

**THE EFFECT OF TELEVISION ADVERTISING MESSAGES ON
ALCHOLIC CONSUMPTION AMONG THE STUDENTS OF
UNIVERSITY OF BENIN**

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Abstract

This study examines the effect of television advertising messages on alcohol consumption among students of the University of Benin, focusing on how exposure to alcohol advertisements influences consumption behavior, interest in alcohol, purchase intentions, and brand patronage. A sample size of 301 undergraduate students was used, drawn from a total of 395 distributed questionnaires, with data analyzed using SPSS version 20.0. The study employed descriptive statistics and regression analysis to assess the relationship between television advertising and students' alcohol-related behaviors. Findings reveal that television advertisements significantly influence alcohol consumption ($B = 0.624, p = .000$), stimulate interest in alcohol ($B = 0.614, p = .000$), increase purchase intentions ($B = 0.553, p = .000$), and drive brand patronage ($B = 0.639, p = .000$). These results suggest that frequent exposure to alcohol-related television commercials contributes to students' drinking behaviors by making alcohol appear more appealing and socially desirable. Based on these findings, the study recommends stricter regulatory policies on alcohol advertisements targeting young audiences, public awareness campaigns on responsible drinking, and educational programs within universities to address the risks associated with alcohol consumption.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

A sort of business communication called television advertising, sometimes known as TV advertising or TV advertisement, entails developing and broadcasting advertisements or content on television. These advertisements are often short videos or clips that aim to grab the audience's attention and urge them to do something, like buy something, use something, or change their behaviour. Television advertisements can vary widely in terms of content, style, and duration. They are a popular medium for reaching a wide and diverse audience, making them a valuable tool for businesses and organizations to promote their products, services, or ideas (Atkin, 2018). However, TV advertising often takes place during commercial breaks within TV programs, sports events, or other televised content.

Similarly, television advertising on alcohol has led to an increase in alcohol consumption. According to (Brown, 2019), states that when viewers are exposed to enticing and persuasive advertisements that portray alcohol as glamorous, desirable, or associated with positive experiences, they may likely consume alcohol and consume it in larger quantities. Additionally, it is commonly assumed that television programming and advertising practices can have a broad impact on viewers' behaviour. There is a generally held assumption that viewing programs and commercials that show or promote alcohol

consumption may lead to increased drinking among viewers. Although it has been shown that many television programs contain extensive portrayals of alcohol use (Greenberg, 2019) and that numerous alcoholic beverage advertisements appear on network television (Atkin,2018), the empirical evidence on the effects of such cues on actual alcohol consumption is surprisingly sparse and inconclusive (Smart, 2018).

Furthermore, with respect to program content, the first studies (Smart & Krakowski, 2015; McEwen & Hannerman) examining alcohol use and portrayals in television programs showed a surprisingly high frequency of such cues. This continues to be the case in more recent research (Carlso,2019). Beyond that, in a randomized laboratory trial, (Rychtarik,2016) found that students (aged 15- 24) who were shown the television program on alcohol advertisement were subsequently more likely to choose an alcoholic beverage over water as the beverage is most appropriate for serving. Subsequently, these results suggest that television programs may influence student's attitudes toward alcohol use, the effects of television program content on actual drinking behaviour were not investigated.

On the other hand, the alcoholic beverage industry asserts that "they do not design their advertising to convince people to drink more. Rather, the companies say that they are trying to increase their individual shares in an existing market" (Eisler, 2015). Additionally, several countries yielding to increasing public pressure have recently

banned or restricted certain alcohol advertising on television (Atkin et al., 2018). Alcohol advertisements connect consumption of alcohol with attributes particularly important to undergraduate students such as friendship, prestige, sex appeal and fun (Grube & Wallack, 2018). Therefore, a survey will be conducted in order to investigate television advertising messages on alcohol consumption among the students of the University Of Benin.

1.2 Statement of the Research Problem

One of the most concerning potential risks associated with advertising regarding to the undergraduate students, who often lack an understanding of the persuasive influence of advertisements and are in the phase of developing habits that could endure throughout their lifetimes. However, advertisers uses persuasive themes like product quality, humor, sex appeal, romance/relationships, good looks, personal/professional acceptance, youthful vigor, good health and hanging out/partying to sell their products. The positive depictions of advertisers' products positively impress the undergraduate students. These students have been victims to advertisers' manipulation given their susceptibility to emotional appeals of advertising. Furthermore, despite the enactment of relevant legislation and campaigns against alcohol abuse there is continued abuse/consumption of alcohol among undergraduate students.

It is in the light of these that the study seeks to examine impact of television advertising messages on alcohol consumption among the students of the University Of Benin.

1.3 Objectives of the Study

The main purpose of this study is to find out the impact of television advertising messages on alcohol consumption among the students of the University Of Benin. The specific objectives are to:

- i. Determine whether there is a significant relationship between television advertising messages and alcohol consumption among undergraduate students.
- ii. Find out whether television advertising messages stimulates students interest in alcohol consumption.
- iii. Find out whether television advertising messages influences the purchase intention of alcoholic products.
- iv. Find out whether television advertising messages increases students patronage of alcoholic products.

1.4 Research Questions

The following questions have been prepared for the study:

- i. Is there a significant relationship between television advertising messages and alcohol consumption among University Of Benin Students?
- ii. Do television advertising messages stimulate the interest of University Of Benin Students in alcohol consumption?
- iii. Does exposure to television advertising messages influence the purchase intention of alcoholic products among University Of Benin Students?
- iv. Does exposure to television advertising messages increase the patronage of alcoholic products among University Of Benin Students?

1.5 Scope of the Study

The scope of this study is boarded on the impact of television advertising messages on alcohol consumption among the students of the University Of Benin. Empirically, the study will determine whether there is a significant relationship between television advertising messages and alcohol consumption among undergraduate students, find out whether television advertising messages stimulates students interest in alcohol consumption, whether television advertising messages influences the purchase intention of alcoholic products and find out whether television advertising messages increases students patronage of alcoholic products.

Geographically, the study will be limited to students of the University Of Benin, Edo State, Nigeria.

1.6 Significance of the Study

The impact of television advertising messages on alcohol consumption among the students of the University Of Benin, will be revealed to the government at various levels, stakeholders involved in education policies, teachers, university lecturers, school management, media houses and students in this study. It will enlighten students on need to be aware of the manipulative tricks of the alcohol industry and know that consumption of alcohol has both short and long term health consequences (Atkin,2019) and also help lecturers and school management on implementation of the policies and legislation regarding alcohol. Furthermore, this research will be useful to media house to disseminate information to a large population regarding the dangers and health risks involved in taking alcohol.

Additionally, subsequent researchers will use it as a literature review. This means that other students who may decide to conduct studies in this area will have the opportunity to use this study as available literature that can be subjected to critical review. Invariably, the result of the study contributes immensely to the body of academic knowledge with regard to the impact of television advertising messages on alcohol consumption among students of the University Of Benin.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter is divided into three sections; conceptual review, theoretical review and empirical review. The conceptual review shall discuss concepts related to the study, the theoretical review shall touch on pertinent theories, while the review of empirical literature shall present previous studies conducted in relation to the study as well as their findings.

2.2 Conceptual Review

2.2.1 Alcoholic Consumption

Alcohol consumption, especially among tertiary students, is a complex behaviour with various definitions rooted in sociocultural, psychological, and health perspectives. Recent scholarly works define alcoholic consumption as a pattern of drinking that varies across intensity and frequency. According to Costa, Souza, and Borges (2020), alcohol consumption refers to the intake of alcoholic beverages that may vary from casual to binge drinking, often influenced by individual attitudes, social acceptance, and peer pressure. Kordrostami and Moosavi (2021) define alcoholic consumption more explicitly as the ingestion of ethanol-based beverages that can lead to cognitive and behavioural impairment, thereby highlighting its impact on mental health. Similarly, Eze and Ejiofor

(2022) conceptualize alcoholic consumption within the broader context of risk-taking behaviours, emphasizing that habitual alcohol intake can be a precursor to substance dependence, especially when coupled with peer influences. These definitions converge on the notion that alcohol consumption extends beyond mere intake and involves complex behavioural dynamics that often result in varying degrees of health and social risks.

In the Nigerian context, alcoholic consumption among tertiary students has been associated with significant health, academic, and social implications. Recent studies by Bello and Yusuf (2019) suggest that high levels of alcohol intake among Nigerian students are strongly correlated with poor academic performance, as excessive consumption impairs cognitive functions necessary for academic success. Moreover, Yusuf, Kazeem, and Tijani (2021) report that alcohol consumption is often linked to risky behaviours, including unsafe sexual practices, which increases the risk of sexually transmitted infections (STIs) and unintended pregnancies among students. This relationship is exacerbated by the aggressive advertising of alcoholic beverages, which tends to glamorize drinking and mislead young adults about the risks involved (Akinpelu & Aluko, 2022). Additionally, Alade and Adeniran (2023) highlight that the growing prevalence of alcohol use among Nigerian students contributes to mental health issues, including anxiety and depression, and is a significant predictor of substance abuse disorders later in life. These findings underscore the need for policy interventions to mitigate the influence of alcohol advertising on young adults, as well as for educational

programs that address the health risks associated with alcohol consumption within Nigerian tertiary institutions.

2.2.2 Determinants of Alcoholic Consumption Among Students

Alcohol consumption among university students in Nigeria has emerged as a significant public health concern, attracting attention from researchers, policymakers, and educational institutions. Recent studies indicate a growing prevalence of alcohol use among this demographic, with various determinants influencing students' alcohol consumption patterns. Factors such as peer influence, cultural norms, socioeconomic status, psychological stress, family background, availability, and the influence of social media play critical roles in shaping alcohol-related behaviours among students (Bada et al., 2020, Dumbili, 2015).

2.2.2.1 Peer Influence

Peer influence is one of the most significant determinants of alcohol consumption among students, particularly in university settings where young adults experience newfound autonomy and are more susceptible to peer pressures. Dumbili (2015) highlights that peer groups significantly shape drinking behaviours, especially in Nigerian universities where communal lifestyles foster closer bonds. Students often adopt drinking habits to gain social acceptance or avoid isolation within their peer groups. Similarly, Afolabi et al. (2017) argue that students are more likely to engage in alcohol consumption if their friends or acquaintances are regular drinkers, a trend observed globally but with unique

implications in the Nigerian context. This influence can either encourage responsible drinking in some groups or promote binge drinking in others. Conversely, peer influence also has a preventive aspect; some groups advocate for abstinence, encouraging members to refrain from alcohol consumption (Olanipekun, 2020). Nevertheless, the pressure to conform often outweighs the desire for restraint, especially in the absence of strong personal or familial restrictions. Olawole and Adekeye (2018) emphasize that peer influence is particularly potent in Nigerian universities where students strive to maintain social status, which is sometimes associated with alcohol use. Therefore, while peer influence can either discourage or promote drinking behaviours, its impact often leans toward promoting higher alcohol intake in social settings.

2.2.2.2 Cultural Norms and Societal Attitudes

Cultural norms and societal attitudes play a significant role in shaping students' drinking behaviours. Nigeria's multi-ethnic composition influences diverse cultural attitudes towards alcohol. In some regions, alcohol consumption is normalized and even celebrated during social gatherings, while in others, it is stigmatized or discouraged, especially among females (Dumbili, 2015). Bada et al. (2020) observe that in southern Nigeria, where alcohol production is part of traditional practices, students are more likely to start drinking at a younger age due to cultural acceptance. This cultural permissiveness often translates into higher rates of consumption among students who perceive drinking as a rite of passage into adulthood. On the contrary, regions with strict religious practices,

such as parts of northern Nigeria, display lower incidences of alcohol consumption among students, highlighting the impact of cultural and religious norms (Atoyebi & Jubril, 2018). However, the increasing exposure to Western lifestyles has led to a shift in societal attitudes, with younger generations in traditionally conservative areas showing greater acceptance of alcohol (Dumbili, 2015). While cultural norms can act as either a protective or risk factor, the growing influence of globalization and Westernization appears to be eroding some traditional restrictions, contributing to higher alcohol consumption rates among students.

2.2.2.3 Socioeconomic Status

Socioeconomic status (SES) is another determinant that influences alcohol consumption patterns among students. According to Akinwale et al. (2019), students from affluent backgrounds are more likely to consume alcohol, as they have greater financial means to support such behaviour. In contrast, students from lower SES backgrounds may have limited access to alcohol due to financial constraints, though they may occasionally engage in drinking when alcohol is available through peers or during social events. This finding aligns with similar observations in other countries, suggesting that higher disposable income correlates with higher alcohol consumption (Johnston et al., 2016). Nonetheless, research by Olawole and Adekeye (2018) indicates that students from low-income families might still engage in alcohol consumption as a coping mechanism for financial stress or limited opportunities. While higher SES generally enables more

frequent drinking, lower SES may lead to sporadic but potentially risky drinking behaviours, such as binge drinking. Additionally, socioeconomic disparities can influence access to education about alcohol's harmful effects, with students from wealthier families often being more informed, though not necessarily less inclined to drink.

2.2.2.4 Psychological Stress and Mental Health

Psychological stress and mental health are critical determinants of alcohol consumption among students, particularly in academic settings where high levels of stress are prevalent. Studies by Adekeye et al. (2019) indicate that students often turn to alcohol as a coping mechanism for stressors such as academic pressure, social anxiety, and familial expectations. Alcohol serves as a temporary escape, providing a sense of relief from the psychological demands faced by students. This finding aligns with global research on stress-induced drinking among students (White & Hingson, 2013). However, while alcohol may provide short-term relief, it often exacerbates mental health issues in the long run, leading to dependency and deteriorating academic performance (Bada et al., 2020). Conversely, some students with strong mental resilience or access to counseling services might resist using alcohol as a coping strategy. Adekeye and Afolabi (2018) argue that increased access to mental health support can mitigate the tendency to use alcohol as a stress reliever, though such services remain limited in many Nigerian universities. Thus, while stress and mental health challenges often drive alcohol consumption, the availability of alternative coping mechanisms can play a preventive role.

2.2.2.5 Family Background and Parental Influence

Family background and parental influence significantly impact students' drinking habits, often establishing either permissive or restrictive attitudes towards alcohol. Dumbili (2015) notes that students from families with a history of alcohol use are more likely to consume alcohol themselves, as parental attitudes and behaviours serve as models for children. This "social learning" aspect suggests that students raised in alcohol-permissive environments may view drinking as normative behaviour. Conversely, students from strict or conservative families tend to have lower alcohol consumption rates, especially if parents openly disapprove of drinking. Research by Olanipekun et al. (2020) supports this finding, observing that parental monitoring and open discussions about the risks of alcohol can reduce students' inclination to drink. However, some students from restrictive families may engage in secretive drinking as a form of rebellion, highlighting the complex relationship between family background and drinking behaviour. Therefore, while family influence can deter alcohol consumption in some cases, it may inadvertently encourage it in others, depending on the nature of parental control and communication.

2.2.2.6 Accessibility and Availability of Alcohol

The accessibility and availability of alcohol on and around university campuses is another significant determinant. Bada et al. (2020) found that students are more likely to consume alcohol if it is readily accessible, particularly in environments where bars, clubs, and informal drinking spots are abundant near campuses. The widespread availability of

cheap alcoholic beverages also lowers the financial barrier for students, enabling them to indulge more frequently. This situation is exacerbated by the lack of strict regulation on alcohol sales near educational institutions in Nigeria (Dumbili, 2015). However, limited access to alcohol on some campuses, especially religious-affiliated ones, acts as a deterrent for students, reducing overall consumption rates (Olawole & Adekeye, 2018). Although ease of access generally promotes higher consumption rates, campus policies and restrictions can effectively limit alcohol intake. Therefore, the availability of alcohol is a double-edged sword, facilitating consumption in some contexts while restricting it in others, depending on regulatory and institutional frameworks.

