

**THE INFLUENCE OF OVER-THE-COUNTER TELEVISION ADVERTISEMENT ON
CUSTOMER PURCHASING HABITS IN LAGOS METROPOLIS**

BY

THOMAS OLUWATOMISIN

17020601012

**A RESEARCH PROJECT SUBMITTED TO THE
DEPARTMENT OF MASS COMMUNICATION,
COLLEGE OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES,
MOUNTAIN TOP UNIVERSITY, OGUN STATE**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF
BACHELOR OF SCIENCE (B.Sc.) IN MASS COMMUNICATION**

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CERTIFICATION

I certify that this project was carried out by Thomas Oluwatomisin Deborah, with matriculation number 17020601012 of Mass Communication Department, Mountain Top University, under the supervision of Dr. Kenneth Udeh.

DR KENNETH UDEH

Date

Project Supervisor

.....

PROFESSOR BABATUNDE ONI

Date

Head of Department

.....

DEDICATION

I dedicate this project to the Almighty God for giving me the grace and strength to complete it. Also, my parents Pastor Olanrewaju Thomas, and Mrs. Olubunmi Thomas for the full support, words of encouragement, prayers and unending love they gave me.

And to my siblings, Adesola, Olaoluwa, Jeremiah and Folarin for their understanding and support throughout my stay in the university.

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In writing this work, it is palpable that the engaged heart of the researcher is not enough. I needed the support of significant others. It is therefore easier said than done not to devote a page of this work, acknowledging the assistance i received from people.

My earnest gratitude goes to God Almighty for his love, mercy, grace and favour to have gone this far.

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ABSTRACT

Television commercials are well-known for using persuasion tactics on customers' purchasing desires. The study was on the influence of Over-the-counter Drug television advertisements on customer purchasing habits in Lagos metropolis. It started with general introduction to the research, statement of the problem and purpose of the study. This was followed by comprehensive literature review and the theoretical framework. The theory used in the research is the consumer behaviour theory. The researcher made use of the survey design and Focus group discussion to gather necessary information. The population was 313333 and the sample size was 400 according to Taro Yamane online calculator. The Simple random sampling and purposive sampling was used to gather information, the researcher applied self-administered questionnaire to obtain primary data. The study's findings demonstrate that majority of responders and discussants can understand the specifics of the advertisement. Finally some findings, limitations, recommendations, conclusions and suggestions were written in this paper.

KEYWORDS: *Television, Advertisement, over-the-counter, Drugs, Customer, and Purchasing Habit*

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

The mass media has become a major role in the contemporary world as a fiscal function for advertising of products or brands. The mass media achieve this role for the public by bringing together customers and purveyors through advertisements. Through advertisements, many products can be promoted. Ideas are being generalized every day and multinational corporations have come to become aware that people have the same needs.

An advertisement can be defined, according to the Advertising Practitioners Council of Nigeria (APCON), as a 'communication in the media paid for by an identifiable sponsor and directed at a target audience with the aim of transferring information about a product, service, idea or cause.'

An advertisement is also the promotion of manufactured goods, brands, or services to a viewership in order to attract interest, engagement, and sales. 'Advertising is a type of non-personal means of delivering information that is generally paid for by a sponsor through multiple media,' according to Benson Eluwa (2005, p.5).

The declaration of a particular product on television can contribute in increasing the awareness of that product or service. These explanations can tell one that advertising is a persuasive communication, because its main aim is to try and persuade the readers, listeners or viewers to carry out actions towards the advertisement. Advertising is the distribution of information about a certain objective, service, or concept by a sponsor, who must have selected the best media he believes, will successfully communicate his message to the targeted market. One of the most important methods merchants employ to drive customer demand for products and services is advertising. Advertising is often regarded as an important service to both the business and the public in general. Advertising helps a brand or a product draw attention from its audience and brings awareness. 'Advertising has the mandate to sell the advertiser's goods and help the consumer to shop wisely' - Okoro (1995, pg p.42).

