

# TELEVISION ADVERTISING AND CHILDREN'S PREFERENCE OF INDOMIE NOODLES IN THE JALINGO METROPOLIS

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## Abstract

This study was carried out to examine the relationship between Television advertising and the preference for Indomie noodles among primary school children in the Jalingo metropolis. The study was anchored on the AIDA Model of advertising to provide a theoretical perspective. The survey research method was adopted and questionnaires were used as the instrument of data collection. Proportional and purposive sampling techniques were adopted with 400 copies of the instrument distributed in ten primary schools within the Jalingo metropolis with only 351 copies of the distributed questionnaire retrieved. Data were qualitatively and quantitatively analysed data revealed that Television advertising has influenced children on a high level, as well as lured them to choose fast food. The study concluded that there is no doubt that television advertising of Indomie noodles has impacted greatly on Children's food preference for the brand in the study area. It, therefore, recommended that producers of Indomie noodles and related brands should invest more in television advertising, advertisers of Indomie noodles should engage in research that provides a useful understanding of the various appeals to be integrated into the commercial copies of the product to attract more attention.

**Keywords:** Television Advertising, Children's Preference, Indomie Noodles

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## 1. INTRODUCTION

Profit is the backbone of every business organization, and profit is only assured through ongoing expansion. Businesses employ a variety of strategies to draw in and keep customers interested in their goods and services in the face of the fiercer competition that characterizes contemporary businesses. Compared to other forms of promotion and persuasion, advertising has become the dominant strategy adopted by business organizations to attract customers. Effective advertisement helps to guide consumers' buying behaviour and persuade them to patronize products and services offered by organizations (Ikechukwu & Agu, 2018). Every goal that was set for promotion is achieved by advertising.

Without advertising, every company organization's promotional approach becomes less effective and frequently ineffective, and it can both complement and replace personal selling (Ikechukwu & Agu, 2018). Thus the role of advertising cannot be ignored in the business world, hence, its pervasiveness.

A day without being exposed to any form of advertisement, whether directly or indirectly, would truly be a miracle. Everyday existence is pervaded by advertising. It splatters across newspaper and magazine pages, blurts out from radio broadcasts, accompanies the daily meal, disrupts television programming, invades the landscape on signs and billboards, pops up while browsing the internet, and

directly contacts us via mail, SMS, or branded gift items like notepads, clothing, pens, mugs, wallets, key rings, drink openers, cars, and buildings, among other things. Indeed, it is not practical to escape advertising in the modern world as Advertisers are constantly utilizing different codes and strategies to attract attention.

Though advertisers target all kinds of groups depending on the product and service usage, one specific target of many advertisements in modern times is children. According to Nnawuihe and Ogbu (2019) children have been playing a significant role in deciding what they want by making contributions to the family decision-making process. This phenomenon has led to the concept of Pester power - which implies a marketing strategy targeted at children to influence their parents' purchase decisions. In an effort to influence children's perceptions of their respective companies, advertisers have begun to understand this role and have decided to pitch brands directly to children as the target audience. These commercials are designed to stir up their desires, appeal to their emotions, and increase their desire to buy the promoted goods and services. Boyland and Whalen (2015) assert that children are vulnerable, and hardly understand the intent of advertisers thus they are easily influenced. Children are vulnerable to advertising because of their undeveloped cognitive ability to perceive the persuasive techniques marketers use in reaching out to them (Graff, Kunkel, & Mermin, 2012).

According to a report prepared by the Australian Psychology Society (APS) (2017), advertising media plays an active part in shaping children's perceptions of the world and their behaviour in several ways: by cultivating acceptance of the beliefs, values and attitudes that it portrays at a broad cultural level; by social learning, whereby children come to learn which attitudes and behaviours are accepted and rewarded; and by its impact on the formation, development and maintenance of cognitive scripts for how to behave in a variety of circumstances. The same study acknowledged that advertising could have a variety of effects on kids, including raising their product awareness, their favourable attitudes toward a product (junk food), their propensity to buy or actual purchasing behaviour, their conceptions of acceptable eating habits, and their propensity to pester their parents for purchases. Furthermore, it raises the perceived worth of particular products as incentives in families and awakens children's cues, cravings, thinking preoccupations, and snacking behaviour.

Of all the various channels of advertising, Boyland and Halford (2013) assert that Television is the most viable means through which children encounter advertisements. It is reported by the American Academy of child and adolescent psychiatry (2001) that children spend more time watching television each year than they spend in school and findings from a survey by the UK broadcast regulator show that television is the media device that would be most missed by children and adolescents (Jones, Pinder, and Robinson, 2020). Sigman, (2012) further explains that despite the availability of other options, television is still the media activity, 5 - 15 yr olds would prefer to do when given the choice and as such more time is spent watching television every week (an average of 14.6h) than undertaking any other media activity ((Jones, et al., 2020). This justifies the high usage of television by advertisers targeting children.

