

Influence of Indomie “Show Some Love” Television Advertisement on The Purchase Pressure of Children on Parents in Abia State.

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Abstract- *This study was carried out to determine the Influence of Indomie “Show Some Love” Television Advertisement on the Purchase Pressure of Children on Parents in Abia State. The main objectives of the study was to ascertain the extent children are exposed to Indomie advertisement, ascertain the extent children are knowledgeable of the Indomie “Show Some Love” advertisement and determine the extent Indomie “Show Some Love” TV advertisement influenced children to pressure their parents into purchasing the product in Abia state. Using the survey research method, the researcher sought the opinions of parents resident in the three senatorial districts in Abia state namely; Abia North, Abia South and Abia Central. The Social category theory served as the theoretical framework for the study. The population of this study was 4,382,658 out of which a total of 385 parents in Abia state were sampled. The questionnaire was used as the survey instrument for data collection. The study found out that children in Abia state have a high level of exposure towards Indomie advertisement on television. This was because the children were frequently exposed to Indomie advertisement on television. It was also revealed that children in Abia state had certain level of influence on their parents purchasing decision. This was because parents preferred buying only Indomie noodles for their children. The findings revealed that parents bought Indomie so as to make their children happy and because their children want them to buy Indomie as a way to “Show them Love”. Based on the findings, the researcher concluded that Indomie “Show Some Love” television advertisement propel children in Abia state to pressure their parents into purchasing the product for them. The researcher therefore recommended that parents should develop certain strategies to help balance the desires and pressures*

of their children with responsible financial decision making.

Indexed Terms- *Children, Indomie “Show Some Love, Television Advertisement, Parents, Purchase Pressure.*

I. INTRODUCTION

The influence of television advertising on viewers is incomparable to any other media; this is based on the fact that television is an intimate medium that is good for demonstration. While the aim of advertising is to make a product famous and known to a large volume of buyers with an option of being creative, the job of an advertiser is to get a consumer to recognize an advertisement and motivate the consumer to buy the product being advertised (Ihechu, Anaba and Ebele, 2022).

Advertising is the bane of every product or services and has increasingly become a very important part of the economy of a society. This is because it has shown to help put businesses in the forefront and in the competition. Thus business organization grows and prospers where there is profit and without a steady influx of profit there will not be continuous growth in the business. To make sure that there is profit maximization, businesses employ different methods to boost sales, create customer awareness and increase brand loyalty hence the need for advertising and advertising campaigns. According to Ihechu and Osuagwu (2021), advertising, over the years has evolved into a powerful marketing tool in modern economics; advertising plays an important role in the growth of a business. Today, we are exposed to advertisement everywhere, whether in the bus, walking round the street, on the high ways, while travelling, in the newspapers and on radio and television, SMS advert received on our mobile phones, email advert/marketing we get in our inbox and

particularly when surfing the internet or playing game apps.

The most common means used by advertising agencies in order to get the attention of their customers both old and new is through television advertising. This type of advertising usually aimed at generating and increasing consumption and patronage. According to Currie (2017), the unique features of television to combine sight, sound, color and motion not only set it apart from other traditional media but make it an important component of most advertising media plan because of its pervasiveness, impact and targeting abilities.

Every day as people glue their eyes to their TV sets, there is this tendency of wanting to feel what is being broadcasted. This changing technology has also enabled companies customize their advertisements to a specific target audience in various locations, thus causing a need to capture the attention of customers across the globe for brand awareness, sales conversion, profit maximization and customer loyalty (Nnawuihe & Ogbu, 2019). To attract customer loyalty, which will ultimately guarantee other benefits; several strategies have been employed by corporate organizations to influence the buying behavior of customers ranging from celebrity endorsements to product placements. In this vain, one of the long-standing and most effective strategies is the targeting of children as consumers. Research has shown that advertisements targeted at children are usually through television. 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, 2019).

According to Akpelu (2021) 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. Advertisers and marketers of food products have since realized the effect television has on children and have utilized it to maximize their gains. The most universal type of such persuasive messages is portrayed in television commercials (Gbadeyan, 2019). Therefore, advertisers make it a point to understand children's behaviour and cognitive process so as to enhance the role advertising plays in swaying them towards a product preference. Advertisers understand that most parents bend over backwards for their children, and would make efforts to ensure that they stay happy in their bid to express love. Sometimes, when parents are unwilling to cave in to their endless demands; children could end up

throwing tantrums or pester their parents continuously until such demands are met.