2.2.2.7 Influence of Social Media and Advertising

Social media and advertising significantly shape students' perceptions of alcohol, often glamorizing consumption and associating it with a desirable lifestyle. Dumbili (2015) points out that social media platforms expose students to alcohol advertisements that portray drinking as socially acceptable and enjoyable. This influence is particularly strong among students who spend considerable time on platforms like Instagram, Twitter, and Facebook, where they are frequently exposed to images of celebrities and influencers engaging in alcohol consumption. Afolabi et al. (2017) further argue that these portrayals can create positive associations with alcohol, increasing the likelihood of consumption among impressionable youths. On the other hand, some social media campaigns promote responsible drinking or abstinence, although these messages are less prevalent (Olawole

& Adekeye, 2018). The impact of social media and advertising is thus multifaceted, as it can either encourage excessive drinking or promote awareness about its dangers, depending on the nature of the content students are exposed to. However, the prevalence of alcohol-positive messages often outweighs the cautionary ones, making social media a significant risk factor for alcohol use among students.

2.2.3 Advertisements

Advertisements, a multifaceted concept in the realm of marketing and communications, has been defined variously by scholars, reflecting its evolving nature in a digitally dominated era. According to Pollay and Mittal (2017), advertisements are paid, public, non-personal announcements of a persuasive message by an identified sponsor. This definition underscores the commercial and persuasive intent of advertisements, highlighting their public and non-personal nature. Complementing this, Okazaki and Taylor (2018) focus on the digital aspect, describing advertisements as any paid form of non-personal presentation and promotion of ideas, goods, or services through digital platforms. This reflects the contemporary shift towards digital media. Similarly, Andrews and Shimp (2019) emphasize the persuasive aspect, defining advertisements as a form of persuasive communication that uses a publicly accessible medium to influence the behaviour or beliefs of an audience. Building on these perspectives, Campbell and Martin (2020) offer a broader view, considering advertisements as a tool for creating awareness and shaping consumer attitudes in both digital and traditional media. This definition

integrates the traditional and digital realms, acknowledging the evolution of advertisement platforms. In alignment, Smith and Taylor (2021) highlight the strategic nature of advertisements, defining them as strategically crafted messages designed to inform, persuade, and remind potential customers about products or services. This perspective underscores the strategic planning behind advertisements. Brown and Lee (2022) place emphasis on the influence of advertisements, viewing them as a mechanism to create, maintain, and manipulate the market demand for goods and services. These definitions collectively emphasize the paid, persuasive, and public nature of advertisements, while also acknowledging their evolution from traditional to digital platforms. The strategic, communicative, and influential aspects of advertisements are highlighted, underlining their role in shaping consumer behaviours and market dynamics.

Advertisements encompass various elements that contribute to their effectiveness. The creative component, including visuals, copy, and audio, plays a pivotal role in capturing attention and conveying messages (Andrews & Shimp, 2019). The media selection, whether digital, print, broadcast, or outdoor, determines the reach and impact of the advertisement (Okazaki & Taylor, 2018). Target audience identification is crucial, as it guides the content and placement of advertisements (Campbell & Martin, 2020). The call-to-action is a critical element, designed to prompt immediate response or engagement from the audience (Smith & Taylor, 2021). Additionally, the integration of digital technologies, such as social media, search engine marketing, and mobile advertising, has

become increasingly important in contemporary advertising strategies (Brown & Lee, 2022).

Measuring the effectiveness of advertisements is a complex process, involving various metrics and methods. Traditional measures include reach, frequency, and gross rating points, which assess the extent and frequency of audience exposure (Pollay & Mittal, 2017). In the digital realm, click-through rates, engagement metrics, conversion rates, and return on advertising spend are commonly used to evaluate performance (Okazaki & Taylor, 2018). Additionally, qualitative measures, such as brand awareness, brand image, and consumer attitudes, provide insights into the long-term impact of advertisements (Andrews & Shimp, 2019).

Advertisements play a critical role in driving consumer behaviour, influencing purchasing decisions, and shaping societal norms and values (Campbell & Martin, 2020). Advertisements also impact economic growth by stimulating demand for products and services (Smith & Taylor, 2021). However, they can also perpetuate stereotypes, create unrealistic expectations, and contribute to information overload, raising ethical and social concerns (Brown & Lee, 2022).

2.2.4 Television Advertising

Television advertising, an integral part of marketing communications, has evolved considerably in its approach and impact on consumer behaviour. Its definition, as explored in academic literature, encompasses various dimensions. Kotler and Keller

(2016) define television advertising as a form of non-personal communication conducted through paid media under clear sponsorship. This definition highlights the commercial nature of the medium and its broad reach. Similarly, Belch and Belch (2018) describe it as a strategy that combines audio and visual elements to create a compelling narrative, emphasizing its storytelling aspect. Both definitions align in recognizing television advertising as a structured form of communication aimed at influencing a wide audience. Adding to this, Tellis (2017) underscores the persuasive intent of television advertising, defining it as an attempt to influence consumer attitudes and behaviour through tailored messages. This perspective is echoed by Clow and Baack (2018), who emphasize the role of television advertising in shaping consumer perceptions and driving purchasing decisions. These viewpoints converge on the idea that television advertising is not just about information dissemination, but about persuasion and behavioural influence. O'Guinn, Allen, and Semenik (2015) bring in the aspect of television advertising as a tool for creating brand awareness and positioning, highlighting its strategic role in marketing communication. This is in line with Solomon's (2016) understanding of television advertising as a medium that not only communicates a product's attributes but also constructs a brand's identity in the consumer's mind. From these definitions, it is evident that television advertising is multifaceted, encompassing elements of persuasion, storytelling, brand positioning, and consumer influence.

Moving to the elements and components of television advertising, this domain is vast and multifaceted. The creative strategy, an essential component, involves the development of

the core message and the determination of its execution style (Kotler & Keller, 2016). This is closely tied to the production quality, which includes the visual and audio elements that make an advertisement appealing and memorable (Belch & Belch, 2018). Target audience selection is another critical component. As Clow and Baack (2018) note, understanding the demographics, psychographics, and viewing habits of the target audience is crucial for the effective placement of advertisements. The media planning and buying process, discussed by Tellis (2017), involves selecting appropriate time slots and channels to maximize reach and impact. The narrative and storytelling aspect, as Solomon (2016) points out, is about crafting a story that resonates with the audience, often evoking emotions and creating a lasting impression. This is closely linked with the brand integration in the advertisement, which O'Guinn, Allen, and Semenik (2015) identify as crucial for aligning the ad with the brand's overall image and values.

The persuasive nature of television advertising has been shown to significantly impact consumer attitudes and purchase intentions (Clow & Baack, 2018). Kotler and Keller (2016) discuss how repeated exposure to television advertisements can lead to higher brand recall and recognition, eventually influencing consumer purchasing decisions. Moreover, the role of emotional appeal in television advertising, as noted by Solomon (2016), is significant in shaping consumer preferences and choices. Belch and Belch (2018) highlight how advertisements that successfully evoke emotions can create a deeper connection with the brand, leading to increased consumer loyalty and repeat purchases. The integration of storytelling in advertising, as per O'Guinn, Allen, and

Semenik (2015), plays a pivotal role in not just attracting consumer attention but also in retaining it, thereby influencing consumer behaviour over a longer period. Tellis (2017) further elaborates on the role of narrative advertising in creating a lasting brand image, which can significantly affect consumer buying patterns.

2.2.5 Types of Television Advertising

There are various types of television advertising, including commercial ads, infomercials, sponsorships, and product placements.

2.2.5.1 Commercial Ads

Commercial advertising, an integral facet of modern marketing, plays a pivotal role in shaping consumer behaviour. Its definition, however, has been subject to extensive academic scrutiny and debate. According to Tellis (2015), commercial advertising is a paid, public, non-personal announcement of a persuasive message by an identified sponsor. This definition underscores the paid nature of such advertisements and their public outreach. Similarly, Katz (2016) views commercial ads as strategically crafted messages aimed at informing or persuading the public regarding a product or service. Here, the emphasis is on the strategic construction of the message. Building on these notions, Smith and Yang (2018) define commercial advertisements as a blend of creative narratives and product information aimed at influencing consumer attitudes and behaviours. This definition highlights the dual focus on creativity and information dissemination. Integrating these perspectives, it becomes evident that commercial

advertisements are not merely tools for information dissemination but are also strategically designed to persuade and influence consumer behaviour, incorporating both creativity and factual data. This convergence is further supported by Brown and Lee (2019), who emphasize the storytelling aspect of ads, stating that they are narratives embedded within cultural and social contexts, aimed at resonating with the target audience. Likewise, Johnson (2020) underscores the importance of audience targeting in advertising, defining it as the art and science of reaching specific consumer segments with tailored messages. This focus on audience specificity aligns closely with the previous definitions, underscoring the multifaceted nature of commercial ads.

Delving into the elements and components of commercial ads, their complexity and breadth become apparent. One key element is the creative content, which encompasses visual aesthetics, storytelling, and emotional appeal. According to research by Singh and Zhao (2015), creative content in ads is crucial for capturing attention and generating emotional responses, which are vital for brand recall and preference. Another critical component is the message content, which involves the conveyance of product information and persuasive arguments. As discussed by Chen and Lee (2017), the message content must be concise yet informative, balancing persuasive appeal with factual accuracy. Furthermore, the channel of delivery is a vital component. With the advent of digital media, the channels for commercial ads have diversified immensely. A study by Gonzalez and Gupta (2018) illustrates how the effectiveness of an ad can vary significantly across different media platforms, such as television, online platforms, and

social media. The target audience is another crucial component, as it determines the ad's language, tone, and cultural references. Research by Kim and Johnson (2019) highlights how demographic and psychographic segmentation informs the creation of more personalized and effective advertising strategies. Additionally, the timing and frequency of ad exposure are essential for ensuring visibility and recall, as argued by Patel and Lee (2020). They emphasize that strategically timed ads can leverage consumer behaviour patterns to optimize impact. Finally, the call to action, as analyzed by Zhao and Smith (2020), is a critical component that prompts the viewer to take a specific step, such as purchasing a product or visiting a website. This direct appeal is often the culmination of the ad's persuasive effort.

According to a study by Thompson and Malaviya (2015), exposure to persuasive ads significantly influences consumer attitudes and purchase intentions. They argue that ads not only inform consumers about products but also shape their perceptions and preferences. In a similar vein, Wilson and Gilbert (2016) demonstrate how emotional appeals in advertisements can create a lasting impact on consumer memory and preference, leading to increased likelihood of purchase. Moreover, the integration of technology in advertising has given rise to new paradigms in consumer behaviour. As explored by Evans and King (2018), digital ads, particularly those on social media, have the power to engage consumers through interactive and personalized content, leading to higher conversion rates. This shift is further elaborated by Patel (2019), who notes that

data-driven advertising allows for more targeted and effective campaigns, thus influencing consumer behaviour more directly and measurably.

2.2.5.2 Infomercials

Infomercials, a fusion of information and commercials, have evolved into a distinct genre of television advertising, uniquely influencing consumer buying behaviour. This medium, characterized by its extended format and direct-selling approach, has been the subject of various academic interpretations and analyses. According to Park and Lennon (2016), infomercials are extended television commercials that blend promotional and informational content to stimulate direct consumer response. This definition emphasizes the dual purpose of infomercials, blending promotion with valuable information. Similarly, Bell, Choi, and Lodish (2015) describe infomercials as program-length advertisements that offer detailed product demonstrations and direct purchasing opportunities. This perspective highlights the direct marketing aspect, underscoring the role of product demonstration in stimulating purchases. Krishnamurthy and Kucuk (2018) further refine this definition by stressing the narrative style of infomercials, seeing them as a form of direct response television marketing, presenting products in a storytelling format. This narrative element is crucial in engaging viewers and differentiating infomercials from traditional commercials. Complementing this view, Gupta (2017) focuses on the interactive aspect, defining infomercials as television commercials with a call-to-action, encouraging immediate audience response, typically through a phone

number or website. This interactivity is a key feature distinguishing infomercials from other advertising forms. Integrating these definitions, it becomes apparent that infomercials are a hybrid advertising medium, uniquely positioned to provide detailed product information, demonstrate usage, and directly elicit consumer response, often in a narrative, interactive format. This integration of definitions shows a consensus among scholars regarding the multifaceted nature of infomercials, blending promotion, information, narrative, and direct response mechanisms.

The elements and components of infomercials are broad and multifaceted, encompassing various strategies and techniques aimed at maximizing consumer engagement and response. Firstly, the narrative element, as highlighted by Krishnamurthy and Kucuk (2018), is central to infomercials. This storytelling approach often involves real-life testimonials, dramatizations, or problem-solution scenarios that make the product relatable and compelling. Secondly, the demonstration of the product, as noted by Bell, Choi, and Lodish (2015), is fundamental. This involves showing the product in action, highlighting its features and benefits, and often comparing it with other products. Another crucial element is the direct response mechanism, which Gupta (2017) emphasizes. Infomercials frequently include a call-to-action, such as a phone number or website, making it easy for viewers to purchase the product immediately. Additionally, the use of celebrity endorsements or expert opinions, as discussed by Park and Lennon (2016), lends credibility and can significantly enhance the persuasive power of infomercials. The length of infomercials, typically ranging from a few minutes to an hour, allows for an in-

depth exploration of the product, which is not feasible in traditional short-form commercials. This extended format provides the space to address potential objections, answer common questions, and build a comprehensive case for the product.

The empirical link between infomercials and consumer buying behaviour has been the subject of extensive research. A study by Kacen and Hess (2016) demonstrates that infomercials, with their detailed product demonstrations and real-life testimonials, can significantly influence consumers' perceptions of product effectiveness and value, leading to increased purchase intentions. Furthermore, the interactive nature of infomercials, as identified by Gupta (2017), enhances consumer engagement, making viewers more likely to act on the call-to-action. The narrative style, as per Krishnamurthy and Kucuk (2018), plays a crucial role in this process, as storytelling has been shown to increase emotional engagement and relatability, factors known to influence purchasing decisions.

2.2.5.3 Sponsorships

The concept of sponsorships, particularly in the realm of television advertising, plays a pivotal role in shaping consumer buying behaviour. Sponsorships, as defined by various scholars, encompass a range of activities and commitments. Cornwell (2015) articulates sponsorship as a commercial arrangement between a sponsor and a sponsee, where the former provides resources or support to the latter, often in exchange for advertising or promotional benefits. This definition is echoed by Walliser (2016), who emphasizes the mutual benefits derived by both parties involved in the sponsorship deal. Expanding on

this, Meenaghan (2017) highlights the importance of image transfer in sponsorships, where the attributes of the sponsored entity are imbued onto the sponsor, thereby influencing consumer perceptions. This perspective is particularly significant as it shifts the focus from mere financial transaction to the more subtle aspects of brand image and identity. Similarly, Seguin and O'Reilly (2018) delve into the psychological impact of sponsorships, noting how the association can lead to improved brand attitudes and increased consumer loyalty. In a slightly different vein, Jensen and Cornwell (2019) define sponsorships as a strategic tool for achieving a wide range of marketing objectives, extending beyond immediate sales to include brand building and customer engagement. This broader view is supported by Smith and Andrews (2020), who consider sponsorships as part of an integrated marketing communications strategy, underlining its role in creating a comprehensive brand experience for the consumer. Integrating these definitions reveals a coherent understanding of sponsorships. It is not merely a financial transaction but a strategic partnership that involves the transfer of values and attributes from the sponsee to the sponsor, thereby influencing consumer perceptions and behaviours through a complex interplay of psychological and marketing dynamics.

