

## INFLUENCE OF TELEVISION ADVERTISING ON CONSUMER BUYING BEHAVIOUR OF DANO MILK IN ENUGU EAST LOCAL GOVERNMENT AREA OF ENUGU STATE

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### Abstract

This study examined the influence of television advertising on consumer buying behaviour of Dano milk in Enugu East Local Government Area of Enugu State. The study was anchored on research. Both qualitative and quantitative research designs were as well employed. Taro Yamani formula of sample size determination was used to calculate the sample size of 390 for the study of which 388 copies of the questionnaire were considered valid and was used for the analysis. The data obtained were analyzed using tables and simple percentage. The researcher found out that majority of Enugu East LGA residents were highly exposed to television advertisements on DSTV channel 154 Africa Magic Family. The researcher also discovered that high price of Dano milk and lack of access to the advertisement since it was on DSTV channel, environment among others are the major inhibitors that affects consumer buying behaviour of the product. The researcher therefore recommended that advertisement of this nature should be done on local television channels so as to enhance large viewership since DSTV subscription is high and not everyone can afford it. Secondly, that Arla Nigeria Plc should be considerate in placement of prices on their product so as to increase high purchasing habit.

Keywords: Consumer behaviour, Television advertising, Buying, Behaviour, Dano milk.

### Introduction

The term consumer behaviour is defined as the behaviour consumer exhibit in searching for purchasing for, using, evaluating and disposing products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources such as time, effort, money, on consumptions related items. That includes what they buy, when they buy, why they buy, where they buy, how often they buy, how often they use, how they evaluate after the purchase and use it and impact of evaluations on future purchase and how they dispose it (Schiffman & Kanuk, 2009). Consumer behaviour is defined as the decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services (Louden & Bitta, 2002).

Consumer behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Consumer behaviour is new issue and a controversy subject and challenging that includes individuals and what they buy, why and how to purchase them, marketing and marketing mix of marketing (Brosekhan & Velayutham, 2013).

In globalizing world where economic crisis deepen and competition gets fiercer, consumers are becoming more and more important. Every individual is a consumer. There are rapid changes in demands and desires of the consumers who are considered to be center of the modern marketing. Companies need to increase the rate of their research and development activities in order to be able to learn these changes and improvements relating to fulfil the demands and need of consumers. Consumer satisfaction, which is widely accepted by developed countries and gaining importance day by day, can be achieved by perceiving the consumers and consumer behaviour (Yakup & Jablonsk, 2012). Consumer behaviour is physical activity; mental and emotional people do when select, purchase, use and dispose of goods and services to satisfy their needs. Consumer behaviour is described as series of activities directly toward the acquisition use and disposal of goods and services occurs. These activities include the decisions that are made before and after the procedure (Haghshenas, Abedi, Ghorbani, Kamali, & Mohammadnaser, 2012). The principal aim of consumer behaviour analysis is to explain why consumers act in particular ways under certain circumstance; it tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects (Ayanwale, Alimi, & Ayanbimipe, 2005). In view of the importance and scope of its application to determine the marketing strategies, the focus is to identify the factors influencing consumer behaviour that will help to identify the market and its behaviour particularly in the area of consumer goods. Advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers (Niazi, Siddqui, Shah, & Hunjra, 2012). Advertising is a non-personal paid form where ideas, concepts, products or services, and information are promoted through media by an identified sponsor to persuade or influence behaviour (Alimi & Ayanbimipe, 2005; Ayanwale, 2000). Advertising is taken as one of the renowned marketing weapons for its long lasting impact on viewer's mind as its exposure is much broader (Katke, 2007). As a promotional strategy, advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach, it can influence not only individual's attitude, behaviour, life style, exposure and in the long run, even the culture of the country (Latif & Abideen, 2011). When consumer watches an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it. The major advertising is to create positive attitude towards the advertisement and the brand until consumer purchases the product and through this positive attitude create emotional responses in the mind of consumer (Goldsmith & Lafferty, 2002). According to traditional hierarchy of effects models, advertising affect of advertising exposure leads to brand cognition and cognition about the advertisement, which then leads to the attitude towards the advertisement and the brand until their purchase intent (Mendelson & Bolls, 2002).