Seeing the rise in the amount spent on advertising to children daily, there is no doubt that the food industry sees advertising as a crucial and very essential factor in shaping children's choices. This is because for a long time, children have been playing a significant role in deciding what they want by making contributions to the family decision making process. Advertisers have come to recognize this role, thereby informing the decision to pitch brands directly to children as the target audience; an attempt to positively influence the perception of children towards their respective brands. These advertisements are set to appeal to their emotions, prompt their cravings and heighten the need to purchase the advertised products/services such as Indomie noodles.

Indomie is one of the most popular noodles brand in Nigeria. A product of Indofoods, an Indonesian company situated in Nigeria. One of the side attractions of Indomie instant noodles is the fact that children of different age ranges can eat it including adults. Thus it isn't surprising when the product launched its '*Show Some Love*' advertisement on mothers' day in 2022 with appeals that are specifically targeted at children and mothers especially.

Hence this study was undertaken to ascertain the influence Indomie "Show Some Love" television advertisement has on the purchase pressure made by children on parents in Abia state.

Statement of the Problem

In recent years, the number of television advertisements directed towards kids have increased tremendously. This has made it possible for kids as young as 18 months to be able to recognize product logos, jingles and music. What this means is that besides selling to children, advertisers also sell through children. Common among these ad include: "*Show Some Love, Show Me Love*" ad as well as "*Mama Wey Cook Indomie, she do good*" ad; "*Dettol, if I don't take care of them, who will?*" ad; "*Sleep well Pampers*" ad; "*Cowbell, our milk ad*", etc. readily comes to one's mind once they are aired. In this regard, some companies believe they can sell more by appealing to children's preferences than to adults, in order to achieve that, they rely on kids demand pressure to get their products sold.

Knowing that children are important segment of the market and contribute in the purchase decisions of families through their demand pressure, advertisers now take advantage of this by targeting most of their

advertisements on children. The gradual increase in the broadcasting of children advertisement causes the curiosity of how these advertisements affect a family and its purchasing behavior hence some scholars have carried out studies on the effects and influence of television advertisement on the buying behavior of children/parents. While there are those who have carried out specific studies on the influence of Indomie television advertisement on children, this study looked at the influence of Indomie “*Show Some Love*” TV advertisement on the purchase pressure of children on their parents in Abia state. Thus the interest of the researcher is to fill that knowledge gap.

Objectives of the Study

The overall objective of this study was to determine the extent television advertisement of Indomie “*Show Some Love*” influences the purchase pressure of children on their parents in Abia state. However, the specific objectives of this study are to;

1. Determine the level of exposure of children in Abia state to Indomie advertisement on TV
2. Ascertain the extent children are knowledgeable of the Indomie “*Show Some Love*” advertisement
3. Determine the extent Indomie “*Show Some Love*” TV advertisement influences children to pressure their parents into purchasing the product.

Research Questions

1. What is the level of exposure of children in Abia state towards Indomie advertisement on TV?
2. To what extent are children in Abia state knowledgeable about the Indomie “*Show Some Love*” advertisement?
3. To what extent does Indomie “*Show Some Love*” TV advertisement influences children to pressure their parents into purchasing the product?

Research Hypothesis

The following hypothesis was formulated to determine the relationships between the variables in the study.

H₀₁: There is no significant relationship between the knowledge of children in Abia state about Indomie “*Show Some Love*” TV advertisement and the influence children pressure have on parents purchasing decision of Indomie Noodles in Abia state.

II. RESEARCH ELABORATION

This section reviews literatures that are related and relevant to this study.

Children and Television Advertising

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. The single largest source of mass media messages about food to children is television. Children are now exposed to more advertisements on television than by any other means. (Story and French, 2014). 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 behavior of the audience, including children.

