

**EFFECT OF TELEVISION ADVERTISING ON CHILDREN
A STUDY OF INDOMIE NODDLES TELEVISION ADVERTISEMENT**

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DECLARATION

I, AKPELU SANDRA hereby declare that this research project was written by me and supervised by Dr Abiodun Fagbogun and submitted to the department of mass communication, college of social and management science, Caleb University Imota Lagos

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CERTIFICATION

I certify that This Study was carried out by AKPELU SANDRA with Matric number 015/02/mic/112 in the College of Social Science and Management Science, Department of Mass Communication, Caleb University, Imota, Lagos state, under my supervision.

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DEDICATION

This project is dedicated to the Almighty God for His love, kindness and protection, in whom I found grace, strength, and blessings to carry out this research work.

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ABSTRACT

This study investigated the effect of television advertising on children. The aim of this research was to find out the influence of television advertising on children using Indomie noodles television advertisement of as case study. The research objectives were to determine the frequency of exposure of children to Indomie noodles television advertisements, examine the extent of appeal of Indomie noodles television advertisements to the children, to ascertain the level of influence Indomie noodles television advertisements have on children's preference. as well as investigating other factors that influenced children's preference for Indomie noodles over other noodles brand. To achieve this, the purposive sampling technique method was employed to sample 100 respondents from Jextoban Secondary School and Crown Jewel College located in Mile 12 in Kosofe Local Government Area of Lagos State. All the selected one hundred (100) students were below age 13. Using the questionnaire instrument. 100 copies of questionnaire were distributed and from the 100 copies of questionnaire administered, 99 copies were retrieved for analysis. Therefore, 99 copies of questionnaire were analyzed, given a response rate of 99% to the research. The research found out that the frequency of exposure of children to Indomie noodles television advertisements is very high as all the children are not only aware of most Indomie noodles television advertisements but can also remember some of the messages in the advertisements. To a very large extent, the appeal of Indomie noodles television advertisements to children is very high especially the songs and the way Indomie noodles is served in the advertisements which made them to remember and recall the messages in the advertisements. Indomie noodles television advertisements have significant influence on children's preference as majority of the children always feel like eating Indomie noodles after watching Indomie noodles television advertisements. Other factor(s) that influenced children's preference for Indomie noodles over other brands of noodles is the ease with which anyone including children can prepare Indomie noodles as compared to other brands of noodles. The study recommended among other suggestion that Parents should monitor/watch out for advertisements that are misleading. This can be done by watching/listening to media advertisement with their children and discussing advertising content with their children, in order to reduce its influence.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Every business organization thrives on profit which is only guaranteed when there is continuous growth in sales. In other words, the importance of sales on business survival hinges on the connection between customers and sales. Therefore, it is expedient for organizations to engage in programmes that can influence customers' decision to purchase its products. To ensure this, such businesses use different methods to attract and sustain consumers' preference for the product or service. Advertising and brand management have 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 advertisement society which shapes attitude and beliefs.

Relating the significance of advertising to driving sales, Bovee and Arens (2002) states that advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. Philip Kotler (2011) viewed advertising as any paid form of non-personal presentation and promotion of goods, services or ideas by an identified sponsor. In the words of William Stanton, Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, services or idea. The message called an advertisement, is disseminated through one or more media and is paid for by an identified sponsor.

One specific target of most advertisements are children and research has shown that most 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, 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. Advertisers and marketers of food products have since realized the effect television has on children and have utilized it to maximize their gains. "Advertisers spend more than \$12 billion per year to reach the youth market" (Wilcox, 2016).

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.

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. Television has been seen as having superior merit over other media as it is being perceived as a mixture of audio and video features and it provides products with instant validity and fame and offers the greatest chance for creative advertising (Kavitha, 2006).

It must however be pointed out that Television advertising is said to be bad when targeted at children whom many described as being more vulnerable to persuasive messages because they are still developing. It is known that until about 12 years of age they have not developed critical thinking and therefore, are more susceptible to the appeal of commercials. Even though, in accordance with legislation, children cannot perform acts of civil life such as buying a vehicle or signing a contract, they are approached directly by advertising as full consumers. It is based on these criticisms that this study seeks to investigate the effect of television advertising on children using Indomie Noodles television advertisements as a case in point.

1.2 Statement of the Problem

Today's children face a media environment filled with advertising. The commercialization of children's media has raised serious concerns about its undesirable consequences for their wellbeing i.e., materialism, unhealthy eating habits, etc. (Montgomery and Chester, 2011). Additionally, issues of fairness have been raised because children's understanding of advertising and their critical attitude toward it, also referred to as *conceptual and attitudinal advertising literacy*, are still developing (Wright et al., 2005). Moreover, even when children have acquired the necessary advertising literacy, the affect-based nature of contemporary advertising, in combination with children's immature cognitive abilities, prevent them from autonomously activating their advertising literacy and using it as a critical defense against the impact of advertising (Rozendaal et al., 2011).

Advertisement targeted at children in our society is on the increase. Common among these adverts include: “Mama Wey Cook Indomies, she do good” advert; “Honeywell noodles, bam bam la la” advert; “B without B B is like a train without an engine” advert, meaning Bread without Blue Band butter is like a train without an engine; “Chi Ooo Chi-exotic ooo, you chixotic and your life comes around” advert; “Bobo fast energy” advert; “Pick, it is in you” advert; “Detol, if I don’t take care of them, who will?” advert; “Sleep well Pampers” advert; “Cowbell, our milk advert” and so on. The list is in-exhaustive and readily comes to one’s mind once they are aired. There are other forms that these adverts have taken, ranging from school bags, books, drawing materials, school signboards, and billboards to other subliminal forms.

The major issue with these adverts is that children, especially those within 8 years and below are cognitively and psychologically defenseless against the message of advertising. Due to their age, they do not understand the notion of intent to sell, and as such, accept the claims of advertising hook-line and sinker. Consequently, all these in turn has its own effect on family finances and eating habits of children. It is based on these given challenges that this research sought to investigate the effect of television advertising on children using Indomie Noddles television advertisement of as case study.

1.3 Objectives of the Study

The objectives of this study are:

1. To determine the frequency of exposure of children to Indomie noodles television advertisements.
2. To examine the extent of appeal of Indomie noodles television advertisements to the children.
3. To ascertain the level of influence Indomie noodles television advertisements have on children’s preference.
4. To find out other factors that influenced children’s preference for Indomie noodles over other noodles brand.

1.4 Research Questions

1. What is the frequency of exposure of children to Indomie noodles television advertisements?
2. What is the extent of appeal of Indomie noodles television advertisements to children?
3. What is the level of influence Indomie noodles television advertisements have on children's preference?
4. What other factor(s) influenced children's preference for Indomie noodles over other noodles brand?

1.5 Significance of the Study

This research work will be significant to advertising agencies, advertisers, consumers, parents, government regulatory agencies, policy makers, entrepreneurs, individual writers and researchers as well as other marketing communication professional. This study will be of immense benefit to parents as they will come to understand the extent advertising influences the choice of their children and how these children turn to directly or indirectly influence them (parents) in their buying behavior. The study will equally add to the body of knowledge existing in the area of advertising targeted at children and serve as a veritable reference source for scholars and researchers alike.

1.6 Scope of the Study

This study will be conducted in Lagos state. Since the research focus on the effect of television advertising on children, this study will therefore be limited to selected secondary schools in Lagos state. This will ensure more focus and as well generate robust data for the study.

1.7 Operational Definition of Terms

- **Effect:** Power to have an influence on people or things in order to change the perception, belief or behaviour they have towards someone or something.
- **Television:** The traditional medium used in mass communication that appeal to sight and sound for the dissemination of information and advertising messages to a large heterogeneous audience.

- **Advertisement:** A picture, set of words, or a short film, which is intended to persuade people to buy a product or use a service, or that gives information about a job that is available, an event that is going to happen etc.
- **Children:** Young human beings who are not yet an adult. For the purpose of this study, we shall adopt twelve (12) years and below as the age for the children.
- **Children Advertisement:** Any paid commercial message that is carried in or immediately adjacent to children's programs. It also includes any commercial message that is determined by the broadcast as being directed to children and is carried in or immediately adjacent to any other programme.
- **Advertising:** A form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering.
- **Indomie Noodles:** A brand of instant noodle produced by Indonesian company PT Indofood production factory in Nigeria under Dufil Prima Foods.
- **Target audience/Consumer:** Particular group of people, identified as the intended recipient of an advertisements or message, also called target population.

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CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In investigating the effect of television advertising on children using Indomie Noodles television advertisement of as case study, this chapter essentially examine key concepts, theories and review relevant materials on the meaning, purpose, analysis and significance of advertising to organizations and their consumers.

