

INFLUENCE OF INDOMIE INSTANT NOODLES COMMERCIAL ON CONSUMER'S PATRONAGE OF THE PRODUCT IN OWERRI MUNICIPAL

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Abstract

This study assesses the influence of instant Indomie noodles commercial on consumer's patronage of the product. Survey method was adopted for this study with the population of 168,176 and a sample size of 400 was arrived at using Taro Yamani's sample size formula. Stratified sampling technique was adopted and questionnaire was the instrument of data collection. This study was anchored on social judgment theory. Data were analysed using simple percentage and mean table. Finding revealed that Owerri municipal residents were exposed to television advertisement of Indomie Instant Noodles. Also, Indomie Instant Noodles audio-visual colourful advert has helped retain the product in the mid of the respondents. It was further revealed that Indomie Instant Noodles at a mean score of 3.1 has respondent's choice of patronage of the product. The researchers recommended that Indomie Instant Noodles television advertisement should be done in local dialects for the sake of those who do not speak or understand television advertisement presented in English Language as a way of expanding patronage of the product.

Keywords: Commercial, Consumer Patronage, Indomie instant Noodles.

INTRODUCTION

For an organization to function effectively, sales and services need to be in high demand and it is through advertising such can be achieved. Advertising is the main source of communication tool between the producer and the consumer. Hence, the aim of every business owner is to make profit and for an organization to remain in business, that organization must strive to maximize the sale of its products and services to cover operating cost and post reasonable profit. Considering the above, sales are important for business survival and the connection between customers and sales. It is expedient for an organization to consciously engage in programmes that can favourably influence consumer's decision to purchase its products and one of the promotional programmes generally

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deployed by organizations is advertising. Advertisement has grown from its earliest beginning of using the town criers to announce availability of goods and services to becoming a big industry; it has become an essential part of the society that we can't imagine the world without it.

No day passes without people being exposed to one form of advertising or another. The basic role of advertisement is to directly or indirectly encourage sales by creating needs which can be satisfied by the advertised product and making tall claims about product performance thereby gaining a large share of its product market. Through advertising, consumers are informed and kept abreast with the happenings in the market especially on new products or services which also need to be reinforced to both prospective and existing customer in relation to its importance. Mc Namara (2019) avers that advertising is bringing a product or service to the attention of current and potential consumers. Also, it focused on one particular product or service. Chukwu, Kanu and Ezeabogu (2019) further explain that the primary aim of advertiser is to reach consumers and influence their awareness attitude and buying behaviour. Their major preoccupation is to keep individuals interest in their product through spending on advertising. They also need to understand what influence consumer's behaviour.

It is crystal clear, advertising is an indispensable part of business growth; every business needs advertisement one way or the other for its progress. From the inception, advertisement has been an important way of promoting goods and services; it has not only influenced consumers choice but also guides in crucial decisions in terms of buying goods while creating awareness that is useful for existing and potential consumers. A good product requires the creation of awareness and conviction for purchase by customers (Okpara, 2012).

Nworgu (2018) explains that television has become the most powerful and engaging medium of mass communication because of its ability to combine sound and pictures to recreate maximum memorable effects. In recent times, Television Advertisement have great impact on consumers who watch television especially on sales of noodles because of its far reaching effect on the generality of the buyer.

According to Advertising Association of the UK (2020), advertising is a means of communication with the users of a product or service. Studies have shown that consumers who are exposed to great deal of advertisement are liable to make a greater amount of purchase due to the persuasive nature of television advertisement. For advertising to be successful, it must follow the four levels of consumer understanding, which are;

- Awareness of a brand product or services
- Understanding of the product what it will do for them
- To create likening and preference for it by convincing them to buy the product
- Action which is the actual purchase of the advertised product or service.

This research intends to investigate if television advertisement on Indomie Instant Noodles is a factor that influences consumer's patronage in Owerri Municipal in spite of the fact that there might be intervening factors such as price, consumer need and referrals by other noodles consumers.

Statement of Problem

Currently in the Nigeria market, there are various types of instant noodles. Some of these instant noodles include Tummy-Tummy Noodles, Golden Penny Noodles, Dangote Noodles, Indomie Instant Noodles, etc. In the face of different kind of noodles stiff competition exist between the various companies producing these noodles. It is certain that noodles advertising have taken a good proportion of advertising space and time in our various media. To reach diverse persons and achieve maximum effect television is used by these noodles companies to advertise their product. The television has become the most veritable medium adopted by Noodles Dealers in promoting their product because of its audio-visual features as Nigerians have become consumers of Noodles.