Advertising is usually accepted as an important service to the industry and the public. Its efficiency depends largely on the audience, and it is the way the audience perceives the information that is very important.

A television advertisement or commercial is a type of advertisement in which goods, services, products, commodities, organizations, ideas, etc. is used to advertise their products.

A television advertisement is a part of a television show produced and paid for by a company that broadcasts a message promoting and attempting to promote a product or service.

Television is the most important means of publication that is noticed in the media. Television transmission started in Western Nigeria on October 31, 1999. Television advertising is an effective tool for conveying messages to its target audience as it has the ability to combine visual and audio communication, and thus, this makes advertisements an important way to make people aware of any product. Customers are the ones who consume the goods and services advertised on television, which is one of the aims of every organization because they are the backbones of every business.

Television advertisements have heralded an unprecedented increase in economic activity. Due to the characteristic way television combines sound and images together, people can now see, hear, and be assured and convinced about the product being advertised.

For some, television advertisements are always one of the best things to look out for on television because of their highly captivating, attractive, dramatic, entertaining, and humorous nature. For others, this form of advertisement is nothing but an interruption of a pleasant, quiet evening at home, particularly when the viewer is seriously engrossed in a highly enlightening news programme. However, further than these two differences, the advertiser must gain the attention of the customers' minds in order to win their purchasing constancy. This is the reason why the advertiser uses television advertising as a medium and capitalizes on the attraction and effectiveness of television to reach out to a heterogeneous audience of customers in order to market his products. Preferably, television advertisements are based on the same principle as the old-time medicine show, where a medicine dealer utilizes a banjo player and a performer to attract customers' attention to his product.

Due to the dynamic nature of man, some factors, such as internal influences such as personal needs, psychological perceptions and motivations, and external environmental influences such as family social structure, status, and culture.

Over-the-counter drugs are medicinal products sold directly to a consumer without a prescription from a healthcare professional, as compared to prescription drugs, which may be sold only to a customer with a valid prescription. A variety of factors influence OTC purchase decisions, the most important of which appear to be the doctor's recommendation, prior experience, pharmacist guidance, and information shared on television or any form of media. Television commercials advertise the latest and greatest advances in products to help treat an individual. Drugs without a prescription are available in many places, like pharmacies, supermarkets, or shops. Usually, OTC drugs usually have higher purchases than prescribed drugs. OTC is seen as a self-cure for ailments or common symptoms of any sickness.

1.2 STATEMENT OF THE PROBLEM

Television commercials are well-known for using persuasion tactics to cater to customers' purchasing desires. It is also unavoidable that television commercials have a significant impact on human behaviour. This effect may be beneficial or harmful. This sort of advertising has an effect.

Consumers have turned down the content of commercials on several occasions for a variety of reasons. Some customers consider that the advertisement's information content is not enough, while others believe that the advertisement's information content does not reveal the product's contents.

What are the purchasing habits of consumers towards over-the-counter drug advertisements? If the above submission is upheld, it should explain the influence of television advertisements on over-the-counter drugs on customer purchasing habits.

In light of the above, this study focuses on how television advertisements influence consumer buying behaviour.

1.3 OBJECTIVES OF THE STUDY:

The study is aimed at finding out the impact of television advertisement on over-the-counter on customer purchasing habits in Lagos. The objectives of this study are:

1. To discover to what extent people watch advertisements on television.
2. To study the relationship between customers purchasing habits on over-the-counter.
3. To examine the effect of customers purchasing habits towards over-the-counter television advertisements.
4. To evaluate how television advertisements influences customer purchasing habit of over-the-counter.

1.4 RESEARCH QUESTIONS:

The following research questions are formulated to act as a guide in this research:

1. To what extent do people watch advertisements on television?
2. What is the relationship between customers purchasing habits to over-the-counter?
3. How does over-the-counter affect customers purchasing habits?
4. What level of influence does television advertisement have on customer purchasing habits of over-the-counter?

1.5 SCOPE OF THE STUDY:

The study will cover an empirical examination of the influence of over-the-counter drug television advertisements on customer purchasing habits in Lagos metropolis.

