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Influence of Television Commercials on Purchasing Habits of Students at the Federal University of Technology, Minna

Agboola, A. K. & Emedari, G. S.

Abstract

This study investigated the influence of Television commercials on the purchasing habits of undergraduate students at the Federal University of Technology, Minna. The study employed a survey questionnaire to collect data from a stratified random sample of 400 respondents. The response rate was 96%. Overall findings revealed that 196(51.04%) of the respondents are exposed to TV commercials, while the majority 246(63.93%) of the respondents believed that they expected a total correspondence between what is advertised and what is actively being purchased. In addition, 226(58.73%) of the respondents agreed that they pick their network data plan and tariff as a result of the TV commercials. The study concludes that TV commercials have a huge role to play in defining the choices of a student on which network provider he or she may use provided the commercials give authentic information about the network provider. Finally, the study recommended that network providers should focus on TV commercials and deliver exactly what has been aired on TV.

Keywords: TV commercials, purchasing habits, advert correspondence, network providers, data plan

Introduction

Television or TV is a telecommunication medium used for transmitting moving images in monochrome or in color, and in two or three dimensions and sounds. It can allude to a TV, a TV program (TV appear), or the medium of TV transmission. Television is a mass medium for excitement, instruction, news and promoting. For the most part considered the best mass-market publicizing group, the TV has the joint effect of sight, sound, movement and shading and it gives the impact of both radio and film (Beevi, 2014). Showcasing and telling a wide audience your business product or service in a short period of time is a function carried out by television commercials. It actually allows you to demonstrate the benefits of ownership.

According to Benson (2005), communicating information which is usually paid for by a sponsor through various media is a form of advertising. These definitions can let one know that promotion is a powerful correspondence, since it tries to convince the user, viewers and audience to take supporters perspective. The

*Agboola, A. K., Department of Information and Media Technology School of Information and Communication Technology, Federal University of Technology, Minna. E-mail: a.agboola@futminna.edu.ng

**Emedari, G. S., Department of Information and Media Technology School of Information and Communication Technology, Federal University of Technology, Minna

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Objectives

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world is becoming a market place of ideas at an alarming rate. The fact that people have similar needs and desires is something multinational companies have realized. Promoting their goods and services using advertisements have made them heed the call for global marketing. (Udochi, 2013).

An advertisement is defined by the Advertising Practitioners Council of Nigeria (APCON) as a correspondence in the media paid for by an identifiable support and coordinated at an intended interest group, with the point of exchanging data around an item, administration, thought or cause. How to create awareness and market for their goods becomes the singular desire of manufacturers. And the strategy that completely fulfils this desire is marketing. The craving to be light in business and to expand benefit have given commercial and unavoidable notoriety. Promoting is not embraced by management only for the sake of entertainment or to keep items or administrations, principally it involves persuasion or advocacy, using media that are paid for, it to get through to the mass audience with the identity of the advertisers being clear. Advertising has the directive to sell the advertiser's goods and assist the patrons in shopping wisely (Okoro, 1995).

Statement of the Problem

Students who are one of the highest users of multimedia devices in this age are constantly bombarded with all sorts of commercials. This leaves us with the question: To what extent do students perceive television commercials as influencer in their buying processes? You see ads regularly whether its on a website page, before a film, or amidst a TV appear, and it's easy to say "they're just ads" because, at nastiest, they feel like a pest or disruption. Many people experience issues tolerating the possibility that promotions are manipulative on the grounds that we need to trust the fact that we are in full control of our decisions. These recollections are made in the light of the fact that an advertisement succeeds at making us feel something whether it's great or awful—and that passionate reaction can profoundly affect how we think and the decisions we make (Adams, 2016)

Due to the nature of youths as massive adventure seekers (as students are mostly youths), the tendency to be easily influenced by a commercial of a new product or a new network provider is massive. It is against this backdrop that this study aims to find out the perceptions of FUTM undergraduates on television commercials to know whether TV commercials actually have any influence on their purchasing decision on mobile telecommunication service providers.

Objectives of the Study

This study aims to provide answers to the following objectives:

1. To find out in which ways television commercials create awareness for students' needs.
2. To investigate the extent to which students perceive TV commercials as influencers in their buying decision.
3. To explore the expectation of students concerning TV commercials.
4. To investigate the influence of TV commercials on students' commercial activities.

