**THE INFLUENCE OF OMO DETERGENT TELEVISION COMMERCIALS ON CONSUMER’S PATRONAGE OF THE PRODUCT (A CASE STUDY OF WARRI METROPOLIS)**

**TITLE PAGE PAGE**

Certification……………………………………………………………………..

Declaration………………………………………………………………………

Dedication……………………………………………………………………….

Acknowledgement……………………………………………………………….

Table of Content……………………………………………………………………

List of Tables……………………………………………………………………….

**ABSTRACT**

**CHAPTER ONE: INTRODUCTION**

1.1 Background of the study……………………………………………………….

1.2 Statement of the problem……………………………………………………….

1.3 Objective of the study…………………………………………………………..

1.4 Research Questions………………………………………………………………

1.5 Research hypotheses………………………………………………………………

1.6 Significance of the study………………………………………………………….

1.7 Scope of the study…………………………………………………………………

1.8 Limitation of the study……………………………………………………………..

1.9 Definition of terms……………………………………………………………….

**CHAPTER TWO: REVIEW OF LITERATURE**

2.1 Review of concepts……………………………………………………………..

2.2 Review of related literature…………………………………………………….

2.3 Review of Empirical studies……………………………………………………

2.4 Theoretical Framework………………………………………………………….

2.5 Chapter Summary………………………………………………………………..

**CHAPTER THREE: RESEARCH METHODOLOGY**

3.1 Research Design……………………………………………………..

3.2 Population of the study…………………………………………………

3.3 Sample size determination………………………………………………

3.4 Sample size selection technique and procedure………………………….

3.5 Research Instrument and Administration…………………………………

3.6 Method of data collection………………………………………………….

3.7 Method of data analysis………………………………………………………..

3.8 Validity and Reliability of the study……………………………………………

**CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS**

4.1 Data Presentation……………………………………………………………….

4.2 Answering Research Questions…………………………………………………

4.3 Test of Hypotheses………………………………………………………………

**CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION**

5.1 Summary……………………………………………………………………

5.2 Conclusion…………………………………………………………………..

5.3 Recommendation……………………………………………………………

**References ……………………………………………………………………….**

**Appendix**

**Abstract**

The study investigated the influence of Omo Detergent Television Commercials On Consumer’s Patronage Of The Product In Warri Metropolis, to which three (3) major questions serve as a guide. The question includes, Is Omo detergent television commercials capable of influencing consumer to purchase the product? What is the attitude of consumers in Warri metropolis towards Omo detergent television commercials? What   appeals to consumers of Omo detergent in television commercials of the product ? The study was anchored on agenda setting theory and the diffusion of innovation theory. The survey method of research was adopted with the use of 7 item questionnaire distributed to 50 respondents in Warri metropolis, which constituted the study population. Data was drawn through a random sampling technique and were presented and analyzed with the aid of simple percentages and frequency table. The major findings of the study shows that respondents use Omo detergent products, that audience use of Omo detergent product was because of it television commercials, that customers are moderately  satisfied the with the level  of Omo detergent television commercials, findings also showed that the respondents have a favourable attitude towards Omo television commercials, finally, findings showed that exposure to television commercials of Omo detergent influences customers patronage of the product. Based on the findings the study recommended that;  omo detergent television commercials should be creative and contain music or phrase that will attract the audience, Advert should be repeated as often as possible so as to retain potential consumers, television commercials of Omo detergent should occasionally be accompanied with incentives in form of gift items and promo to encourage audience continuous exposure to television advertising, finally, Constant research should be carried out to keep up with changes in consumer needs.

**CHAPTER ONE**

**INTRODUCTION**

**1. 1**        **BACKGROUND TO THE STUDY**

Advertising is said to be paid, non-personal communication from an identified sponsor using the mass media to persuade or influence an audience (Wells W, Burnett J, Moriarty S (2003) Richards and Curran (2002). Advertising has been in existence for a very long time and can be traced back to the very beginnings of recorded history. Archaeologists working in the countries around the Mediterranean Sea dug up signs announcing various events and offers. The Romans painted walls to announce gladiator fights. During the Golden Age in Greece, town criers announced the sale of cattle, crafted items and even Cosmetics ([www.slideshare](http://www.slideshare/) .net, accessed June, 2013).

Advertising is used to establish a basic awareness of a product or service in the mind of the potential customer and to build up knowledge about it.  The need for advertising cannot be emphasized enough and as such companies, the world-over, employ it as one of the main forms of promotion which they adopt in pushing their products and services. It is mainly aimed at creating awareness and providing education about their products and services. The need for advertising is highlighted by Latif A, Saleem S, AbideenZUl (2011), as they identify that the primary aim of advertising is to reach prospective customers and by so doing, influence their attitudes, awareness and buying behavior. They further indicate that advertisers commit huge amounts of time, effort and money to this activity.

Nigerian consumers are increasingly becoming uneasily satisfied especially in the area of exposure to advertising messages. This is largely due to their expectation of good value for the money spent. Pike (2008) cited in Kofi P, Mark K A (2014), asserts that marketers are now faced with escalating media costs, often in tandem with declining advertising budget, thus leading them to increased interest in below-the-line promotional opportunities. According to Kotler (2009), marketing is totally about customers, hence the core mission of marketers is to provide the solution to customers needs and wants by identifying and meeting them.

Morden (1991) cited in Olufayo T. O., Ladipo P. A. and Bakare R. D. (2012),   opined that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Kotler (2002) sees advertising as one of the four major tools companies use to direct persuasive communications to target buyers and public noting that it consists of non-personal forms of communication conducted through paid media under clear sponsorship. According to Kotler (2002), the purpose of advertising is to enhance prospects’ responses to the organization and its offering.

Television advertisements have heralded an unprecedented increase in economic activities. For some, television advertisements are always one of the best things to look out for on television because of their highly captivating, dramatic, entertaining and humorous nature. For others, this form of advertisement is nothing but an interruption of a nice quiet evening at home, especially when the viewer is seriously engrossed in a highly informative news programme. However, beyond these two extremes, the advertiser must gain access to the consumer’s mind in order to win his/her purchasing loyalty. This is why the advertiser capitalizes on the glamour and potency of television to reach out to a wide spectrum of consumers in order to market his wares. Ideally, television commercials are based on the same principle as the old-time medicine show where a medicine dealer uses banjo player and magician to attract customer’s attention to his product and market his wares.

In television commercials, the advertiser uses talents (for dramatic spectacle) and music to put the audience in good humour, so that the sponsor (manufacturer of the product) who corresponds to the medicine man will have a receptive audience when he peddles his wares. The majority of television advertisements in Nigeria recently comprise brief advertising spots, ranging in length from a few seconds to several minutes. In the Nigerian media, advertisement of this sort has been used to sell every product imaginable over the years from household products to goods and services. The effect of television advertisements upon the viewing public has been so successful and so pervasive in recent times.

According to khan, Consumers’ behaviour is affected by both internal (individual) and external (environmental) factors or influences. The internal influences include the consumer motivation and involvement, attitudes, personality and self-concept, learning and memory, information processing on the other hand, external factors includes cultural influences, sub-cultural influences, social class influences, social group influences, family influences, personal influences, (khan, 2006). The way these influencing factors integrated within the consumer determines how that consumer will behave towards the product(s) which at this point is Omo detergent.