Story and French (2004) concur that Children are now exposed to more advertisements on television than by any other means. According to Iguve, Oxford, Agbele and Akpede (2019), Television seems to be the front-line medium for advertisers looking to actively engage the public, particularly youngsters, due to its audiovisual capabilities. Similarly, Nnawuihe and Ogbu (2019) observed that children of these days are unique because they are constantly exposed to audiovisual messages on television. Through this exposure, various messages are consumed daily by children and one such message is television advertising known as commercials. Ayantunji, Hinson, Tukamushaba and Ingunjiri (2012) revealed that children enjoyed watching television advertisements in addition to its entertainment features, especially the cartoons, dancing, animations, celebrities, humour and those that promote food. This was shown by the ease with which they could recall marketing messages, especially those that are food-related, with the idea that by consuming such items, they are taking a step toward being the hero they have long loved.

On average, children view over 50,000 television commercials on an annual basis (Bamfo, Kraa, Asabere and Atarah, 2019). Bob (2015) asserts that due to the exposure of children to commercials, kids as young as eighteen months in Nigeria recognize products when they see them. They recognize product logos, product packages, and prices. They can sing along when some particular product commercials are aired. Therefore, children's exposure to television commercials has significant power to kindle their imagination, thereby influencing their perceptions and in the long run, they

might have positive ideas about products and explore all means to get their parents to get them these advertised products (Igyuve, Agbele Oxford & Akpede, 2019). Similarly, Condry (1989) cited in Akoja, Odiba and Kareem (2017) explained that television advertising has a great effect on children by not just prompting them to buy or want products but also shaping their opinions on values, and gender roles, behaviour and even social development. Inferentially, advertising on television is a very effective way to reach children with marketing messages.

Creative and appealing techniques are used in food advertising on television to draw viewers and affect brand recognition. Advertisements targeting children usually appear between children's shows or programmes such as cartoons, school quizzes, and drama among others, they also interrupt the programmes at intervals. This method is used to capture the attention of the children and keep them focused on the television shows so that the channel will not be changed as they patiently watch the advertisement while they wait for the next segment of the programme (Igyuve et al, 2019)

According to Wilcox, Cantor, Dowrick, Kunkel, Linn, and Palmer (2016), Advertisers spend more than \$12 billion per year to advertise to the youth market which is majorly characterized by children and teenagers. Major spenders in advertising targeting children are the food industry and specifically the noodles industry. Report by media Reach OMD, a Lagos-based media agency states that, Nigeria's total advertising expenditure reached N97.9 billion in 2015 and that the report projected Nigeria's total advertising revenue by 2021 is \$483 million (N193 billion) out of which the noodles industry alone spend N2.1 billion majorly on television commercials that target children.

Among the various noodles brands in Nigeria, Indomie is the most popular brand. It holds a 74% market share in Nigeria and has always been nominated overall winner of the World's Most Trusted Brand Award in Nigeria (<http://www.indomie.ng/about-us.html>). The Indomie brand maintains its market dominance to the point that many Nigerians tend to think that, the name "Indomie" means 'noodle' instead of a brand of noodles. Among Indomie's promotional activities, is television commercials (Igyuve et al, 2019). There is hardly any television station in Nigeria that is void of some form of Indomie noodles advertising. A report by media Reach OMD (2015), a Lagos-based media agency states that Nigeria's total advertising expenditure

suggests that the noodle industry spends N2.1 billion majorly on television commercials and the Indomie brand provides more than 50% of this amount.

Could there be nexus between the massive Indomie Television commercials and the growth of the company? Though both children and all other groups of people consume the brand, there is no doubt the former remains key to the success of the product and the phenomenon of children's commercials has always been a very interesting area in academic research. Thus, it is important to determine whether the Television advertisement of Indomie Noodles has a significant impact on children's preference for the brand. The subject is not totally, a new concern as many scholars (Ikechukwu & Agu, 2018; Igyuve et al, 2019; Nnawuihe & Ogbu, 2019 etc) have commendably studied it from different angles and geographical locations.

However, a review of existing studies indicated that the subject matter has not been adequately investigated from the perspectives of children in Taraba State even though such children like their counterparts in other places are also exposed to Indomie Noodle's Television commercials. It is against this backdrop that the current study is designed to determine the impact of television advertising messages of Indomie Noodle on likely preference for the brand among primary school children in the Jalingo metropolis, Taraba State.

## **2. STATEMENT OF RESEARCH PROBLEM**

The patronage of products and brands all over the world is enhanced through persuasive communication called advertising. Bearing this in mind, companies do make use of advertisement to a great extent in reaching out to target consumers. Among other advertisement channels, television advertising is considered a very strong channel for passing messages about products or brands. Television viewers, especially children, are more attracted to advertising. Given their psychological orientation as children, most children believe in advertising messages and use such messages as a yardstick in choosing a particular brand over another. Watching advertising influences children's food choices. Since children spend much time watching television commercials and other programmes, they are likely to find interest in food messages presented more than any other.

Indomie noodles are one of the fast food that is heavily patronized by families and restaurants in Nigeria including Taraba State, it is therefore strongly believed that television commercials of Indomie Noodles also

reach many primary school children in the Jalingo metropolis. This, no doubt, is associated with the growing access to television sets and satellite television decoders in many homes. The children in this part of Nigeria therefore, see these commercial messages during prime-time shows that target them. The assumption here is that the children are likely to be influenced by such commercials towards having an interest in Indomie noodles and consuming it. Moreover, there is a paucity of studies that indicate any link between children's exposure to the commercials and their preference for the brand products. This study, therefore, investigates the relationship between television advertising and the preference for Indomie Noodles among primary school children in the Jalingo Metropolis of Taraba State, Nigeria.

