

Indomie Television Commercials and Children Choice of Indomie Noodles: A Theoretical Perspective

Chika Ruth Okorie

Department of Mass Communication, Ebonyi State University, Abakaliki

Prof. Sunny E. Udeze

Department of Mass Communication, Enugu State University, Enugu State.

Adeola Sidikat Oyeleke

Department of Mass Communication,
Alex Ekwueme Federal University, Ndufu-Alike, Ikwo, Ebonyi State

Blessing Ibe Ewa Ph.D

Department of Mass Communication, Ebonyi State University, Abakaliki. Ebonyi State

Citation: Okorie C.R., Udeze S.E., Oyeleke A.S., and Ewa B.I (2022) Indomie Television Commercials and Children Choice of Indomie Noodles: A Theoretical Perspective, *International Journal of International Relations, Media and Mass Communication Studies*, Vol.8, No.3, pp.22-36

ABSTRACT: *This paper examined television commercials and children choice of indomie noodles. The purpose of the study was to find out how television commercial influences children to put pressure on parents to purchase the product for them. The study employed critical literature review method to appraise extant literature on television commercials and children's demand for Indomie noodles. Two theories were used to anchor the study: persuasive theory and attitude change theory. Findings from the study showed that TV commercials that are well packaged motivate children's demand for the advertised product; TV commercials make children to put more pressure on parents to buy the product for them; it is an important marketing strategy that works when producers of children foods make use of it at strategic time. Based on the findings, we recommended that TV commercials related to Indomie instant noodles in particular should be aired at the time children are back from school so as to make the children view it and request their parents to purchase the product for them; the commercials should also say what the product is in terms of quality and taste. The paper concludes that Television commercials is key to increasing the market demand for Indomie instant noodles, hence the producers of Indomie instant noodles should not look at the short term signals of improved sales in responses to the Ads; it is the long term impact on the sales of the product that matters most.*

KEYWORDS: commercials, purchase, Indomie noodle, parents, children, advertising, marketing strategy

INTRODUCTION

Children commercials, also called children adverts refers to any paid commercial message that is carried in or immediately adjacent children's programmes (Gbadeyan, 2009). The concept could also be explained as promotional messages about products or services directed at children (Igyuve, Agbel, Oxford and Akpede, 2019). Just like the general ads, children advertising persuades the audience (in this case, the children) through the projection of the name of the product and benefits that could be derived from such (Igyuve, Agbel, Oxford and Akpede, 2019). Children, as observed by Maher, Herbst, Childs and Finn (2008) represent a huge, profitable and emerging market to advertisers. This explains why concerted efforts are made by advertisers to reach out to children for product sales and consumption (Igyuve, Agbel, Oxford and Akpede, 2019). Children commercials are delivered to the children during their television programmes or some other time delivered according to the direction of broadcaster during or after any other television programmes (Quinn and Ruth, 2002).

The important part of children advertisement is not only thinking about its content but also focusing on the timing in which the message is conveyed to the children. The type of product promoted on Nigerian television shares similitudes with global trends and as noted by Hanson and Marskel (2008), 80% of foods advertised on television for children are convenient fast food and candies. This position is what obtains in Nigeria as it is not had to find advertising of food products for children on Nigerian television stations. This goes without saying that noodles are prominent among the television commercials we have in Nigeria.

Noodles are defined by the Cambridge Dictionary as a very thin, long strip of pasta or a similar flour paste, eaten with a sauce or in a soup. Noodles are very popular in Nigeria and are undoubtedly one of the most consumed staple food therein. Damilare (2017) attests that Nigeria is currently the 12th largest consumer of instant noodles in the world with estimated annual demand of 1.79 billion packets of noodles, according to the World Instant Noodle Association (WINA), a body saddled with the responsibility of improving the noodle globally.

It is against this backdrop that this study explores indomie television commercials and children choice of indomie noodles.

Statement of the Problem

Many studies have been conducted on the influence of TV commercials on the demand for indomie noodles especially on how TV commercials influence children's choice of the product. Such previous studies include Gbadeyan, (2009); Igyuve, Agbel, Oxford and Akpede, (2019); Quinn and Ruth, (2002). However, to the best of the knowledge of the researcher, non of these studies employed critical review of literature to update previous studies and bring in state of the art literature for future researcher to consult. The problem of the study is, therefore, to close this gap in knowledge and through this study expand the boundary of knowledge.

