 2008b; Ufuophu-Biri & Ijeh 2021b). Advertisers are therefore encouraged to monitor social media conversations to gauge public sentiment and adjust their campaigns accordingly. Celebrity endorsements also have a substantial impact on public perception in the Nigerian advertising landscape. Adepoju and Ajagbe (2021) submit that Nigerian viewers perceive advertisements featuring their favorite celebrities as more credible and trustworthy. Celebrity endorsements therefore enhance the visibility and appeal of advertisements, leading to increased positive public perception and brand recognition (Oghiagbepha, Ijeh & Ufuophu-Biri, 2024).

2.3 Appeals in Television Advertising

Advertisers' primary mission is to reach prospective customers and influence their awareness, attitudes, and buying behavior. They therefore invest significantly in keeping markets interested in their products by developing accurate customers' profiles through studying consumers' behavior in order to influence their behavior, attitudes, and purchase intentions related to the advertised commodities (Lin, 2011).

Advertising appeals, which the basic idea advertisers want to communicate to the audience, are employed to make advertisements effective. They entail direct or indirect delivery of certain benefits or incentives or the explanation of why consumers should consider buying a product in an advertisement. Advertising appeals require creativity to inspire consumers' motives for purchase and affect their attitudes towards a specific product or service via psychological motivation to arouse consumers' desires and attraction for a product (Nwankwo et. al. 2013; Chen & Lee 2018). Advertising appeals are broadly divided into rational and emotional appeals (Ijeh 2021a). Rational appeal covers more product information and practical content, attracting consumers and creating better purchase intentions than emotional appeal, which evokes feelings to encourage consumers to patronize a given product. Advertising appeals aim to influence how consumers view themselves and how buying certain products can benefit them. The message conveyed through advertising appeals influences consumers' purchasing decisions (Nwankwo et. al 2013). Every advertising appeal represents an attraction that arouses consumers' desires and advertisers commonly use rational and emotional appeals to influence

patronage. Rational appeal emphasizes product functions and benefits to the consumer, while emotional appeal focuses on meeting consumers' psychological, social, or symbolic needs (Zulu 2019).

2.4 Theoretical Framework

The study builds a theoretical framework around of the Uses and Gratification Theory (UGT) and Consumer Behaviour Theory (CBT). The UGT, proposed by Elihu Katz, Jay Blumler, and Michael Gurevitch in the early 1970s, posits that audiences actively influence the effects of media messages rather than passively receiving them (Katz, Blumler & Gurevitch 1995). This is because people tend to select, attend to, perceive, and retain media contents based on their needs, beliefs and values. UGT is described as focusing on the social and psychological origins of needs, which shape expectations of media and lead to varied media exposure, resulting in needs gratifications and other often unintended consequences. The theory is audience-centered and addresses needs such as surveillance, excitement, relaxation, social integration, entertainment, escape, identity, socialization, and information acquisition (McQuail 2010). Accordingly, the theory explores what audiences use the media for and the satisfaction they derive from it and highlights the active role of individuals in selectively choosing and retaining media messages based on their needs and beliefs (Wogu 2008). As UGT proposes that media audience has the autonomy to decide its media use and effects, television advertising consumers can actively choose and process advertising messages which influence their purchasing decisions. For instance, consumers who selectively engage with and retain information from television advertisements of Cadbury Bournvita are more likely to buy it than those who do otherwise.

On the other hand, the CBT, which emerged in the 1940s and 1950s as a result of increase in motivation research, explains how and why consumers buy – a recognition that consumers are rational beings who undergo a hierarchy of psychological effects to become convinced that an advertised brand suits their needs and should be purchased (McQuail 2010; Fullerton, 2013). In the views of Roy and Datta (2022), consumer behaviour studies that promote CBT focus on how consumers decide what to buy for personal use and how they make those decisions based on personal judgments. Kavitha, Saran and Ram (2023) aver that consumers' buying behaviour is influenced by their attitudes at the point of the time of purchasing the product and that sellers (advertisers) need to recognize and analyze this consumer behaviour and the factors influencing it to boost his/her chances of success in business. The theory points attention to the possibility that advertising alone does not influence consumers' buying decisions and that other factors such as personal, psychological, social and economic factors come to play . (QazzafiI 2020).

