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EFFECT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR OF NEW PRODUCTS IN AJINOMOTO FOODS NIGERIA LIMITED, BORNO-NIGERIA

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ABSTRACT

This study examined the influence of advertising on the buying behaviour of consumers towards newly introduced products (Delidawa & Madish) manufactured by Ajinomoto Foods Nigeria Limited. The study utilized data obtained from 550 respondents selected from various streets within Maiduguri, Borno State, Nigeria. A cross-sectional survey research design was adopted, with structured questionnaires administered to respondents at a single point in time. The collected data were analysed using descriptive statistics and multiple regression analysis. The findings revealed that television advertising exerts a positive and statistically significant influence on consumer buying behaviour. In contrast, radio advertising was found to have a negative but statistically significant effect, whereas outdoor advertising did not exert any statistically significant influence on consumers' buying behaviour towards Delidawa and Madish products in the Maiduguri Metropolitan Council. The study concludes that although advertising, particularly through television, plays a crucial role in creating product awareness, stimulating consumer interest, and generating purchase intentions that ultimately result in product demand, consumer buying behaviour is also influenced by other determinants such as product quality, price, income level, demand elasticity, consumer taste, and related factors. Consequently, the study recommends that Ajinomoto Foods Nigeria Ltd should increase the frequency of its television advertisements, as this is likely to further improve consumer buying behaviour towards its new products.

KEYWORDS: Advertising, behaviour, buying, consumer, New Products, Ajinomoto

1. INTRODUCTION

In today's contemporary society, individuals are constantly exposed to different forms of mass media, including newspapers, television, advertisements, films, videos, billboards, music, magazines, and the internet, among others. Among the various marketing communication tools, advertising occupies a unique position because of its extensive reach and enduring influence on consumers' perceptions. Advertising constitutes an essential component of the promotional element within the marketing mix,

which comprises product, price, place, and promotion. In the modern business environment, it serves as an effective medium for promoting products and services across different markets. Its importance has continued to increase over time, particularly in establishing and reinforcing strong product images in the minds of consumers. Consequently, advertising has become an indispensable aspect of contemporary marketing activities (Awan et al., 2016).

Among the available marketing strategies, advertising is widely regarded as one of the most effective because of its ability to create lasting impressions on consumers through extensive exposure. Its principal objectives include informing consumers about products, increasing sales, enhancing market value, and building organizational reputation and brand recognition (Maghsoudi et al., 2017).

Recent technological advancements have significantly transformed advertising, making it more flexible, pervasive, and influential in shaping consumer buying behaviour. Through diverse communication channels such as television, radio, print media, and the internet, advertising effectively reaches target audiences and influences their purchasing decisions (Hooper, 2012). As a result, advertising has become increasingly important to both producers and consumers (Aqsa & Kartini, 2015).

The influence of advertising on consumers' purchase decisions cannot be overstated. Business organizations and marketers invest substantial financial resources in advertising with the primary objective of positively influencing consumers' decisions to purchase their products. This investment is justified by the fact that purchasing decisions emerge through a comprehensive consumer decision-making process (Falebita et al., 2020). Consumer behaviour refers to the processes through which individuals identify, evaluate, acquire, utilize, and dispose of goods, services, ideas, or experiences in order to satisfy their needs and desires. It also encompasses the cognitive, emotional, and behavioural activities associated with consumer choice, as well as the broader implications of these behaviours for both consumers and society (Khaniwale, 2015; Statt et al., 2013). Therefore, analysing consumer behaviour is essential for understanding the reasons consumers behave differently under varying circumstances (Khaniwale, 2015). Against this backdrop, the present study investigates the effect of advertising on the consumer buying behaviour of new products produced by Ajinomoto Foods Nigeria Limited in Maiduguri.

A review of previous empirical studies indicates that a substantial proportion of the literature examining the relationship between advertising and consumer buying behaviour originates from countries outside Nigeria (Ahmed et al., 2017; El-zoghby et al., 2021; Gaudel, 2019; Gde et al., 2021; Gupta & Kumar, 2021; Kumari & Kumar, 2020; Kumari & Sangita, 2020; Majeed et al., 2017; Mbura & Kagoya, 2021; Shetty et al., 2019; Widayat et al., 2022; Yadav, 2022; Zia, 2016; Zinyemba &

Manase, 2015). Furthermore, the few empirical investigations conducted within Nigeria were undertaken outside Borno State, which represents the geographical focus of the present study (Chukwu et al., 2019; Inoni, 2017; Maiyaki & Adam, 2020; Ojenike, 2012; Olalekan et al., 2015). This situation highlights a contextual gap in the existing literature. Additionally, an examination of previous studies reveals methodological shortcomings. For instance, Kumari and Kumar (2020) and Pal and Pal (2019) relied primarily on descriptive statistical techniques such as frequency distributions, whereas Shetty et al. (2019) employed the chi-square test to investigate the association between advertising and consumer buying behaviour. Although descriptive statistics are valuable for summarizing and presenting data, they are inadequate for assessing the magnitude of effects or establishing predictive relationships. Similarly, the chi-square test, being a non-parametric statistical technique, possesses relatively limited explanatory and predictive capabilities. To address these identified gaps, the present study focuses on Ajinomoto's newly introduced products in Maiduguri and applies multiple regression analysis, which provides a more robust and reliable analytical framework than the descriptive and chi-square techniques adopted in the studies reviewed.