Objectives of the Study

The broad objective of the study is to find out how TV commercials on Indomie noodles influences parents to purchase the product for their children. The specific objectives are to:

1. find out whether there is significant relationship between TV commercials on Indomie instant noodles influences parents' purchase of the product for their children
2. ascertain whether TV commercials on Indomie instant noodles significantly influences children demands the product for them;

METHOD

The study employed critical literature review approach to appraise extant literature on TV commercials and children's demand for the product. The use of literature review method was informed by the need to update available literature in the area and also provide state of the art literature for further studies. The method also provided the researcher the opportunity to carry out a scoping review of a wide range of studies in the area. This was necessary in order to bridge existing gap in literature on TV commercials and children's demand for food products in Nigeria.

REVIEW OF RELATED LITERATURE

Children, Advertising and Consumerism

Television advertising promotes consumerism among children. This is because advertizing makes children to demand to be provided with the advertised products and parents in attempt to make their children happy make efforts to provide the product(s) so advertised. The process by which television advertising exposes children to consumer ideology includes the ritual incantation of popular jingles (Narasimhamurthy, 2014). Moreover, as television viewers, children are easily influenced by the happy carefree and sumptuous world of television advertisements. Starting at a very early age, children learn to deserve things they see on television and eventually become active persuaders in the market place and at home (Narasimhamurthy, 2014). The author states that many children seem more interested in discovering new products then their parents and particularly attuned to new brands of products they had seen on television. In some sense, therefore they seem to act as the family's antenna, picking up new ideas, noticing new products and keeping a watchful eye on premiums and discounts, free gifts and sales offers. They are far from immune to the live of attractive goods, cloths and food in sophisticated shop to the glamour of opulent homes and the sleekness of imported items.

Television advertisement takes an important part of everyday human's life. But the most important part of advertising is to draw attention from the consumers to buy their product. To make consumers feel they are associated with advertising, advertisement often contains a lot of satisfaction and exaggeration. Consumerism is economically manifested in the chronic purchasing of new goods and services, with little attention to their true need, durability product origin or the environmental consequences of manufacture and disposal (Narasimhamurthy, 2014).

Consumerism is driven by huge sums spent on advertising designed to create both a desire to follow trends, and the resultant personal self-reward system based on acquisition. Advertising today uses all the many arrows in its quiver: information, image, personality, and lifestyle. How it mixes these for a particular campaign also depends on what factors are present: the kind of product or service being sold, the intended audience, the character of the actual audience, the product or service type, the context in which it was used, the medium by which it was used and the medium by which the message was transmitted (Narasimhamurthy, 2014). As a result of all this, changes have occurred in the way products are consumed. Today's advertising and consumer-culture have roots in the changing nature of the market in the late 19th century. Those changes paralleled changes in the modes of transportation and communication, urban growth and a cultural climate for social and geographical mobility. In recent years, people had more money and could afford to purchase more goods. Slowly the companies started to sell in a different way. From the selling concept, "Try to sell everything you produce without considering if there is any need for it", manufacturers came to use the marketing concept, "Discover and appeal to the existing needs and wants" (Narasimhamurthy, 2014). Advertising as we usually understand it in contemporary society is a process of persuading a mass audience through the mass media to buy commercial products. It is distinguished from direct selling-the hawker of merchandise in a public market, on the other hand, and from "public service announcements.

In a world dominated by a consumerist ideology, children are constantly being exposed to a range of advertising and marketing messages, with communications not necessarily targeted at them having similar influence over their attitudes and behaviour, as those that are directed at them (Narasimhamurthy, 2014).

Several research suggests that exposure to a range of marketing messages, such as advertising, branding, sponsorships and sales promotions, may have a profound effect on children's behaviour, and in some cases, actually harm children's ability to make rational and sensible choices (Narasimhamurthy, 2014). Retail clothing advertising in television is targeted at adults, for example, has been linked to early, inappropriate sexualisation of childhood, while fast food and other soft drinks has been implicated in increasing children's obesity rates (Narasimhamurthy, 2014). Consumer psychologist have argued that it is possible to protect children from the harmful selects of marketing communications, particularly when methods being used to measure these selects may not be appropriate or wide-ranging enough to measure children's implicit attitudes and their select on behaviour.

For many children advertising media is a normal part of life. Children and young ones using or watching the television spend between 20 and 30 times greater than the time spent associating with their family. Studies have found that children in Nigeria due to working parents and unclear structure of the family, may spend an average between two to three hours a day (Narasimhamurthy, 2014). This is outside school time watching some forms of television programmes. Children are exposed to many advertisements on television. This huge number of advertisements on television means that many children spend a significant proportion of their lives watching advertisements.