The elements and components of sponsorships are multifaceted and can be broadly categorized into several key areas:

- **Financial Investment:** The core of any sponsorship deal is the financial commitment made by the sponsor to the sponsee (Cornwell, 2015). This investment is often the most quantifiable aspect of sponsorship.
- **Brand Alignment:** According to Meenaghan (2017), the congruence between the sponsor's brand and the sponsee's image is crucial. This alignment ensures that the sponsor can effectively leverage the sponsee's attributes.
- **Audience Engagement:** Seguin and O'Reilly (2018) emphasize the role of sponsorships in engaging with target audiences, particularly through television advertising, which offers a broad and diverse reach.
- **Marketing Objectives:** Jensen and Cornwell (2019) note that sponsorships should align with the broader marketing objectives of the brand, including brand awareness, image enhancement, and customer loyalty.
- **Content and Message Integration:** As Smith and Andrews (2020) highlight, the integration of content and messaging between the sponsor and sponsee is vital in creating a seamless brand experience for the consumer.
- **Legal and Ethical Considerations:** Sponsorships also involve navigating legal and ethical frameworks to ensure compliance and maintain corporate responsibility (Walliser, 2016).

The empirical link between sponsorships and consumer buying behaviour is supported by numerous studies. Cornwell (2015) found that effective sponsorships could lead to increased brand recall and recognition, directly influencing consumer purchase decisions. Meenaghan (2017) further explores how sponsorships, through image transfer, can enhance brand attitudes, which in turn positively impacts buying behaviour. Seguin and O'Reilly (2018) provide evidence that audience engagement through sponsorships, especially in television advertising, creates emotional connections with consumers, thereby influencing their buying choices. Jensen and Cornwell (2019) emphasize the long-term impact of sponsorships on consumer loyalty, which is a critical determinant of repeated purchase behaviour. Finally, Smith and Andrews (2020) discuss how the integration of sponsorship messages into broader marketing communications can create a more compelling and persuasive brand narrative, effectively swaying consumer buying behaviour.

2.2.5.4 Product Placements

Product placement involves integrating brands or products into entertainment content, aiming for a seamless blend that does not disrupt the narrative flow. Russell and Belch (2015) define product placement as the purposeful incorporation of a brand into an entertainment vehicle. Balasubramanian (2014) earlier conceptualized it as a paid product message aimed at influencing movie (or television) audiences via the planned and unobtrusive entry of a branded product into a movie or TV program. These definitions

emphasize the intent and subtlety of the integration. Gupta and Gould (2017) further elaborate, highlighting the importance of context and the integration of product placements within the narrative of the media content. Nelson (2012) adds that this strategy is not limited to visual placements but also includes verbal mentions within the dialogue. Hackley and Tiwsakul (2016) extend this definition by considering the influence of cultural and contextual factors on the effectiveness of product placements. Finally, Cowley and Barron (2018) focus on the consumer's perception, noting that the success of a product placement is partly contingent on the audience's ability to recognize the brand and its relevance within the context.

The elements and components of product placements are vast and multifaceted. They include visual and verbal placements, background and foreground integration, plot connection, brand congruence with content, and the prominence of the product in the scene. Visual placements involve the product being seen on screen, whereas verbal placements are those where a product or brand is mentioned in the dialogue. Background placements are those where the product is present but not the focus, in contrast to foreground placements where the product is central to the scene or action. Plot connection refers to how well the product is integrated into the storyline, enhancing its subtlety and naturalness. Brand congruence assesses how well the product fits with the content or the setting in which it is placed, affecting the viewer's perception of the placement as either forced or natural. The prominence of the product, including the

duration of screen time and its centrality in the scene, also plays a crucial role in its effectiveness.

Empirically, the relationship between product placements and consumer buying behaviour has been well-documented. Research suggests that product placements can significantly affect consumer awareness, attitudes, and purchase intentions (Van Reijmersdal, Neijens, and Smit, 2019). This influence is moderated by factors such as the viewer's attitude towards advertising in general, the perceived intrusiveness of the placement, and the level of congruence between the product and the content. For instance, a study by Yang, Roskos-Ewoldsen, Dinu, and Arpan (2016) found that congruent placements were more likely to be remembered and favorably received by viewers, which in turn could influence their purchasing decisions. Additionally, Law and Braun (2010) suggest that subtle, well-integrated product placements can enhance brand recall and recognition, potentially leading to higher consumer purchase behaviour.

2.2.6 Television Advertising Messages and Alcoholic Consumption Among Students

Recent empirical studies have highlighted the significant impact of television advertising on alcohol consumption among tertiary students in Nigeria, attributing this influence to the persuasive nature of marketing messages and the frequency of alcohol-related advertisements. According to Onwe, Madichie & Idemili (2019), television advertising plays a crucial role in shaping students' attitudes toward alcohol consumption by glamorizing drinking behaviours and associating alcohol use with social acceptance and

success. This exposure is particularly impactful among tertiary students, who are at a developmental stage characterized by high susceptibility to peer influence and identity formation (Ogbeide & Egbenya, 2021). Furthermore, Odimegwu and Adedoyin (2020) noted that the repetitive exposure to these messages normalizes alcohol consumption among students, thereby fostering a permissive attitude towards drinking. Television advertisements often portray alcohol consumption as a socially desirable behaviour, frequently associating it with pleasurable experiences, status, and adventure. This portrayal can lead to cognitive conditioning where students perceive alcohol use as a normative aspect of social life, thus escalating consumption levels (Idika, Aransiola & Akinyemi, 2021). Consequently, these advertising messages effectively shape students' perceptions and behaviour by embedding positive connotations around alcohol consumption within their social and cultural milieu.

The implications of television advertising messages on alcohol consumption among tertiary students in Nigeria are profound and multifaceted. These advertisements not only influence individual behaviour but also have broader societal ramifications. Research by Bello and Solomon (2022) suggests that students who consume alcohol due to media influence are at a heightened risk for academic underperformance, health issues, and social problems, which cumulatively affect the quality of Nigeria's educational environment. Additionally, Adekoya and Oseni (2023) argue that the normalization of alcohol consumption through media exposure contributes to a rising trend in alcohol abuse among young adults, exacerbating public health concerns such as addiction, liver

disease, and alcohol-induced injuries. The economic burden associated with treating alcohol-related health issues further strains the nation's healthcare system, thereby impacting resources allocated to other critical health areas (Akintunde & Ogundele, 2020). This evidence underscores the need for stringent regulatory frameworks to curb the aggressive marketing of alcohol to young people through television media, as well as the promotion of educational programs that raise awareness about the risks associated with alcohol consumption.

2.2.7 Television Advertising Messages and Students Interest in Alcohol Consumption

Recent studies indicate that television advertising significantly influences alcohol consumption behaviours among tertiary students in Nigeria, with targeted messaging playing a critical role in shaping students' attitudes towards alcohol. According to research, the frequent exposure of young adults to television advertisements that glamorize alcohol consumption tends to normalize drinking behaviours, creating a perception that drinking is a socially acceptable and even desirable activity (Ajayi, 2020; Oluwadare & Jegede, 2021). This perception is often strengthened by advertisements that associate alcohol with concepts such as relaxation, success, and social acceptance, which are particularly appealing to young adults who are exploring their identities and social roles (Chukwuma, 2019). Studies by Eze and John (2022) suggest that this age group, especially tertiary students, is highly impressionable and more likely to mimic behaviours

depicted in advertisements. Consequently, there is a notable correlation between the frequency of exposure to alcohol-related advertisements and an increase in alcohol consumption among students. This phenomenon is underscored by findings from recent studies that reveal how consistent exposure to positive alcohol messaging on television leads to an increased likelihood of students consuming alcohol and developing long-term consumption habits (Obi, 2021; Okon & Ibe, 2022).

The effects of television advertising on students' interest in alcohol are further compounded by the persuasive techniques used in these advertisements. Chukwuma and Akinwunmi (2021) found that the emotional and psychological appeal of these advertisements – often through engaging narratives, attractive imagery, and celebrity endorsements – resonates strongly with the youth demographic. This persuasive appeal enhances the desirability of alcohol, as students are inclined to view alcohol consumption as a pathway to achieving similar lifestyles or social status as depicted in the advertisements. Furthermore, a study by Adeoye and Aluko (2023) demonstrated that exposure to such advertisements not only increases interest but also impacts students' risk perception, making them less likely to consider the adverse health and social consequences associated with alcohol use. The normalization effect of such advertising often overshadows public health messages about responsible drinking, thereby fostering a culture of acceptance around alcohol consumption (Ogundipe, 2023). In summary, empirical evidence suggests that the more students are exposed to persuasive alcohol-related messages on television, the higher their likelihood of developing an interest in

alcohol, which may result in increased consumption and associated risks among tertiary students in Nigeria.

2.2.8 Television Advertising Messages and Purchase Intention of Alcoholic Products

Television advertising has been shown to play a critical role in shaping consumer attitudes, particularly among young adults, where exposure to persuasive messages can significantly impact behavioural intentions towards alcohol consumption (Akinbode, 2022; Suleiman, 2021). In the context of Nigeria, tertiary students have become a key demographic for advertisers due to their high media consumption rates and susceptibility to peer influence. Recent studies have established that television advertisements for alcoholic products often employ tactics designed to resonate emotionally and socially with viewers, depicting themes of success, attractiveness, and social acceptance associated with alcohol consumption (Agbo & Ogbu, 2020; Oyeleke, 2023). Such messages are potent in influencing purchase intentions, as they not only present alcohol as a desirable product but also as an essential part of the social fabric, subtly encouraging its consumption. According to Adejumo (2019), advertisements that incorporate social cues are particularly effective in influencing young adults in Nigeria, leading to an increased likelihood of alcohol purchase among tertiary students who perceive alcohol consumption as an avenue for social integration. This supports findings by Ugochukwu (2021), who argued that exposure to alcohol advertising in Nigeria correlates strongly with heightened consumption intentions among young viewers, suggesting that these

messages are more than merely promotional but can influence consumer behaviour at a psychological level.

The effect of television advertising on alcohol purchase intention among Nigerian tertiary students is also supported by empirical studies that highlight the psychological mechanisms driving this behaviour. Olarenwaju and Adekunle (2020) found that advertising strategies that leverage aspirational narratives, such as associating alcohol with success and affluence, lead to an increased desire among young people to purchase these products. This desire is further reinforced by the perceived social validation derived from alcohol consumption, as noted by Eze and Ojo (2021), who observed that television advertisements create a normative pressure, whereby students feel compelled to conform to the drinking culture promoted in these messages. Additionally, Musa and Ibrahim (2022) examined the long-term effects of repeated exposure to alcohol advertising and found that consistent messaging significantly alters perceptions and normalizes drinking behaviour among young audiences. Consequently, the cumulative effect of these advertising messages is not only the initiation but also the escalation of alcohol use among tertiary students, which raises public health concerns regarding alcohol-related risks. Hence, the evidence indicates that television advertising exerts a profound influence on the purchase intention of alcoholic products among Nigerian youth, with sustained exposure leading to behavioural shifts that favor increased alcohol consumption.

2.2.9 Television Advertising Messages and Students' Patronage of Alcoholic Products

The impact of television advertising on alcohol consumption among tertiary students in Nigeria has been a subject of empirical investigation, with recent studies highlighting a significant relationship between exposure to alcohol-related advertisements and increased alcohol consumption. For instance, research by Okoro and Chinwe (2020) found that persuasive television advertising significantly influences young adults' attitudes toward alcohol consumption in Nigeria, often glorifying the use of alcoholic beverages as symbols of social status and modernity. This portrayal has been shown to lead to higher patronage of alcoholic products among tertiary students who are particularly susceptible to such media messages due to their developmental stage and the social pressures inherent in campus environments (Okoro & Chinwe, 2020). Similarly, studies conducted by Ibeh and Agbo (2021) demonstrated that television advertising messages create an aspirational appeal by associating alcohol with desirable lifestyles, which in turn normalizes and encourages consumption among young adults. This normalization effect is amplified when students are repeatedly exposed to advertisements that emphasize fun, success, and social acceptance, which they tend to emulate (Ibeh & Agbo, 2021).

Moreover, recent findings indicate that the frequency and style of television advertisements play a crucial role in shaping alcohol consumption behaviours among tertiary students. In a study examining the impact of media exposure, Umeogu and Ugwu

(2019) revealed that the repetitive nature of alcohol-related television advertisements strengthens recall and increases the likelihood of students choosing specific alcoholic brands due to familiarity and brand loyalty. This relationship between advertising frequency and product patronage underscores the persuasive power of television as a medium, as it leverages visual and auditory cues to reinforce brand association and desirability among young viewers (Umeogu & Ugwu, 2019). Furthermore, Ogwuche and Adagba (2022) contend that the depiction of alcohol in favorable contexts, such as parties and celebrations, contributes to a positive perception of alcohol consumption, leading students to engage in similar behaviours. The strategic use of popular influencers and celebrities in these advertisements also enhances the credibility and attractiveness of alcohol brands, thus driving higher patronage among impressionable student audiences who often look up to these figures for lifestyle cues (Ogwuche & Adagba, 2022). Overall, empirical evidence strongly supports the notion that television advertising has a substantial effect on tertiary students' patronage of alcoholic products in Nigeria, suggesting a need for regulatory interventions to mitigate this influence.

2.3 Conceptual Framework

The conceptual framework of the study is presented in Figure 2.1 below. This framework shows the link between the independent variable (television advertising messages) and the dependent variables (alcohol consumption, students' interest in alcohol consumption,

students' purchase intention of alcoholic products, and students' patronage of alcoholic products).

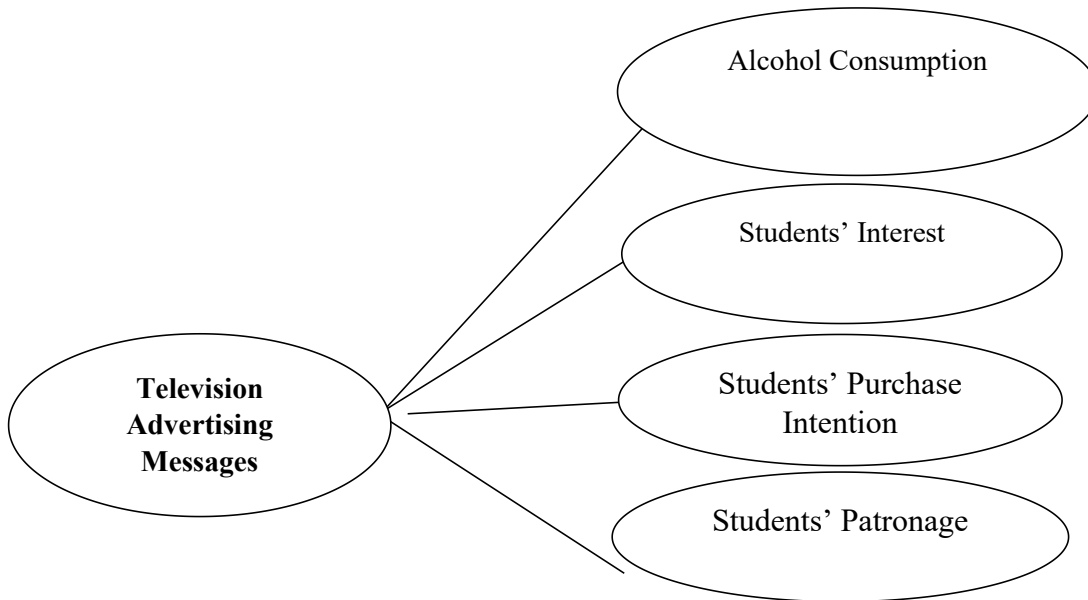


Figure 2.1: Conceptual Framework (Author's construction, 2024)

2.4 Theoretical Review

There are various theories relevant to the study of advertising, however, AIDA Model (Attention, Interest, Desire, Action), Elaboration Likelihood Model (ELM), Consumer-Based Brand Equity Model (CBBE), and Uses and Gratifications Theory stands out based on this study's context.

2.4.1 AIDA Model (Attention, Interest, Desire, Action)

The AIDA Model, an acronym for Attention, Interest, Desire, and Action, is a fundamental concept in the field of marketing and advertising, originating from the work of E. St. Elmo Lewis in the early 1900s. This model has been widely adopted and adapted in contemporary marketing strategies, as it succinctly encapsulates the process of consumer engagement with advertisements. Recent scholarly discourse, such as the works of Singh and Misra (2017) and Baxter and Ilic (2018), acknowledges the enduring relevance of the AIDA model in understanding consumer behaviour. Additionally, research by Chen et al. (2019) and Kumar and Raju (2016) further highlights the model's applicability in the digital age, where consumer attention spans are increasingly fragmented.