### **3. OBJECTIVES OF THE STUDY**

The broad objective of this study is to examine the impact of television advertising on children's preference for Indomie Noodles in the Jalingo metropolis of Taraba State. However, the specific objectives are:

- i. To determine how often primary school children in the Jalingo Metropolis are exposed to Television advertising of Indomie Noodles.
- ii. To examine advertising appeals contained in TV advertising of Indomie noodles that attract the attention of primary school children in Jalingo, Metropolis.
- iii. To determine how TV advertising of Indomie noodles influences primary school children in the Jalingo metropolis.
- iv. To determine if there are other factors apart from advertising that determines the preference of Indomie Noodles as against other brands of noodles among primary school children Jalingo metropolis.

### **4. LITERATURE RELATED**

#### **Concept of Television**

Scholars have it that for a discussion of any concept to be held, a review of it is necessary, in this regard, it becomes important to review Television (Chaikaan, 2020). Television is a mass medium that is known as the audiovisual medium because it presents information in form of sight and sound. The audiovisual character of television the medium has great power in conveying realism which keeps them glued to the medium. According to (Okunna and Omenugha, 2012), television allows audiences to see and hear the various events taking place around the world.

Since television combines audio and visual elements, television has been considered to be superior to other forms of media. It gives products quick credibility and notoriety and presents the best opportunity for innovative advertising. According to Rodman (2006), television is the most powerful sales tool. It can break or make any society because its medium can make viewers replicate the actions they get exposed to; either in part or whole.

In his description of television, Postman (1985) as cited in Gbadeyan (2009) refers to television as a curriculum, "a specially constructed information system whose purpose is to influence, teach, train or cultivate the mind and character of youth". Like a curriculum, it is assumed that television contains information about the world we live in and at the same time it acts as a vehicle of socialization where knowledge about social roles and cultural values is acquired. Gbadeyan (2009) submits that, television offers unique possibilities for reaching a young audience because most children love films, television and any moving pictures with sound. According to Branston and Stafford, (2003, p. 203), "television is arguably the medium that is central to most people's lives in the developed world being a medium many people watch for a long stretch of hours in a day for information, ideas and entertainment". It is a medium that has practically taken over many homes all over the world, making it a necessity in the life of the majority of people. Because of this, marketers believe that television is the best medium for exhibiting a good or service.

However, Olaoye, Taiwo, and Onita, (2022) further assert that television is a medium of considerable power and significance which plays a crucial role in most people's daily lives. Even though a generation has fully grown with it, television is still a relatively new technology. Modern-day statistics have shown that few homes are without a television set, and some even own more than one. According to a study by Ball State University on the media consumption habits of average Americans, despite the Internet's steady rise in popularity over the last few years, television remains the dominant medium. On average, the general population spends over four and a half hours a day in front of the tube, making TV watching one of the most common modern leisure activities (Olaoye, et al.. 2022)

#### **Concept of Advertising**

Advertising is a powerful form of persuasion and a crucial marketing strategy that helps in the sale of products, services, ideas, and even just images. It has a

significant presence in the society. Today, each of us is inundated with advertisements every day. Any form of business or sector must now have it to succeed. Additionally, non-commercial organizations like the government, colleges, public service organizations, and characteristics are using advertising methods more and more. This procedure is a part of marketing and communication. People are persuaded to purchase goods by advertising. Every advertisement combines persuasion with information. Today, we may say that advertising is a process of informational dissemination, persuasion, marketing, and public relations. Through a communication medium, advertising reaches us.

The American Marketing Association (AMA) defines "advertising as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". The American Marketing Association (AMA) in Chile and Chaikaan (2015) point out that advertising is a tool of marketing along with the product and its packaging, price, distribution and personnel selling. According to this definition, promotion is non-personal. It is direct "to whom it may concern". If advertising is effective, it is because the audience is receptive to it.

**Paid form:** when a product or service is favourably highlighted in the press, including in newspapers, magazines, radio, and television. The item is displayed because it is thought to instruct or entertain the audience. But the benefitted group does not receive any compensation; this is just publicity. Contrarily, advertising is printed or broadcast because the advertiser has paid for the time or space to tell the tale of a certain good or service.

**Non-personal presentation:** When a personal face-to-face presentation is made, personal selling occurs. Although it complements or is frequently submitted for, personal selling is done in a non-personal way by using intermediaries or media.

**Idea, goods and services:** from this point advertising is concerned with much more than the promotion of tangible goods. Most of the advertising is designed to help sell goods and services. It is being used increasingly to further public interest groups.

**An identified sponsor:** Advertising reveals or identifies the author of the ideas and opinions. This distinction between propaganda and advertising, according to a sponsor who wishes to remain anonymous, sets the former apart from the latter. On

the other hand, advertising reveals or identifies the source of the ideas and beliefs it presents.