2.1 Conceptual Review

The following concepts are discussed in line with the topic under study

- History of Indomie Noodles
- Advertising
- Forms of Advertising
- The Purpose/Objectives of Advertising
- Concept of Broadcast Television
- Features of Television as a Broadcasting Media
- Functions of Television as a Broadcasting Media
- Advertising Appeals
- Television advertising
- Children and Television Advertising
- Effect of Food Advertisements on Children

2.1.1 History of Indomie Noodles

Indomie is a brand of instant noodle produced by Indonesian company PT Indofood CBP Sukses Makmur Tbk, better known as Indofood. It is distributed in Australia, Asia, Africa, New Zealand, United States, Canada, Europe and Middle Eastern countries. Outside its main manufacturing plants in Indonesia, Indomie is also produced in Nigeria since 1995 where it is a popular brand and has the largest instant noodle manufacturing plant in Africa.

In 1988, Indomie was introduced in Nigeria by export, and in 1995 the company opened its first production factory in Nigeria under Dufil Prima Foods – the first instant noodles manufacturing

plant of its kind in Nigeria and the largest in Africa. Indomie Instant Noodles has grown to become a household name across the country.

Instant noodles were first introduced into the Indonesian market in 1969. Indofood is one of Indonesia's largest pre-packaged food companies and was founded in 1982 by Sudono Salim, an Indonesian tycoon who also owned Bogasari flour mills. Indomie instant noodle brand was first produced in 1972 by PT Sanmaru Foods Manufacturing Co Ltd with *Indomie Kuah Rasa Kaldu Ayam* (chicken stock) flavour, followed by *Indomie Kuah Rasa Kari Ayam* (chicken curry) flavour in 1980. In 1982, Indomie launched its first dry (served without soup) *Indomie Mi Goreng* variant, which quickly became popular in the Indonesian market. In 1984, PT Sanmaru Foods was acquired by PT Sarimi Asli Jaya which owned by Bogasari flour mills and then merged into PT Indofood Sukses Makmur Tbk in the late 1990s. Indomie has become a household name for instant noodle in Indonesia and accounted for around 70 per cent of instant noodle market shares in Indonesia. Indomie has won several awards, among others are Indonesia Best Brand Award (IBBA), The Most Effective Ad, Indonesia Consumer Satisfaction Award (ICSA) and Indonesia Best Packaging Award.

In 2005, Indomie broke the Guinness Book of World Records category for "The Largest Packet of Instant Noodles", creating a packet that was 3.4m x 2.355m x 0.47m, with a net weight of 664.938 kg, which is about 8,000 times the weight of a regular pack of instant noodles. It was made using the same ingredients as a regular pack of instant noodle and was certified fit for human consumption.

2.1.2 Advertising

Advertising was derived from the Latin word „ad vertere" which means "to turn the mind toward". According to Philip Kotler (2011), “Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor.”

Belch and Belch (2007) define advertising as “any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor” while Galst and White (1976) states that “advertising is mainly about brands. Wright, Warner, Winter and Zeigler (1978) argued that advertising brings the benefits of a particular product or service to a particular target

audience in return for some other benefits usually money. In other words, adverts are designed to consciously or unconsciously, create and strengthen consumer's impressions of the brand advertised. In the opinion of Kaufman (1980), "advertising is not chemistry, with rules and laws that, if followed with reasonable precision, will lead to predictable results every time. Thus, it is not a panacea for restoring a poor product or rejuvenating a declining market neither is it a substitute for sound business judgment."

Also, Osunbiyi (1999) posits that: "advertising is a controlled persuasive communication, paid for by identified sponsor(s), about products, services or ideas and disseminated through the mass media to a target group". The Advertising Practitioners Council of Nigeria (APCON) in its The Nigerian Code of Advertising Practice captured advertising as "a form of communication through the media about products, services or ideas paid for by an identified sponsor".

A critical assessment of the above definitions exposes the following that advertisement must be paid for by an identified sponsor and that the aim of advertising is to disseminate information, ideas, etc., about goods or services and to persuade people to take action by patronizing the goods and services advertised. Daramola (2003) opines that the objective of advertising is to induce immediate action, to create liking and preference for a product or organization, and to create awareness about a product or service. Some advertisements also seek to build a respected corporate identity for a company, product, and brand name or make all familiar to the public.

The whole essence of advertising is to make customers to be loyal to the products advertised. Advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc.

Advertising is a major tool in the marketing of products, services and ideas. The idea is to sell products, services or ideas to consumers. The companies certainly think it is a good method of selling, and have increased their advertising year after year (Taflinger, 1996). It is a form of communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering. Advertisement can also be used as a means of reassuring employees or shareholders that a

company is viable or successful. Advertisement messages are usually paid for by sponsors and viewed via various transmission media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertisement or direct mail; or new media such as blogs, websites or text messages.

According to Bovee and Arens (2002), defined advertisement as personal or non-personal communication of information usually persuasive in nature about products, services or ideas through various media paid for by an identified sponsor. To Somuyiwa (2010), advertisement is also promotion of a company's products and services carried out primarily to drive sales of products and services which is usually done to build a brand identity and communicate changes in old products or introduce new product/services to the customers.

Advertising is a form of communication which is used to persuade a specific group of people to take some new action. It is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages. Arens et al. (2008) defined advertising as the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature about products (goods, services and ideas) by identified sponsors through various media.

2.1.3 Forms of Advertising

Advertising can take a number of forms, including advocacy, comparative, cooperative, direct-mail, informational, institutional, outdoor, persuasive, product, reminder, point-of-purchase, and specialty advertising.

- **Advocacy Advertising**

Advocacy advertising is normally thought of as any advertisement, message, or public communication regarding economic, political, or social issues. The advertising campaign is designed to persuade public opinion regarding a specific issue important in the public arena. Almost all nonprofit groups use some form of advocacy advertising to influence the public's attitude toward a particular issue.

- **Comparative Advertising**

Comparative advertising compares one brand directly or indirectly with one or more competing brands. This advertising technique is very common and is used by nearly every major industry, including airlines and automobile manufacturers. One drawback of comparative advertising is that customers have become more skeptical about claims made by a company about its competitors because accurate information has not always been provided, thus making the effectiveness of comparison advertising questionable. In addition, companies that engage in comparative advertising must be careful not to misinform the public about a competitor's product. Incorrect or misleading information may trigger a lawsuit by the aggrieved company or regulatory action by a governmental agency such as the Federal Trade Commission (FTC).

- **Cooperative Advertising**

Cooperative advertising is a system that allows two parties to share advertising costs. Manufacturers and distributors, because of their shared interest in selling the product, usually use this cooperative advertising technique. An example might be when a soft-drink manufacturer and a local grocery store split the cost of advertising the manufacturer's soft drinks; both the manufacturer and the store benefit from increased store traffic and its associated sales. Cooperative advertising is especially appealing to small storeowners who, on their own, could not afford to advertise the product adequately.

- **Direct-Mail Advertising**

Catalogues, flyers, letters, and postcards are just a few of the direct-mail' advertising options. Direct-mail advertising has several advantages, including detail of information, personalization, selectivity, and speed. But while direct mail has advantages, it carries an expensive per-head price, is dependent on the appropriateness of the mailing list, and is resented by some customers, who consider it “junk mail.”

- **Informational Advertising**

In informational advertising, which is used when a new product is first being introduced, the emphasis is on promoting the product name, benefits, and possible uses. Telecommunication outfits used this strategy to pass information about their services to their target audience.

- **Institutional Advertising**

Institutional advertising takes a much broader approach, concentrating on the benefits,

concept, idea, or philosophy of a particular industry. Companies often use it to promote image-building activities, such as environmentally friendly business practices or new community-based programs that it sponsors. Institutional advertising is closely related to public relations, since both are interested in promoting a positive image of the company to the public. As an example, a large lumber company may develop an advertising theme around its practice of planting trees in areas where they have just been harvested. A theme of this nature keeps the company's name in a positive light with the general public because the replanting of trees is viewed positively by most people.

- **Outdoor Advertising**

Billboards and messages painted on the side of buildings are common forms of outdoor advertising, which is often used when quick, simple ideas are being promoted. Since repetition is the key to successful promotion, outdoor advertising is most effective when located along heavily traveled city streets and when the product being promoted can be purchased locally. Only about 1 percent of advertising is conducted in this manner.

- **Persuasive Advertising**

Persuasive advertising is used after a product has been introduced to customers. The primary goal is for a company to build selective demand for its product. For example, automobile manufacturers often produce special advertisements promoting the safety features of their vehicles. This type of advertisement could allow automobile manufacturers to charge more for their products because of the perceived higher quality the safety features afford.

- **Product Advertising**

Product advertising pertains to non-personal selling of a specific product. An example is a regular television commercial promoting a soft drink. The primary purpose of the advertisement is to promote the specific soft drink, not the entire soft-drink line of a company.

- **Reminder Advertising**

Reminder advertising is used for products that have entered the mature stage of the product life cycle. The advertisements are simply designed to remind customers about the product and to maintain awareness. For example, detergent producers spend a considerable amount of money each year promoting their products to remind customers that their products are still available and for sale.

- **Point-Of-Purchase Advertising:**

Point-of-purchase advertising uses displays or other promotional items near the product that is being sold. The primary motivation is to attract customers to the display so that they will purchase the product. Stores are more likely to use point-of-purchase displays if they have help from the manufacturer in setting them up or if the manufacturer provides easy instructions on how to use the displays. Thus, promotional items from manufacturers who provide the best instructions or help are more likely to be used by the retail stores.

