

**TITLE PAGE**

**INFLUENCE OF N.T.A ENUGU COMMERCIALS ON THE PRODUCT PROMOTION OF  
INDOMIE INSTANT NOODLES**

**(A STUDY OF CHILDREN IN EMENE COMMUNITY)**

**BY**

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## **Declaration**

I, Enape Ejura .S. hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in Mass Communication.

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DATE

## Certification Page

I certify that this study was carried out by Enape Ejura, it was approved by the Department of Mass Communication, Caritas University, Amorji-Nike, Enugu as meeting for the award of Bachelor of Science, B.Sc. (Hons) Mass Communication.

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## **Abstract**

Influence of commercial advertising on the product promotion of indomie instant noodles. A study of the children of Emene community Enugu Focus on commercial advertising which is a potent way of attracting the minds of children towards products or services. This study is anchored on two theories which are the cognitive dissonance theory and diffusion of innovative theory. The cognitive dissonance explains how human beings are consistent and attempts to reduce their dissonance. Diffusion of innovative theory stipulates that when the right channel of communication is used among the members of a social system on innovation can be adopted. The survey research method was used. Simple random sampling for obtaining information from respondents, while the use of simple random percentage method was used for the data analysis. Findings indicate that consumers pay attention to commercial advertisement with interest and food then entertaining and informative

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background Of Study

Advertising is one of the five tools used tools used to direct persuasive communication to targeted audience. Advertising as a business competitive strategy is aimed at creating awareness of the existence of a product through the communication media. Advertising has effect on buyers, so, it is important to carry out this study to know the impact of advertising.

The purpose of advertising is to develop customer's favorable attention towards the product. Collins dictionary of business (1995, p.31) says that advertising consists of non personal terms of communication conducted through paid media under clear sponsorship. Commercial advertising is the visual presentation in the media of a product or services supplied by a firm or organization which is aimed at encouraging prospective buyers to buy the product and to provide them with public safety information.

In an urban area like Enugu television provides the most spectacular way in which an advertiser can reach the greater number of people at a time as they possess television sets. Advertisements are a common and accepted part of daily life. If advertisements have no effect, companies would not spend so much money on them. An effective advertisement is that which is able to create desire or motivate consumers favorable action if advertising appeals sufficiently to consumes motive it will motivate, encourage repeated buying of the products, thereby, increasing the profit of a firm and promoting the product. This is why Anike (1998) quoting Macorn Erikson has this to say "advertising is one of the most powerful socializing forces in the culture. It sells images, values, goods, concept of who we are and who should be. They shape our attitude and our attitude shape our behavior.

The question then is, why should goods and services be advertised? Corke (1986) advised four reasons why goods and services should be advertised. According to him, people's needs and task develops change as they grow older and they are ready to buy products and try services they did not want to buy before.

Secondly, products are forever being updated and improved upon to keep pace with the demand of times.

Thirdly, advertising helps to build and maintain products, broad image and adds to its value.

Fourthly, people do forget about products very quickly unless they are constantly reminded. This is why the mega advertisers continue to promote their products for instance Pepsi will suffer serious decline within a few year if they do not constantly advertise. for an advert to have impact, the advertisers have to select the medium of advertising which depends on the market segment which is being targeted. The following five decisions should be made in developing an advert programme,

- What are the advertising objectives?
- How much should be spent?
- What message should be sent?
- What media should be used?



- How should the result be evaluated?

For an advertisement to serve its purpose, it is imperative that its wording should be carefully chosen or reflects emotional appeals.

In as much as it is not easy to distinguish between praise and deliberate deceit. (Awake) August 22, 1998) warns that advertisers need to be careful not to make claims that can be disproved by verifiable facts. Some governments have laws that prohibit such dishonesty and businesses are quick to see that their interests are threatened by the deceptive adverts of rivals.

There are various brands of noodles in the shop market, stalls and in the hawker's barrows. The ability of each brand to sell depends on the brand exposure and the persuasive power of the advertising messages on the buyers as well as the quality of such brand.

Television seems to be the highest media used to advertise these products, in other words commercial advertising seeks to impress the consumers about the image of a product to create a better impression in the minds of the consumers and to increase their patronage.

Commercial advertising often seeks to increase consumption of their products or services through branding which involves associating a product name or image with certain qualities in the mind of consumers. It is against this backdrop that this research work seeks to know how much commercial advert influences the promotion of indomie noodles in the Emene community of Enugu state?

## **1.2 Statement Of Problem**

Over the years, Indomie Noodles Company has been using the mass media as a channel for creating awareness for its product. The perception and attitude of the consumer towards a particular advert could create a positive image, confidence as well as inspire the purchase of product by the consumer, it has been observed that most consumers of indomie instant noodles desire the product because of its advert strategy and credibility. Looking at the rate of noodles competition in the market, this work seeks to know if commercial advert of indomie noodles is influenced by the purchase of the product, looking at various competitors' commercial adverts of noodles in the market.

## **1.3 Objectives Of The Study**

1. To investigate the consumers' perception about the advert of indomie noodles.
2. To ascertain the influence of commercial advert on consumers' decision towards the purchase of indomie noodles.
3. To investigate the persuasive appeal of advertising on the consumer.
4. To educate the consumers' response to the indomie noodles advert.

## **1.4 Research Questions**

2. To what extent is indomie noodles advertised?
3. Is the advert appealing to the consumers?
4. What is the consumer perception about indomie noodles adverts.
5. Does the advert influence the consumers choice of noodles?