### **Television Advertising**

Television Advertising is simply advertising that makes use of television as a medium of communication. However, some scholars attempt to define the concept more elaborately. Yesser and Faisal cited Vimi (2013) defined Television advertisement as a type of television programming produced and paid for by an organization, which conveys a message typically to market a product or service. Television advertising according to Vimi (2013) is technically known as Television commercials (TVCs).

According to Ikechukwu and Agu (2018). Television advertising or commercial is a form of advertising in which goods, are promoted through the medium of television. Television advertising or TVCs possesses certain characteristics of which, the use of songs, jingles and humour, catchy jingles and phrases etc to generate sustained appeal which may remain long after the advertising campaign. Nnawuihe and Ogbu (2019) noted that the denominator of a television commercial is time and not space as found in print media. Nnawuihe and Ogbu further argued that good television advertising is built on words and illustrations that will arrest viewers' attention in the first five seconds, register a brand name early, and provide evidence of the fulfilment of the promised benefits.

The bulk of television advertising use attention-getting techniques like catchy and wonderful music, lyrics, jingles, humour, and repeated messages. The professional forms or types of TV commercials or advertising include, among many others: the product as the hero, product demonstration, problem-solution, slice-of-life, celebrity/testimonial, animation, spokesperson presenter, endorsement, opportunistic style, storyline style, fantasy, and teaser. The major factor is the advertiser's or copywriter's creativity or imagination. This factor plays a key role in producing television advertising that generates sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign and directly or indirectly influence purchase decisions, Nnawuihe and Ogbu (2019).

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.

Television advertisements appear between shows, but also interrupt the programme at intervals. This method of screening advertisements 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 watch the advertisement while waiting for the next segment of the show. This is a technique of suspense, especially if the break happens right before a show's cliffhanger. The extent to which television advertising fully addresses the motivations of the prospects has an impact as well. Most people agree that these driving forces behind behaviour are primarily fear, sex, wrath, and happiness. By doing this, the advertiser is taking significant steps toward assisting the consumer in taking advantage of advertising.

### **Functions of Advertising**

Nwabueze (2014) submits that advertising performs the function of informing the public about a product. It tells the consumer about the benefits or attributes of a product, its uniqueness, where they buy the product and who manufactures it. Also, advertising performs the function of announcing a new product into the market. It takes advertising to help the new product get acceptance in the eyes of the public. However, to achieve this goal, advertising works hand in hand with other marketing communication techniques. Another function of advertising is to differentiate a specific product or brand from others. This is common when a particular brand is employing similar techniques like packaging, and colour combination to attract the attention of consumers. For instance, Indomie Noodles runs advertising to differentiate between the brands with other brands like "Supreme noodles". A line of the advertising message reads, "...the test is the difference, the difference is the test...".

Another function of advertising is to remind consumers about a brand. It is important to note that every product has a life cycle. While explaining the concept of the Advertising spiral, Asemah (2010) reveals that products are in stages which include the introduction stage, growth stage and declining stage. He asserts that advertisers need to keep reminding the consumers about their presence in order to remain in the minds of the consumers while as remain relevant in the market. Asemah (2010, p.6) further identify some functions of advertising as follows:

- i. It serves as a marketing function by helping companies that provide products or services to sell their products. Advertising works with other forms of marketing communication like

- personal selling, sales promotion, and direct marketing, to sell ideas, goods and services.
- ii. Advertising induces the firm's cost of production per unit output. This is because, advertising increase demand for the firm's output, thereby, encouraging manufacturers to manufacture more products.
- iii. Advertising makes the public to be loyal to a product.
- iv. Through advertising, companies that are new in business can easily penetrate the market. Advertising is pro-competitive. Thus, it helps new organizations with a new product or service to take on the giants in the industry and carve out a niche for themselves in the market.
- v. Advertising informs consumers about products in the market. This will enable consumers to make more intelligent choices in the marketplace. Thus, advertising aids the competitive process.
- vi. Advertising increases the usage of a product.
- vii. Directs the public to areas where they can get products.

### **Advertising Appeals**

Advertising appeals are promotional themes that are employed to persuade the target audience. Advertising appeals aim to influence the way consumers view themselves and signify how buying certain products can prove to be beneficial for them (Oyero & Salawu, 2014). Advertising appeals are part of a creative strategy of advertising and they could be used as a basis of a certain advertised message to attract the attention of potential consumers, to efficiently influence their awareness, beliefs and attitude towards the advertised product, and consequentially, the purchase intention.

While defining appeals, Belch and Belch (2004) maintain that appeals in advertising refer to the approach used to draw the consumer's attention or/and influence the feelings they have for the product. Furthermore, appeals in advertising are used to draw attention, motivate and create an interest in the recipient of the advertising message about the advertised object. Based on the above explanations, it can be deduced that advertising appeals are psychological strategies used by advertisers to capture the attention of their target audience and by extension

influence them to take an action in favour of the advertised brand.