Recent changes in advertising for children indicate a developing tendency of marketers and advertisers to employ some form of animation in children's television advertising. This helps them to catch children's attention during commercial programming. The technological advancements, especially in computer graphics, allow a greater flexibility, variability, and creativity in the elaboration of advertisements. On other hand, the practice of taking advantage of the improvements in computer animation and special effects seem to suggest that marketers may be experiencing an increasing challenge to capture children's attention.

There are equally studies conducted on the deceptive influence of advertising on children. One of such, according to O'Barr (2008) reveals that older children tend to be doubtful if advertisements always tell the truth. The results of the research show that disbelief or skepticism about advertising develops early in childhood and gradually increases as children get older probably because of their increase in understanding the persuasive intent of advertising, more developed experiences with television, and influence of their parents. (Odibo, Kesena and Lateefah, 2019). Television programmes can equally portray cooperation, constructive problem solving and good behaviour. This indicates that positive behaviours can be learned from television. (Odibo, Kesena, and Lateefah, 2019).

Commercial advertising plays a role in the life of persons, male or female, young and old, but play a major role in children there by having great influence on them (Ejura, 2014). Adeolu & Taiwo, (2005,) seek to examine the influence of advertising on consumers purchase of Bournvita one of the products manufactured by Calbury Nigeria plc. Find out that commercial advertising has a major influence on consumers. Preference for Bournvita and it has in no small measure contributed to its success. In some view Adekoya (2011) as cited in (Ejura, 2014) reveals that advertising has the consumers in order to encourage repeated purchase of the product, so that the competitors will not have an edge over them. This also creates brand loyalty and product differentiation (Ejura, 2014).

According to Ballard Campbell (1993) as cited in (Ejura, 2014), one of the most successful ways of attracting child's attention is the use of Cartoon or game characters and pigles. Television has been described as the primary medium used by companies to market their products to children (Ejura, 2014). This consequently makes television commercial have significant influence on children. Living stone and Helsper (2006) as cited in (Ejura, 2014) concluded that there was little empirical evidence cited in support of the claim that children are more vulnerable to advertising. Research is looking forward to understand if the advert that comes on the TV stimulate the desire of children towards the advertised products.

Advertising Appeals and Children Commercials

Children's insights about the brands, purchase intention and request to their parents for purchase are significantly influenced by attractive advertisement messages (Mehmood, 2021); Van Reijmersdal, Rozendaal, ESmink, Noort and Buijzen, 2017.) Therefore, it is obvious that the positive attitude towards the product's advertisement leads to like the product (Mortimer, 2008).

Advertising to children creates affective and cognitive responses to the advertisement messages (De Jans., Van de Sompel, Hudders and Cauberghe, 2019). Van Evra (2004) proposed that children pay less attention to the advertisements which are created by employing rational advertisement appeals, while children pay great attention to the advertisements created by using emotional advertising appeals. Both cognitive and affective procedures work simultaneously, but emotional appeals focus on affective reaction, and rational appeals focus on cognitive reaction (Sharma and Singh, 2006).

In this challenging environment every company promotes its products in such a way that more and more customers get interest in its products. To attract children toward the advertised product, companies selling products needed by children make efforts to ensure that the advertisement contains such appeals that are according to their age, mind set and interest for specific product (Hameed, Waqas, Aslam, Bilal & Umair, 2014). The authors submit that when children see the advertisement according to their interest, they persuade their parents to purchase that product. This suggest that there is very close relationship between advertisement and buying behaviour of children.

Advertising appeals aim to influence the way consumers view themselves and signify how buying certain products can prove to be beneficial for them (Oyero and Salawu, 2014). Advertising appeals are enshrined in advertisements and they provoke an attitudinal change in the target audience. Appeals in advertising are carefully chosen and utilised by advertisers and advert creators as they are the ace cards that helps pass across the intentions of the advertisers efficiently to the audiences, thereby influences the purchasing decision of consumers, Gbadeyan (2009) is of the opinion that advertising appeals are promotional themes and they are attributes that are employed to persuade the target audience.

All forms of advertising possess certain themes which touch on the psychological domains of the consumers for the capturing of their attention, engagement of their interest, influencing of their desire and giving them a conviction to take an action (Igyuve, Agbel, Oxford and Akpede, 2019). When it comes to food, children do not make a mistake for their choices; they know exactly what they want. To this end, advertising themes are utilised to touch the hearts of children while delivering the key message, which is usually brand preference and consumption (Igyuve, Agbel, Oxford and Akpede, 2019).