Hypothesis

- H1: There is no relationship between TV commercials awareness and undergraduates' buying decisions.
- H2: There is no relationship between undergraduates' perceptions of TV commercials and their buying decisions.
- H3: There is no significant relationship between students' perceptions and their perceptions towards TV commercials.
- H4: There is no significant relationship between TV commercials and student purchasing activities.

Television Commercials

According to Beevi (2014), the television is considered the most effective mass-market advertising format. It has combined the impact of sound, motion, sight, and color and it gives the effect of both radio and cinema. According to Bruce (2016), there are certain main factors under television commercials. They are:

1. **Cost:** Budget is a primary consideration whether it is for the video production Calgary or the commercial broadcast. Looking closely at applicable payment rates in both aspect is very important so as to have an idea on the total expenditure which would be incurred by the company.
2. **Commercial Trends:** This involves monitoring current trends in television commercials and the responses of the audience towards these television commercials. The responses of these audiences dictates the effectiveness of a commercial or advertisement and the marketability of the product or service. After all this has been done, it is left for the company to meet up with the standard of television commercials if they are to maintain a competitive ground amongst other competitors.
3. **Broadcast:** for the company or industry, it is paramount that they choose television networks that can broadcast their commercials to a wider audience as it would be foolish spending to pay huge amount of money to a television network whose outreach is nothing compared to others. In cases where the company is in total oblivion on what television network to air their commercials, tips could be gotten from the video production Calgary Company that is being used. These companies usually have an idea on the most effective broadcasting methods.

In a period where individuals are progressively irritated by TV ads, promotion has turned into an impediment for organizations around the globe. There is a scarcely discernible difference between grasping the consideration of viewers and disappointing them. Unfortunately, the least is by all accounts genuine more often than not. Be that as it may, when done accurately this adverts tend to hit the right spot (Paul, 2016).

Research studies on television commercials between 2011 and 2016 have revealed the fact that television commercials carry persuasive techniques which influence the viewer's either directly or indirectly. According to Asif (2012),

providing new patterns for purchasing or using any type of goods and services and changing the consumer behavior is an important role played by television advertising. They are conveyed through promoting assurances that the product will provide them something out of the ordinary for self-actualization, making it the most advantageous approach to achieve the female shoppers. Because of its audio-visual communication, television is one of the most recreation sources. Muhammad and Amir (2012) conducted a research on the influence of advertising on brand preference, they discovered that as far as the medium of information for advertising is concerned, television was observed as the most potential medium for the information to the consumer possessing 86.2% of total preferences.

Review of Empirical Studies

Narasimhamurthy (2014) in a study illustrated how the impact of television advertisements on the children leads to consumerism of product. In carrying out the study, the researcher made use of descriptive research design as its measures impact. Research survey followed and data was collected through questionnaires. Data collected in this study were from three schools situated in Bangalore city, concentrating on children aged between 14-16 years. About 42% of the respondents were in the age of 14 years, while 26.6% were 15 years and 31.33% were 16 years. 56% of the respondents were male and 44% of the respondents were females.

The analysis of the data collected showed that knowledge based programmes, cartoons animated programmes and children related programmes and movies are very much the preferred option by children of different age groups. This study is of great relevance to this research because it tries to measure the impact television commercials have on children, the influence it has also on their product choice (Narasimhamurthy, 2014).

In another study Beevi (2014) investigated on the buying behavior of women. This study clearly tries to analyze the different kinds of advertisement media and the purpose of the advertisements. The researcher clearly states that the presence of customers affects the existence of a company. In other words, the company has to convince customers that their products or services are the best. The researcher listed some factors which influence the buying behavior of consumers which namely are cultural factors, social factors, personal factors and psychological factors.

The research methodology used was focus group and their responses were collected using questionnaires. Copies of the questionnaire were administered to a total of 130 women. Their age groups were not specified. Firstly, the study revealed that about 42% of the respondents were exposed to advertisement through television, and it has a positive impact on the women's buying behavior. The study further reveals that 41% of the consumers were affected by social factors. In other words, women buying behavior depends on the decision of the family members or near ones which maybe directly or indirectly. The study reviewed is of relevance to this research because it analyzes the buying behavior of women and the possible factors which influence their buying habits.