These theories challenge the power of television advertising of Cadbury Bournvita to boost sales of the product. While the advertisements can create awareness, they may not automatically lead to preference and conviction, which ultimately lead to purchase. It is therefore possible that the level of exposure to such advertisements and the appeals contained worked in nexus with other factors to influence actual consumer buying behavior, and these are the areas of interest in this study.

3.0 RESEARCH METHOD

The study employed cross sectional design with survey research method and a population of the study of 5,636,100 being the projected population of Delta State up to 2022 (Delta State Government 2024). The study adopted a sample of 384 determined via the Cochran's sample size determination formula and multi-stage sampling technique incorporating the clustering of towns in the study area into the three senatorial districts of the state three cities: Ughelli (Delta Central); Asaba (Delta North) and Warri (Delta South) were purposively selected. In each of these cities, the study combined quota and purposive sampling to select 128 adults who watch television to respond to the questionnaire and analyzed emanating data with simple percentages, median score and Standard Deviation.

4.0 RESULTS

Out of the 384 copies of the questionnaire distributed, 381 were retrieved and found usable for data analysis. This represents a questionnaire return rate of 99.22% which is a safe level for the study.

Demographic Composition of Respondents: Data emanating from the field work indicates that gender distribution was nearly even with 199 males (52.2%) and 182 females (47.8%). The data distribution also show that majority of respondents 137 (36%) were aged 41-50 years, followed by 31-40 years (104 [27.3%]). Other age groups included 61-70 years (55 [14.4%]); 21-30 years (42 [11%]), 71 years and above (22 [5.8%]) and 51-60 years (21 [5.5%]). Data relating to educational level of respondents indicate that all of them had some level of education with the majority coming from those with tertiary education (181 [47.5%]), followed by those with secondary education (153 [40.2%]) and those with primary education (47 [12.3%]). Majority of the respondents (181 [47.5%]) were single, while 164 (43.1%) were married and 36 (9.4%) were separated, divorced or widowed. The occupational distribution indicates that most of the respondents (145 [38.1%]) were in privates businesses, followed by salary earners (109 28.6%); students (66 [17.3%]); artisans (36 [9.5%]) and unemployed (25 [6.6%]). The study also assessed the monthly average income level of respondents and emanating data indicate that majority of them 130 representing 27% fell within the N150,000-N200,000 income bracket, followed by those who earned N50,000-100,000 (69 [18.1%]) and those who earned N100,000-N150,000 (67 [17.6%]). Others include those who earned below an average of N50,000 monthly (54 [14.2%]); N200,000-N250,000 (39 [10.2%]); N250,000-N300,000 (24 [6.3%]); N300,000-N350,000 (16 [4,2%]) and N350,000-N400,000 (6 [1.6%]). The least frequency occurred within the income bracket of above N400,000 with 3 representing 0.8%. The above data is presented in Table 1.

Table 1: Demographic Composition of Respondents

Sn	Description	F	%
1	Sex of Respondents:		
a)	Male	199	52.2
b)	Female	182	47.8
	TOTAL	381	100
2	Age of Respondents:		
a)	21-30 years	42	11.0
b)	31-40 years	104	27.3
c)	41-50 years	137	36.0
d)	51-60 years	21	5.5

e)	61-70 years	55	14.4
f)	71 years and above	22	5.8
	TOTAL	381	100
3	Educational Level of Respondents:		
a)	Primary education	47	12.3
b)	Secondary education	153	40.2
c)	Tertiary education	181	47.5
	TOTAL	381	100
4	Marital Status of Respondents:		
a)	Single	181	47.5
b)	Married	164	43.1
c)	Separated/Divorced/Widowed	36	9.4
	TOTAL	381	100
5	Occupation of Respondents:		
a)	Unemployed	25	6.6
b)	Students/Apprentice	66	17.3
c)	Artisans	36	9.5
d)	Business men/women	145	38.1
e)	Salary earners	109	28.6
	TOTAL	381	100
6	Income Level of Respondents		
a)	N50,000 and Below	54	14.2
b)	N50,000-N100,000	69	18.1
c)	N100,000-N150,000	67	17.6
d)	N150,000-N200,000	103	27.0
e)	N200,000-N250,000	39	10.2
f)	N250,000-N300,000	24	6.3
g)	N300,000-N350,000	16	4.2
h)	N350,000-N400,000	6	1.6
i)	N400,000 and Above	3	0.8
	TOTAL	381	100