- **Specialty Advertising**

Specialty advertising is a form of sales promotion designed to increase public recognition of a company's name. A company can have its name put on a variety of items, such as caps, glassware, gym bags, jackets, key chains, and pens. The value of specialty advertising varies depending on how long the items used in the effort last. Most companies are successful in achieving their goals for increasing public recognition and sales through these efforts.

2.1.4 The Purpose/Objectives of Advertising

Advertising objectives are the communication tasks to be accomplished with specific customers that a company is trying to reach during a particular time frame. A company that advertises usually strives to achieve one of four advertising objectives: trial, continuity, brand switching, and switchback. Which of the four advertising objectives is selected usually depends on where the product is in its life cycle.

Trial: The purpose of the trial objective is to encourage customers to make an initial purchase of a new product. Companies will typically employ creative advertising strategies in order to cut through other competing advertisements. The reason is simple: Without that first trial of a product by customers, there will not be any repeat purchases.

Continuity: Continuity advertising is a strategy to keep current customers using a particular product. Existing customers are targeted and are usually provided new and different information about a product that is designed to build consumer loyalty.

Brand Switching: Companies adopt brand switching as an objective when they want customers

to switch from competitors' brands to their brands. A common strategy is for a company to compare product price or quality in order to convince customers to switch to its products or services- brand.

Switchback: Companies subscribe to this advertising objective when they want to get back former users of their product brand. A company might highlight new product features, price reductions, or other important product information in order to get former customers of its products or services to switchback.

According to Gambo (2003:138-146), other purposes an advertising tends to achieved are: To sell direct to retailers, to test a medium, to announce a new service, to announce a modification, to expand the market to new buyers, to make a special offer, to maintain sales, to please the sales force, to please stockists, to attract investors. To challenge competition, to educate consumers and to invite enquiries among others.

2.1.5 Concept of Broadcast Television

Television is a medium for mass communication; combining audio and visual signals in sending information from a station through a wireless means to the receiving set of audience in a diverse location simultaneously (almost simultaneously). Television is a system for converting visual images (with sound) into electrical signals, transmitting them by radio or other means, and displaying them electronically on a screen. It further that it is a device with a screen for receiving television signals. Owauamalam (2007) defines television as an audio-visual medium. It blends pictures with sound to produce a communication experience exhibited on the screen. It uses sound to explain the visuals presented on the screen. It addresses the emotion and intellect in a remarkable way.

Features of Television as a Broadcasting Media

Alao (2016) offers the followings as features of television:

Audiovisual nature: Primary feature of television that place it on advantage over radio and other mass media is that it combines visual and audio to disseminate advert, programmes, news and other activities.

High Message recall: It elicits a high degree of message recall. Television as an audiovisual make message retain in one memory for a long time.

Believability: The nature of television makes it to create an impression of reality. It brings its audience closer to the scene of event, audience see the message in its nature or artificial setting. Its message is considered authentic because seen is believing.

Accessible and interactive: Before now audience cannot effectively interact with television programme and access it easily but these days, small portable television set that are using batteries are available, cars now come with television while some mobile phones also come with television facility. Similarly, people can now watch television programmes on the internet, some watch podcast through YouTube especially those they missed or wish to rewatch, watching DSTV and other cable tv on smartphone, tablet and computer now at comfort. Also, the presence of SmartTV makes television more interactive as you can pause, rewind, zoom, record a live programme on television etc.

Source of major entertainment: Today, one of the best platforms for entertainment is television because it is a medium that you enjoy at comfort unlike radio that you may be doing other things and still enjoy it, television added value to audience viewing pleasure in the area of drama, musical, dancing, carnival, festival and so on. In fact, many cannot do without watching movie channels on cable television, no wonder large number of audiences love African Magic, Orisun TV, Super sport etc. it is usual again in this world to see people crowding a radio for drama or enjoying sport.

Suitable Platform for many Adverts: There are some advertisements that require the use of illustration to say it all which radio may not especially in describing a new classic car, estate, shoes, jewelries etc. this is because seen it may persuade more and entice buyer

Functions of Television as a Broadcasting Media

Television broadcasting performs so many roles in society but only few will be discussed.

According to Angela, (2013). Broadcasting media informs, educate, entertain and enlighten.

Inform: One of the primary functions of mass media is to inform its public. This is usually in the form of the daily happenings from the local area, on a nationwide basis and internationally.

Media often employs journalists to gather information about events, programmes are designed to fill the air. It takes the forms of current affairs, news and other forms of programmes.

Enlighten: Mass Media also offer guidance and opinion to help shape people's view on certain subjects or matters. As an extension to merely reporting the facts of a matter, mass media often have editorial or opinion pieces which attempt to interpret events and offer new angles and implications about their occurrence while broadcast media present events live as they are happening.

Educate: Mass Media help publish or broadcast wealth of useful information of a practical nature that helps people go about their daily business etc.

Entertain: This is one of the primary functions of mass media. It entertains in the form of drama, sport, musical etc.

Other Functions of Broadcast Media

Below are some of the functions of mass media including television according to Ewuola (2002)

News and Information: broadcasting media provide timely and important facts for daily need of people.

Analysis and Interpretation: Broadcasting media provide evaluation of events placing them in perspective.

Cultural: Broadcasting media do reinforce or modify and replace where necessary the cultural heritage of the society.

Persuasion and Public Relations: Broadcasting media are used for public persuasion as seen in the past attempts by various governments to persuade the people to accept developmental programmes like Operation Feed the Nation (OFN) Green Revolution, War Against Economic Reconstruction (MAMSA) and Structural Adjustment Programme (SAP) among others.

Building Relationship: Government companies seek to establish or modify relationship using the broadcast media.

Persuasion Tool: government use broadcast media to persuade people to support its policies and programmes.

Sales and advertising: Mass media involved in the daily process of marketing and distribution in the economic system of the country. Advertising feed the public about new products and ideas, informs them of their values, and persuade them to buy while media generate some revenue through it.

Entertainment: Mass media assist people to relax during their leisure time. Media do entertain as they inform, analysis, persuade, educate and sales.

Public opinion platform: Public are expected to express their opinion in order to guarantee and ensure equal right in the society through the mass media.

2.1.6 Television Advertising

According to Branston and Stafford, (2003:203), “television is arguably the medium that is central to most people’s lives in the developed world being a medium many people watch for a long stretch of hours in a day for information, ideas and entertainment”. It is a medium which has virtually saturated many households around the world, thus becoming a mainstay in the lives of most people. This is why advertisers consider television an ideal medium for showcasing a product or service. Its ability to combine visual images, sound, motion and colour presents the advertiser with the opportunity to develop the most creative and imaginative appeals. Among the numerous advantages of television is its creative impact which is made possible with the combination of sight and sound. Television helps an advertisement convey a mood or image for a brand and also develop emotional or entertaining messages that can help make a boring product appear interesting. Television can also be an excellent medium for demonstrating a product. Like every medium of mass communication, television equally has its disadvantages which may affect the effectiveness of any advert placed on it. One of such disadvantages is the high cost of TV ads not just in buying airtime but also in producing high quality advertisement. The fact that television advertising does not guarantee exposure must also be emphasized. There are evidences showing that the size of viewing audience reduces when it is time for advertisement breaks.

2.1.7 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, 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 behavior of the audience, including children. 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. There are equally studies conducted on the deceptive influence of advertising on children. One of such, according to O'Barr (2008) 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.

2.1.8 Advertising Appeals

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, 2007). Personal emotions, on the other hand, include safety, fear, love, humour, joy, happiness, sentiment, stimulation, pride, self-esteem, pleasure, comfort, ambition, nostalgia etc. Fear is also another important factor that can have incredible influence on individuals, especially in marketing beauty and health products, including insurance. (Ambekar, 2009)

2.1.9 Effect of Food Advertisements on Children

Once a child is able to concentrate on television and make sense of it, it is usually hard to draw them away from it as research has shown that children are likely to choose watching television over reading or playing with friends and toys (Teen Health and the Media, 2016). The issue of media effect has been an age- long debate prompting many experimental researches addressing questions on how television directly or indirectly affects the attitude of children. Many of such researches have concluded that television advertising has effect on attitudes, life style and consumption pattern of the behaviour of the audience, including children. Using various food marketing techniques, including spokes-characters, celebrities, cartoon, premiums, collectibles, games, contests, kids' clubs and many more (Story and French 2004), companies market food to children through various media including television, radio, Internet, magazines as well as through product placements in movies and video games, schools, product packages, toys, clothing and other merchandise.

However, research has shown that 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 2004). It has also been observed that there is an increasing reliance on the general 5 which include breakfast cereal, sugar, snack, non-alcoholic beverages and fast food restaurants, (Chenin, 2008) in most advertisements targeted at children. Hill and Radimer (1997) affirmed this while assessing food types, message content and portrayals of food eating situations in advertisements in television programmes in Australia. Their study revealed that predominant advertisement was for fast food restaurants (25%) and chocolate (22%) while further noting that, the overall dietary picture portrayed to children was poorly balanced and included a narrow range of food.