In Hari and Sarabjot (2012) study of the impact of advertisement on children especially teenagers in Jammu. The researchers sought to explore the

impact of advertisement on eating habits of children in Jammu. This study was exploratory and descriptive in nature. A sample of 188 subjects was used in conducting the research. Study variables were also employed in this research which are hours of physical activity, exposure to TV, pocket money, post impact of TV viewing, demand of particular product, frequency of health problems, influence of advertisements. All were tested using the regression analysis. Empirical data was collected from teenagers in schools, institution centers, and colleges (first year only). Procedure utilized was comfort inspecting and the factual apparatus used to decipher information is relapse investigation.

As indicated by results, young people who stare at the TV over two hours are less inclined to show enthusiasm for playing sports like ball, cricket, football, cycling, running, chess and hockey. It was also discovered that when teenagers are exposed to TV their hours of playing games are reduced. In other words, Obesity crisis has been fueled by reduction in physical activities. It was also discovered that products seen on TV were on high demand by the teenagers. This study has significance to this research because it shows how TV commercials on food products catalyze the laziness aspect of teenagers thereby leading to Obesity (Hari & Sarabjot, 2012).

Yet in the study of Hassan and Daniyal (2013), they tried to find out the impact of different television programs and advertisements on the children between the age group of 13-16 of different schools of Bahawalpur City. The specialists in this study say high school is the most imperative and sensitive phase of human life, amid adolescent, youths attempt to take after new mold, culture and style which is being displayed in various projects and promotions on TV. For the research methodology, survey was used and data collected were from students of different public schools of Bahawalpur.

For the survey, students who have television sets in their home were selected as sample. Sample size of 400 students in 9th and 10th class were used for the survey with the simple random sampling technique adopted. Data was collected through well-structured questionnaires. Results demonstrate that the young people have more access to TV than whatever other medium, with the students being highly influenced by watching different television programs particularly music and drama. As youths are additionally the vital part of the general public, they are likewise impacted by TV in various conduct like dialect, style, design, conduct and so forth. the study also revealed that adolescent have developed strong relationship and attachment with different television contents because this television programs have strong impact on youngsters of different age groups (Hassan & Daniyal, 2013).

Furthermore, Amir, Mudassar, Muhammad and Muhammad (2014) investigated the impact of television advertisement on children buying behavior. The specialists discovered the reactions of various age bunches towards the TV promotion and kids purchasing conduct. Quantitative examination strategy was utilized, in which organized polls in light of the study were made by the analysts. A total of 250 questionnaires filled from different geographic areas in Punjab Pakistan and respondents filled all, which means there was a 100% response rate. Information gathering apparatuses which were embraced incorporate the meetings planned in light of various inquiries from youngsters which demonstrates the effect

of TV commercial on kids purchasing conduct. The result of the study showed that the respondents agreed with this statement that there is impact of TV advertisement on children buying behavior. The mean response rate lies between agree and strongly agree. The study further shows that the more and more children get exposed to TV advertisement, the more they influence their parents in the purchasing.

Mathew and Aswarthy (2014) in their study on the influence of television advertising on fast moving consumer goods portrayed advertising as an without a doubt conspicuous device to successfully position an item in the objective gathering furthermore that TV promoting in reality contributes a great deal in drawing in individuals towards a wide range of items. In their research paper, they sought to understand the degree of influence of television advertisements in different categories of fast moving consumer goods and to understand the degree of satisfaction on purchase decision influenced by television advertisements.

The strategy utilized as a part of this study was both unmistakable and in addition scientific as the study ended up being significantly in view of essential information gathered through fundamentally and very much organized meetings. The structured interviews contained multiple questions. Secondary data was gotten from magazine, websites and journals. Convenience sampling technique was the sampling technique used for this study as the sample size which is 60 consisted of businessmen, professionals, farmers and employees in the Kottayam District of Kerala, India. Percentage method and hypothesis were used in analyzing data collected and tested using the Chi-Square test. They arrived at the conclusion that Television advertisements of fast moving consumer goods have influence on the purchase decision making of the respondents. The researchers found that television advertisements of soaps and detergents have greater impact and that such advertisements act as a time saver in purchase decision making (Mathew & Aswarthy, 2014).