Haskins (2019) 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. There are equally studies conducted on the deceptive influence of advertising on children. One of such, according to O’Barr (2018) revealed that older children tend to be doubtful if advertisements always tell the truth. The results of the research show that disbelief or skepticism about advertising develops early in childhood and gradually increases as children get older probably because of their increase in understanding the persuasive intent of advertising, more developed experiences with television, and influence of their parents. Television programmes can equally portray cooperation, constructive problem solving and good behaviour. This indicates that positive behaviours can be learned from television.

Cartoon characters seem to have a considerable effect on children in general and this influences their behaviour. In the words of Ajay (2014), cartoons have children hooked to them and cartoon characters are celebrities in their own right, giving the products they endorse credibility, attention, coverage, recall and mass appeal. Children are by instinct attracted to cartoon characters. Children try to model their lives on fictional characters they love especially heroes. The use of cartoon characters may create a perception among children that a character’s strength is derived from consumption of cartoon-adorned or cartoon-sponsored brand.

Influence of Advertising Appeals on Children

Advertising appeals move people, speak to their wants or needs and excite their interests. They are strategies that advertisers employ to attract the attention of the consumers to the products advertised (Asemah, 2011). Advertising appeals aim to influence the way consumers view themselves by emphasizing how buying certain products can prove to be beneficial. The message conveyed through advertising appeals influences the purchasing decisions of consumers. In the opinion of Ambekar (2009), the emotional and rational appeals are the most important types of advertising appeals. While the rational appeal focuses on consumer's practical, functional or utilitarian need for the product or service by emphasizing features of a product or service as well as the benefits, the emotional appeal focuses on an individual's psychological and social needs for purchasing certain products and services. Some rational motives used for advertising appeals, include comfort, convenience, economy, health and sensory benefits such as taste, touch and smell (Belch & Belch, 2017).

Personal emotions, on the other hand, include safety, fear, love, humour, joy, happiness, sentiment, stimulation, pride, self-esteem, pleasure, comfort, ambition, nostalgia etc. Humour is an excellent appeal that catches the viewer's attention and helps in achieving a recall which can work well for product sales (Oyero & Salawu, 2014). Humour is an appeal that is used in around 30% of advertisements (Ambekar, 2009). Humour appeal helps customers to feel relaxed about products and through it, the benefit that can be derived from the product can be excellently relayed. When there is humour in an advertising message, there are probabilities of being happy to watch them again (Hollis, 2011). Music is another appeal in advertising and it has an intrinsic value that helps to increase the persuasiveness of the advertisement (Oyero & Salawu, 2014).

According to the author, music in advertising affects the way viewers perceive the brand by different means and on different levels, and 'can significantly affect the emotional response to television commercials. Music helps the memorability of advertising as the message in the advert comes to mind whenever the rhythm comes to mind or is being sung (Igyuve, Agbel, Oxford & Akpede, 2019). Music has the ability to emphasise dramatic moments within the advertising. Music as an appeal can be used to capture a specific market and in the case of children, well-chosen music (in terms of tempo, pitch, beat, melody and content) such as the Indomie advert music has effectively helped push sales (Igyuve, et al, 2019). Other advertising appeals are drama and endorsement. Advertising appeals aim to influence the way

consumers view themselves and signify how buying certain products can prove to be beneficial for them (Oyero & Salawu, 2014).

When it comes to food, children do not make a mistake for their choices; they know exactly what they want. To this end, advertising themes are utilised to touch the hearts of children while delivering the key message, which is usually brand preference and consumption (Igyuve, et al, 2019). The authors identified humour, drama, music and testimonials the common appeals which are engaged in children commercials. Advertising appeals move people, speak to their wants or needs and excite their interests.

Television Advertising and Consumer Buying Behaviour

The television is a popular medium of communication since many people spend a lot of time watching television. Television advertising entails the synchronization of audio-visual techniques such as motion, color, sight, and sound to attract the attention of the likely consumer. The effects offer a great flexibility and convey a mood in the viewer that is intended to develop an entertaining or emotional appeal. This dramatic appeal sets the television advertisement apart from others such as radio and print media.

According to Gbadeyan (2019), consumers are not interested in watching ads, it's the emotive appeal of creativity that encourage attention and makes access to the message to be communicated. To enhance their selling points, producers of television commercials incorporate innovative approaches such as the use of music, cartoons, puppets and live action. These techniques are applied in an effort to make the advertisement memorable thus persuading the audience to think of the advertised product. This is despite the fact that television advertising currently faces numerous challenges that include, but are not limited to, targeting issues and competition from social media marketing that has resulted due to technological advancement. Researchers propose that consumers are different. They, therefore, divide them into two categories.