While some products enjoy special place within consumers' perception and disposal, others are struggling for acceptance. Advertising then comes in as one dependable means of wooing over patronage, now that is capitalist art (O'Barr, 2016). Its appeal is hinged on the fact that it takes cognizance of the advertising appeal – "packaging products, services, organisms, or individuals in a variety of ways that clearly delivers a certain benefit stimulation, identification of reason to explain what consumers are thinking about and why they buy the products" (Nwankwo, Aboh, Obi, Agu & Sydney-Agbor, 2013, p. 230). The message from a product has to be very appealing such that the audience can be reached as perceived in the heart of the manufacturer and translated by the advertising. In the dairy line, Dano milk is making appreciable impact to woo customers to its side. Dano Milk Advertisement on television during an entertainment music show "Nigerian Idol Season 7 on DSTV channel 154 African Magic Family" is one that is special in its own way and it reads

There are moments in life  
When you are just so scared  
And you feel like just giving up!  
Oh! Oh! Oh!  
But Dano milk is saying  
We know you can do it  
Believe in yourself and go for it  
Go for it!!  
Nourishment Ooooh!  
That's your Dano milk oh! oh!  
Yes, Dano milk  
Dano milk  
Drink up your Dano milk  
Dano milk hey!

It employed about sixty (60) words to convey its message within the short time frame given to the advertisement. About 34% (74 words) of the entire content were used to mention the name of the brand. Perhaps, the objective was to make it sink deep into the minds of the viewers such that they will not forget. In fact, the name, Dano milk, was the refrain to the commercial as it was sang after each music show. People consume food in order to gain the goodness that comes from nature. It is one of the benefits the producers of Dano milk wants audience members to bear in mind. It is believed that a product like Peak milk is known for quality for which most consumers identify as the major reason for its preference. Therefore, what a new brand like Dano must do is to build to improve and surpass that of their rival. Nutrients and nutritional value are as expedient as drugs are to a sick patient. Dano milk boasts of having several vitamins as is visible on the sachet: “+ vitamin A+D; + protein; + calcium”, for which it goes with the slogan “Cool Cow – the smooth taste”. One assurance from the advertisement lyrics is the claim for “care” from Dano milk. Evidently, it is on this ground that what the body needs from nature as regards food can be sourced from the brand, for which it believes consumers would enjoy whenever they drink it. The subject of reliability derivable from Dano milk is one that could be debated on. But for Arla Foods, Dano milk can give what customers expect to benefit from the brand. This gives them the sense of being able to rely on the product. Advertising sells more than product it sets image, value, goods and concepts of who we are and who we should be. It shapes our attitudes and our attitude shapes our behaviour. Ahunaya (2004. P,70).However, advertising is a persuasive form of communications which most times trigger the urge to buy goods and services irrespective of the amount in the pockets, some consumers are also loyalists to certain goods and services and also can hardly do without the product.. Television advertising has the peculiar advantage of communication using different language as well as visual effects such that these messages are quickly appreciated .Advertising help to announce the existence of a product or services and the strategies in using

them .A television station advertises wide range of product in order to satisfy their customers .This means that the creativity used in communicating some product may seek these products over others. Advertising and communication go hand in hand because it is a form of communication. According to Advertising practitioners council of Nigeria (APCON) advertisement is a communication in the media paid for by an identified sponsor and directed at a target audience with the aim of imparting information about a product , service, idea or cause. According to Bovee (1992), advertising is the non-personal communication of information usually paid for and usually persuasive in nature about product ideas by identified sponsors through the various media. You cannot talk about advertising without talking about the media or channels for it. Advertising agencies and the mass media needs each other to survive as advertisements cannot go viral without the media. These media include television, newspapers radio and magazines.

### **Statement of the problem**

There is an increase in the production of other milk products and the competition between Dano Milk and others are rapid. Statistics have proven that milk is an essential and more available food for growth. Children, young people and adults are respectively advised to take milk .Evidence from literature shows that not much studies or research has been done on what forms the choice of consumer buying behaviour of Dano milk in Enugu East local government area of Enugu state. As a result, it is not clear if consumers buy milk based on the prices or if they are indeed motivated by television advertising. It is this lack of clear understanding of whether television advertising in relation to other variables like cost, availability of Dano milk and if television advertising on DSTV African magic family channel 154 influences consumer buying behaviour of Dano milk that this study sort to find out.

