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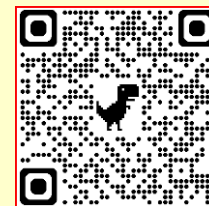
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Influence Of Television Advertisement on the Purchase Of Munch-It Snack In Awka

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ABSTRACT

This study investigated Influence of Television Advertisement on the Purchase of Munch-it Snack in Awka. This explains the effectiveness of television advertising in promoting Munch-it, a popular snack food, in Awka. The study was anchored on the Uses and Gratification theory. The research design adopted for this study is the survey research method. The sample size was 399 persons and the sampling technique used was the random sampling method with questionnaire as instrument for data collection. Data were analyzed using simple table, frequency and percentages adopted in the presentation and analysis of data generated for this study. The findings of this study explains that a good number of people in Awka were exposed to the television advertisement of Munch-it in Awka and that the television advertisement has been influential in the marketing of Munch-it. It was also revealed that word of mouth evangelism played an important role in marketing Munch-it in Awka, because the television advertisements were interesting to the point that the individuals who were exposed to the television advertisements of the brand went ahead to recruit other people to love the brand. By understanding how television advertisements influence consumer behavior, businesses can optimize their marketing efforts to reach their target audience more effectively. The findings of this study are relevant to businesses and marketing professionals seeking to understand consumer behavior and develop effective advertising strategies.

KEY WORDS: Advertisement, Consumer Behaviour, Target Audience, Brand Ambassador

INTRODUCTION

The purpose of advertisement is to promote a product, service or idea to a target audience with the goal of increasing awareness, generating interest and ultimately driving action such as making a purchase, supporting a cause or taking a specific behavior. Advertising can serve various objectives, including informing, persuading, reminding and building brand identity. According to Richard Burskirk, Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor. Ayanwale, Alimi and Ayanbimipe (2005) stated that when competition is keen and the consumers are faced with brand choice in the market, it becomes imperative for the manufacturers to understand the major factors that can attract the attention of buyers

to his own brand. These then form the basis for marketing planning and action.

As Narasimhamurthy (2014) said, advertising is the most influential and powerful medium in the present day commercial society. Lal and Rathore (2018) further stated that television advertisement proves to be the most effective form of promotion of goods and services. Television advertisements are a form of marketing or promotion that airs on television networks or channels. They are commonly used by businesses and organizations to reach a large audience. TV ads can vary in length, from short 15 second spots to longer 30 second or 60 second commercials. They are designed to capture viewers attention and convey a message or promote a

product or service. TV advertising has been a significant part of the advertising industry for decades, although digital advertising has gained prominence in recent years.

Television advertisements can have significant impact on consumers purchase decisions when it comes to snacks like “Munch-it” and similar ones. Television advertisements creates awareness, it introduces a new one or reminds consumers of an existing one. When people see a commercial for a snack, it can pique their interest and make them more aware of the product. The edge television advertisements has in the broadcast media is that television advertisement can showcase snacks in an enticing way, with close ups of delicious, visually appealing food. The sensory experience conveyed through visuals can make viewers crave the snack, leading to a purchase.

It is also important to note that effectiveness of television advertisement on snack purchases may vary from person to person and can be influenced by factors such as personal preferences, dietary choices and lifestyle. Additionally, the impact of television advertising on purchasing decisions is often intertwined with other marketing and promotional efforts, including online and in store displays, word of mouth recommendations and more.

Now, munch-it is a Nigerian corn snack product that has been awarded with Nigerian consumer choice brand in 2019 at the West Africa Advertisers Association of Nigeria (ADVAN) Awards for marketing excellence held in Lagos. This is a testament of how much work the company put in when it comes to marketing and advertisements. The Kellogg Tolaram Nigeria Limited was able to achieve such huge feat in just a year of entering the Nigerian market, this is to explain how effective and creative their adverts were. The Kellogg Tolaram Nigeria Limited's success with Munch-it can be attributed to the effectiveness and creativity of their adverts. The television advertisement of Munch-it is a notable example of how a well-crafted advert can capture viewers' attention and drive sales. This study will examine the television advertisement of Munch-it and explore its impact on consumers' purchase decisions.

Statement of the Problem

The major function of advertisement is to promote a product, service or idea to a target audience with the goal of increasing awareness, generating interest and ultimately driving action such as making a purchase, supporting a cause or taking a specific behavior. Advertisements can have significant impact on consumers purchase decisions. It is a wonder why most advertisements are more effective than the other. One major reason is because of poor medium for the particular product hence this research work. This leads to us to the question, how effective is television advertisement? This research work investigates out how effective the television was in the advertisement of Munch-it especially in this era of social media and digital media.