Examining the nutritional content, food type and eating occasion, as well as character attributes of food advertised during television programmes heavily viewed by children, Harrison and Marske (2005) found out that the 7 food type categories were not equally distributed across advertisements. The study noted that soft drinks, candy, sweets, and convenience/fast foods were advertised most frequently, followed distantly by breads and cereals with little representation of fruits and vegetables, dairy foods, meats, poultry, fish, and alcohol.

The preliminary study of Halford, Gillespie, Brown, Pontin and Dovey (2004) focused on the impact of television commercials on children's eating behaviour and health revealed no significant difference in the number of non-food advertisements recognised between the lean and obese children. However, the obese children recognised significantly more of the food advertisements revealing a significant correlation between the ability to recognise the food advertisements with the amount of food eaten after exposure to them. The study further revealed that the overall snack food intake of the obese and overweight children was significantly higher than the lean children in the control (non-food advert) condition proving that exposure to food advertisements promotes consumption.

In their study, Chou, Rashad and Grossman (2006) found out that fast-food restaurant advertising on television would reduce the number of overweight children ages 3-11 in a fixed population by 18 percent and would reduce the number of overweight adolescents ages 12-18 by 14 percent.

French & Story (2004) studied the effects of television food advertising on children food behaviour and found that children exposed to advertising will choose advertised food products at significantly higher rates than children who were not exposed. In addition, it was discovered that children's exposure to food television advertising increases the number of attempts children's make to influence food purchases their parents buy while purchase requests for specific brands or categories of food products reflect product advertising frequencies.

In another study, Chernin (2008) focused on the effects of food marketing on children's preferences by testing the moderating roles of age and gender. The study found that exposure to food marketing significantly increased children's preferences for advertised products. While it is often argued that younger children are more persuasible than older children, the results indicated that age did not moderate the effects of ad exposure on product preference. This suggests that knowledge of persuasive intent did not influence children's responses to the advertisements. The study concludes that while efforts to restrict advertising to young children may be encouraged, more attention should be given to the responses of older children to food advertising. This is because older children have more control over their diets than younger children. The study suggests that media literacy education tailored to children of different ages may be a possible intervention. Gbadeyan (2009) opines that claims about the effect of television is largely exaggerated noting that some pressure groups in Nigeria try to protect children from popular literature, cinemas, television and videos while some parents always accuse the media for their children's bad behaviour without considering other contributing factors.

2.2 Theoretical Review

According to Kurt Lewin as cited by Folarin (2002), theory is a way of explaining the ordering and occurrence of various events - not an immutable law about anything. Folarin also quoted Philosopher Abraham Kaplan (1964), as saying that theory "is a way of making sense out of a disturbing situation." Kaplan is of the view that theories are seldom constant, since new pertinent information compels us to modify or repudiate an existing theory. In his own submission, Wilbur Schramm (1963) sees theory as a "cap detector," enabling us to separate scientific statements from unscientific ones. Dennis McQuail (1983) bears his thoughts and defines theory as a set of ideas of varying status and origin, which explains or interprets some phenomena. In

communication field whose preoccupation is society-based, theories are considered useful for their explanatory and predictive power.

Kerlinger (1973) cited in Anaeto, Onobajo and Osifeso (2008) captured theory comprehensively as a set of inter-related constructs, definitions and propositions that give a systematic view about phenomena by specifying relations among variables with the purpose of explaining and predicting such phenomena. In the same vein, Severin and Tankard (1982) opined that theory is a set of ideas of systematic generalizations based on scientific observation and leading to further empirical observation. This is why Akinfeleye (2003) maintains that theory provides a sound basis for research planning and design, while research provides us with new facts with which to evaluate and, where necessary, modify an existing theory.

In view of these, there are certain theories and models considered useful in illuminating this research study. These theories are:

- **Cultivation Theory**
- **AIDA Model**
- **Cognitive Development Theory**

2.2.1 Cultivation Theory

This study is anchored on cultivation theory propounded by George Gerbner and colleagues (1978, 1980, 1986). The idea behind cultivation theory states that exposure to a great deal of media will promote individuals to hold certain conceptions of reality. That is to say media cultivate or create a world view that becomes an individual's reality. The perceptions of reality are reviewed to be in line with what information is displayed with most consistent and persistent images that are displayed. Even though the perception derived from the media may be inaccurate, the observation may become an implanted reality

Cultivation analysis posits that people's ideas of themselves, their world and their place in it are shaped and maintained primarily through television. According to Baran (2009. p. 428):

Social construction of reality provides a strong foundation for cultivation analysis, which says that television “cultivates” or constructs a reality of the world that although possibly inaccurate becomes accepted simply because we as a culture believe it to be true. We then base our judgments about and our actions in the world on this cultivated reality provided by television.

Cultivation analysis which was developed by Gerbner and colleagues (1978, 1980, 1986) is based on five key assumptions: That television is essentially and fundamentally different from other mass media; That television is the “central cultural arm” of society as a culture’s primary story teller; That television does not teach facts and figures but builds general frames and references; That the major cultural function of television is to stabilize social patterns in that culture are reinforced and maintained through television images (Gerbner, Gross, Morgan and Signorielli, 1978. p. 178); That the observable, measurable, independent contributions of television to the culture are relatively small.

The relevance of this theory to the study is that most of the advert messages viewed by children are directly retained by them as a picture of reality, since they do not understand marketers’ notion of intent to sell. Children, therefore, see adverts on the media (television) as a perfect picture of reality, upon which they carry out their buying decisions and pester their parents to buy such advertised products.

2.2.2 AIDA Model

The AIDA model was developed by Elias St. Elmo Lewis, an American businessman, as far back as 1898. The major focus of this model is on the different stages in the consumer decision making process which invariably generates profit maximization for the advertiser. The AIDA model is an acronym which actually stands for Attention, Interest, Desire and Action. These are elements adopted by experts in the advertising sphere to persuade and capture the attention of the consumers to ensure purchase and repurchase of their products. These elements also serve as stages in the consumer decision making process when exposed to an advertisement on television.

For the proponents of the AIDA model, the goal of any advertisement is to capture the attention of the customers by attracting them. Once this has been achieved, the advertisement is also meant to appeal to their interest and ensure top of mind awareness for their product in the minds of their consumer. Their interest would also lead consumers to desire the product until they take action by purchasing the product.

Applying this model to the study, advertisers usually grab the attention of the children through the use of children endorsers, cartoons, colours etc. After this stage, their interest is generated through the use of music, drama, key words (priming techniques).

Consequently, once the advertisement has their attention and interest is invoked, the element of desire is activated through details about the product and the manner in which the advertisement is presented to the children. The result of these stages are believed to be the secret to implementing the pester power marketing technique.

2.2.3 Cognitive Development Theory

Children are regarded as the new generation consumers. This has led advertisers to put in an extra effort in developing a strategic and seamless campaign strong enough to capture children's attention. The underlying rationale is to hold their interest so it ultimately leads them to influence their parents' buying behavior. However, targeting children in advertising is not necessarily an easy feat; this is because they tend to experience difficulty in an attempt to differentiate between reality and exaggerated perception in advertisements. The development of children as the ideal consumer begins from understanding children's learning process and how they undergo each stage of their cognitive development system. These stages aid the child in making sense of the world including the advertisements they are exposed to.

However, the ability of children to discern between the exaggerated perceptions created in advertisements from actual reality is totally dependent on how advanced their cognitive processes have become. Developing a child as the ideal consumer who influences parents' buying behaviour can be explained using the cognitive development theory which was propounded by Jean Piaget in 1999. This theory practically identifies four stages in the cognitive

development system which invariably defines its link with an understanding of commercial content. Piaget (1999) emphasizes the importance for an individual to possess the ability to decipher advertising messages that are targeted at them. He highlighted the following stages of cognitive development in his work:

- Sensorimotor stage
- Pre-operational stage
- Concrete operational stage
- Formal operational stage

The sensorimotor stage

This is the first stage in the cognitive development process. Here, children begin to learn how to decipher the complexity of the world through sensory perception and motor activities. A conceptual model which describes how children become consumers was developed by Valkenburg (2012), it posits that children between the ages of 0-2 years are in the stage in which they begin to make wishes and identify their own preferences. Piaget (1999) opines that most children often believe that the world revolves around them. However, progress from this stage only occurs when the child begins to understand that certain phenomena exist whether they clearly understand them or not.

This mode of thinking is evident when four-month-old babies become interested in certain programmes on television. McNeal (2000) discovered that at eighteen months, some children begin to make demands from their parents to purchase a certain product or brand for their satisfaction/comfort. Kids at this stage are able to recognize and differentiate between corporate logos and can make a direct link between a television advertisement about a product and the actual product on the shelf in a supermarket. It is important to understand that consumerism cannot be considered at this developmental stage.

