

INDOMIE NOODLE TELEVISION ADVERTISING AND CHILDREN PRESSURE ON PARENTS PURCHASES

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Abstract

Indomie noodle is a popular food among many Nigerian children. Consequently, many parents receive significant pressure from their children who are in constant request of the indomie delicacy. This study therefore examined the correlation between indomie TV advertising and children pressure oriented patronage of the product in Abakaliki urban, Ebonyi state. Some of the objectives are to determine the level of relationship between TV advertisement of Indomie instant noodles and parents' purchase of the product for their children in Ebonyi State and ascertain the influences of TV indomie advertisement on parent patronage of indomie noodle in Ebonyi State. Descriptive survey design was adopted for the study. The findings suggest that the study found that majority of the parents and the children resident in Abakaliki metropolis of Ebonyi State, Nigeria is adequately exposed to TV advertisement of Indomie Instant Noodles and that TV advertisement of Indomie Instant Noodles significantly influences the children in Ebonyi State to pressurize their parents to buy the product for them.

Key Words: Indomie Noodle, Television Advertising, Children Pressure, Parents Purchases

Introduction

Businesses nowadays depend largely on advertising to increase sales. To ensure this, such businesses use different methods to attract and sustain consumers' preference for the product or service. Advertising has proved to be very useful in this regard. Rajum and Pamar (2012) affirm that advertising is the most influential and powerful medium in the present society which shapes attitude and beliefs. As a result, advertising, which is the economic function of the mass media in the society, is increasingly becoming important (Ngozichika, Nwokedi, & Onyemaechi, 2018). When customers are not well informed about the existence of a product, it depletes sales volume compared to when it is effectively publicized, and so advertising plays a major role to inform, persuade and remind customers about the existence of a product, thus stimulates demand (Ikechukwu & Agu, 2018).

Effective advertising is made possible through a medium (Okpara and Agu, 2016). These media range from the print to the electronic or

broadcast media, including the Information Communication Technologies (ICTs) (Awa and Kalu, 2016). The television is an electronic media used as a medium of advertising (Ikechukwu and Agu, 2018). Television advertising is a span of television programming produced and paid for by the organisation that conveys a message for promoting a wide variety of goods, services and ideas (Dix, 2010).

Okunna (2002, p.190) sees advertising "as a non-personal communication or information usually paid for and usually persuasive in nature about (goods and services) or ideas by identified sponsors through various media. Dulin (2016), explained that advertising is a form of communication that makes a product or service known to the public, informs, attempts or persuades a specific group of people or consumers to arrive at a decision whether to buy or not to buy products or services. By implication, the aim of advertising is to influence consumer's behaviour in favour of a product or service, make decision to purchase a product, and take action by translating the decision into action. Thus, advertising has become a necessity for everybody, be it the producers, traders or consumer (Dulin, 2016).

Researchers argue that advertising boost sales and helps the economy of any nation to grow. At various stages of economic development, advertising becomes an important economic tool, performing different roles according to the needs of the economy due to the fact that advertising is dynamic in nature (Ngozichika, Nwokedi and Onyemaechi, 2018). Through advertising, the mass media bring already existing goods and services to the attention of buyers from all works of life with the aim of selling the product, idea or a service. Advertisers do not only make consumers aware of existing idea, product or service, they also help them fulfil their needs by spelling out the benefits of using such idea, product or service in a competitive situation. (Ngozichika, Nwokedi and Onyemaechi 2018).

On daily bases children and adults are bombarded with various advertisements in the print media and electronic media especially television which sometimes impact children and adults positively or negatively. Research has shown that most advertisements targeted at children are usually through television (Odibo, Kesena, and Lateefah, 2019). Judging from the advertiser's stance, television is regarded as offering unique possibilities for reaching a young audience, making it an extremely powerful medium for getting commercial messages across to

children (Gbadeyan, 2009). Studies show 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, gender roles, behaviour and even social development (Condry, 1989). However, children at certain age brackets do not have the purchasing power to buy the advertised products on their own. They, therefore, pressure their parents who are also exposed to the advertisement to provide the advertised products for them. Under such circumstance, the parents are not only exposed to the adverts but also influenced by the impacts of the advertisement to make purchases of the products for the children.

