

PERCEPTION OF DELTA STATE COLLEGES OF EDUCATION FINAL YEAR STUDENTS ABOUT TELEVISION ADVERTISING AS A METHOD OF PROMOTING THE CONSUMPTION OF INDOMIE AMONG FEMALE BUSINESS EDUCATION STUDENTS

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Abstract

This paper is titled perception of Delta State Colleges of Education final year students about television advertising as a method of promoting the consumption of Indomie among female Business Education students. The population of the study was made up of female business Education students in the four colleges of education, simple random sampling technique was used for the population, out of which 60 were randomly sampled. Two research questions were developed to guide the study. Mean and standard deviation was used to analyze the results from the study. Finding from the study revealed that teaching female business education students with television advertising on the consumption of indomie will induce them to prefer it to other fast foods. The paper concludes that advertising is a great tool for learning, communication and for information. The paper recommends among others that teaching female business education students with television advertising on the consumption of Indomie should not only be on television but it can be put into print or other electrical retrievals.

Keywords: *Television advertising, method of teaching, indomie, female business education student, college of education; Delta State.*

Introduction

Advertising is one of the major tools organizations use to direct persuasive communication to target buyers and general public and is a powerful sales tool that is used to boost business especially in times when competition is high Advertising is a means of creating awareness about the existence of a product to the potential customers and also persuade them to buy (Kotler,2003) According to Kotler Armstrong, Sauder and Wong (1999) , advertising is the activities that communicate product or service and its merits to target customers and persuade them to buy . In the same vein, the America marketing Association in Osuala (1996) described advertising as any form of non - personal presentation of ideals, goods, and services openly paid for by an identified sponsor. Advertising can be described as a persuasive form of communication that involves increasing awareness and readiness to purchase the product.

Advertising is the element of marketing communication mix that is non - personal paid for by an identified sponsor and disseminates information through channels of mass communication to promote the adoption of goods, services, person, or ideas (Bearden,

Ingram & Laforge, 2001). Commercial advertisers seek to generate increased consumption of the products or services through branding which involves the repetition of a message or product name in an effort to associate certain qualities with the brand in the mind of consumers (Aaker, 2001). Advertising is a good way to inform, persuade, remind and compare products by consumers.

Advertising media range from publishing of simple straight notices in newspaper, radio, direct mail, posters, billboard, signs, transit television and internet. Advertising media are channels used significantly to reach targeted consumers and create motivation for people to buy them, one of these media being television advertising. (Wikipedia, 2011).

Radio, television and cinema are powerful media because these are active, most pervasive and many home have several television sets. People watch television while eating, doing homework, relaxing or even while entertaining friends. Television is define as an electronic device with a screen which allows messages, pictures, and motions to be heard or seen on it. According to Anyanwu (2000), television is defined as a method of broadcasting still and moving pictures and

sound over a distance by means of electrical wave moving through the air. Whenever advertising is carried out using television as a medium of communication it is referred to as television advertising.

Television advertising or commercials is a form of advertising in which goods, services, organizations, thoughts or ideas are promoted via the medium of television. Television advertising seeks to influence the consumption of products. Influence refers to the power to affect someone's action or character or belief. According to Wikipedia (2011) influence is defined as power affecting a person, thing or event especially one that operates with apparent efforts.

Messages are words or symbols used by advertisers to communicate to target consumers sometimes; they are referred to as advertisement or copy. Generally, the purpose of advertisement is to get target consumers to react to product (Kotler & Keller 2006). People will respond only if they believe they will benefit by doing so. Advertisers seek to appeal to their target market through messages. To achieve this objective, messages are frequently aired, pointing out the distinction benefits that make the product desirable. Messages are also believably presented and distinctive in term of telling consumers how the product is different from competing brands in order not to leave the audience in doubt on how the product being advertised is used; the advertiser demonstrates how indomie is prepared and consumed or eaten.

Demonstration refers to the dramatization of how to use a product and the benefit derivable from it (Wikipedia, 2011). The presentation and demonstration are done in such a way that they are attractive, believable, colourful and glamorous. Colourfulness refers to beautiful scene in which demonstration takes place. While glamorous means attractive and exciting.

Demonstration has greater influence on consumption of a product because of its practical nature. It intends to improve brand loyalty and preference of a product (Kotler and Keller, 2006). Brand loyalty refers to consumer's commitment to continue using the brand and this can be demonstrated by repeated buying a product or service or other positive behaviour such as a word of monthly advocacy (Osuala, 1998).

Attractiveness refers to the power to make someone interested in something or make the audience want to take part in

something (Cortony, Gerald and Clare 1990). So the message is usually designed, in such a way that it is desirable, exclusive, believable and therefore convincing. This is capable of influencing the consumption of a product such as indomie by female staff of tertiary institutions in Delta State.

