

Appraisal of Perception of Influence of Television Advertising on Buying Behaviour of Undergraduates in Enugu State

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Abstract

The purpose of the research work is to appraise the perception on influence of television advertising on buying behaviour of undergraduates in Enugu State. The study used survey research method and employed purposive sampling technique. A sample size of 405 was drawn from the population of 24,694. The study relied on structured questionnaire for the collection of primary data. The data collected were presented with frequency distribution tables and analyzed using simple percentage approach. The findings reveal that the television advertising influences undergraduates' buying behaviour very high. Also, the industries use television advertising to position their products towards the undergraduates. The study concludes that the television advertising helps to position products' features and images in the minds of the target consumers which leads to impulse purchase decision in them and also, propels them to patronize and purchase the product. The study recommends that the industries should strive to create brand loyalty using television advertisement.

Keywords: Television Advertising, Consumers' Buying Behaviour, Perception, Effective Communication and Relationship Management

Introduction

Television's impact on our lives has been really substantial, with steadily increasing amounts of time being spent with the medium. Television has changed the way people learn of the world around them. It has helped to spread news and ideas, even culture and values, from one land to another, effortlessly flowing over the political and geographic boundaries that once stemmed such tides. Television has changed the world. Technology, however, has made television harder and harder to control. Today's satellites transmit signals that can be picked up even at homes having relatively small disk antennas to receive the broadcast. Television, the ubiquitous box has been at the heart of a subtle revolution. The technology grew from the tiny, flickering screens of today, with vivid colour and crispness, meanwhile feeling a global boom (Awake, 1991).

Bittner (1989) stated that television's debut can be traced back to the work of Alexander Edmund Becquerel and the electrochemical effects of light. Practical application of principles transmitting visual information took place in 1884 with Paul Nipkow's scanning-disc transmitter and receiver. Vladimir Zworykin with his iconoscope tube and Philo Farnsworth with his improved, high-resolution scanning system made the transition to electronic television.

Television came to Nigeria for the first time in 1956 when Queen Elizabeth 11 came to Nigeria, and the British Broadcasting Corporation (BBC) came with a large contingent. The BBC placed television screens outside the assembly hall to enable those outside the gallery of the house to watch what was happening. Nigeria takes credit as the pacesetter in Africa in regard to television broadcasting. That notwithstanding, television broadcasting started in Nigeria as a result of intense political and ethnic rivalry, precisely, the first television in Nigeria was the Western Nigeria Television (WNTV), Ibadan (Ukonu, 2006).

Statement of the Problem

There is serious concern over effects of television advertising on students. Due to the fact that television advertising produces a pro-social cultivation of opinions, beliefs, attitudes and behaviour and; they have

tremendous informational impact on students. Television advertising consequently seems to manipulate the innocent but defenseless and gullible students to purchase many products which they ordinarily do not need or which they hardly can afford. Also, television advertising seems to encourage materialism which has turned to a deadly malaise in the country. Till date, online advertisements are not regulated by any organization unlike radio and television which are regulated and licensed by the National Broadcasting Commission (NBC).

Although, there are many research findings on influence of television advertising, these studies did not, however, dwell on appraising the perception on influence of television advertising on buying behaviour of undergraduates in Enugu State.

Objectives of the Study

The main objective of the study is to appraise the perception on influence of television advertising on buying behaviour of undergraduates in Enugu State. The study specifically aims to:

1. Determine the extent at which the industries use television advertising to position their products towards the undergraduates;
2. Find out the extent at which the television advertising influences undergraduates' buying behaviour;
3. Find out the nature of perception of undergraduates on television advertisement.

Research Questions

The study is guided by the following questions:

1. To what extent does the industries use television advertising to position their products towards the undergraduates?
2. To what extent does the television advertising influences undergraduates' buying behaviour?
3. What is the nature of perception of undergraduates on television advertisement?