Objectives of the Study

The main objective of this study is to find out how the Munch-it television advertisement influenced consumers purchasing habit or behavior. Other objectives are;

- i. To determine the level of exposure of Awka residents to Munch-it advertisements
- ii. To find out the level of understanding of the advertisement messages
- iii. To find out the level of consumer patronage of Munch-it as a result of advertisements.

Research Questions

- i. To what extent are the residents of Awka exposed to Munch-it advertisements
- ii. What is the level of understanding of the Munch-it advertisements messages?
- iii. What is the level of consumer patronage of Munch-it as a result of advertisements?

Research Hypothesis

H₁ Exposure to television advertisements influenced consumer purchase of Munch-it.

Significance of the Study

Studying television advertisements is significant for several reasons. They have a powerful impact on consumers preferences and purchasing decisions so the study will provide insights into consumers psychology and successful marketing strategies. This study will help significant insight on consumer's behavior, economic importance, cultural reflection, creative expression and media literacy that comes with looking into television advertisement in a deeper way. The study will also help know the weight or the impact of television advertisement on people- using how Munch-it is affecting target audiences in Awka.

LITERATURE REVIEW

Conceptual Review

Ayanwale, Alimi and Ayanbimipe (2005) The Influence of advertising on consumer brand preference (10). 9-16

As summarized by all the definitions of advertisements in this work, it is concluded that advertising consists of all the activities involved in presenting to a audience a non personal, sponsor-identified, paid for message about a product or an organization. The researchers explain that advertising serve a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision. The study explains that an advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. To succeed in any advertising project, the advertiser has to get relevant and useful data in order to properly understand the buyers or consumers.

The researchers further emphasized that advertising and quality are the major factors responsible for the success of products. According to them, very few subjects cited other reasons such as price, packaging and availability for their choice of the brand. The implication of this is that price and other variables seem not to count much to the consumers as long as the quality of a product is maintained and the brand is also supported by heavy advertising reminding and persuading consumers to continue to buy.

The study further states that brand preference exists and that advertising has a major influence of consumer's preference and it has in no small measure, contributed to the success of products. The researchers also added that with regards to the advertising media, this study revealed that television is currently the most potent of all media used in advertising a product. This may be because television combines motion, sound and special visual effects. The product can be demonstrated and described on TV. It also offers wide geographic coverage and flexibility as to when the message can be presented.

The television advertisement of Munch-it, a Nigerian corn snack product, is a prime example of effective advertising. The advert, which features Davido, a popular Nigerian artist, showcases the product in an enticing way, with close-ups of delicious, visually appealing food. The combination of motion, sound, and special

visual effects makes the advert engaging and memorable.

According to the study, advertising and quality are the major factors responsible for the success of products. The Munch-it advert demonstrates this principle, as it highlights the quality of the product and creates a positive image in the minds of consumers. The advert's effectiveness is further enhanced by its wide geographic coverage and flexibility, as it can be aired at any time and in various locations.

The implications of this study are clear: television advertising remains a crucial component of any marketing strategy, and its effectiveness should not be underestimated. By creating engaging and memorable adverts, businesses can increase brand awareness, drive sales, and ultimately achieve success in the market.

Television Advertisement

Television advertising is a powerful tool for promoting products and services, as it allows advertisers to reach a large audience simultaneously. According to Aashish Pahwa (2023), television advertising refers to the process of creating and airing commercials on television with the aim of promoting a product or service. It is any form of announcement broadcast on television for promotional purposes. As noted by Vidwakalyani, IndiraPriyadharshini, and Rajasekaran (2021), television advertisement is the most popular choice among all media vehicles for advertisers. One of the greatest strengths of television advertisements is their reach. Television is one of the strongest medium of advertisement, because due to its mass reach, it can influence individuals' attitude, behavior, lifestyle, exposure and other aspects (Abiden ZUI and Salaria MR,2009)

Through television advertisements, advertisers can reach a large number of people at the same time, making it an effective way to create brand awareness and drive sales. Brands use data generated from advertisement research works to make sure their adverts are seen by the right people; targeting specific age groups, interests, or demographics to make the adverts more relevant and impactful. This targeted approach enables advertisers to maximize their return on investment and achieve their marketing goals.