2. LITERATURE REVIEW

2.1 Concept of Advertising

Advertising refers to a form of paid strategic communication sponsored by an identifiable individual or organization with the objective of informing and persuading a target audience about a specific advertising subject, such as a product, service, brand, organization, or idea. Conventionally, advertising messages are disseminated through purchased time or space across various mass media platforms (Thorson & Rodgers, 2012). From an economic perspective, advertising represents an integral component of marketing activities, complementing pricing strategies and other promotional tools, including personal selling, to enhance brand visibility and market performance (Fennis & Stroebe, 2010; Tellis, 2004).

Advertising is also regarded as a paid, non-personal form of communication employed by individuals, profit-oriented organizations, and non-profit institutions to create awareness and attract the attention of a defined target audience (Nirmala & Pais, 2016). The effectiveness of advertising is often enhanced when the message is entertaining, as consumers generally show greater interest in advertisements that provide enjoyment (Alalwan *et al.*, 2017). Similarly, Dwivedi *et al.* (2017) argue that innovative and visually appealing advertisements are more effective in attracting consumers. Furthermore, Jung *et al.* (2016) established a close relationship between the entertainment value of advertisements and consumers' attitudes towards them. Consequently, incorporating entertaining elements into advertising messages is essential for capturing consumers' attention and stimulating their interest.

Advertising is delivered through a variety of media channels. However, this study focuses only on the

advertising media that are directly relevant to the research and are discussed in the following sections.

2.1.1 Television Advertising

Television advertising is widely regarded as one of the most influential forms of advertising because it simultaneously engages the visual and auditory senses of the audience, thereby enhancing the effectiveness of the intended message (Arshul *et al.*, 2014). It is considered one of the most effective advertising media due to its ability to disseminate promotional messages to a broad and diverse audience of consumers (Chukwu *et al.*, 2019). Moreover, television has been acknowledged as an effective platform for presenting products and services to millions of potential consumers, as it significantly influences consumer behaviour through its wide reach and persuasive communication capabilities (Bushra *et al.*, 2015).

2.1.2 Radio Advertising

Radio advertising is a form of audio communication that conveys promotional messages through sound, appealing exclusively to listeners' sense of hearing rather than sight. Although its persuasive capacity may be lower than that of television advertising, radio remains an effective medium for reaching a large and diverse audience because of its relatively low cost. In addition, radio is highly accessible, as many radio devices can operate without a constant electricity supply, thereby extending its reach to a wider population.

2.1.3 Outdoor Advertising

Outdoor advertising comprises a wide range of promotional media, including billboards, handbills, hoardings, banners, posters, wall paintings, computerized display boards, and other similar formats (Navnita, 2014). These advertising materials are typically installed at strategic locations where they remain continuously visible to the public until they are removed. Consequently, outdoor advertising constitutes a permanent and unavoidable feature of the physical environment, unlike other advertising media such as television, radio, and print, which consumers can easily switch off, ignore, or set aside (Lina & Victoria, 2016).

2.2 Concept of Consumer Buying Behaviour

Consumer buying behaviour refers to the cognitive, emotional, and physical processes that individuals undertake when selecting, purchasing, using, and disposing of goods and services to satisfy their needs and desires (Schifman & Kanuk, 2009). It also encompasses the behavioural responses displayed by consumers throughout the stages of searching for, acquiring, using, evaluating, and ultimately disposing of products or services that they believe will fulfil their expectations and needs (Schiffman & Wisenblit, 2015; Tanrikulu, 2021). According to Ferreira *et al.* (2021), consumer attitudes are dynamic and continue to evolve as a result of changes in living standards, technological advancement,

fashion, and prevailing trends. Furthermore, consumer behaviour reflects the actions individuals exhibit in the actual or potential use of products and represents the decision-making process through which available resources are allocated for consumption purposes (Agwu *et al.*, 2014).

The concept of consumer behaviour seeks to explain the various factors that shape consumers' purchasing decisions, including economic, social, and psychological influences. Consequently, understanding these determinants is fundamental to explaining the consumer buying behaviour process and the decisions consumers make in the marketplace (Cooray *et al.*, 2018).

Consumer buying behaviour is influenced by several interrelated factors. Psychological elements, particularly consumers' perceptions and attitudes, play a significant role in shaping purchase decisions (Kotler *et al.*, 2001). Likewise, social and cultural influences contribute substantially to consumers' buying decisions by determining not only whether a purchase is made but also the specific products selected (Arnold & Thompson, 2005). Overall, consumer behaviour is the outcome of the interaction among the physical, psychological, and social characteristics that influence prospective consumers during the purchasing process (Reetika, 2023).