Pinie (2013) analyzed the unexplored impact of publicizing in the move of the music business from its beginnings in the USA amid the second 50% of the nineteenth century until today. Pinie in this paper sheds more light on the fact that the solid impact of promoting on the music business is apparent in the hypothetical relationship of these two enterprises in an interpenetration zone between the economy and the media, inside both subsystems continually cooperate. USA was chosen as the study because no other country was proven to be more trend setting in the development of the media and advertising industries.

Pinie in this paper suggested that as an after effect of a changing media and financial framework, the working standards of the music business as an interpenetration zone have changed too. What's more, distinctive abilities have advanced; which are live business, unrecorded music broadcasting, record assembling, and music administrations. Wang explains live business as theatres, newspapers and magazine, sheet music producers, instrument manufacturers, advertisers and their agency merging into a strong alliance. Musical theaters went about as the most vital medium for the acoustic dispersion of music, therefore sheet music makers attempted to control the music in minstrel appears. With respect to the unrecorded music broadcasting, in the 920s, when the radio conquered the lounges of US families, the music business' organization together

experienced a radical change. This went on till the 1930s, when film and theatre enterprises suffered from the economy's collapse giving radio broadcasting the upper hand. The establishment of phonographic industry was a boost for record manufacturing as a core competence of the music industry.

Firstly, the rise of TV as a focal, across the country medium and also, the moving spotlight on the purported race market. The new millennium saw the US media moving in two headings for music administration as a center ability of the music business. By taking a gander at the idea of the shared infiltration of frameworks and the interconnection of framework rationales, Wang could highlight common advancement of the music and publicizing industry in a memorable point of view. In doing as such, Wang found further frameworks in the interpenetration zone between the monetary and the media frameworks. Wang further found that the advancement of subsystems in the interpenetration zone is an element and a changing procedure. It is not out of the ordinary that further not far off, more subsystems will create while others will blur away. Wang is of the assessment that music will never again be an essential substance any longer however will exist in a half breed structure as an auxiliary substance inside other media (Pinie, 2012).

Wood and Poltrack (2015) in their study suggested the long term effect could be far stronger than initially presumed or believed. In the study, they made endeavors to redesign the general guideline engrained in promoting investigation for a quarter century that the long haul deals lift from publicizing is overall, twofold what happened in the early weeks. The researchers measured the increase in future brand spending with single-source data. They are of the opinion that shoppers at the present age have numerous alternatives for looking into, comprehension, and selecting brands, because of boundless advanced access to data and abundance of decisions. Wood and Poltrack measured the effect of advertising in short term.

According to the researchers, the short deals with increasing penetration, basket size, and buy rate which builds sales, increased penetration through attracting new customers, having existing customers buy more each time they buy thereby increasing basket size. Wood and Poltrack also measured the effect in long term effect of advertisement on loyalty. Distinguish a measure of dedication that segregates among buyers in light of their future dollars buys was the way to measuring the long haul impact.

The researchers devised two methods; the first was built into two stages. Phase 1 was a collaboration of efforts of David Poltrack at CBS and Jeff Doud at Kellogg's which was for the ARF audience measurement 9.0 (AM9). After findings were shared at audience measurement, phase 2 kicked off. The researchers reached out to a group industry experts to improve the method and address their concerns. They studied 3 advertising campaigns and 23 brands. They discovered that the average long term effect across all of the phase 2 analysis conducted which included 31 campaigns and 23 brands was 2.04. Range of results was between 1.2 and 3.5. Long term effects were measured year-over-year for eight brands. It was discovered that year-over-year multipliers were similar (Wood & Poltrack, 2015).

In Murty, Ratnaji and Srinivasa (2013) study, the researchers examined the opinions of parents regarding the impact of advertisements on children's eating habits. Proper analysis of the type of TV programs viewed by children was conducted by the researchers. The researchers are of the opinion that advertising is sole of everyone's lifestyle and the degree of impact of advertising on children is becoming devastating by the day. As a result of this the researchers sought to explore both the beneficial and harmful effects of media on children's food habits.