(Source: Field work, 2024)

4.1 Level of Exposure to Television Advertisement on Cadbury Bournvita in Delta State, Nigeria

Out of the 381 respondents involved in this study, 364 (95.5%) admitted to having been exposed to television advertisements on Cadbury Bournvita, while 17 (4.5%) were not exposed to such advertisements. Therefore, the level of respondents' exposure was analyzed with 364 based on median score. Emanating data (Table 2) indicate that the median score for level of exposure to television advertisements on Cadbury Bournvita among respondents within the period covered by the study occurred at the point of "Bi-weekly". Accordingly, this study concludes that the level of exposure to television advertisements on Cadbury Bournvita in Delta State, Nigeria, is low.

Table 2: Level of Exposure to Television Advertisements on Cadbury Bournvita in Delta State, Nigeria

S/N	Level of Exposure	Rating of Level of Exposure	F	%	% Cumulative	Median = 50% cumulative
1	Hourly	Very High	0	0	0	
2	Daily	High	74	20.33	20.33	
3	Weekly	Moderate	91	25.0	45.33	
4	Biweekly	Low	78	21.43	66.76	Median Point
5	Monthly	Very Low	121	33.24	100	
Total			381	100		

(Source: Field work, 2024)

4.2 Prevalent Appeals in Cadbury Bournvita Television Advertisements in Delta State, Nigeria

The study adopted Mean (X) and Standard Deviation (SD) for the analysis of data relating to the above objective of the study with decision rule to uphold proposition where the outcome is high X and low or moderate SD and reject proposition where outcome is low X and low or moderate SD. Since the data was generated on a 5-point likert scale, expected mean = 3.00. Therefore High $X > 3.00$ while low $X \leq 3.00$. The data analysis shown in Table 3 indicate that the propositions whose outcomes are high X and low or moderate SD are: 1- Cadbury Bournvita television advertisements presented the essential features and benefits of the beverage ($X = 4.51$, $SD = 1.04$); 2- Television advertisements on Cadbury Bournvita had good visual effects ($X = 3.87$, $SD = 1.19$) and 3- Cadbury Bournvita television advertisements often suggested that the product was relatively cheap and easy to come by ($X = 3.45$, $SD = 1.24$). On the other hand, propositions whose outcomes are low means and low or moderate standard deviations are: 1- There was tendency to feel that one was missing out on some huge benefits by not consuming the product after seeing Cadbury Bournvita television advertisements ($X = 1.24$, $SD = 1.57$) and 2- Cadbury Bournvita television advertisements used funny contents and smiling models to express their ideas ($X = 2.48$, $SD = 1.50$). Arising from the SD results, the study concludes that appeals in the areas of emphasis on the essential features and benefits of the beverage, the incorporation of good visual effects and the indications that the product is relatively cheap and easy to come by in Cadbury Bournvita television advertisements were significant. On the contrary, appeals that made viewers who do not consume Cadbury Bournvita after seeing the television advertisements feel as if they were missing out on some huge benefits and the adoption of funny contents and smiling models to represent the ideas presented in the advertisements were not significant.

Table 3: Prevalent Appeals in Cadbury Bournvita Television Advertisements in Delta State, Nigeria

S/N	Prevalent Appeals Adopted	\bar{X}	SD	Decision
1	Cadbury Bournvita television advertisements presented the essential features and benefits of the beverage	4.51	1.04	Accept
2	Television advertisements on Cadbury Bournvita had good visual effects	3.87	1.19	Accept
3	Cadbury Bournvita television advertisements often suggested that the product was relatively cheap and easy to come by	3.45	1.24	Accept

4	There was tendency to feel that one was missing out on some huge benefits by not consuming the product after seeing Cadbury Bournvita television advertisements	1.24	1.57	Reject
5	Cadbury Bournvita television advertisements used funny contents and smiling models to express their ideas	2.48	1.50	Reject