Essentially, this study makes a significant contribution to the existing literature on the purchasing habits of customers.

This research was done for the duration of March to August 2021. The study is limited to Ikeja residents in the Lagos metropolis. The researchers will only focus on the purchasing habits of Ikeja residents in the Lagos metropolis.

1.6 SIGNIFICANCE OF THE STUDY:

The significance of this study is to help know how over-the-counter influenced customers purchasing habits. This research is carried out to show that television advertisements have influence on customers purchasing habits.

Additionally, the significance of the study cannot be over emphasized as it is a prime carter of any organization because advertisement serves as a tool use to blend and stimulate consumers towards purchasing a particular drug. This study will also be of great use to mass communication and marketing students who aim to take up similar studies.

1.7 OPERATIONAL DEFINITIONS OF SIGNIFICANT TERMS:

In this research work, the terms defined reflect how the researcher wants them to be understood in the context of this work.

- 1) **Television:** An electronic communication medium that allows the transmission of real-time visual images, and often sounds.
- 2) **Advertisement:** An advertisement is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales.
- 3) **Over-the-counter:** They are drugs sold without medical prescriptions.
- 4) **Drugs:** A substance used to treat illness, relieve symptom, or modify a chemical process in the body for a specific purpose.
- 5) **Purchasing habit:** The decision process and actions of people involved in purchasing and using products.
- 6) **Customer:** A patron who purchases or receives a product or service from a business or merchant, or intends to do so.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviewed a related study on the topic: the influence of over-the-counter Television Advertisements on Customer Purchasing Habits in Lagos Metropolis. Therefore, the core examination of existing literature for the purpose of familiarizing ourselves with the existing views and ideas on the study of the influence of television advertisements is very pertinent to this research in order to create a proper documentation of the research.

The chapter is organized under the following headings:

2.2 Conceptual Framework

2.3 Theoretical Framework

2.4 Empirical Review

2.2 Conceptual Framework

The following concepts were reviewed in this study:

2.2.1 Over-The-Counter

2.2.2 Television Advertising

2.2.3 Purchasing Habits

2.2.1 Over-The-Counter

OTC drugs are used to treat mild diseases. It is mostly used for acne, facial inflammation, congestion, runny nose, fever, headache, hoarseness, itchy eyes, sneezing, sore throat, cough and cold, irritation, diarrhoea, and stomach irritation, ulceration, and other conditions. More availability and lower cost of over-the-counter (OTC) initiated several chronic diseases. In short-term effects are impaired judgement, nausea, loss of coordination, headache, vomiting, loss of consciousness, numbness of fingers and toes, abdominal pain, irregular heartbeat, aches, seizures,

panic attacks, psychosis, euphoria, cold flashes, dizziness, and diarrhea, and in long-term effects, addiction, restlessness, insomnia, high blood pressure, coma, and so on, or even death. Consumers may use over-the-counter drugs to treat a variety of illnesses without the oversight of a health care provider. Many drugs that were formerly known as prescription-only items are now available without a prescription. Improving patient participation in the diagnosis and treatment of common illnesses has resulted in an uptick in the use of non-prescription drugs and a greater interest in self-care.

This article examines the process by which drug products are approved for over-the-counter use and are reclassified from prescription to OTC status, lists the criteria that must be met before such a change can be approved, discusses the potential impact of reclassified products on the US health-care system, and lists the relevant drug category, active ingredients, indications for, and typical dosages of products that are reclassified. Although the majority of Canadians think that over-the-counter medications are safe and effective, they can represent a concern owing to side effects and interactions if they are not used properly. People in Canada can buy OTC medicines with a few significant restrictions medicines from pharmacies or non-pharmacy outlets such as convenience stores. Global trends in medicine-related legislation are leading to more of these products ending up in retail outlets other than pharmacies. Examples of some OTC drugs are Antiperspirants (not deodorants), Tooth pastes (not whitening only), Acne remedies, Antiplaque, Hair regrowth aids, Contraceptives, hospital use topical microbial, and sunscreen.