2.3 Review of Empirical Studies

Widayat *et al.* (2022) investigated the effects of advertising, electronic word of mouth (e-WOM), and brand awareness on the purchasing decisions of 250 fashion product consumers in Indonesia. The researchers collected data through a self-administered questionnaire and analysed the responses using Covariance-based Structural Equation Modelling (CB-SEM). The findings demonstrated that both advertising and electronic word of mouth (e-WOM) exert a positive and statistically significant influence on consumers' purchasing decisions. Furthermore, brand awareness was found to play a significant mediating role in strengthening the relationship between advertising, electronic word of mouth, and purchase decisions.

Yadav (2022) examined the effect of advertising on the buying behaviour of 23 consumers of luxury pens, with particular emphasis on their preferences regarding brand, colour, and price. The study employed descriptive statistical techniques for data analysis. The findings revealed that brand preference constitutes the most influential factor affecting consumers' purchasing behaviour with respect to luxury pens.

Gde Satia Utama *et al.* (2021) explored the influence of advertising on consumer buying behaviour in Malaysia and India. The study obtained 100 survey responses comprising 51 participants from Malaysia and 49 from India, drawn from university communities, personal acquaintances, and family members. The results indicated that advertising serves as a highly persuasive marketing tool, while

social media advertising through platforms such as Facebook, Instagram, and TikTok emerged as the most significant determinant of consumer buying behaviour within the study population.

Kumari and Kumar (2020) examined the relationship between advertising and the buying behaviour of 100 consumers of beauty products in Ranchi Town using descriptive statistical techniques. The findings indicated that television advertising is the most influential factor affecting the purchasing behaviour of beauty product consumers within the study area.

The findings reported by Kumari and Sangita (2020) showed that print media, broadband, outdoor advertising, and social media exert a positive and statistically significant influence on consumer purchasing behaviour. In contrast, broadcasting media was found to have no statistically significant effect on consumers' purchasing behaviour.

Maiyaki and Adam (2020) found that outdoor, print, and broadcast advertising significantly and positively influence consumer buying behaviour. However, the study revealed that celebrity advertising does not have a statistically significant effect on consumers' purchasing behaviour.

Chukwu *et al.* (2019) reported that emotional response, environmental response towards the brand, brand awareness, and sensory-stimulated advertising, as independent variables, exert a positive and statistically significant influence on the dependent variable, consumer buying behaviour.

Sama (2024) revealed that magazines and newspapers constitute effective advertising media capable of influencing both purchase and post-purchase consumer behaviour. The study further established that newspaper advertising significantly affects each of the five stages of consumer behaviour.

Pal and Pal (2019) reported that consumers' perceptions and brand awareness regarding a particular product play a significant role in persuading and influencing their purchasing decisions.

The studies conducted by Shetty *et al.* (2019), Awan *et al.* (2016), Nabi *et al.* (2016), Maghsoudi *et al.* (2017), Kumar (2016), Alharthey (2016), Sumathi and Begum (2016), Elnaga and Abunayyan (2016), Ghafoor *et al.* (2016), Zinyemba and Manase (2015), Samar and Samreen (2015), David *et al.* (2015), Rehman *et al.* (2014), Habib *et al.* (2015), Zia (2016), and Bassano *et al.* (2017) consistently established a significant positive relationship between advertising and consumer buying behaviour.

Lee and Heere (2018) examined the comparative effects of emotional, rational, and combination advertising on the behaviour of sports consumers. Their findings revealed that emotional advertising generated the most favourable consumer attitudes towards advertisements, followed by combination

advertising, whereas rational advertising exerted the least influence on consumer behaviour.

Majeed *et al.* (2017) explored the influence of advertising on consumer behaviour by evaluating Chinese women's responses to emotional advertisements using variables such as emotional intensity, celebrity endorsements, and advertising appeal. The study concluded that an effective combination of these factors is capable of generating the desired emotional response, thereby positively influencing the consumption behaviour of Chinese women.

Similarly, Lubna *et al.* (2017), Anjum *et al.* (2015), and Ahmed *et al.* (2017) found that television advertising exerts a positive and statistically significant influence on consumers' buying behaviour.

Singh and Pandey (2017) reviewed existing literature on the relationship between emotional appeals employed in television (TV) advertisements and consumers' purchase decisions. Their review revealed that emotional television advertisements have a greater influence on young people and women. The authors further observed that humour is the most frequently employed emotional appeal in television commercials because of its effectiveness in engaging viewers.

Dulin *et al.* (2016) examined the influence of advertising on consumer behaviour. The findings demonstrated that emotional appeal, promotional advertising, factual information and statistics, bribes, and unfinished advertisements significantly affect consumers' buying decisions. However, celebrity endorsements were found to exert the least influence on consumers' purchase decisions.

Gupta (2016) investigated the effect of television advertising on the lifestyles of rural consumers using a sample of 400 respondents drawn from households with television sets. The study revealed that advertising appeals contribute to changes in the lifestyles of rural consumers, with emotional advertising appeals playing a particularly important role in shaping their attitudes towards advertised products.

Iqbal and Batool (2016) examined the effect of billboard advertising on consumer buying behaviour among customers of the Islamia University of Bahawalpur, Pakistan. The study established that billboard advertising has a positive influence on consumer buying behaviour.

