

Television Advertising and Consumer Buying Behaviour: A Study of Pampers Diapers Products In Bauchi Metropolis.

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Abstract

The study examines the Consumers Buying Behaviour of Diapers Pampers among mother women in Bauchi metropolis and attempts to see whether it is being influenced by the products strategic advertisement. The research employs the use of survey design to gather necessary information. Convenience Random sampling was used to select sample from the population. The research methodology involves collection of data from a sample of women mothers in Bauchi metropolis, questionnaires were administered to obtain primary data which was later analyzed by simple percentage. The result showed that television was viewed as the most preferred medium of advertisement of Diapers Pampers. The result further indicated that customers of Diapers Pampers were well impressed by the strategic advertisement of this product and they were well influenced by it. The research recommends that since good and appealing advertisement can influence the customer to give good patronage to a product, companies and institutions selling products and services can boost their sales through basing a formidable advertising network. More attention should be focused on using television medium for advertisement of products for better sales and patronage.

Introduction

Advertising has come a long way, expanding its coast in principles and practice. It is gaining more recognition, increasing its application and usage. Since the advent of technology and within the different forms of information communication technology,

it has become a toast of in the life of manufacturers, products and services, consumers advertising agencies and the media.

Bovee and Arens (1992:309), say advertising is a “non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media”. Along the line, the Advertising Practitioners Council of Nigeria (APCON) in Ozoh (1998:1) posits “advertising as a form of communication through media about products, services, or ideas, paid for by an identified sponsor”.

Advertising as a business competitive strategy is aimed at creating awareness of the existence of a product through the communication media. Television advertising has effect on buyers and potential buyers.

Television advertising has earned an excellent, consistent and successful track record of promoting product and services. Television advertising has many advantages for local, regional and national business. In urban area like Enugu, television provides the most spectacular way in which an advertiser can reach the greatest number of people at a time as they possess television sets.

According to Rouse and Rouse, (2002), building a strong image or brand requires high impact advertising that has high visibility. Television has such characteristics. It is a highly prestigious form of advertising.

Sybil and Obah (1987) say this form of advertising play on the emotions of consumers and exploit their desire with intensive persuasion. Advertising is usually aimed at promoting goods and services like relaxer. Benson Eluwa (2005:3) Advertising does more than sell product. It makes mass marketing possible by making prospective customers aware of the availability and unique qualities of specific goods and services. It shapes our attitude and our attitudes shape our behavior, Ahunaya (2004:70).

In recent times, the sanitary protection category in Nigeria continued to grow. Growth in the overall category was due to the increase of women in urban areas involved in higher income employment, such as banking and real estate. Secondly, there was increased in demand for more sophisticated and higher quality products, with manufacturers promoting products that offered increased absorbency and comfort, there was a wider range of products to choose from, and healthy price competition also helped ensure growth. Products such as maternity pads, which are useful for women with heavy flow after they have given birth, were introduced by companies including, Wemy Industries, which benefited from the growing birth rate in the country, particularly in urban areas.

In Nigeria, P & G is 18years, and within this span of time, P & G has evolved into a company with a strong portfolio of leading brands such as Pampers Diapers, Always

Sanitary Pads, Ariel detergent, Vicks Throat drops, Duracell batteries, and Oral B toothbrushes and Bonux Detergent.

Local production of Always Sanitary Pads started in 1994, it later built a new Pampers Diaper factory to produce an upgraded pampers product in 2004, it was commissioned an ultra-modern unique. Pampers Diapers, lined in Ibadan, also has grown to be leaders in technology transfer and capability building.

STATEMENT OF THE PROBLEM

It is known fact that television advertisement use persuasive techniques to appeal to consumers sense of buying. It is also inevitable that television affects human behavior (Chunawalla, 2015). This effect may either be positive or negative. This kind of effect depends on the kind of advertisement.

Many a time, consumers have turned down on advertisements due to various reasons. Some of the reasons as identified by various scholars, such as Bovee & Arens (2015) have to do with the appeal used or how the messages themselves are coined or put across. Bitner, Myers & Aaker (2016, 5THed), on their analysis of why some times consumers turned down on advertisements, stated that another reason is because of the misplacement of the customers appeal by the advertising agencies. At all times you need to find out how you can inject into the mind of the customer the liking of the target product or brand. This pre-supposes the advertisement design and layout for any given product, services or brand. In this regard therefore, this research work will do a great deal to focus on how television advertisement has effect on consumer buying behavior of Pampers Diapers in Bauchi metropolis.

This has come a long way out of the believe that Pampers Diapers has gained more patronage by customers of this kind at the expense of other similar products or brand in Bauchi and other metropolitan cities of Nigeria.