The choice of an adequate appeal is one of the most significant decisions for a creative strategy of advertising (Oyero & Salawu, 2014). However, it is important to note that, the choice of an advertising appeal depends on the advertising company, the type of the product, the set advertising goals, target groups and also of the way of advertising of the competitors and media which will carry out the advertising (Leonidou and Leonidou, 2009). In general, advertising researchers (Ambekar, 2009; Arens, 2004; Padhy, 2011 etc) classify advertising appeal into Rational and Emotional.

Rational appeals, as the name suggests, aim to focus on the individual's functional, utilitarian or practical needs for particular products and services. Rational Appeals are also called informative or logical appeals since advertisers use them to represent rational reasons for purchasing an advertised product (Sharma & Singh, 2006). Belch and Belch (2004) explained that Rational appeal focuses on the consumer's real, functional needs to use a certain product by emphasizing the characteristics of the product and/or benefits and reasons for owning or using a certain product. Advertising messages with rational appeal stress facts, product characteristics, as well as concrete benefits that consumers would have if they chose to use the advertised product; rational appeals emphasize the quality, value, efficiency or performance of the advertised product (Kotler et al., 2012).

Due to their informative nature, advertisements use rational appeals to persuade potential customers that the offered product is superior to that of their competitors because of certain features or benefits it offers. Therefore, rational appeals emphasize the characteristics and features of a product and the service and how it would be beneficial to own or use. It is suited for products that are complex and that need a high degree of attention and involvement (Lee and Hong, 2016). Rational appeals in advertising can be classified into one of the following categories: feature appeal, competitive advantage appeal, favourable price advantage appeal, news appeal and product popularity appeal (Kotler et al., 2012).

On the other hand, emotional appeals tend to replace a

unique selling proposal with a distinctive emotional proposition, which tends to build particular emotional associations in the consumer's mind towards the marketed goods. Emotional appeals target the psychological or social needs of the consumer, meaning that they are trying to cause positive or negative emotions that could lead to purchasing (Kotler et al., 2012). Several needs and connected feelings can be used as a basis for emotional appeals in advertising. Consumer feelings that are used as a base of emotional appeals can be classified as personal feelings of the consumer and social-based feelings (Belch & Belch, 2004).

Personal feelings also include security, safety, fear, love, happiness, joy, attraction, excitement, pride, accomplishment, confidence, self-confidence, pleasure, ambition, etc. On the other hand, social-based feelings could be recognition, status, respect, involvement, shame, affiliation, rejection and such. The previous emotions can be more important than the attributes, functions or features of the advertised product. Emotional appeals can create positive or negative emotions in the consumer's conscience, meaning that positive emotional appeals in an advertising message emphasize the benefits and advantages of using the advertised product for the consumers, while negative emotional appeals emphasize the danger and negative consequences that can occur if the consumers do not use the advertised product (Belch & Belch, 2004).

### **Advertising to Children**

Children represent a huge market for advertisers. In addition to the purchasing spend they represent and the influence they exert on their parents' shopping decisions. This explains why concerted efforts are made by advertisers to reach out to children for product sales and consumption (Maher, Herbst, Childs & Finn, 2008). Powell, Schermbeck, Chaloupka (2013) have demonstrated that the main aim of advertisers is to entice children to gain their attention by using multi-faceted and techniques such as licenced and trending cartoon characters, celebrities' children love (footballers, actors and actresses etc.), giveaways, animations, use of humour and fun appeals. These strategies are extremely engaging and attractive to children (Cairns, Angus, Hastings & Caraher (2013), thereby improving product recognition and creating positive brand attitudes from an early age (Hebden, King & Kelly, 2011). The persistent showing of these adverts via numerous channels especially television is geared towards convincing children to purchase a

brand such as Indomie noodles.

Today, advertisers have devised various strategies in their efforts to reach children and lure them into purchasing their brand or create pester power that will force their parents to purchase the brand on their behalf. Huang et al. (2013) revealed the use of the technique of giving free gifts to purchases made. For example, soft drinks were offered free of charge with the purchase of raw rice and free toys with the purchase of food products.

Additionally, to promote food-related products, advertisers used a variety of personas, including celebrities, regular people, experts, and cartoon characters. The majority of advertising featuring famous people, such as well-known and attractive TV hosts, soap opera stars, and athletes, is frequently aired at primetime with the family and children. Mchiza, Temple, Steyn, et al. (2013) reported that in the year 2012 a study conducted by Samaraweera and Samanthi indicated that 38% of the children pestered for foods that featured celebrities and popular characters on television.

These strategies of advertisements are widely used by most food and beverage companies to catch the attention of children for their gain. According to Huang, Mehta and Wong, (2011), these marketing strategies are mostly focused on products that are energy-dense and nutrient-poor. This not only exposes children to unhealthy eating behaviour but also confuses them about what a healthy meal should be. The pervasiveness of advertising targeting children especially on Television and the vulnerability of children due to their undeveloped cognitive ability led to a debate about the ethics of children's advertising.

According to the American Psychological Association [APA] (2004), advertising targeting children below the ages of 7–8 years is inherently unfair because it capitalizes on the children's inability to attribute persuasive intent to advertising. As a result of this limitation, children below 7 years of age comprehend the information contained in television commercials uncritically, accepting most advertising claims and appeals as truthful, accurate, and unbiased. Similarly, the Consumers' Union (2002) states that children are simply not intellectually capable of interpreting the intent of advertisements, nor are they able before the age of 7 or 8 to rationally judge the worth of the advertising claims. This makes children's advertising inherently unethical.