It is against this backdrop that this study investigates the influence of advertising in making children to put pressure on their parents to purchase indomie instant noodles for them.

Statement of the Problem

Many studies have been conducted on the influence of advertising on the demand for indomie noodles especially on how advertising influences children's choice of the product. Such previous studies include Odibo, Kesena, and Lateefah (2019); Igyuve, Agbele, Oxford and Akpede, 2019; Ngozichika and Nwokedi, 2018; Igyuve, Sudarmiatin and Putra (2018); Ogwezi-Ndisika and Esan (2016). However, none of these studies focused on the influence of television advertising and children pressure on parent purchase of indomie Noodle in Ebonyi State. The problem of the study is, therefore, to fill this gap in knowledge and through this study expand the boundary of knowledge.

Objectives of the Study

The broad objective of the study is to find out how the advertising of Indomie noodles on television influences parents to purchase the product for their children. The specific objectives are to:

1. Determine the level of relationship between TV advertisement of Indomie instant noodles and parents' purchase of the product for their children in Ebonyi State;
2. Ascertain the influences of tv indomie advertisement parent patronage of indomie noodle in Ebonyi State.

Research Questions

Based on the research objectives, the following research

questions were put forward to guide the study:

1. is there a significant relationship between TV advertisements of Indomie instant noodles and parents' purchase of the product for their children in Ebonyi State?
2. does the TV advertisement of Indomie instant noodles significantly influence children in Ebonyi State to pressurize their parents to buy the product for them?

Research Hypotheses

In line with the research objectives and the research questions, the following research hypotheses have been formulated for test in this study.

1. Ho: There is no significant relationship between TV advertisement and the extent parents in Ebonyi State buy Indomie instant noodles for their children.
2. Ho: TV advertisement of Indomie instant noodles does not significantly influence children in Ebonyi State to pressurize their parents to buy the product for them.

Method

The study used the descriptive survey research design. This type of design was considered appropriate for a study that utilises questionnaire to collect data from the respondents. The sample population comprises men and women residents in Abakaliki metropolis. The choice of population sample from the metropolis was because the medium (TV) which is under investigation is mostly available in the urban areas which the metropolis of Abakaliki form a good part. Arguably, the people that are more likely to be exposed to Instant Indomie advertisement can be found more within the metropolis than in the rural areas of Ebonyi State. In addition, electricity or power supply needed to power television sets is more reliable in the metropolis than it is in the rural areas.

The sample size that was used for the study was derived from the total population using Taro Yamani sample size determination formula. All data generated for the study were analysed using Scientific Package for Social Sciences (SPSS) now renamed Statistical Product and Service Solutions. It is also important to point out that the children who are

likely to be exposed to the advertisement of Indomie noodles and who are likely to make demand on parents to purchase the product for them are the children who are resident in the urban areas, especially the metropolitan areas.

Review of Related Literature

Conceptual Review

Advertising

Ayanwale, Alimi&Ayanbimpe (2005) define advertizing as non-personal and paid form of communication where ideas, concepts, products or services and information are promoted through media by an identified sponsor. As a form of communication, advertising aims at influencing the purchasing actions of a specific group of people in favour of a particular product or service, and it is a subset of promotion mix which is one of the 4ps in the marketing mix, comprising product, price, place and promotion (Ahmed, Ahmad, Nisar & Azeem, 2017). Advertising is used to create awareness of the existence of a product or service and to make the product 'stick' in the minds of consumers and invariably influence their decision on whether or not to purchase the product or service. (Latif &Abideen, 2011 as cited in Ahmed, Ahmad, Nisar&Azeem, 2017).

According to Igyuve, Agbele, Oxford andAkpede, (2019), advertising entails the promotion and awareness about a product by gaining the attention of the specific market. Kurtz (2008) on his part defines advertising as a paid, non-personal communication through various media about a business firm, non-profit oriented organisation, product, or idea by a sponsor identified in a message that is intended to inform or persuade members of a particular audience.