The pre-operational stage

This is the second stage in the cognitive development process. Here, the child fails to understand that there are other opinions about the world that are different from his own point of view; this is because children are yet to develop a matured mind and can be insensitive when exerting their

ideas about a phenomenon. At this stage, Piaget (1999) highlights those children begin to experience the symbolic role of language although scholars maintain the argument that these children would still find difficulty in separating the reality created by the media from social reality. In other words, they are clueless to the use of persuasion in advertising and may tend towards developing a strong belief about the point of view presented by the media as the ultimate truth. This pre-operational stage which occurs in children between the ages of 2-7 years is subdivided in two parts – the symbolic function being the first part and the intuitive thought, the second. Children who experience the symbolic function are often between the ages of 2-4 years and tend to think and recognize familiar things through the use of pictures and symbols. On the other hand, children who possess the intuitive thought in this stage are between the ages of 4-7 years; this is where their imaginative skills hit the highest point and they become active in the consumption of media content, especially the use of cartoons and animals for entertainment. From this understanding, children from this stage on in their cognitive development process begin to exhibit certain behaviours such as anger, stubbornness and mood swings (pester power) as a strategy to influence their parents’ purchase decision towards their brand/product preference. According to Šramová (2011), this stage represents the hallmark in the cognitive development process because this is when the child begins to act on his emotions. Here, the child’s behaviour stems from the understanding and realization that as an individual, he has wishes and desires that need fulfillment. Kuczynki (2011) notes that as the children come of age and develop maturity in their cognitive thinking skills, they begin to create new and innovative strategies of negotiation to fulfill their personal needs and these strategies go a long way in influencing purchase decision through family communication. Also, children from the age of 5 begin to shop independently without their parents’ supervision thereby endorsing their journey as consumers.

Concrete operational stage

Being the third stage of the cognitive development process, children between the ages of 7 to 12 years begin to develop their cognitive thinking skills and create coherent and visual structures. Although the child is able to tell the difference between his point of view and that of others, his ability to distinguish between media reality and actual reality remains unpredictable. However, the child begins to view the world in a pragmatic manner and will be highly critical of advertisements that depict exaggerated reality.

At this stage, the child is able to recognize a lot of brands and fully becomes an independent customer who shops without his parents' supervision. The child also becomes highly materialistic. Lemish (2012) suggests that children also begin to find interest in advanced television shows such as reality television shows, family shows, music channels among others. Also, they become drawn to celebrities endorsed by the media. Noticeably, children engage in conversations with their peers and this social connection influences their brand preferences and choices in terms of what is decided as "cool" by their peer groups.

Formal operational stage

This is the final stage of the cognitive development process and it occurs in children beyond the age of 12. Here, the child begins to pay attention to social, ideological, political and ethical issues; he is also able to decode the end game of advertisers and may find certain rudiments of advertising faulty. At this stage, the child is able to fully understand logic and symbols not just in terms of visual structures but also in abstract concepts. Although, the child begins to be materialistic in the third stage, he however, becomes well-grounded in materialism and a strong sense of identification with celebrities through the use of interactive media; this eventually leads to a particular brand preference. According to Šramová (2011), peer groups also have a very strong influence in a child's consumer behaviour as well as brand preference and brand loyalty. More so, it is important to understand that consumer behaviour in children does not stop at childhood; it continues to develop as they grow into maturity. Although these stages focus on the child as consumer, they serve as vehicles which mark further development.

2.3 Empirical Review

The effects of advertising in its various forms have attracted a lot of research and reviews especially its effect on children as well as its tendencies to be used in exploring the vulnerability of children. Due to what some scholars argued to be prevalent as a result of the easy way to persuade the minds of children. In a study conducted by Gbadeyan, R. (2009) on "Children's perception on television commercial in Lagos state, Nigeria" It was revealed that there is need to examine the age which children should be exposed to television commercials because of the influence it has on them. As a result, Bartsch and London (2000), and Baran (2004) argued that children are simply not intellectually capable of interpreting the intent of most of the

advertisements they neither watch, listen to or read, nor are they able to rationally judge the worth of the advertising claims. Also, it has been argued that advertising creates materialism among children and erode virtues like spiritual upliftment and intellectual growth (Wulfemeyer & Mueller, 2007; Greenberg & Brand, 1993). This is because children do not interpret advertisement in the same pattern as adults do, and as such, manufacturers devise fanciful means to capture the attention of children (Ettah, 2012).

Similarly, the findings of the study conducted by Brand (2007) on “Television Advertising to Children” also revealed that children spend most of their time watching television during prime time (between the hours of 7.00pm–8.00 pm), and are exposed to advertisements during these periods. As such, revealed that the cognitive development of children hinders their understanding of television adverts and respond to them literally, the way they see the adverts. It was also revealed that younger children cannot differentiate between animated and real-life characters and cannot tell the difference between what is real or fake. On the issue of pester power, it was observed that the use of pester power by children is usually appreciated when advertising is part of a larger marketing mix, including in-store displays and labelling (Brand, 2007). Furthermore, Onyebuchi (2017) conducted a study on Persuading the Vulnerable: A Study of the Influence of Advertising on Children in Southern Nigeria. The researcher found out that pictures, graphics and sound effects are the major factors that attract children in advertisements. It was also revealed that, to a large extent, children are influenced by advert messages and they in turn influence the buying behaviour of their parents. The study recommended that parents should monitor and explain the intent of advertisement to their children, in order to reduce some of these influences.

Similarly, Akoja, Ibidunni, Odibo, Kesena & Kareem, Lateefah carried out a study on the Influence of the Indomitable Advertisements on Noodles Preference of Selected Secondary School Students in Lagos. The study attempts to find out why especially since literature provides evidence supporting the fact that television advertisements are highly influential on children. The study was based on two theories - the attitude change theory and agenda setting theory. Using the questionnaire, data were collected from a sample size of 250 respondents drawn from two secondary schools that formed the population of the study. Findings show that

64.8% craved for Indomie noodles after watching the advertisement due to its appeals. It concludes that the indomitable advertisement influenced their perception and preference for Indomie noodles. It was recommended that marketers and advertisers should avoid using concepts projecting false claims in advertisements targeted at children.

Moreover, Nnawuihe and Ogbu (2019) investigated the Role of Indomie's "Like No Other" Campaign in Cultivating Pester Power in The Children of Eleko Community, Lagos. The study was informed by the „Pester power“ as a marketing strategy used in targeting kids which has been a controversial topic for ages. According to the researcher, critics expressed concern over its negative results such as parent-child conflict, health hazards from unhealthy food consumption, unethical manipulation of children, etc. This births the question – who or what cultivates „pester power“ in children? While some scholars attribute the cultivation of pester power to advertisers, others suggest that the concept is a socially driven phenomena that has existed long before the coinage of the term. This study is an attempt to explore the concept of „pester power“ and determine the factors responsible for its cultivation in children by using Indomie's "like no other" campaign as its focus. From the prisms of the Cognitive Development Theory and the AIDA Model, the study examined the processes of cultivating pester power in the early developmental stages of children in Eleko Community, Ibeju-Lekki, Lagos State. Exploratory research design comprising of both quantitative and qualitative methods was used for this investigation. Data was gathered from 244 questionnaires as well as interviews of five parents in the Eleko community. Results of the research revealed that Indomie "like no other" advertisement, parents and other identified factors played contributory roles in cultivating the children's pester power. Based on these findings, the study recommends that parents should exercise better control over the exposure of their children to television and the communication patterns they create at home. The study makes the case for a stronger regulation of advertisement contents that target children as consumers and for further research on this sensitive subject matter.

As a way out, Gbadeyan (2009), in his study on "Children's perception on television commercial in Lagos state, Nigeria" suggests that there is need to examine the age which children should be exposed to television commercials because of the influence it has on them. Likewise, Galdolge B.S. and Wijesundara C.B. in their 2016 research on the Impact of TV Advertising on Children's

Behavior. found out that television is not only providing entertainment, but also force young children to demand for must have items. Earlier, young children were off limits to advertisers and now they directly appeal to them. This has resulted in adverse effects on the way children interpret and understand the message being presented to them. So, all aspects of the impact of TV advertising on children has spoiled their habitual actions, leading to pester, emerge conflicts and animosity in the family, increase the family budget, make demand for less nutritious products linked with obesity and poor health, imitate celebrities etc while it provides limited advantages. Galdolage B.S. and Wijesundara C.B. (2016) recommend to parents who desire to secure their children from unnecessary advertising exploitation, to have a clear understanding of these issues and, to the government to take necessary actions to control children's targeted advertisements.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter covers the research design and method, population of the study, sample and sampling technique, instrumentation, reliability and validity of instrument, data collection procedures and method of data analysis.

3.1 Research Design

Research design refers to a plan of action, framework or specification that guides a researcher in collecting, analysing and interpreting observations in a particular study (Frankfort-Nachmias & Nachmias, 2009). According to Asika (1991) cited by Tejumaye (2003) a research design is the structuring of investigation aimed at identifying variables and their relationship to one another. This underscores the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy of procedures. The process of developing or preparing a research study is referred to as a research design.

For the purpose of this study, the survey research method will be adopted. According to Tejumaye (2003) survey is a research method that scientifically sample and interview people to analyse and report what they said. Survey method of research involves drawing up a set of questions on various subjects or on various aspects of a subject to which selected member of a population are requested to react.