Baran (2006, p. 390) opines that Television advertising to kids is questionable, he questioned thus, "if parents would never allow living salespeople to enter their homes to sell their children products, why do they allow the most sophisticated salespeople of all to do it for 20 minutes every hour every Saturday morning?". Furthermore, it is argued that television commercials have majorly contributed to consumerism among children. Children tend to desire and consume products such as Ice cream, noodles, yoghurt and a host of others more than healthy foods provided in their homes. This is argued in the sense that advertising makes us see personal worth and identity not in ourselves but in the products with which we surround ourselves. According to Domonick (2005), the materialistic culture creature reinforced by advertising in modern times has no doubt contributed to greed and envy. In the case of children, this phenomenon has caused serious family problems as children use pester power to put pressure on their parent(s) to get them certain advertised products just to fulfil their envy and greed.

Criticism against children's advertising has in no way deterred advertisers from advertising to children as well as justifying their actions that their activities are regulated by several bodies and that parents should have control over their children. Thus, the debate about children's advertising will never end soon seeing that advertising to children alone is a big industry with economic value to the media industry and the government in form of taxes the companies paid to the government after massive sales.

### **Other factors that Influence Consumers' Choice of Product**

It has been argued extensively that advertising significantly influences consumer choices. However, realities and recent studies in the last few years have indicated that other external factors influenced purchase decisions not necessarily advertising. Warren et al. (2008) suggest factors such as parental food patterns, environments, socioeconomic status, peer influence, and knowledge about food and nutrition. They further observed that humans are social beings and their decisions including purchase decisions are significantly influenced by a network of persons such as friends, and family members among others.

Warren et al. (2008) also assert that a consumer's past experience can lead to purchasing decisions. According to them, Psychologists call this, the law of primacy, sometimes sights, smells or sounds from our past will trigger off inappropriate responses: the smell of bread

baking may recall a village bakery from twenty years ago, but the smell could have been artificially generated by an aerosol spray near the supermarket bread counter.

Nutritional aspects also generate considerable interest among end consumers, influencing their decision to purchase food products like noodles advertised to them. According to [Kissileff and Van Itallie \(1982\)](#) as cited in Martínez-Ruiz and Gómez-Cantó (2016), Consumers consider the nutrients they ingest, which largely affects their health. In this regard, in their analysis of consumer orientations toward the health and hedonic characteristics of food products, [Roininen et al. \(1999\)](#) identified three health-related factors general health interest, light product interest, and natural product interest and three taste-related factors craving for sweet foods, using food as a reward, and pleasure. They also found that women were more interested in health- and taste-related aspects than men, and that young people were less concerned with health and more interested in taste than older consumers. [Deloitte \(2015\)](#) identified factors like taste, price, and convenience as determinants of consumers' behaviour toward food purchase decisions. This implies that affordable prices of tasty noodles that can be conveniently prepared without stress will go a long way in influencing consumer behaviour to purchase. Specifically, [Lusk and Briggeman, 2009](#)) identified the following as other factors that can influence purchase decisions toward a food-related product like Indomie noodles:

- i. Naturalness, i.e., the extent to which food is produced without modern technologies;
- ii. Taste, i.e., the extent to which consumption of food is appealing to the senses;
- iii. Price, i.e., the amount paid for food;
- iv. Safety, i.e., the extent to which consumption of food will not cause illness;
- v. Convenience, i.e., the ease with which food is cooked and/or consumed;
- vi. Nutrition, i.e., the amount and type of fat, protein, vitamins, etc., food contains;
- vii. Tradition, i.e., the preservation of traditional consumption patterns;
- viii. Origin, i.e., where the agricultural commodities were grown;
- ix. Fairness, i.e., the extent to which all parties involved in food production benefit equally;
- x. Appearance, i.e., the extent to which food looks appealing;

- xi. Environmental impact, i.e., the effect of food production on the environment.

### **Theoretical Framework**

This study is anchored on the AIDA Model of advertising. The model was developed by Elias St. Elmo Lewis, an American businessman, as far back as 1898. The major focus of this model is on the different stages in the consumer decision-making process which invariably generates profit maximization for the advertiser. The AIDA model is an acronym which stands for Attention, Interest, Desire and Action. These are elements adopted by experts in the advertising sphere to persuade and capture the attention of consumers to ensure the purchase and repurchase of their products (Nnawuihe & Ogbu, 2019).

These elements also serve as stages in the consumer decision-making process when exposed to an advertisement on television. For the proponents of the AIDA model, the goal of any advertisement is to capture the attention of the customers by attracting them. Once this has been achieved, the advertisement is also meant to appeal to their interest and ensure top-of-mind awareness for their product in the minds of their consumer. Their interest would also lead consumers to desire the product until they take action by purchasing the product (Asemah, 2012).