**History of Omo Detergent**

**Surf**is the name of a brand of laundry detergent made by Unilever and sold in India, Ireland, South Africa and many other countries. In the United States the Surf product line is owned by Sun Products. The brand Omo was used when it was introduced in Australia and New Zealand, currently in Australia and South Africa, Surf as well as Omo are sold and they are both top-selling laundry detergents in Australia.

Surf was introduced in 1959 after Rinso, formerly Lever's best selling detergent brand, had declined in both sales and market share.  Formulations of the detergent and the market segment targeted vary by region; in some countries Unilever also markets Persil detergent (but in others Persil is a Henkel brand).

Omo is manufactured and distributed by Unilever Nigeria Plc, which is a subsidiary of the multinational food and vitality company. Unilever whose corporate mission is "to add vitality to life" are manufacturer and supplier of consumer goods in the foods, home care and personal care divisions. Unilever Nigeria Plc was incorporated on 11th April, 1923 as the Lever Brothers (West Africa) Ltd (OceanicPearl, 2009). The company began as a trading organisation founded by Lord Leverhulme in Nigeria and West Africa.

It started as a soap manufacturing organisation and has remained over the years to become one of Nigeria's oldest surviving manufacturing organisations. The company has over the years diversified into the manufacture of foods, personal care products and non-soapy detergents.

This was done through mergers and acquisitions, some of which include the acquisition of Lipton Nigeria Ltd in 1985 and Cheesebrough Pond Industries Ltd in 1988 (UnileverNigeria 2010a). In line with the other parts of the multinational group, the company's name was changed in 2001 to Unilever Nigeria Plc. It was listed on the Nigerian Stock Exchange in 1973 and 49% of its equity are owned by Nigerians at the moment while 51% is held by Unilever Overseas Holdings BV (OceanicPearl 2009).

Omo detergent powder is in its mature phase at the moment. It was introduced over 40 years ago and its early stage was marked with great acceptance as the market had very few players predominantly Elephant detergent. This established the brand and led to a very rapid growth phase through the 80s and early 90s.

By the late 90s, the product entered its mature phase. Its market share has since been fairly constant with slight increases or decreases yearly depending on marketing activities. This is evidenced by the gradual fall in market share (from 17.4percent in 2008 to 16.3percent in 2009). Unilever Nigeria constantly undertakes several activities to extend the life of the product. These include repackaging, resizing of packs, introduction of improved formulas and constant advertising.

**Advertising Philosophy Of Omo**

Omo is advertised with a catch phrase "Dirt is good", built around the belief that allowing children explore their environment ensures they grow and develop properly. The advertising of Omo is focused on the mother as the target considering that she is the main decision maker for the purchase of household care products like detergents.

Unilever Nigeria employs the television, posters and radio advertising to market Omo, each media used to a different degree.

Omo's main advertising is done on television since their target audience always watch television especially in the evenings. The adverts are run during a soap opera and a family breakfast show which run on Thursday (8-10pm) and Saturday mornings (9-10am) respectively weekly. These shows are almost religiously watched by most families and so have a great impact rate for the target audience (Wikipedia).

**1.2**         **STATEMENT OF THE PROBLEM**

Commercials emphasizes and seeks to provide information by channeling desire and by supplying reasons for preferring a particular organization’s offer. There have been empirical research on influence of advertisement practices on rate of patronage of new products. This influence may be either positive or negative. The kind of influence depends on the kind and quality of advertisement. Since television commercials have the potential to influence human behaviour either to make them buy a product or admire it. It has been observed that since the 1990’s Omo detergent entered its matured phase and its market shares has not been steady. Since television commercial have the potential to influence buying behavior as regards buying, to what extent can Omo detergent commercials be said to have influenced consumers buying behavior? Most especially in Warri Metropolis?

**1.3**         **OBJECTIVES OF THE STUDY**

The objectives of this study are;

1. To find out if Omo detergent television commercial is capable of influencing consumers to purchase the product.
2. To ascertain the attitude of consumers in Warri metropolis towards Omo television commercial.
3. To find out what appeals to consumers of Omo detergent in television commercials of the product.

**1.4**         **RESEARCH QUESTIONS**

   The research questions of this study are;

1. Is Omo detergent television commercials capable of influencing consumer to purchase the product?
2. What is the attitude of consumers in Warri metropolis towards Omo detergent television commercials?
3. What   appeals to consumers of Omo detergent in television commercials of the product?

**1.5 RESEARCH HYPOTHESIS**

The study developed for testing the following hypothesis:

**H01:** There is no significant positive relationship between omo detergent television commercials and consumer’s patronage of the product.

**HA2:** There is a significant positive relationship between omo detergent television commercials and consumer’s patronage of the product.

**1.6 SIGNIFICANT OF THE STUDY**

The result of the study would be of immense benefit to advertisers of Omo detergent as it would provide a guide on planning, production and placement of television advertisements for the product.

Essentially, this study makes a significant contribution to the existing literature on the influence of television commercial on product patronage. The study would also be of great use to mass communication and marketing students who intend to take up similar studies.

It is also envisaged that findings from this study would assist the management of Omo detergent to effectively promote their products in the highly competitive environment in Nigeria.

**1.7**         **SCOPE OF THE STUDY**

The study would be directed at the general public of Warri metropolis, who can be classified as a consumer of any advertised product on television.

Warri metropolis is a major oil city in Delta State, Nigeria, with a population of over 366,100 people according to the National Population figures for 2011. The people of Warri are mainly the Urhobos, Isokos, Itsekiris, and Ijaws, but other ethnic groups also live within the city. Warri is regarded as a modern metropolis with expanded infrastructural development to include towns such as Uvwie, Udu Ughelli, Sapele and Okpe in recent years, with various road networks linking these places into one. Each of these towns has its own administrative structure. The city is known nationwide for its unique Pidgin English.

The people have access to the following television station Delta Rainbow Television, Delta Broadcasting Services. They also now have access to international stations with the advent of satellite and cable TV.

**1.8**         **DEFINITION OF TERMS**

Frequently employed terms in this study are defined within the context of usage to avoid any misinterpretation.

**ADVERTISING;** Act of making something deliberately known to be people through any of the channel mass of communication such as television and persuading them for positive action towards that thing.

**BUYING DECISION:** The ability of the consumer to conclude on the purchase of a particular product.

**BUYING HABIT:** The decision process and actions of people involved in buying and usage of products.

**CONSUMER BEHAVIOUR**: Activities, actions and influence of people who purchase and use goods and services to satisfy their personal or household needs or wants.

**COMMERCIALS:** An advertisement which is broadcast on television or radio

**EXTERNAL INFLUENCE:** This refers to the environmental influence on the consumer. Examples include family’s social structure and culture.

**INFLUENCE:** Power to affect somebody’s or people’s character, belief or action through example or powerful presentation.

**INTERNAL INFULENCE:** This connotes personal needs and motive of the consumers, his perception, the habit he had developed that influence his behaviour

**TELEVISION COMMERCIALS:** is a form of advertising in which goods, services, organization, ideas, etc are promoted via the medium of television. Most commercials are produced by an outside ad agency, and airtime is purchased from a channel or network in exchange  for sponsorship of its programming.