A cursory observation indicates that many residents of Owerri Municipal consume Indomie Instant Noodles of various sizes. It is however uncertain if television advertisement on Indomie Instant Noodles is responsible for the large purchase.

It is therefore necessary to find out whether television advertisement of this product is a major influence in the purchase of the product by residents of Owerri Municipal. The cross of the matter then is in what ways and to what extent has television advertising of Indomie Instant Noodles influenced consumer's purchase of Indomie Instant Noodles in Owerri Municipal.

Research Questions

Based on the objectives of this study, the following research questions were formulated to guide the research:

1. What is Owerri Municipal residents' extent of exposure to Television Advertisement on Indomie Instant Noodles?
2. How has the relevant information used in Indomie Instant noodles Television Advertisement been useful and appealing to Owerri consumers?
3. What influence does Indomie Instant Noodles Advertisement have on Owerri who purchase and consume the product?
4. What other factors outside advertisements responsible for Owerri residents purchase and usage of Indomie Instant Noodles?

Research Hypothesis

The following hypotheses were formulated to test the outcome of the study.

H_i: Owerri municipal resident patronage of indomie instant noodles is dependent on how exposed they are to its television advertisement.

H₀: Owerri municipal resident patronage of indomie instant noodles is not dependent on how exposed they are to its television advertisement.

LITERATURE REVIEW

Television advertisement is known to be a powerful tool used by advertisers to capture the attention of consumers thereby influencing them in one way or another. Every advertisement has its objectives, such objectives include; to create provide information about products and services and to influence purchase. Hassan (2013) said that;

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"Television has topped the list among the media of advertising. It has the most effective impact as it appeals to both eyes and the ear. Products can be shown, their uses can be demonstrated and their uses can be told over the television"

Hassan went further to explain that no other medium can compete with television as far effective presentation is concerned. Television advertising of a brand tends to increase the desire for the product. The way the message is perceived also determine the reaction of the consumers to the messages in light of their previous experience and current disposition, needs, moods and memories which in the long run influences their purchase way.

Consumer Behaviour

Consumers play a vital role in every business, they are king in the progress of business, and without them the business chain can't be complete because every goods or services rendered are for the consumer. Therefore, for a product to attain advertising success, it is important the advertisers understand the consumer. It is crystal clear that consumers make business grow by their patronage of the goods and services. Consumer behaviour helps to ascertain who the consumers are, what they want and how they react to the product or service. Consumers are really complex in needs and expectations. According to Radu (2019), consumer behaviour is the study of consumer and the processes they use to choose, use and dispose of products and services, including consumer's emotional, mental and behavioural responses. Consumer behaviour is about the disposition of a consumer towards a product or service advertised. Consumer behaviour tries to understand and appreciate how a consumer of a product could react towards an advertised product or service and influences that are responsible for such buying decision and behaviour (Nworgu, 2018).

Chand (2018) states consumer behaviour to be the study of how individual customers, groups or organizations select, buy, use and dispose ideas, goods and services to satisfy their needs and wants. Kotler and Keller (2013) explains consumer behaviour as the study of how individuals, groups, and organizations select, buy and dispose of goods, service ideas or experience to satisfy their want. Consumer behaviour involves the psychological process that we go through in recognizing the needs, finding ways to solve this needs, making purchase decisions, interpret information, make plans and implement the plans. Wikipedia (2019) explains consumer behaviour as the study of individuals, groups or organizations and all activities associated with the purchase, use and disposal of goods and services, and how the consumer's emotions, attitudes and preferences affect buying behaviour.

Nworgu (2018) explained that consumer behaviour can be influenced by some factors which include; place, price, family, society, culture. The aforementioned factors were supported by Kotler and Keller (2013) when they avers that there are other factors which influence the behaviour of a consumer which are:

Personal Factors – An individual's interests and opinions that can be influenced by demographics (age, gender, culture, etc).

Social Factors – Reference groups (Family, Friends, Education level, Neighbours, Social media, Income, Workers, Social role and Status).

Psychological Factors - An individual's response to a marketing message will depend on their perception and consumers' behaviour.

Cultural Factors - This involves a consumer's social class and sub-culture. These factors are often inherent in our values and decision process.