Applying this model to the study, advertisers of Indomie Noodles usually seek to grab the attention of the children through the use of various appeals presentations techniques endorsers, cartoons, colours etc. The outcome of the study will show whether Television advertising has succeeded in generating interest in children in the Jalingo metropolis as well as leading to desire and subsequent purchase decisions. Thus, the AIDA model is more suitable for measuring the state of the impact of Indomie Noodles TV advertising on the target audience (Children) within Jalingo Metropolis.

From the discussion, it can be inferred that where television commercials on Indomie noodles are effectively produced, they can attract the attention of the children to the product, stimulate their interest in it, and make them develop a strong wiliness to consume it. This can equally make them exert pressure on their parents to buy and cook Indomie for them. This shows that the AIDA Model is relevant to this study.

### **5. METHODOLOGY**

The research design adopted by this study is the descriptive survey. The survey research method suits

this research because, as Barran, (2004) notes, it provides the necessary scientific tools for finding, describing and interpreting existing phenomena. The population of the study involved ten primary school children within the Jalingo metropolis of Taraba State. The population of the selected schools was 2,156. The sample size of the study was 400. The sample size was decided based on the ranking of sample sizes by Comrey and Lee (1992). The number of pupils selected from each school was proportionally decided. Adopting simple random sampling, the study sampled pupils from primary 3-6 classes. Data for the study were collected through the instrument of questionnaire through balloting. The study administered 400 copies of structured questionnaires. Where a pupil appeared not to have understood an item in the questionnaire, the researchers would interpret or explain it to enable him/her to choose the alternative he/she thought was the right one. With the help of two research assistants, the exercise of administering the questionnaire lasted for five days - Monday to Friday. Out of the administered questionnaire, only 351 copies representing 88% were retrieved. The collected data were presented in tabular form using simple percentages. The data were further analysed contextually.

## 6. DATA PRESENTATION AND ANALYSIS

**Table 1: Respondents' Exposure to Indomie Noodles Television Advertising**

Response	Frequency	Percentage (%)
Very often	251	71.5
Often	89	25.3
Rarely	11	3.1
Not at all	-	-
Total	351	100

Source: Fieldwork 2021

Table 1 above shows that 251 respondents representing 71.5% see Indomie instant noodles television advert very often while 89 representing 25.3% reported often and 11 representing 3.1% say they rarely see the advert and none indicated that they have never seen the advertising message. This implies that all the respondents were exposed to the advertising messages but at varying levels with the majority exposed to it to a very high extent. Therefore, the respondents can provide useful information on the subject matter based on their exposure levels.

## Advertising appeal used in Indomie Noodles TV advertising

Response	Frequency	Percentage (%)
Cartoon	81	23.1
Music	123	35
Dance	19	5.4
Humour	10	2.8
Celebrity	59	16.8
Drama	41	11.7
Others	18	5.1
Total	351	100

Source: Fieldwork 2021

Advertising appeals are common strategies advertisers used to attract attention and induced desire and likely interest of the consumer toward their brand. The respondents were asked to identify the appeal employed by advertisers of Indomie noodles Television advertisement in Table 2. The use of music was identified by the majority (35%). This was followed by the use of cartoons (23.1%), celebrity endorsement (16.8%), drama (11.7%), others not mentioned made 5.1% and the use of humour (2.8%). This goes to say that the advertisers of Indomie Noodles used various techniques to appeal to the target children or consumers.

**Table 3: Respondents' Opinions on the influence Indomie Noodle Television Advertisement have on them**

Response	Frequency	Percentage (%)
I Feel happy when I see the advert	59	16.8
I feel like eating Indomie when I see the advert	159	45.2
I always want my parent to buy me Indomie when I see the advert	101	28.8
It makes me want to take it to school	22	6.3
It makes me believe Indomie is the best	10	2.8
Total	351	100

Source: Survey 2021

Based on Table 3 above, 51 respondents representing 16% said Indomie noodles television advertisement on television makes them feel happy anytime they are exposed to it. Also, 159 respondents representing 45.2% said they feel like eating Indomie whenever they are exposed to the advert, and 28.8% said the advertisement makes them pester their parents to buy it whenever they see the advert. Furthermore, 22 respondents making 6.3% indicated that the advert makes them desire to take the product to school while 10 respondents representing 2.8% said the advertisement made them believe Indomie is the best noodle. Implicatively, Indomie television advertising

has a varying influence on the audience, particularly children. The major influence is the fact that the advert stimulates a desire in the participants to eat the product.

**Table 4:** Other factors that determine the preference for Indomie noodles

Response	Frequency <i>N</i> = 351	Percentage (%)
It's delicious	257 (73.2% )	94 (26.8% )
It's very popular	319 (90.9% )	32(9.1% )
I see it among my friends in school	295(84% )	56(16% )
It's the noodle my parents buy	179(51% )	172(49% )
I see the brands drawings on the road and school signposts	108(30.8% )	243(69.2% )

**Source:** Fieldwork 2021

Table 4 above indicates that 257 respondents representing 73.2% said the reason why they prefer Indomie noodles is that the noodles are delicious, 319 respondents representing 90.9 said they prefer Indomie noodles because it is popular, 295 representing 84% said they prefer Indomie noodles because their friends also preferred it its appearance. Additionally, 179 representing 51% prefer Indomie noodles because it is the noodles their parent supply. However, only 108 respondents making (30.8%) indicated that exposure to outdoor advertising messages of Indoor Noodles like drawings on walls and school signpost made contributed to their preferences for the Noodles. The result implies that several other factors contribute to children's preference for Indomie noodles over others.