## **1.5 Scope Of The Study**

This research is limited to the children of Emene community in Enugu state.

## **1.6 Limitation Of The Study**

It was a difficult task carrying out this research work due to challenges encountered. The most daunting task was getting the respondents to complete the questionnaire due to distance between researchers and the respondents.

Another fundamental challenge encountered was in adequate sources of secondary data for referencing as studies on the topic are not prevalent in most libraries and achieves visited. There were also financing and time constraints as the study was conducted amid other hectic academic work.

## **1.7 Significance Of The Study**

This research work will benefit a lot of target areas thus:

1. It will benefit the producer of indomie product in securing wider segments of the market.
2. It will again increase their sales volume and thus increase their profit margin.
3. It will be an eye-opener to other manufacturers of similar products in finding the best methods of getting their own share of the market.
4. It will standardize their marketing strategies and consequently stimulate demand for academic product and other similar product of the coy.
5. This study will benefit all and sundry who are involved in primary advert strategies for their products a this will be provide a guide for them.

Therefore, it is necessary to carry out this study to help clarify the issue of whether advertising of indomie instant noodles on television has any influence on the children of Emene community.

## **1.8 Conceptual Definition Of Study**

1. Advertising: it is a paid form of non personal communication through a medium like television, radio, posters, etc aimed at promoting an idea product individual or service by an identified sponsor.
2. Brand: is the name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers. A modern example of a brand is the Indomie instant noodles.
3. Product promotion: is an action taken by a company marketing staff with the intention of encouraging the sale of a good or service to their target audience or market.

## **1.9 Operational Definition**

These are the main definitions we are going to be working with in this context.

1. Media: the channel of communication through which a firm or organisation advertises their products to their prospective buyers, eg Tv, Radio, newspaper, magazines, posters etc
2. Consumer: is a person or group of people who are the final users of products or services.
3. Commercial advert: is the visual presentation in the media of a product or services supplied by a firm or organization which is aimed at encouraging prospective buyers to purchase the product or greater usage of a facility to provide the population with information.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

This chapter attempts to review some works and related concepts associated with the research topic with a view to juxtapose with authors or scholars have written and identified consumers attitude and perception towards commercial advertising. The literature review and theoretical framework as a crucial aspect of the relevant literature of various authors as well as scholars in the area of advertising. Attempts shall be made in making use of various publication articles and journals from different sources which are related to the research project.

According to the Jeffrey .E. Brand (2007) research on the influence on the influence of television advert directed to children prepared for the Australian communication and media authorities, he identified (2) crucial stages that make the capacity to understand the important quality of television commercial for this work to have an academic and credible contribution of authors research a body of theory relating to the work shall be identified and also, its relevance to the research work x-rayed.

#### **2.2 Review Of Concepts**

##### **2.2.1 The Concepts Of Commercial Advertising**

According to the oxford advanced learners dictionary, commercial advertising is the presentation in the media of a product or services supplied by a firm or organization which is aimed at encouraging prospective buyer to purchase the product or greater usage a facility to provide the population with information about the product.

Bennett (2006, p,26) sees promotion as a process of delivering message about the products or service from the marketer to the potential buyers basically the main objectives of communication is to inform and persuade. There is no gain saying that consumers must know that a product exists, otherwise, they may not understand how the product can meet their needs. Therefore, the first objective of communication is to disseminate information. The customer may want to be assured that the product can satisfy their needs. Hence, some persuasion is required to encourage the consumer to buy the products. Alonge (2001, p.52) views it as means of drawing someone's attention to something or notifying or informing somebody of something.

Courtland (2003, p.31) sees commercial advertising as non personal communication information, usually paid for and usually persuasive in nature, about products, services or ideas by identified sponsors through the television, Kottler(2003, p.23) defines advertising as a non personal communication paid for by an identified sponsor who is relayed through various media with the aim of influencing peoples behavior towards the advertiser product and services at the lowest possible cost.

Frank (2005, p.55) as cited in Akanbi and Adeyeye (2011, p.95) defined advertising as the aim to persuade people to buy. Advertising as the dissemination of information concerning an idea service or product to compel action in accordance with the intent of the advertiser.

Dunn et al (1978, p.20) viewed advertising from its functional perspectives, hence they define it as a paid, non personal communication through various media by business firms, non, profit organization and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience.

Wanoff (2007, p.50) observes that advertising consists of all the activities involved in presenting to a group a non personal oral or visual, open sponsored message regarding a product service or idea.

### **2.3.1 History Of Advertising In Nigeria**

The practice of advertising is as old as humanity, advertising which is derived from the latin word “Adertere” meaning to draw attention, has no clear-cut beginning like other discipline like philosophy, medicine, pharmacy and law whose origin can be traced back to Babylon, Greece, Mesopotamia, Egypt or Rome.

Kleppner (1979, p.14) state that advertising seems to be part of human ancient times. Advertising has been part of commercial activity even before the arrival of the white men. The methods of advertising prior to the arrival of the whites according to Ogbodo (1990 p.12) were

Town criers

Hawkers

Display

Ekwelie (1980, p.17) says before the emergence of cities, villages and little neighborhood had always of advertising their wares. In communities, children would sing recognizable songs to announce the availability of goods. Even in cities today one can still hear from the songs of pap sellers.

However, modern day advertising began in 1859, while commercial advertising started in 1928 when west African publicity (wap) are forerunner of lintas were established by the united African company (uac).