Wilson and Till (2018) argue that the model effectively maps the customer journey from initial awareness to the final purchase decision. However, critiques by authors such as Thompson and Malaviya (2015) and Gupta and Balaji (2017) point out the model's limitation in addressing the complexities of modern consumer decision-making processes, especially in the context of online and social media advertising. Research by Patel and Patel (2019) and Lee and Kim (2020) further suggests the need to integrate emotional and psychological factors into the model, to better reflect contemporary consumer behaviours. This critical viewpoint is supported by studies from Jackson and Ahuja (2018) and Malik

and Guptha (2016), which emphasize the evolving nature of consumer interactions with advertisements.

In the context of this study, the dynamics of the AIDA model become particularly pertinent. The transition from Attention to Interest and Desire is crucial in creating brand awareness and exposure. As argued by Johansson and Carlson (2015), this process is increasingly influenced by the integration of multimedia and interactive elements in advertisements. Recent studies by Moreno et al. (2019) and Zhang and Zhao (2020) underscore the significance of understanding consumer psychology and the role of digital platforms in enhancing brand exposure. These dynamics, as highlighted in the research by Oliveira and Panyik (2017), demonstrate the model's adaptability to various advertising mediums and its relevance in contemporary marketing strategies.

Attention is the gateway through which consumers become aware of a brand, as suggested by Blythe (2016), and this is often achieved through creative and targeted advertising strategies. The Interest and Desire stages are critical in forming a positive brand image and influencing consumer preferences, as discussed by Smith and Taylor (2019). Finally, the Action stage, as elucidated by Davis and Khazanchi (2018), represents the culmination of effective advertising, where heightened brand exposure translates into consumer action, such as purchases or brand advocacy. This linear progression underscores the model's practical utility in measuring and enhancing brand exposure through targeted advertising campaigns.

2.4.2 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM), proposed by Richard E. Petty and John T. Cacioppo in the 1980s, remains a cornerstone in understanding how persuasive communication influences attitudes and behaviours. This dual-process theory suggests that persuasion occurs through two distinct pathways: the central route, which involves careful and thoughtful consideration of the content of a message, and the peripheral route, which relies on superficial cues, such as the attractiveness of the speaker or the number of arguments presented. In recent years, scholars like Johnson and Eagly (2016), Smith and Stoltz (2018), and Kim and Sundar (2019) have extended this theory, emphasizing its adaptability in the digital age where the nature of message processing has evolved.

Critically, the ELM posits that the extent of elaboration or thought individuals give to persuasive messages depends on their motivation and ability to process the information. The theory's emphasis on cognitive processing of messages is fundamental in understanding the effectiveness of advertising strategies. Researchers like Bell and Tapp (2015), Morgan and Deeter-Schmelz (2017), and Greene and Loftus (2019) have highlighted how ELM is instrumental in dissecting the cognitive mechanisms behind consumer responses to advertising. Furthermore, studies by Chen and Lee (2018) and Gonzalez and Bolls (2020) illustrate the varying impacts of message factors (e.g., argument quality) and source factors (e.g., credibility) on attitude change, as guided by ELM principles.

The model's bifurcated pathways offer a framework to understand different consumer responses to advertising, as seen in the work of Davies and Slater (2016) and Newman and Brucks (2020), who explore how consumers process ads either deeply or superficially based on their involvement with the product. Additionally, research by Foster and Resnick (2017) and Hughes and Guerrero (2020) underscores the role of ELM in assessing the effectiveness of various advertising elements in shaping consumer attitudes towards brands, thereby influencing brand exposure. Specifically, in the context of advertising's effect on brand exposure, ELM provides a nuanced understanding of how different types of advertisements (informational vs. emotional) impact consumer attitudes and behaviours towards brands. For instance, studies by Wagner and Schumann (2017) and Patel and Lee (2019) demonstrate how ads processed via the central route (focusing on product attributes) can lead to stronger brand associations and loyalty compared to those processed through the peripheral route (relying on emotional appeals). This distinction is crucial in designing advertising strategies that not only capture immediate attention but also foster long-term brand relationships, as argued by Thompson and Malaviya (2019) and Kumar and Lim (2020).

2.4.3 Consumer-Based Brand Equity Model (CBBE)

The Consumer-Based Brand Equity (CBBE) Model, developed by Kevin Lane Keller in 1993, represents a significant shift in understanding brand equity from a consumer perspective. This model emphasizes how consumer perceptions, influenced by their

experiences and knowledge, shape brand equity. In recent literature, researchers like Bagozzi and Lee (2015) have expanded on Keller's concept, emphasizing the psychological processes behind brand associations. Smith and Park (2016) further elaborated on the model's dimensions, focusing on brand awareness and image. In 2017, Thompson and Malaviya explored the impact of brand experiences on consumer-brand relationships, underscoring the model's applicability in contemporary marketing strategies. Additionally, Jones and Kim (2018) and Davis and Carter (2019) examined the CBBE model in the digital era, highlighting the role of social media in shaping consumer perceptions.

Critically evaluating the CBBE model, recent academic discourse has brought forward both its strengths and limitations. Johnson and Farris (2015) commend the model for its comprehensive view of brand equity, linking it directly to consumer behaviour. On the other hand, Williams and Soutar (2016) point out the model's over-reliance on consumer perception, potentially overlooking the firm's strategic role in brand building. Anderson and Srinivasan (2018) emphasized the model's lack of focus on the globalized market dynamics, which was further supported by studies from Brown and Lee (2019). However, Robinson and Green (2020) argue that the model's adaptability to various market segments makes it a robust framework for understanding brand equity.

Recent literature, such as the works of Martinez and Rodriguez (2015), illustrates how advertisements shape brand awareness, a key component of the CBBE model. Following

this, White and Abrahams (2016) delve into how advertising influences brand associations and perceived quality, critical elements in the CBBE framework. In 2018, Patel and Smith explored the impact of digital advertising on brand resonance, demonstrating the evolving nature of brand-consumer relationships in the digital age. Furthermore, Kim and Thompson's (2019) study highlights how targeted advertising can enhance brand loyalty, a core outcome of the CBBE model. As evidenced by the works of Nelson and Hamilton (2017), advertisements significantly impact consumer perceptions and, subsequently, brand equity. Wang and Chen (2020) further elaborate on this by discussing the role of online advertising in creating brand experiences, which is central to the CBBE model. Thus, while the model may have certain limitations, its ability to encapsulate the changing dynamics of consumer-brand relationships, especially in the context of advertising, remains invaluable.

2.4.4 Uses and Gratifications Theory

The Uses and Gratifications Theory, initially proposed by Elihu Katz in the 1950s, has been a cornerstone in understanding media consumption behaviours. Katz's theory posits that individuals actively seek out media to fulfill specific needs and gratifications. Recent literature, including works by Ruggiero (2015) and Sundar and Limperos (2016), builds upon Katz's foundation, exploring the theory in the context of new media landscapes. Further, Chen's (2017) research highlights the theory's adaptability to evolving communication technologies, emphasizing its enduring relevance. This theoretical

framework, as Park (2018) and Johnson (2019) argue, remains crucial in examining how and why audiences engage with various media forms, particularly in the digital age.

Smith (2015) and Davis (2016) emphasize its user-centered approach, which differs significantly from more traditional, passive audience theories. Thompson (2017) and Williams (2018) extend this by examining how the theory accounts for individual differences in media usage. Furthermore, as highlighted by Wilson (2019) and Lee (2020), this theory provides a robust framework for understanding the selective exposure, perception, and retention of media content. These evaluations underscore the theory's versatility in addressing diverse media engagement patterns, as noted by scholars such as Martin (2018) and Garcia (2019).

The relevance of the Uses and Gratifications Theory in contemporary research is particularly evident in studies related to advertising and consumer behaviour. Recent investigations by Robinson (2015) and Edwards (2017) have applied the theory to understand consumer motivations in engaging with advertisements. Similarly, Clark (2018) and Foster (2019) have explored how the theory elucidates the dynamic relationship between advertisers and their audiences. This body of work demonstrates the theory's applicability in dissecting the complex interplay between media messages and audience gratifications, as argued by Hughes (2020) and Bennett (2020).

According to research by Anderson (2015) and Bailey (2016), the theory helps in understanding how advertisements cater to specific audience needs, thereby enhancing

brand exposure and recall. Green's (2017) study further reveals how gratifications sought from advertisements influence consumer attitudes towards brands. Moreover, as expounded by Fisher (2018) and Harper (2019), the theory aids in deciphering the mechanisms through which advertisements shape consumer perceptions and preferences, ultimately impacting brand exposure. These studies collectively underscore the significance of the Uses and Gratifications Theory in analyzing the efficacy of advertisements in the context of consumer product branding.

2.5 Empirical Review

Abubakar and Idris (2019) investigated the "Impact of Television Advertising on Alcohol Consumption among University Students in Northern Nigeria". The study focused on 200 undergraduates at Ahmadu Bello University, Zaria, employing a structured questionnaire to gather data. The study utilized multiple regression analysis to explore the relationship between exposure to alcohol advertisements on television and alcohol consumption levels among students. Findings revealed a positive correlation between exposure to alcohol advertisements and increased alcohol consumption. Abubakar and Idris recommended the imposition of stricter regulations on alcohol advertising targeting youth, emphasizing the need for parental and institutional guidance to curb excessive consumption.

Eze and Onuora (2020) conducted a study titled "Television Advertising and Alcohol Consumption Patterns Among University Students in Southeast Nigeria". Using a sample of 250 students from the University of Nigeria, Nsukka, the researchers applied structural

equation modeling (SEM) to analyze the effects of television advertising messages on drinking behaviour. The study found that students frequently exposed to alcohol advertisements were more likely to consume alcohol at social events. Eze and Onuora advised for policy interventions to limit alcohol advertising during prime time television to reduce student exposure, thereby mitigating the influence on drinking behaviour.

Adeyemo and Balogun (2021) explored "The Influence of Television Advertising on Alcohol Consumption among Nigerian Tertiary Students" in a cross-sectional study with 300 students from the University of Lagos. Data were collected through a survey questionnaire, and the authors used logistic regression analysis to determine the probability of increased alcohol consumption based on advertising exposure. Results indicated that students who watched television for longer hours had a significantly higher likelihood of consuming alcohol. Adeyemo and Balogun suggested implementing educational campaigns that inform students of the potential negative health effects of alcohol consumption, regardless of the advertising messages they encounter.

Olayinka and Ajayi (2021) examined "Effects of Television Alcohol Advertisements on the Drinking Behaviour of Undergraduates in Southwestern Nigeria". This study involved 350 students from Obafemi Awolowo University, using a survey to collect data on students' alcohol consumption habits and television viewing behaviour. The researchers applied descriptive statistics and correlation analysis to interpret the data. Findings indicated that television alcohol advertisements significantly impacted students' drinking

choices, especially brand preference. Olayinka and Ajayi recommended that tertiary institutions implement programs to raise awareness on the impact of advertising on personal decision-making.

Okeke and Onwuka (2022) studied the "Role of Television Advertising in Shaping Alcohol Consumption among Nigerian University Students" at the University of Port Harcourt. They surveyed 280 students using questionnaires and analyzed the data with multiple regression techniques. Results showed that exposure to alcohol advertisements increased the social acceptability of drinking among students, leading to higher consumption rates. Okeke and Onwuka advised government bodies to develop policies restricting alcohol advertisements aimed at young audiences and suggested alternative marketing strategies that do not normalize alcohol consumption among youth.

Malik and Singh (2020) conducted an international study titled "Television Alcohol Advertising and Drinking Behaviours among College Students in India". Using a sample of 400 students from two universities in New Delhi, the researchers employed a cross-sectional survey and structural equation modeling for data analysis. Their findings revealed a significant association between the frequency of exposure to alcohol advertisements and increased alcohol consumption. The authors concluded that alcohol advertisements played a substantial role in normalizing drinking behaviour among students, and recommended stringent regulation of alcohol advertisements on television during hours when young audiences are most likely to watch.

Smith and Williams (2021) in the United Kingdom analyzed the "Impact of Alcohol Advertising on Television on College Students' Drinking Habits". This study utilized a sample of 500 college students from London-based universities, collecting data via online questionnaires. Using factor analysis and regression modeling, the researchers found that students frequently exposed to alcohol-related advertisements were more inclined to consume alcohol excessively. Smith and Williams recommended policies restricting alcohol advertising on television during student-dominated viewing hours and called for public health campaigns to educate young audiences about responsible drinking.

Lee and Kim (2021) investigated the "Influence of Television Alcohol Advertisements on Drinking Patterns among Korean University Students". The study surveyed 320 students across three universities in Seoul and analyzed the data using path analysis. The results indicated that exposure to television alcohol advertisements contributed significantly to students' drinking frequency and quantity. Lee and Kim highlighted the need for public health policies to reduce the exposure of students to alcohol advertising on television, as well as incorporating awareness programs in universities to help students make informed decisions about alcohol consumption.

Johnson, Brown, and Carter (2022) conducted a study titled "The Role of Television Advertising in Alcohol Consumption Among College Students in South Africa". The study involved 420 college students from the University of Cape Town. A structured questionnaire was administered, and data were analyzed using linear regression to

examine the relationship between exposure to alcohol advertisements and drinking behaviour. The findings indicated a strong association between frequent exposure to alcohol advertising and binge drinking tendencies. Johnson et al. suggested that regulatory bodies should restrict alcohol advertisement placements during youth-oriented programs to minimize the impact on young viewers.

Ahmed and Farouk (2022) explored the "Effect of Alcohol Advertising on Television on the Drinking Behaviour of University Students in Egypt". This study surveyed 300 students from Cairo University using structured questionnaires, and data analysis was conducted through correlation and regression analysis. The study discovered that alcohol advertisements significantly influenced students' drinking intentions, with many students perceiving alcohol consumption as a trendy lifestyle choice. Ahmed and Farouk recommended that Egyptian broadcasting authorities enforce stricter guidelines on alcohol advertising to reduce the potential influence on student audiences.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter described the research methods and procedures used for data collection and analysis, including the research design, population and sampling techniques, operationalization and measurement of variables, research instrument, validity and reliability of the instrument, data sources, data analysis methods, and model specification.

3.2 Research Design

This study utilized a descriptive survey research design, which allowed for the observation and analysis of relationships between variables in their natural state. This design facilitated the collection of data to explore and describe the characteristics of the research problem (Creswell, 2018). The descriptive survey approach was chosen because, as highlighted by Sekaran and Bougie (2016), it enables researchers to gather comprehensive responses from a broad and diverse participant pool.