Significance of the Study

This study is relevant in many ways. Firstly, it will contribute to the enrichment of literature on media studies more especially on television advertisement and national development. The importance of this study will go a long way to ensure that the standard and ethics of advertising is adhered to and channeled towards strategic development and accountability to its citizenry. Secondly, it will ensure professionalism in media sector. Thirdly, it will provide baseline information through its analysis and discussion to assist the national advertising policy makers like Advertising Practitioners Council of Nigeria (APCON)'s leadership in articulating developmental policies that will positively impact on national affairs. The study will also help the members of public to have more understanding and appreciation of advertisement.

Brief Review of Literature

Consumer Buying Behaviour

Agbonifoh, Ogwo, Nnolim and Nkamnebe (2007:136) stated that consumer buying behaviour deals with final users both as buyers and consumers while organizational buying behaviour is concerned with organization both as buyers and intermediate users of goods and services. In a competitive market, with different competing brands, in which consumers have freedom of choice, every marketer seeks to know as much as he can about his present and potential customers.

Ben-Eluwa (1998: 13) maintained that peoples behaviour as buyers cannot be artificially isolated from their characteristics behaviour as parents, workers or students. Marketers should appreciate this tendency towards insisting on rational motives, logical appeals and behaviour based on the satisfaction of qualified economic needs which may be influential on the product categories.

Agbonifoh *etal* (2007) cited in Makata *etal* (2022:95) believed that consumer behaviour is used in two different

but related senses. In one sense, it refers to those acts of individual and organization directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts. This dynamic view of buyer's behaviour encompasses those purchase acts and decision processes of both final and intermediate users and buyer. Also, consumer behaviour is viewed as a body of knowledge or a discipline. Looking at it from this perspective, consumer behaviour means the study of the decision making processes and overt acts of both final but immediate users and buyers in the purchase and consumption of goods and services.

Television Advertising and Viewership Research

Nwodu (2006:128) stated that the increasing interest by advertisers in ascertaining the number of viewers exposed to television advertisement paved the way for the emergence of broadcast research. It is natural therefore that most broadcast researchers should tilt to the commercial interest.

Wimmer and Dominic (1987:307) stated that once commercials began to be heard on air, advertisers naturally wondered how many viewers were exposed to their messages and just how effective the message were. Thus, broadcasters were thus, compelled to provide empirical characteristics of their audience.

Nwodu (2006:128) stated that it is deducible that the crux of electronic media research then was the investigation of who views a particular broadcast station. Perhaps, it is for this reason that experts grouped broadcast research into two distinctive categories as ratings and non-ratings research. Ratings research as the name implies is essentially concerned with audience audit. A broadcast medium is therefore rated on the basis of the size or magnitude of number of people exposed to it in relation to the overall number of broadcast audience in a particular locale. Methods of gathering instrument include diary method, and telephone etc.

Criticisms on Television Advertising and Transmission

Agbonifoh *etal* (2007:398) stated that television has become one of the most elegant media of advertising in Nigeria as in many countries. It enjoys the singular advantage of sight and sound. Today, the phenomenal growth in the number of television stations and every state in Nigeria have at least one television station. About 2.25 million Nigerians with a total income of N8.3 billion a year owned television set. About 31 million households had regular access to television sets in 1985. Advertising on television is not cheap.

Agbonifoh *etal* (2007:411) stated that advertising has been criticized for its social and economic effects on consumers. Most of the criticisms derive from its alleged impact on people rather than its potential to achieve its goal as a sales weapon. One such criticism regards advertising as leading to increase in product prices as a result of increased costs arising from huge advertising expenditures. Marketers and advertisers argued that advertising leads to reduced process. It is argued that, by expanding the demand of a product, its producer can expand production and enjoy increased economics of scale. Although, this may sometimes be the case, it is not clear if the gains from increased scale are large enough.

Theoretical Framework

This study is anchored on diffusion of innovation theory. This is because its basic tenets are fundamental to the understanding of the subject under study. Bittner (1989) cited in Okunna (2002) stated that diffusion of innovation theory recognizes that the media can lead someone into getting aware of the existence of an item. From there, he gets interested, makes an attempt to evaluate it, and gives it a trial before making up his mind to acquire it. Hence, this theory is relevant to the study as it concerns influence of television advertising on buying behaviour of undergraduates in Enugu State.