Advertising can be done through the medium of communication such as the television, radio, magazine, outdoor signage, newspaper, direct mail, SMS, branded items (jotters, clothes, pens, mugs, wallets, key holders, drink openers, cars, buildings etc.) and the new media. As Rossiter (1998 as cited in Iyiola and Dirisu, 2014) posits that advertising performs the following functions of getting a market attention, enhancing the attractiveness and desirability of a product, enabling consumers have current knowledgeable and positive information in consumer decisions, positively changing the perception of people about a product, and stimulating desire and purchase in order to fulfil the AIDA

(Awareness – Interest – Decision – Action) model.

The consumers exposed to the advertisement of a product or service is expected by the advertiser to respond to the advertisement by purchasing the advertised product or making use of the product or service so advertised. In this regard, advertising can be used to convert the loyal user of another product or service to switch loyalty to the advertised product or service. For consumers considering the use of a product for the first time, advertising aims to give them confidence that such product or service will serve the intended purpose of the consumer, and for those that are already making use of such product or service, advertising is intended to retain their loyalty or even increase their purchase and use of the advertised product or service

Indomie Noodle Brand

Indomie is the first instant noodles brand in Nigeria. It was first introduced in 1988 (as an imported product) but it finally hit the Nigerian markets in 1995 as the main product manufactured by De-United Foods, now Dufil Prima Foods (Igyuve, Agbele, Oxford and Akpede, 2019). Over the years, the company has gone through various transformations, but the Indomie brand, its unique characteristics, and market dominance remain the same, if not stronger (Benson, 2018). Due to the consistency and promotional efforts of the Indomie brand, it has unofficially replaced the word 'noodle' among Nigerians and according to Wagadireja (2017), Indomie controls 74% of the Nigerian Noodle Market. As at 2022, there are 16 noodle brands in Nigeria, competing for the attention of consumers and striving for growing market share (Damilare, 2017). Some of them are; Mimee, Honeywell Noodles, Chikki, Indomie and Supreme Noodles etc. Without a doubt, these brands are all trying their best to maintain market supremacy in the face of fierce competition but Indomie seems to be a step ahead as it remains the preferred (Igyuve, Agbel, Oxford and Akpede, 2019).

Television Advertising

A television advertising or commercial is a form of advertising in which goods, such as indomie instant noodles, services etc. are promoted through the medium of television (Ikechukwu and Agu, 2018). This type of advertising possesses certain characteristics of which, the

use of songs, jingles and humour, catchy jingles and phrases (Indomie like no other) etc. are used to generate sustained appeal which may remain long after the advertising campaign (Ikechukwu and Agu, 2018). Advertising that makes use of television as a medium of communication is referred to as Television Advertising. Anyawu, 2003 as cited in Ikechukwu and Agu, 2018), groups television advertising into four distinct categories. The author notes that television commercial shares the same denominator with both radio and cinema advertisement because the adverts in both, exist in time and not in space. Media buyers buy airtime in the case of broadcast media and space in case of print media. Anyawu (2003) cited in Ikechukwu and Agu (2018) stresses on the following groups: qualities of good TV commercials; words and illustration that will arrest viewers' attention in the first five seconds; early registration of the brand name; there must be an evidence of the fulfilment of the promised benefits.

The TV programmes where advertising can be carried out include programme sponsorship, network shows, TV shows/programmes, sports announcement, outside show promoters, syndication (Ikechukwu and Agu, 2018) These TV or broadcast commercials can be approached by the use of monologue (one single voice), humorous, dialogue, dramatisation and musical. The types of TV commercials include: Product as a hero, product demonstration, problem-solution, slice of life, celebrity/testimonial, spokesperson presenter, endorsement, opportunistic style, people like me, storyline style, fantasy and teaser (Ikechukwu and Agu, 2018).

Impacts of Television Advertising on Parents and Children Buying Behaviour

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, children who have not yet formed their tastes, desires and preferences become target of marketers (Odibo, Kesena and Lateefah, 2019). The single largest source of mass media messages about food to children is television.

Television is an integral piece of the household at least one set is in each family. Thus children are born into a world in which television is present from the start, especially in the cities. But at the point during early childhood, active viewing does not actually begin. Television

advertisements are designed to influence consumer behaviour.