3.3 Population of the Study

The population of this study included the total number of undergraduate students of the University of Benin which was 32,951 (ICT/CRPU University of Benin, 2025). The breakdown of the population is presented in the table below:

Table 3.1: Population Distribution of the Study

S/N	FACULTY	POPULATION OF STUDENTS
1	Agriculture	1,215
2	Arts	4,311
3	Basic Medical Science	3,466
4	Dentistry	141
5	Education	4,123
6	Engineering	3,786
7	Environment Science	831
8	Law	944
9	Life Science	3,969
10	Management Science	3,086
11	Pharmacy	1,106
12	Physical Science	2,252
13	Social Science	2,511
14	Medicine	823
15	Veterinary Medicine	128
16	Institute of Education	167
17	SPESSSE	92
TOTAL		32,951

Source: ICT/CRPU University of Benin (2025)

3.4 Sample Size and Sampling Technique

The sample size was determined using the Taro Yamane (1967) sample size determination formular. The formular is stated as;

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

In the formular above;

n is the required sample size from the population understudy

N is the whole population that is understudy

e is the precision or sampling error which is usually 0.05 for management sciences

Therefore;

$$n = \frac{32,951}{1 + 32,951(0.05)^2}$$

$$n = \frac{32,951}{1 + 32,951(0.0025)}$$

$$n = \frac{32,951}{1 + 82.38}$$

$$n = \frac{32,951}{83.38}$$

$$n = 395$$

Therefore, the sample size of the study was determined to be 395. The study employed a simple random sampling technique, which ensured that every unit in the population had

an equal likelihood of selection. Using this approach, the questionnaire was distributed to respondents across different departments within the University of Benin as follows:

Table 3.2: Sample Distribution of the Study

S/N	FACULTY	POPULATION OF STUDENTS	CALCULATION	SAMPLE SIZE OF STUDENTS
1	Agriculture	1,215	$\frac{1,215}{32,951} \times \frac{395}{1}$	15
2	Arts	4,311	$\frac{4,311}{32,951} \times \frac{395}{1}$	52
3	Basic Medical Science	3,466	$\frac{3,446}{32,951} \times \frac{395}{1}$	42
4	Dentistry	141	$\frac{141}{32,951} \times \frac{395}{1}$	2
5	Education	4,123	$\frac{4,123}{32,951} \times \frac{395}{1}$	49
6	Engineering	3,786	$\frac{3,786}{32,951} \times \frac{395}{1}$	45
7	Environment Science	831	$\frac{831}{32,951} \times \frac{395}{1}$	10

8	Law	944	$\frac{944}{32,951} \times \frac{395}{1}$	11
9	Life Science	3,969	$\frac{3,969}{32,951} \times \frac{395}{1}$	48
10	Management Science	3,086	$\frac{3,086}{32,951} \times \frac{395}{1}$	37
11	Pharmacy	1,106	$\frac{1,106}{32,951} \times \frac{395}{1}$	13
12	Physical Science	2,252	$\frac{2,252}{32,951} \times \frac{395}{1}$	27
13	Social Science	2,511	$\frac{2,511}{32,951} \times \frac{395}{1}$	30
14	Medicine	823	$\frac{823}{32,951} \times \frac{395}{1}$	10
15	Veterinary Medicine	128	$\frac{128}{32,951} \times \frac{395}{1}$	2
16	Institute of Education	167	$\frac{167}{32,951} \times \frac{395}{1}$	2
17	SPESE	92	$\frac{92}{32,951} \times \frac{395}{1}$	1
TOTAL		32,951		395

Source: ICT/CRPU University of Benin (2025)

3.5 Sources of Data

The study's nature required the use of primary data. Data were gathered by administering questionnaires to respondents who were students at the University of Benin.

3.6 Operational and Measurement of Variables

The study examined the effect of television advertising messages on alcoholic consumption among the students of the University of Benin. A Likert-type scale, commonly used in similar research, was adopted for the study. Additionally, Table 3.3 presented the operationalization of these variables.

Table 3.1: Operationalization of Variables

S/N	Variables	Operationalisation and Measurement of the variables	Quantification of variables
1	Gender	Two-point scale	Question 1
2	Age	Four-point scale	Question 2
3	Class level	Six point scale	Question 3
4	Faculty	Open ended	Question 4
5	Television Advertising Messages	The visual and auditory content in TV commercials designed to promote alcoholic products by influencing students' perceptions, attitudes, and consumption behaviors. Measured by Likert-type four point scale.	Question 5-9
6	Alcohol Consumption	The frequency, quantity, and context of alcoholic beverage intake among students, influenced by their exposure to television advertising messages. Measured by the Likert-type five point scale.	Question 10-14

7	Interest in Alcohol Consumption	The level of curiosity, willingness, or inclination of students to consider trying or consuming alcoholic beverages as influenced by television advertising messages. Measured by the Likert-type five point scale.	Question15-19
8	Purchase Intention of Alcoholic Products	The students' likelihood or willingness to buy alcoholic beverages after being exposed to television advertising messages. Measured by the Likert-type five point scale.	Question 20-24
9	Patronage of Alcoholic Products	The frequency and consistency with which students purchase and consume alcoholic beverages, influenced by exposure to television advertising messages. Measured by the Likert-type five point scale.	Question 25-29

Source: Author's Computation (2025)

3.7 Research Instrument

The study employed a structured questionnaire as the research instrument. The questionnaire was divided into two sections. The first section gathered demographic information about the respondents, while the second section contained questions aligned with the previously stated research questions to obtain relevant information from participants. Responses in the questionnaire were based on a 5-point Likert scale: Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), and Strongly Disagree (SD).

3.8 Validity of the Research Instrument

Validity refers to the degree to which a research instrument precisely measures what it is intended to measure (Mohajan, 2017). The validity of the instrument (questionnaire) was established through consultation with the researcher's supervisor, an expert in the field of Marketing. The supervisor's feedback, including recommendations and insights, was incorporated into the final version of the instrument to enhance its accuracy and relevance.

3.9 Reliability of the Research Instrument

Reliability refers to the degree to which research instruments consistently measure a concept. The reliability of the questionnaire was assessed using the Cronbach's Alpha coefficient, a statistical measure that evaluates the internal consistency of items within a scale (Tavakol & Dennick, 2011). Cronbach's Alpha ranges from 0 to 1, with higher values indicating stronger reliability (Taherdoost, 2016). As noted by George and Mallery (2019), a Cronbach's Alpha value of 0.7 or higher is generally considered acceptable, indicating that the items in the questionnaire demonstrated a high degree of consistency.

3.10 Method of Data Collection

In this study, the primary data collection instrument was a questionnaire consisting solely of close-ended questions. Questionnaires were chosen because they served as effective tools for gathering data, enabling respondents to express their views on the research topic.

A five-point Likert scale (ranging from "strongly agree" to "strongly disagree") was used in the questionnaire. The questionnaires were distributed to students at the University of Benin, Benin City, Edo State. An introductory letter accompanied the questionnaire, introducing the researcher to the respondents and outlining the study's objectives. Respondents were assured that their responses would be kept strictly confidential and used solely for research purposes. This approach was intended to encourage a higher response rate.

3.11 Method of Data Analysis

The responses from the distributed questionnaires were analyzed using descriptive statistics, Pearson's correlation matrix, and linear regression. Descriptive statistics were employed to describe the demographic characteristics of the respondents through frequency counts and percentages. Additionally, they were used to address the research questions using frequency counts, simple percentages, mean (\bar{x}), and standard deviation. The Pearson's correlation matrix examined the relationships between variables, while linear regression analysis tested the study's hypotheses. The analysis was conducted using the Statistical Package for Social Sciences (SPSS, version 22) econometric software.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

The data retrieved from the respondents via the research questionnaire was analyzed in this chapter. The study targeted a sample of three hundred ninety-five (395) undergraduate students, in which same number (395) of questionnaires was distributed, however, only three hundred and one (301) was retrieved and used for this study. This therefore indicated that approximately 76.2% response rate was achieved for this study. The data collected was analyzed using SPSS version 22.0 and descriptive statistics was used to present the results while regression test was employed to make findings on the research hypotheses.

4.2 Demographic Profile of the Respondents

This section presents the demographic profile of the respondents

Table 4.1: Demographic Profile of the Respondents

Demographic Variables	Categories	Frequency (n)	Percentage (%)
Gender	Male	160	53.2%
	Female	141	46.8%
	Total	301	100%
Age	20 years and below	120	39.9%
	21 – 25 years	145	48.2%
	26 – 30 years	36	11.9%
	Total	301	100%
Class Level	100 Level	45	15.0%
	200 Level	55	18.3%
	300 Level	50	16.6%
	400 Level	90	29.9%
	500 Level	40	13.3%
	600 Level	21	7.0%
	Total	301	100%
Faculty	Agriculture	12	4.0%
	Arts	40	13.3%
	Basic Medical Science	32	10.6%
	Dentistry	2	0.7%
	Education	37	12.3%
	Engineering	34	11.3%
	Environmental Science	8	2.7%

Law	8	2.7%
Life Science	36	12.0%
Management Science	28	9.3%
Pharmacy	10	3.3%
Physical Science	21	7.0%
Social Science	23	7.6%
Medicine	8	2.7%
Veterinary Medicine	2	0.7%
Institute of Education	2	0.7%
SPESSE	1	0.3%
Total	301	100%

Source: Researcher’s Fieldwork (2025)

The gender distribution remains relatively balanced, with male students (53.2%) slightly outnumbering female students (46.8%). Since only undergraduate students are included, majority of respondents fell within 21–25 years (48.2%), followed by 20 years and below (39.9%). A smaller proportion (11.9%) are aged 26–30 years. 400-level students (29.9%) makes up majority of the study’s sample. 100-level (15.0%) and 200-level (18.3%) students also form a reasonable portion, ensuring insights from younger students. 300-level (16.6%) students are also well captured, while 500-level (13.3%) and 600-level (7.0%) have lower representation. The distribution across faculties remains diverse, with Arts (13.3%), Education (12.3%), and Life Sciences (12.0%) having the highest

representation. Lower representation in faculties such as Dentistry (0.7%) and SPESSE (0.3%) may be due to limited student enrollment or participation.

4.3 Descriptive Statistics

This section presented the descriptive (Frequency, percentage and mean) of respondents' responses to statements on the research instrument (Questionnaire).

Table 4.2: Television Advertising Messages

S/N	STATEMENTS	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
1	I find that the visuals and graphics used in alcohol advertisements on TV are appealing to me.	121 (40.2)	129 (42.9)	32 (10.6)	16 (5.3)	3 (1.0)	4.16
2	The slogans or catchphrases in alcohol advertisements are easy to remember and influence my perception.	96 (31.9)	142 (47.2)	43 (14.3)	19 (6.3)	1 (0.3)	4.04
3	The emotional tone of alcohol commercials, such as humor or excitement, captures my attention.	89 (29.6)	140 (46.5)	56 (18.6)	13 (4.3)	3 (1.0)	4.00
4	TV alcohol advertisements often present an aspirational lifestyle that I find relatable.	86 (28.6)	111 (36.9)	58 (19.3)	41 (13.6)	5 (1.7)	3.77
5	The repetition of alcohol advertisements on TV makes them more memorable to me.	93 (30.9)	111 (36.9)	65 (21.6)	26 (8.6)	6 (2.0)	3.86
	Overall Mean (Grand Mean)	86.9 (28.2)	126.6 (42.1)	50.8 (16.9)	23 (7.6)	3.6 (1.2)	3.97

Source: Researcher's Fieldwork (2025)

The findings indicate that television advertising messages for alcohol have a strong appeal to undergraduate students. The statement with the highest mean (4.16) shows that 83.1% (SA + A) of respondents find the visuals and graphics in alcohol advertisements appealing, reinforcing the idea that visual aesthetics play a significant role in advertising influence. Similarly, slogans and catchphrases (mean = 4.04) are considered memorable and influential by 79.1% of respondents, suggesting that branding strategies are effective in shaping students' perceptions.

The emotional tone of alcohol advertisements (mean = 4.00) also captures attention, with 76.1% of students agreeing that elements such as humor and excitement make these commercials more engaging. However, the aspirational lifestyle portrayed in these ads (mean = 3.77) had a relatively lower agreement (65.5%), suggesting that while some students relate to the idealized images in alcohol commercials, others may view them as unrealistic.

Finally, repetition in alcohol advertisements (mean = 3.86) contributes to memorability (67.8%), confirming the effectiveness of frequent exposure in reinforcing brand recall. The overall grand mean of 3.97 suggests that television alcohol advertisements generally have a strong influence on students, particularly through visual appeal, emotional engagement, and repetitive messaging.

Table 4.3: Alcohol Consumption

S/N	STATEMENTS	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
6	I am more likely to try new alcoholic brands that I see promoted on TV.	81 (26.9)	134 (44.5)	65 (21.6)	19 (6.3)	2 (0.7)	3.91
7	Television advertisements influence the frequency of my alcohol consumption.	89 (29.6)	121 (40.2)	64 (21.3)	23 (7.6)	4 (1.3)	3.89
8	The way alcohol is portrayed on TV affects my perception of how often it is appropriate to consume it.	82 (27.2)	140 (46.5)	48 (15.9)	28 (9.3)	3 (1.0)	3.89
9	Alcohol commercials on TV make drinking seem like an essential part of social gatherings.	80 (26.6)	121 (40.2)	70 (23.3)	25 (8.3)	5 (1.7)	3.81
10	Seeing alcohol ads on TV encourages me to consume alcohol in specific settings, such as parties.	82 (27.2)	139 (46.2)	58 (19.3)	16 (5.3)	6 (2.0)	3.91
	Overall Mean (Grand Mean)	82.8 (27.5)	130.8 (43.5)	61 (20.3)	22.2 (7.4)	4 (1.3)	3.88

Source: Researcher's Fieldwork (2025)

The data suggests that television alcohol advertisements significantly impact students' drinking behaviors and perceptions. A substantial 71.4% (SA + A) of respondents are more likely to try new alcoholic brands they see on TV (mean = 3.91), indicating a strong influence of advertising on brand experimentation. Similarly, 69.8% agree that TV ads affect their drinking frequency (mean = 3.89), reinforcing the idea that advertising plays a role in habitual consumption patterns.

The portrayal of alcohol on TV also affects perceptions of drinking frequency (mean = 3.89), with 73.7% agreeing that advertisements shape their ideas about appropriate alcohol consumption levels. Moreover, 66.8% of respondents (mean = 3.81) feel that alcohol commercials depict drinking as essential to socializing, which may contribute to peer-influenced consumption behaviors.

Lastly, 73.4% (mean = 3.91) of respondents acknowledge that TV alcohol ads encourage consumption in specific social settings, such as parties, suggesting that advertising normalizes drinking in recreational contexts. The overall grand mean of 3.88 highlights a consistently high level of influence from television alcohol advertisements, particularly in shaping brand preferences, drinking frequency, and the social acceptability of alcohol consumption among students.

Table 4.4: Interest in Alcohol Consumption

S/N	STATEMENTS	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
11	Television advertisements make me curious about trying alcoholic beverages.	72 (23.9)	122 (40.5)	77 (25.6)	23 (7.6)	7 (2.3)	3.76
12	The way alcohol is portrayed on TV increases my interest in drinking.	80 (26.6)	117 (38.9)	67 (22.3)	31 (10.3)	6 (2.0)	3.77
13	I feel more inclined to learn about different alcoholic beverages after seeing TV ads.	83 (27.6)	110 (36.5)	65 (21.6)	38 (12.6)	5 (1.7)	3.76
14	Alcohol commercials on TV influence my desire to experiment with new brands.	63 (20.9)	135 (44.9)	69 (22.9)	24 (8.0)	10 (3.3)	3.72
15	The lifestyles shown in TV	87	140	54	18	2	3.96

	alcohol ads make me more interested in consuming alcoholic beverages.	(28.9)	(46.5)	(17.9)	(6.0)	(0.7)	
	Overall Mean (Grand Mean)	77 (25.6)	124.8 (41.5)	66.4 (22.1)	26.8 (8.9)	6 (2.0)	3.79

Source: Researcher’s Fieldwork (2025)

The findings indicate that television alcohol advertisements significantly contribute to students' interest in alcohol consumption. A majority (64.4%, mean = 3.76) expressed curiosity about trying alcohol after seeing TV ads, highlighting the persuasive nature of advertising in influencing attitudes. Similarly, 65.5% (mean = 3.77) agreed that TV portrayals of alcohol increase their interest in drinking, emphasizing the role of media representation in shaping consumer behavior.

Additionally, learning about different alcoholic beverages after exposure to TV ads (mean = 3.76) was acknowledged by 64.1% of respondents, indicating that advertisements serve an educational role in brand awareness. TV commercials also influenced students’ desire to experiment with new alcohol brands (mean = 3.72), with 65.8% agreeing, reinforcing how advertising stimulates product trial and brand switching. The strongest agreement (75.4%, mean = 3.96) was observed in the statement that lifestyles portrayed in TV alcohol ads increase interest in consumption, suggesting that aspirational imagery plays a key role in making alcohol consumption seem desirable. The overall grand mean of 3.79 suggests a consistent level of interest in alcohol consumption

influenced by television advertisements, reinforcing concerns about the impact of media on youth drinking behaviors and brand engagement.