Zourikalatehsamad *et al.* (2015) assessed the influence of online advertising on the purchasing behaviour of students at Universiti Teknologi Malaysia. The findings indicated that online advertising exerts a positive and statistically significant effect on consumer buying behaviour.

Kibona (2015) investigated the influence of three advertising components—billboard advertising,

media communication advertising, and point-of-sale (POS) materials advertising—on consumer buying behaviour in Dar-Es-Salaam, Tanzania. The results showed that all three advertising measures have a positive and statistically significant impact on consumer buying behaviour.

Afzal and Khan (2015) examined the effects of online and conventional advertising on the buying behaviour of consumers of branded garments. The findings revealed that advertisement quality, design, and content, together with consumers' brand loyalty and previous purchasing experience, are key factors influencing consumer buying behaviour.

Bansal and Gupta (2014) investigated the influence of newspaper advertising on the purchasing behaviour of 1,017 consumers in India using the Resnik and Stern criteria technique. The study found that newspaper advertisements exert a positive and statistically significant influence on consumers' purchase decision-making.

Malik *et al.* (2013), Dinu and Dinu (2012), and Rasool *et al.* (2012) similarly reported a significant positive relationship between advertising and consumer buying behaviour.

Kumar (2011) examined the impact of advertising on consumer buying behaviour in Nestle Limited, India. The study established that advertising, sales promotion, and corporate image significantly influence consumers' purchase decisions, while product quality and price also play important roles in determining consumers' purchasing behaviour.

Rajagopal (2011) analysed the influence of radio advertising on the buying behaviour of urban commuters in retail stores. The findings indicated that radio advertising positively affects the purchasing behaviour of urban retail consumers.

Haque *et al.* (2011) evaluated the effect of advertising on customers of fast-food restaurants in the Klang Valley Area of Malaysia. The study revealed that internet advertising exerts the greatest influence on consumers, followed by commercial advertising and, subsequently, print advertising.

Pongiannan (2011) investigated the comparative influence of television and web advertising on consumer buying behaviour. The findings demonstrated that television advertising has a greater impact on consumer buying behaviour than web advertising.

Based on the foregoing empirical review, it is evident that the majority of the studies were conducted outside Nigeria, while the limited Nigerian studies focused primarily on Enugu, Kano, and Delta States. The review further indicates that previous studies examined a wide range of products and

services, including telecommunication services, Indomie instant noodles, fashion products, luxury products, health and beauty products, date-oil-seed products, cosmetic products, branded garments, and toothpaste. In addition, none of the reviewed studies incorporated television, radio, and outdoor advertising simultaneously within a single analytical model. These observations reveal both contextual and variable gaps in the existing literature, which the present study seeks to address.

After the review of empirical studies, the following hypotheses are developed and tested:

H₁: Television advertising has no positive significant effect on consumer buying behaviour.

H₂: Radio advertising has no positive significant effect on consumer buying behaviour.

H₃: Outdoor advertising has no positive significant effect on consumer buying behaviour.

2.4 Theoretical Framework

This study is anchored on the AIDA model, which serves as its theoretical foundation. The model was developed by E. St. Elmo Lewis in 1898 and is represented by the acronym AIDA, which stands for Awareness, Interest, Desire, and Action. According to the model, effective communication must first capture consumers' attention and subsequently stimulate their interest and desire before encouraging them to consider and ultimately purchase the advertised product or service (Kotler & Armstrong, 2018). In this regard, advertising functions as a stimulus that initiates the consumer's purchasing decision-making process (Mwakasege, 2015). Consequently, the literature describes advertising as operating within a stimulus–response framework. For this process to be effective, consumers must first notice the advertisement. Therefore, advertisers are required to attract the attention of their target audience by adopting appropriate advertising strategies relating to message content, presentation, and placement (El-zoghby et al., 2021; Jolly, 2020).

The AIDA model explains the sequential stages that consumers typically experience before making a purchase decision (Preston, 1982). Originally, the model was designed to improve the effectiveness of sales presentations and advertisements by enhancing the interaction between sellers and prospective buyers. Accordingly, an effective advertisement should follow a logical sequence that first attracts the audience's attention, then generates sufficient interest to sustain engagement, develops conviction regarding the advertised product, and ultimately motivates consumers to search for and purchase the product (Mbura & Kagoya, 2021). Similarly, Hackley and Hackley (2021) argued that the primary objective of the AIDA model is to ensure that advertisements effectively create awareness, stimulate consumer interest, generate desire, and eventually encourage consumers to take action by purchasing the advertised product.

The AIDA model has considerable relevance in both advertising and marketing because it provides managers with a practical framework for designing communication strategies that facilitate the

effective delivery of persuasive marketing messages (Mbura & Kagoya, 2021).

The four components of the AIDA model are explained as follows. Awareness refers to the ability of an advertisement to capture consumers' attention. Interest involves developing advertising messages that stimulate and sustain consumers' curiosity by highlighting the product's key features, benefits, advantages, and other distinctive characteristics. Desire represents the strong motivation that develops when consumers become convinced that the advertised product or service is capable of satisfying their needs and wants. Action is the final stage of the communication process, where consumers translate their awareness, interest, and desire into actual purchasing behaviour by deciding to buy the advertised product or service.