Ambekar (2009) opines that most advertising appeals can be categorised into emotional and rational appeals. Emotional appeals are ideal for the younger generation as it touches on their affective domains while the rational appeals are suitable for the older generation as they concern the reasoning faculty of humans (Igyuve, Agbel, Oxford and Akpede, 2019). The authors identified humour, drama, music and testimonials the common appeals which are engaged in children commercials. Advertising appeals move people, speak to their wants or needs and excite their interests. They are strategies that advertisers employ to attract the attention of the consumers to the products advertised (Asemah, 2012).

Some rational motives used for advertising appeals, include comfort, convenience, economy, health and sensory benefits such as taste, touch and smell (Belch and Belch, 2007). Personal emotions, on the other hand, include safety, fear, love, humour, joy, happiness, sentiment, stimulation, pride, self-esteem, pleasure, comfort, ambition, nostalgia etc.

Humour is an excellent appeal that catches the viewer's attention and helps in achieving a recall which can work well for product sales (Oyero and Salawu, 2014). Humour is an appeal that is used in around 30% of advertisements (Ambekar, 2009). Humour appeal helps customers to feel relaxed about products and through it, the benefit that can be derived from the product can be excellently relayed. When there is humour in an advertising message, there are probabilities of being happy to watch them again (Hollis, 2011).

Music is another appeal in advertising and it has an intrinsic value that helps to increase the persuasiveness of the advertisement (Oyero and Salawu, 2014). According to the author, music in advertising affects the way viewers perceive the brand by different means and on different levels, and 'can significantly affect the emotional response to television commercials. Music helps the memorability of advertising as the message in the advert comes to mind whenever the rhythm comes to mind or is being sung (Igyuve, Agbel, Oxford and Akpede, 2019). Music has the ability to emphasise dramatic moments within the advertising. Music as an appeal can be used to capture a specific market and in the case of children, well-chosen music (in terms of tempo, pitch, beat, melody and content) such as the Indomie advert music has effectively helped push sales (Igyuve, Agbel, Oxford and Akpede, 2019). Other advertising appeals are drama and endorsement.

Empirical Review

The study by George (2012) investigated "Influence of television advertisements on consumer brand preference: a case study of Indomie noodles "Mama Do Good". The survey research method was employed to generate data from the respondents. The study found that television advertisements help to persuade consumers on a particular product, to purchase the product and to keep the product in the minds of the consumers not forgetting the fact that it gives a product a class in the eye of the consumer and also in the competitive market. This study is closely related to the present study, especially as its focus was on the same Instant Indomie Noodles. However, the study did not link to children. Hence, it could not be ascertained whether brand preference of the parents had any influence on the demands of the children. This present study will establish that missing link.

Ngozichika and Nwokedi (2018) examined the influence of Indomie noodles advertisement on the purchasing habits of consumers in two selected Local Government Areas in Enugu State. It was anchored on consumer behaviour theory. The study employed survey research method. Questionnaire was used for data collection. Major findings were: majority of the respondents that are exposed to Indomie noodles advertisement reside in the urban areas, most consumers consider quality of the product more than adverts and; majority of the respondents say they consume

Indomie noodles not necessarily because of the advert but because most of their family and friends do. It was recommended that advertisers should endeavour to consider product quality while advertising, engage in promotional advert that will connect friends and family and; reach the rural areas by making effective use of the radio in advertising; advertisers should not neglect quality in product packaging as this is an important factor in consumer choice.

The above study is related to the present study in methodology but the objective and context of the study are not the same as the present study. While Ngozichika and Nwokedi (2018) study sought to know the purchasing habits of the residents of two local government areas in Enugu State, the setting of the present study is Ebonyi State. Arguably, differences in culture and level of income in the two contexts will require that the study by Ngozichika and Nwokedi (2018) that was done at Enugu need to be carried out in Ebonyi State to close the existing gap in Knowledge. In addition, the study failed to establish any link between the Indomie noodles advertisement on the purchasing habits of consumers in two selected Local Government Areas in Enugu State and the demands of the consumers of the product their children. These are the gaps in knowledge which this present study is set to close.

Ogwezi-Ndisika and Esan, 2016) examined the “Portrayal of mothers in TV commercials, Case study of Nigerian Indomie Noodles campaign, in: Taking stock, Nigerian Media and National Challenges’. It used content analysis. The study found that media rely on “stereotypes”, “hidden manipulation”, to “play on emotions” and “generally reduce women” to a none active acceptors of advertised products. It argues that the media circulate particular images which undermine women and encourage audiences to do same which could make the viewers to jump to erroneous conclusions due to the associations made within the advertising messages. This may be due to the importance of this subgroup to business especially as regards decision making regarding consumables and the domestic arena. The study found that men were not mentioned in the content analysed. The study recommends among other things the need for advertisers to respect women in their portrayals on TV during advertisement.