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.1 Conceptual Framework**

**Advertising**

By its definition advertisement is a unidirectional and paid form of communication that is used to disseminate the product or services information, (Wells, Burnett, & Moriarty, 2007). Companies invest heavily on advertisement campaigns. An estimate of spending on advertisement in 2005 around the world is $300 Billion (Laczniak, 2008). The primary focus of advertisement is to enhance the business profitability; therefore, companies ignore many social aspects while designing an advertisement campaign. In contemporary marketing practices, advertisement means to create a need of the product in the mind of the consumers to influence its mind in a way that he feels thrust for that product weather he really needs that product or not (Singh, 1998). Advertisements no doubt are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give can subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people. Advertisements develop self-concepts in order to induce purchase decisions.

The six fundamental principles, on which advertising campaign run, have been unanimously agreed upon by researchers. These include (Shahid, 1999):

• To score attention;

• To arose interest;

• To develop and sustain that interest;

• To create desire;

• To incite action; and

• To create good will.

After choosing an appropriate strategy and deciding upon the advertising objectives, media selection is the next important consideration. Media are the vehicle that is used for the delivery of the message. Some important tools of advertisement are newspapers, magazines, radio, television, direct mail and mail order, outdoor display and transportation (Wells, Burnett, and Moriarty, 2000). Advertisements are not intended to create sales in the short-term, even though this can be seen as a triumph. However, they try to create long-lasting relationships with their consumers and try to persuade others to buy their product. For this kind of long-lasting relationship to occur the advertisements have to be recalled by the public, which in turn will create some interest towards the product which may lead to a purchase. For this recollection to arise, advertisements use various strategies such as humour, jingles, and repetition of their advertising.

Advertisement has been defined variously by a number of people. According to American Marketing Association advertising has been defined as a “form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.” It is a commercial transaction which is done in order to promote goods and services, and is directed towards a vast audience and is not for individuals only. The ultimate goal of advertisements is not to generate sales or profits; this can only be done once people are aware of the particular product. The overall goal of advertisement is to create the brand awareness among the consumers which in affect influences their buying behaviors (Blacks Academy).

It is the most vital goal of advertisement to influence or persuade the consumers to purchase a particular product over its competitors. According to Terence A. Shrimp, 1981, advertisement transfers affect to a brand. There are a various number of arguments that how can the effectiveness of advertisement be measured (Blair and Rosenberg 1994). Advertisements are a source of attaining the attention of the consumer; this is done in order to increase the publicity and hence allow the information to influence the brand awareness and as a result influences the decision making of consumers (Rossiter and Percy 1997). Further argued by Keller (1994) that advertisements build brand awareness, which in return strengthens the attitudes of the consumer towards the brand and their purchasing decisions (Dahlen & Lange, 2005). Dahlen (2001) concluded that the increase in advertisement exposures results in an increased brand awareness and also the attitudes of non-consumers. In this rapid globalization consumers are well aware of what they will see in an advertisement (Friestad and Wright 1994), this information not only persuade the particular behavior of consumer but also promotes the buying of the product (Robertson and Rossiter 1974; Wright 1986).

In Pakistan television is the only reachable media on which people heavily rely upon. According to Parveen 2009, in Pakistan the television is widely spread and 80 to 90% of the population watches television. The key pillar of a brand’s consumer based brand equity is considered to be brand awareness (Aaker, 1991). If brand awareness is not built, then there cannot be any effective communication. Simply it can be exemplified that for a customer to purchase a product or brand it is important that they are first made aware of it. It is argued that until brand awareness has not been formed, brand attitudes cannot be formed and ultimately there will be no intention to buy. Many researchers support the association between brand awareness and buyer behavior (Assael and Day, 1968; Macdonald and Sharp, 2000).

In today’s competitive world it is very difficult for company’s to compete with each other. The fierce competition has given rise to various ways through which organizations can compete with each other. Information reaches people in a split second and people become aware of every company’s goods and services and the activities that are being rendered by them in order to promote or sale products or services. As a result the competition gets fiercer. It is here that companies decide of adopting and sometimes introducing effective marketing strategies in order to sell its goods or services, and those too must be able to attract the consumer to the product.

In order to attract the consumer’s some organizations introduce new products whereas some organizations advertise in order to attract the consumers. The later is considered to be one of the most influential ways of attracting consumers, since advertising not only creates awareness about the product among the consumers but also gives them information. Even though past studies have agreed that advertisement, especially TV advertisement, is the most effective source of promotion since it attracts consumers attention. Advertisements affect the perceptions of the consumers and it can influence the consumer’s buying decisions. According to past research of Zuraida & Uswatun (2001), that there are three factors that make an advertisement effective; the influence of advertisement on consumer buying behavior, the communication process, and decision making.

It is highly argued that Television advertisements are the main source of providing information to the consumers in order to make them aware of any goods and services reality and its advantages, and this ultimately results in convincing the consumers to purchase them (MacKenzie, 2004). Advertisement has been playing a very vital role in order to attract the consumers for various products, goods or services for organizations. The different media available to advertise has increased over the years and such media leaves a strong impact on the consumers. The 21st Century has come with a dawn of increased advertisements in all the fields of life. It is the most effective way of delivering most of the information. The various kinds of advertisements are:

* Print Advertisement
* Outdoor
* Broadcasting
* Celebrity

**Print Advertisements** include advertising in newspapers, magazines, etc. It has been used for many years now and is of low cost as well. It can be used by anyone after paying a specific amount of money according to the space used by the sponsor.

**Outdoor advertisements** include the day to day billboards that we see daily. They can be seen on highways, shopping areas, or along general roads in Pakistan. They are costly as compared to print media. Outdoor could also include different sponsorship events by companies. For example Pepsi sponsors the Pakistani Cricket Team for its matches, this is an outdoor activity for Pepsi and a huge amount has to be paid for it.

As the term describes it, broadcasting media includes television, internet, etc. Television and the internet have been very popular amongst all the media types and have a larger impact on the consumers as compared to radio advertising. Through television and internet people can interact, but radio is quite different and difficult since there are no visual elements involved.

**Celebrity advertisements** include the use of spokesperson or a celebrity as an endorser for a particular brand. For example in Pakistan Wasim Akram is the spokesperson for Accu Check, an instrument that checks the sugar level of diabetic patients. Since Wasim Akram himself is diabetic people can easily rely on what he says in the advertisements and hence it impacts their buying behaviors.

**Television Advertising**

The influence of television is however very vital since it is a means of communication in an audio and visual manner. A television is the most effective way of communicating ideas to a wide spread audience. The threefold purpose of a television advertisement is either the introduction of a new product, supporting the product familiarity or just convincing the audience to purchase a particular product. Since the past few years, advertisements have played a vital role in marketing strategies and have been a centre of attention among a large number of people throughout the world. Advertisements create sentiments, emotions and sometimes convey hidden yet important messages. It has been influencing the lives of millions of people and is found in our daily lives. Through attractive measures Television advertisements are the most influential forms of media since. The strongest impact of advertisements has been seen on television as compared to print media or the radio. According to a study conducted by Rana (1995), it revealed that the impact of television advertisements was the greatest amongst all the other forms of media, and also that in television advertisements the purchase behavior were the greatest.