Invariably, since, this research is investigating the Effect of Television Advertisement on Children, the survey research method is considered appropriate because it makes it easier to investigate, collect, and analyse feedback from the respondents objectively and independently without any inclusion of the researcher's biases.

3.2 Population of the Study

Population refers to the aggregate of all the entire elements or units in which a researcher is interested as regards a study (Johnson, 2012). They are all the elements within a given universe used to provide answers to question raised in the research study. According to Onabanjo (2011), "population is considered to be any group that shares a set of common traits"

Therefore, the population of this study consist of students of Jextoban Secondary School and Crown Jewel College located in Mile 12 in Kosofe Local Government Area of Lagos State.

3.3 Sampling Technique

Sampling is the act, process or technique of selecting a suitable sample to represent the population. In that light, this study will use a purposive sampling technique. According to Tejumaye (2003), this technique is the process of selecting a sample on the basis of specific characteristics or qualities and eliminating those who fail to meet these criteria.

Two schools have been selected and form the population of this study. They are Jextoban Secondary School and Crown Jewel College. Purposively, only the students in the Junior Secondary Section will be sampled. Fifty (50) students under the ages of 12 years from each school will be studied.

3.4 Sample Size

The sample size for this study is One Hundred (100) selected students of Jextoban Secondary School and Crown Jewel College located in Mile 12 in Kosofe Local Government Area of Lagos State. All the selected students are below age 12.

3.5 Research Instrument

The study adopts questionnaire as its instrumentation. This questionnaire will be structured and designed in a way that will afford the respondents to answer the research-based questions appropriately. Bello (2002) stated that the questionnaire is commonly used in collecting primary data. A questionnaire is a list of research or survey question asked from respondents, and designed to extract specific information. It will be adopted for this research because it helps to collect the appropriate data and make data comparable and amenable to analysis.

3.6 Validity of the Research Instrument

According to Bello (2002), validity are the characteristics used to describe research in relevant to what it claims to measure. The researcher has to prove that her research, especially her measuring instrument measured what it was set out for. To determine the face validity and

content validity of the questionnaire, the questionnaire will be given to the supervisor in order to check for the relevance, appropriateness as well as the ability of the questionnaire to measure what it is set out for.

3.7 Reliability of the Research Instrument

Reliability has to do with the consistency of a particular instrument at measuring a given trait. Hence, Asika (1991) refers to reliability as “the consistency between independent measurements of the same phenomena”. In order to ensure reliability, the researcher will adopt the test-retest method. The same measuring instrument will be administered on the same respondents at two different times to determine the reliability index.

3.8 Method of Data Collection

The face-to-face data collection technique will be used for this study. The researcher will visit the schools personally at an agreed time with the schools’ administrators to administer the questionnaires on the students. This face-to-face method by the researcher will ensure respondents are guided through their responses and copies are retrieved immediately.

3.9 Method of Data Analysis

Simple statistics will be used in analysing the collected data. This will ensure accurate interpretation as well as aid understanding of the research findings. Hence, data will be presented in tables and percentage. The choice of the simple percentage is to avoid the rigors associated with deep statistical techniques. The method involved the division of the actual response by the total sample size, multiplied by one hundred. That is:

$$\frac{\text{Actual Response}}{\text{Total Sample}} \times 100$$

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CHAPTER FOUR
DATA PRESENTATION AND ANALYSIS

4. 0 Introduction

This chapter analyses the field data obtained from administered copies of questionnaire. These results are then presented in tables, frequency and percentage. For the purpose of this study, fifty (50) copies of questionnaire were administered on fifty (50) selected students each from Jextoban Secondary School and Crown Jewel College located in Mile 12 in Kosofe Local Government Area of Lagos State. All the selected one hundred (100) students were below age 13. From the 100 copies of questionnaire administered, 99 copies were retrieved for analysis. Therefore, 99 copies of questionnaire were analyzed, given a response rate of 99% to the research

4.1 Date Presentation of the Demographic Segment of the Instrument (Questionnaire)

Table 4.1: Summary of Respondents' Demography

Features		Frequency	Percentage (%)
Gender	Male	60	60.6%
	Female	39	39.4%
	Total	99	100%
Age	8 - 10 Years	24	24.2%
	11-13 Years	75	75.8%
	Total	99	100%
Class	Junior Secondary School 1	62	62.2%
	Junior Secondary School 2	29	29.3%
	Junior Secondary School 3	08	8.1%
	Total	99	100%

Table 4.1 shows the demographic distribution and analysis of the field data obtained from Jextoban Secondary School and Crown Jewel College located in Mile 12 in Kosofe Local Government Area of Lagos State. All the selected one hundred (100) students were below age 13. The gender distribution indicates that a large proportion of the respondents were males with 60.6% while 39.4% were females. Also, 75.8% of the respondents were within the ages of 11-13 years old while 24.2% were within the ages of 8-10 years old. The field results further reveals

that a large proportion of the respondents 62.2% were in Junior Secondary School 1, 29.3% were in Junior Secondary School 2 while the remaining 8.1% were in Junior Secondary School 3

4.2 Data Presentation of Research Questions

Research Question One: What is the frequency of exposure of children to Indomie noodles television advertisement?

To answer this question, question 1-7 of the copies of questionnaire administered were used and analyzed.

Table 4.2 Whether Respondents know what Noodles is

Response	Frequency	Percentage
Yes	99	100%
No	-	-
Total	99	100%

The table above indicates that all respondents 100% know what noodles is

Table 4.3 Different Brands of Noodles Respondents know

Response	Frequency	Percentage
Golden Penny Noodles	15	15.2%
Honeywell Noodles	15	15.2%
Indomie Noodles	44	44.4%
Minimie Noodles	9	9.1%
Supreme Noodles	7	7.1%
Super Noodles	9	9.1%
Total	99	100%

The table above shows that a vast majority of the respondents with 44.4% know the Indomie brand of noodles, 15.2% each knows the Golden Penny and Honeywell brand of noodles, 9.1% of the respondents equally know the Minimie and Super noodles while the remaining 7.1% of the respondents only know Supreme noodles

Table 4.4 Respondents Awareness of Indomie Noodles

Response	Frequency	Percentage
Yes	99	100%
No	-	-
Total	99	100%

The table above shows that all the respondents 100% are aware of the Indomie brand of noodles.

Table 4.5 Whether Respondents have heard or watched any Indomie Noodles Advertisement

Response	Frequency	Percentage
Yes	99	100%
No	-	-
Total	99	100%

Table 4.5 shows that all the respondents 100% have either heard or seen Indomie noodles advertisements.

Table 4.6 Whether Respondents have watched Indomie Noodles Television Advertisement

Response	Frequency	Percentage
Yes	90	90.9%
No	09	9.1%
Total	99	100%

The table above indicates that a large proportion of the respondents 90.9% have watched Indomie Noodles Television Advertisements while 9.1% had not.

Table 4.7 Frequency of watching Indomie Noodles Television Advertisements

Response	Frequency	Percentage
Everyday	29	29.3%
Sometimes	62	62.2%
Once in a while	08	8.1%
Total	99	100%

The table above shows that a large proportion of the respondents 62.2% sometimes watch Indomie noodles television advertisements, 29.3% watch it every day while the remaining 8.1% watch Indomie noodles television advertisements once in a while.

Table 4.8 Indomie Noodles Television Advertisement Respondents remembered

Response	Frequency	Percentage
Taste is the Difference	16	16.2%
Mama Wey Do Good	08	8.1%
Indomie like no Other	66	66.7%
All of the Above	09	9.1%
Total	99	100%

Table 4.8 above indicates that majority of the respondents 66.7% remembered Indomie like no other television advertisements, 16.2% remembered the Taste is the Difference television advertisement of Indomie noodles, 9.1% remembered all of Indomie television advertisements while the remaining 8.1% of the respondents remembered only the Mama Wey Do Good of Indomie noodles television advertisements.

Therefore, the seven tables analyzed above to ascertain the frequency of exposure of children to Indomie noodles television advertisement revealed that the frequency of exposure of children to Indomie noodles television advertisements is very high as all the children are not only aware of most Indomie noodles television advertisements but can also remember some of the messages in the advertisements

Research Question Two: What is the extent of appeal of Indomie noodles television advertisements to children?

To answer this question, question 8-12 of the copies of questionnaire administered were used and analyzed.

Table 4.9 Whether Respondents like Indomie Noodles Television Advertisement or not

Response	Frequency	Percentage
Yes	90	90.9%
No	09	9.1%
Total	99	100%

The table above indicates that a large proportion of the respondents 90.9% liked Indomie noodles television advertisements while 9.1% do not.

Table 4.10 What Respondents liked about Indomie Noodles Television Advertisement

Response	Frequency	Percentage
The Song	48	48.5%
The Children Used	03	3%
The Cartoon Used	04	4%
How the Indomie is served	24	24.2%
All of the Above	11	11.1%
None of the Above	09	9.1%
Total	99	100%

Table 4.10 shows that a large proportion of the respondents 48.5% liked the songs in Indomie noodles television advertisements, 24.2% liked the way the Indomie is served in Indomie noodles television advertisements, 11.1% liked everything about Indomie noodles television advertisements, 9.1% of the respondents did not like anything about Indomie noodles television advertisements, 4% of the respondents liked the cartoons used in the advertisements while the remaining 3% liked the children used in Indomie noodles television advertisements

Table 4.11 Whether Respondents remembered Indomie Noodles Television Advertisement after watching it.