The above study could be said to be not comprehensive as it studied only women excluding the decisions of men with regard to the purchase of Indomie noodles for their children. The present study takes care of both women and men (parents). This is the gap in knowledge that cannot be left waiting to be filled in scholarly literature.

Hameed, Waqas, Aslam, Bilal & Umair (2014) conducted a study on “Impact of TV Advertisement on Children Buying Behaviour” The contexts of the research were Punjab and Pakistan The authors visited different schools in Punjab, Pakistan and checked the response of children. A 5 point Likert scale questionnaire was designed. Different cities of Punjab were selected on random sampling basis. A total 250 questionnaires were circulated, and the response rate was 100 %. Survey research method was employed for the study. A questionnaire was used in order to collect data on impact of television advertisement on children buying behaviour.

The data collected were analysed through descriptive statistics and correlation and regression, ANOVA. The study covered 250 participants of different cities of Punjab. Finding showed that the respondent agreed with this statement that there is impact of TV advertisement on children buying behaviour. The other tests like ANOVA and t-test also describes that there is impact of TV advertisement on children buying behaviour. However, the study did not measure whether the children ask parents to buy Indomie noodles for them after watching TV Ads. This leaves a gap in knowledge to be closed.

Desmond and Carveth (2007) investigated “The Effects of Advertising on Children and Adolescents: A Meta-Analysis.” The authors submit that in the popular press, a major role for advertising in various domains of child and adolescent socialisation is commonly claimed. Such claims for robust advertising effects extend from the recent concerns about smoking, drinking, and drug use to a pronounced acceptance of advertising as a force that elicits greater consumer demand for all products, including toys, snack foods, and athletic equipment (Amaral, 1998 as cited in Desmond and Carveth, 2007). Even though the debate about advertising effects on children and adolescents continues in the academic community, the press, politicians, and many of the therapeutic community are more vocal in their certainty of the power of advertising than are those who conduct research (Desmond & Carveth, 2007). The purpose of the study was to investigate the effect sizes of studies published after 1984 that were designed to investigate the more direct dimensions of advertising: comprehension of advertising by children and adolescents, attitude toward advertised products, and changes in consumer behaviour elicited by advertising.

Using meta-analysis, the study addressed the following questions: Do studies assessing the persuasive effects of advertising among children and adolescents demonstrate a large effect size? Do the studies share a common effect size; that is, are they homogeneous? If not, what study characteristics (moderators) account for the variance in effect size across studies? The above study was more interested on the effects of advertising on children with reference to many different good used by children. It was not specific to Indomie noodles and, therefore, cannot provide empirical evidence to establish the relationship between TV ads, parents and children’s demand for Indomie noodles.

Addressing research question 3: Does the TV advertisement of Instant Indomie Noodles influence the children in Ebonyi State to pressurise their parents to buy the product for them? Afolabi (2021) investigated “The effect of Indomie television advertisement on children (a case study of Doma Nasarawa State)” The study pointed out that television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only consumers but also the children (Afolabi, 2021). The author states that children are manipulated by advertisement promise that the product will do something special for them which will transform their life. The study used survey method to gather data from 100 children studying in class 9th-12th, to know the effect of Indomie T.V. advertisement on their buying pattern. The results reveal that advertisements played a vital role in introducing a new product in the family list & making better choice during shopping; majority of the respondents after watching an advertisement wanted

to buy the new brand introduced in the market; they were disappointed when they were not allowed to buy products of their choice and were of the opinion that TV commercials helped them to make better choices during shopping. The study recommended that children should be guided by their parents to understand that advertised products may not possess the qualities they are projected to possess; that not every advertised product is good for the health of children.

The above study is related to the present study as it focuses on the influence of TV advertisement on children and the inducement produced by the adverts making the children to request their parents to buy Indomie noodles for them. However, the study did not cover Ebonyi State parents and children who might have ways of bringing up their children different from the parents of Nasarawa State studied by the authors. This leaves a gap in knowledge that informs the need for the present study.

Igyuve, Agbele, and Akpede (2019) using the Indomie Noodle brand as a case, investigates the psychological appeals contained in the Indomie advert and how these appeals influence children. Opinions of 186 children between the ages of 5-12 in Keffi local government of Nasarawa State were sampled. The study used survey research method. It was discovered that Drama, celebrity endorsement, music and humour are the prominent appeals embedded in the Indomie television commercial and the study concludes that these appeals collectively generate an amazing effect on children. The study recommended that the Indomie Noodle brand explores more appeals so as to further strengthen the market base of their brand. Also, it was suggested that there is the need for rebranding by the company to revamp their brands and respective adverts, even as children should be educated on how to identify quality product and that advertisers ensure that the promised gratifications contained in adverts are met.