3. RESEARCH METHODS

This study adopted a descriptive cross-sectional survey research design. The selection of this design was considered appropriate because data were collected through a structured questionnaire administered to respondents at a single point in time. The design facilitated the examination of the relationship between the independent variables—advertising, represented by television advertising, radio advertising, and outdoor advertising—and the dependent variable, consumer buying behaviour, without any form of experimental manipulation. This research design has been widely employed in similar studies, including those conducted by Chukwu et al. (2019), El-zoghby et al. (2021), Malik et al. (2013), and Maiyaki and Adam (2020).

The target population comprised all consumers of Delidawa and Madish products residing within the Maiduguri Metropolitan Council. However, determining the exact number of product users was challenging because the products were relatively new to the market. Furthermore, estimating the actual number of consumers of a particular product is inherently difficult due to factors such as changing consumer tastes and preferences, the availability of close substitutes, variations in product prices, income levels, and other determinants of consumer demand. Consequently, the population was regarded as indeterminate and, therefore, treated as an infinite population. Accordingly, the sample size was determined using the formula recommended for an infinite population. In this study, the sample size was calculated using the formula proposed by Cochran (1963), which is based on the z-score and is presented in Equation 1.

$$n = \frac{Z^2 pq}{d^2} (1)$$

Where:

n = Sample size

z = The standard normal deviate at a 95% confidence level = 1.96

p = The estimated proportion of the target population possessing a specified characteristic.

Since no prior estimate of the population proportion was available, a value of 50% (0.5) was adopted to represent the maximum variability, in accordance with the recommendations of previous studies such as Keller and Warrack (1997) and Mugenda and Mugenda (2003).

d = Margin of error = 5%

$q = 1 - p$

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 385 \text{ users of the new products}$$

Based on a 50 per cent population estimate and a 5 per cent margin of error, the recommended minimum sample size for an infinite population was approximately 385 respondents. Following the recommendation of Cochran, the sample size was doubled to address potential challenges associated with questionnaire administration, including low response rates, non-returned questionnaires, and invalid responses, which Groves (2006) noted could compromise the validity of research findings. Consequently, the revised minimum sample size was increased to 770 respondents. This approach has similarly been adopted in previous studies, including Akeem et al. (2017), Gbolagade and Abubakar (2018), and Israel (1992), among others.

The study employed non-probability sampling techniques, specifically convenience and purposive sampling. The adoption of these techniques was necessitated by the absence of a defined sampling frame and the difficulty in accessing the target population. The convenience sampling technique enabled questionnaires to be administered to respondents based on their availability, irrespective of their specific locations within the study area. In contrast, purposive sampling was used to ensure that only consumers of Delidawa and Madish products residing in the Maiduguri Metropolitan Council participated in the study. Similar sampling approaches have been applied by Malik et al. (2013) and Zahid et al. (2016), who adopted convenience sampling, while Mbura and Kagoya (2021) employed purposive sampling in their respective studies.

A structured questionnaire served as the primary instrument for data collection. The questionnaire was organized into five sections, namely Sections A, B, C, D, and E. Section A comprised a dichotomous (Yes/No) question intended to confirm that only users of the new products completed the questionnaire, in addition to multiple-choice questions. Sections B, C, and E each contained four sets of attitudinal statements measured using a five-point Likert scale, while Section D consisted of three sets of Likert-scale items designed to obtain responses relating to the three dimensions of advertising (television, radio, and outdoor advertising) and consumer buying behaviour. Responses on the Likert scale ranged from 1 = Strongly Disagree to 5 = Strongly Agree. Comparable measurement scales have been adopted in previous studies by Awan et al. (2016), Abdel-Gadir and Alfarsi (2020), and Gupta and Kumar (2021). According to Awoniyi et al. (2022), the use of a structured questionnaire enhances

convenience, efficiency, and ease of administration for both researchers and respondents.

The collected data were analysed using both descriptive and inferential statistical techniques. Frequencies and percentages were employed to summarize the data descriptively, whereas multiple regression analysis was used to examine the effect of advertising on the consumer buying behaviour of Ajinomoto Foods Nigeria Limited's new products within the Maiduguri Metropolitan Council.

A model represents the functional relationship between the dependent and independent variables. Accordingly, the dependent variable is expressed as a function of the independent variables, as presented in Equation 2.

$$\text{CBB} = f(\text{TLA}, \text{RDA}, \text{ODA}) \quad (2)$$

Implicitly, equation 2 can be transformed into equation 3 written below.

$$\text{CBB} = b_0 + b_1\text{TLA} + b_2\text{RDA} + b_3\text{ODA} + \varepsilon \quad (3)$$

Where: CBB = Consumer buying behaviour; b_0 = intercept, b_1 , b_2 , and b_3 = Parameters or coefficient of the regression model; TLA = Television advertising; RDA = Radio advertising; ODA = Outdoor advertising; ε = error term

To establish the validity of the questionnaire, a pilot study was undertaken to pre-test the research instrument before the main data collection exercise. The pilot test involved 40 users of the new products, representing 10 per cent of the proposed sample size, in accordance with the recommendation of Connelly (2008). Furthermore, content validity was assessed by two senior academics, whose reviews resulted in minor revisions to the questionnaire. Similar pilot testing procedures have been employed by Chukwu et al. (2016) and El-zoghby et al. (2021) to validate their research instruments.