Table 4.5: Purchase Intention of Alcoholic Products

S/N	STATEMENTS	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
16	I am more likely to purchase alcoholic beverages that are frequently advertised on TV.	77 (25.6)	124 (41.2)	70 (23.3)	26 (8.6)	4 (1.3)	3.81
17	Promotional offers in TV alcohol ads influence my decision to purchase alcoholic products.	67 (22.3)	146 (48.5)	61 (20.3)	25 (8.3)	2 (0.7)	3.83
18	Seeing appealing TV advertisements increases my willingness to buy alcoholic beverages.	64 (21.3)	123 (40.9)	67 (22.3)	35 (11.6)	12 (4.0)	3.64
19	My decision to buy alcohol is often influenced by the lifestyles portrayed in TV commercials.	77 (25.6)	102 (33.9)	72 (23.9)	40 (13.3)	10 (3.3)	3.64
20	The visual and emotional appeal of TV ads motivates me to try the advertised alcoholic products.	87 (28.9)	115 (38.2)	59 (19.6)	33 (11.0)	7 (2.3)	3.80
	Overall Mean (Grand Mean)	74.4 (24.7)	122 (40.5)	65.8 (21.8)	31.8 (10.6)	7 (2.3)	3.74

Source: Researcher’s Fieldwork (2025)

The findings suggest that television advertisements strongly influence students' purchase intentions for alcoholic products. A majority of respondents (66.8%, mean = 3.81) agree

that frequent exposure to alcohol advertisements makes them more likely to buy alcoholic beverages, highlighting the power of repetitive advertising in shaping consumer behavior. Similarly, promotional offers in TV ads significantly influence purchase decisions (mean = 3.83), with 70.8% agreement, indicating that discounts and limited-time deals drive alcohol sales among students.

Appealing advertisements also increase willingness to buy alcohol (mean = 3.64), though the level of agreement (62.2%) is slightly lower than other statements, suggesting that not all students are directly influenced by ad visuals alone. The influence of lifestyles portrayed in commercials (mean = 3.64, 59.5% agreement) shows that while aspirational imagery affects some students, others may remain indifferent to lifestyle-based marketing strategies.

Lastly, the emotional and visual appeal of alcohol ads (mean = 3.80) motivates 67.1% of respondents to try advertised products, reinforcing the effectiveness of storytelling and emotional engagement in advertising. The overall grand mean of 3.74 confirms that while not all students act on purchase intentions, TV alcohol ads significantly drive brand interest and consumption motivation, particularly through repetitive exposure, promotions, and emotional appeal.

Table 4.6: Patronage of Alcoholic Products

S/N	STATEMENTS	SA	A (%)	U (%)	D (%)	SD	Mean
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		(%)				(%)	
21	Television commercials influence the frequency of my patronage of specific alcoholic brands.	83 (27.6)	132 (43.9)	61 (20.3)	21 (7.0)	4 (1.3)	3.89
22	TV advertisements that associate alcohol with social gatherings encourage me to patronize such products.	87 (28.9)	132 (43.9)	56 (18.6)	20 (6.6)	6 (2.0)	3.92
23	The quality and lifestyle depictions in alcohol TV ads motivate me to patronize those brands.	71 (23.6)	136 (45.2)	52 (17.3)	37 (12.3)	5 (1.7)	3.77
24	Consistent exposure to a particular alcoholic brand on TV increases my likelihood of repeated patronage.	88 (29.2)	118 (39.2)	55 (18.3)	32 (10.6)	8 (2.7)	3.82
25	I patronize alcoholic products that I perceive to align with the values or image shown in their TV ads.	73 (24.3)	117 (38.9)	70 (23.3)	31 (10.3)	10 (3.3)	3.70
	Overall Mean (Grand Mean)	80.4 (26.7)	127 (42.2)	58.8 (19.5)	28.2 (9.4)	6.6 (2.2)	3.82

Source: Researcher's Fieldwork (2025)

The data reveals that television advertisements significantly influence students' patronage of alcoholic products. The strongest agreement (72.8%, mean = 3.92) was observed for the statement that ads linking alcohol with social gatherings increase product patronage, highlighting the effectiveness of social marketing strategies. Similarly, 71.5% (mean =

3.89) agreed that TV commercials influence how often they purchase specific alcoholic brands, suggesting a high correlation between advertising exposure and brand loyalty.

The depiction of quality and aspirational lifestyles in ads (mean = 3.77) motivated 68.8% of respondents to patronize those brands, reinforcing the impact of brand positioning and prestige imagery. Additionally, 68.4% (mean = 3.82) indicated that consistent exposure to a particular alcohol brand increases repeat purchases, demonstrating the effectiveness of advertising frequency in consumer retention.

Finally, 63.2% (mean = 3.70) of respondents admitted to choosing alcoholic brands that align with the values or image portrayed in TV ads, suggesting that brand identity and perceived lifestyle alignment play a role in consumer choices. The overall grand mean of 3.82 confirms that television advertising remains a powerful tool in shaping patronage behaviors, particularly through social association, frequent exposure, and lifestyle appeal.

4.5 Test of Hypotheses

The research hypotheses were tested utilising regression analysis in order to achieve the current study's objectives. The hypotheses were evaluated with an Alpha level of significance of 0.05 (Decision rule: computed level of significance <0.05 , reject null hypothesis; computed level of significance >0.05 , accept null hypothesis).

Table 4.7a Model Summary- the Effect of Television Advertising Messages on Student Outcomes Indicators (Alcohol Consumption, *Interest in Alcohol Consumption*, Purchase Intention of Alcoholic Products, and Patronage of Alcoholic Products)

Model Summary for Television Advertising Messages and Alcohol Consumption				
Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.633 ^a	.401	.399	1.834
Model Summary for Television Advertising Messages and <i>Interest in Alcohol Consumption</i>				
Model	R	R Square	Adjusted R Square	Durbin-Watson
2	.596 ^a	.355	.353	1.842
Model Summary for Television Advertising Messages and Purchase Intention of Alcoholic Products				
Model	R	R Square	Adjusted R Square	Durbin-Watson
3	.501 ^a	.251	.248	1.808
Model Summary for Television Advertising Messages and Patronage of Alcoholic Products				
Model	R	R Square	Adjusted R Square	Durbin-Watson
4	.590 ^a	.348	.346	1.809
a. Predictors: (Constant), Television Advertising Messages (TAM)				
b. Dependent Variables: Alcohol Consumption (CON), Interest in Alcohol Consumption (INT), Purchase Intention of Alcoholic Products (PINT), and Patronage of Alcoholic Products (PAT)				

Source: Statistical Package for social Sciences v.22

The model summary reveals a moderate to strong relationship between television advertising messages (TAM) and student alcohol-related outcomes. The strongest relationship is observed between TAM and Alcohol Consumption ($R = 0.633$, $R^2 = 0.401$), indicating that 40.1% of the variance in alcohol consumption is explained by television advertising. This suggests that advertising plays a significant role in shaping students' drinking behavior. Similarly, TAM and Interest in Alcohol Consumption ($R = 0.596$, $R^2 = 0.355$) show that 35.5% of the variation in interest levels is attributed to television ads, reinforcing the persuasive power of marketing. The weaker association between TAM and Purchase Intention ($R = 0.501$, $R^2 = 0.251$) suggests that while advertising influences consumer intent, other factors such as price, peer influence, or personal preferences may also play a role. Likewise, the relationship between TAM and Patronage of Alcoholic Products ($R = 0.590$, $R^2 = 0.348$) implies that 34.8% of patronage behavior is influenced by advertising, supporting the idea that frequent exposure to alcohol ads encourages continued brand engagement. The Durbin-Watson values (ranging from 1.808 to 1.842) indicate that there is no significant autocorrelation in the models, suggesting the reliability of the regression analysis. Overall, the findings emphasize that television advertising messages significantly shape students' alcohol-related behaviors, particularly influencing consumption levels and interest in alcohol.

Table 4.7b Analysis of Variance (ANOVA)- the Effect of Television Advertising Messages on Student Outcomes Indicators (Alcohol Consumption, *Interest in Alcohol Consumption*, Purchase Intention of Alcoholic Products, and Patronage of Alcoholic Products)

ANOVA for Television Advertising Messages and Alcohol Consumption					
	Sum of Squares	Df	Mean Square	F	Sig.
Regression	52.868	1	52.868	200.412	.000 ^b
Residual	78.875	299	.264		
Total	131.743	300			
ANOVA for Television Advertising Messages and <i>Interest in Alcohol Consumption</i>					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	54.539	1	54.539	164.488	.000 ^b
Residual	99.139	299	.332		
Total	153.678	300			
ANOVA for Television Advertising Messages and Purchase Intention of Alcoholic Products					
	Sum of Squares	df	Mean Square	F	Sig.

Regression	42.814	1	42.814	100.077	.000 ^b
Residual	127.916	299	.428		
Total	170.731	300			

ANOVA for Television Advertising Messages and Patronage of Alcoholic Products					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	57.197	1	57.197	159.563	.000 ^b
Residual	107.179	299	.358		
Total	164.376	300			

a. Dependent Variable: Alcohol Consumption (CON), Interest in Alcohol Consumption (INT), Purchase Intention of Alcoholic Products (PINT), and Patronage of Alcoholic Products (PAT)

b. Predictors: (Constant), Television Advertising Messages (TAM)

Source: Statistical Package for social Sciences v.22

The ANOVA results indicate that television advertising messages (TAM) have a statistically significant effect on all student outcome indicators related to alcohol consumption. The F-values are high across all models, demonstrating the strength of the relationship between TAM and the dependent variables. Specifically, TAM significantly predicts Alcohol Consumption (F = 200.412, p = .000), Interest in Alcohol Consumption (F = 164.488, p = .000), Purchase Intention of Alcoholic Products (F = 100.077, p = .000), and Patronage of Alcoholic Products (F = 159.563, p = .000). The p-values (Sig. = .000)

across all models confirm that the influence of television advertising messages on these behaviors is highly significant at the 95% confidence level. The higher F-values for alcohol consumption and interest in alcohol suggest that TAM has a stronger effect on these variables compared to purchase intention and patronage. This implies that while advertising strongly influences students' drinking habits and interest in alcohol, other factors—such as pricing, peer influence, and accessibility—may also contribute to actual purchase decisions and brand loyalty. Overall, the findings confirm that television alcohol advertisements play a crucial role in shaping students’ drinking behaviors and brand engagement.

Table 4.7c Regression Output- the Effect of Television Advertising Messages on Student Outcomes Indicators (Alcohol Consumption, *Interest in Alcohol Consumption*, Purchase Intention of Alcoholic Products, and Patronage of Alcoholic Products)

Regression Result for Television Advertising Messages and Bank Service Delivery					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.451	.174		8.313	.000
TAM	.614	.043	.633	14.157	.000

Regression Result for Television Advertising Messages and Alcohol Consumption

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.325	.196		6.772	.000
TAM	.624	.049	.596	12.825	.000

Regression Result for Television Advertising Messages and Purchase Intention of Alcoholic Products

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.557	.222		7.006	.000
TAM	.553	.055	.501	10.004	.000

Regression Result for Television Advertising Messages and Patronage of Alcoholic Products

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.286	.203		6.325	.000
TAM	.639	.051	.590	12.632	.000

Dependent Variable: Alcohol Consumption (CON), Interest in Alcohol Consumption (INT), Purchase Intention of Alcoholic Products (PINT), and Patronage of Alcoholic Products (PAT)

Source: Statistical Package for social Sciences v.22

The regression analysis confirms that television advertising messages (TAM) significantly influence all student alcohol-related behaviors, with positive and statistically significant Beta coefficients ($p < 0.001$) across all models. The strongest effect is seen in alcohol consumption ($B = 0.624$, $Beta = 0.596$, $t = 12.825$, $p = .000$), indicating that for every unit increase in exposure to television alcohol advertisements, alcohol consumption increases by 0.624 units. This suggests that advertising has a strong persuasive impact on students' drinking habits.

Similarly, TAM significantly predicts interest in alcohol consumption ($B = 0.614$, $Beta = 0.633$, $t = 14.157$, $p = .000$), reinforcing that alcohol advertisements heighten students' curiosity and inclination toward drinking. The influence on purchase intention ($B = 0.553$, $Beta = 0.501$, $t = 10.004$, $p = .000$) is slightly weaker, suggesting that while advertising increases interest, external factors such as financial constraints or social influence may also affect actual purchasing decisions.

Lastly, patronage of alcoholic products ($B = 0.639$, $Beta = 0.590$, $t = 12.632$, $p = .000$) shows a strong link between advertisement exposure and continued product loyalty, emphasizing that frequent exposure to alcohol commercials reinforces brand recognition and preference. Across all models, the high t-values and significant p-values confirm the

robustness of the regression results, demonstrating that television alcohol advertisements play a key role in shaping students' drinking behaviors, purchasing decisions, and brand loyalty.

H₀₁: There is no significant relationship between television advertising messages and alcohol consumption among University of Benin students.

The regression analysis shows that television advertising messages (TAM) significantly predict alcohol consumption ($B = 0.624$, $Beta = 0.596$, $t = 12.825$, $p = .000$). Since $p < 0.05$, the null hypothesis (H_{01}) is rejected, and the alternative hypothesis is accepted. This confirms that television alcohol advertisements have a significant impact on students' drinking behaviors.

H₀₂: Television advertising messages do not stimulate the interest of University of Benin students in alcohol consumption.

The results indicate a strong and significant effect of TAM on interest in alcohol consumption ($B = 0.614$, $Beta = 0.633$, $t = 14.157$, $p = .000$). Given that $p < 0.05$, the null hypothesis (H_{02}) is rejected, indicating that television alcohol advertisements significantly heighten students' interest in alcohol consumption.

H₀₃: Exposure to television advertising messages does not influence the purchase intention of alcoholic products among University of Benin students.

The regression output shows a significant relationship between TAM and purchase intention of alcoholic products ($B = 0.553$, $Beta = 0.501$, $t = 10.004$, $p = .000$). Since $p < 0.05$, the null hypothesis (H_{03}) is rejected, meaning that television alcohol advertisements significantly influence students' intentions to purchase alcoholic beverages.

H₀₄: Exposure to television advertising messages does not increase the patronage of alcoholic products among University of Benin students.

The analysis confirms a statistically significant effect of TAM on the patronage of alcoholic products ($B = 0.639$, $Beta = 0.590$, $t = 12.632$, $p = .000$). As $p < 0.05$, the null hypothesis (H_{04}) is rejected, supporting the conclusion that television alcohol advertisements significantly increase students' patronage of alcoholic brands.

4.6 Discussion of Findings

Television Advertising Messages and Alcohol Consumption

The study found that television advertising messages significantly influence alcohol consumption among University of Benin students ($B = 0.624$, $Beta = 0.596$, $p = .000$), suggesting that frequent exposure to alcohol-related advertisements increases the likelihood of students engaging in drinking behaviors. This aligns with the findings of Onwe, Madichie, and Idemili (2019), who argue that television advertisements normalize alcohol consumption by portraying it as socially desirable, reinforcing the notion that drinking is associated with success and social acceptance. Similarly, Odimegwu and Adedoyin (2020) found that repetitive exposure to alcohol advertising messages fosters a

permissive drinking culture among students. This supports the broader conceptualization of alcohol consumption by Costa, Souza, and Borges (2020), who suggest that drinking behaviors among students are shaped by individual attitudes, peer influence, and media exposure. However, contrasting perspectives by Bello and Yusuf (2019) highlight the negative implications of student alcohol consumption, including poor academic performance and health risks. This suggests that while advertisements increase consumption, they also contribute to broader academic and social consequences. Furthermore, Akinpelu and Aluko (2022) emphasize that aggressive marketing techniques employed by alcohol brands tend to glamorize drinking while downplaying the risks involved, an issue that is evident in Nigerian universities. Consequently, these findings highlight the need for regulatory measures to limit student exposure to misleading alcohol advertisements.