OBJECTIVES OF THE STUDY

This study is aimed at finding out the effect of Pampers Diapers Advertisement on the buying habits of its consumers in Bauchi metropolis. This will help in the formulation of a comprehensive marketing and promotional strategy for Pampers Diapers. The specific objectives of the study are:

1. To determine the exposure of the audience to advertisement of Pampers Diapers on television.
2. To determine the level of patronage of the advertisement by the audience.
3. To determine the attitude of the audience in relation to Pampers Diapers products.

RESEARCH QUESTIONS

The following research questions are formulated to act as a guide in this research:

1. What is the exposure of the audience to advertisement of Pampers Diapers on television?
1. What is the level of patronage of the advertisement by the audience?
2. What is the attitude of the audience in relation to Pampers Diapers products?

LITERATURE REVIEW

According to McLuhan (1964, p.12), television advertisement is generally considered the most effective mass market advertising and this is reflected by the high prices television networks charge for advertising airtime during popular television events. Advertisements of Pampers Diapers appear between shows, but also interrupt the programme at intervals. This method of screening advertisement is intended to capture or grab the attention of the audience and keep the viewer focused on the television shows so that they will not want to change the channel. Instead, they will (hopefully) watch the advertisement while waiting for the next segment of the show. This is a technique of adding suspense, especially if the break occurs at a cliff hanger moment in the show.

Although television advertising has been found to have great effect on consumer behaviour, many people still deny being influenced by advertisements. However, Levis (1995, p.37) found that individuals who deny being influenced by advertisements unconsciously bought widely television advertised products. Cheskin (2015) came to the conclusion that the effectiveness of television advertisement is mostly below the threshold of consciousness, but unconsciously, we are affected by them. Krugman (2019, p. 4) in support of the fact stipulated that “The public lets down its guard to the repetitive commercial use of the television medium and it easily changes its way of perceiving products and brands without thinking very much about it at the time of television exposure. Levisohn et al (1977, p.5) also mentioned in their study on television advertisement that, it has become, for example a truism to observe that the impact of an advertisement is determined by complex interactions involving the product advertised, the appeal that is made on its behalf, and the consumers.

Television advertisement is also affected by the extent to which it rightly addresses the motives of the prospects; Pampers Diapers derived this advantage in its advertising campaign.

Burnet (1989, p.12) opined that the process consumers go through in making a purchase varies considerably between low-involvement and high-involvement situations. Product decisions that serve high personal relevance and contain a high perceived risk are called high-involvement purchase, and they necessitate complex

decision making. Products at the opposite end of the relevance/risk continuum are low involvement purchases that requires simple decision making. Simple decision making requires very little information and virtually no evaluation. All the above categories can be identified among the Pampers Diapers products.

Adamu (2014) identified four stages which he believed consumers of Pampers Diapers embrace into through advertising consciously or unconsciously, thus;

Need Recognition: This first stage occurs when the consumer recognizes a need for a product. This can vary in terms of post purchase dissonance by restating the feature and confirming the popularity of the brand or product.

Information Search: This search can be casual, such as reading ads that will happen to catch one's attention, such as searching for information in a publication. Advertising helps the search process by providing information in the advertisement itself.

Outlet Selection and Purchase Decision: The fourth and fifth stage deals with the choice of an outlet and the actual purchase considering variables that affect purchase.

Post Purchase Evaluation: This last stage deals with reconsidering or justifying one's purchase. This determines whether one will purchase or return it to the store. Many consumers continue to read information even after the purchase in order to justify their decisions to themselves. Advertising helps reduce post purchase dissonance by restating the feature and confirming the popularity of the brand or product.

Buying behavior can be formed on basis of the brand preference which means that a consumer regards a particular brand favorably, but will not mind a substitute when the required product is not available. This is true of Pampers Diapers as Adamu (2014) stressed.

THEORETICAL FRAMEWORKS:

The Attraction-Selection-Attrition theory will be used as one of the theoretical framework for the study. This theory, according to Schneider (1987) asserted that "the people made the place" and that organizational structure, climate and practice are determined by the people organization. The theory is closely related to psychology. This theory is a part of the socialization process, where by new members in organizations according to the framework fit in specific organization. For over 100 years' decisions are held under the influence of situational variable- such as goods, technology, structure, environment and organizational behaviour. Schneider (1984) argued that the psychologist has failed to incorporate people types into our theories of organizations.

The Consumer Behaviour Theory also will be used as the theoretical framework for this study. This theory, according to Foxall (1983, p.117) explains that the individual consumer is a rational being, and as such goes through a hierarchy of psychological

effects in the attempt to be increasingly convinced that an advertised brand is appropriate for his personal use, and should therefore, be purchased.