As far as its influence on the society is concerned, advertising is second only to movies. An advertisement shapes the attitude and beliefs of children and it encompasses every aspect of children life (Narasimhamurthy, 2014). Children are exposed to the selling messages of advertisers through television. They can remember and want what they see and when they are able to understand what the advertiser's motive is to sell a product (Narasimhamurthy, 2014). In support, Hameed, Waqas, Aslam, Bilal and Umair (2014) state that there is relationship between watching TV and adopting the advertised goods. Children watch more TV than they purchase more advertised things (Bernard, Lavalley, Gray-Donald and Delisle, 1995); Reilly, Armstrong, Dorosty, Emmett, Ness, Rogers, Steer and Sherriff, 2005). It is clear that more TV viewing causes more food purchase and more food purchase means more fatness among children. However, it is not only advertising that influences children buying behaviour. There are other factors that come into play in shaping the purchase decisions of children. Doston and Hyatt (2005) as cited in Hameed, Waqas, Aslam, Bilal & Umair (2014) study conclude that the three factors that impact on a children's buying behaviour are parents, colleagues and media. Children are also influenced by their class fellows and playmates (Gunter and Furnham 1998).

Children are now exposed to more advertisements on television than by any other means. (Story and French, 2004). Once a child is able to concentrate on television and make sense of it, it is usually hard to draw them away from it. Children are likely to choose watching television over reading or playing with friends and toys. A study conducted by Ajay (2014) shows that the better the recognition of the cartoon character, the greater are the chances of drawing the attention of the child to the product. Several studies conducted have concluded that watching television advertising, has effect on attitudes, life style and consumption pattern of the behaviour of the audience, including children (Odibo, Kesena and Lateefah, 2019). Haskins (1999) believes that children advertising has triggered many negative consequences that are important including, causing conflict between parents, consumption of unhealthy food products by children and indulgence in crime and unethical behaviour.

Television advertising is designed to influence consumer

behaviour either by encouraging consumerism, principally to switch from one brand to another or to remain loyal to the one they currently buy. To some extent, advertising may also be concerned with creating market for new brands. When looking to possible influence of television advertising on children it is important to make certain crucial distinction between them and adult consumers. Children do not always have the means to buy many advertised items. Although children today have more personal disposable income than at a time hitherto, they are often reliant on parent to buy things for them, but the situation commonly changes with age (Narasimhamurthy, 2014). The author states that advertising may operate through encouraging children to approach their parents with request to purchase items. Children who are heavy viewers of television are more likely to ask for advertised products than infrequent viewers (Narasimhamurthy, 2014). The extent to which children demand their parents to buy product they have seen advertised on television can vary across items. Several research studies have found that children are more likely to make request for products which are frequently consumed by them such as breakfast cereals, snacks, confectioner products or sweets, or for products that are of particular interest to them such as toys or those with special offers (Narasimhamurthy, 2014). These, however, vary according to the age of the child. Request for things like toys, soft drinks tend to decline with age being more frequent with younger children and demand for clothing, etc. are more frequent among the children in the age group of 10-15 years.

Empirical Review

Ayanwale (2009) examined "The influence of testimonial advertising on consumer choice: a case study of Chivitafruit juice." The aim of the study was to examine consumers' attitude towards celebrity endorsed brand with Chivita fruit juice. The variables used were advertising, celebrity, consumer, influence, endorser or celebrity endorsement, marketing, marketing communication product, testimonial, fruit juice. The study employed the survey research method. It was discovered in the study that celebrity endorsement is not effective when it comes to the actual efficiency of the core products. The study recommended that there is need to create positive attitudes towards brand, purchase intention and actual sales as celebrity campaign may

not be able to deliver any extreme results since consumers now understand the mystery behind different advertising concepts and celebrity campaigns among many factors that can influence or motivate consumers' choice for a product, service or brand.

Although Ayanwale (2009) study is to some extent related to the present study since it also dealt with TV advertisement, the study was on fruit juice and not Instant Indomie Noodles which is the focus of the present study. There is, therefore, the need to close this gap in knowledge.