According to Kotler (2002) advertising is a set of activities that present and promote ideas, goods, or services, is non-personal through an identified sponsor. Through advertisement a relationship is built between the manufacturer/produce and the ultimate consumers. Advertisement does not directly impact the consumer’s buying behaviors but helps in creating awareness among the consumers. Advertisements are created in order to accomplish the purpose of marketers; communicating the product to the consumers. Therefore an advertisement must be able to influence the consumer’s buying decision. There are several objectives of advertising campaigns. A good advertising campaign must be able to communicate the information to the consumers in such a way that the awareness about the product is increased hence increasing their buying behaviors towards a particular product. The several objectives of a good advertising campaign are presented are as follows:

* **To Inform**

Informing the market of new goods and services

* New usage of products

Informing about any price changes

* Persuasion

Building of brand preferences

Changing buyer perceptions of product attributes

Persuading buyers to purchase

* Remind

Maintaining top of the mind brand awareness

Keeping the product in the mind of consumers during off season

Adapted from Kotler et al. 2002

The above information shows the various objectives that advertisements try to achieve; which have been divided according to the purposes that include informing, persuading and reminding. According to Kotler et al. 2002 when a new category of product has to be introduced, more and more information is given through advertisements in order to create a demand among the consumers, this advertisement in made more persuasive when the competition rises. And in the end consumers are frequently reminded about the product so that it does not fade away in the mind of the consumers (Kotler et al. 2002)

**Brand Awareness and Consumer Buying Behavior**

According to Aaker, 1996 brand awareness is the ability of a consumer to recognize and recall a brand in various situations. Brand awareness includes brand recall and recognition, brand recall is the ability of a consumer to recall a brand after seeing it in a category, whereas brand recognition is the ability of the consumer to identify a brand when a cue is given to them. According to Keller (1993), brand awareness influences the purchase decisions through brand associations, positive images, and marketing. Further argued by Keller, 1993; Macdonald & Sharp, 2000 that consumers purchase products that are known to them and are familiar with the product, this is possible through brand awareness which influences the purchase intentions. Percy & Rossiter (1992) showed agreement that brand awareness helps the consumers in recognizing the particular product and hence influencing the purchase decisions.

Brand awareness is one of the most vital factors that influence the consumer’s purchase intentions which may also lead to influence the consumer’s purchase decision. According to Dodds et al., 1991; Grewal et al., 1998, a product which has a higher level of brand awareness is more likely to get consumer’s higher preference. Further argued by Aaker and Keller (1990) that a product which has a high brand awareness and good brand image easily promotes brand loyalty and the more high brand awareness is, higher the brand trust and purchase intentions of the consumer.

**Advertisement and Consumer Buying Behavior**

Advertisement is a very important information provider which creates a better market and positive image amongst the consumers so that they can easily make a decision according to their needs and demands (Norris, 1984). Further argued by Polly and Mittal (1993) that product information which is communicated through advertisements play an important role in altering the attitudes and behaviors of the consumers towards advertisement as well as the buying behaviors of the consumers once their needs have been met after the information of the particular product or service has been communicated through Television advertisement (O’Donohoe, 1995). The decision process of consumer is divided into five steps:

* Identification of Problem
* Searching for Information
* Deciding between various choices available
* Making a decision, and then
* Making the final purchase

It is however not necessary that consumers go through these steps every time, they are mostly influenced through the various television advertisements (Loudon & Bitta, 1994; Tellis, 1987). Past research on advertisement has shown that characters are the main influencers on consumer behavior (Engel et al., 1986), but the roles of the consumer (Sheth & Mittal, 1999) and involvements (Mowen & Minor, 1998; Clark, Brock & Stewart, 1994) are the main influencers on the buying behaviors of consumers. It is the most vital objective of any advertisement to communicate to the target audience and to bring about an impact on the awareness of consumers, their feelings and hence their buying behaviors. Companies all around the world are spending millions in order to communicate properly to the consumers. According to Arens 1996, consumers go through two stages while wanting to purchase goods or services. These include mental as well as emotional stage, and ultimately this satisfies the demand of the consumers. Here it is worth mentioning that there are various numbers of factors that impact the consumer behaviors. These may be internal and external factors. The consumer’s purchase decisions are influenced by a number of reasons and such variables are outside the control of advertisers or marketers; these factors maybe cultural, social, personal, and psychological which ultimately influence the buying behaviors of consumers.

**Cultural Factors:**

Culture is defined as the values, perceptions, wants and behaviors that prevail in a society (Ibid), and a culture ultimately develops different needs and behaviors of people. It is important to understand that every culture has its own influence on the way consumers behave while purchasing a certain product or service. And this may also differ from one country to another.

**Personal Factors:**

Personality traits differ from person to person, hence the personal characteristics also influence the perceptions of the consumers while purchasing goods and services. These include age, income, lifestyles etc which influence the consumer’s buying behavior.

**Social Factors:**

Another factor that influences the buying behavior of consumers is the social factor. These social factors relate to the society we live in, including family, social groups, which are influencing the behaviors of people. According to Kotler et al. 2005 a group which has a direct impact on any individual is the membership groups in which people become a part of a specific group. Such groups have a significant impact on the behaviors of individuals.

**Psychological Factors:**

Psychological factors include the factors in which an individuals beliefs and perceptions influence their behaviors. Beliefs and perceptions can be developed through a number of variables; one of the most commonly used is through advertisement. How advertisements create consumers beliefs and perceptions about any product. It is therefore an important factor which impacts the behaviors of consumers. This again differs from person to person; if a person is satisfied he or she is expected to take any particular action according to the satisfaction level. And some may do nothing about it at all. Such new changes and experiences are formed in an individual’s behavior results in the consumer’s belief and feelings which as a result influence their buying behaviors (Armstrong et al. 2005).

**Brand Awareness:**

Brand awareness in one of the most vital tools which flows information of a product to the consumers so that they are able of identifying products and also giving an edge of sustainable competitive advantage to companies (Aaker, 2005). Further argued by Aaker, 2005 that this awareness has a significant impact on the purchase/buying decisions of consumers once they have become familiar with the product.

**The Nature of Television Advertising**

The television as a medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. According to McLuhan(1964) cited in Sambe, J.A. (2008), 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 advertisement is intended to capture or grab the attention of the audience and keep the viewer focused on the television shows so that they will not want to change the channel. Instead, they will (hopefully) watch the advertisement while waiting for the next segment of the show. This is a technique of adding suspense, especially if the break occurs at a cliff hanger moment in the show. Rana (1995) undertook a study on TV advertisements and expressed that among the media, the impact of television advertisement on social behaviour, including purchasing behaviour was the greatest. The reason being that television has charm, instantaneous transmission capability and universality of appeal. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humour and repeated messages. The impact of the advertisements is more on television than the print media or radio.

Although television advertising has been found to have great influence on consumer behaviour, many people still deny being influenced by advertisements. However, Levis (1995) found that individuals who deny being influenced by advertisements unconsciously bought widely television advertised products. Cheskin came to the conclusion that the effectiveness of television advertisement is mostly below the threshold of consciousness, but unconsciously, we are affected by them. Krugman (1975) in support of the fact stipulated that “The public lets down its guard to the repetitive commercial use of the television medium and it easily changes its way of perceiving products and brands without thinking very much about it at the time of television exposure. Levisohn et al (1977) cited by Strasburger,(2001) mentioned in their study on television advertisement that it has become, for example, a truism to observe that the impact of an advertisement is determined by complex interactions involving the product advertised, the appeal that is made on its behalf and the consumers.‟

Television advertisement is also affected by the extent to which it rightly addresses the motives of the prospects. These motives of behaviour are generally accepted as mainly fear, sex, anger and happiness. By doing this, the advertiser is well on his way to helping the consumer reap the benefits of advertising.