In 1859, the English Reverend gentleman Henry townsand had established the first newspaper in Nigeria called “iwe illorin fun egba yoruba” though the newspaper has mainly for commercial ecclesiological matters, it carried advertisement of births, weddings, death, ship schedule and social events. Iwe ilorin blazed the trail in newspaper advertisements. This was followed by their established newspaper such as anglo-african, the eagle, the lagos critic and the mirror e.t.c. in the lagos colony and after the almagamation had taken place.

Advertising business received a boost as from the 1920s when business activities in lagos and its environs peaked many foreign companies such as levers brothers, samson stout guiness and others established their basic in lagos. The west african publicity produced advertising services through three P’s posters press and pamphlets. Posters happened to be the most dominant medium while WAP concentrated reymuch on sites were handed of other sites at post offices, market place and road junctions in many towns, no doubt, WAP became indisputable poster monarchs in Nigeria with the increase political tempo between 1930 and 1950, many newspaper were established and commercial advertising became a major source of revenue for them. By 1919 classified advertising became a common feature of the newspaper trade. Apart from newspaper and magazine advertisement, Nigeria has also made considerable

advancement in radio and television advertisement over four decades, beginning with the established of western Nigeria broadcasting services (WNBS) and its twin sister, western Nigeria television (WNTV) by the defunct western Nigeria. Although commercial news did not begin until 1960, the first commercial news to reach Nigeria from the WAP is among the first to be transmitted and was sponsored by lever brothers to their detergent omo. Advertising agencies in Nigeria were basically foreign owned and because of their limited production facilities WNBS commercial were recorded on disc in the United Kingdom. In 1965, the first attempt was made to use the Nigeria language for commercial broadcasting on Radio.

### **2.3.2 Purpose Of Commercial Advertising**

Commercial advertising plays a vital role in influencing consumers purchasing decision and promotion of products. The partnership between producers and consumers through advertising is solely aimed at achieving certain mutually beneficial objectives Adekoya (2011,p.48) they are

1. To introduce new product: one of the roles of advertising is to inform consumers about the existence of a new product in the market i.e creation of awareness.
2. Persuade customers to buy: advertising helps in arousing the customer interest and by so doing persuades them to buy the product.
3. Creation of demand: advertising stimulates demand by constantly reminding potential consumers about the availability of the product in the market.
4. To change customer belief: advertisement is a very good instrument that can be used to change consumer mindset about a product or service. Hence, help to tap into their buying power and influence their thoughts.
5. To create brand loyalty: the demand of the consumer can be maintained by constant arousing their interest on a particular product and this will ultimately create brand loyalty.
6. Develop large market: advertising create large market segment which lead to the development of large market.
7. To promote the image of the firm: advertising builds a corporate image of a company.

### **2.3.3 Advertising And Promotion**

The main objective of advertising and promotion is to attract the attention of customers and subsequently persuade them to purchase from your business. It is a way of communicating the benefits of your products to your target audience. Similar to other area of business. Crockett Robert (2001, p.170) advertising and promotion can be effective if used properly for to getting the right consumers. One of the main rules in advertising has always been to keep your message simple and consistent and repeat it often. It has shown that people remember advertising if they see it with great frequency, which explains why while watching two hours of television you may see

the same advertisement two or even three times that may make the message will stand out in your mind.

Douglas Dunn (1995, p1) advertising and promotion refers to activities undertaken to increase sales or enhance the image of a product or business. Advertising and promotion is bringing rice to the attention of potential and current customers.

#### **2.3.4 Influence Of Commercial Advertising On Children**

Commercial advertising play a role in the life of persons, male or female, young and old, but play a major role in children there by having great influence on them.

Adeolu et al (2005, p.60) seek to examine the influence of advertising on consumers purchase of Bournvita one of the products manufactured by Calbury Nigeria plc. Find out that commercial advertising has a major influence on consumers. Preference for Bournvita and it has in no small measure contributed to its success. In the some view Adekoya (2011, p.150) reveals that advertising has the consumers in order to encourage repeated purchase of the product, so that the competition will not have an edge over them. This also creates brand loyalty and product differentiation.

According to Ballard Campbell M. (1993) one of the most successful ways of attracting Childs attention is the use of Cartoon or game characters and pigles. Television has been described as the primary medium used by companies to market their products to children. This consequently makes television commercial have significant influence on children.

Wavack and Grube (1994) found evidence to prove that television advertising influences children's perceptions. Also Hasting et al (2003) recently conducted a comprehensive and systematic review of the evidence regarding food promotion to children. Hatchings and Moyinhan (1998) asked children to recall as many food advertisements as possible and those results were correlated with their purchase request and food consumption. Out of the 10 most commonly remembered food advertisement, four were also among the 10 most commonly requested food products. This means that children are receptive towards commercial that are been displayed on television.

Living stone and Helsper (2006, p 505) concluded that there was little empirical evidence cited in support of the claim that children are more vulnerable to advertising what has research is looking forward to understand it does the advert that comes on the TV stimulate the desire of children towards the advertised products.

#### **2.3.5 Children As Consumer**

According to the American marketing association marketing is an organizational function and a set of processes for creating communicating and delivering value to customers and for managing customer's relationship in ways that benefit an organization and its stakeholders. According to Sandra L. Calvert (2008, p 18) television has been the staple of advertising to children and youth children views approximately 40, 000 advertisement each year the product marketers to children

cereals, indomie, candy, etc. according to Marshall et al (2010, p.26) children's ability to deal with information is limited and prevents them from making decision based on a plurality of dimensions as adult do.