The study has a close relationship with the present study. However, it left parents out of the question and focused only on children while the present study is an attempt to link or establish the connection between the influence of Instant Indomie Noodles TV Adverts and how such influence translates to the parents purchase of the product for their children. In addition, the setting or context of the study are not the same. While the study by Igyuve, Agbele, Oxford and Akpede (2019) was done at Nasarawa State and was focused on advertising appeals only, the present study is not on advertising appeals. Hence, the need for our investigation.

Similarly, Tousi and Altinkaya (2017) emphasises on the impact of TV advertising on children's food choices. The study used survey research method. For this reason, a questionnaire was prepared and focused on Food Advertisement, TV Advertisement, School Advertisement, Musical Advertisement, Children's Consumption Attitudes and analysis of children's opinions who are aging from 8 to 11 years old from primary school. In a college in Avcilar, Istanbul was chosen for the survey area. The study was proposed to discover the effect of TV food advertising on children as a target group. The study made use of statistical techniques. Hypothesis was employed to show the significance ANOVA and factor analysis used. Also, SPSS statistical tool was used for

analysing hypothesis. Results show that all of the four factors, food advertisement, TV advertisement, musical advertisement affects children's food consumption behaviour.

Tousi and Altinkaya (2017) study is related to this study but differs in both context and the variables studied. While Tousi & Altinkaya (2017) study examined the influence of advertising on children's choice of food generally, the present study is specific on Indomie and could, therefore, present empirical evidence to draw from in reaching specific conclusion on the phenomenon under investigation. Thus, the present study will fill the lacuna left by previous studies.

Bruce, Pruitt, Ha, Cherry, Smith, Bruce and Lim (2016) studied "The Influence of Televised Food Commercials on Children's Food Choices: Evidence from Ventromedial Prefrontal Cortex Activations." Twenty-three children ages 8-14 years provided taste and health ratings for 60 food items. Subsequently, these children were scanned with the use of functional magnetic resonance imaging while making food choices (i.e., "eat" or "not eat") after watching food and non-food television commercials. The results showed that watching food commercials changes the way children consider the importance of taste when making food choices. Children did not use health values for their food choices, indicating children's decisions were largely driven by hedonic, immediate rewards (i.e., "tastiness"); however, children placed significantly more importance on taste after watching food commercials compared with non-food commercials. This change was accompanied by faster decision times during food commercial trials. The ventromedial prefrontal cortex, a reward valuation brain region, showed increased activity during food choices after watching food commercials compared with after watching non-food commercials.

Overall, the results suggest watching food commercials before making food choices may bias children's decisions based solely on taste, and that food marketing may systematically alter the psychological and neurobiological mechanisms of children's food decisions.

The above study has similarity with our study but it was interested in ascertaining the behaviour of children with respect to food taste after watching TV adverts rather than establishing the relationship between children commercial and the demand of parent after watching TV adverts to buy the food for them. This present study aims at establishing this missing link. In addition, the research method used by Bruce, Pruitt, Ha, Cherry, Smith, Bruce & Lim (2016) is different from the method employed by this study. Hence, the present study could provide different results that will add to knowledge.

Theoretical Framework

The study adopted two theories to support the framework. These theories are persuasive theories and attitude theory. Attitude theory aims at bringing about changes in the attitude of individuals. On the other hand, persuasion is defined as an attempt made to induce changes in attitude and behaviour through the involvement of a person's cognitive and effective processes. Asemah (2012) simply defined persuasion as the use of messages to influence an audience. From the definition of

persuasion, three elements are constant, these are; Conscious Intent, message transmission, and behaviour Influence. Under persuasion theories, the two models that will underscore this study are;

1. Psychodynamic Model, and
2. Socio-Cultural Model.

The Psychodynamic model holds that for a persuasion message to be considered effective, it must succeed in altering the psychological functioning of the recipient(s) in such a way that he/she/they will respond overtly with models of behaviour desired or suggested by the communicator (Folarin, 2005). The premise of psychodynamic persuasion model is that the persuader carefully employs information that can change the orientation of an individual (Robinson, 2011).

Psychodynamic model originated between the late 1890s and the 1930s. The set of theories under Psychodynamic model are many. Their development can be traced back to Sigmund Freud who developed a variety of psychological theories based on his experiences with patients during therapy. He called his approach to therapy psychoanalysis and his ideas became popularised through his books, such as *The Interpretation of Dreams*. It was Freud who first introduced the term psychodynamics (Vinney, 2019). He observed that his patients exhibited psychological symptoms with no biological basis. Nevertheless, these patients were unable to stop their symptoms despite their conscious efforts. Freud reasoned that if the symptoms could not be prevented by conscious will, they must arise from the unconscious. Therefore, the symptoms were the result of the unconscious will opposing the conscious will, an interplay he dubbed "psychodynamics (Vinney, 2019).