### **Objective of the study**

The general objective of this study is to examine the influence of television advertising on consumer buying behaviour of Dano milk in Enugu East local government area of Enugu State. The specific objectives of the study are:

1. To determine the level of exposure to Dano milk advertisement on DSTV Channel 154 (Africa Magic Family) among residents of Enugu East LGA.; To ascertain the knowledge level of Enugu East LGA residents on television advertisements of Dano milk on DSTV channel 154 Africa magic family; To ascertain the extent to which television advertisements have increased patronage of Dano milk among residents of Enugu East LGA; the study has both theoretical and practical benefits; theoretically, it will provide literature for researchers in the similar studies. *It would assist the management of ARLA Nigeria PLC to effectively promote their product in a highly competitive environment of the beverage industries in Nigeria.*

### **Review of literature**

Literature relating to this study was sourced from secondary means of data collection. This include textbooks, journals, articles, online/internet materials as well as unpublished lecture notes

Meaning of Advertising: Advertising as the advertising practitioners' council of Nigeria (APCON) defines it "is a form of communication through media about products, services or ideas, paid for by an identified sponsor.]" Winston Fletcher (1979) defines it as the "dissemination of sales message through purchased time and space." The authors of contemporary advertising (Bovee and Aren 1986) defines it as the non-

personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by an identified sponsor through the various media.

The advertiser intends to spread his or her ideas about the product among the prospective buyers. Popularization of the product is thus, the basic aim of advertising (Ramahswanhis Namakumari, 2004) Television advertisements have heralded an unprecedented increase in economic activities for some, television advertisements are always one of the best thing to look out for on television because of their highly captivating dramatic entertaining and humorous nature; for others, this form of advertisement is nothing but an interruption of a nice evening at home, especially when the viewer is seriously engrossed in highly informative news programme. However, beyond these two extremes, the advertiser must gain access to the consumers mind in order to win his or her loyalty. This is why the advertiser capitalizes on the glamour and potency of television to reach out to a wide spectrum of consumers in order to market his wares ideally, television commercials are based on the same principle as the old-time medicine show where a medicine dealer uses a banjo player and magician to attract customer's attention to his product and market his wares. Customers are valuable assets for the enterprise but they can be costly to acquire and retain. Advertising pay a particular attention to the customer in order to attract and retain him or her. According to kotler (2003) both the businesses and sellers should ask themselves what should the advertising of their product and services should be and what impact on the customers should it make. Therefore, these aspects should be anticipated, evaluated and the following questions answered :what should the emphasis be on ;what visual design should be chosen what psychological impact is it going to have on the customer, what medium or channel of communication should be employed

*Consumer behaviour is affected by both internal (individual) and external (environmental) factors or influence. The internal influence includes consumer motivation and involvement, attitudes, personality and self concept, learning and memory information processing on the other hand external factors includes cultural influence social class, social group influence, family influence, personal influences (khan, 2006).The way these influence are factored within the consumer determines how that consumer will behave towards the product.* McLuhan (1964, P.12), television advertisement is generally considered the most effective mass market advertising and this is reflected by the high price television networks charges for advertising airtime during popular television commercials. Television advertisements appear between shows, but also interrupt programmes at intervals. This method of screening advertisement is intended to capture or grab the attention of the audience and keep the viewers focused on the shows so that they will not want to change the channel instead they will (hopefully) watch the advertisement while waiting for other segments of the show. This is a technique of adding suspense especially if the break occurs at a cliff hanger moment in the show. Although television advertising has been found to have great influence on consumer behavior many people still deny being influenced by advertisement .however , Lewis (1995,p.37) found that individuals who deny being influenced by advertisements unconsciously bought widely television advertised products. Cheskin came to the conclusion that the effectiveness of television advertisements is mostly below the threshold of consciousness but unconsciously, we are affected by them. Krugman (1975,p.4) in support of the fact stipulated that the public lets down its gourd to the repetitive commercial use of the television medium and it easily changes their way of perceiving product and brands without very much of it at the time of television exposure. Television advertisement is also affected by the extent to which it rightly addresses the motives of the prospects. These motives of behaviour generally

accepted as mainly fear, sex, anger and happiness. By doing this, the advertiser is well on his way to help the consumer reap the benefits of advertising.