The researchers used on the spot sampling method, which involved 100 children between the age group of 5-15 years and 50 parents interviewed with the help of interview schedule. The data gathered by the researchers was presented in a pie chart. The researchers discovered that majority of parents opined that there is a definite impact of advertisements on eating habits of children. They were also able deduce from the research that majority of parents purchase children's products which are needed and useful, hereby bringing about the conclusion that advertising severely affects the eating habits of present generation children, with the parents and legal system playing a crucial role in preventing the anti-health advertisements influencing the children's eating habits.

Muhammad and Aamir (2012) in their study, they investigated the relationship between advertising and its impact on brand preference. The researchers aimed at finding out whether spending made by the producer are worthy enough in influencing their purchase behavior and their choice of brand after getting information from different sources. The researchers in this study also aimed at finding out the significance level of advertising across major demographic features i.e age, gender and education.

The researchers conducted the study in Peshawar with the respondents including students with educational level of college, graduates, and post graduates and professionals. Data was gathered through 200 questionnaires which were distributed among randomly selected respondents with the technique known as simple random sampling technique. Out of the 200 questionnaires distributed, 152 were found usable. Data was inputted into with SPSS software and analyzed using kruskall Wallis Test and Mann-Whitney U Test. The result of the analysis revealed overall significance level among advertising and its impact on consumer brand purchase across age and education. However no significance was found between advertising and gender which revealed that impact of advertising was not significantly related to any gender (Muhammad & Aamir, 2012).

Theoretical Framework

The consumer shopping habits theory is the theory adopted by this research for the theoretical framework. Studies find that its piece of our mental cosmetics to do likewise things again and again. Basically, people are entirely unsurprising and stores exploit that do inspire them to purchase more (Tim, 2016). In explaining further this theory, Tim (2016) is of the opinion that the way you shop can influence how much you spend. He goes ahead to list the motivation-based shopping orientations of college students:

1. Chameleons: Purchasing styles are situation-exact or continuously changing. Their purchasing method is based on produce type, purchasing impetus, and purchase task.

2. Foragers: driven to shop for only the preferred items. They are keen to search broadly and have little store reliability.
3. Hibernants: Their shopping patterns are resourceful rather than need motivated and they will often defer even mandatory acquisitions. They are indifferent towards shopping.

Four main factors that influence consumer behavior: cultural factors, social factors, psychological factors, and personal factors.

1. Cultural elements: social variables originate from the different segments identified with society or social environment from which the purchaser has a place. Society is crucial with regards to comprehension the requirements and practices of a person.
2. Social factors: These factors fall into three groups, family, social roles and status. The family is likely the most impacting component for a person. It makes a domain of socialization where the individual will advance, shape his identity, and procure values. That is the reason it is crucial for a brand referred to as a family mark in order to end up a buyer propensity for guardians and after that their offspring's when they get to be grown-ups.

The social Role and Status has to do with the position of an individual amongst his family members, his work place, country club, peer group, e.t.c.

3. Personal Factors: a shopper does not purchase the same item or administrations at 20years or 70years. His life design, values, environment, exercises, diversions, and purchaser propensities develop over the span of his/her life. During his life, a consumer could change his diet from unhealthy products to a healthier diet, during mid-life with family.
4. Psychological factors: motivation, perception, learning as well as beliefs and attitudes.

Motivation: inspiration is the thing that will drive shoppers to build up an obtaining conduct. It is the outflow of a need which got to be squeezing enough to lead the shopper to need to fulfill it.

Perception: observation is the procedure through which an individual chooses, arranges and deciphers the data he gets with a specific end goal to accomplish something that bodes well. How the individual responds at any period is controlled by the observation.

Learning: Through action, learning can be achieved. We learn as a process of our actions. Behavior gotten from the experience implies a change. As he obtains information and experience the learning changes the behavior of an individual

Beliefs and Attitudes: A conviction an individual has about something can be labeled as accept. He will create convictions that will impact his purchasing

conduct as a consequence of the experience he gets, his learning and his outside impacts.

Research Method

The study used the survey method of research with the questionnaire as instrument. The population of this study comprised of about 17,090 undergraduate students in the Federal University of Technology, Minna.

A sample of 400 undergraduate students was drawn based on the stratified random sampling. The table below represents the breakdown of the sample.