However, the theory is used extensively to evaluate the effectiveness of advertisement and marketing management. It is based on this that Foxall writes that the persuasion creates awareness through knowledge, liking, preference and conviction to ultimate purchase.” Based on their appeal the two theories are considered suitable to base the study on.

RESEARCH METHODOLOGY

This chapter comprises of methods and procedures used for collecting data for the determination of the Effect of Television Advertising on Consumer Buying Behaviour of Pampers Diapers in Bauchimetropolis.

RESEARCH DESIGN

Survey method is the research method used for this work, with the assertion that surveys are used to gather contemporary data. The survey method was chosen in preference to other methods like content analysis because of its capacity to measure human attitudes and opinions. The research generated valid information from samples of human elements that constituted the respondents of the questionnaire issued. The questionnaire was divided into two parts, which answered the demography of various correspondents and the research questions respectively.

POPULATION OF THE STUDY

The population of the study was be the female mother women in Bauchi metropolis. Strategic locations, specifically Bauchi Central market, Wunti and Muda Lawan markets, where this particular product (Pampers Diapers) are sold were selected for the administration of questionnaire for more convenience of meeting the appropriate respondents for the study.

SAMPLING/SAMPLING TECHNIQUE

For the purpose of obtaining a reliable data a convenience sampling method\technique was employed for the study; and 100 respondents (mother women) were conveniently given the questionnaires around the three mentioned locations in Bauchi metropolis. This was done with the help of research assistants who helped in the distribution as well as attending to any misconception that can arise from the respondents in relation to the answering the questions therein.

DESCRIPTION OF RESEARCH INSTRUMENT

The major instrument used for data collection in this study as is common with survey research is the questionnaire which provides the primary source of data. The research uses close-ended questions, which was administered to the respondents.

Strongly Agree (SA) = 5
Agree (A) =4
Undecided (U) =3
Disagree (D) =2
Strongly Disagree (SD) = 1

METHOD OF DATA ANALYSIS

Both descriptive and inferential statistics were used in analyzing the data that has been collected. The responses by the consumers to some items of the questionnaire was later on compiled into a frequency table according to the main variable being examined, and was further analyzed by simple percentage method.

DISCUSSION OF FINDINGS

The findings were geared towards addressing the Research Questions earlier formulated. Responses from the data in relation to the research questions would be discussed in this regard, thus;

On the first Research Question which is, what is the exposure of the audience to advertisement of Pampers Diapers on television? The respondents claimed that they are not only exposed to the Pampers Diapers products advertisement, but they like it very well on the television. The style and manner in which in which the products are placed amuses them very well.

75% of the sample admitted that they watch televisions advertisement of Pampers Diapers and are therefore exposed to television advertisements. They revealed their patronage of the product and believed that it was informed by the strategic advertisement been placed on TV.

On the second Research Question which is, what is the level of patronage of the advertisement by the audience? The respondents affirm a high level of patronage of the advertisement in relation to Pampers Diapers products.

According to the data presented majority of the respondents, more than 80% are consumers of Pampers Diapers and they believed that television advertisements of Pampers Diapers have been highly persuasive. Generally, they like Pampers Diapers adverts because of its visual effects. This indirectly indicated the influence of the adverts on these customers and their attitudes towards the purchase of this product.

On the third Question which is what is the attitude of the audience in relation to Pampers Diapers products? Majority of the respondents claimed that people prefer Pampers Diapers more than its other competing brands mostly because of its uniqueness. Majority of the respondents strongly agree that the success rate of Pampers Diapers could be attributed to its strategized persuasive advertisements.

CONCLUSION AND RECOMMENDATIONS

The study reveals how consumers think, feel and behave towards television advertisements of Pampers Diapers. While consumers do not swallow hook, line and sinker whatever advertisements are beamed to them, they are however drawn to television advertisement by appeals of Pampers Diapers advertisements.

The study also explains that in television advertisements, the audience must want something, notice something, do something and get what they want. The frequency of needs satisfaction in this study is very instructive. The respondents show interest in Pampers Diapers advertisements as a result of their entertainment value.

Finally, it was discovered that most consumers were influenced to buy Pampers Diapers as a result of advertisements that they see on television.

RECOMMENDATIONS

The study shows that consumers have certain variables that influence their buying behavior such as price, product design and advertisement. Out of these other variables, advertisement was considered the most influential especially with television as the most preferred medium as far as the Pampers Diapers are concerned.

It is therefore recommended that in the advertisement of Pampers Diapers, the company should pay more attention to using television as a medium of advertisement. Television should be considered first before any other media of advertising as its influence is most exciting. The advertising department of the company should design messages that are appealing to mother women as they are more susceptible to Pampers Diapers advertisements. They should also endeavor to check that all claims which they are making about their products such as price factor, quality etc. which would be reflected on television advertisements are true and authentic.

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