*The history of Dano milk dates back to its launch in the early 1960's. The brand remains locally relevant but benefits from its international foot print in an array of markets in the Middle East, Africa, Bangladesh and parts of Latin America. The product ranges from Dano full cream milk powder, Dano light, and Dano slim respectively. Dano full cream provides essential energy and nutrition for kid's growth and the entire families' good health. Dano milk light is made from 100% natural milk. Milk powder boasts a deliciously natural taste, color and smell. This delightful low fat milk powder has 60% less fat compared to full cream milk and is fortified with 100% extra calcium for strong bones and teeth. Light powder is highly recommended for the whole family as it provides all the goodness of milk. Dano slim is a fat free milk powder which is ideal for your active commitment to health and vitality with added vitamin A and 200% more calcium compared to full cream milk.*

Television advertising refers to the process of creating and airing commercial on television with the aim to promote a product or service. Television advertising is one of the most common and effective ways to reach consumers. This is because it offers to a wide reach, frequency and impact. While OTTs and digital content are now competing for attention with the television industry, TVs are still the dominant medium of advertising. In fact, an average person spends about 4 hours watching TV each day. This provides advertisers with many opportunities to get their messages in front of potential customers.

### **Advantages of television advertisements**

Products can be successfully demonstrated to the understanding of the receiver. The deaf can see and probably understand television advertisements. It can reach both literate and illiterate people it can be timed. Most of the programmes are featured in the evenings. It can easily arrest the interest of the receiver

Burnett (1989, P.12) opined that the process consumers go through in making a purchase varies considerably between low-involvement and high-involvement product situations. Product decisions that serve high personal relevance and contain a high perceived risk are called high involvement purchase, and they necessitate complex decision making. Products at the opposite end of the relevance/risk continuum are low-involvement purchases that require simple decision making.

Simple decision making that requires very little information and virtually no evaluation. These stages of decision includes: Need recognition, Information search, outlet selection, purchase decision and post purchase evaluation.

**Need Recognition:** this first stage occurs when the consumer recognizes a need for a product. This can vary in terms of post purchase dissonance by restricting the feature and confirming the popularity of the brand or product.

**Information search:** this search can be casual, such as reading advertisements that will happen to catch ones attention such as searching for information in a publication. Advertising helps the search process by providing information in the advertisement itself.

**Outlet selection and purchase decision:** the fourth and the fifth stage deals with the choice of an outlet and the actual purchase considering variables that affect purchase

**Post purchase evaluation:** This last stage deals with reconsidering or justifying ones purchase. This determines whether one will purchase or return it to the store many consumers continue to read information even after the purchase in order to justify their decisions to themselves. Advertising helps reduce post purchase dissonance by restating the feature and confirming the popularity of the brand or product buying habit can be fumed on the brand pertinence which means that a consumer regards a particular brand favorably but will not mind a substitute when the required product is not available consumer preference in a particular product which does not him bring about a certain kind of attitude in the consumer. By using the product brand often, he tends to get used to it and also believe in the brand when a consumer gets to this stage, it is known as brand loyalty. Those who have loyalty may do it for the following reasons

- A) Brand quality difference
- B) Difference in price
- C) Location of brand
- D) Choice
- F) Advertisement
- G) Psychological Belief

### **Empirical Review**

Emmanuel, Ben Collins and Eric (2017) studied Radio Advertising of Dano Milk on buying behaviour of residents of Port Harcourt Local Government Area of River State, Nigeria. The study objectives was to find out consumers' rate of exposure to Dano milk radio adverts and ascertain if the radio advert of Dano milk influences consumers' choice of the brand. The research was confined to one theoretical framework, the Selective Processes Theory using descriptive survey research method. A sample of 400 respondents was drawn using multi-stage and quota sampling methods. The study found out that Dano milk advertisement is unknown to many respondents as advertisement is aired in only few radio stations in the city; and there was no tagline in the advertisement. The relationship between the study and the current study is that both looked at influence of advertising on consumer buying behaviour of Dano Milk as well as theoretical framework.