According to Pfizer, research shows that 81% of adults use OTC medicines as a first response to minor ailments. OTC drugs are critical not just for ensuring that consumers have access to self-managed care outside of the doctor's office, but also for satisfying consumers' increased desire to treat their own medical conditions. According to a survey of European consumers, nine out of 10 see self-care as an important aspect in preventing minor ailments and chronic health disorders, as well as managing their symptoms. OTC drugs are a key approach to addressing these demands and engaging consumers in their own health care as the health care environment transforms and consumers become more engaged in seeking health information, using new technology, and expecting to live longer and more productive lives. This is especially relevant because research shows that patients who are more involved in their health care have better health outcomes and spend less money.

Characteristics of the OTC Drugs

- Acceptable safety margin.
- Low misuse and abuse potential.
- Consumer self recognize, self diagnose and self treat.
- Can be adequately labelled.
- Health Practitioner not needed for safe and effective use of the product.

2.2.2 Television Advertising

According to **McLuhan (1964, p.12)**, as cited in **Udochi (2009)**, television advertising is generally considered the most effective mass market advertising and this is reflected by the high prices television networks charge for advertising airtime during popular television events. Television advertisements reach larger and more audiences in such a short span of time. It attracts attention, awareness and provides general information about the brand/products/services. Nowadays, television is one of the strongest mediums of communication which communicates information regarding a product or service. Television is a mass medium which can influence an individual's behaviour, lifestyle, and living standards through cultural and regional differences. Many marketers of big multinational companies advertise their products for general public use. Television advertisements appear between shows, but also interrupt the programme at intervals. This method of screening advertisements is intended to capture or grab the attention of the audience and keep them focused on the television shows so that they will not want to change the channel. Instead, they will (hopefully) watch the advertisement while waiting for the next segment of the show. This is a technique for adding suspense, especially if the break occurs at a cliff-hanger moment in the show. Although television advertising has been found to have a great influence on consumer behaviour, many people still deny being influenced by advertisements. However, **Levis (1995, p.37)** found that individuals who deny being influenced by advertisements unconsciously buy widely advertised products. Cheskin came to the conclusion

that the effectiveness of television advertisements is mostly below the threshold of consciousness, but unconsciously, we are affected by them.

"The public lets down its guard to the recurrent commercial use of the television medium, and it readily alters its way of viewing items and brands without thinking very much about them at the time of television exposure," **Krugman (1975, p. 4)** stated in support of the fact. In their study on television advertising, **Levisohn et al (1977, p.5)** also said that "it has become a truism to notice that the impact of an advertisement is determined by intricate interactions involving the promoted product, the plea made on its behalf, and the customers." Television advertisements are also affected by the extent to which they rightly address the motives of the prospects. These motives for behaviour are generally accepted as mainly fear, sex, anger, and happiness. By doing this, the advertiser is well on his way to helping the consumer reap the benefits of advertising. Since 1939, when television was first introduced at the New York World's Fair, this device has been used widely as an advertising medium. Television advertising is designed to influence consumer behaviour either by encouraging consumerism, principally by switching from one brand to another or to another, or by remaining loyal to the one they currently, to some extent, advertising may also be concerned with creating a market for new brands. Television allows marketers to touch a very large audience with ease. Despite the Internet ad's steady rise in popularity over the last few years, advertising on television remains the leading medium for conveying a mass message, as cited by **George (2012)**.

Advantages of Television Advertisements

- Products can be successfully demonstrated to the understanding of the receiver.
- The deaf can see and probably understand television advertisements.
- It can reach both literate and illiterate people it can be timed.
- Most of them are featured in the evenings.
- It can easily arrest the attention of the receiver.