S/N	Faculty	Population	Percentage on Population	Sample
1	School of Information and Communication Technology (SICT)	1349	7.9%	33
2	School of Engineering and Engineering Technology (SEET)	3494	20.4%	81
3	School of Entrepreneurship and Management Technology (SEMT)	1098	6.4%	27
4	School of Agriculture and Agriculture Technology (SAAT)	2069	12.1%	49
5	School of Environmental Technology (SET)	3395	19.9%	79
6	School of Technology Education (STE)	1744	10.2%	41
7	School of Life Science (SLS)	979	5.3%	21
8	School of Physical Science (SPS)	2962	17.3%	69
	Total	17090	100%	400

Data Presentation, Analysis and Discussion of Findings

Data Presentation

The researcher presented the data in both textual and tabular form for easy reading and understanding of the presentation. Out of the 400 copies of the questionnaire that were distributed, 384 were returned which makes a 96% response rate.

Decision Table

Mean Score	Decision
3.5 & above	Accepted
Below 3.5	Rejected

The decision table would be used to test if a hypothesis is supposed to be accepted or rejected. If a mean score is above 3.5, it is an acceptable cut-off point. But if it is below 3.5, the hypothesis must be rejected.

Discussion of Findings

Research Question One: In what ways have TV commercials created awareness for undergraduate student's commercial needs?

Television commercials have created awareness for undergraduate needs by making use of every slot available on television broadcast. Television commercials are aired during sports shows, soap operas, News, Musical programs, talk shows etc. this shows versatile nature commercials have taken making it flexible in other for it to be aired at any particular period of the day.

Table 1: Exposure to Television commercials. The mean score of the responses of exposure to television commercials will be higher than the minimum mean score.

Item	Mean Score	Decision (3.5)	Ranking
During Sport Shows	4.20	Accepted	3 rd
During Soap Operas	4.32	Accepted	1 st
At News Breaks	3.86	Accepted	4 th
Musical Programs	4.27	Accepted	2 nd
Total Waste of Time	2.70	Rejected	6 th
Tight Schedule	2.70	Rejected	7 th
Preference of other mediums	3.65	Accepted	5 th

Average mean score = 3.67

Table 1 shows Exposure to Television commercials and their preference of other mediums. The calculated mean score for sports shows = 4.20, soap operas = 4.32, News = 3.86, Musical programs = 4.27, feelings towards television commercials being a total waste of time = 2.70, no access to television commercials due to tight schedule = 2.70, preference of other mediums = 3.65

It was clearly discovered during analysis of data that the students agreed that they are exposed to television commercials during sport shows (4.20), Soap operas (4.32), News (3.86), Musical Programs (4.27) and with an average mean score of 2.70 disagreeing that television commercials are a total waste of time. About 51.04% of the students agree that they are exposed to television commercials during the programs listed above, certain factors like personal, social,

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psychological and cultural factors may influence the student in his choice viewing. The agreeability mean of respondents is high at 3.67. To support this findings Hassan (2015, pg. 16) is of the opinion that publicizing advances and raises the attention to the item in the psyches of the potential clients which unquestionably impacts the purchase of your item. In essence, H1 rejected. There is significant relationship between TV commercials and awareness of undergraduates' on their buying process.

Research Question two: To what extent do the undergraduate students perceive TV commercials as influencer in their buying decision?

This talks about the compelling and persuasive power of television commercials, checking to see if television commercials portray sincere information about a certain product or service.

Table 2: Entertaining and Persuasive Power of Television Commercials. The mean score of the responses of entertaining and persuasive power of television commercials will be higher than the minimum mean score.

Item	Mean Score	Decision (3.5)	Ranking
Style of Production	4.52	Accepted	5 th
Entertaining Features	4.69	Accepted	2 nd
Info about prods. & Services	4.84	Accepted	1 st
What I see I get	4.19	Accepted	6 th
Concept	4.69	Accepted	3 rd
Interrupts flow	4.63	Accepted	4 th

Average Mean Score = 4.59

Table 2 shows entertaining and persuasive power of television commercials. The calculated mean score for style of production = 4.52, entertaining features = 4.69, information about products and services = 4.84, what they advertise is what I get as a consumer = 4.19, concept = 4.69, interrupts flow = 4.63.