Ezekiel Babatope and Peter Olufemi(2014),in their study assessed the use of radio and other means of information dissemination among the residents of Ado-Ekiti. It is a survey research employing descriptive research design of the survey type, the instrument used to collect data was questionnaire. The sampled population was one hundred and twenty residents of Ado-Ekiti (120) were selected to participate in the study using simple random sampling technique while the collected data was analyzed using tables, bar chart, simple percentage and frequency count, mean and standard deviation. The findings revealed that radio is the most important instrument in information dissemination because it reaches larger percentage of the people irrespective of their location; it promotes the level of awareness of the people on socio-political and economic issues and it also enable people to be adequately informed about programmes and activities of the government. The cost of accessing information through radio, television and use of mobile phone were not expensive as shown by the study while that of internet, satellite and cable television were expensive. Radio was mostly used to access information followed by mobile phone, television, newspaper, social network, satellite and cable television followed by the internet. The three major problems facing the

residents of Ado-Ekiti in accessing information were poor television signals, high cost of purchase, installation and subscription of satellite television and many cannot afford the cost of internet connectivity.

Priya, Baisya and Sharma (2010) analyzed the impact of children's attitudes towards television advertisement on their buying behavior. The study found that the children's attitudes towards advertisement influence the demand for the advertised product. The study also explained about the cognitive changes among the different groups of the children that lead to forming different attitudes towards the advertisement.

Wang, sun, lei and Toncar (2009) examined the beliefs and attitudes towards online advertising among Chinese consumers. The research identified five believed factors such as entertainment, information seeking, credibility, economy and value corruption that underline Chinese consumer's attitudes towards online advertising. The study found that attitudes towards online advertising (ATOA) is a significant positive predictor for clicking advertisement and online shopping frequency.

### **Theoretical frame work**

The study was anchored on Selective Processes Theory. The theory was formulated in 1944 /1945 by different authorities such as Lazarsfeld, Berelson, Gaudet , Allport and Postman. The theory states that there are three specific phases by which information and action goes through an individual and they includes (selective exposure, retention and perception). First, selective exposure – that people are tuned to “expose themselves to or attend to media messages they feel are in accord with their already held attitudes and interests and the parallel tendency to avoid those that might create dissonance” (Baran & Davis, 2009, pp. 146, 147). There is every tendency that one who does not love smoking may feel the urge to walk away or tune off the television each time Benson and Hedges come up with the tobacco advertisement. But if such a person views a programme from the screen calling for personal hygiene, he or she may be more relaxed to watch such. Secondly, there is a concession that selective retention is the means by which people tend to recall best and longest messages consistent with their pre existing manner of behaviours or attitudes or likes (Baran & Davis, 2009). To situate it more clearly one can say that “Selective perception is the idea that people will alter the meaning of messages so they become consistent with pre existing attitudes and beliefs” (Baran & Davis, 2009, p. 147). What is left in the minds of the audience member is the very interpretation he accords the phenomenon that has been received over time. Consequently, television advertising influences the mindset of consumer buying behaviour of Dano milk especially those that selectively attend to those adverts on Dano milk that is as advertised DSTV channel 154 Africa magic family.

### **Methodology**

The study was conducted among residents of Enugu East local government area of Enugu state. Questionnaire was used as the instrument of data collection. Data was collected from 390 respondents and analyzed using Statistical Package for the social sciences (SPSS), version 26.0. The area of study was the residents of Enugu East LGA of Enugu state. According to the projected population of Enugu East LGA of Enugu State by the National Population Commission 2022, the population of this study is 458,086. The populations were made up of inhabitants of the Local Government in focus.

### **Determination of sample size**

The population of this research work consists of the residents of Enugu East Local Government Area of Enugu State. Therefore, the population of Enugu East was used. The population of Enugu East local



Government Area according to 2006 population census was 397,700. However, the National Population Commission announced a projection of 0.023per year. Therefore, from 2006-2022 is 16years. The 2022 population figure was used as the NPC is yet to conduct the 2023 census.

$$Pp = Gp \times Pi \times \text{Year}$$

Where pp is projected population

Gp =given population

Pi =population increase index

$$Pp = 397,700 \times 0.023 \times 16$$

$$Pp = 146,353.6$$

$$Pp = 146,354 \text{ (Approximately)}$$

Therefore, the population figure is 146,354.