Furthermore, the reliability of the questionnaire was assessed using the Cronbach's alpha coefficient. This reliability measure has been extensively utilized in previous studies, including Awan et al. (2016), Chukwu et al. (2019), Kumari and Sangita (2020), and Maiyaki and Adam (2020). A minimum Cronbach's alpha value of 0.70 was adopted as the acceptable benchmark for internal consistency, consistent with the recommendations of Gliem & Gliem (2003) and Sekaran (2003). Accordingly, this study adopted the same threshold in evaluating the reliability of the research instrument.

4. RESULTS AND DISCUSSION

A total of 770 questionnaires were distributed to respondents, out of which 650 were successfully

returned. Of the retrieved questionnaires, 52 respondents reported that they were not familiar with Delidawa and Madish products, 32 questionnaires contained incomplete responses due to unanswered items, and 16 questionnaires had multiple responses for questions requiring a single response. Consequently, a total of 100 questionnaires were considered invalid. The responses from the 52 participants who were unfamiliar with the new products introduced by Ajinomoto Foods Nigeria Limited were excluded because they lacked sufficient knowledge to provide objective responses to the questionnaire. As a result, 550 questionnaires were adjudged valid for analysis. This number exceeds the minimum sample size of 385 respondents recommended by the Cochran formula, thereby providing an adequate sample for the study's statistical analyses.

4.1 Validity and Reliability Test

The findings of the pilot study conducted to assess the validity of the research instrument indicated that all questionnaire items recorded coefficient values exceeding the minimum acceptable threshold of 0.70. Consequently, all the items were considered valid and retained for the main study. Table 1 presents the study variables together with their respective Cronbach's alpha coefficients.

Table 1: Reliability Test using Cronbach Alpha

Variable	Cronbach's Alpha	Number of Items
TLA	.917	4
RDA	.780	4
ODA	.716	3
CBB	.854	4

Source: Authors' Computation (2026)

The results presented in Table 1 indicate that all the study variables recorded Cronbach's alpha coefficients exceeding the minimum acceptable value of 0.70. This finding confirms that the measurement items possess adequate internal consistency and are therefore reliable for subsequent statistical analysis.

4.2 Normality Test

The normality test was performed to verify that the sample data were drawn from a reasonably symmetrical distribution, which is one of the fundamental assumptions underlying regression analysis. Although several techniques are available for assessing data normality, this study employed the skewness and kurtosis statistics. These measures have been interpreted differently in the literature. According to Hair *et al.* (2013), a distribution is considered reasonably symmetrical when both skewness and kurtosis values fall within the range of ± 3.5 . In contrast, West *et al.* (1995) suggested that skewness and kurtosis values of up to 2 and 7, respectively, are sufficient to indicate an

approximately normal distribution. The results of the normality test revealed that the skewness and kurtosis values for all the study variables were below 1.5. Based on the criteria proposed by both Hair *et al.* (2013) and West *et al.* (1995), these findings indicate that all the variables are reasonably symmetrical and satisfy the assumption of normality.

4.3 Heteroskedasticity Test

One of the fundamental assumptions of regression analysis is that the error terms exhibit constant variance. A violation of this assumption results in heteroskedasticity, which may affect the reliability of the regression estimates. In this study, heteroskedasticity was assessed using a scatterplot graph. The scatterplot illustrates the relationship between the predicted values of the independent variables (ZPRED) and the standardized residuals (SRESID). Examination of the scatterplot revealed that the data points were randomly dispersed without any discernible pattern, indicating the absence of heteroskedasticity in the regression model.

4.4 Collinearity Test

The collinearity test was conducted to ascertain whether the independent variables included in the regression model were highly correlated, as excessive correlation among explanatory variables can compromise the reliability of the estimated coefficients. Consistent with established practice in the literature, this study employed both the correlation matrix and the Variance Inflation Factor (VIF) to assess multicollinearity. Correlation analysis measures the strength and direction of the linear relationship between two variables. Although there is no universally accepted threshold for identifying high correlation, coefficient values of 0.7, 0.8, and 0.9 have been suggested by various scholars as indicators of strong correlation (Gujarati, 2009; Swain, 2008; Tabachnick & Fidell, 2007; Wooldridge, 2015). The Product Moment Correlation analysis conducted in this study showed that none of the independent variables exhibited a sufficiently high correlation with another variable. This finding suggests that the regression model is free from multicollinearity. To further validate this result, the Variance Inflation Factor (VIF) was also computed.

The collinearity statistics further revealed that none of the variables recorded a VIF value of 10 or above, nor a tolerance value below 0.1. According to the criteria recommended by Marzuki *et al.* (2020) and Pallant (2005), these results confirm the absence of multicollinearity in the model. Consequently, the VIF results corroborate the findings obtained from the correlation analysis, providing additional evidence that multicollinearity is not a concern in the regression model.