The researcher deduced that students in FUT, Minna feel the style of production, entertaining features, information about products and services, concepts, 100% tally between commercial of product actually help in influencing their purchasing habits. All these factors listed tend to streamline their purchases to certain products and services. Beevi (2014, pg 4) supports these in her article saying "a large portion of these components can't be straightforwardly controlled by advertisers, comprehension of their effect is vital as showcasing blend techniques can be created to speak to the inclinations of the objective business sector." In essence H2 is rejected. There is significant relationship between undergraduates' perceptions of TV commercials and their buying process.

Research Question three: What is the expectation of students concerning TV commercials?

This has to do with meeting the expectation of the student. The television commercial must give precise and concise details about the product or service rendered by the company.

Items 10 & 11 on the questionnaire explains further.

Table 3: Expectation of Students

Item	Mean Score	Decision (3.5)	Ranking
Adequate and Substantial info	4.84	Accepted	1 st
100% Tally with commercial and Prod.	4.19	Accepted	2 nd
Average mean score = 4.52			

Table 3 shows the expectation of students. The calculated mean score for adequate and substantial info = 4.84, 100% tally with commercial and products = 4.19

Research question three sought to know the expectations students have concerning television commercials. With an average mean score of 4.98 the researcher deduced that students want adequate information about products and services, and average mean score of 4.32 showing that students expect a 100% tally between what is advertised and what is actually being purchased. This shows the fact that students are interested in what the commercials have to say about their products and are also interested in the product having same qualities as listed or stated out in the commercials. Udochi (2009, p. 49) supports this in a research on the influence of television commercials on the purchasing habits of Guinness stout in Ikeja community, he says "consumers who claimed to have preferred Guinness Stout to other competing brands because of other variables such as taste, price, satisfaction and other interpersonal influences admitted to doing so through the influence of television advertisement of Guinness Stout", in essence H3 is rejected.

Research Question four: In what ways have TV commercials affected the purchasing activities of students?

Table 4: Effect on their purchasing activities.

Item	Mean Score	Decision (3.5)	Ranking
Picking Network Provider	4.44	Accepted	3 rd
Picking Suitable Tariff Plans	4.53	Accepted	2 nd
Picking Suitable Data Plans	5.84	Accepted	1 st
Picking perfect provider when in other countries	4.34	Accepted	4 th
Average mean score = 4.68			

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Table 4 shows the influence of advertising on their purchasing activities. The calculated mean score for picking network provider equals 4.44, picking suitable tariff plans equals 4.53, picking suitable data plans equals 5.84, picking perfect provider when in other countries equals 4.34

Finally research question four sought to know in what ways television commercials have affected the purchasing decision of students. With a total average mean score of 4.68, students in FUTMinna agreed that television commercials help them in picking suitable network providers, picking suitable tariff plans for their lifestyle and day to day activities, picking internet data plans suited for their lifestyle and picking perfect network providers when they are in other countries. This aligns with Abdul (2014, p. 246) assumption that "advertising assumes a vital part in influencing clients to buy items and administrations", he also points out the fact that there is a very close affiliation between commercials and the buying pattern of people. In further support of Abdul, Asif (2011, p. 1) further explains this by saying "The fundamental goal of any ad is to fortify deals, immediate or aberrant by attempting to make tall cases about item execution", in essence H4 is rejected. There is significant relationship between TV commercials and student purchasing activities.

Conclusion

From the findings of this study, it is significant to conclude here that television commercials have a huge role to play in defining the choices of a student on what network provider he or she should use. This goes without denying the fact that there is a certain influence television commercials have on their purchasing habits. Findings revealed that students expect to purchase exactly what is being displayed on the television commercials, as these commercials have a significant role to play in influencing the students' day to day activities.

Recommendations

As a result of the findings of the study, the researcher came up with the following recommendations:

1. Companies that make of the television broadcast to showcase their products should ensure they deliver exactly what has been advertised and make sure it is authentic.
2. Companies should focus more on using television as a medium, because the findings in the research revealed that the respondents enjoy television commercials due to the fact that they employ entertaining features during the commercial which appeals to the satisfaction the consumer requires.
3. The research revealed that certain packages such as cheap tariff plans, cheap data plans, network coverage and other bonus packages as required by the respondents should be emphasized on in the commercials

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