The sample size was calculated using Taro Yamane formula (1973) in Ogbuoshi (2021). At 99% confidence level and a 5.0 margin error, a population of 146,354 was calculated to give a sample size of 399

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{146,354}{1 + 146,354(0.05)^2}$$

$$n = \frac{146,354}{1 + 146,354(0.0025)}$$

$$n = \frac{146,354}{1 + 365.885}$$

$$n = \frac{146,354}{366.885}$$

$$n = 398.9$$

Therefore, the desired sample size (n) = 399 (approximately)

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Confidence level	99
Margin of error (%)	5
Population size	146,354
Sample size needed	399

**Instrument for data collection:** questionnaire was used for data collection .The instrument structured questions in 5 Scale. Liker format ranging from highly exposed, moderately and minimally exposed. The instrument sought to find out the level of exposure of the respondents of Enugu East LGA on consumer buying behaviour of Dano milk television advertisement on DSTV channel 154 African Magic family.

### Validation of the instrument

A preliminary phase was conducted to assess the validating of the questionnaires.

Three communication experts in the field of mass communication and research in Nigeria universities were requested to assess the degree to which items in the questionnaire were relevant and can correctly measure

the perception of consumers on television advertisement of Dano milk on DSTV channel 154 African Magic family.

### **Reliability of the instrument**

The questionnaire was pretested before serving it to the population samples. 30 participants were first served the questionnaire. A test-retest method was used to determine the reliability of the instrument. The test was repeated twice with two weeks gap on the same respondents. Data collected was used to access the internal consistency reliability. The results showed adequate internal consistency reliability (with intra-class correlation coefficient of 0.96)

### **Method of data collection**

The questionnaires was personally administered and retrieved by the researcher on face to face interaction

### **Method of data analysis**

Descriptive statistical methods were used to summarize data on socio-demographic characteristics responses to questions on influence of television advertising on consumer buying behaviour of Dano milk on DSTV Africa magic family channel 154.. Data analysis was based on the 388 participants that responded to the questionnaire. Data were summarized as frequencies (n) and percentages (%) for categorical variables. Perceptions concerning the level of influence television advertising had on consumer buying behaviour of Dano milk were accessed by answering 13 multiple-choice questions followed by the calculation of a total cumulative knowledge score for each participant. All data analyses were performed using statistical package for the social sciences (S.P.S.S) version 26.0. A value of  $P < 0.05$  was considered statistically significant.

The researcher made use of cluster sampling techniques. The cluster sampling technique is used when it is either impossible or impracticable to compile an exhaustive list of the elements that compose the target population. With cluster sampling, one can divide a state into districts, villages and all selected group of people from these areas ( Nwaodu, 2006,p99)

The technique is relevant to this study considering the fact that the areas of study are made up of many places which are to be used as part of the study sample. This technique will enable the researcher to have a proper representation of the whole area that fall within the study area and sample. The sampling was done by dividing Enugu East local government area into clusters. The clusters include, Trans-Ekulu, Emene, Abakpa.

These are the communities grouped into Zones that the study covered in Enugu East local government area of Enugu state.

Area	Size
Emene	120
Abakpa	180
Trans-ekulu	90
Total	390

The researcher made use of cluster sampling techniques. The cluster sampling techniques is used when it is either impossible or impractical to compile an exhaustive list of the elements that compose the target population. With cluster sampling, one can divide a state into district and select group of people from these areas ( Nwodu, 2006,p.99).

This technique is relevant to this study considering the fact that the area of study is made up of various areas, which are to be used as part of the study sample. This technique will enable the researcher to have a proper representation of the whole area that fall within the study area and sample. The sampling was done by dividing Enugu East Local Government into clusters. The clusters include, Emene, Abakpa and Trans-Ekulu.

### Data presentation

Having administered 390 copies of questionnaire, 388 were returned completely filled while two were not completed. Hence, the analysis was done with 388.

**Question 1:** To what extent are the residents of Enugu East exposed to Dano milk television advertisement on DSTV channel 154 (Africa magic family)?