2.2.3 Purchasing Habits

It is self-evident that advertising uses effective approaches to increase its own effectiveness. Not only because experts say so, but if we examine our own purchasing habits, we can see that we are acting on an impulse: we can think and delay for a while, but we eventually buy. A successful advertisement aids in the emergence of such an instinct. Thus, advertising contributes to a trance with the buyer's manifestation of the consumer pulse (**Scott, 2010**). "All sciences are important. But for advertisements, the most important thing is psychology. It gives the basic parameters for the development of advertising concepts. And the professional skills of an adman should convert these psychological concepts into all possible advertising forms. The adman should translate complex psychological calculations into an attractive language that everyone can understand"(**Feofanov, 2004**). Research shows that customers go through a five-stage decision-making process for any purchase made. The individual stages are summarized in the diagram below, followed by brief explanations.

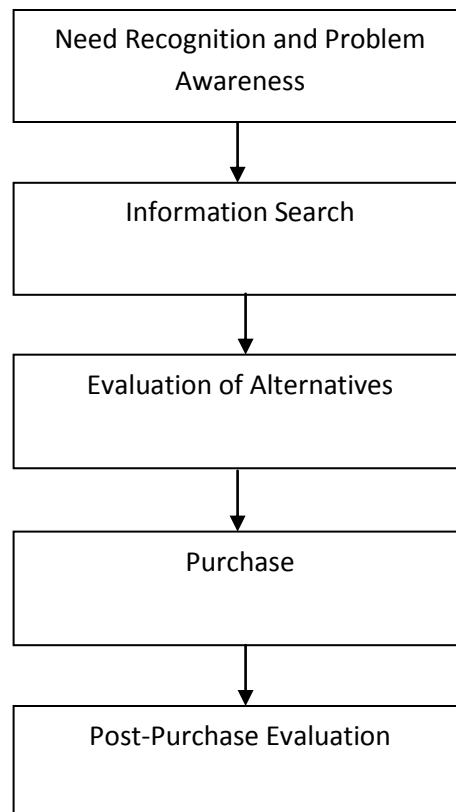


Figure 2.1: The buyer decision-making process, George Asamoah (2012)

Customers go through five main phases with an order, according to the model. Customers who make more regular transactions, on the other hand, can miss some of the levels. Someone purchasing a favourite soda, for example, will recognize the need for thirst and proceed directly to the purchase choice, ignoring the knowledge quest and assessment. Customers go through five main phases with an order, according to the model. Customers who make more regular transactions, on the other hand, can miss some of the levels.

Need recognition and problem awareness: The buying process begins with the need for recognition or problem awareness. At this stage, the customer, first, recognizes a problem or need (example, I am thirsty, I need a new clothes, I need a house) or is attracted to an advertisement (example, you see a billboard showing a chilled ice cream on a scorching sunny day). Marketers will try to convince consumers to choose their brand instead of others (**Solomon 2004, p. 297.**) Another classification type of need recognition includes:

1. Functional need: the need is related to a functional problem. The consumer purchases a washing machine to avoid doing laundry by hand.
2. Social need: the need comes when a consumer wants social recognition or desires belongingness. The consumer can purchase luxury items to look good in front of others.
3. Need for change: the consumer feels the need to change. This can result in the purchase of new clothes or furniture to change your current appearance (**Perreau, 2014.**)

Information search: After the buyer has recognized the need for something or an existing problem, the customer then moves on to the next stage; searching for information. An "aroused" customer then needs to decide how much information, if any, is required. If the need or the problem is so pressing and there is a product or service close at hand that meets the need or solves the problem, then a purchase decision is made immediately. If not, then the process of searching for information begins.

Evaluation of Alternatives and Purchases: The evaluation of alternatives will vary among customers and purchases (**Wright 2006, p. 28.**) In some cases, customers make little or no evaluation and make their buying decision based on impulse and intuition. In cases where little or no evaluation of alternatives is used, it can be originated by a habitual decision process. On the other hand, consumers who are engaged in an extended problem solving process may carefully evaluate among several brands. Typically, the consumer's purchase decision is to buy the most preferred brand. There are factors that can affect the consumer's buying decision, such as the attitudes of others or beliefs about the brand created by marketers (**Kotler and Armstrong 2010, p.179.**) Sometimes, to simplify purchasing decisions, consumers can make mental shortcuts that can lead to hasty decisions, in particular, when limited problem solving occurs before making a choice. These kinds of shortcuts can range from universal thoughts like "higher priced products are higher quality" or "buy the same brand as last time" to specifics like "buy the same brand that my mother used to buy". These shortcuts can turn out to be unfavourable for the consumer (**Solomon 2004, p. 312.**)