4.5 Descriptive Analysis

This section presents the descriptive statistics relating to both the respondents' demographic characteristics and the principal variables of the study. The subsequent subsection focuses on the

descriptive analysis of the demographic variables. Specifically, it provides an overview of the respondents' relationship with Ajinomoto Foods Ltd based on their patronage of the company's products, as well as their gender distribution. The descriptive statistics for the respondents' demographic characteristics are presented in Table 2.

Table 2: Descriptive Results of Demographic

Patronage Relationship with Ajinomoto Ltd.		
	Frequency	Percentage
Less than 5 years	98	18
5- 10 years	385	70
Above 10 years	67	12
Total	550	100
Gender of the Respondents		
	Frequency	Percentage
Male	66	12
Female	484	88
Total	550	100

Source: Field Survey, 2026

The descriptive statistics presented in Table 2 reveal that the majority of the respondents, representing 70 per cent of the total valid responses, have patronized the products of Ajinomoto Foods Ltd for a period ranging from 5 to 10 years. This finding suggests that a substantial proportion of the respondents are loyal customers who have continued to purchase the company's products over time, likely due to their satisfaction with the products' attributes.

Furthermore, the results indicate that 484 respondents, accounting for 88 per cent of the valid sample, were female, whereas the remaining 12 per cent were male. This gender distribution is consistent with expectations, as women are generally more involved in the purchase of spices and other cooking ingredients for household consumption.

4.6 Regression Analysis

The regression model employed in this study comprises one dependent variable and three independent variables. Consumer buying behaviour (CBB) serves as the dependent variable, whereas television advertising (TLA), radio advertising (RDA), and outdoor advertising (ODA) constitute the independent variables. Multiple regression analysis was utilized to examine the effect of these independent variables on consumer buying behaviour. Specifically, consumer buying behaviour was

regressed on television advertising, radio advertising, and outdoor advertising. A summary of the regression analysis results is presented in Table 3.

Table 3: Summary of Regression Results

The regression analysis revealed that television advertising (TLA) exerts a positive and statistically significant effect on consumer buying behaviour. This is evidenced by the positive t-value of 20.784 and the corresponding p-value of .000, indicating statistical significance at the 1 per cent level.

In contrast, the findings show that radio advertising (RDA) has a negative but statistically significant influence on consumer buying behaviour. This conclusion is supported by the negative t-value of -7.004 and the associated p-value of .000.

With respect to the third independent variable, outdoor advertising (ODA), the regression results indicate that it does not have a statistically significant effect on consumer buying behaviour within the study area. This finding is substantiated by the t-value of 1.338 and the corresponding non-significant p-value of .182.

4.7 Discussion of Findings

The first hypothesis was not rejected because the results provided sufficient statistical evidence to support it. This decision was made at the 99% confidence level, as the p-value was less than .001. The unstandardized coefficient of television advertising (TLA) is 0.635, indicating that a one-unit increase in television advertising frequency is associated with approximately a 0.64-unit increase in consumer buying behaviour toward Delidawa and Madish products in Maiduguri Metropolitan Council. This suggests that greater exposure to television advertisements enhances consumer awareness, stimulates interest, and increases the likelihood of purchasing the products. The persuasive and audiovisual nature of television advertising enables consumers to observe the features, quality, and benefits of the products, making it more compelling than media that rely solely on audio communication. Consequently, television advertising strengthens product image, shapes consumer perceptions, and positively influences purchasing decisions.

This finding is consistent with the empirical studies of Ahmed et al. (2017), Lubna *et al.* (2017), and Mbura and Kagoya (2021), all of whom reported a significant positive relationship between television advertising and consumer buying behaviour. However, the result contradicts the findings of Kumari and Sangita (2020), who reported no statistically significant association between television advertising and consumer buying behaviour.

Furthermore, both the standardized and unstandardized coefficients of television advertising are

higher than those of radio advertising (RDA) and online advertising (ODA). This indicates that television advertising is the strongest and most influential predictor of consumer buying behaviour in the study area. This finding aligns with the studies of Abdel-Gadir and Alfarsi (2020), Ashaduzzaman and Asif-ur-Rahman (2011), and Singh and Gangal (2011), who similarly identified television as the most influential advertising medium. It also supports the assertion of Kotler (2002) that television advertising is the most effective medium for influencing consumer buying behaviour.

The second hypothesis, however, was rejected because radio advertising exhibited a negative and statistically significant effect on consumer buying behaviour. The regression coefficient of radio advertising is -0.256 , implying that a one-unit increase in the frequency of radio advertisements is associated with approximately a 0.26-unit decrease in consumer buying behaviour toward Delidawa and Madish products. This finding suggests that radio advertisements may not be sufficiently appealing or persuasive to consumers in Maiduguri Metropolitan Council and may therefore be ineffective in stimulating product patronage.

One possible explanation is that the content and presentation of the radio advertisements may not effectively create awareness, generate interest, or stimulate consumers' desire to purchase the products. Another plausible reason is that consumers in an urban setting such as Maiduguri are increasingly exposed to television and digital media platforms, thereby paying less attention to radio broadcasts. In addition, television provides both visual and audio stimulation, creating a richer and more engaging advertising experience than radio, which relies solely on audio and requires listeners to imagine the product.