Response	Frequency	Percentage
Yes	75	75.8%
No	24	24.2%
Total	99	100%

Table 4.11 above indicates that majority of the respondents 75.8% remembered Indomie noodles television advertisement after watching it while the remaining 24.2% of the respondents did not remember Indomie noodles television advertisement after watching it.

Table 4.12 What Respondents remembered after watching Indomie Noodles Television Advertisement

Response	Frequency	Percentage
The Song	48	48.5%
The Children Used	-	-
The Cartoon Used	-	-
How the Indomie is served	15	15.2%
All of the Above	18	18.2%
None of the Above	18	18.2%
Total	99	100%

Table 4.12 above shows that 48.5% of the respondents remembered the songs in Indomie noodles television advertisement after watching it, 18.2% remembered everything in Indomie noodles television advertisement after watching it, another 18.2% do not remembered anything while the remaining 15.2% of the respondents remembered how the Indomie is served after watching the Indomie noodles television advertisement.

Therefore, the four tables analyzed above to ascertain the extent of appeal of Indomie noodles television advertisements to children revealed that to a very large extent, the appeal of Indomie noodles television advertisements to children is very high in the children especially the songs and

the way Indomie noodles is served in the advertisements which made them to remember and recall the messages in the advertisements.

Research Question Three: What is the level of influence Indomie noodles television advertisement have on Children's preference?

To answer this question, question 13-15 of the copies of questionnaire administered were used and analysed.

Table 4.13 Whether Indomie Noodles Television Advertisement Influenced Respondents Preference of Indomie Noodles to other Brands of Noodles

Response	Frequency	Percentage
Yes	75	75.8%
No	24	24.2%
Total	99	100%

Table 4.13 above indicates that majority of the respondents 75.8% were influenced by Indomie noodles television advertisement to prefer Indomie noodles to other brands of noodles while the remaining 24.2% of the respondents were not influenced by Indomie noodles television advertisement to prefer Indomie noodles to other brands of noodles.

Table 4.14 What Respondents do after watching Indomie Noodles Television Advertisement

Response	Frequency	Percentage
I tell my mum to buy Indomie Noodles	08	8.1%
I always feel like eating Indomie Noodles	72	72.7%
I always tell my friends about Indomie Noodles	03	3%
I do not do anything	16	16.2%
Total	99	100%

The table above indicates that majority of the respondents 72.7% always feel like eating Indomie noodles after watching Indomie noodles television advertisement, 16.2% of the respondents do not do anything after watching Indomie noodles television advertisement, 8.1% of the respondents tell their mums to buy Indomie noodles after watching Indomie noodles television advertisements while the remaining 3% of the respondents always tell their friends about Indomie noodles television advertisements.

Table 4.15 Whether Respondents play, talk and act like the Characters seen in Indomie Noodles Television Advertisement

Response	Frequency	Percentage
Yes	90	90.9%
No	09	9.1%
Total	99	100%

Table 4.15 above indicates that a large proportion of the respondents 90.9% play, talk and act like the characters seen in Indomie noodles television advertisements while the remaining 9.1% do not play, talk and act like the characters seen in Indomie noodles television advertisements

Therefore, the three tables analyzed above to ascertain the level of influence Indomie noodles television advertisement have on children's preference revealed that Indomie noodles television advertisements have significant influence on children's preference as majority of the children always feel like eating Indomie noodles after watching Indomie noodles television advertisement,

Research Question Four: What other factor(s) influenced children's preference for Indomie noodles over other brands of noodles?

To answer this question, question 16-19 of the copies of questionnaire administered were used and analysed.

Table 4.16 Other Brands of Noodles Respondents know

Response	Frequency	Percentage
Golden Penny Noodles	24	24.2%
Honeywell Noodles	24	24.2%
Minimie Noodles	18	18.2%
Supreme Noodles	15	15.2%
Super Noodles	18	18.2%
Total	99	100%

Table 4.16 above shows that apart from Indomie noodles, 24.2% each know Golden Penny and Honeywell brand of noodles, 18.2% of the respondents equally know the Minimie and Super noodles while the remaining 15.2% of the respondents know Supreme noodles.

Table 4.17 Respondents Prefer Brands of Noodles apart from Indomie Noodles

Response	Frequency	Percentage
Golden Penny Noodles	40	40.4%
Honeywell Noodles	39	39.4%
Minimie Noodles	11	11.1%
Supreme Noodles	09	9.1%
Total	99	100%

Table 4.17 shows that apart from Indomie noodles, 40.4% of the respondents prefer Golden Penny noodles, 39.4% of the respondents prefer Honeywell noodles, 11.1% of the respondents prefer Minimie noodles while the remaining 9.1% of the respondents prefer Supreme noodles.

Table 4.18 Whether Respondents prefer Indomie Noodles to other Brands or not

Response	Frequency	Percentage
Yes	75	75.8%
No	24	24.2%
Total	99	100%

The above table shows that majority of the respondents 75.8% prefer Indomie noodles to other brands while the remaining 24.2% of the respondents prefer other brands to Indomie noodles.

Table 4.19 Respondents Reasons for preferring Indomie Noodles to other Brands of Noodles.

Response	Frequency	Percentage
It is more delicious than other brands	16	16.2%
It is very easy to prepare	66	66.7%
It is easy to buy anywhere	08	8.1%
It is cheaper than other brands	09	9.1%
Total	99	100%

The table above indicates that majority of the respondents 66.7% stated that the reasons for preferring Indomie noodles to other brands of noodles is because it is very easy to prepare, 16.2% of the respondents stated that Indomie noodles is more delicious than other brands, 9.1% of the respondents preferred Indomie noodles because it is cheaper than other brands while the remaining 8.1% preferred Indomie noodles because it is easy to buy anywhere.

Therefore, the four tables analysed above to investigate other factor(s) that influenced children's preference for Indomie noodles over other brands of noodles revealed the reasons for preferring Indomie noodles to other brands of noodles is because Indomie noodles it is very easy to prepare and is more delicious than other brands of noodles

4.3 Discussion of Findings

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. Advertisers and marketers of food products have since realized the effect television has on children and have utilized it to maximize their gains. 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.

Conversely, advertisement targeted at children across societies is on the increase. Common among these adverts include: "Mama Wey Cook Indomies, she do good" advert; "Honeywell noodles, bam bam la la" advert; "B without B B is like a train without an engine" advert, meaning Bread without Blue Band butter is like a train without an engine; "Chi Ooo Chi-exotic ooo, you chixotic and your life comes around" advert; "Bobo fast energy" advert; "Pick, it is in you" advert; "Detol, if I don't take care of them, who will?" advert; "Sleep well Pampers" advert; "Cowbell, our milk advert" and so on.

It must however be pointed out that most television advertising is said to be bad when targeted at children whom many described as being more vulnerable to persuasive messages because they are still developing. It is known that until about 12 years of age they have not developed critical thinking and therefore, are more susceptible to the appeal of commercials. Even though, in accordance with legislation, children cannot perform acts of civil life such as buying a vehicle or signing a contract, they are approached directly by advertising as full consumers. It is based on these criticisms that this study seeks to investigate the effect of television advertising on children using Indomie Noodles television advertisements as a case in point.

To achieve these, fifty (50) copies of questionnaire were administered fifty (50) selected students each from Jextoban Secondary School and Crown Jewel College located in Mile 12 in Kosofe Local Government Area of Lagos State. All the selected one hundred (100) students were below age 13. From the 100 copies of questionnaire administered, 99 copies were retrieved for analysis. Therefore, 99 copies of questionnaire were analyzed, given a response rate of 99% to the research

The research found out that the frequency of exposure of children to Indomie noodles television advertisements is very high as all the children are not only aware of most Indomie noodles television advertisements but can also remember some of the messages in the advertisements. This finding is related to the outcome of the research conducted by Story and French

(2014). Their research found out that 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.

This research also found out that to a very large extent, the appeal of Indomie noodles television advertisements to children is very high especially the songs and the way Indomie noodles is served in the advertisements which made them to remember and recall the messages in the advertisements. These findings further uphold the tenets of the AIDA model. The AIDA model is an acronym which actually stands for Attention, Interest, Desire and Action. The goal of any advertisement is to capture the attention of the customers by attracting them. Advertisers usually grab the attention of the children through the use of children endorsers, cartoons, colours etc. After this stage, their interest is generated through the use of music, drama, key words (priming techniques). Consequently, once the advertisement has their attention and interest is invoked, the element of desire is activated through details about the product and the manner in which the advertisement is presented to the children.