Price is also a major factor that influences the consumer in the purchase of a product. If the price of a product or service is affordable, consumers can buy the product or implore the service in as much it won't affect his/her budget.

Consumer behaviour analysis should reveal the following; what consumer's think and how they feel about various alternatives (brands, products, etc); what influence consumers to choose between various options; consumer's behaviour while researching and shopping; how consumer's environment (friends, family, media, etc) influences their behaviour (Radu, 2019).

Advertising and Consumer Behaviour

The target or aim of advertisers is to influence and reach out to its consumers and potential consumers by creating awareness of the product which then influence his purchase. This clearly explains that advertiser has to make sure the advertisement is able to captivate and motivate consumers to purchase the product. For this to be successful, the advertiser has to know the consumer needs, know their behavioural attitude towards the product which can be gotten through Consumer behaviour Research and understand what makes the consumer behave the way they do. Chukwu et al (2019) explain that advertising impact on brands change frequently in people's memory; therefore, it has positive relationship with consumer behaviour. Seth and Gupta (2016) further affirm the above when they stated that advertising positively influences consumer behaviour.

The key role of Advertising is to attract the attention of the consumers and lure them into action. The expected is either the consumer buys the product or makes a mental list for buying in the future (Nworgu, 2018). This means that an Ad copy must be able to create consumers preference for the product which can only be done by understanding the consumer's behaviour and preference. Advertising plays a very significant role in influencing consumer behaviour by attracting their attention, arousing their interest, creating desire to purchase the product. Advertisement of a product could either make or mar consumer behaviour towards the purchase of the product. It plays one of the major roles in the behaviour of a consumer towards a product. Nworgu (2018) further avers the roles of advertising in consumer behaviour as follows;

- Advertising helps in creating awareness of new products and services.
- Advertising help speed up the dissemination of information about new and existing products.
- Advertising reveals the unique features of a product which can help distinguish it from other brands.
- Advertising tries to link or associate a product with symbolic values by emphasizing both individual and corporate benefits which a product or service offers.
- Advertising creates needs which can be satisfied by the advertised product
- Advertising help in reducing the problem of choice from variety of brands, thereby enabling the consumer request for a product.
- Advertising provides the needed stimuli, incentive or promptings to buy a product.

Consumer Satisfaction

The ultimate user of a product or service is the consumer while satisfaction is considered as an outcome of purchase and uses which results from a buyer comparison of expected rewards and incurred cost of the purchase in relation to the anticipated consequences. Consumer satisfaction is the degree to which a company's consumers are satisfied with their purchase or experience with the

company. Consumer Satisfaction indicates the fulfilment that customers derive from business with a firm (My Accounting Course, 2020).

Consumer satisfaction refers to the number of consumers or percentage of total consumers whose reported experience with a firm, its product or services provided by a business. Kotlers and Kellers (2013) explain consumer satisfaction as the closeness between expectations and the products perceived performance. Consumer satisfaction as a critical concept for consumer success professionals to understand and live by, and it's actually about more than a money-back guarantee. The Corporate Financial Institute (2019) explained consumer satisfaction as the degree to which products or services provided by a company meet a customer's expectations. It is used to quantify the degree to which a customer is satisfied with a product, service, or experience. It is a reflection of how a customer feels about interacting with your product (Sophia Bernazzani, 2020). According to Kotlers and Kellers (2013), consumer satisfaction can be examined as a whole by combining three activities, which are:

Post Purchase Behaviour: After purchase, consumers might experience dissonance from noticing certain disquieting features or hearing favourable things about other brands and will be alert to information that supports their decision.

Post Purchase Satisfaction: Satisfaction is a function of the closeness between expectations and product perceived performance. If performance meets the expectation of the consumer is delighted but if it doesn't, the consumer would be disappointed. This determines if the consumer would purchase the product again and talk about it favourably or otherwise.

Post Purchase Action: A consumer who is satisfied is most likely to purchase the product again and will also say good things about the brand to others. A consumer who is not satisfied with the product would abandon the product or possibly return it and can go as far as taking legal action against the company that produced the product.

Overview of Indomie Instant Noodles

Indomie is derived from two Indonesian words, "Indo" which stands for Indonesia and "Mie" which stands for noodles. It is produced by Indo Food one of Indonesia's largest pre-packed food companies and was founded in 1982 by Sudono Salim an Indonesian Tycoon. Indomie Instant Noodles was first launched in 1982 with Indomie Chicken Stock followed by the Chicken Curry Flavour. In 1983, Indomie launched its first dry (served without soup) Indomie Mi Goreng Varian which became popular in Indonesia.