The relationship of the psychodynamic model to this study is that the psychological motivations used in Indomie Instant Noodles Advertisement as intervening variables between the message stimulus and audience response include drama, humour, music and testimonials (example being popular Nigerian hip-hop act Davido). These appeals bring about the desired response in children (the beneficiaries of the product) as there is an involvement of their cognitive (brain) and effective (mind) domains (Igyuve. Agbele, Oxford and Akpede, 2019).

The Socio-Cultural Model on the other hand, explains the exercise of social control by social institutions through a careful presentation of information. The ultimate idea is to shape and channel their actions in such a way that departs from their personal psychological dispositions. In relation to this study, advertisers (in this case, Indomie) present children commercials in such a way that recipients (children) believe that the brand advertised are the only socially acceptable noodle brand (Igyuve. Agbele, Oxford and Akpede, 2019). The achievement of the desired social behaviour is only made possible through the skillful utilisation of advert appeals, sales promotion, price slash, the introduction of new flavour etc.

Another theory that was used to support this study is the attitude change theory. Anaeto, Osifeso and Onabanjo (2008) are of the view that the attitude change theory suggests that human beings

are both rational and irrational depending on the situation, the motivations operating at the time and other factors. The theory was propounded by Daniel Katz (1966). Katz, the proponent of this theory and his associates argue that modelling behaviours such as eating in advertisements can lead to similar behaviour. In other words, display ads can lead to the use of a particular brand. It assumes that attitudes can be rooted in two types of mental processes: associative evaluation and propositional reasoning. Associative evaluations are seen as the basis of implicit attitudes (Bohner & Dickel, 2021). They are activated automatically on encountering a relevant stimulus. Depending on the context, different associative patterns and thus different automatic evaluations may be activated. The theory is related to the study because the advertisement of Indomie Noodles can influence the attitudes of the parents and children to shift attention from the forms of food they eat to begin to like and buy Indomie noodles.

CONCLUSION

This paper concludes that TV commercial is an important marketing strategy that works when producers of children foods make use of it at strategic times. TV commercials related to Indomie instant noodles in particular should be aired at the time children are back from school so as to make the children view it and request their parents to purchase the product for them. The commercials should also say what the product is in terms of quality and taste. It is clear from the literature reviewed that TV commercials that are well packaged motivate children's demand for the advertised product, hence producers of children's food should not look at the short term signals of improved sales in responses to the Ads. It is the long term impact on the sales of the product that matters most.

REFERENCES

- Adeolu, B. U. & Taiwo, A. (2005). The Influence of Advertising on Consumer's Brand Preference. *Journal of social science*, 22(14) 43-65.
- Afolabi, N. (2021). The effect of Indomie television advertisement on children (a case study of Doma Nasarawa State), *International journal of strategic communication*, 1(1), 10-18.
- Ambekar, A. (2009)., Different types of advertising appeals. Available [online] Available at: <http://www.articleswave.com/advertising-articles/types-of-advertising-appeals.html>. [Accessed 31 January, 2022].
- Asemah, E. S. (2012). Integrated Marketing Communication as a Strategy for Persuading Consumers Towards Product Purchase. *Benin mediacom journal* (5), 12-23.
- Bruce, A. S., Pruitt, S. W., Ha, O. R., Cherry, J., Smith, T. R., Bruce, J. M., & Lim, S. L. (2016). The Influence of Televised Food Commercials on Children's Food Choices: Evidence from Ventromedial Prefrontal Cortex Activations. *The Journal of paediatrics*, 177, 27–32.
- Damilare, S. (2018). Why indomie noodles continues to dominate the pack. Available at: <http://www.citypeopleonline.com/indomie-noodles-continuesdominate-pack/>, [Accessed 16 April, 2022].