Post-Purchase evaluation: After the consumer has purchased the product, the consumer will evaluate the satisfaction level. If the consumer feels disappointed, expectations towards the product have not been met (**Khan 2006, p. 168.**) If the product meets expectations, the consumer will be satisfied and willing to spend more on this specific brand in the future. This determines whether one will purchase it or return it to the store. Many consumers continue to read information even after the purchase in order to justify their decisions to themselves. Advertising helps reduce post-purchase dissonance by restating the feature and confirming the popularity of the brand or product.

Factors Influencing Consumer Buying Behaviour

The consumer behaviour or buyer behaviour is influenced by several factors or forces. They are:

- Internal or Psychological factors
- Social factors
- Cultural factors
- Economic factors
- Personal factors.

Cultural		Social	
Culture	Family		
Subculture	Reference		
Social class	Role and Status		

Personal	Economical	Psychological
Age	Personal income	Motivation
Income	Family income	Perception
Occupation	Income expectations	Learning
Life Style	Liquid assets	Beliefs and attitude
Personality	Government policy	

Figure 2.2: Determinants of consumer behaviour

2.3 Theoretical Framework

Consumer Behaviour Theory

The study of consumer behaviour is necessary as it helps companies to improve their marketing strategies. **Walters (1974: 7)** defines consumer behaviour as "the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services." It helps in understanding how consumers think and feel about different brands and products. **Ed Peelen (2005)**. How their culture, family, and the media influence consumers. The study of consumer behaviour helps in decision making. According to **John C. Mowen and Michael S. Minor (2001)**, during the 1970's and early 1980's, researchers focused on consumers as rational decision makers. With the exchange of goods and services, there will be a new behaviour, which will be the behaviour of consumers. Researchers have identified six types of resources that may be exchanged: goods, services, money, status, information, and feelings. Understanding the nature of consumer buying behaviour has been a key component of research in marketing for some considerable time. If organizations are to be able to anticipate likely customer reactions to their marketing strategies and influence them where appropriate, it is crucial that they understand the needs and motivations of their customers and prospects.

However, the theory is used extensively to evaluate the effectiveness of advertising and marketing management. It is based on this that Foxall writes that "persuasion creates awareness through knowledge, liking, preference, and conviction to ultimate purchase.

2.4 Empirical Review

Effectiveness of television advertisements, Sujith B.S

Singh (2012) did an empirical study on the effects of advertising on aerated drink brand preferences and found that advertisements had an impact on consumers' brand preferences. According to the study, there was a substantial link between advertisements and brand preference. It also reveals that television is the most preferred channel for advertising, followed by the internet and outdoor media. Furthermore, when compared to other forms of communication, newspapers and radio have low ratings. Advertising has a huge impact on consumers, as 83 percent of respondents can recall advertisements for the brands they prefer. This recall helps them with decision making while making a purchase. Gathering experience from the study, the researchers opined that advertising is an important aspect of companies promoting their products and generating sales. Likewise, it is also important for companies to know whether their advertisements are effective or not concerning the purchasing behaviour of consumers.

Pankaj, K.(2016). The effect of advertisements on the buying behaviour of OTC medicines in the Nepalese context. *Journal of Advanced Academic Research*,3(1)