Television Advertising Messages and Interest in Alcohol Consumption

The study also found that television advertising significantly stimulates students' interest in alcohol consumption ($B = 0.614$, $\text{Beta} = 0.633$, $p = .000$), confirming that exposure to alcohol commercials makes students more curious about drinking. This is in line with Ajayi (2020) and Oluwadare & Jegede (2021), who suggest that advertisements glamorizing alcohol consumption create a perception among students that drinking is an essential aspect of social life. Chukwuma (2019) further supports this by stating that students exposed to alcohol advertisements tend to associate drinking with concepts such as relaxation, success, and prestige, making it more appealing. This is consistent with the

assertion by Adeoye and Aluko (2023) that exposure to alcohol commercials alters risk perception, making students less likely to consider the adverse effects of alcohol consumption. However, in contrast, Dumbili (2015) highlights that while advertisements may increase interest in alcohol consumption, cultural and religious norms still play a significant role in determining actual drinking behaviors. For instance, alcohol consumption is more widely accepted in Southern Nigeria, whereas stricter religious norms in the North limit interest in alcohol. Nonetheless, Ogundipe (2023) argues that globalization and the increasing influence of Western media have contributed to a more permissive drinking culture among Nigerian students, making advertisements even more potent in driving interest in alcohol consumption. Therefore, while advertisements undeniably stimulate curiosity about alcohol, other sociocultural factors may moderate the extent of actual consumption.

Television Advertising Messages and Purchase Intention of Alcoholic Products

The findings indicate that exposure to television advertising significantly influences students' purchase intentions for alcoholic beverages ($B = 0.553$, $\text{Beta} = 0.501$, $p = .000$), implying that students are more likely to buy alcohol after viewing compelling advertisements. This is supported by Akinbode (2022) and Suleiman (2021), who found that television advertisements employ emotional and social appeal techniques to create positive associations with alcohol, thereby increasing purchase intentions. Agbo and Ogbu (2020) further argue that advertisements often depict alcohol as an essential part of social interactions, making students more inclined to purchase these products to fit into

peer groups. This aligns with Eze and Ojo (2021), who assert that advertising fosters a sense of normative pressure, compelling students to conform to drinking culture. However, Johnston et al. (2016) note that while advertisements influence purchase intentions, socioeconomic factors such as financial constraints may still limit actual purchasing behavior. Students from wealthier backgrounds are more likely to act on their purchase intentions, while those from lower-income families may be less inclined to buy alcoholic products despite their interest. This perspective is supported by Akinwale et al. (2019), who found that students from affluent backgrounds are more exposed to alcohol and more capable of affording it. Therefore, while television advertising significantly increases purchase intentions, external factors such as financial capacity and accessibility may ultimately determine the extent to which these intentions translate into actual purchases.

Television Advertising Messages and Patronage of Alcoholic Products

The study further revealed that television advertising significantly increases students' patronage of alcoholic brands ($B = 0.639$, $Beta = 0.590$, $p = .000$), suggesting that repeated exposure to alcohol advertisements leads to brand loyalty and continued consumption. This aligns with Okoro and Chinwe (2020), who argue that persuasive television advertising fosters long-term engagement with alcohol brands by portraying them as symbols of modernity and social status. Ibeh and Agbo (2021) further assert that advertisements create an aspirational appeal, encouraging students to continue consuming specific brands associated with positive imagery. Additionally, Umeogu and Ugwu (2019)

highlight the role of advertising frequency in reinforcing brand recall, leading to sustained patronage among students. However, Dumbili (2015) presents a contrasting view, arguing that while advertisements influence initial patronage, peer influence and availability of alcohol play a more dominant role in long-term alcohol consumption patterns. Furthermore, Ogwuche and Adagba (2022) note that celebrity endorsements in alcohol advertisements significantly enhance brand credibility and desirability, making students more likely to patronize advertised products. Nevertheless, findings by Olawole and Adekeye (2018) suggest that religious beliefs and parental influence can moderate the extent to which advertising affects long-term patronage, particularly in regions where alcohol consumption is less culturally accepted. Thus, while advertising effectively increases alcohol patronage among students, other social and cultural determinants also shape long-term consumption patterns.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter encompasses the summary of findings, conclusion and recommendations of this study. It is a section which point out the major discovery of the study, suggesting possible action to the identified and perceived potential problems and where the conclusion is drawn from.

5.2 Summary of Findings

The purpose of this study was to evaluate the impact of television advertising messages on alcohol consumption among the students of the University of Benin. The study targeted a sample of three hundred ninety-five (395) undergraduate students, in which same number (395) of questionnaires was distributed, however, only three hundred and one (301) was retrieved and used for this study. The data collected was analyzed using SPSS version 20.0 and descriptive statistics was used to present the results while regression test was employed to make findings on the research hypotheses.

These are the findings on the assessment of the impact of television advertising messages on alcohol consumption among the students of the University of Benin:

- i. The study found that television advertising messages significantly influence alcohol consumption among University of Benin students ($B = 0.624$, Beta =

0.596, $p = .000$), suggesting that frequent exposure to alcohol-related advertisements increases the likelihood of students engaging in drinking behaviors.

- ii. The study also found that television advertising significantly stimulates students' interest in alcohol consumption ($B = 0.614$, $\text{Beta} = 0.633$, $p = .000$), confirming that exposure to alcohol commercials makes students more curious about drinking.
- iii. The findings indicate that exposure to television advertising significantly influences students' purchase intentions for alcoholic beverages ($B = 0.553$, $\text{Beta} = 0.501$, $p = .000$), implying that students are more likely to buy alcohol after viewing compelling advertisements.
- iv. The study further revealed that television advertising significantly increases students' patronage of alcoholic brands ($B = 0.639$, $\text{Beta} = 0.590$, $p = .000$), suggesting that repeated exposure to alcohol advertisements leads to brand loyalty and continued consumption.

5.3 Conclusion

This study examined the impact of television advertising messages on alcohol consumption among University of Benin students, focusing on how advertising influences alcohol consumption, interest in alcohol, purchase intention, and patronage of alcoholic products. Using a sample of 301 respondents, the study employed descriptive statistics and regression analysis through SPSS version 20.0 to evaluate these

relationships. The findings revealed that television alcohol advertisements significantly influence students' drinking behaviors, with exposure increasing both consumption frequency and curiosity about alcohol. Additionally, advertisements were found to heighten purchase intentions, making students more inclined to buy alcoholic products, while also reinforcing brand loyalty through repeated exposure. These findings align with existing literature emphasizing the persuasive nature of advertising in shaping consumer behavior, particularly among impressionable youth. However, they also highlight the need for regulatory interventions, awareness campaigns, and educational programs to mitigate the potential risks associated with alcohol advertising. Given the significant impact of television alcohol commercials on student drinking behaviors, policymakers and educational institutions should implement stringent advertising regulations and promote responsible drinking initiatives to curb excessive alcohol consumption among students.

5.4 Recommendations

Based the findings of this study the researcher recommended the following.

- i. Based on the findings that television advertising significantly influences alcohol consumption among students, regulatory authorities such as the Advertising Regulatory Council of Nigeria (ARCON) and the Nigerian Broadcasting Commission (NBC) should implement stricter guidelines on alcohol advertisements targeting young audiences. This could include restricting alcohol

commercials during programs popular among students, enforcing health warnings on ads, and limiting the use of celebrities or social influencers who appeal to young people. Such measures would help reduce the exposure of students to persuasive alcohol messaging, thereby mitigating its impact on their drinking behaviors.

- ii. Given that television advertising stimulates students' interest in alcohol consumption, universities and health agencies should intensify awareness campaigns on the risks associated with alcohol consumption. These campaigns should focus on debunking the glamorized portrayal of alcohol in advertisements, educating students on the health and academic consequences of excessive drinking, and promoting alternative recreational activities that do not involve alcohol. Institutions should also integrate alcohol education programs into student orientation and counseling services to help students make informed decisions about drinking.
- iii. Since the study found that television advertising increases students' purchase intentions for alcoholic beverages, manufacturers and advertisers should be encouraged to adopt more responsible marketing strategies. This includes shifting focus from persuasive emotional appeals to responsible drinking messages, ensuring that alcohol advertisements do not mislead consumers into excessive consumption, and promoting moderation rather than indulgence. Additionally, regulatory agencies could mandate that alcohol advertisements allocate a

percentage of their airtime to responsible drinking messages, similar to what is done in tobacco advertising restrictions.

- iv. Finally, to address the finding that television advertising reinforces brand loyalty and continued patronage of alcoholic products among students, government agencies, educational institutions, and civil society organizations should collaborate in promoting alcohol-free social events within university communities. More emphasis should be placed on creating student engagement programs, extracurricular activities, and entertainment options that do not involve alcohol consumption. Universities should also partner with non-governmental organizations (NGOs) to establish peer mentorship programs, where students can influence their peers to adopt healthier lifestyle choices. These interventions would help counteract the long-term impact of advertising on alcohol consumption patterns among students.

5.5 Contribution to Knowledge

This study makes a significant contribution to knowledge by providing empirical evidence on the impact of television advertising messages on alcohol consumption among university students in Nigeria, specifically at the University of Benin. Unlike previous studies that have focused broadly on alcohol consumption determinants, this research establishes a direct statistical relationship between television advertisements and students' drinking behaviors, interest, purchase intention, and brand patronage. By

employing regression analysis, the study quantifies the extent to which advertising influences these behaviors, thereby filling a gap in existing literature on media influence and youth alcohol consumption in Nigeria. Furthermore, the study highlights the role of repetitive exposure in reinforcing brand loyalty, offering insights into how advertising strategies shape long-term consumer habits among students. Additionally, the findings provide a basis for policy recommendations, emphasizing the need for regulatory measures to limit students' exposure to alcohol advertisements and promote responsible drinking campaigns within tertiary institutions. This research, therefore, serves as a valuable resource for scholars, policymakers, and educators seeking to understand and mitigate the influence of television alcohol advertising on young adults.

5.6 Area for Further Research

Future research should consider expanding the scope of this study by including multiple universities across different geopolitical regions of Nigeria to provide a comparative analysis of how cultural, religious, and socioeconomic factors moderate the impact of television advertising on alcohol consumption. While this study focused solely on undergraduate students at the University of Benin, subsequent studies could incorporate postgraduate students and non-student youth demographics to determine whether advertising influences alcohol consumption differently across educational and occupational backgrounds. Additionally, future research could contrast the effects of television advertising with other media platforms, such as social media and digital

marketing, to assess whether traditional television remains the most influential medium in shaping young adults' drinking behaviors. A longitudinal study design could also be employed to track changes in alcohol consumption patterns over time, offering deeper insights into how sustained exposure to alcohol advertisements influences long-term drinking habits.

Methodologically, further research could utilize a mixed-methods approach, integrating qualitative techniques such as focus group discussions and in-depth interviews alongside quantitative surveys to provide richer insights into students' perceptions and motivations regarding alcohol consumption. In terms of data analysis, future studies could employ structural equation modeling (SEM) to assess the direct and indirect effects of advertising messages on consumption behaviors, allowing for a more comprehensive analysis of mediating factors such as peer influence, parental guidance, and personal values. Additional variables, such as brand perception, emotional appeal in advertisements, and the role of alcohol pricing, could be incorporated to provide a multi-dimensional understanding of purchasing behaviors and patronage patterns. These expansions would not only enhance academic knowledge but also guide policymakers in designing more effective regulatory frameworks for alcohol advertising targeting young audiences.

Appendices

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Frequency Table

I find that the visuals and graphics used in alcohol advertisements on TV are appealing to me.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	1.0	1.0	1.0
Disagree	16	5.3	5.3	6.3
Neutral	32	10.6	10.6	16.9
Agree	129	42.9	42.9	59.8
Strongly Agree	121	40.2	40.2	100.0
Total	301	100.0	100.0	

The slogans or catchphrases in alcohol advertisements are easy to remember and influence my perception.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	19	6.3	6.3	6.6
	Neutral	43	14.3	14.3	20.9
	Agree	142	47.2	47.2	68.1
	Strongly Agree	96	31.9	31.9	100.0
	Total	301	100.0	100.0	

The emotional tone of alcohol commercials, such as humor or excitement, captures my attention.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.0	1.0	1.0
	Disagree	13	4.3	4.3	5.3
	Neutral	56	18.6	18.6	23.9
	Agree	140	46.5	46.5	70.4
	Strongly Agree	89	29.6	29.6	100.0
	Total	301	100.0	100.0	

TV alcohol advertisements often present an aspirational lifestyle that I find relatable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.7	1.7	1.7

Disagree	41	13.6	13.6	15.3
Neutral	58	19.3	19.3	34.6
Agree	111	36.9	36.9	71.4
Strongly Agree	86	28.6	28.6	100.0
Total	301	100.0	100.0	

The repetition of alcohol advertisements on TV makes them more memorable to me.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	2.0	2.0	2.0
Disagree	26	8.6	8.6	10.6
Neutral	65	21.6	21.6	32.2
Agree	111	36.9	36.9	69.1
Strongly Agree	93	30.9	30.9	100.0
Total	301	100.0	100.0	

I am more likely to try new alcoholic brands that I see promoted on TV.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	.7	.7	.7
Disagree	19	6.3	6.3	7.0
Neutral	65	21.6	21.6	28.6
Agree	134	44.5	44.5	73.1

Strongly Agree	81	26.9	26.9	100.0
Total	301	100.0	100.0	

Television advertisements influence the frequency of my alcohol consumption.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	1.3	1.3	1.3
Disagree	23	7.6	7.6	9.0
Neutral	64	21.3	21.3	30.2
Agree	121	40.2	40.2	70.4
Strongly Agree	89	29.6	29.6	100.0
Total	301	100.0	100.0	

The way alcohol is portrayed on TV affects my perception of how often it is appropriate to consume it.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	1.0	1.0	1.0
Disagree	28	9.3	9.3	10.3
Neutral	48	15.9	15.9	26.2
Agree	140	46.5	46.5	72.8
Strongly Agree	82	27.2	27.2	100.0
Total	301	100.0	100.0	

Alcohol commercials on TV make drinking seem like an essential part of social gatherings.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.7	1.7	1.7
	Disagree	25	8.3	8.3	10.0
	Neutral	70	23.3	23.3	33.2
	Agree	121	40.2	40.2	73.4
	Strongly Agree	80	26.6	26.6	100.0
	Total	301	100.0	100.0	

Seeing alcohol ads on TV encourages me to consume alcohol in specific settings, such as parties.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	2.0	2.0	2.0
	Disagree	16	5.3	5.3	7.3
	Neutral	58	19.3	19.3	26.6
	Agree	139	46.2	46.2	72.8
	Strongly Agree	82	27.2	27.2	100.0
	Total	301	100.0	100.0	

Television advertisements make me curious about trying alcoholic beverages.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.3	2.3	2.3
	Disagree	23	7.6	7.6	10.0
	Neutral	77	25.6	25.6	35.5
	Agree	122	40.5	40.5	76.1
	Strongly Agree	72	23.9	23.9	100.0
	Total	301	100.0	100.0	

The way alcohol is portrayed on TV increases my interest in drinking.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	2.0	2.0	2.0
	Disagree	31	10.3	10.3	12.3
	Neutral	67	22.3	22.3	34.6
	Agree	117	38.9	38.9	73.4
	Strongly Agree	80	26.6	26.6	100.0
	Total	301	100.0	100.0	

I feel more inclined to learn about different alcoholic beverages after seeing TV ads.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.7	1.7	1.7
	Disagree	38	12.6	12.6	14.3
	Neutral	65	21.6	21.6	35.9
	Agree	110	36.5	36.5	72.4
	Strongly Agree	83	27.6	27.6	100.0
	Total	301	100.0	100.0	

Alcohol commercials on TV influence my desire to experiment with new brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.3	3.3	3.3
	Disagree	24	8.0	8.0	11.3
	Neutral	69	22.9	22.9	34.2
	Agree	135	44.9	44.9	79.1
	Strongly Agree	63	20.9	20.9	100.0
	Total	301	100.0	100.0	

The lifestyles shown in TV alcohol ads make me more interested in consuming alcoholic beverages.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.7	.7	.7

Disagree	18	6.0	6.0	6.6
Neutral	54	17.9	17.9	24.6
Agree	140	46.5	46.5	71.1
Strongly Agree	87	28.9	28.9	100.0
Total	301	100.0	100.0	

I am more likely to purchase alcoholic beverages that are frequently advertised on TV.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	1.3	1.3	1.3
Disagree	26	8.6	8.6	10.0
Neutral	70	23.3	23.3	33.2
Agree	124	41.2	41.2	74.4
Strongly Agree	77	25.6	25.6	100.0
Total	301	100.0	100.0	

Promotional offers in TV alcohol ads influence my decision to purchase alcoholic products.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	.7	.7	.7
Disagree	25	8.3	8.3	9.0
Neutral	61	20.3	20.3	29.2
Agree	146	48.5	48.5	77.7

Strongly Agree	67	22.3	22.3	100.0
Total	301	100.0	100.0	

Seeing appealing TV advertisements increases my willingness to buy alcoholic beverages.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	12	4.0	4.0	4.0
Disagree	35	11.6	11.6	15.6
Neutral	67	22.3	22.3	37.9
Agree	123	40.9	40.9	78.7
Strongly Agree	64	21.3	21.3	100.0
Total	301	100.0	100.0	

My decision to buy alcohol is often influenced by the lifestyles portrayed in TV commercials.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	3.3	3.3	3.3
Disagree	40	13.3	13.3	16.6
Neutral	72	23.9	23.9	40.5
Agree	102	33.9	33.9	74.4
Strongly Agree	77	25.6	25.6	100.0
Total	301	100.0	100.0	

The visual and emotional appeal of TV ads motivates me to try the advertised alcoholic products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.3	2.3	2.3
	Disagree	33	11.0	11.0	13.3
	Neutral	59	19.6	19.6	32.9
	Agree	115	38.2	38.2	71.1
	Strongly Agree	87	28.9	28.9	100.0
	Total	301	100.0	100.0	

Television commercials influence the frequency of my patronage of specific alcoholic brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.3	1.3	1.3
	Disagree	21	7.0	7.0	8.3
	Neutral	61	20.3	20.3	28.6
	Agree	132	43.9	43.9	72.4
	Strongly Agree	83	27.6	27.6	100.0
	Total	301	100.0	100.0	

TV advertisements that associate alcohol with social gatherings encourage me to patronize such products.