- De Jans, S., Van de Sompel, D., Hudders, L., & Cauberghe, V. (2019). Advertising targeting young children: an overview of 10 years of research (2006–2016). *International journal of advertising*, 38(2), 173-206.
- Desmond, R., & Carveth, R. (2007). The Effects of Advertising on Children and Adolescents: A Meta-Analysis. In R. W. Preiss, B. M. Gayle, N. Burrell, M. Allen, & J. Bryant (Eds.), *Mass media effects research: advances through meta-analysis* (pp. 169–179). Lawrence Erlbaum Associates Publishers.
- Ejura, E. S. (2014). Influence of N.T.A Enugu Commercials on the Product Promotion of Indomie instant noodles: A Study of Children in Emene Community, [online], B.Sc. Department of Mass Communication, Caritas University, Amorji-Nike, Enugu.
- Folarin, B. (2005). *Theories of mass communication: an introductory text* (3rd ed.). Ibadan: Bakinfo Publications.
- Gbadeyan, R. (2009). Children's perception of television commercial in Lagos State, Nigeria, *African research review*. 3(2), 1-11.
- George, V. (2012). Influence of television advertisements on consumer brand preference: a case study of Indomie noodles "Mama Do Good, M.Sc. Department of Mass Communication, Redeemers University, Ede, Osun.
- Hameed, A. Waqas, A. Aslam, M. N. Bilal, M. and Umair, M. (2014). Impact of TV Advertisement on Children Buying Behaviour, *International journal of humanities and social science*, 4(2), 246-261.
- Hanson, K. & Marksel, A. (2008). Nutritional Content of Food Advertised During Television Programmes Children Watch Most. *Australian journal of nutritional diabetics*. 54 (1) 174 – 181.
- Hollis, N. (2011). Why funny tv commercials work, [online]. Available at: www.theatlantic.com/business/archive/2011/10/why-funny-tv-commercialswork/2477117. [Accessed 15 April, 2022].
- Igyuve. A. I. Agbele, J. D. Oxford, F. & Akpede, K. S. (2019). An analysis of psychological appeals in children commercials in Nigeria, *International journal of social sciences and management review*, 2(1), 10-21.
- Maher, J. K. Herbst, K. C. Childs, N. M. and FINN, S. (2008). *Journal of advertising research*, 48(1), DOI:10.2501/S0021849908080100.
- Mehmood, (2021). Impact of advertising appeals on children's well-being: exploring the moderating role of disposition, *Global social sciences review (GSSR)*, 11(2), 54-76.
- Narasimhamurthy, N. (2014). Television advertisement and its impact on attitudes, behaviors of children-a study, *International journal of interdisciplinary and multidisciplinary studies (IJIMS)*, 1 (10), 14-22.
- Ngozichika, C. B. & Nwokedi, O. P. (2018). Influence of indomie noodles advertisement on the purchasing habits of consumers in two selected local government areas in Enugu state. *Online journal of arts, management and social sciences (OJAMSS)*, 3(1), 55 – 61.
- O'Barr (2008) Children and Advertising Project Muse. *Advertising and Society Review*. 9, 4. Available at: <https://www.thoughtco.com/psychodynamic-theory-4588302>, [Accessed 19 arch, 2022].

- Odibo, A. M. I. Kesena, E & Lateefah, K. O. (2019). [online]. Influence of the indomitable advertisements on noodles preference of selected secondary school students in Lagos. *International journal of communication*, [online]. Available at: <https://www.researchgate.net/publication/335293086>. [Accessed 31 Janury,2022].
- Ogwezi-Ndisika, A. O. and Esan, O. (2016). Portrayal of mothers in TV commercials, Case study of Nigerian Indomie Noodles campaign, In: taking stock, nigerian media and national challenges, ACSPN Book Series, 50-68.
- Oyero, O and Salawu, A. (2014). A thematic analysis of children's' food commercials on Nigerian TV stations, *Journal of communication*, 5 (2), 85-94.
- Quinn, M. and Ruth, B. (2002). *Advertising and children. broadcasting commission*, Ireland: Dublin.
- Robinson J. R. (2011). Mass media theory, leveraging relationships, and reliable strategic communication effects. Mass Communication: Issues, perspectives and techniques. In: Jeffrey L Caton, Blane R Clark, Jeffrey L Groh, Dennis M Murphy (Eds.): In: *Information as Power: An Anthology of Selected United States Army War College Student Papers. Pennsylvania: U.S. Army War College*.
- Tousi, A. S. and Altinkaya, Z. (2017). Impact of TV Advertising on Children's Food Choices, *International journal of marketing studies*, 9(6), 24-29.
- Van Evra, J. (2004), *Television and child development*, Routledge, London.
- Van Reijmersdal, E. A., Rozendaal, E., Sminck, N., Van Noort, G., & Buijzen, M. (2017). Processes and effects of targeted online advertising among children, *International journal of advertising*, 36(3), 396-414
- Vinney, C. (2019). Psychodynamic theory: approaches and proponents, [online]. Available at: <https://www.thoughtco.com/psychodynamic-theory-4588302> [Accessed 21 April, 2022].