According to Rogoff et al (2006) research should focus on deciphering the variety of consumption netiliries in which children are involved and in understanding the social and cultural conditions that make them adjust their participation by different degrees.

1. First degree: a peripheral participation, meaning that young children are mainly in a position of observers, when discovering the items bought home by their parents or older siblings when accompanying their parents to shop in traditional market, retail outlets or even when observing shopping on line at home.
2. Second degree: a more focused participation, meaning children now prescribe consumer items which are legitimized by caregivers, peers or siblings.
3. Third degree: a central participation, meaning children now act as active and competent consumers, able to legitimately decide how to spend their own pocket money in some consumption areas that are culturally defined as a specific space for children with a cultural community. This cultural perspective shows that children are able to create their own social rules, by so doing they generate their own socially shared meanings and cultured.

### **2.3.6 Pros And Cones Of Commercial Advertising To Chidren**

The pros of advertising to children are that they will see something that they like and they will ask their parents to buy if from them. This is good for the manufacturer because he sells his product and good for the manufacturer because he sells his product and good for the family if they want to know what their child wills like so they can buy them something they want.

The cone is that if the parents don't want to get it, their child will pester them constantly and its annoying. Sometimes they give in and over spend then they wish they didn't spend the money.

Another Con is that the child will never be happy with what he/she has because there is always something being advertised that they still don't have.

Most of the Pros are for the companies that do the advertising mainly, they get children hooked on their products and then the children complain and the company makes money.

The primary Con is the advertising to children is bad since children are not smart enough to know what is actually being advertised to them.



### **2.3.7 Brief Historical Background Of Indomie**

Indomie is a brand of instant noodles by Indo Food CBP Sukses Makmur, the world's largest instant noodles manufacturer. Indomie is also produced in Nigeria since 1995. On September 9, 1970, Indomie was first announced to the market in Indonesia, then launched two years later in 1972.

In 1988, Indomie was introduced in Nigeria through imports and in 1995 opened its first production factory in Nigeria under Dufil Prima Foods. Indomie instant noodles have grown to become a household name across the country. In 2005, Indomie broke the Guinness Book of Record category for the largest packet of instant noodles, creating a packet that was 3.4m x 2.355m x 0.47m with a net weight of a regular pack of instant noodles. It was made using the same ingredients as a regular pack of instant noodles and was certified for human consumption.

On January 3, 2010, Indomie launched the new pack design from its company. De United Foods Industries Limited Division started its operation in the year 1996 at Ota, Ogun State, is the first instant noodles manufacturing plant in Nigeria and the largest in Africa at that time.

The company started with a staff strength of about 500 but today it has over 1500 staffs working effectively and efficiently towards one common goal which is to satisfy its customers by continuously offering a variety of nutritious, healthy, and quality products. DUEIL PRIMA FOODS PLC was incorporated in 2001 as a private limited liability company at Choba, Port-Harcourt, Rivers State. Upon completion of a restructuring exercise, the company was converted to a public limited company and became the holding company of the group in the year 2008.

## **2.4 Theoretical Framework**

Theories are conjectural statements about happening in the society. They tentatively explain events, occurrences etc. In the term "theory" is used to mean an unsustainable guess about something. In the study to be able to explain the influence of commercial advertising towards product promotion, below are two theories of mass communication which explain the effectiveness of commercial advertisement.

### **2.4.1 Cognitive Dissonance Theory**

The Theory was propounded in 1957 by Leon Festinger. The theory simply says that the attitude change takes place when there is a cognitive dissonance. Cognitive dissonance, according to Anaeto and Anaeto (2010, p.200) is an uncomfortable feeling in an individual by receiving

two contradictory or opposite cognitions and idea at the same time. Anaeto and Anaeto went further to say that theory states that when an individual has cognitions that are not in agreement, a statement, a state of dissonance (tension) is created to reduce the dissonance the individual either rejects the conflicting thought or rationalize it and absorbs it with his or her attitude.

The theory according to Asemah (200,p.201) holds that people strive to justify their behavior by reducing the dissonance or inconsistency between their cognitive (perceptions or beliefs) and in cognition give rise to pressure to reduce the dissonance. The theory argues that the experience of dissonance (incompatible beliefs and actions) is aversive and people are highly motivated to avoid it. In their efforts to avoid feelings of dissonance people will avoid hearing views that oppose their own, change their beliefs to match their actions and seek reassurance after making their difficult decision. The theory of cognitive dissonance explains how human beings are consistency seekers and attempts to reduce their dissonance or discomfort in new situations. When individuals encounters new information or new experiences, the categorized the information based on their pre-existing articles, thoughts and belief. If the new encounter does not coincide with pre-existing assumptions, then dissonance is likely to occur. When dissonance occurs individuals are motivated to reduce dissonance they experience by avoiding situations that would either cause the dissonance or increase othe dissonance. For this reason, cognitive dissonance is considered a dire state that encourage motivation to achieve consonance and reduce dissonanc. An example of cognitive dissonance would be if someone holds the belief that maintaining a healthy lifestyle is important but he does not regularly work out or eat healthy, he may experience dissonance within his beliefs and actions.

If there is a significant amount of dissonance, he may be motivated to change his attitude and work out more or eat healthier foods, he may also incline to avoid situations that will point out the fact that his attitude and his beliefs are inconsistent, such as avoiding the gym or not reading health reports. The selection process are.