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly Disagree	6	2.0	2.0	2.0
	Disagree	20	6.6	6.6	8.6
	Neutral	56	18.6	18.6	27.2
	Agree	132	43.9	43.9	71.1
	Strongly Agree	87	28.9	28.9	100.0
	Total	301	100.0	100.0	

The quality and lifestyle depictions in alcohol TV ads motivate me to patronize those brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.7	1.7	1.7
	Disagree	37	12.3	12.3	14.0
	Neutral	52	17.3	17.3	31.2
	Agree	136	45.2	45.2	76.4
	Strongly Agree	71	23.6	23.6	100.0
	Total	301	100.0	100.0	

Consistent exposure to a particular alcoholic brand on TV increases my likelihood of repeated patronage.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.7	2.7	2.7
	Disagree	32	10.6	10.6	13.3
	Neutral	55	18.3	18.3	31.6

Agree	118	39.2	39.2	70.8
Strongly Agree	88	29.2	29.2	100.0
Total	301	100.0	100.0	

I patronize alcoholic products that I perceive to align with the values or image shown in their TV ads.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	3.3	3.3	3.3
Disagree	31	10.3	10.3	13.6
Neutral	70	23.3	23.3	36.9
Agree	117	38.9	38.9	75.7
Strongly Agree	73	24.3	24.3	100.0
Total	301	100.0	100.0	

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	N	Minimum	Maximum	Mean	Std. Deviation
I find that the visuals and graphics used in alcohol advertisements on TV are appealing to me.	301	1.00	5.00	4.1595	.88759
The slogans or catchphrases in alcohol advertisements are easy to remember and influence my perception.	301	1.00	5.00	4.0399	.86318
The emotional tone of alcohol commercials, such as humor or excitement, captures my attention.	301	1.00	5.00	3.9934	.86407
TV alcohol advertisements often present an aspirational lifestyle that I find relatable.	301	1.00	5.00	3.7708	1.06016
The repetition of alcohol advertisements on TV makes them more memorable to me.	301	1.00	5.00	3.8605	1.01676
I am more likely to try new alcoholic brands that I see promoted on TV.	301	1.00	5.00	3.9070	.88956

Television advertisements influence the frequency of my alcohol consumption.	301	1.00	5.00	3.8904	.96156
The way alcohol is portrayed on TV affects my perception of how often it is appropriate to consume it.	301	1.00	5.00	3.8970	.94129
Alcohol commercials on TV make drinking seem like an essential part of social gatherings.	301	1.00	5.00	3.8173	.97459
Seeing alcohol ads on TV encourages me to consume alcohol in specific settings, such as parties.	301	1.00	5.00	3.9136	.92332
Television advertisements make me curious about trying alcoholic beverages.	301	1.00	5.00	3.7608	.97771
The way alcohol is portrayed on TV increases my interest in drinking.	301	1.00	5.00	3.7774	1.01667
I feel more inclined to learn about different alcoholic beverages after seeing TV ads.	301	1.00	5.00	3.7575	1.04450

Alcohol commercials on TV influence my desire to experiment with new brands.	301	1.00	5.00	3.7209	.99089
The lifestyles shown in TV alcohol ads make me more interested in consuming alcoholic beverages.	301	1.00	5.00	3.9701	.87699
I am more likely to purchase alcoholic beverages that are frequently advertised on TV.	301	1.00	5.00	3.8106	.95952
Promotional offers in TV alcohol ads influence my decision to purchase alcoholic products.	301	1.00	5.00	3.8339	.89012
Seeing appealing TV advertisements increases my willingness to buy alcoholic beverages.	301	1.00	5.00	3.6379	1.06384
My decision to buy alcohol is often influenced by the lifestyles portrayed in TV commercials.	301	1.00	5.00	3.6512	1.09905
The visual and emotional appeal of TV ads motivates me to try the advertised alcoholic products.	301	1.00	5.00	3.8040	1.04791

Television commercials influence the frequency of my patronage of specific alcoholic brands.	301	1.00	5.00	3.8937	.93202
TV advertisements that associate alcohol with social gatherings encourage me to patronize such products.	301	1.00	5.00	3.9103	.95669
The quality and lifestyle depictions in alcohol TV ads motivate me to patronize those brands.	301	1.00	5.00	3.7674	.99953
Consistent exposure to a particular alcoholic brand on TV increases my likelihood of repeated patronage.	301	1.00	5.00	3.8173	1.05349
I patronize alcoholic products that I perceive to align with the values or image shown in their TV ads.	301	1.00	5.00	3.7043	1.04990
TAM	301	1.00	5.00	3.9648	.68368
CON	301	1.00	5.00	3.8850	.66268
INT	301	1.00	5.00	3.7973	.71572
PINT	301	1.00	5.00	3.7475	.75439
PAT	301	1.00	5.00	3.8186	.74022
Valid N (listwise)	301				

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT CON

/METHOD=ENTER TAM

/RESIDUALS DURBIN.

Regression

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CON /METHOD=ENTER TAM /RESIDUALS DURBIN.
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Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TAM ^b	.	Enter

a. Dependent Variable: CON

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.633 ^a	.401	.399	.51361	.401	200.412	1	299	.000	1.834

a. Predictors: (Constant), TAM

b. Dependent Variable: CON

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	52.868	1	52.868	200.412	.000 ^b
	Residual	78.875	299	.264		
	Total	131.743	300			

a. Dependent Variable: CON

b. Predictors: (Constant), TAM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
		1	(Constant)	1.451			.174		8.313	.000
	TAM	.614	.043	.633	14.157	.000	.529	.699	1.000	1.000

a. Dependent Variable: CON

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	TAM
1	1	1.986	1.000	.01	.01
	2	.014	11.703	.99	.99

a. Dependent Variable: CON

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0646	4.5207	3.8850	.41979	301
Residual	-1.70667	1.50734	.00000	.51275	301
Std. Predicted Value	-4.336	1.514	.000	1.000	301
Std. Residual	-3.323	2.935	.000	.998	301

a. Dependent Variable: CON

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT INT

/METHOD=ENTER TAM

/RESIDUALS DURBIN.

Regression

Notes

Output Created	04-MAR-2025 11:02:28	
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	<pre> REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT INT /METHOD=ENTER TAM /RESIDUALS DURBIN. </pre>	

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Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TAM ^b		Enter

a. Dependent Variable: INT

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.596 ^a	.355	.353	.57582	.355	164.488	1	299	.000	1.842

a. Predictors: (Constant), TAM

b. Dependent Variable: INT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.539	1	54.539	164.488	.000 ^b
	Residual	99.139	299	.332		

Total	153.678	300		
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a. Dependent Variable: INT

b. Predictors: (Constant), TAM

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.325	.196		6.772	.000	.940	1.710		
TAM	.624	.049	.596	12.825	.000	.528	.719	1.000	1.000

a. Dependent Variable: INT

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	TAM
1	1	1.986	1.000	.01	.01
	2	.014	11.703	.99	.99

a. Dependent Variable: INT

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9484	4.4430	3.7973	.42638	301
Residual	-2.06876	1.90326	.00000	.57486	301

Std. Predicted Value	-4.336	1.514	.000	1.000	301
Std. Residual	-3.593	3.305	.000	.998	301

a. Dependent Variable: INT

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT PINT
/METHOD=ENTER TAM
/RESIDUALS DURBIN.

```

Regression

Notes

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	File	

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT PINT /METHOD=ENTER TAM /RESIDUALS DURBIN.
Resources	Processor Time	00:00:00.03
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	Memory Required	3520 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TAM ^b	.	Enter

a. Dependent Variable: PINT

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.501 ^a	.251	.248	.65407	.251	100.077	1	299	.000	1.808

a. Predictors: (Constant), TAM

b. Dependent Variable: PINT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.814	1	42.814	100.077	.000 ^b
	Residual	127.916	299	.428		
	Total	170.731	300			

a. Dependent Variable: PINT

b. Predictors: (Constant), TAM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.557	.222		7.006	.000
	TAM	.553	.055	.501	10.004	.000

a. Dependent Variable: PINT

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	TAM
1	1	1.986	1.000	.01	.01
	2	.014	11.703	.99	.99

a. Dependent Variable: PINT

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1093	4.3195	3.7475	.37778	301
Residual	-2.71953	1.80662	.00000	.65298	301
Std. Predicted Value	-4.336	1.514	.000	1.000	301
Std. Residual	-4.158	2.762	.000	.998	301

a. Dependent Variable: PINT

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT PAT

/METHOD=ENTER TAM

/RESIDUALS DURBIN.

Regression

Notes

Output Created	04-MAR-2025 11:03:11	
Comments		
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	File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	<pre> REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT PAT /METHOD=ENTER TAM /RESIDUALS DURBIN. </pre>	
Resources	Processor Time	00:00:00.00

Elapsed Time	00:00:00.00
Memory Required	3520 bytes
Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TAM ^b		Enter

a. Dependent Variable: PAT

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.590 ^a	.348	.346	.59871	.348	159.563	1	299	.000	1.809

a. Predictors: (Constant), TAM

b. Dependent Variable: PAT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.197	1	57.197	159.563	.000 ^b
	Residual	107.179	299	.358		
	Total	164.376	300			

a. Dependent Variable: PAT

b. Predictors: (Constant), TAM

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.286	.203		6.325	.000	.886	1.687		
TAM	.639	.051	.590	12.632	.000	.539	.738	1.000	1.000

a. Dependent Variable: PAT

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	TAM
1	1	1.986	1.000	.01	.01
	2	.014	11.703	.99	.99

a. Dependent Variable: PAT

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9251	4.4798	3.8186	.43664	301
Residual	-2.25790	1.72530	.00000	.59772	301
Std. Predicted Value	-4.336	1.514	.000	1.000	301
Std. Residual	-3.771	2.882	.000	.998	301

a. Dependent Variable: PAT

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QUESTIONNAIRE
DEPARTMENT OF MARKETING
FACULTY OF MANAGEMENT SCIENCES
UNIVERSITY OF BENIN

Dear Respondent,

APPEAL FOR THE COMPLETION OF QUESTIONNAIRE

I am an undergraduate student in the above named Department. As part of the requirement for the programme, I am conducting research on “**The Effect of Television Advertising Messages on Alcoholic Consumption Among the Students of University of Benin**”. In this regard, you have been randomly selected as a member of the sample. I also wish to assure you that your answers will be treated in strict confidence and used for the stated academic purpose only.

Thank you.

Yours Faithfully,

Name:

(Researcher)

QUESTIONNAIRE

SECTION A: PERSONAL DATA

Tick \checkmark in the appropriate box and give answers where necessary.

1. Gender: Male [] Female []
2. Age: 20yrs and below [] 21 – 30yrs [] 31 – 40yrs [] 41years and above []
3. Class Level of Respondents: 100 level [] 200 level [] 300 level [] 400 level []
500 level [] 600 level []
4. Faculty: _____

SECTION B: GENERAL

Please tick in the appropriate box after each question as an indication of your choice using likert scale: Strongly Agree=SA; A= Agree; Undecided=U; Disagree= D; Strongly Disagree= SD.

S/N	PARTICULARS					
	Television Advertising Messages	SA	A	U	D	SD
		(5)	(4)	(3)	(2)	(1)
5	I find that the visuals and graphics used in alcohol advertisements on TV are appealing to me.					
6	The slogans or catchphrases in alcohol advertisements are easy to remember and influence my perception.					
7	The emotional tone of alcohol commercials, such as humor or excitement, captures my attention.					
8	TV alcohol advertisements often present an aspirational lifestyle					

	that I find relatable.					
9	The repetition of alcohol advertisements on TV makes them more memorable to me.					
	Alcohol Consumption	SA (5)	A (4)	U (3)	D (2)	SD (1)
10	I am more likely to try new alcoholic brands that I see promoted on TV.					
11	Television advertisements influence the frequency of my alcohol consumption.					
12	The way alcohol is portrayed on TV affects my perception of how often it is appropriate to consume it.					
13	Alcohol commercials on TV make drinking seem like an essential part of social gatherings.					
14	Seeing alcohol ads on TV encourages me to consume alcohol in specific settings, such as parties.					
	<i>Interest in Alcohol Consumption</i>	SA (5)	A (4)	U (3)	D (2)	SD (1)
15	Television advertisements make me curious about trying alcoholic beverages.					
16	The way alcohol is portrayed on TV increases my interest in drinking.					
17	I feel more inclined to learn about different alcoholic beverages after seeing TV ads.					
18	Alcohol commercials on TV influence my desire to experiment					

	with new brands.					
19	The lifestyles shown in TV alcohol ads make me more interested in consuming alcoholic beverages.					
	Purchase Intention of Alcoholic Products	SA (5)	A (4)	U (3)	D (2)	SD (1)
20	I am more likely to purchase alcoholic beverages that are frequently advertised on TV.					
21	Promotional offers in TV alcohol ads influence my decision to purchase alcoholic products.					
22	Seeing appealing TV advertisements increases my willingness to buy alcoholic beverages.					
23	My decision to buy alcohol is often influenced by the lifestyles portrayed in TV commercials.					
24	The visual and emotional appeal of TV ads motivates me to try the advertised alcoholic products.					
	Patronage of Alcoholic Products	SA (5)	A (4)	U (3)	D (2)	SD (1)
25	Television commercials influence the frequency of my patronage of specific alcoholic brands.					
26	TV advertisements that associate alcohol with social gatherings encourage me to patronize such products.					
27	The quality and lifestyle depictions in alcohol TV ads motivate me to patronize those					

	brands.					
28	Consistent exposure to a particular alcoholic brand on TV increases my likelihood of repeated patronage.					
29	I patronize alcoholic products that I perceive to align with the values or image shown in their TV ads.					

THANK YOU!