Williams, Perreemlt and Jerome (1996:5-6) and Eric (1997) pointed out that the important element in defining advertising is the special relationship between a customer’s need and a product’s need satisfying potentials so that influence could be established among the consumer. The above defined this relationship as the utility which is seen as the products ability to satisfy both functional needs and symbolic (or psychological) wants. It is on this basis that scholar in advertising established their stand on the influence of television commercials on consumer behaviour.

Arens (2004) notes that advertisements have a hold on their audience behaviour. This is because they; first develop customers perception of the product itself (awareness, attitude, interest) and then a belief in the product ability (value) to satisfy the consumer’s perceived wants or need (utility). The greater the potential value or utility of the need satisfying product. The submission above implies that, the effect of television advertisement on consumer is a clearly predetermined issue that advertisers reel out while making conscious effort to sway consumer behaviour even before the consumers think of anything in that light. This is the powerful effect and influence of the advertising media which advertisers have come to fully appreciate.

Arens (Op.cit.) further states that a “television commercial can simultaneously capture customer’s attention and stimulate their emotions towards the goal of need or want fulfillment”. What he advocates here is that the television commercial stimulate a need or utility that was not part of the consumer plan and urged him or her to fulfill it based on prescription from the media. This is an illustration of television advertisment influence on consumer’s behaviour.

William (1997) on his view noted that “if customers are aware of the product and it value and if they decide to satisfy it, then they are more likely to act in a manner that suggest a shift of grounds. Advertisers spend a huge amount of money to keep individuals and group of individuals interested in their product. They have to understand what makes potential customers behave the way they do. Williams (Op.cit), postulated that the advertiser’s goal is to get enough and relevant market data to develop accurate profiles of buyers to find the common ground for communication in a bid to influence consumer behaviour which is seen as, “the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants”.

**Psychological effect of television advertising on consumer’s Patronage**

According to. Kotler (2003), there are four key psychological processes — motivation, perception, learning, and memory - fundamentally influencing the customer responses to marketing stimuli. Jokubauskas (2007) also attributes the cognitive aspects, i.e. senses, reasoning, language and perception, to the psychological impact of advertising, although the author does not present the hierarchy of these aspects. Therefore, based on the other authors’ hierarchical division, the cognitive aspects could be divided as follows: firstly, the customer’s attention is concentrated, then perception, cognition though the customer’s emotions and different senses, reasoning take place and then follows the advert assimilation. In Dolak’s (2007) model of the advertising stages impact Attention, Interest, Desire, Action (AIDA) are distinguished. The DAGMAR model distinguishes Awareness, Comprehension, Conviction, Action (Keith, 2006).

All above mentioned models distinguish similar aspects occurring when the customer sees adverts. Kotwal, Gupta and Devi (2008) studied on the impact of TV advertisements on buying pattern of adolescent girls revealed that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. Similarly, Jennifer, John, Bargh and Brownell (2009) explored the priming effects of television food advertising on eating behavior. He found that children consumed 45% more when exposed to food advertising when we watched a cartoon that contained either food advertising for other product and a snack while watching. Mickel (1990) studied the effects of commercial television on Iraqi consumer. They found that their television advertisement offer knowledge about the advertising company and their products. In addition, the show time and quality of the advertisement affect directly the consumer behavior.

Burnet (1989,) opines that the process consumers go through in making a purchase varies considerably between low-involvement and high-involvement situations. Product decisions that serve high personal relevance and contain a high perceived risk are called high-involvement purchase, and they necessitate complex decision making. Products at the opposite end of the relevance/risk continuum are low involvement purchases that requires simple decision making.

Furthermore, Stephen and Tanneholz (1994) express that limited memory is a strong indent in consumer behavioural influence by television advertisements. They argued that experience consumer receive from using a brand solidifies their perceptions can rarely be change through advertising alone”. It figures out that influence is not only a factor of advertising but equally of other variable which have already been listed by Arens (1999) and which includes the product itself. At the cover of his book Contemporary advertising, Arens observed that “advertising can create an image but a reputation must be earned”.

Thus, peak milk television advertising can influence consumer behavior but it can only do that through the reputation of the product. Invariably it is a case of good product that needs a little push from advertising to make it exceptional.

Ibrahim (2002) declares that “advertising has become part of our society because it affects our choice of goods, our economic status and social behavior. The use of the verb ‘affect’ implies that advertising has strong influence and effect on behavior weather social, economic, or religious behavioral pattern. Like what is generally believed by scholars that even those that are illiterate, poor or who cannot read newspapers watch television and are affected one way or the other because what is seen and heard sticks to the memory. Ibrahim further declare that advertisement are usually taken for granted but they can easily influence our purchasing decisions”, equally asserting that “not only do advertisements sell goods and services they are commodities themselves”.

Suffice it to say that, all the products used by a customer are not necessarily those of advertisements they liked. The key lies not only in the attractiveness of the advertisements, but also the interest of the target (Dubey and Patel, 2004).

**2.2 Theoretical Framework**

According to Sevenrin and Tankard (2001), theory is “a set of systematic generalizations based on scientific observations and leading to further empirical observations”. McQuail (2010) sees a theory as consisting of a set of ideas of varying status and origin, which seek to explain or interpret some phenomena.

Theory is a formulated general principle used for better understanding of ideas, issues or concepts. It is an assumption or system of assumptions, accepted principles, and rules of procedure based on limited information or knowledge, devised to analyze, predict, or otherwise explain the nature or behaviour of a specified set of phenomena or abstract reasoning. It relates the past with the present for the sake of the future. The theories that will help in fashioning a path way for this study are the agenda setting theory and diffusion of innovation theory.

**Agenda Setting Theory**

Agenda setting describes a very powerful influence of the media – the ability to tell us what issues are important. As far back as 1922, the newspaper columnist Walter Lippman was concerned that the media had the power to present images to the public. McCombs and Shaw investigated presidential campaigns in 1968, 1972 and 1976. In the research done in 1968 they focused on two elements: awareness and information. Investigating the agenda-setting function of the mass media, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. McCombs and Shaw concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign. Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting: (1) the press and the media do not reflect reality; they filter and shape it; (2) media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

Similarly, mass media, television in this regard, help to create awareness and exert influence on the consumers who are exposed to television advertising of a particular product.

**Diffusion of Innovation Theory**

Diffusion research centres on the conditions which increase or decrease the likelihood that a new idea, product, or practice will be adopted by members of a given culture. Diffusion of innovation theory predicts that media as well as interpersonal contacts provide information and influence opinion and judgment. Studying how innovation occurs, Rogers (2003) argues that it consists of four stages: invention, diffusion (or communication) through the social system, time and consequences. The information flows through networks. The nature of networks and the roles opinion leaders play in them determine the likelihood that the innovation will be adopted.

Innovation diffusion research has attempted to explain the variables that influence how and why users adopt a new information medium, such as the Internet. Opinion leaders exert influence on audience behaviour via their personal contact, but additional intermediaries called change agents and gatekeepers are also included in the process of diffusion. Five adopter categories are: (1) innovators, (2) early adopters, (3) early majority, (4) late majority, and (5) laggards.

According to Rogers (2003), Diffusion is the “process by which an innovation is communicated through certain channels over a period of time among the members of a social system”. An innovation is “an idea, practice, or object that is perceived to be new by an individual or other unit of adoption”. “Communication is a process in which participants create and share information with one another to reach a mutual understanding.