Indomie was introduced into Nigeria in the year 1988 through import then by 1995; its first production factory was established in the country under Dufil Prima Foods and the largest in Africa. Indomie Instant Noodles has grown to be become a house-hold name across the country and has continued to lead the instant noodles market in the country. It is packaged in various sizes ranging from 60, 100, 120 gram, etc and it also has the highest number of flavours to its credit which are chicken, onion, etc.

Empirical Studies

Jumbo, Anyanwu, Onyebuchi and Fab-Ukozor (2019) in their study which sought to find out how residents of Enugu Metropolis perceive Indomie Instant Noodles adverts on Facebook. The survey method of research was used the researchers. It was revealed that 34.3% of the respondents were of

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the view that the high purchase and consumption of Indomie Instant Noodles is not as a result of Facebook Advertisement on Indomie Instant Noodles to which they were exposed. Further findings revealed that 41% of respondents were of the view that they see nothing wrong in the use of Facebook for Indomie Instant Noodles Advertisement.

A research by Ogbemi and Anigboro (2009) on the effects of commercials on beer preference among residents of Asaba. The main objective was to ascertain whether television commercial enhanced brand loyalty and brand preference. The research method adopted was survey method and questionnaire used as instrument to elicit information from respondents. Findings of this study revealed that majority of the populace in Asaba use television advertisement as their main source of information as 86% of the 300 respondents said they are more interested in television commercial while 14% said they were not.

A study by Obanua (2009) which investigated the influence of television food adverts on children product preference. Samples of 210 participants between the ages of 5 - 11 years were selected via the random and stratified sampling technique. Instrument used for sampling technique was Thurston's Preference Rating Scale (TPRS). The moderating role of age and gender were calculated to test the three (3) hypotheses raised at 0.05 level of significance. Findings denote that there is a significant difference in the preference for an advertised product within children within the ages of 5 - 8 and children with ages of 9 - 11. From the findings, conclusion was drawn that older children are more influenced by television food advertisement.

Anu and Aswathy (2014) conducted a study on influence of television advertising on purchase decision-making of FMCG. The objectives of this study were to; understand the degree of influence of TV advert in different categories of FMCG; identify the roles of TV advert on the purchase decision making of FMCG; understand the degree of satisfaction on purchase decision influenced by TV advert. The method adopted was survey method and questionnaire used as the instrument for data collection. Findings revealed that TV advertisement mostly influenced the respondents and also revealed that TV advertisement of soaps and detergent has greater influence on the respondents.

In a study by Etim, Valentine, Ojike and Ifeanyi (2019) which deals with the influence advertising have on consumers of GoTV and StarTimes network among residents of Calabar metropolis. Survey method was adopted for this research and questionnaire was used for data collection. Findings revealed that television advertising has significant influence on consumer patronage of GoTV and StarTimes network in Calabar metropolis. The study further recommended that GoTV and StarTimes networks should adapt television advertising in local dialects in Calabar.

A study by Enobakharea (n.d.) which investigates the influence of Omo Detergent television commercials on consumer's patronage of the product among residents in Warri metropolis. The researcher adopted survey method for the research while using questionnaire to gather data. Findings of the study show that respondents use Omo Detergent products because of its TV commercials; the respondents have favourable attitude towards Omo Television commercials and exposure to TV commercials of Omo detergent influences customer's patronage of the product. The study recommends that Omo detergent T.V 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.

Edwin, Moses and Alakali (2013) did a study assessing the impact television advertisements have on children residing in Makurdi town. The method adopted for the study was survey method. Findings reveal that television advertisements exert substantial influence on the attitude and

behaviour of children viewers. It revealed further that the effects reach well beyond moving products desire from one brand to another. The study recommended that concerned authorities, as well as parents, teachers and churches/mosques should sit up to their responsibilities to protect the future of our children by checkmating the activities of the advertisers and the children's viewership of T. V and other audio-visual media.