Advertising is one of the most important cultural sign systems that reflect and shape our lives. It is an inevitable part of anyone's life. Even if one does not read the newspaper or watch television, it is impossible to escape the advertising images that pervade our surroundings, via hoardings, wall paintings, pop-up material, or even the radio, cutting across all media but limited to none (Sawant, 2012, p. 56). It was also observed that there were fewer advertisements for OTC medicines on the Nepalese TV channels in comparison to Indian channels. It may be the reason that among the Nepalese customers, less than 50% were aware of the medicine through the

advertisement. The World Self-Medication Industry said that people are cautious and careful when they use OTCs, and are not prompted to over rely on them as a result of advertising. Further, most people in all of the nations surveyed read the label carefully before taking an OTC medicine for the first time (The World Self-Medication Industry, 2007).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter comprises of methods and procedures used for collecting data for the determination of The Influence of over-the-counter Television Advertisement on Customer Purchasing Habits in the Lagos Metropolis. Haralambos and Holborn (2004) described research methods as a systematic way of producing knowledge through which the findings of a study are either accepted or rejected. This chapter describes how the study was conducted. It presents issues such as research methods, population, sample size, as well as sampling technique. Other important issues considered here are the research instruments, administration of research instruments, as well as the method of data analysis adopted.

3.1 Research Design

Nworgu (2001) defines research design as a plan or blue print which specifies how data relating to a given problem should be collected and analyzed. It provides the procedure for the conduct of any given investigation.

The research design adopted for the study was a mixed method. The researchers opted for a survey for the quantitative aspect of the study and a focus group discussion for the qualitative aspect of the study with the assertion that surveys and focus group discussion are used to gather contemporary data. The survey method was chosen in preference to other methods like content analysis because of its capacity to measure human attitudes and opinions. A Focus group discussion was also chosen to gather respondents in a group of six to twelve for a live discussion about the study.

3.2 Population

The population in a research endeavour refers to the sum total of all the elements, variables, and members of the research context necessary to reach a conclusion.

The study location for this study was Ikeja, Lagos State, with a population of 313333 according to people within the age bracket of 18 to 45 years, which the researchers intend to study.

3.3 Sampling Technique

The sampling technique is the means through which respondents are selected for a study and are also chosen for a study.

There are two types of collecting data: probability or random sampling and non-probability or non-random sampling techniques. Non-probability sampling is a technique of sampling in which an individual or item in the population is not known to be picked, whereas probability sampling indicates that every item in the population has an equal chance of being selected.

In order to have more respondents, a simple random technique was used under the probability sampling technique for the survey method and the purposive or judgmental sampling technique, which is a non-random sample, was used under the Focus group discussion method. According to Patton (2002), purposeful sampling focuses on selecting information-rich cases whose study illuminates the questions under study. Therefore, subjects are handpicked because they are informative or they possess the required characteristics. In this case, a purposive sampling technique was used to pick 6 discussants that were information rich in the location of the research.

3.4 Sample size

A sample is a representative of a bigger population in a smaller size. A sample is a representative subset of the population that may be surveyed in order to derive suitable conclusions about the entire population.

The researcher used an online version of the Taro Yamane formula to determine the sample size. Thus, the sample size used for the study was 400 individuals in Ikeja, Lagos State.

3.5 Research Instrument

The major instruments used to gather data for this study were the Questionnaire and Focus Group discussion. Questionnaires are among the most popular in the social sciences. Questionnaires are defined as any text-based instrument that gives survey participants a series of questions to answer or statements to respond to either by indicating a response – by marking a page, writing a number or checking a box on paper or online, for example (Brown, 2001). A total of 400 copies of the questionnaire (**online survey questionnaire**) were administered to respondents for the study and the researchers will be using the Focus group guide as an instrument to gather information under a focus group discussion of six people was carried out by the researcher.

3.6 Validity and Reliability of Research Instruments

Any scientific study must be genuine and dependable in order to be considered reputable. Validity is defined by (Allen & Yen, 1979), as referenced by Rosemary (2013), as the level at which the instrument measures what it is supposed to measure. The degree to which the instrument accurately assesses the study of interest is referred to as validity. By definition, reliability relates to the capacity of research to be repeated.

The quality of research can be tested using validity and reliability. The research instruments were reviewed by the supervisor and lecturer who assessed all the features and component parts for grammatical and ambiguity errors and to ensure accurate analysis and data for research.