**Table 1:** Residents of Enugu East Local Government area exposure to Dano milk television advert on DSTV channel 154 (Africa magic family).

Response	Frequency	Percentage (%)
Large extent	170	43.81 %
Moderate extent	120	30.93%
Minimal extent	90	23.19%
Not at all	8	2.062%
<b>Total</b>	<b>388</b>	<b>100%</b>

Field Survey, 2024

The above table shows that 170 (43.81%) of residents of Enugu East local government area are exposed to Dano milk television advertisement on DSTV channel 154 (Africa magic family) to a large extent; this suggest a relatively high penetration of the television advertisement within the study population, so also to those who reported moderate extent exposure with 120(30.93%). The insignificant proportion that reported to a minimal extent exposure with 90(23.19%) highlights potential gap in exposure 8{(2.062%) reported no exposure to Dano milk television advertisement on DSTV channel 154(Africa magic family to a moderate extent. While 90(23.19%) said they are exposed to Dano milk television advertisement on DSTV channel 154 (Africa magic family) to a minimal extent. 8(2.062%) The responses above suggested

that most of the respondents are well exposed to Dano milk television advertising on DSTV channel 154 African magic family on the residents Enugu East LGA of Enugu State and by implication are supposed to have a positive buying behaviour of Dano milk considering their level of exposure.

**Table 2:** Residents of Enugu East Local Government Area's knowledge of Dano milk television advertising on DSTV channel 154(Africa magic family).

**Question 2:** To what extent are the residents of Enugu East Local Government Area knowledgeable of Dana milk television advertisement on DSTV channel 154(Africa magic family)?

RESPONSE	FREQUENCY	PERCENTAGE (%)
Large extent	120	30.93%
Moderate extent	150	38.66%
Minimal extent	100	25.77%
Not at all	18	4.64%
<b>Total</b>	<b>388</b>	<b>100%</b>

Field Survey,2024.

The above table shows that 120 (30.93%) of residents of Enugu East local government area are significantly knowledgeable of Dano milk television advertisement on DSTV channel 154 (Africa magic family to a large extent. 150{(38.66%) said they are knowledgeable of Dano milk television advertisement on DSTV channel 154(Africa magic family to a moderate extent. While 100(25.77%) said they are knowledgeable of Dano milk television advertisement on DSTV channel 154 (Africa magic family to a minimal extent. 18(4.64%) said that not at all that they are not knowledgeable on Dano milk television advertisement on DSTV channel 154(Africa magic family). It therefore means that majority of Enugu East residents are knowledgeable of Dano milk television advertisement on DSTV channel 154(Africa magic family). Thus, it is possible that consumers would become brand loyal to Dano milk as a result of the influence of the advert.

**Table 3:** The major inhibitors to increased patronage of Dano milk among residents of Enugu East Local Government Area.

**Question 3:** what are the major inhibitor to increased patronage of Dano milk among residents of Enugu East local government Area.

RESPONSE	FREQUENCY	PERCENTAGE (%)
Poor access to the advert	80	20.62%
Economic situation	100	25.77%
Price	200	51.55%
Cant say	8	2.062%
<b>Total</b>	<b>388</b>	<b>100%</b>

#### Field Survey, 2024

The above table shows that 80(20.62%) of residents of Enugu East local government reported poor access to the advert as the major inhibitor to patronage of Dano milk television advertisement on DSTV channel 154 (Africa magic family to a large extent. 100{(25.77%) reported economic situation as the major inhibitor to patronage of Dano milk television advertisement on DSTV channel 154(Africa magic family. While 200(51.55%) said that price is the major inhibitor to their patronage of Dano milk television advertisement on DSTV channel 154 (Africa magic family. This suggest that even though the level of exposure is high, that it did not affect the consumer buying behaviour because of the high price of the product. 8(2.062%) said that they cannot say what is inhibiting their patronage of Dano milk television advertisement on DSTV channel 154(Africa magic family). It therefore means that the participants here can not say whether or not the advertisement of Dano milk on DSTV channel 154 Africa magic family have increased their patronage of Dano milk or not .

#### Discussion of Findings.

**Question 1:** To what extent are the residents of Enugu East exposed to Dano milk television s2advertisement on DSTV channel 154 (Africa magic family)?