Selective exposure, which is a method for reducing dissonance by only seeking information that is consonant with our current beliefs, thoughts or actions, selective attention, which is a method of reducing dissonance by only paying attention to a particular information or parts of information that is consonant with current beliefs, thoughts or actions.selective interpretation, wich is a method for reducing dissonance by interpreting ambiguous information so that it seems consistent with ones belief, thought or action and selective rentention which connotes a situation when an individual only remembers information that is consistent with his current belief.

#### **2.4.2 DIFFUSION OF INNOVATIVE THEORY**

This theory wwas propounded by Rogers Everett in 1962, diffusion refers to thocess by which an innovation is communicated through certain channels overtime among the members of a social system. An innovation is an idea practice or object perceived as new by an individual or other unit of adoption.

According to Greg (2003, p.83) in his review of Rogers book “Diffusion of Innovation” observed that successful efforts to diffuse an innovation depend on characteristics of the situation to eliminate a deficit of awareness of an innovation, mass media channels are most

appropriate to change prevailing attitude about an innovation, it is best to persuade opinion leaders.

Rogers (1996, p.85) opinion leaders also influence the adoption of innovations. Opinion leaders are individuals who provide advice and information about an innovation to members of the social structure and services as a model for others. Opinion leaders are at the centre of the communication network and reach a large member of people via the interconnected flow of information, he further stated that the mass media most powerful effect on diffusion is that it spreads knowledge of innovations to a large audience rapidly. It can even lead to change in weekly more effective in the formation and change of strong held attitudes. Research has shown that firm attitudes are developed through communication exchange about the innovation with peers and opinion leaders. These channels are more trusted and have greater effectiveness in dealing with resistance or apathy on the part of the communication.

According to Rogers (1962, p.150) innovation must be widely adopted in order to self-sustain within the rate of adoption, there is a point at which an innovation reaches critical mass. The categories of adopters are: innovators, early adopters, early majority, late majority and laggards. Greenhalgh et al (2004, p.58) adds that central to this theory is process. Individuals experience 5 stages of accepting a new innovation. Knowledge, persuasion, decision implementation and confirmation. If the innovative is adopted, it spreads via various communication channels during communication. The idea is rarely evaluated from a scientific stand point, rather subjective perceptions of the innovation influence diffusion. The process occurs over time. Finally the social system determines diffusion, norms on diffusion, roles of opinion leaders and change agents, types of innovation decision and innovation consequences. Flow can spread and sustain innovations in health service organizations. Greenhalgh et al, evaluated an evidence based model for considering the diffusion of innovations health service organizations.

According to Rogers (1962, p.79) there are five stages, namely:

1. Awareness
2. Interest
3. Evaluation
4. Trial
5. Adoption

These are integral to this theory. An individual might reject an innovation at any time during or after the adoption process. Abrahamson (1991, p.586) examined this process critically by posing questions such as:

How do technically inefficient innovations diffuse and what impedes technically efficient innovations from catching on?

Abrahamson made suggestions for how organizational scientists can more comprehensively evaluate the spread of innovations. In later editions of the diffusion of innovations, Rogers changes the terminology to the five stages to:

**Knowledge:** in this stage, the individual is first exposed to an innovation, but lacks information about the innovation. During the stage, the individual has not yet been inspired to find out more information about the innovation.

Persuasion: in this stage, the individual is interested in the innovation and actively seeks related information or details.

Decision: in this stage, the individual takes the concept of the change and weighs the advantage/disadvantages of using the innovation and decides whether to adopt or reject the innovation. Due to the individualistic nature of this stage, Rogers note that, it is the most difficult stage on which to acquire empirical evidence. (Rogers 1964, p 83)

Implementation: in this stage, the individual employs the innovation to a varying degree depending on the situation during this stage, the individual also determine the usefulness of the innovation and may search for further information about it.

Confirmation: in this stage, the individual finalizes his/her decision to continue using the innovation. This stage is either intra personal (may cause cognitive dissonance) or interpersonal confirmation, the group has made the right decision.

Rogers (1962 p. 134) the rate of adoption for innovations are determined by an individuals adapters' category in general, individuals who first adopt an innovation require a shorter adoption period when compared to late adopters'.

### **2.4.3 Summary**

In summary, one theory will be suitable to this study which is the cognitive dissonance theory because advertising influences consumers behavior by reinforcing constant and persuasive information to the consumer so as to suppress his dissonance.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 Introduction

In any empirical research work, the procedural criteria or technical, used formed a very important aspect since there appears to be several research methods available to the researcher for use.

This chapter however examines the research design, the research population, sampling technique, sample size, the description of research instruments used and the source of data collection as well as both method of data analysis.

#### 3.2 Research Design

The research design is a useful guide to the research in his or her efforts to generate data for the study. In this study however, the survey research method questionnaire which would be shared to a sample.

#### 3.3 Population Of The Study

Research population coherently relates to the group of people or object the researchers is taking as a study. The population of this study shall therefore comprise both male and female. The study population in this work are the children of Emene community in Enugu State which is?

#### 3.4 Sample Size

Sample is anything less than a full survey of a population. It is usually a small part of the population taking to give a idea of the quality of the whole. For the purpose of this study, the sample random sampling is the process of selecting. In this method each household have equal chance of being selected.

However the sample size determination for the work was guided by the Taro Yamani (1967) formula which is

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

Where N = Population  
E = Level of error (0.05)  
N = 7864 (0.05)  
1+7864 (0.025)  
N = 7864  
1+38.53  
N = 7864

39.53

N = 198.93

N = 199

Therefore 199 respondents were randomly chosen to be the sample size for this study. That is study population.