Theoretical Framework

This study was anchored on social judgement theory. Social judgemental theory was developed by Muzafer Sheriff, Carol Hovland and Carolyn Sheriff. It is a persuasion theory which focuses on the internal process of

an individual judgment with relation to a communicated message and the individual would sort the information subconsciously and reacts to it According to this theory, an individual weighs every new idea comparing it with his/her point of view to determine where it will place on the latitude scale in his/her mind. From the forgoing, it can be deduced that after receiving or watching any noodles advertisement, the consumer or potential consumer first of all considers the acceptability or rejection of the message based on the compatibility or otherwise of the persuasive nature of the message with the on his/her mind.

Encyclopedia (2020) explains social judgement theory as how attitudes are cognitively represented, the psychological processes involved in assessing persuasive communication and the conditions under which communicated attitudes are either accepted or rejected. The social judgement theory relates to the recent survey on the influence television advertisement and consumers patronage of Indomie Instant Noodles since most instant noodles advertisers have embrace the persuasive method of advertising in order to influence purchase. The way television advertisement is presented will either influence the consumer purchase or make the consumer uninterested in the product.

METHODOLOGY

Survey method was adopted for this study. The survey method enables then researchers to study samples and it also makes for easy identification of conditions and phenomena in their natural setting. The area of study is Owerri municipal. The choice of this city is based on the fact that it is an urban community where most people have access to television. Residents of Owerri municipal form the population of this study.

The projected population of this study is 168,176. Sample size of this study was determined using Taro Yamane's formula. The sample size for this study is 400. The sampling technique used was the Stratified Sampling Technique, the researcher purposively selected five (5) strata from the population, and they include Aladimma, Wethedral, Ikenegbu, Works Layout and Orji. The researcher allocated eighty (80) copies of the questionnaire to each stratum by dividing the sample size (400) by the number of strata.

Therefore, 80 persons would be sampled thus;

	Sample Size
Aladimrna	80
Wethedral	80
Ikenegbu	80
Works Layout	80
Orji	80
Total	400

The instrument used for data collection is questionnaire. The questionnaire was set up in simple language to avoid ambiguity and confusion. A close ended format was adopted for the instrument and it contains fifteen (15) items in all. The researchers carried out a pilot test of the questionnaire before administering it in order to establish the reliability of the instrument. The questionnaire was distributed to twelve persons in the population and after two weeks, administered the same questionnaire again to similar persons.

Quantitative method was used to present and analyze the data by the researcher; the data are presented in a simple table frequency distribution to make the data or findings understandable and clearer. Also, percentage and mean frequency tables were adopted first by the researcher to arrange data gotten for the hypothesis, before testing them using Chi-Square goodness of fit test.

Data Presentation Analysis

A total of 400 copies of the questionnaire was produced and administered to the respondents. Out of the 400 copies of the questionnaire distributed, 9 were not returned, 7 were partially completed and 4 had mutilated answers which total-up to 20 invalid questionnaire. This means that 5% of the produced copies of the questionnaire were invalid of this study. Due to this, only 380 valid copies of the questionnaire represented the 100% used in this study. The return rate of 95% is higher than the mortality rate of 5% which does not affect the study because it is insignificant compared to the rate of 95%. Thus, the copies were considered adequate enough to represent the population.

Table 2: At what extent are you exposed to Indomie Instant Noodles Advert?

Responses	Frequency	Percentage
Large Extent	185	48.68
Moderate Extent	123	32.36
Low Extent	62	16.31
Can't Say	15	3.9
Total	380	100

The result from Table 2 shows that 185 (48.68%) of the respondents are to a large extent exposed to Indomie Instant Noodles Advert. This implies that majority of the respondents are to a large extent exposed to adverts on Indomie Instant Noodles.

Table 3: Respondents' responds on how information used in Indomie instant noodles audio-visual colourful advert has helped retain the product in my mind.

Options	SA	A	D	SD	N	Mean	Decision
Its audio-visual colourful advert has helped retain Indomie Instant Noodles in my mind	178	87	93	22	380	3.1	Accepted
The nutrient makeup of Indomie Instant noodles as advertised is very encouraging and palatable	167	79	78	56	380	2.9	Accepted
The different packages of Indomie Instant noodles to fit its different consumers irrespective of their age has irrespective of their age has the product.	82	143	99	56	380	2.6	Accepted
The taste of Indomie Instant noodles as advertised on TV appealed to me to have a taste of it in real life	121	83	66	110	380	2.5	Accepted
the healthy benefit of indomie instant noodles advert encouraged and made me yearn for more Indomie Instant Noodles	35	161	132	52	380	2.4	Rejected
The ease of cooking Indomie Instant Noodles has been useful to me	154	101	59	66	380	2.9	Accepted
Average Mean							2.7

Variables Key: SA (Strongly Agree) = 4; A (Agree) = 3; D (Disagree) = 2 and SD (Strongly Disagree) = 1.