Television advertisements also engage the visual and auditory senses to create a powerful sensory experience, making them more engaging than other forms of advertising. The combination of visuals, sound, and music creates a lasting impression on viewers, making it more likely that they will remember the advert and the brand. Additionally, television advertisements can be used to tell stories, convey emotions, and showcase products in a way that resonates with viewers.

The impact of television advertising is further enhanced by its ability to reach a wide audience. With the majority of households owning a television, advertisers can reach a large percentage of the population with a single advert. This makes television advertising an effective way to launch new products, build brand awareness, and drive sales.

Despite the rise of digital media, television advertising remains a vital part of the marketing landscape. Its ability to reach wide audiences, create engaging messages, and maintain credibility keeps it relevant, even as media consumption habits change. As consumers continue to watch television, advertisers will continue to use it as a key channel to reach their target audience.

Television advertising is undoubtedly a powerful tool for promoting products and services. Its ability to reach a large audience, engage viewers, and create a lasting impression makes it an effective way to build brand awareness and drive sales. As the marketing landscape continues to evolve, television advertising will remain a vital part of

the mix, helping advertisers achieve their marketing goals and reach their target audience.

Theoretical Framework

This research was conducted under theoretical framework of the Uses and Gratifications Theory. The theory was primarily developed by Elihu Katz, Jay G. Blumler and Michael Gurveritch in the 1970's.

The Uses and Gratifications Theory (UGT) provides a valuable framework for understanding the influence of television advertisement on consumer behavior, particularly in the context of the Munch-it snack purchase decision. According to Vinney (2019), UGT asserts that people use media to gratify specific wants and needs. In the context of television adverts, viewers may watch advertisements to fulfill various needs such as entertainment, information, or social integration.

The Munch-it television advertisement is a prime example of how advertisers can leverage the UGT to capture and retain the audience's attention. The advert features Davido, a popular Nigerian artist, and showcases the product in an enticing way, with close-ups of delicious, visually appealing food. The combination of motion, sound, and special visual effects makes the advert engaging and memorable. The use of a popular endorser like Davido adds credibility to the product and increases its appeal to the target audience.

Viewers may watch the Munch-it television advertisement to gather information about the product, seeking to fulfill their need for knowledge about new products and services. The advert provides clear, relevant, and useful information about the product, highlighting its quality and features. This information can help viewers make informed purchasing decisions, particularly in a competitive market where consumers have numerous options.

In addition to seeking information, viewers may also watch the Munch-it television advertisement for entertainment purposes. The advert's lively theme song, engaging characters, and entertaining storyline make it enjoyable to watch, fulfilling viewers' need for relaxation and enjoyment. The advert's creative and humorous approach can also make it more memorable, increasing the likelihood that viewers will recall the product and its message.

The UGT suggests that advertisers can modify their messages to efficiently meet the needs of their target audience, thereby increasing the possibility of capturing and retaining their attention and influencing their choice. In the case of the Munch-it television advertisement, the advertiser has successfully leveraged the UGT by creating an engaging and informative message that fulfills viewers' needs for entertainment and knowledge.

The success of the Munch-it television advertisement can be attributed to its creative and engaging approach, which is consistent with the principles of effective advertising (Belch & Belch, 2012). The advert's use of a popular endorser, engaging storyline, and visually appealing visuals has contributed to its effectiveness, making it a successful example of how television advertising can influence consumer behavior.

The Uses and Gratifications Theory provides a valuable framework for understanding the influence of television advertisement on consumer behavior, particularly in the context of the Munch-it snack purchase decision because in the end, the consumer's need has to be gratified. It is imperative that the viewers get what they want from watching an advertisement because a satisfied viewer will most likely turn to a customer. The Munch-it television advertisement is a

prime example of how advertisers can leverage the UGT to capture and retain the audience's attention, fulfilling their needs for entertainment and knowledge. The advert's creative and engaging approach has contributed to its effectiveness, making it a successful example of how television advertising can influence consumer behavior.

RESEARCH METHODOLOGY

Research Design

The survey research method was used to collect data for this study. It was used because it was found to be more suitable to this study. There is usually an increased response rate with this survey method and respondents are also more prone to be honest because of the anonymity.

Population of the Study

According to National Population Commission and National Bureau of Statistics Estimates, the estimated population of Awka is 430,300.

Sampling Size and Sample Technique

The sample size is gotten using the Taro Yamane formula;

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

According to National Population Commission and National Bureau of Statistics Estimates, the estimated population of Awka is 430,300.