(Source: Field work, 2024)

4.3 Influence of Television Advertising on Consumers' Purchasing Behaviour in Delta State, Nigeria

The study equally adopted X and SD with the same decision rule as above in addition to regression analysis to analyze data related to this objective. The data analysis shown in Table 4, indicate that the propositions whose outcomes are high X and low or moderate SD are: 1- Exposure to Cadbury Bournvita television advertisements influenced purchase and consumption of the product ($X = 3.46$, $SD = 1.11$); 2- Exposure to television advertisements of Cadbury Bournvita influenced viewers to remain loyal consumers of the product ($X = 4.21$, $SD = 0.61$); 3- Contents of Cadbury Bournvita television advertisements were pleasing and therefore encouraged patronage of the product ($X = 3.51$, $SD = 1.02$) and 4- Television advertisements of Cadbury Bournvita provided information that facilitated purchase and consumption of the product ($X = 3.23$, $SD = 1.42$). Arising from the SD results, the study concludes that television advertisements Cadbury Bournvita influenced purchase and consumption of the product; influenced viewers to remain loyal consumers of the product; encouraged patronage of the product and also provided information that facilitated purchase and consumption of the product.

Furthermore, the calculated regression equation (Table 5) shows that exposure to television advertisement on Cadbury Bournvita is positively related to the purchasing behaviour of the respondents towards the product, ($F(1,379) = 136.315$, $p < .001$), with an R^2 of .265. Based on the prediction equation and the corresponding regression coefficient ($B = .519$, 95% CI [.432, .607]), respondents' purchasing behaviour related to Cadbury Bournvita tends to change .519, on average, for every unit rise in their frequency of exposure to television advertisement on the product. With a P-Value of less than 0.05, H_0 was not accepted hence the study concludes that exposure to television advertisements on Cadbury Bournvita had a significant relationship with respondents' purchasing behaviour of Cadbury Bournvita.

Table 4: Influence of Television Advertising on Consumers' Purchasing Behaviour towards Cadbury Bournvita in Delta State, Nigeria

S/N	Item	\bar{X}	SD	Decision
1	Exposure to Cadbury Bournvita television advertisements influenced purchase and consumption of the product.	3.46	1.11	Accept
2	Exposure to television advertisements of Cadbury Bournvita influenced viewers to remain loyal consumers of the product.	4.21	0.61	Accept
3	Contents of Cadbury Bournvita television advertisements were pleasing and therefore encouraged patronage of the product.	3.51	1.02	Accept
4	Television advertisements of Cadbury Bournvita provided information that facilitated purchase and consumption of the product.	3.23	1.42	Accept

(Source: Field work, 2024)

Table 5: Summarized Regression Analyses for Television Advertisements’ Exposure and Respondents’ Perception of Cadbury Bournvita

<i>R²</i>	<i>SE of E</i>	<i>F Change</i>	<i>df1</i>	<i>df2</i>	<i>B</i>		<i>β</i>	<i>P-Value</i>	<i>95% CI for B</i>	
					<i>a</i>	<i>b</i>			<i>Lower</i>	<i>Upper</i>
.265	1.00	136.32	1	379	1.532	.519	.514	<0.001	.432	.607

R2 = Coefficient of Regression; SE of E = Standard Error of the Estimate; F = Variance; df = Degree of Freedom; B = Unstandardised Beta; p = Probability Value; CI = Confidence Interval

(Source: Field work, 2024)

5.0 DISCUSSION OF FINDINGS

The first finding in this study is that the level of exposure to television advertisements on Cadbury Bournvita in Delta State, Nigeria, is low. This is because even though many television viewers watched the advertisements, the frequency was low. This finding does not support the submission of Lee and Johnson (2021) that a very high level of exposure of viewers to advertisements results from the heavy use of television advertisements among advertisers. Instead, the finding appears to have been captured by Kotler and Keller (2016) in their submission that anyone who watches television will find it difficult to escape being exposed to televised advertisements. The logic here is that although the marketers of Cadbury Bournvita may have extensively advertised the product on television, exposure to the advertisements cannot be expected to be automatic as a number of factors can prevent the high exposure of target audience to such advertisements. This reality is also captured by the uses UGT which points out that people tend to select and attend to media contents based on their needs (Katz et al 1995). The theory draws attention to the fact that television viewers have active roles in selectively choosing media messages to expose themselves to base on the prevailing circumstances around them (Wogu 2008). This probably explains the reason for the low exposure to television advertisements of Cadbury Bournvita, irrespective of how much was sponsored by the advertiser.