Consumption is the final destination of a product or service. Consumption refers to the final use of goods or services by the consumers until disposal (Wikipedia, 2011). Consumption can be by individual, households or group of individuals in a particular area or region.

Indomie (instant noodles) are dried or precooked noodles and are often sold with packet of flavouring including seasoning oil (Wikipedia, 2011) instant noodles are long thin pieces of food made from a mixture of flour, water and eggs usually cooked in soup or boiling water. They are usually eaten after being cooked or soaked in boiling water for 2 to 5 minutes while precooked noodles can be reheated or eaten straight from the packet.

Tertiary institutions in the states are the institution that admit and train those who have finished their secondary school education and meet the institutions' admission requirements. National Policy on Education FRN (2004) stated that tertiary institutions are the education after secondary education such as university, colleges of education, polytechnic, monotechnics including those institution offering corresponding courses.

Statement of the Problem

Television advertising perused and influence consumers behaviour towards a product such as indomie. However, televising advertising is found to be misleading, exaggerating and in some cases deceptive. The students do not actually consume indomie because of television advertising rather they just develop likeness for it. Again, majority of the students do not prepare indomie for consumption because of what they watch on television advertising but they could have learnt it before or read the manual.

Television advertising of indomie do not cover only the target audience that is the final year female students, it also cover a wide range of audience as consumers hence the aim of using it to promote the consumption of indomie may not be fulfilled.

Again, because of the cost involve in television advertising as a way of promoting the consumption of indomie by final year business education students, business educators may

resort to the traditional and usual way of teaching of chalk and talk. All these mitigated against this study.

Purpose of the Study

The major purpose of this study is to determine the extent of using television advertising as a method of teaching in the consumption of indomie (instant noodles) among female students of colleges of education in Delta State. Specifically, the study was designed to achieve the following purpose:

1. Determine the extent to which frequency of television advertising influence the consumption of indomie among female business students of colleges of education in Delta State.
2. Determine the extent to which demonstration on television advertising influences the consumption of indomie among female Business students of colleges of Education in Delta State.

Research Questions

The following research questions were formulated to guides the study:

1. How does the frequency of television advertising influence the consumption of indomie among female Business Education students of colleges of Education in Delta State?
2. How does demonstration on television advertising influence the consumption of indomie among female business students in colleges of education in Delta State?

Method

The study will adopted a survey research design. This is because it sought the opinion and perception of the respondents as well as provide information on which to base sound decision. The population of the study consists of final year Business Education students of the four college of education in Delta State out of which (60) was sampled. The instrument for data collection is the use of structured questionnaire was validated by four experts in department of Business Education Federal College of Education (tech) Asaba and College of Education Agbor respectively. The questionnaires were retrieved after one week and was administered on the respondents by the researchers. The results were analyzed using mean and standard deviation. Five Likert rating scale was used; Strongly Agree (SA), Agree (A), Undecided (UD), and Strongly Disagree (SD). The reliability of the instrument was with the use of a pilot survey of 100 respondents, 25 from each of the four Colleges of Education in Delta State. The test re-test formula was used. The data was analyzed using Peason's Product Moment Correlation. Any response from 3.00 is accepted while any response below 3.00 is not accepted.

Presentation of Results

The data collected for this study was analyzed and presented in Tables 1 and 2 in the tables below;

Research Question 1: How does frequency of television advertising influence the consumption of indomie among female Business Education students of College Education in Delta State.

TABLE 1: Mean and Standard deviation of Respondents on how frequency of television advertising influences the consumption of indomie among female Business Education students of Colleges of Education in Delta State.

S / N	ITEMS	SA	A	UD	D	SD	FX	\bar{X}	SD	DECISION
1.	Frequent television advertising motivate people to buy the product so advertised (indomie)	30	26	4	-	-	266	4.43	0.62	Accepted
2.	Frequent television advertising involves the repetition of a message or product name Indomie (instant noodles)	40	20	-	-	-	280	4.67	0.47	Accepted
3.	Frequent television advertising appeal s to their target market by pointing out the benefits o f the products (indomie)	42	18	-	-	-	282	4.70	0.46	Accepted
4.	By Frequently telling consumers on television advertising how indomie is different from other competing brands	28	31	1	-	-	267	4.45	0.53	Accepted
5.	Advertising indomie frequently on television will make people develop likeness for the product and be convinced that it is better than other fast foods.	53	6	1	-	-	292	4.86	0.38	Accepted

From the above, all the items were accepted by the respondents as influence of television advertising on consumption of indomie among female Business Education students in the Colleges of Education in Delta State.

Research Question II: How does demonstration on television advertising influence the consumption of indomie among female business students in college of education in Delta State?

TABLE II: Mean and Standard Deviation on how demonstration on television advertising influence the consumption of indomie among female Business Education students in Colleges of Education in Delta State.