Furthermore, in order to ascertain the level of influence Indomie noodles television advertisements have on children's preference, it was revealed that Indomie noodles television advertisements have significant influence on children's preference as majority of the children always feel like eating Indomie noodles after watching Indomie noodles television advertisement. The reason for this could be attributed to the habits cultivated from characters' and images depicted in all Indomie advertisements. Cultivation analysis) is based on five key assumptions: That television is essentially and fundamentally different from other mass media; That television is the "central cultural arm" of society as a culture's primary story teller; That television does not teach facts and figures but builds general frames and references; That the major cultural function of television is to stabilize social patterns in that culture are reinforced and maintained through television images. Most of the advert messages viewed by children are directly retained by them as a picture of reality, since they do not understand marketers' notion of intent to sell. Children, therefore, see adverts on the media (television) as a perfect picture of reality, upon which they carry out their buying decisions and pester their parents to buy such advertised products.

Finally, in order to investigate other factor(s) that influenced children's preference for Indomie noodles over other brands of noodles, this research found out that the major factor is the ease with which anyone including children can prepare Indomie noodles as compared to other brands of noodles. This finding complements the recommendation of Akoja, Ibidunni, Odibo, Kesena & Kareem, Lateefah carried out a study on the Influence of the Indomitable Advertisements on Noodles Preference of Selected Secondary School Students in Lagos. It concludes that the indomitable advertisement influenced their perception and preference for Indomie noodles. It was recommended that marketers and advertisers should avoid using concepts projecting false claims in advertisements targeted at children. For Indomie noodles, the claims and prove that it is very easy to prepare has made a favourite brand in the Nigerian market.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The objective of this research was to find out the influence of television advertising on children using Indomie noodles television advertisement of as case study. The research also aims to determine the frequency of exposure of children to Indomie noodles television advertisements, examine the extent of appeal of Indomie noodles television advertisements to the children, to ascertain the level of influence Indomie noodles television advertisements have on children's preference. as well as investigating other factors that influenced children's preference for Indomie noodles over other noodles brand.

To achieve this, the purposive sampling technique method was employed to sample 100 respondents from Jextoban Secondary School and Crown Jewel College located in Mile 12 in Kosofe Local Government Area of Lagos State. All the selected one hundred (100) students were below age 13. Using the questionnaire instrument. 100 copies of questionnaire were distributed and from the 100 copies of questionnaire administered, 99 copies were retrieved for analysis. Therefore, 99 copies of questionnaire were analyzed, given a response rate of 99% to the research

This research found out that:

1. The frequency of exposure of children to Indomie noodles television advertisements is very high as all the children are not only aware of most Indomie noodles television advertisements but can also remember some of the messages in the advertisements.
2. To a very large extent, the appeal of Indomie noodles television advertisements to children is very high especially the songs and the way Indomie noodles is served in the advertisements which made them to remember and recall the messages in the advertisements.
3. Indomie noodles television advertisements have significant influence on children's preference as majority of the children always feel like eating Indomie noodles after watching Indomie noodles television advertisements.

4. Other factor(s) that influenced children's preference for Indomie noodles over other brands of noodles is the ease with which anyone including children can prepare Indomie noodles as compared to other brands of noodles.

5.2 Conclusion

There is no doubt that television advertising has an impact on children's food preference especially when laced with special appeals. The studies reviewed in this research and the survey supports the facts that television has the ability to engage the minds of children in the way no other medium has been able to do as more children are found to be watching television frequently, thus getting more exposed to advertising. Although there are no sufficient studies to disprove the extent to which children believe advertisement messages, this study shows that they hardly ignore it. It is therefore concluded that children who are exposed to television regularly watch Indomie television commercial frequently. The indomie advertisement appealed to the children to a large extent and influenced their preference for Indomie noodles brand. In the same vein, advertising do have influence on children who in turn influence their parents buying behaviour in most cases. Therefore, it should no longer be the interest of advertisers, media practitioners, and government to look at advert influence, rather parents/guardians should make it a point of duty to ensure that they are not being influenced negatively by their children.

5.3 Recommendations

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

1. Schools should implement media literacy curriculum; this should be designed to equip children with skills to understand commercial messages and what to look for in any advertisement. To make this more effective, parents and other members of the community need to be educated on media effect.
2. Parents should monitor/watch out for advertisements that are misleading. This can be done by watching/listening to media advertisement with their children and discussing advertising content with their children, in order to reduce its influence.
3. Due to the impact television commercials have on children, proper regulatory procedure should be taken to ensure the safety and health of children as well as prevent the

presentation of deceptive claims in television commercials.

4. Advertising consultants for Indomie noodles are encouraged to remain sincere and transparent about the benefits and possible side effects of the product, especially for children, so that parents who find themselves at the receiving end can make better informed decisions.
5. Parents should be able to exert a measure of control over the media content consumed by their children. They should devote ample time to educate their kids on the throes of television advertisements, in terms of recognizing manipulative gimmicks and subtle persuasion.
6. Parents should discuss television advertisement's educational values with their children.
7. Advertisers should use elements that are in consonance with the target audience like music, celebrities, etc in order to create advert recall in the minds of the consumer during purchase.
8. The government should take action to regulate and establish an authorized regulatory body to control TV advertising, specially aimed at children. Regulatory bodies should take into cognizance the vulnerability and susceptibility of children to content that may subject them to exert undue pester power on their parents with consequences for family relationships and communication.
9. Marketers and advertisers should engage the children in highly educative and informative advertisements that could also help in developing their intellectual and emotional capabilities for greater good of the society rather than for mere commercial gain.
10. Since children like advertisement on foods, advertisers should not encourage or promote unhealthy eating or drinking habit. They should also ensure that their adverts do not contain any misleading or incorrect information about nutrition.

5.4 Limitation of the Study

The limitation encountered during the course of this research was the dearth of relevant literature. Also, because of the nature of the study which focused mainly on children, the researcher had to always read and explain every question to the respondents before an answer is then supplied. This made the field data gathering more strenuous and exhausting.

5.5 Suggestion for Further Study

The need for a follow-up research to study the subject comprehensively using a larger sample size is necessary. This will generate a more applicable and more generalized data. Only two schools were studied with a sample size of 100, another study can increase the number of schools and sample size to 500 and above which will make generalization of results more valid and reliable. Scholars who intend to further this research should be able to look at pester power directly from the child's perspective; probably through focus group discussions with the supervision of their guardians.

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APPENDIX
QUESTIONNAIRE

**Department of Mass Communication,
Caleb University, Imota,
Lagos State.**

Dear Respondent,

I am conducting a research on “**Effect of Television Advertising on Children (A Case Study of Indomie Noodles Television Advertisement)**” in partial fulfillment of an award of Bachelor of Science Degree (BSc.) in Mass Communication. Your response to this questionnaire is strictly for academic purposes and as such will be treated with the privacy it deserves.

Akpelu Sandra Chukwu
Thank you.

SECTION A

- 1. Gender:** Male Female
- 2. Age Group:** 8-10 11-13 14-16
- 3. Class:** JSS1 JSS2 JSS3
- 4. Name of School:** Jextoban Secondary School Crown Jewel College

SECTION B

RQ 1. What is the frequency of exposure of children to Indomie noodles television advertisements?

- 1.** Do you know what is called noodles?
Yes No
- 2.** Mention the noodles you know?
.....
.....
- 3.** Do you know Indomie noodles?
Yes No
- 4.** Are you aware of any Indomie noodles advertisement?
Yes No
- 5.** Have you watched Indomie noodles advertisement on television before?
Yes No
- 6.** How often do you see Indomie noodles advertisement on television?

Every day () Sometimes () Once in a while ()

7. Which Indomie advert can you remember?

Taste is the Difference

Mama wey do good

Indomie Like no other

Others, please specify.....

RQ 2. What is the extent of appeal of Indomie noodles television advertisements to children?

8. Do you like the Indomie noodles advertisement you see on TV?

Yes () No ()

9. What do you like about the Indomie noodles advertisement on TV?

The Song ()

The Children used in the advert ()

The Cartoon used ()

How the Indomie is served ()

10. Based on your choice, what example can you remember?

.....

11. Do you always remember the Indomie noodles TV advertisement after watching it?

Yes () No ()

12. What do you remember most after watching the Indomie noodles TV advertisement?

The Song ()

The Children used in the advert ()

The Cartoon used ()

How the Indomie is served ()

RQ 3. What is the level of influence Indomie noodles television advertisements have on children's preference?

13. Watching Indomie noodles advertisements makes me prefer Indomie more than other noodles.

Yes () No ()

14. What do you do after watching Indomie advert?

I tell my mum to buy indomie.

I always feel like eating Indomie noodles

I always tell my friends to eat Indomie

15. I play, talk and act like the things I see in the Indomie TV advertisements.

Yes () No ()

RQ 4 What other factor(s) influenced children's preference for Indomie noodles over other noodles brand?

16. Apart from Indomie noodles, what other noodles do you know?

.....

17. Which is one of them is your favourite noodles?

.....

18. Do you prefer Indomie noodles to other noodles?

Yes () No ()

19. Why do you prefer Indomie to other noodles?

The Music in the advert ()

The Children used in the advert ()

The Cartoon used ()

How the Indomie is served ()

It is very easy to prepare ()

It is very delicious ()