**2.3 Empirical Framework**

Heath, Brandt and Nairn (2006) in their research reveal that advertising associations attempt to accomplish three things: attention, brand awareness and persuasion. Much of the literature found in relation to advertising, is concerned with experiments on the memory of the consumer in order to discover what characteristics of advertisements are most likely to increase the remembrance of them. Characteristics of advertisements can be described as humorous, or those that have songs or jingles integrated in to them. This is an important factor when considering the effects of advertising since, most mental functioning operates unconsciously and the consciousness is of very little importance in the mental life of the consumers. It is important to mention that mass television and a bombardment of TV advertising occurred after the Second World War, which had only been reinforced in the 1980s and 1990s which was seen as the decades of an obsession with advertising, especially television and it has not diminished since then but rather it has increased due to new mediums, such as the Internet, in which companies advertise their products and brands, reaching a much larger proportion of consumers (Gordon, 2006).

Jin (2003) in his survey, talks about the positive effect news exposure of adverts has on the interest and memory of the public, as it is seen in a non-advertising context, which may create more interest from the consumers and may have a different implication on them towards the product, than rather just seeing it in an advertisement. Smit, Van Meurs and Neijens (2006) in their research also indicate that the likeability of an advertisement increases the possibility of the consumer to notice them and enhance the chances of the brand being bought. It is highly likely that likeability can be described as entertainment, relevance, clearness and pleasantness, in which relevance of a commercial with the product that is being advertised is seen as a significant factor in altering the belief of the viewer’s.

**2.4 CHAPTER SUMMARY**

In this review the researcher has sampled the opinions and views of several authors on scholars on the influence of omo detergent television commercials on consumer’s patronage of the product. The works of scholars who conducted empirical studies have been reviewed also. The chapter has made clear that omo detergent television commercials have influence on consumer’s patronage of the product.

The primary focus of advertisement is to enhance the business profitability; therefore, companies ignore many social aspects while designing an advertisement campaign. In contemporary marketing practices, advertisement means to create a need of the product in the mind of the consumers to influence its mind in a way that he feels thrust for that product weather he really needs that product or not (Singh, 1998). Advertisements no doubt are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give can subliminal message.

Nevertheless, the literature reviewed showed that not much research work has been conducted to determine the influence of omo detergent television commercials on consumer’s patronage of the product. This shows a gap in literature hence, justifying the conduct of this study.

In this chapter also, the researcher has been able to review some literatures comparing the omo detergent television commercials on consumer’s patronage of the product. This chapter is thus fulfilled the conceptual, theoretical and empirical requirements.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Research Design**

Research designs are perceived to be an overall strategy adopted by the researcher whereby different components of the study are integrated in a logical manner to effectively address a research problem. In this study, the researcher employed the survey research design. This is due to the nature of the study whereby the opinion and views of people are sampled.

**3.2 Population of the study**

According to Udoyen (2019), a study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitutes of individuals or elements that are homogeneous in description. For the population, the research focuses on *50 customers of Omo detergent product in Warri Metropolis* as a sample for the purpose of this research.

**3.4 Sample size determination**

A study sample is simply a systematic selected part of a population that infers its result on the population. In essence, it is that part of a whole that represents the whole and its members share characteristics in like similitude (Udoyen, 2019). The researcher also used judgmental sampling techniques for the study. Judgmental sampling is a non-probability sampling technique where the researcher selects units to be sampled based on their knowledge and professional judgment.

**3.5 Sample size selection technique**

A random sampling technique was used for the purpose of this research to choose our sample respondents.

**3.6 Sources of Data Collection**

The instrument used here is questionnaires- which comprises of carefully worded question, designed to gather information from the respondents. The research questions were stated in a simple way for respondents’ answers.

Personal interview on the other hand were used as complements especially in situations where it is impossible to obtain information through the questionnaire. It is hoped that this would not introduce bias in the responses.

The questionnaire was divided into two sections, the first section enquired about the responses demographic or personal data while the second sections were in line with the study objectives, aimed at providing answers to the research questions.

**3.7 Validity and Reliability of the study**

Validity referred here is the degree or extent to which an instrument actually measures what is intended to measure. An instrument is valid to the extent that is tailored to achieve the research objectives. The researcher constructed the questionnaire *and data from annual report of* the influence of omo detergent television commercials on consumer’s patronage of the product. (a case study of warri metropolis) for the study and submitted to the project supervisor who used her intellectual knowledge to critically, analytically and logically examine the instruments relevance of the contents and statements and then made the instrument valid for the study.

To maximize the reliability of the instrument used for the research ensured that question were not ambiguous in presenting it to respondents as to give them the impression of different meaning or constructed in a manner likely to communicate different meaning that could generate inaccurate and inconsistent responses when instrument is repeatedly objectivity with no leading question as to answer desired. Also, the instruments are reliable because secondary data instrument is highly reliable because it helps to provide more facts about the the influence of omo detergent television commercials on consumer’s patronage of the product.

**3.8 Method of Data Presentation and Analysis**

Under this arrangement, a simple percentage approach will be employed to analyze the questionnaire for the purpose of simplicity. The table and percentage method data analysis is used to analyze the questionnaires, the formular for it is:

A% = a x 100

n 1

Where n = total number of response to a question

a = number of respondents ticking a particular Answer

A% = “a” expressed as a percentage of N

Analysis and interpretation were done using 5 likert scale have followed respectively in the tables below: SA= Strongly Agreed, A= Agreed, , D= Disagree, SD= Strongly Disagree, U=Uncertain.

The hypothesis test were conducted using the *Pearson correlation statistical tool*, SPSS v.23.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**4.1 INTRODUCTION**

This chapter analyses the responses from the study participants and tests the hypotheses formulated for this study.

**4.2 Demographic Data**

**Table 4.1: Demographic information of respondents**

|  |  |  |
| --- | --- | --- |
| **Details** | **Frequency** | **Percentage** |
| **Gender** |  |  |
| Male | 31 | 62 |
| Female | 19 | 38 |
| **Age** |  |  |
| 18-25 | 19 | 38 |
| 26-35 | 24 | 48 |
| 36+ | 7 | 14 |
| **Qualification** |  |  |
| Waec | 8 | 16 |
| Bachelor’s degree | 32 | 64 |
| Msc/MBA | 10 | 20 |
| Ph.D | 0 | 0 |
| **Marital Status** |  |  |
| Single | 32 | 64 |
| Married | 18 | 36 |
| Total | 50 | 100 |

**4.3 Analysis of Research Question**

***Question 1:*** I watch omo detergent television commercials

***Table 4.2:***  Respondent on those who watch omo detergent television commercials

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Strongly Agreed | 50 | 100 |
| Agreed | 0 |  |
| Strongly Disagreed | 0 |  |
| Disagreed | 0 |  |
| Uncertain | 0 |  |
| **Total** | **50** | **100** |

Field Survey, 2020

From the responses obtained as expressed in the table above, *100%* strongly agreed that *they watch omo detergent television commercials*. There was no record of no.

***Question 2:*** I patronize omo detergent product due to the kind of tv commercials they run.

***Table 4.3:***  patronage on omo detergent product due to the kind of tv commercials they run.

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Strongly Agreed | 15 | 32 |
| Agreed | 13 | 23 |
| Strongly Disagreed | 9 | 15 |
| Disagreed | 10 | 34 |
| Uncertain | 3 | 21 |
| **Total** | **50** | **100** |

Field Survey, 2020

From the responses obtained as expressed in the table above, *32%* strongly agreed that patronize omo detergent product due to the kind of tv commercials they run, 23 agreed, 13 strongly disagreed, 34 disagreed and 21 were uncertain.