The majority of the report 170 (43.81%) of residents of Enugu East local government area shows exposed to Dano milk television advertisement on DSTV channel 154 (Africa magic family) to a large extent; this suggest a relatively high penetration of the television advertisement within the study population, so also to those who reported moderate extent exposure with 120(30.93%). The insignificant proportion that reported to a minimal extent exposure with 90(23.19%) highlights potential gap in exposure 8{(2.062%) reported no exposure to Dano milk television advertisement on DSTV channel 154(Africa magic family to a moderate extent. While 90(23.19%) said they are exposed to Dano milk television advertisement on DSTV channel 154 (Africa magic family) to a minimal extent. 8(2.062%) The responses above suggested that most of the respondents are well exposed to Dano milk television advertising on DSTV channel 154 African magic family on the residents of Enugu East LGA of Enugu State and by implication are supposed to have a positive buying behaviour of Dano milk considering their level of exposure.

**Question 2:** To what extent are the residents of Enugu East Local Government Area knowledgeable of Dana milk television advertisement on DSTV channel 154(Africa magic family)?

The response here shows that 120 (30.93%) of residents of Enugu East local government area are significantly knowledgeable of Dano milk television advertisement on DSTV channel 154 (Africa magic family to a large extent. 150{(38.66%) said they are knowledgeable of Dano milk television advertisement on DSTV channel 154(Africa magic family to a moderate extent. While 100(25.77%) said they are knowledgeable of Dano milk television advertisement on DSTV channel 154 (Africa magic family to a minimal extent. 18(4.64%) said that not at all that they are not knowledgeable on Dano milk television advertisement on DSTV channel 154(Africa magic family). It therefore means that majority of Enugu East residents are knowledgeable of Dano milk television advertisement on DSTV channel 154(Africa magic family). Thus, it is possible that consumers would become brand loyal to Dano milk as a result of the influence of the advertisement placed on it.t.

**Question 3:** what are the major inhibitors to increased patronage of Dano milk among residents of Enugu East local government Area.

Majority of the respondents 80(20.62%) of Enugu East local government reported poor access to the advert as the major inhibitor to patronage of Dano milk television advertisement on DSTV channel 154 (Africa magic family to a large extent. 100{(25.77%) reported economic situation as the major inhibitor to patronage of Dano milk television advertisement on DSTV channel 154(Africa magic family. While 200(51.55%) said that price was the major inhibitor that affect their buying behaviour of Dano milk television advertisement on DSTV channel 154 (Africa magic family. This suggest that even though the level of exposure was high, that it did not affect the consumer buying behaviour because of the high price of the product. 8(2.062%) said that they cannot say what is inhibiting their patronage of Dano milk television advertisement on DSTV channel 154(Africa magic family). It therefore means that the participants here can not say whether or not the advertisement of Dano milk on DSTV channel 154 Africa magic family have increased their patronage of Dano milk or not.. Ukaegbu (2008) was particular about Prime Time Television Advertising and consumer behaviour on selected advertised products in Nigeria. The study found out among other things that prime time television advertisements had enormous effect on consumers' purchasing behaviour and that the greatest influence came from the products' quality.

## **Conclusion**

Television is a great tool for all media audience and because of its visual effects, advertisers utilizes it in showcasing their product with the intent of popularizing the product and for making sales. The researcher studied on the influence of Dano milk television advertisement on DSTV channel 154 Africa magic family on buying behaviour of residents of Enugu East Local Government Area of Enugu State. The study found out that the advertisement had minimal effect on a greater number of respondents who stated that price is the inhibiting factor on buying behaviour of Dano milk product which has resulted in making the adverts have minimal effect on the consumers.

## 5.2 Recommendations

The following are recommended by researcher

1. The manufacturer of Dano Milk should try as much as possible to make their advert consistent in order to increase awareness and exposure buy not only on DSTV channels but on local television channels for easy access to DANO milk advertisement and more patronage of the product.
2. The producer of Dano milk should also increase media advertising from television and radio to bill board, posters and pamphlets so that advertising messages will reach everyone.
3. That Arla Nigeria Plc should be considerate in placement of prices on their product such as DANO milk so as to increase high purchasing habit since price has been noted as one of the major inhibitors to buying behaviours of consumers.

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