### **3.5 Research Instrument**

In the course of this study, the researcher considered questionnaire as the most veritable instrument for the study the questionnaire produced by the researcher with useful information in her data generation for the study.

The questionnaire distributed for the study comprises of two section (A and B ), the first section deals with the demographic features of the respondent while the second section contains questions in relation to the study. The questions were carefully structured in a close ideal form for uniformity and consistency of response.

### **3.6 Validity Of Instruments**

The validity of instrument in any research work deals with the credibility of the research method used in gathering data for the fact that the questionnaire and the method used was carefully constructed and submitted for empirical verification to the supervisor.

### **3.7 Method Of Data Collection**

The source of data collection in this study was through primary and secondary sources. In primary source the questionnaire was considered as the most useful instrument for gathering information while the secondary source includes text books, journals and the internet.

### **3.8 Method Of Data Presentation**

The method of data analysis adopted by the researcher for this work as frequency distribution tables and simple percentages for easy interpretation and analysis. Data collected from questionnaire were analyzed, summarized using table, frequency. Chi-square statistical tool was used to measure.

## CHAPTER FOUR DATA ANALYSIS

### 4.1 Data Presentation

Of the 199 questionnaire distributed 7 representing 3.5% were lost to distribution, 192 (96.5%) were completed and returned. Therefore, data would be presented and analyzed based on the instruments returned. The data gathered is presented thus:

Table 1: **Gender**

Variables	Frequency	Percentage
Male	56	29.2%
Female	136	70.8%
Total	192	100%

Source: Field survey 2014

The table above shows that 56 representing 29.2% of the total respondents are male while 136 representing 70.8% are female

Table 2: Age distribution

Variables	Frequency	Percentage
17-20	50	26.0%
21-24	72	37.5%
25-30	30	36.4%
Total	192	100%

Source: field survey, 2014

Table 2 indicates that 50(26.0%) of the respondents between the age range of 17-20, 72(37.5%) between 21-24 age range while 70(36.4%) are 25-30 years.

Table 3: occupation of respondents

Variables	Frequency	Percentage
Students	101	52.6%
Teachers	50	26.0%
Self employed	41	21.4%
Total	192	100%

Source: field survey, 2014

The table above clearly indicates that 101 respondents representing 52.6% are students and 50 representing 26.0% are teachers while 41 representing 21.4% are self employed.

Table 4: do you have an idea of what advertisement is?

Variables	Frequency	Percentage
Yes	169	93.2%
No	23	0.67%
Total	192	100

Source: field survey, 2014

Table 5: are you familiar with the various media of adverts?

Variables	Frequency	Percentage
Yes	160	83.3%
No	-	-
To an extent	32	16.7%
Total	192	100

Source: field survey

The table above shows that 160 representing 83.3% are familiar with various media of adverts while 32 representing 16.7% say that they are familiar with the various media of advertisement to an extent.

Table 6: have you seen indomie advert?

Variables	Frequency	Percentage
Yes	179	93.2%
No	13	6.8%
Total	192	100%



Source: field survey, 2014.

The above table shows that 179 representing 93.2% have seen indomie adverts while 13 representing 0.68% claims they have not seen indomie advert.

Table 7: which media channel do you get the advert?.

Variables	Frequency	Percentage
Television	83	43.2%
Radio	64	33.3%
Newspaper	45	23.4%
Total	192	100%

Source: field of survey.

The above table shows that television is the leading medium for indomie advert with 83 (43.2%) of the respondents indicating that they see indomie instant noodles advert on television. This is closely followed with 64 (33.3%) while newspaper has 45 (23.4%).

Table 8: how often do you see indomie advert?

Variable	Frequency	Percentage
Very often	73	38.0%
Often	92	47.9%
Rarely	27	14.1%
Total	192	100%

Source: field survey, 2014

The table above shows that 73 respondents representing 38.0% see indomie instant noodles advert often while 92 representing 47.9% reported often and 27 representing 14.1% say they rarely see the advert.

Table 9: what interest you in the indomie noodles advert?

Variables	Frequency	Percentage
Content of the message	79	41.2%
The logo and color of the advert	28	14.5%
The characteristics used in the advert	85	44.3%
Total	192	100%

Source: field survey, 2014

Table 9 shows that what interest 79 (41.2%) of the respondents is the message of the advert, 85 (44.3%) shows that the characteristic used in the advert of indomie noodles while 28 (14.5%) shows that the logo and color of the advert interest them.

Table 10: to what extent does this advert notify you of indomie product?

Variables	Frequency	Percentage
To a great extent	101	52.6%
To an extent	50	26.0%
Undecided	41	21.4%
total	192	100%

Source: field survey, 2014

This table indicates that 101 representing 52.6% are notified to a great extent about indomie products, 50 representing 26.0% are aware to an extent while 41 representing 21.4% of the respondents are undecided.

Table 11: do you like the ideas contained in the advert?

Variables	Frequency	Percentage
Yes	146	76.0%
No	46	24.0%
Total	192	100%

Source: field survey, 2014

The table above indicates that 146 (76.0%) like the idea contained in the advert while 46 representing 24.0% do not like the idea contained in the indomie advert.

Table 12: to what extent does the advert influence your choice?

Variables	Frequency	Percentage
To a great extent	160	83.3%
To an extent	32	16.7%
Total	192	100%

Table 13: has the advert contributed to the growth of indomie?