***Question 3:*** Omo detergent television commercials is capable of influencing consumer to purchase the product.

***Table 4.4:***  respondent on Omo detergent television commercials is capable of influencing consumer to purchase the product

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Strongly Agreed | 40 | 90 |
| Agreed | 4 | 4 |
| Strongly Disagreed | 5 | 5 |
| Disagreed | 1 | 1 |
| Uncertain | 0 | 0 |
| **Total** | **50** | **100** |

Field Survey, 2020

From the responses obtained as expressed in the table above, *90%* strongly agreed that Omo detergent television commercials is capable of influencing consumer to purchase the product, 4 agreed, 5 strongly disagreed, 1 disagreed and 0 were uncertain.

***Question 5:*** My attitude as a consumer towards Omo detergent television commercials is impressive.

***Table 4.5:***  Respondent on attitude as a consumer towards Omo detergent television commercials is impressive.

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Strongly Agreed | 40 | 90 |
| Agreed | 4 | 4 |
| Strongly Disagreed | 5 | 5 |
| Disagreed | 1 | 1 |
| Uncertain | 0 | 0 |
| **Total** | **50** | **100** |

Field Survey, 2020

From the responses obtained as expressed in the table above, *90%* strongly agreed that their attitude as consumers towards Omo detergent television commercials is impressive, 4 agreed, 5 strongly disagreed, 1 disagreed and 0 were uncertain.

***Question 5:*** Omo detergent television commercials appeals to consumers of the product.

***Table 4.5:***  Respondent on Omo detergent television commercials appeals to consumers of the product.

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Strongly Agreed | 40 | 90 |
| Agreed | 4 | 4 |
| Strongly Disagreed | 5 | 5 |
| Disagreed | 1 | 1 |
| Uncertain | 0 | 0 |
| **Total** | **50** | **100** |

Field Survey, 2020

From the responses obtained as expressed in the table above, *90%* strongly agreed that Omo detergent television commercials appeals to consumers of the product, 4 agreed, 5 strongly disagreed, 1 disagreed and 0 were uncertain.

***Question 7*** : There is a significant positive relationship between omo detergent television commercials and consumer’s patronage of the product.

***Table 4.7:***  Respondent on there is a significant positive relationship between omo detergent television commercials and consumer’s patronage of the product.

|  |  |  |
| --- | --- | --- |
| **Options** | **Frequency** | **Percentage** |
| Strongly Agreed | 38 | 76 |
| Agreed | 4 | 8 |
| Strongly Disagreed | 4 | 8 |
| Disagreed | 2 | 4 |
| Uncertain | 2 | 4 |
| **Total** | **50** | **100** |

Field Survey, 2020

From the responses obtained as expressed in the table above, *76%* strongly agreed that there is a significant positive relationship between omo detergent television commercials and consumer’s patronage of the product., 8 agreed, 8 strongly disagreed, 4 disagreed and 4 were uncertain.

Based on the responses we can conclude that There is a significant positive relationship between omo detergent television commercials and consumer’s patronage of the product.

This result was further subjected to a hypothesis test.

**4.3 RESEARCH HYPOTHESES**

**Hypothesis 1**

H0: There is no significant positive relationship between omo detergent television commercials (ODTC) and consumer’s patronage of the product (CPP)

H1: There is a significant positive relationship between omo detergent television commercials (ODTC) and consumer’s patronage of the product (CPP)

**Level of significance**: 0.05

**Decision Rule:**

In taking decision for “r”, the following riles shall be observed;

1. If the value of “r” tabulated is greater than “r” calculated, accept the alternative hypothesis (H1) and .reject the null hypothesis (H0).
2. If the “r” calculated is greater than the “r” tabulated, accept the null hypothesis (H0) while the alternative hypothesis is rejected

| **Table 1: Correlations** | | | |
| --- | --- | --- | --- |
|  |  | There is a significant relationship between *ODTC and CPP* | + relationship between *ODTC and CPP* |
| There is a significant positive relationship between ODTC and CPP | Pearson Correlation | 1 | **.249\*\*** |
| Sig. (2-tailed) |  | **.000** |
| N | *50* | *50* |
| + relationship between ODTC and CPP | Pearson Correlation | **.849\*\*** | 1 |
| Sig. (2-tailed) | **.000** |  |
| N | *50* | *50* |
| **\*\*. Correlation is significant at the 0.05 level (2 tailed).** | | |  |

**Conclusions based on the decision rule**:

Since the p-value (0.000) is less than the level of significance, we reject the null hypothesis and conclude that There is a significant positive relationship between omo detergent television commercials and consumer’s patronage of the product. The nature of the relationship *between ODTC and CPP is positive.*

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

**5.1 SUMMARY**

In this study, our focus was to examine the influence of omo detergent television commercials on consumer’s patronage of the product. (a case study of warri metropolis). Carefully, the researcher selected Warri metropolis as the place of study. The study specifically was aimed at ascertaining the kind of influence omo detergent television commercials have on consumer’s patronage of the product. (a case study of warri metropolis)

This study reviewed and anchored its framework on the Diffusion of Innovation Theory.

The study adopted the survey research design and randomly enrolled participants in the study. A total of 50 responses were validated from the enrolled participants where all respondent are active consumers of omo detergent. The findings revealed that omo detergent television commercials have an influence on consumer’s patronage of the product in warri metropolis.

**5.2 CONCLUSION**

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 advertisement is intended to capture or grab the attention of the audience and keep the viewer focused on the television shows so that they will not want to change the channel. Instead, they will (hopefully) watch the advertisement while waiting for the next segment of the show. This is a technique of adding suspense, especially if the break occurs at a cliff hanger moment in the show

the research shows that:

- Omo detergent television commercials appeals to consumers of the product.

- attitude of consumers towards Omo detergent television commercials is impressive

- Omo detergent television commercials is capable of influencing consumer to purchase the product.

- There is a significant positive relationship between omo detergent television commercials and consumer’s patronage of the product.

**5.3 RECOMMENDATION**

The study shows that consumers have certain variables that influence their buying habits such as price, taste, product design and advertisement.

Out of these other variables, advertisement was considered the most influential especially with television as the most preferred medium.