Decision Rule: If the average mean score is lower than 2.5 (1 - 2.4), the researcher decides that indomie instant noodles audio-visual colourful advert does not help retain the product in the respondents mind. But if the average mean score is higher than 2.4 (2.5) - 4.0, the researcher decide that indomie instant noodles audio-visual colourful advert help retain the product in the respondents mind.

Table 3 revealed that an average mean of 2.7 (N=380), that indomie instant noodles audio-visual colourful advert help retain the product in the respondents mind. By implication, these findings revealed that that indomie instant noodles audio-visual colourful advert helps the respondents retain the product in their mind.

Table 4: Respondents Responses on influence Indomie Instant Noodles Advertisement has on residents of Owerri

Options	SA	A	D	SD	N	Mean	Decision
The good quality of Indomie Instant noodles has really influenced me to go for it every time I want to buy Noodles	157	89	57	77	380	2.8	Accepted
The way Indomie Instant noodles is been packaged and marketed has appealed to me to the point that I cannot use any other noodles except Indomie.	96	141	69	74	380	2.6	Accepted
The consistency of Indomie Instant noodles adverts has a hand in influencing me towards using it	172	126	38	44	380	3.1	Accepted
The brand Indomie Instant noodles has created for itself among other noodles has influenced me to constantly purchase and use it	185	97	29	69	380	3.0	Accepted
Average Mean					2.8	Accepted	

Variables Key: SA (Strongly Agree) = 4; A (Agree) = 3; D (Disagree) = 2 and SD (Strongly Disagree) = 1.

Decision Rule: If the average mean score is lower than 2.5 (1 - 2.4), the researchers decides that Indomie Instant Noodles Advertisement does not have influence on residents of Owerri municipal but if the average mean score is higher than 2.4 (2.5- 4.0), the researchers decide that indomie Instant Noodles Advertisement has an influence on residents of Owerri municipal.

Table 4 revealed that with an average mean of 2.8 (N=380), Indomie Instant Noodles advertisement has an influence on residents of Owerri municipal. By implication, this finding revealed that Indomie Instant Noodles advertisement has influence on consumer patronage of the product on residents of Owerri municipal.

Table 5: Respondents Responses on Other Factors outside Advertising for Purchase and Usage of Indomie Instant Noodles

Questions	SA	A	D	SD	N	Mean	Decision
Indomie Instant noodles appearance is a factor that makes me purchase it	100	131	94	55	380	2.7	Accepted
Indomie Instant noodles unique taste is a factor that makes me to constantly patronize it	172	126	38	44	380	3.1	Accepted
Indomie Instant noodles availability and accessibility	96	141	74	69	380	2.6	Accepted
Indomie Instant noodles features makes me want to have more of it	44	132	163	41	380	2.4	Rejected
The price Indomie Instant noodles is sold makes me want to get more of it	44	126	38	172	380	2.1	Rejected
Indomie Instant noodles consistent adverts in different media has encouraged me to understand that the product is really good	69	74	96	141	380	2.1	Rejected
Average Mean	2.5			Accepted			

Variables Key: SA (Serenely Agree) = 4; A (Agrce) = 3; D (Disagree - I and SD (Strongly Disagree) = 1.

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Decision Rule: If the average mean score is lower than 2.5 (1 - 2.4), the researcher decides that there are no other factors responsible for purchase and usage of indomie instant noodles. But if the average mean score is higher than 2.4 (2.5 -4.0), the researchers decide that there are other factors responsible for purchase and usage of indomie instant noodles.

Table 5 revealed that with an average mean of 2.5 (N=380), other factors are responsible for the purchase and usage of indomie instant noodles. By implication, these findings reveal that outside advertising, there are other factors responsible for the purchase and usage of indomie instant noodles.

Testing Research Hypothesis

The two research hypotheses formulated for this study were tested using the chi-square inferential statistical method. The decision rule is that when the calculated value exceeds or is equals to the critical value, the alternate hypotheses is accepted and the null hypotheses rejected; otherwise the null accepted and the alternate rejected.