Methodology

Research Design

Bearing the objective of this study in mind, survey research method was used for this task. Justifying this method, Owuamalam (2012) stated that survey research method enables the researcher to deal with the chosen set of people whose opinion, behaviour and attitudes are essential for the collection of information required by the study.

Scope of the Study

This study focused on appraisal of perception on influence of television advertising on buying behaviour of undergraduates in Enugu State. There were seven Universities in Enugu State (2022) and they include:

Table One: List of Functional Universities in Enugu State

S/N	Universities in Enugu State	Nature of the University
1.	University of Nigeria, Nsukka	Federal University
2.	Enugu State University of Science & Technology, Agbani	State University
3.	Enugu State University of Medical & Applied Sciences, Igbo-Ano	State University
4.	Renaissance University, Ugbawka	Private University
5.	Coal City University, Enugu	Private University
6.	Godfrey Okoye University, Ugwuomu-Nike	Private University
7.	Caritas University, Amorji-Nike	Private University

Source: Survey Field Study, 2022

However, the study only covered two Universities which include: Enugu State University of Science & Technology, Agbani and Renaissance University, Ugbawka. This is because of the fact that University of Nigeria, Nsukka was on strike when the study was conducted. Also, Coal City University, Enugu; Godfrey Okoye University, Ugwuomu-Nike and Caritas University, Amorji-Nike were not covered because the Security Units of the Universities were unable to grant the researcher the permission to carry-out the study in their Universities. Additionally, Enugu State University of Medical & Applied Sciences (SUMAS), Igbo-Ano was yet to admit its pioneer students and such was not covered. Conclusively, the justification for the selection of Enugu State University of Science & Technology (ESUT), Agbani and Renaissance University (RNU), Ugbawka was based on accessibility.

Area of Study

The study was conducted in Enugu State, South East, Nigeria.

Population of Study

This consisted of the total population of the undergraduates in Enugu State University of Science & Technology, Agbani and Renaissance University, Ugbawka in 2021/2022 Session. From the Registrar (Admission)'s record of both the Universities, the following data emerged:

Table Two: List of the two Universities and their undergraduates' population

S/N	Universities	Population of Undergraduates
1.	Enugu State University of Science & Technology, Agbani	24, 293
2.	Renaissance University, Ugbawka	401
	Total	24,694

Source: Survey Field Study, 2022

Thus, the population of this study is 24,694.

Sample Size

Having determined the population of the study, the researcher then proceeded to determine the sample size. Based on this, the sample was determined using Taro Yamane Simplified formula (Isreal, 2012) which states as follows:

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

$$n = \frac{24.694}{1 + 24,694(0.0025)}$$

n = 404.81967213. Thus, 405 served as the sample size for this study.

Sampling Technique

The study adopted stratified random sampling. Onodugo, Ugwuonah and Ebinne (2010) stated that this technique appreciates that a heterogeneous sampling population could have various homogeneous classes or groups within it and to ignore these homogenous population is to make the sample size unrepresentative. Thus, the copies of structured questionnaire were distributed as follows:

$$\text{ESUT, Agbani} = \frac{24,293 \times 405}{24,694 \times 1} = 398$$

$$\text{RNU, Ugbawka} = \frac{401 \times 405}{24,694 \times 1} = 7$$

Thus, 398 copies of structured questionnaire were distributed at Enugu State University of Science & Technology (ESUT), Agbani while 7 copies of structured questionnaire were distributed at Renaissance University (RNU), Ugbawka.

Primary and Secondary Sources of Information

For this study, data were obtained from two major sources which include primary and secondary materials. The primary source of data was collected mainly for the purposes of the problem under study using structured questionnaire. These primary sources of data helped the researcher to elicit relevant data for the study being carried out. Secondary source of data consists of information collected from the literature available in the library and other sources of research information.