To get the sample size for the population, the Taro Yamane formula will be used;

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

n = Population

e = Level of significance (0.05)

The total population is 430,200

$$N = \frac{430,200}{1 + 430,200(0.05)^2}$$

$$N = \frac{430,200}{1 + 430,200(0.0025)}$$

$$N = \frac{430,200}{1,076.5}$$

N = 399

The sample size is therefore 399 persons.

The sampling technique used is the random sampling method. Random sampling is a method used in research to select a sample from a larger population in such a way that every individual or element in the population has an equal chance of being chosen. The goal of sampling strategies in survey research is to obtain a sufficient sample that is representative of the population of interest Oncol (2015).

The randomization technique used is the simple random sampling; in this case, every individual has a chance of being selected.

Research Instrument for Data Collection

The instrument used for the data collection of this study is the questionnaire. The type of questionnaire used in this study is the

closed ended questionnaire with a 5 point Likert scale.

The questionnaire will be divided into 2 parts;

PART A representing the demographic features of the respondents

PART B answering the research questions

Item 1-4 answered questions on the demographic features of the respondents

Item 5-6 answered the first research question

Item 7-9 answered the second research question

Item 10-11 answered the third research question.

Data Analysis

Data was analyzed using simple table, frequency and percentages adopted in the presentation and analysis of data generated for the study. These statistical analysis were used because they were suitable means of breaking down and analyzing generated data. The statistical analysis used was the Pearson product moment correlation;

$$r = \frac{n \sum xy - \sum x \sum y}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Table 1. Questionnaire data

QUESTIONNAIRES	FREQUENCY	PERCENTAGE
Questionnaires returned	394	95%
Questionnaires not returned	-	-
Total	394	95%

As revealed by the above table, 399 questionnaires were given out and 394 were returned.

Table 2. Personal Data of Correspondents

GENDER	FREQUENCY	PERCENTAGE
Male	146	32.8
Female	248	62.2%
Total	394	95%

According to table 4.1.2, we see that out of the 394 questionnaires that were answered, females answered 248 (62.2%) and males answered 146 (32.8%).

Table 3. Geographical location

LOCATION	FREQUENCY	PERCENTAGE
Awka South	241	56.4%
Awka North	153	38.6%
Total	394	95%

The above table reveals that 241(56.4%) people who answered the questionnaires were from Awka South (38.6%) and the remaining 153 people were from Awka North.

Table 4. Age Distribution of correspondents

AGE BRACKET	FREQUENCY	PERCENTAGE
15-18	69	17.3%

19-40	232	54.4%
41-60	93	23.3%
Total	394	95%

The above table revealed 69 (17.3%) of respondents were within the age bracket of 15-18 years, 232 (54.4%) respondents were within 19-40 years while 93 (23.3%) were within the range of 41 and above of age.

Table 5. Question 1: I watch television everyday

RESPONDENTS	FREQUENCY	PERCENTAGE
Strongly Agree	105	22.5%
Agree	193	48.3%
Uncertain/Sometimes	33	8.2%
Disagree	56	14%
Strongly Disagree	7	2%
Total	394	95%

The above table shows the answer statistics for question 1. Out of the 394 people, 105(22.5%) strongly agree that they watch television every day, 193 (48.3%) people agree, 33 (8.2%) people use it sometimes or are uncertain. While 56 (14%) disagree to watch television every day and 7 (2%) people strongly disagree.

Table 6. Question 2: I have seen the Munch-it Television advertisement

RESPONDENTS	FREQUENCY	PERCENTAGE
Strongly Agree	67	17
Agree	273	64.6
Uncertain/Sometimes	15	3.7
Disagree	33	8.2
Strongly Disagree	6	1.5
Total	394	95%

According to the table above, 67 (17%) people strongly agree that have seen the Munch-it television advertisement, 273 (64.6%) people agree. 15 (28%) are uncertain while 33 (8.2%) people disagree and 6(1.5%) people strongly disagree.

Table 7. Question 3: I love the Munch-it Television advertisement

RESPONDENTS	FREQUENCY	PERCENTAGE
Strongly Agree	71	17.8
Agree	225	52.6
Uncertain/Sometimes	47	11.8
Disagree	44	11
Strongly Disagree	7	1.8
Total	394	95%

According to the table above, 71 (17.8%) people strongly agree that they love the Munch-it television advertisement, 225 (52.6%) people agree. 47 (11.8%) people are uncertain while 44 (11%) people disagree and 7(1.8%) people strongly disagree.