Variables	Frequency	Percentage
Yes	110	57.3%
No	82	42.7%
Total	192	100%

Source: field survey, 2014

The above table shows that 110 representing 57.3% agree that the advert of indomie noodles contributed to the growth of indomie while 82 representing 42.7% said No.

Table 14: for how long have you known indomie product?

Variables	Frequency	Percentage
Less than 5years	75	39.0%
6-10 years	91	47.3%
Over 10years	26	13.7%
Total	192	100%

Source: field survey 2014

Table 14 shows that 75 (39.0%) of the respondents have known indomie product for about 5 years, 91 (47.3%) says 6-10 years while 26 (13.7%) reported 10 years and above.

Table 15: how do you feel when you see indomie advert?

Variables	Frequency	Percentage
Feel happy	79	41.1%
Feel encouraged to patronise	58	30.3%
Feel assured to the product	55	28.6%
Total	192	100%

Source: Field survey, 2014

The table above shows that 79 respondent representing 41.1% feel happy when they see their indomie advert on the media, 58 representing 30.3% feel encouraged to patronize the product while 55 representing 28.6 feel assured of the product.

Table16: How would you rate advertizing activities of indomie noodles.

Variables	Frequency	percentage
Very good	112	58.3%
Good	71	36.9%
Poor	9	4.7%
TOTAL	192	100%

SOURCE: Field Survey, 2014.

Table16 ; indicates that 112 (58.3%) rate indomie advert very good, and 71 (36.9%) rate the product as poor.

Table17: What is your perception about indomie advert?

Variables	Frequency	percentage
Misleading	27	14.0%
Informative	119	61.9%
Entertaining	46	23.9%
Total	192	100%

SOURCE: Field survey,2014

The Table above shows 27 (14.0%) of the respondents perceive Indomie advert as misleading, 119 (61.9%) clearly indicates that the advert s are informative, 46(23.9%) perceive the advert as entertaining.

#### 4.2 Discussion Of Findings.

The sampling technique and the method of administering the instruments ensure that only existing customers or consumers of indomie instant noodles were sampled and research instrument administered on them achieve the fundamental objective of the study. Findings were gotten from the table

Research Questions 1: To what extent is Indomie noodles advertized?

Table 6 & 8 indicates that 93.2% of the total respondents strongly agreed that they have seen Indomie instant noodles as against 0.68% who claimed that they have not seen indomie instant noodles adverts. Interestingly Table8 shows that 38% were exposed to indomie noodles adverts very often while 48% were often exposed to the adverts, This level of exposure to the sadvert reported by the customers confirms the extent to which Indomie instant noodles has widely reach the target audience. The level of exposure indicated by the correspondent is quite significant for the realization of he objective of every advertizing campaign is absolutely exposing the consumers to the product advertized.

Lauran and Lin (2005, p. 37) say that the past few years now, there have been continuous commercial advertising in the media to help smoothen sales operations around the world especially in manufacturing industries.

Research Question 2: Is the advert appealing to customers?

Research question two is answered by table 9 which clearly shows that indomis instant noodles are quite appealing as 44.5% reported the indomie colors and logos are the reason why they are attracted to the product. While 41.2% reported that what makes the advert appealing is the message of the advert. 44.3% of the total respondents strongly agree that it's the characters used in the advert that increased their interest in the product indomie instant noodles. This means that for easy advert copy to be appealing. 74% of the study respondents reported the advert message, the aesthetics design and appealing in adverts.

Research Question 3: Does he advert influence the consumer's choice of the product Indome?

Table 8 , 12 & 15 clearly indicated that Indomie noodles advert have strong influence on the potential customer in choice of noodles. Table 12 shows that 83.3% reported that 41.1%are always happy to see the

Indomie instant noodles advert. From the above, it is categorical that commercial advertising has significant influence on the potential client or consumers. This is because the new customers or consumers of Indomie instant noodles product are influenced to purchase the product with promises that the products affect their lives positively.

Research Question 4: What is the consumer's perception about Indomie instant noodles

Table 16& 17 answered research question 4. Table 16 shows that Indomie instant noodles consumers have positive perception about the advert as 58.3% of the consumers rated the advert 'very good', 36.9% described the advert as 'good' while 4.7% of the respondent described the advert as 'poor'. Table 17 shows that 61.9% of the respondent described the advert as informative, 23.9% see it as entertaining, as against the 14% which claimed that the advert are misleading, judging this response, it is safe to say without fear of contradiction that Indomie instant noodles consumers have good perception about it adverts. With the perception of the consumers of Indomie instant noodles towards the product, it mean that, the advertising of Indomie instant noodles promotes the product. Manin et al (2010) say commercial advertising is allowing consumer to receive products message showing the benefits of such product. It is been claimed that noodles advert has spread around the world and it has brought about positive change from the consumers purchase, thereby promoting the product.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION, RCOMMENDATIONS AND LIMITATIONS OF STUDY**

#### **5.1**

#### **SUMMARY**

The of this study was on the influence of commercial advertising on the product promotion of indomie instant noodles with the aid of television survey research design were adopted for the study. The design were considered most relevant because it allows the research to make references and generalization of the population by studying the sample obtained the study. The selection was done through the simple random sampling technique. This was to give equal opportunity to all the member in the population area to be selected for the study. The main instrument used in this study for data collection were the questionnaire designed the researchers with the help of the supervisor and personal interview.