Instrument for Data Collection

The instruments for primary data collection were structured questionnaire. Onodugo, Ugwuonah and Ebinne (2010) observed that questionnaire is a list of questions designed to elicit information from specified target respondents. This, they do, by filling in answers in spaces provided for the purpose. Also, the structured questionnaire contains close-ended questions and is divided into two sections. Section A focuses on eliciting demographic information from the respondents while Section B of the structured questionnaire contains issues based questions. The copies of the structured questionnaire were administered with the help of two research assistants.

Reliability of the Instrument

Cronbach's Alpha method was used to determine the reliability of the data collection instrument and reliability co-efficient of 0.8019 was obtained. Uzoagulu (2011) stated that a high correlation gives credence that the instrument is highly reliable. Hence, it can be used to obtain data for the investigation.

Validity of the Instrument

To establish the validity of the measuring instrument, two lecturers in the Faculty of Business Administration, University of Nigeria, Enugu campus face and content validated the instrument.

Method of Data Analysis

Data collected were presented with frequency distribution tables and analyzed using simple percentage approach with the aid of computer through the application of Statistical Package for Social Sciences (SPSS) software for analysis.

Data Presentation, Analysis and Discussion of Findings

In this study, as noted earlier, 405 copies of the structured questionnaire were distributed to the respondents. However, a total of 397 copies of structured questionnaire were returned. Five (5) copies were not returned while three (3) copies were mutilated. Hence, 397 copies of questionnaire constituted the actual number of validly returned questionnaire used in the analysis.

Table Three: Respondents' Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	145	36.52	36.52	36.52
Female	252	63.48	63.48	100.0
Total	397	100.0	100.0	

Source: Field Survey, 2022

Table Three shows that 145 respondents representing 36.52% were males while 252 respondents representing 63.48% were females.

Table Four: Respondents' Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-17	82	20.65	20.65	20.65
25-34	123	30.98	30.98	51.63
35 and above	192	48.37	48.37	100.0
Total	397	100.0	100.0	

Source: Field Survey, 2022

Table Four indicates that 82 respondents representing 20.65% were between the ages of 15-17; 123 respondents representing 30.98% were between the ages of 25-34; while 192 respondents representing 48.37% were between the ages of 35 and above.

Research Question 1: To what extent does the industries use television advertising to position their products towards the undergraduates?

Table Five: The Extent at which the Industries use television advertising to position their products

Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Very high	35	7.4	7.4	7.4
High	40	11.1	11.1	18.50
Low	220	44.4	44.4	63.00
Very low	100	37.0	37.0	100.0
Total	395	100.0	100.0	

Source: FieldSurvey, 2022

Table five shows that 35 respondents representing 7.4% indicated that the extent at which the industries use television advertising to position their products towards the undergraduates is very high; 40 respondents representing 11.1% indicated that the extent at which the industries use television advertising to position their products towards the undergraduates is high; 220 respondents representing 44.4 % indicated that the extent at which industries use television advertising to position their products towards the undergraduates is low; 100 respondents representing 37.0 % indicated that the extent at which the industries use television advertising to position their products towards the undergraduates is very low.

Research Question 2: To what extent does the television advertising influences undergraduates' buying behaviour?

Table Six: The extent at which the television advertising influences undergraduates' buying behaviour

Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Very high	75	18.99	18.99	18.99
High	145	36.71	36.71	55.70
Low	85	21.52	21.52	77.22
Very low	90	22.78	22.78	100.0
Total	395	100.0	100.0	

Source: Field Survey, 2022

The table ten shows that 75 respondents representing 18.99% believed that the extent at which the television advertising influences undergraduates' buying behaviour is very high; 145 respondents representing 36.71% believed that the extent at which the television advertising influences undergraduates' buying behaviour is high; 85 respondents representing 21.52% believed that the television advertising influences undergraduates' buying behaviour is low; while 90 respondents representing 22.78% indicated that the extent at which the the television advertising influences undergraduates' buying behaviour is very low.