Table 8. Question 4: The advertisement was easy to understand

RESPONDENTS	FREQUENCY	PERCENTAGE
Strongly Agree	55	14
Agree	253	63.4
Uncertain/Sometimes	33	8.2
Disagree	42	6.7
Strongly Disagree	11	2.7
Total	394	95%

The table above shows that 55 (14%) people strongly agree that the advertisement was easy to understand. 253 (63.4%) people agree, 33 (8.2%) people are uncertain. 42 (6.7%) people disagree and 11 (2.7%) people strongly disagree.

Table 9. Question 5: The advertisement made me want to eat the snack

RESPONDENTS	FREQUENCY	PERCENTAGE
Strongly Agree	62	12
Agree	212	53
Uncertain/Sometimes	52	13
Disagree	53	13.3
Strongly Disagree	15	3.7
Total	394	95%

The table above shows that 62 (12%) people strongly agree to the fact that the advertisement made them want to eat the snack. 212 (53%) people agree, 52 (13%) people are uncertain. 53 (13.3%) people disagree and 15 (3.7%) people strongly disagree.

Table 10. Question 6: The advertisement made me prefer the snack to other snacks

RESPONDENTS	FREQUENCY	PERCENTAGE
Strongly Agree	34	5
Agree	193	48.3
Uncertain/Sometimes	67	16.7
Disagree	80	20
Strongly Disagree	20	5
Total	394	95%

The table above shows that 34 (5%) people strongly agree that the advertisement made them prefer Munch-it to other snacks. 193 (48.3%) people agree, 67 (16.7%) people are uncertain. 80 (20%) people disagree and 20 (5%) people strongly disagree.

Table 11. Question 7: I introduced people to the snack because of the advertisement

RESPONDENTS	FREQUENCY	PERCENTAGE
Strongly Agree	47	11.8
Agree	189	47.4
Uncertain/Sometimes	61	11.5
Disagree	72	18

Strongly Disagree	25	6.3
Total	394	95%

According to the table above, 47 (11.8%) people strongly agree that they told others about the snack after seeing the advertisement. 189 (47.4%) persons agree, 64 (11.5%) people are unsure while 72 (18%) people disagree and 25 (6.3%) people strongly disagree.

Testing the Hypothesis

Using the Pearson’s product moment correlation coefficient analysis formula

$$r = \frac{n \sum xy - \sum x \sum y}{\sqrt{(n \sum x^2 - \sum x)^2 (n \sum y^2 - \sum y)^2}}$$

Where n is the constant score

X= independent variable

Y= dependent variable

Correlation between the seeing the Munch-it Television advertisement and the advertisement making people want to buy it.

Score	X	Y	X ²	Y ²	XY
1	67	67	4,489	4,489	4,489
2	278	212	77,284	44,944	58,936
3	15	52	225	2,704	780
4	33	53	1,089	2,809	1,749
5	6	15	36	225	90
Total	399	399	88,123	55,171	66,044

$$r = \frac{n \sum xy - \sum x \sum y}{\sqrt{(n \sum x^2 - \sum x)^2 (n \sum y^2 - \sum y)^2}}$$

n=5

$$r = \frac{5 \times 66,044 - 399 \times 399}{\sqrt{(5 \times 88,123 - 88,123)(5 \times 55,171 - 55,171)}}$$

$$r = \frac{330,220 - 159,201}{\sqrt{(352,492)(220,684)}}$$

$$r = \frac{171,019}{\sqrt{77,789,344,528}}$$

$$r = \frac{171,019}{278,907.4121065}$$

r= 0.6132

From the above, it can be said that there is a positive but weak correlation between the people seeing the Munch it television advertisement and it influencing people to purchase the snack.

Discussion of Findings

This study aimed to understand and ascertain the influence of television advertisement on the purchase of Munch-it snack in Awka. In answer to the **research question 1**, we see that the majority of the residents watch television everyday; that is 75.8% of the population watch television everyday which is in line with what the researchers Chithra and Kothai (2014) stated in their research work. They explained the fact that television is a popular choice among all the media vehicles for advertisers and it is mostly because of its combination of visuals and sounds. According to the response to **Question 2**, it is also observed that though 75.8% of people watch television everyday, 86.6% of people have seen the Munch-it

television advertisement thereby explaining the wide reach of television advertisement on Munch-it