* It is therefore recommended that in the advertisement of omo detergent, the company should pay more attention to continuous usage of television as a medium of advertisement.
* Television should be considered first before any other media of advertising as its influence is most exciting and to high extent influences the buying decision of the consumers.
* That the television advertisement of omo detergent should be sustained to ensure consumer’s continuous patronage.
* The advertisement of the product should also be carried out in other medium.
* Consumers of omo detergent should be occasionally be encourage by incentives in form of gift items and promo.
* **Reference**
* Arens, Willianms F. (1999) Contemporary Advertising, 7th Edition, New York: McGraw Hill Company
* Benson-Eluwa, V. (2005). Advertising Principles and Practices. Enugu: Virgin Creations
* Caporale, G. and Monteleone, E. (2004). Influence of Information about Manufacturing Process on Beer Acceptability. Food Quality and Preference, 15(3), 271-278
* Dolak, D. Advertising. Retrieved February 15, from://www.davedolak.com/
* Daniel Bell, (1960) “The impact of Advertising” in Sandage and Vernon fryburger, Richard (ed), The role of Advertising; Irioin Inc. Homewood IIIinois Advertising, 32 (4), 29-42.
* Ezea S. (1992). Impact of Advertising on Consumer Buying Behaviour. Unpublished B.Sc Thesis, University of Nigeria
* Eric, N. B; Roger, A.K. Steven W.H. And Williams R. (1997), Marketing 5th Edition New York: Irvin /Mcgraw Hil Company.
* Etzel Michael, Walker Bruce J., Stanton William and Pandit Ajay (2008), Marketing- Concepts and Cases, 13th Edition, Tata Macgraw, New Delhi.
* Folarin Babatunde (1996), Foundation For Broadcasting Ibadan: Sirfting. Horden Publishers
* Gordon, W. (2006). What do consumers do emotionally with advertising? Journal of Advertising Research, 46 (1), 2-11.
* Heath, R., Brandt, D., & Nairn, A. (2006). Brand relationships: strengthened by emotion, weakened by attention. Journal of Advertising Research, 46 (4), 410-420.
* Hansen, F. (1972) Consumer Choice Behavior. New York Coller Macmillian.
* Ibrahim, Gambo (2002), Advertising Copywriting And Layout Benin City: Mayuk Publishers
* Jennifer, L., John, H., Bargh and Brownell, D. (2009), “Priming effect of television food advertising on eating behavior”, Yale University Journal, 28(4), 404-413
* Jokubauskas, D (2007) Reklamos poveikio etapai. Retrieved February 11, from://www.marketingas.lt/
* Jin, H.S. (2003). Compounding consumer interest: effects of advertising campaign publicity on the ability to recall subsequent advertisements. Journal of Jennifer, L., John, H., Bargh and Brownell, D. (2009), “Priming effect of television food advertising on eating behavior”, Yale University Journal, 28(4), 404-413
* Krugman Herbert E, (1965) “The impact of Television Advertising Learning without Involvement, public opinion Quarterly Vol. 29.
* Kotwal, N., Gupta, N. and Devi, A. (2008a, 2008b), “Impact of T.V Advertisements on Buying Pattern of Adolescent Girls”, Journal of Social Science, 16 (1), 51-55
* Kotler, P., Armstrong, G., Saunders, J., Wong, V. Rinkodaros principai, (2007)Kaunas, Poligrafija ir informatika, p. 488.
* Keith, G (2003). AIDA and Dagmar - Models for an Advertising Agency. Retrieved February 11, from www://ezinearticles.com/
* Mickel O.(1990), “ The effect of TV. Ad. On Iraqi consumers”, Master thesis, Iraq University
* McQuail (1991). Mass communication theory: An Introduction. Beverly Hills: CA Sage publications
* McCombs, M.E., & Shaw, D.L. (1972). The Agenda-Setting Function of Mass Media. Public Opinion Quarterly, 36 (Summer), 176-187
* Rogers, E.M. (1976). New Product Adoption and Diffusion. Journal of Consumer Research, 2 (March), 290 -301.
* Rogers, E.M. (1995). Diffusion of innovations (4th edition). The Free Press. New York.
* Sambe, J.A. (2008), introduction to mass communication practice in Nigeria. Spectrum book limited: Ibadan P261-265
* Smit, E.G., Van Meurs, L., & Neijens, P.C. (2006). Effects of advertising likeability: A 10-year perspective. Journal of Advertising Research, 46 (1), 73-84.
* Severin, W.J. and Tankard J.W. (1987). Communication Theories: Origins methods and Uses. New York: Hastings House.
* Wells, W., Burnett, J., & Moriarty, S. (2000). Advertising principles and practice (5th ed.). USA: Prentice Hall.
* Shahid M I (1999), Mass Communication, 2nd Rev. Edition, Carvan Press, Lahore.
* Jones, J.P. (1995). When ads work: New Proof That Advertising Triggers. New York: Simon & Schuster.
* Saxena, R. (2005). Marketing Management. New Delhi: Tata Mc Graw.
* Ramaswami, V.S. and Namakumari, S. (2004), Marketing Management, 3rd Edition, MACMILLAN, India
* Kavitha G. (2006) “A Study On The Effectiveness Of The Advertising Techniques Used In The Personal Care Segment Of Women Consumers”, Indian Journal of Marketing, Vol. 36, No. 8, pp. 12-16.
* Krugman, E. (1975). Advertising: Its Place in Political and Managerial Economics. London: Mc Grew Hill Book Co. Ltd.
* Ciochetto, L. (2004), Advertising and Globlisation in India, Massey University, Wellington, New Zealand. [www.arts.manchester.ac.uk/ecmsas/panels/ecmsaspanel17to24/panelpdfs/File](http://www.arts.manchester.ac.uk/ecmsas/panels/ecmsaspanel17to24/panelpdfs/File) uploadmax10Mb,134388,en.pdf, accessed on 19.01.2007.
* Shah, K. and D’Souza, A. (2008), Advertising Promotion, An IMC Perspection New Delhi. Tata Mc Graw Hill Companies.
* Wells, W., Burnett, J., & Moriarty, S. (2007). Advertising principles and practice (6th ed.). USA: Prentice Hall.
* Williams, O. B, Thomas N.I and Raymond W.L. (1997) Marketing Principle And Perspectives 2nd Edition New York: Irwin Mcgraw Hills Company.
* Williams D. Perreemlt, Jr. And Jerome, McCarthy (1996) Basic Marketing, 12th Edition New York: Irwin Mcgraw Hills Company.

**QUESTIONNAIRE**

**PLEASE TICK [√] YOUR MOST PREFERRED CHOICE AND AVOID TICKING TWICE ON A QUESTION**

**SECTION A**

**PERSONAL INFORMATION**

**Gender**

Male [ ] Female [ ]

**Age**

18-25 [ ]

25-35 [ ]

36 and above [ ]

**Educational level**

WAEC [ ]

BSC/HND [ ]

MSC/PGDE [ ]

PHD [ ]

Others……………………………………………….. (please indicate)

**Marital Status**

Single [ ]

Married [ ]

Separated [ ]

Widowed [ ]

**Duration of Service**

0-2 years [ ]

2-5 years [ ]

5 and above [ ]

**Section B**

1. I watch omo detergent television commercials
2. Strongly agreed [ ]
3. Agreed [ ]
4. Disagreed [ ]
5. Strongly Disagreed [ ]
6. Uncertain [ ]

2. I patronize omo detergent product due to the kind of tv commercials they run.

a. Strongly agreed [ ]

b. Agreed [ ]

c. Disagreed [ ]

d. Strongly Disagreed [ ]

e. Uncertain [ ]

4. Omo detergent television commercials is capable of influencing consumer to purchase the product.

a. Strongly agreed [ ]

b. Agreed [ ]

c. Disagreed [ ]

d. Strongly Disagreed [ ]

e. Uncertain [ ]

5. My attitude as a consumer towards Omo detergent television commercials is impressive.

a. Strongly agreed [ ]

b. Agreed [ ]

c. Disagreed [ ]

d. Strongly Disagreed [ ]

e. Uncertain [ ]

6. Omo detergent television commercials appeals to consumers of the product.

a. Strongly agreed [ ]

b. Agreed [ ]

c. Disagreed [ ]

d. Strongly Disagreed [ ]

e. Uncertain [ ]

7. There is a significant positive relationship between omo detergent television commercials and consumer’s patronage of the product.

a. Strongly agreed [ ]

b. Agreed [ ]

c. Disagreed [ ]

d. Strongly Disagreed [ ]

e. Uncertain [ ]