Research Question 3: What is the nature of perception of undergraduates on television advertisement?

Table Eleven: The nature of perception of Agbani residents.

Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Favourable	300	75.94	75.94	75.94
Unfavourable	55	13.93	13.93	89.86
Neutral	40	10.13	10.13	100
Total	395	100.0	100.0	

Source: Field Survey, 2022

Table six shows that 300 respondents representing 75.94% indicated that the nature of perception of undergraduates on television advertisement were favourable; 55 respondents representing 13.93% indicated that the perception of undergraduates on television advertisement were unfavourable while 42 respondents representing 10.13% were neutral.

Summary of Findings

Based on data gathered, presented and analyzed so far, the following findings emerged.

1. It is quite glaring from the findings in table five (5) which showed that 35 respondents representing 7.4% indicated that the extent at which the industries use television advertising to position their products towards the undergraduates is very high; 40 respondents representing 11.1% indicated that the extent at which the industries use television advertising to position their products towards the undergraduates is high; 220 respondents representing 44.4 % indicated that the extent at which industries use television advertising to position their products towards the undergraduates is low; 100 respondents representing 37.0 % indicated that the extent at which the industries use television advertising to position their products towards the undergraduates is very low.
2. The findings from table six (6) revealed that 75 respondents representing 18.99% believed that the extent at which the television advertising influences their buying behaviour is very high; 145 respondents representing 36.71% believed that the extent at which the television advertising influences their buying behaviour is high; 85 respondents representing 21.52% believed that the television advertising influences their buying behaviour is low; while 90 respondents representing 22.78% indicated that the extent at which the television advertising influences their buying behaviour is very low.
3. The findings from table seven (7) showed that 300 respondents representing 75.94% indicated that the nature of perception of undergraduates on television advertisement were favourable; 55 respondents representing 13.93% indicated that the perception of undergraduates on television advertisement were unfavourable while 42 respondents representing 10.13% were neutral.

Discussion

For the undergraduates, they believed that industries use television advertisement to position their products towards them which creates impulse purchase decision in them. Product positioning creates positive image in

the minds of the undergraduates and also, propels them to patronize and purchase a given product. This result supports the findings of Wimmer and Dominic (1987), which maintained that once commercials began to be heard on air, advertisers (industries) naturally, wonder how many viewers were exposed to their messages and just how effective the messages were.

Even though, undergraduates believed that the extent at which the television advertising influences their buying behaviour is very high. In a highly competitive and rational market, with numerous competitive brands in which the consumers have comparative rights and freedom to make choice, every company or industry strives to satisfy the identified consumers. This result is in line with findings of Agbonifoh *etal* (2007) cited in Makata *etal* (2022:95) believed that consumer behaviour is used in two different but related senses. In one sense, it refers to those acts of individual and organization directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts. This dynamic view of buyer's behaviour encompasses those purchase acts and decision processes of both final and intermediate users and buyer.

On the other hand, majority of the undergraduates agreed that the nature their perception on television advertising were favourable. This result supports the findings of Sinatra & Mason (2012), which observed that perception is the interpretation of sensory information.

Conclusion

This study has clearly demonstrated that the undergraduates believed that television advertising helps to position products' features and images in the minds of the target consumers which creates impulse purchase decision in them and also, propels them to patronize and purchase a given product of the industries. It is also, observed that in a highly competitive and rational market with numerous competitive brands available in which the consumers have comparative rights and freedom to make choice, every company or industry strives to satisfy the identified consumers.

Recommendations

Based on the findings, the following recommendations were made:

1. Industries should observe the ethics of advertising which are stipulated by the Advertising Practitioners Council of Nigeria (APCON) in planning advert messages.
2. Also, every industry should have Marketing Research Unit. This unit shall be responsible for eliciting marketing information about their target and potential consumers' buying behaviour.
3. Additionally, industries should strive to create brand loyalty using television advertisement. Television advertisement positions the brands' features and images in the minds of the consumers. And this certainly, will create impulse purchase in them.

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