- H₁: Owerri municipal resident patronage of indomie instant noodles is dependent on how exposed they are to its television advertisement.
- H₀: Owerri municipal resident patronage of indomie instant noodles is not dependent on how exposed they are to its television advertisement

Table 6: Chi-Square Distribution of Response

Responses	Observed Frequency	Expected Frequency	O-E	O-E ²	(O-E) ²
					E
Large Extent	185	95	90	8100	85.3
Moderate Extent	123	95	28	784	8.3
Low Extent	62	95	-33	1089	11.5
Can't Say	15	95	-80	6400	67.4
Total	380				172.5

Decision: The calculated value of $X^2 = 172.5$ is more than the table value 5.991; we therefore refuse to accept the null and accept the alternative hypothesis which states that Owerri municipal resident patronage of Indomie Instant Noodles is dependent on how exposed they are to its television advertisement.

Discussion of Findings

The extent residents of Owerri Municipal are exposed to Television Advertisement of Indomie Instant Noodles

Owerri municipal residents are exposed to television advertisement of indomie instant noodles. They have continued to watch television advertisement of indomie instant noodles. Table 3 reveal that residents of Owerri municipal are exposed to television advertisement of indomie instant noodles. It

is revealed in table 6 that all the respondents in the valid sample size have seen and watched the indomie instant noodles television advertisement while in table 7, majority of the respondents 195 (51.32%) established that they watch the indomie television advert regularly. Anu and Aswathy (2014) agrees that residents are exposed to television advertisement of indomie instant noodles.

Information used in Indomie instant noodles audiovisual colourful advert has helped retain the product in mind.

Findings showed that indomie instant noodles audio-visual colourful advert has helped retain the product in the mind of the respondents. Most residents of Owerri municipal retain the product in their mind due to indomie instant noodles audiovisual colourful adverts. The above finding was revealed in table 9 with an average mean of 2.7. Etim, Valentine and Ifeanyi (2019); Enobakharea (n.d) concur with the above finding, it stands that television adverts helped retain product in the mind of it residents.

Influence of Indomie Instant Noodles Advertisement on Residents of Owerri Municipal

Finding revealed that Indomie Instant Noodles advertisement has influence on consumer patronage of the product on residents of Owerri municipal. This finding contradicts that of Edwin, Moses and Alakali Terfa (2013) which explains that packaging and good feature of a product influence the choice of the respondents in patronizing the product.

Other Factors outside Advertising Responsible for Purchase and Usage of Indomie Instant Noodles

Findings reveal that there are other factors outside advertising responsible for the purchase and usage of Indomie Instant Noodles by Owerri municipal residents.

This finding is in line with that of Jumbo, Anyanwu and Onyebuchi and Fab-Ukozor (2019) which found out that there are other factors responsible for purchase and sale of product aside advertising. But Obanua (2009) finding contradict that of this study.

Hypothesis result showed that a table value of 5.991 and calculated value of 172.5. The hypothesis was accepted showing that Owerri municipal resident patronage of indomie instant noodles is dependent on how exposed they are to its television advertisement.

Conclusion

This research study surveyed the influence of television advertisement of indomie instant noodles on the purchase of the product by Owerri municipal residents. Television advertisement helped residents in Owerri Municipal in purchasing indomie instant noodles. Through television advertisement, consumers were able to make their choice.

It is affirmed from the above that consumers in Owerri Municipal are exposed to television advertisement of indomie instant noodles and were captivated by the advert which triggered the interest in the product and the promises made were fulfilled. Also, observations were made that beyond advertising, there are other existing factors that have influence in motivating consumers to buy products. With the above, it is crystal clear that television advertisement of Indomie Instant Noodles has expanded the patronage of Indomie Instant Noodles.

Recommendations

- Due to the influential nature of the television, instant noodles advertisers should ensure that their adverts are very persuasive and provide all the answers to questions of their consumer at a glance
- Indomie Instant Noodles Television Advertisement should be done in local dialects for the sake of those who do not speak or understand television advertisement presented in English Language
- Advertising regulatory bodies APCON, AAPN, AAAN and NBC should monitor the stand of instant noodles advertisement, evaluate television advertisement to ensure that advertisers of instant noodles keep to the promises made in the advertisement in order to avoid betrayal of consumer's trust and ensure through information that consumers of Indomie Instant Noodles are protected from sub-stand product.
- Further study should be made using more refined tools, larger sample size and another geographical area; this will give the study a wider scope and empirical lift.

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