Another finding in the study is that emphasis on the essential features and benefits of the beverage, the incorporation of good visual effects and the indications that the product is relatively cheap and easy to come by in Cadbury Bournvita television advertisements significantly appealed to viewers, while appeals that viewers who do not consume Cadbury Bournvita after seeing the television advertisements were missing out on some huge benefits and the adoption of funny contents and smiling models to represent the ideas presented in the advertisements were not significant. This finding supports the submission that relevance of the advertising content to the target audience is a primary factor influencing public perception of appeals in television advertising and that advertisements aligning with the needs, values and aspirations of target audience may be perceived more positively than irrelevant or overly intrusive advertisements (Ijeh 2008a). This finding also aligns with idea that rational appeals emphasizing product's essential features, benefits, low cost, and availability is more commonly

deployed in advertising basic consumption products than emotional appeals that emphasize fear of missing out on significant benefits. However, the indication that the use of “funny contents” was not considered appealing enough disagrees with the submission of Okorie et. al. (2018) that humorous advertisements are usually perceived positively. The relationship between this finding and UGT lies in the understanding that television viewers greatly determine how they perceive messages received based on their beliefs (Wogu 2008). UGT underscores the possibility that the audience of television advertisements of Cadbury Bournvita in Delta State, Nigeria, has the autonomy to perceive the appeals contained in such advertisements from its point of view which may differ from that of the advertiser.

The study also reveals that television advertisements of Cadbury Bournvita in Delta State, Nigeria, influenced purchase and consumption of the product; existing consumers’ loyalty; patronage of the product by new consumers and provided information that facilitated purchase and consumption of the product. This shows that exposure to television advertisements on Cadbury Bournvita had a significant relationship with respondents’ purchasing behaviour. This finding is in line with the submission that rational appeals that provide sufficient product information and practical contents attract consumers and create better purchase intentions than emotional appeals, which attempt to evoke feelings (Nwankwo et al 2013; Zulu 2019). The possible relationship between this finding and UGT is people tend to select, attend to, perceive, retain and act on media content based on their needs, beliefs and values (Wogu 2008). This explains the reason why in spite of their low exposure to television advertisements of Cadbury Bournvita in Delta State, Nigeria, there was significant relationship with respondents’ purchasing behaviour of the product. This reality is also captured by CBT, which explains how and why consumers buy and recognizes that they are rational and undergo a hierarchy of psychological effects to decide that an advertised product suits their needs and should be purchased (McQuail, 2010; Fullerton, 2013; Qazzafil 2020).

6.0 CONCLUSION

This study concludes that the level of exposure to television advertisements on Cadbury Bournvita in Delta State, Nigeria, is low and that the advertisements significantly contained rational appeals in the areas of emphasis on the essential features and benefits of the beverage, the incorporation of good visual effects and the indications that the product is relatively cheap and easy to come by. The television advertisements audience did not perceive the emotional appeals that viewers who do not consume Cadbury Bournvita after seeing the television advertisements were missing out on some huge benefits and the adoption of funny contents and smiling models to convey the message significant. The study also concludes that television advertisements of Cadbury Bournvita in Delta State, Nigeria, positively influenced purchase and consumption of the product; existing consumers’ loyalty; patronage of the product by new consumers and provided information that facilitated purchase and consumption of the product, thus confirming that exposure to television advertisements on Cadbury Bournvita had a significant relationship with respondents’ purchasing behaviour of Cadbury Bournvita in spite of the exposure being low.

7.0 RECOMMENDATIONS

Arising from the conclusion above, the study recommends as follows:

- More studies should investigate the low public exposure to television advertisements.
- Marketers should continue to use television advertisements to create public awareness and sustain patronage for their products.
- Advertisers should use more of rational appeals in television advertisements to maximize impact.

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