This finding contradicts the positive relationships reported by Kumari and Sangita (2020), Rajagopal (2011), and Mbura and Kagoya (2021). The differences may be attributed to variations in research context, geographical location, characteristics of the study population, and differences in the units of analysis employed in the respective studies.

Furthermore, the relationship between outdoor advertising (ODA)—including posters, billboards, among others—and consumer buying behaviour was found to be positive but not statistically significant. This implies that changes in ODA do not significantly influence consumer buying behaviour in Maiduguri. However, in the long run, ODA, particularly through posters displayed on movable vans, may induce consumers to purchase Delidawa and Madish products. Posters and billboards remain visible for a longer period than other advertising media unless they are removed, thereby providing continuous exposure to potential consumers. This finding contradicts the results of (Iqbal & Batool, 2016; Kibona, 2015; Kumari & Sangita, 2020; Maiyaki & Adam, 2020), who found a positive and significant relationship between outdoor advertising and consumer buying behaviour.

Additionally, the adjusted R-squared of .522 entails that about 52 per cent of the variation in consumer buying behaviour is jointly accounted for by television advertising, radio advertising, and outdoor advertising, whereas the remaining 48 per cent is due to chance and other factors such as close substitutes, price, taste, income level, among several other determinants of consumer buying behaviour not considered in the present study. The F-statistic of 199.652 is significant at the 1 per cent level, as revealed by the p-value of .000. This confirms the joint significance of the independent variables (television advertising, radio advertising, and outdoor advertising) on the dependent variable, consumer buying behaviour. It also confirms that the model is fit and appropriate for drawing conclusions and making recommendations.

The findings have important implications for policymakers, particularly the management of the sampled company and regulatory authorities. For the company's management, the findings identify television advertising as the primary determinant of consumer buying behaviour. Since the new products are at the introduction and growth stages of the product life cycle, there is a need for substantial investment in television advertising to attract consumers and encourage product purchase. Regulators should ensure that companies utilize television advertisements containing factual and accurate information to enable consumers to make informed purchase decisions.

5. CONCLUSION

This study explored the effect of advertising on consumer buying behaviour using 550 respondents drawn from different streets in Maiduguri Metropolitan Council. The study adopted the AIDA model developed by Lewis (1898) to investigate the effects of the independent variables—television advertising, radio advertising, and outdoor advertising—on the dependent variable, consumer buying behaviour, with respect to the new products, Delidawa and Madish, introduced into the market by Ajinomoto Foods Nigeria Limited. The main findings of the study reveal that television advertising has a positive and statistically significant effect on consumer buying behaviour; radio advertising has a negative but significant effect on consumer buying behaviour; and outdoor advertising has no significant effect on the consumer buying behaviour of Delidawa and Madish products in Maiduguri Metropolitan Council.

The study concludes that although advertising, particularly through television, has the potential to create the necessary awareness about a product, arouse consumers' interest, and stimulate desire, which ultimately leads to product demand, other factors such as the elasticity of demand, price, product quality, income level, and consumer taste, among others, also influence consumer buying behaviour. Overall, television advertising is the most effective and efficient medium for stimulating demand for Delidawa and Madish products compared with radio and outdoor advertising in Maiduguri Metropolitan Council, Borno State, Nigeria.

Based on the findings of this study, the following recommendations are made for policymakers, particularly the management of Ajinomoto Foods Nigeria Limited:

1. The company should increase the frequency of television advertising, as it has the potential to enhance consumer buying behaviour toward Delidawa and Madish products.
2. Since radio advertising negatively affected the consumer buying behaviour of Delidawa and Madish products, the company should review and improve the content, timing, and delivery of its radio advertisements to make them more appealing and persuasive. At the same time, greater emphasis and budgetary allocation should be given to television advertising, which has been found to exert a positive and significant influence on consumer buying behaviour.
3. The company should disseminate the content of its television advertisements through various social media platforms, such as Instagram, the internet, WhatsApp, and Facebook, in order to increase audience reach and reinforce consumers' awareness and interest in Delidawa and Madish products.
4. Although outdoor advertising, particularly through posters and banners, was found to be statistically insignificant, it exhibited a positive t-value. This suggests that outdoor advertising may enhance consumer buying behaviour toward Delidawa and Madish products in the long run. Therefore, the company should continue to promote these products through posters and banners displayed on the company's vehicles and by distributing free stickers to attract the attention of both existing and prospective consumers.

Limitations of the Study and Suggestions for Future Research

This study is limited to the new products of Ajinomoto Foods Nigeria Limited in Maiduguri Metropolitan Council and is restricted to examining only three advertising media, namely television, radio, and outdoor advertising. Consequently, the findings may not be generalizable to other products, geographical locations, or advertising media.

Future studies should consider replicating this research in other parts of the state to determine whether similar findings are obtained. In addition, future researchers should incorporate other advertising media, such as celebrity endorsements, social media, and print media, and examine other products that were not considered in the present study.

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