These categorizations demonstrate a reflection of what consumers want or maybe what they believe they want. Some consumers are not even realistic when it comes to the decision to make purchases. They may go for whatever they think is fashionable and is being purchased by everyone who cares about fashion. In the process, they may even find themselves engaging in impulse buying. However, on the other hand, there are those consumers who will only go for an item after a

long decision process. Nevertheless, both of these types of consumers are influenced or even manipulated by certain factors in their decisions.

Researches reveal that some consumers buy on impulse and many advertisers know this. In some cases, consumers go shopping without a particular decision in mind or any real need. Others may go shopping after having made a decision to buy a certain item. However, upon getting to the market or mall, they find things that impress them and they decide to buy them. This impulse buying means that these people have money at their disposal. Due to this factor, advertisers aim to take advantage so as to increase their sales volume. They decide to manipulate the buyer in different ways and one of the most important they attempt is through their advertisements. Through repetitive advertisements, an advertiser is able to make the consumer think their product. Repetition of the advertising likely affect consumers to recall and enhance advertising effects on the attitude toward the brand (Ngozichika & Nwokedi, 2018).

Empirical Review

Okorie C.R., Udeze S.E., Oyeleke A.S., & Ewa B.I (2022) in their study, *Indomie Television Commercials and Children Choice of Indomie Noodles: A Theoretical Perspective*, examined television commercials and children choice of Indomie noodles. The purpose of the study was to find out how television commercial influences children to put pressure on parents to purchase the product for them. The study employed critical literature review method to appraise extant literature on television commercials and children's demand for Indomie noodles. Two theories were used to anchor the study: persuasive theory and attitude change theory. Findings from the study showed that TV commercials that are well packaged motivate children's demand for the advertised product; TV commercials make children to put more pressure on parents to buy the product for them; it is an important marketing strategy that works when producers of children foods make use of it at strategic time.

Based on the findings, we recommended that TV commercials related to Indomie instant noodles in particular should be aired at the time children are back from school so as to make the children view it and request their parents to purchase the product for them; the commercials should also say what the product is in terms of quality and taste. The paper concludes that Television commercials is key to increasing the market demand for Indomie instant noodles, hence the producers of Indomie instant noodles should not look

at the short term signals of improved sales in responses to the Ads; it is the long term impact on the sales of the product that matters most.

Ihechu, Anaba and Ebele, (2022) carried out a study to investigate the Influence of Television Advertisement on the Purchase Pressure of Children on Parents in Aba (A Study of Milo and Oral-B). This study was carried out to investigate how the products' ads have influenced children to pressurize their parents to patronise the products for their sake. The study which adopted the survey research design was conducted in Aba Metropolis, Abia State, Nigeria. The population of this study comprises adults from age 20-60 in Aba North and Aba South. These adults comprise parents, guardians, aunts and uncles of the children between the ages of 6-12 directly living with them. The sample size was 200 purposively chosen from a pre-investigation to determine parents and guardians whose children are exposed to the advertisements of Milo and Oral-B. Results from the study revealed that 60% of the respondents strongly agreed that television advertisements of Milo and Oral-B toothpaste have propelled their children to pressurise them in buying these products.

It concludes that television advertisements influenced children to pressurize their parents towards purchasing these products. Major recommendations from the study is that parents should watch out for television advertisements that mislead children and this can be done when parents view television advertisements with their children and discuss advertising contents with them in the process and let them know what they should look out for in advertisements.

Theoretical Framework

The Social category theory was adopted as the theoretical frameworks for this study.

Social Category Theory

The Social category theory was propounded by Melvin de Fleur in 1970. The assumption of the theory is that members of a given social category determined by (age, gender, location, socio-economic status among others) will seek out similar communication messages, which they will also respond to more or less similarly. The basic strength of this theory pays deep attention to process in which messages can and cannot have effects. The social category theory states that members of a given social category determined by (age, gender, location, socio-economic status among others) will seek out similar communication messages, which they will also respond to more or less similarly. Thus, media audiences who belong to the same category as

listed above are most likely to receive media messages the same way (Ukaegbu, 2018).