After analyzing the response for **Question 3**, it is seen that 75.4% were entertained by the advertisement and loved the advertisement, 11.8% were uncertain. The fact that they were entertained will make them look forward to watching the advertisement over and over again till they have created some kind of familiarity with the snack as should be a goal of an advertiser who is trying to reach indifferent consumers. When an advertisement is watched over and over again, this will lead us to the Uses and Gratifications theory. It will get to a point where the viewers will want to watch the advertisement to gratify a particular need which is entertainment. The respondents also stated that the advertisement was easy to understand in their answers to which answered the research question 2. This is agreed upon by 77.4% of the respondents. The result gotten from answers to research **Question 2** was the fact that 70% of the respondents found the advertisements visually appealing and the advertisement made them want to eat the snack. The fact that majority of the respondents wanted to eat the snack affirms the creativity of the advertisement. As Pongiannan (2012) stated that creativity in television advertisements combine product attributes and ideas, words and phrases in such a manner that consumers are persuaded to buy the product. Saputro and Prihandono (2018) affirmed the fact by stating that television advertisement influence is dependent on the creativity of the advertisement.

According to table 10 which presented the data gotten from Question 3, it is seen that 58.3% of the respondents stated that the advertisement made them prefer Munch-it to other snacks thereby making them loyal customers. Table 11 which presented the data gotten from Question 3 also explained that 47.2% of the respondents introduced people to the snack because of the advertisement.

According to the tested hypothesis, we see that there is a positive correlation between people seeing the Munch-it television advertisement and the advertisement making people want to buy it. This is to explain that the television advertisement of Munch-it did have a significant and positive influence on consumers purchase decision in Awka. As stated by Hermamalini and Kurup (2014), Television advertisements has the biggest effects on audience and persuades them to start purchasing processes. This is probably because of it’s high credibility or the engagements of auditory and visual elements but it is without doubt that the respondents specifically loved the Munch-it television advertisement and found it easy to understand.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

It was important to conduct this research because advertising research is necessary for businesses and for people who are into the field to gain a much deeper understanding of consumers, what motivates them and how to most effectively reach them. Advertising research can also help track the effectiveness of an advertising campaign which in this case, is the Munch-it television advertisement. This research is important to understand how consumers interact with and responds to television advertisement. This study made use of available data from several literatures and empirical data from questionnaires carefully administered, the findings of the study are as follows:

1. This study established that more than half of the population of Awka watch television every day. Making it a good medium to reach the target consumers of Munch-it in Awka.
2. Through this study, it is seen that the advertisement was able to persuade them to purchase the snack. The fact that a lot of people loved the advertisement did not make them see it as merely entertainment but as a catalyst to make them search for the snack in the market.
3. This research work also revealed the advertisement was able to make majority abandon their previous favourite snacks, making the loyal customers.

Conclusion

In conclusion, the research study on “The influence of television advertisement on the purchase of Munch-it in Awka” provides valuable insights on the reaction and response of the residents of Awka to the television advertisement of the snack. The findings indicate that a lot of people watch television every day, even those who do not watch the television might have probably seen the Munch-it advertisements as seen by the data collected from the questionnaire. This just explains the importance and impact of television advertisement in Awka .

The study also reveals that the advertisement was able to compel the viewers to get the snack and the advert was able to gain some “loyal” customers; consumers who began to prefer Munch-it advertisement to other snacks. Conclusively, we see that television as a medium of advertisement for the Munch-it snack was able to garner customers and was able to make an impression.

Recommendations

Based on the findings and conclusions of the research study on “*The Influence of Television Advertisement on the Purchase of Munch-it in Awka*”, the following recommendations are offered to enhance the effectiveness of television advertisement of Munch-it;

1. The Munch-it television advertisement team should work on the visual appeal and make sure there is a stronger emotional connection to the audience. In the sense that the advertisement should be able to get the attention of even the most indifferent consumer even without them tasting the snack first, they should immediately be captivated despite the many options that were available before Munch-it and is still available. We see that on 58.3% of people were immediately captivated and decided to get the snack over other snacks they previously saw. This will lead us to the indifferent theory of consumer behavior. The way to captivate the attention of an indifferent buyer is emphasizing unique features, benefits, or experiences that a product provides, advertisers can shift consumers' indifference, making their product appear more attractive compared to alternatives and also Making their products to appear so attractive that it helps the viewers of these advertisements overcome their indifference towards the products.
2. Based on the research, we notice that not a lot of people took it upon themselves to tell people about the snack. This brings us to oral advertisement. The advertisement should not just be loved by people or just entertain people, it should educate and inform people. When advertisement informs, people are now equipped with the information to tell others. Word-of-mouth advertising or oral advertising is considered one of the most effective form of

advertising. Satisfied customers are your best advertisements. Oral advertising passes product information to many other potential buyers.

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