[Ferguson, Muñoz](#), and [Medrano](#) (2012) studied "Advertising Influences on Young Children's Food Choices and Parental Influence". The objective of the study was to evaluate whether advertising for food influences choices made by children, the strength of these influences, and whether they might be easily undone by parental influences. The study used experimental method and observation. Children between 3 and 8 years of age (n = 75) were randomized to watch a series of programmes with embedded commercials. Some children watched a commercial for a relatively healthy food item, the other children watched a commercial for a less healthy item, both from the same fast-food company. Children were also randomized either to receive parental encouragement to choose the healthy item or to choose whichever item they preferred. Results indicate that children are more likely to choose the advertised item, despite parental input. Parental input only slightly moderated this influence. It concludes that although advertising impact on children's food choices is moderate in size, it appears resilient to parental efforts to intervene. Food advertisements directed at children may have a small but meaningful effect on their healthy food choice.

The above study is closely related to the present study in that its objective was to find out whether parents have power to encourage or discourage their children from demanding for Indomie noodles after exposure to television advertisements. However, the setting of the study was not stated and the methods used also differs from the present study. In term context, it is unscientific to carry out a study which the background of the study population is not known because it will make it difficult for future researchers to replicate. Apart from that, the study employed randomized approach to the sample population where children were randomized either to receive parental encouragement to

choose the healthy item or to choose whichever item they preferred. This method introduces bias into the study as it did not allow the first group of students the opportunity to respond to the advertised item on their own. This present study is undertaken to eliminate such bias and arrive at evidence produced from natural setting.

Sudarmiati and Putra (2018) investigated TV advertisement effect on the purchase intention of Indomie through brand awareness: study on the TV advertisement of Indomie in Surabaya. The study aims to determine the description of television advertisement, brand awareness, and purchase intention. The study used descriptive research design. The population sample was 389 respondents by applying the technique of convenience sampling. The research data was collected by using questionnaire instrument. The questionnaire was shared in Kecamatan Sukolilo, Surabaya. From the research findings, it showed that the TV advertisement, brand awareness, and purchase intention were in the high category. The TV advertisement influences positively and significantly to build brand awareness, purchase intention, and the brand awareness affects positively and significantly to the purchase intention. The research concluded that the indirect effect of TV advertisement towards the purchase intention through the brand awareness was higher than the direct effect of TV advertisement towards the purchase intention of Indomie product in Surabaya. The researcher recommended the firm of Indomie could evaluate the advertisement shown in TV to seize the audience attention, be more attractive, and have tendency to purchase the product of Indomie. Moreover, the firm should upgrade the slogan of Indomie to be easily remembered for the consumer. As for the next researchers, they should add the variable of online advertisement which affects the purchase intention of consumer in wider area coverage of research.

The study is related to the present study especially as it answers the research question: what is the extent the parents of the children in Ebonyi State are influenced by TV advertisement of Instant Indomie Noodles to buy the products for their children? However, the setting of the study is different from the context of the present study. While the present study is interested in the parents and the children in Ebonyi State, the previous study reviewed was set at Surabaya which is a town located on the Northern coast of East Java province of Indonesia. It is therefore imperative to carry out a similar study like this particular

study in Ebonyi State of Nigeria.

Theoretical Framework

The study adopted two theories to support the framework. These theories are persuasive theories and attitude theory. Attitude theory aims at bringing about changes in the attitude of individuals. On the other hand, persuasion is defined as an attempt made to induce changes in attitude and behaviour through the involvement of a person's cognitive and effective processes. Asemah (2012) simply defined persuasion as the use of messages to influence an audience. From the definition of persuasion, three elements are constant, these are; Conscious Intent, message transmission, and behaviour Influence. Under persuasion theories, the two models that will underscore this study are;

1. Psychodynamic Model, and
2. Socio-Cultural Model.

The Psychodynamic model holds that for a persuasion message to be considered effective, it must succeed in altering the psychological functioning of the recipient(s) in such a way that he/she/they will respond overtly with models of behaviour desired or suggested by the communicator (Folarin, 2005). The premise of psychodynamic persuasion model is that the persuader carefully employs information that can change the orientation of an individual (Robinson, 2011).

Psychodynamic model originated between the late 1890s and the 1930s. The set of theories under Psychodynamic model are many. Their development can be traced back to [Sigmund Freud](#) who developed a variety of psychological theories based on his experiences with patients during therapy. He called his approach to therapy psychoanalysis and his ideas became popularised through his books, such as *The Interpretation of Dreams*. It was Freud who first introduced the term [psychodynamics](#) ([Vinney, 2019](#)). He observed that his patients exhibited psychological symptoms with no biological basis. Nevertheless, these patients were unable to stop their symptoms despite their conscious efforts. Freud reasoned that if the symptoms could not be prevented by conscious will, they must arise from the unconscious. Therefore, the symptoms were the result of the unconscious will opposing the conscious will, an interplay he dubbed "psychodynamics" ([Vinney, 2019](#)).