They are also likely to make same choices of the media they get their news information from. In the context of this study, children are a social category because they are all within a particular age range and socioeconomic status; they respond to media messages in similar ways and share the characteristics of always wanting to get media messages. The way children react and become interested in cartoons is also the way they react to advertising messages on television. Given the fact that they are minors and do not have the capability to differentiate which media message is good or bad for them, they receive media messages the same way. For this reason, they believe in every advertising message they receive and want to have every product advertised thereby pestering their parents or guardians to purchase those products.

III. METHODOLOGY

In this section, the methodology used are described based on their relevance to the work. The survey research design was considered appropriate for this study and the questionnaire as the data gathering instrument. It included questions with rating scales. The rating relied on the degree of acceptability of the score indices which was placed on a 5-point scale (where 5 was the highest score and 1, the lowest). The study population was 4,382,658 and the sample size was 385 parents resident in Abia state.

To select the sample units, a multi-stage sampling was used. First, the population is grouped as clusters of

tertiary institutions. The researcher adopted a multi-stage sampling technique. First, the population was grouped as clusters of the three senatorial districts in Abia state, namely: Abia North, Abia South and then, Abia Central. Next, the Purposive sampling technique was used to select two local governments each from the three senatorial districts. These local governments were selected based on their popularity and accessibility to electricity. They are; Abia North (Ohafia and Arochuku LGAs), Abia South (Obingwa and Aba North LGAs) and Abia Central (Umuahia North and Umuahia South LGAs). Lastly, the random sampling technique was used to select the survey participants on the streets, homes, offices, business centers as well as relaxation points.

IV. RESULT OF FINDINGS

The data generated in line with the research questions were presented and analysed at the end of which the hypothesis were tested, and the findings discussed.

RQ1: What is the level of exposure of children in Abia state towards Indomie advertisement on TV?

The respondents were subjected to rate indices on the level of children exposure to Indomie advertisement on TV. The distribution of the data generated for the first research question is as presented in Table 1 below.

Table 1: Level of children exposure to Indomie advertisement on TV

Indices	Rating x	SA 5	A 4	FA 3	D 2	SD 1	Total	\bar{x}
My children watch television.	f	224	115	13	17	3	372	4.4
	fx	1,120	460	39	34	3	1,656	Accepted
	%	60	31	3	5	1	100	88%
My children are exposed to Indomie advertisement on television.	f	202	122	13	25	10	372	4.3
	fx	1,010	488	39	50	10	1,597	Accepted
	%	54	33	3	7	3	100	86%

My children frequently watch Indomie advertisement on television	<i>f</i>	202	122	13	25	10	372	4.3
	<i>fx</i>	1,010	488	39	50	10	1,597	Accepted
	%	54	33	3	7	3	100	86%

The rating for the first index resulted in a mean score, \bar{x} of 4.4 > 3.0 (sig @ 88%). This showed that the children watch television programmes. The result was accepted because it indicated 88% level of exposure to television programmes by children in Abia state. The second index sought to determine the level at which children are exposed to Indomie advertisement on television. The mean score, \bar{x} , of 4.3>3.0 (sig@86%) was accepted as it indicated that the parents agreed that their children are highly exposed to Indomie advertisements on television. The data in the third indices clearly revealed a high mean score of \bar{x} = 4.3 > 3.0; sig.@86%. This result was accepted and implied

that 86% of the respondents accepted that their children frequently watch Indomie advertisements on television.

RQ 2: To what extent are children in Abia state knowledgeable about Indomie “Show some Love” advertisement?

The respondents were subjected to rate indices on the level of children exposure to Indomie advertisement on TV. The distribution of the data generated for the first research question is as presented in Table 2 below.