This study starts with incisive background to the the study to provide comprehensive overview of what the study is all about. The statement of the problem was clearly defined to accord the study a definitive focus which is to find out the turn up of the people to indomie instant noodles product as a result of commercial advertising using the children of the Emere community as a study. The research objectives were clearly stated and the research question were definitive. The fundamentally researched questions for the study were:

1. What is the consumer perception about indomie instant noodles product?
2. To what extent is the indomie instant noodles product advertised?
3. Is the advert appealing to the consumer?
4. Does the advert influence the consumers choice of noodles product?

Significantly, the study offers to produce new and additional information towards had been known about commercial advertising, since it was carried out on consumers in a different environment from other studies similar to this.

The Literature review begins with the presentation of consuming things study focusing on the objectives and impact of commercial advertising. Then the theoretical regulation of cognitive dissonance theory and Diffusion of innovative theory to back up the study .

The chapter three focused on research methodology at this stage, The researcher was basically concerned with how to gather data, analyze the data and answer research question to achieve cover objectives of the study. To achieve the objectives the researcher employee survey research design, purpose and simple random and sampling to satisfy needs of study. The sample of the study was 174 drawn from the children emere Community Enugu. The researcher gathered datae from two sources ;primary and secondray source of data. The reasercher pre-tesed the reaserch intrument to examine it,ability and liability and finally adopted simple percentage and frequency for data presentation and analysis.

The data gathered from field were presented in simple tables and percentages, and annalised and interpreted in the discussion of findings. All the research questions, answered strongly showed that advertof indomie instant noodles are appealing to the consumers. And a huge impact on them.

## **5.2 CONCLUSION**

In advertising industry, it is important that advertisers achieve the target return so they use a vivid image that they hope will remain in the mind of the viewers. Television as a visual medium and an effective commercial medium is built on same dominant scene of piece of action that convey the essence of the message and can be easily remembered.

Advertising are construct of a society, made in order to promote products and sales, busting economy and lifestyle. Advertising by manufacturers is intended mainly to boost sales and promote products, affecting the consumer's choice to purchase a particular product. The picture or image portrayed in television advertisement are powerful, effective and pleasing to the eyes, thus its commercial influence children who are subscribable to television.

The finding of the study shows that the children pay attention to commercial advertising with interest and found them entertaining and informitive. The major reason for liking an advertisement is the character used in portraying the product. Factors like catchy slogans, theme song, logo and style of presentation were also the reason for liking this advertisement of indomie instant noodles.

The high regard placed on television commercials show by the fact that most respondent 83.3% agree that television commercial influences their choice of product of noodles to a great extent while 16.7% said to an extent. This show that both are influence by the adverts to purchase the products.

## **5.3 RECOMMENDATION**

Teelevision has been seen to be the most effective medium of advertisement, so this research recommend the following.

1. Manufacturers keep advertising their products on television for awareness creation. Most of the time since te advertising in itself does not sell a product. Thus, manufactureres should invest much time and effort in their products, its quality, its pricing and the availability and use commercial advertising to create awareness of the products existence.
2. Manufacturers should invest money in research to find out whether the products they advertise is appealing to the customers.
3. Advertising company should design messages that would appeal to the tasks of children as they are more vulnerable to advertising.

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## APENDIX A

### Letter to Respondents

Department of Mass Communication Caritas University  
Faculty of Management and Social Science  
Amorji-Nike  
Emene  
Enugu State  
28<sup>th</sup> May 2014

Dear respondents,

I am a student of the department of mass communication, caritas university Enugu, currently carrying out a research on the topic “ **influence of commercial advert on product promotion of indomie instant noodles on the children of Emene community**”.

I shall be grateful if you could help me answer this questionnaire as correctly as possible. This research work is purely on academic exercise and all information provided shall be strictly treated as very confidential.

Thank you for anticipating co-operation.



Yours Faithfully

Enape Ejura

MC/2010/421

**QUESTIONNAIRE**

## PART A

1. Sex of respondent  
(a) Male (b) female
2. Age of respondent  
(a) 17-20 (b) 21-24 (c) 25-30
3. Occupation of respondent  
(a) students (b) teacher (c) self employed

## PART B

4. Do you have an idea of what an advertisement is?  
(a) yes (b) No
5. Are you familiar with the various media of advertisements?  
(a) Yes (b) No
6. Have you seen any indomie?  
(a) Yes (b) No
7. From which media channel do you get information or indomie instant noodles?  
(a) Television (b) Radio (c) Newspaper
8. How often do you see the advert?  
(a) very often (b) often (c) Rarely
9. What interests you in indomie instant noodles advert?  
(a) content of the message  
(b) the logo and color of the advert  
(c) the characteristics used in the adverts
10. To what extent does the advertisement notify you of indomie instant noodles?  
(a) to a great extent  
(b) to an extent  
(c) undecided
11. Do you like the idea contained in the indomie instant noodles advert?  
(a) Yes (b) No

12. To what extent does indomie instant noodles advert have significant influence on your choice of product?
- (a) to a great extent
  - (b) to an extent
  - (c) undecided
13. Do you agree that indomie instant noodles advert has in any way contributed to the growth of the product?
- (a) Yes
  - (b) No
14. how long have yo known indomie product?
- (a) less than 5years
  - (b) 6-10 years
  - (c) over 10 years
15. How do you feel when you see indomie instant noodles advert?
- (a) feel happy
  - (b) feel encouraged to patronise
  - (c) feel assured of the products
16. How would you rate advertising activity of indomie noodles.
- (a) very good
  - (b) fair
  - (c) poor
17. what is your perception about indomie advert?
- (a) misleadig
  - (b) informative
  - (c) entertaining.

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