## 7. DISCUSSION OF FINDINGS

The study was carried out to determine whether Indomie television advertising influences pupils of selected primary schools in the Jalingo metropolis choice of the product. First, the study seeks to find out whether the pupils are exposed to television advertisements for Indomie noodles. The findings in the study have revealed a very high exposure to Indomie television advertisements among children in the selected schools in the Jalingo metropolis. This has been attested by data in Table 1 where 251(71.5%) of the sampled respondents agreed that they are very often exposed to advertising on Indomie through television. If pupils claimed to have high exposure to advertising on Indomie through television, it is not surprising since television is a part and parcel of almost every household in urban centres in Nigeria and Africa. According to Chiakaan (2020) even though there are many challenges militating against television production and consumption in Nigeria among which include poverty and epileptic power supply, many

urbanites struggle to have access to television in order to be informed, educated and entertained. This explains why almost all the respondents claimed to have exposure to television commercials on television.

But if the respondents claimed to have exposure to television commercials on Indomie noodles, it becomes possible to find out what specifically interested them in the commercials. This is what the data in Table 2 seek to achieve. According to data collected in this regard, respondents' interests in television advertising or commercial are diverse. Apart from the music accompanying the commercials (35%), they were attracted by cartoons, dance, humour, celebrities, drama and other elements in it. Appeals in advertising have the power of attracting the attention of viewers or customers to products being advertised.

This finding, no doubt supports previous findings by Iguve, Oxford, Agbele and Akpede (2019) which revealed that Indomie Noodle brand television advertisements contain psychological appeals that aid in influencing children toward the brand. They identified the use of emotional appeal rooted in strategies that include the use of Drama, celebrity endorsement, music and humour. Similarly, Akoja, Emena and Kareem's (2017) study indicated that many children craved Indomie noodles after watching the television advertisement due to its appeal. This further explains why the AIDA model is relevant to the study. The major aim of advertising is to persuade viewers or people to have favourable patronizing behaviour towards products or services. It is, on this note that data in Table 3 were collected. The collected data here revealed that 159 (45.2%) sampled respondents agreed that they felt like eating Indomie as a result of their exposure to the commercials on it.

Exposure to the advert, also makes the children feel happy, it stimulates their desire towards the Noodles. It also makes others pester their parents to buy the product for them. Similarly, Ikechukwu and Agu (2018) revealed that television advertising has a significant influence on students' preference, patronage and repeat purchase of Indomie noodles. Also, Dibie, Ukpai, Uwasomba and Udeagha (2019) while examining the effect of television advertising on food consumption among children revealed a significant relationship between television advertising jingles and food consumption among children. It equally confirms the experimental research of French and Story (2004) which highlighted the effects of television food advertising on children's food behaviour to include choosing advertised food products at significantly

higher rates than children who were not exposed as well as an increasing number of attempts children make to influence food purchases by their parents.

According to Belch and Belch (2001), consumers' decision to patronize a product is influenced by several other factors. This implies that even though advertising may influence consumers, there may still be other factors that are responsible for the buying behaviour of people. Armed with this knowledge, the study, through data collected in Table 4 has discovered that the respondents' interest and willingness to consume Indomie noodles was also influenced by other factors such as the deliciousness of the noodles, their popularity, peer group and parental influence.

## 8. CONCLUSION

Based on the result of this study, there is no doubt that television advertising of Indomie Noodles has an impact on children's food preference for the brand in the Jalingo metropolis. This is more so when the advertising messages are embedded with special appeals such as cartoons, music and celebrity among others. The study, therefore, concluded that children who are frequently exposed to Indomie television advertising are more likely to prefer the brand than those who are not exposed to it. Similarly, the study concludes that the popularity or market leadership of Indomie Noodles especially among children is significantly linked with the various television advertisement of the brand. Therefore, the continuous development of any brand of Noodles targeting children cannot ignore the place of television advertising.

## 9. RECOMMENDATIONS

Based on the findings of the study, the following recommendations are made:

- i. Since television advertising positively contributes to brand preference, manufacturers of Indomie Noodles and related brands should invest more in advertising. They should produce and place advertising messages on television stations that can reach their target audience.
- ii. Since the potency of television advertising is found to be in the type of appeal used, there is a need for advertisers especially Indomie Noodles to engage in research that will provide a useful understanding of the various appeals to be integrated into the advertising copy of the product to attract attention and favourable

buying decision.

- iii. Similarly, the use of emotional appeal based on the use of cartoons, music and celebrity was found to be effective in influencing brand preference in favour of Indomie Noodles, therefore, producers of the product should maintain the status quo, however, advertisers should ensure that only celebrities with high followership among children in a given time are used in the advertising campaigns.
- iv. The study also found that several other factors influence children's preference for Indomie noodles. An example of a factor is the taste of Indomie Noodles. Therefore, manufacturers of the product should not just spend on advertising but ensure that its quality is not reduced.

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