Table 2: Children knowledge about Indomie “Show some Love” advertisement on TV

Indices	Rating	SA	A	FA	D	SD	Total	\bar{x}
	\bar{x}	5	4	3	2	1		
Television made my children knowledgeable of the Indomie “Show some love” advertisement.	<i>f</i>	224	115	13	17	3	372	4.4
	<i>fx</i>	1,120	460	39	34	3	1,656	Accepted
	%	60	31	3	5	1	100	88%
My children always recognize the Indomie “Show some love” advertisement.	<i>f</i>	202	122	13	25	10	372	4.3
	<i>fx</i>	1,010	488	39	50	10	1,597	Accepted
	%	54	33	3	7	3	100	86%
My children can sing along with advertisement and explain the ad scenes.	<i>f</i>	224	115	13	17	3	372	4.4
	<i>fx</i>	1,120	460	39	34	3	1,656	Accepted
	%	60	31	3	5	1	100	88%

The rating for the first index resulted in a mean score, \bar{x} of 4.4 > 3.0 (sig @ 88%). This showed that television made children knowledgeable of the Indomie “Show Some Love” advertisement. The result was accepted because it indicated 88% level of knowledge about Indomie “Show Some Love” advertisement by children in Abia state. The second index revealed a mean score, \bar{x} , of 4.3>3.0 (sig@86%)

was accepted as it indicated that the parents agreed that their children were highly exposed to the Indomie ““Show Some Love” advertisements on television and this expressions made by the respondents was at the rate of 86%. The third indices data clearly revealed a high mean score of \bar{x} = 4.4 > 3.0; sig.@88%. This result was accepted and implied that 88% of the respondents accepted that their children usually sing

along during the Indomie “*Show Some Love*” advertisements on television and could explain the ad scenes.

RQ3: To what extent does Indomie “*Show Some Love*” TV advertisement influence children to pressure their parents into purchasing the product?

The third research question investigated the extent Indomie “*Show Some Love*” TV advertisement influence children to pressure their parents into purchasing the product. The data distribution for the indices of measurement are as presented in Table 3 below.

Table 3: Level of children pressure on parents into purchasing Indomie Noodles

Indices	Rating x	SA 5	A 4	FA 3	D 2	SD 1	Total	xi
My children prefer Indomie noodles to other brands.	f	224	115	13	17	3	372	4.4
	fx	1,120	460	39	34	3	1,656	Accepted
	%	60	31	3	5	1	100	88%
My children cry and promise to be of good behavior like the kids in the advertisement	f	126	138	71	26	11	372	3.91 > 3.0
	fx	630	552	213	52	11	1458	Accepted
	%	34	37	19	7	3	100	78%
My children make me buy the product sometimes against my will.	f	67	164	82	52	7	372	3.64 > 3.0
	fx	335	656	246	104	7	1348	Accepted
	%	18	44	22	14	2	100	73%

The rating for the first index resulted in a mean score, xi of $4.4 > 3.0$ (sig @ 88%). This showed that the children preferred Indomie noodles to other brands of noodles. The result was accepted because it indicated 88% level of preference of Indomie noodles by children in Abia state. The second showed a mean score, xi , of $3.9 > 3.0$ (sig@78%) was accepted as it indicated that the parents agreed that their children cried and promised to be of good behavior like the kids did in the Indomie “*Show some love*” advertisement. Data from the third indices clearly revealed an average mean score of $xi = 3.64 > 3.0$; sig.@73%. This result was accepted and implied that 73% of the respondents accepted that their children made them buy the Indomie noodles sometimes against their will.

H0₁: There is no significant relationship between children’s knowledge about Indomie “*Show Some Love*” TV advertisement and the influence children pressure have on parents purchasing decision of Indomie Noodles in Abia state.

To test the above hypothesis, children’s knowledge of the Indomie “*Show some love*” advertisement (X) was correlated with level of influence on parent purchasing decision of Indomie (Y). The analysed data in Table 2 represented knowledge while the data in Table 3 represented level of influence.

The Pearson Product Moment Correlation was used to calculate the correlation shown below:

Table 4: Correlation of Knowledge (X) and Influence (Y).