S / N	ITEMS	SA	A	UD	D	SD	FX	X	SD	DECISION
1.	When demonstration is used on television, the advertiser demonstrates how indomie is prepared and consumed	45	15	-	-	-	285	4.75	0.43	Accepted
2.	Demonstration are done in such a way that they are attractive, believable, colourful and glamorous	46	12	2	-	-	284	4.73	0.80	Accepted
3.	Demonstration of indomie usage on television will improve brand loyalty and preference	48	10	1	1	-	285	4.75	0.43	Accepted
4.	Demonstration of how indomie is prepared and consumed has greater influence on it's practical nature	51	8	-	1	-	289	4.82	0.50	Accepted
5.	Demonstration will make indomie sell fast because the users can see that it does not take it time to get it prepared	44	10	6	-	-	278	4.63	0.66	Accepted

From table 2 all the items were accepted by the respondents as influence of demonstration on television advertising on the consumption of indomie among female Business Education students in the Colleges of Education in Delta State.

Finding

The following were the findings from the study;

- 1) Television advertising is only used to teach students only the time in the school time table.
- 2) Schools do not have skill acquisition centre where students can be made to practice what they learnt and see on the television.
- 3) Students spend more time on theory than practice.

Discussion of Findings

From the study, the finding revealed that television advertising when used in teaching Business Education students will help to motivate students to buy the product. It helps to point out the benefit from using the product, it equally help to show how indomie is different from other fast foods and it also make students believe that indomie is better than other fast foods. This is in agreement with

kotter and keller (2006) who posited that the purpose of advertising on television is to reach target consumers to react to a product.

The study revealed that demonstration on television advertising the students got to know more quickly how indomie is prepared and consumed, again demonstration on television advertising will make the product to be attractive, believable and glamorous to students. In addition, demonstration of indomie consumption on television advertising will make female students to be more loyal and prefer the brand product.

The study also revealed that by making product to be attractive, consumers are easy captured and convince to buy the product like indomie. This is in agreement with Cortony, Gerald and Clare (1990) who posited that attractiveness of a product make someone interested in something or make the audience want to take part and make the message designed in such a way that is desirable exclusive, believable and therefore convincing.

Conclusion

Television has incredible power in a society, where money signifies success and influence, television has taken its place among the most prosperous of business. It is a great tool for learning, communication and for

information. Television is no longer a luxury product as every home can now afford a television and when female business education students are taught with television advertising on the consumption of indomie, they are placed in better position to learn fast on how well and easy it can be prepared as most female students (Business Education Students) inclusive have delight in fast foods like indomie.

Recommendation

The study recommends the following:

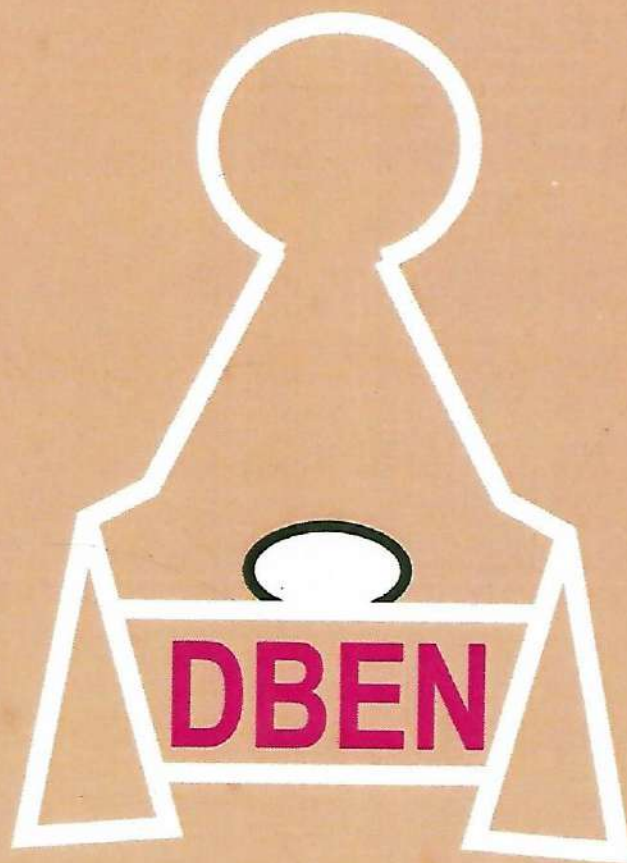
1. Television advertising when used to teach Business Education students on the consumption of indomie should not just be limited to the time on the school time table.
2. If the knowledge gained by the students is to be retained, it is advisable not to be restricted to view when teaching alone; it should be put in print.
3. Students should be made to practice what they see on television advertising to make them believe more of the method of preparing indomie for consumption.
4. Schools can provide skill acquisition centre where students can also practice what they learnt or see on television advertising on preparation and on consumption of indomie.

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