The relationship of the psychodynamic model to this study is that the psychological motivations used in Indomie Instant Noodles Advertisement as intervening variables between the message stimulus and audience response include drama, humour, music and testimonials (example being popular Nigerian hip-hop act Davido). These appeals bring about the desired response in children (the beneficiaries of the product) as there is an involvement of their cognitive (brain) and effective (mind) domains (Igyuve. Agbele, Oxford and Akpede, 2019).

The Socio-Cultural Model on the other hand, explains the exercise of social control by social institutions through a careful presentation of information. The ultimate idea is to shape and channel their actions in such a way that departs from their personal psychological dispositions. In relation to this study, advertisers (in this case, Indomie) present children commercials in such a way that recipients (children) believe that the brand advertised are the only socially acceptable noodle brand (Igyuve. Agbele, Oxford and Akpede, 2019). The achievement of the desired social behaviour is only made possible through the skillful utilisation of advert appeals, sales promotion, price slash, the introduction of new flavour etc.

Another theory that was used to support this study is the attitude change theory. Anaeto, Osifeso and Onabanjo (2008) are of the view that the attitude change theory suggests that human beings are both rational and irrational depending on the situation, the motivations operating at the time and other factors. The theory was propounded by Daniel Katz (1966). Katz, the proponent of this theory and his associates argue that modelling behaviours such as eating in advertisements can lead to similar behaviour. In other words, display ads can lead to the use of a particular brand. It assumes that attitudes can be rooted in two types of mental processes: associative evaluation and propositional reasoning. Associative evaluations are seen as the basis of implicit attitudes (Bohner & Dickel, 2021). They are activated automatically on encountering a relevant stimulus. Depending on the context, different associative patterns and thus different automatic evaluations may be activated. The theory is related to the study because the advertisement of Indomie Noodles can influence the attitudes of the parents and children to shift attention from the forms of food they eat to begin to like and buy Indomie noodles.

DATA ANALYSIS AND INFERENCES**Table 1: Data relating to the statement 'You buy Indomie noodles for your children'**

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	7	1.9	1.9	3.2
	Undecided	18	4.8	4.8	8.0
	Agree	165	44.1	44.1	52.1
	Strongly Agree	179	47.9	47.9	100.0
	Total	374	100.0	100.0	

Source: *Okorie, Chika Ruth Field Survey (2022)*

The data in Table 1 indicate that 5 (1.3%) of the 374 respondents strongly disagreed that they buy Indomie Instant Noodles for their children, 7 persons (1.9%) disagreed, 18 persons (4.8%) were undecided, 165 persons (44%) agreed, and 179 persons (48%) strongly agreed that they buy Indomie Instant Noodles for their children. That is to say, 344 persons or 92% of the surveyed research participants agreed or strongly agreed that they bought Indomie Instant Noodles for their children. This clearly indicates that a greater proportion of the respondents did purchase Indomie instant noodles.

In Item 2 of the questionnaire, the respondents were asked to indicate whether they strongly agreed, agreed, were undecided, disagreed, or strongly disagreed with the statement that television advertisement of Indomie Instant Noodles made them to buy the product for their children. The relevant data is presented below.

Table 2: Data relating to the statement 'Television advertisement of Instant Indomie Noodles makes you to buy it for your children'.

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	2.4	2.4	2.4
	Disagree	55	14.7	14.7	17.1
	Undecided	53	14.2	14.2	31.3
	Agree	163	43.6	43.6	74.9
	Strongly Agree	94	25.1	25.1	100.0
	Total	374	100.0	100.0	

Source: *Okorie, Chika Ruth Field Survey (2022)*

As presented in Table 2, 9 persons (2.4%) of the 374 respondents strongly disagreed that the television advertisement of Indomie Instant Noodles made them to buy the product for their children. On the other

hand, 257 persons or 69% of the surveyed respondents agreed or strongly agreed that television advertisement of Indomie Instant Noodles made them to buy the product for their children. 31% of the respondents had other motivation for buying the product besides the advertisement of the product on TV. This implies that majority of the respondents were of the view that TV advertising of Indomie Noodles was not the motivating factor for their purchase of Indomie Noodles for their children.