Ratings	X	X	Y	X ²	Y ²	XY
SA	5	224	126	50,176	15,876	28,224
A	4	115	138	13,225	19,044	15,870
FA	3	13	71	169	5,041	923
D	2	17	26	289	676	442
SD	1	3	11	9	121	33
Total, Σ	N=5	372	372	63,868	40,758	45,492

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

$$r = \frac{(5 \times 45,492) - (372 \times 372)}{\sqrt{(5 \times 63,868) - (372 \times 372)(5 \times 40,758) - (372 \times 372)}}$$

$$r = \frac{227,460 - 138,384}{\sqrt{180,956 \times 65,406}}$$

$$r = \frac{89,076}{\sqrt{11,835,608,136}}$$

$$\frac{89,076}{108,791}$$

$$r = 0.81$$

The correlation coefficient, r, is 0.81. This means that the result is acceptable. The result was accepted because it showed that there is a relationship between the independent variable and dependent variable. In order words, the level of knowledge children in Abia state have about Indomie “Show some love” television advertisement will influence their pressure on their parents purchasing decision when it comes to Indomie noodles. As the result of the testing has shown that there is a positive relationship between the variables in the study, this result therefore highly states there is a strong relationship between children’s knowledge about Indomie “Show some love” advertisement and the level of influence on parents’ purchasing decision of Indomie.

Therefore, the study rejects the null hypothesis this simply means that *there is a significant relationship between children’s knowledge about Indomie “Show Some Love” TV advertisement and the influence children pressure have on parents purchasing*

decision of Indomie Noodles in Abia state. Based on the result of this hypothesis testing, it therefore means that by reason of children in Abia state being knowledgeable about Indomie “Show Some Love” television advertisement due to their level of exposure to Indomie advertisement on television, they have a way of influencing their parents purchasing decision when it comes to Indomie noodles by pressuring them into purchasing Indomie.

This findings agrees with of Ngozichika and Nwokedi (2018) when they affirmed that television is the most influential and powerful medium in the present advertisement society because of its ability to shapes attitude, enhance knowledge and beliefs. This is evident because the result of the hypothesis testing has shown that there is a relationship between children’s knowledgebilty about the Indomie “Show some love” advertisement and the level of influence they have on their parents purchasing decision. This means that the more they know about the Indomie “Show some love” television advertisement, the more they pressure their parents to purchase Indomie thus influencing the purchasing decision of their parents when it comes to Indomie.

Discussion of Findings

The findings of this study are discussed in relation to scholarly contributions to the topic area in literature as well as the theoretical orientations. The discussions were first of all done to provide answers to the research questions and secondly, to situate the findings within the body of knowledge.

RQ1: What is the level of exposure of children in Abia state towards Indomie advertisement on TV?

The results from Table 1 showed that the respondents accepted that their children were highly exposed to Indomie advertisement on television. This is because the findings showed 88% level of exposure to television programmes by children in Abia state. By reason of their exposure to television, the parents agreed that their children are highly exposed to Indomie advertisements on television and this expressions was made by the respondents at the rate of 86%. Lastly, 86% of the respondents accepted that their children frequently watch Indomie advertisements on television. Based on the results, it would be apt to answer the first research question by stating as follows: *Children in Abia state have a high level of exposure towards Indomie advertisement on television. This is because; the children watch television programmes, the children were exposed to Indomie advertisement on television and the children were frequently exposed to Indomie advertisement on television.*

The above findings showed that the children in Abia state to a great extent frequently watch Indomie advertisement on television. This findings corroborates with the recommendation of Okorie Udeze, Oyeleke and Ewa (2022) that TV commercials related to Indomie instant noodles in particular should be aired at the time children are back from school so as to make the children view it and request their parents to purchase the product for them. From the findings of the current study, it can be seen that television commercials that are children related are now aired at the time children can view it. As this current study has shown that children to a great extent frequently expose themselves to Indomie advertisement on television. That is why George (2012) stated that television advertising is a powerful marketing tool, thus advertising agencies must consider crucial aspects associated with it such as coverage, environment, cost, and the frequency of exposure to the target audience as the current study has revealed that these elements are crucial in getting the advertisements delivered to the target audience who in this case are children.

RQ 2: To what extent are children in Abia state knowledgeable about Indomie “Show Some Love” advertisement?