In Item 3 of the questionnaire, the respondents were asked to indicate whether they strongly agreed, agreed, were undecided, disagreed, or strongly disagreed with the statement that their children demand Indomie Instant Noodles after watching the advertisement of the product on Television. The data obtained is presented below.

Table 3: Data relating to the statement 'Your children demand Instant Indomie after watching the advertisement on TV'.

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	3.2	3.2	3.2
	Disagree	21	5.6	5.6	8.8
	Undecided	34	9.1	9.1	17.9
	Agree	175	46.8	46.8	64.7
	Strongly Agree	132	35.3	35.3	100.0
	Total	374	100.0	100.0	

Source: Okorie, Chika Ruth Field Survey (2022)

As presented in Table 3, 12 persons (3.2%) of the 374 respondents strongly disagreed that their children demand Indomie Instant Noodles after watching the advertisement of the product on Television; 21 persons (5.6%) disagreed, 34 persons (9%) were undecided, 175 persons (47%) agreed, and 132 persons (35%) strongly agreed that their children demand Indomie Instant Noodles after watching the advertisement of the product on Television. That is to say, 307 persons or 82% of the surveyed respondents agreed or strongly agreed that their children demand Indomie Instant Noodles after watching the advertisement of the product on Television. Only 18% of the respondents did not think that their children demand Indomie Instant

Noodles after watching the advertisement of the product on television.

Discussion of Findings

The study found that majority of the parents and the children resident in Abakaliki metropolis of Ebonyi State, Nigeria is adequately exposed to TV advertisement of Indomie Instant Noodles. This implies that they could be influenced by the adverts of the product. This could lead to their purchase of the product. 344 persons or 92% of the surveyed research participants agreed or strongly agreed that they bought Indomie Instant Noodles for their children. This clearly indicates that a greater proportion of the respondents did purchase Indomie instant noodles. This finding is in line with that of Hameed, Waqas, Aslam, Bilal and Umair (2014) which show that there is relationship between watching TV and adopting the advertised goods.

The study found that TV advertisement of Indomie Instant Noodles significantly influences the children in Ebonyi State to pressurize their parents to buy the product for them. As contained in Item 2 of the Questionnaire, 132 (35%) of the 374 valid respondents strongly agreed and 175 (47%) agreed that their children demand Indomie Instant Noodles after watching the advertisement on TV. This means that an overwhelming 82% of the respondents gave a positive indication that their children usually demand the product after seeing the advertisement on TV.

Just as this study found that children tend to pressurize their parents to purchase Indomie noodles after seeing the advertisement of the product on TV, the study by Igyuve, Agbelo, and Akpede (2019) reported that Indomie adverts appealed to children the most when they included drama, celebrity endorsements, music, and humour. These features are often embedded in the TV advertisements of the product and that contributes to why the children would pressure their parents to purchase the product for them.

In the same vein, Ferguson, Munoz, and Medrano (2012) found that children are more likely to choose the advertised item if it appeals to them. Indomie instant noodles appeal to most children so it is not a surprise that this current study found that children often pressure their parents to buy the product after seeing it advertised on TV. The study by George (2012) similarly stated that television advertisements help to

persuade consumers to go for the advertised brand and to keep it in their minds.

Conclusion

This paper concludes that TV advertising is a powerful instrument for promoting the sale of children foods. TV advertising creates pictures in the minds of children and hence, it helps to put pressure on children to request or even compel their parents to buy Indomie Noodles for them. The visual impact of TV is a strong feature of TV which the producers of children foods and Indomie Instant Noodles in particular should utilise as a long term investment to sustain market demand for the product. In the light of the findings of this study, it is recommended that Indomie noodle advertising messages should be focused on the perceived top strengths of the product (nutritious & easy to prepare) in order to capture the interest of more parents to buy the product for their household. Also, the planners of Indomie instant noodles TV advertisements should incorporate the fact that a lot of people think the product is affordable into their adverts so as to move even more people to want to buy the product.

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