The results from Table 2 showed that the respondents accepted that their children were highly knowledgeable about the Indomie “Show Some Love” advertisements on television and could explain the ad scenes. The result indicated 88% level of agreement among the participants that television made the

children knowledgeable of Indomie “Show Some Love” advertisement. The findings further showed 88% level of agreement that children in Abia state could easily sing along during the Indomie “Show Some Love” advertisement and explain the ad scenes. The above findings indicated that the children in Abia state were knowledgeable about the Indomie “Show Some Love” advertisement on television. The result of this analysis led this researcher to answer the second research questions as follows: *Children in Abia state to a great extent were knowledgeable about the Indomie “Show Some Love” advertisement. This is because television made the children knowledgeable about the Indomie “Show Some Love” advertisement, the children always recognized the Indomie “Show Some Love” advertisement and the children could sing along with advertisement and explain the ad scenes.*

This findings agrees with the findings of Nnawuihe and Ogbu (2019). It was stated that Indomie advertisement, parents and other identified factors played contributory roles in cultivating the children’s purchase pressure. This agrees with the result of the current finding which has clearly shown that factors such as music, the scenes and manner of preparation during the advertisements influences children purchase pressure on their parents. This is why advertisers consider television an ideal medium for showcasing a product or service. This is relatable with the current study which has clearly shown that the children’s knowledge about Indomie “Show Some Love” advertisement become enhanced as a result of their exposure to the advertisement on television.

The findings have shown that the children tend to recognise the Indomie “Show Some Love” advertisement whenever they come across it while watching television and this is made possible through repetitive advertising. As Igyuve, Agbel, Oxford & Akpede (2019), have stated, through repetitive advertisements, an advertiser is able to make the consumer think about their product. Repetition of the advertising likely affect consumers to recall and enhance advertising effects on the attitude toward the brand. Repetitive advertising helps the children to recall the brand during purchase with their parents. This also one of the reasons the children are able to sing along with the advertisement and be able to explain the scenes.

RQ3: To what extent does Indomie “Show Some Love” TV advertisement influence children to pressure their parents into purchasing the product?

The results from Table 3 showed that the respondents accepted that the Indomie “*Show Some Love*” TV advertisement influence children to pressure their parents into purchasing the product for them.

The findings from the first index indicated that there was 88% level of preference of Indomie noodles by children in Abia state. This means that that the children prefer Indomie noodles to other brands of noodles. It was also found as analysed in the second index that that there was a high level (78%) of acceptance by the parents that their children cry and promise to be of good behavior like the kids do in the Indomie “*Show Some Love*” advertisement. This means that children in Abia state tend to pressure their parents into purchasing Indomie noodles for them. Finally, the analysis in the third index revealed that 73% of the respondents accepted that their children make them buy the Indomie noodles sometimes against their will. Clearly indicating how frequently children in Abia state make their parents purchase the Indomie noodles. The findings indicated that Indomie “*Show Some Love*” TV advertisement to a great extent influence children to pressure their parents into purchasing the product for them at the rate of 78%. *Thus the researcher answers this third research question by stating that: that Indomie “Show Some Love” TV advertisement influenced children in Abia state to pressure their parents into purchasing the product for them. This is because the children cry and promise to be of good behavior like the kids in the advertisement and the children make parents buy the product sometimes against their will.*

This findings also corroborates with the findings of Ihechu, Anaba and Ebele, (2022). Where they revealed that that television advertisements have influenced children to pressurize their parents towards purchasing these products. This is evident in the findings of the current study which has shown that parents agreed that they buy Indomie noodles so as to make their children happy. This findings is also supported by the result of the hypothesis testing has shown that there is a relationship between children’s knowledgebility about the Indomie “*Show Some Love*” advertisement and the level of influence they have on their parents purchasing decision. This means that the more they know about the Indomie “*Show Some Love*” television advertisement, the more they pressure their parents to purchase Indomie thus influencing the purchasing decision of their parents when it comes to Indomie.

CONCLUSION

As parents resident in Abia State who have children that watch Indomie “*Show Some Love*” TV

advertisement have accepted that it has influenced their children’s purchase pressure on their purchase decision when it comes to Indomie noodles. As the study has revealed, certain factors in the Indomie “*Show Some Love*” advertisement influences children purchase pressure on their parents. Based on the foregoing, the researcher concluded that Indomie “*Show Some Love*” television advertisement propel children in Abia state to pressure their parents into purchasing the product for them. This is because children prefer Indomie noodles to other brands, children cry and promise to be of good behavior like the kids in the advertisement and children make their parents buy the product sometimes against their will.

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