3.7 Method of data collection

The research employed the use of questionnaires and group discussions as a data collection instrument. The researcher opted to use the online survey format and it was circulated to the respondents on the internet via hypertext links. The researchers created Google forms that were sent out as questionnaires to gather quantitative data. And also a focus group guide to gather qualitative data. The fact that the respondent's identity is not requested makes them feel free, and enables him/her to respond confidently.

3.8 Method of Data Analysis

Data analysis refers to the way in which the collected data is presented and interpreted in a meaningful way and in which explanations are given for observations (Soyombo, 2003). The method of data analysis used for this study was the quantitative method. The data would be analyzed and presented using tables and bar charts.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.0 INTRODUCTION

This chapter will present, analyse and discuss the findings of the data collected by the researchers in the course of the study. The researcher will make use of tables, charts, frequency tables, and simple percentages to compute and analyse the data.

4.1 DATA PRESENTATION

A total of 400 questionnaires were administered through the Google forms platform for this study. Out of the 400 copies administered, all 400 questionnaires were returned, amounting to a 100% percent response rate.

4.1.1 Demographic Data (Section A)

Below is the table showing the return rate of the copies of the questionnaires distributed.

Table 1: Return Rate of Questionnaires Distributed

Respondents	Number distributed	Number returned	Percentage
	400	400	100
Total	400	400	100%

From the table above, 400 questionnaires were distributed and collected from the respondents in Ikeja.

Table 2: Demographic Distribution of Respondents

Questions	Options	Frequency	Percentage
Gender	a) Male	164	41%
	b)Female	236	59%

	Total	400	100%
Age	a)18-25	158	39.5%
	b)26-34	155	38.7%
	c)35-45	66	16.5%
	d)45 and above	21	5.2%
	Total	400	100%
Marital status	a)Married	105	26.3%
	b)Single	282	70.5%
	c)Divorced	13	3.2%
	Total	400	100%
	Occupational status	a) Student	130
b)Self-employed		189	47.3%
c)Civil servant		68	17%
d)Unemployed		13	3.2%
Total		400	100%

From the above table, it is evident that all demographic information of the respondents are contained in it.

The gender distribution table shows 164 (41%) are male while 236 (59%) are females.

The age distribution table shows 158 (39.5%) are within the ages of 18-25, 159 (38.7%) are within the ages of 26-34, 66 (16.5%) are within the ages of 35-45, 21 (5.2%) are within the ages of 45 and above.

The marital status distribution table shows 282 (70.5%) are single, 105 (26.3%) are married and 13 (3.2%) are divorced.

The occupational status distribution table shows 130 (32.5%) are student, 189 (47.3%) are self-employed, 68 (17%) are civil servant and 13 (3.2%) are unemployed.

4.1.2 Section B

Research objective 1: To discover to what extent people watch advertisements on television.

Research question 1: To what extent people watch advertisements on television?

To answer this question, questions 1,2,3,4 and 5 of the questionnaire were examined

Table 3

Question 1: Do you watch television?

Options	Frequency	Percentage
a)Yes	395	98.8%
b)No	5	1.2%
Total	400	100%

We can see from the table above that 395 people (98.8%) watch television, whereas 5 people (1.2%) do not.

Table 4

Question 2: If yes, do you specifically enjoy watching television advertisements?

Options	Frequency	Percentage
a)Yes	92.8%	371
b)No	7.3%	29
Total	400	100%

From the table above, we see that 371 (92.8%) enjoy watching TV adverts and 29 (7.3%) do not.

Table 5

Question 3: How often do you view adverts on television?

Options	Frequency	Percentage
Very often	235	58.9%
Often	112	28.1%
Seldom	48	12%
Never	4	1%
Total	399	100%

This question received 399 responses out of 400, according to the table above. We find that 235 (58.9%) people watch advertisements frequently, 112 (28.1%) people watch commercials frequently, 48 (12%) people watch ads seldom, and 4 (1%) people never watch ads.

Table 6

Question 4: Have you encountered any advertisements on over-the-counter?

Options	Frequency	Percentage
Yes	378	95%
No	20	5%
Total	398	100%

From the table above, 398 respondents answered this question out of 400. We see that 378 (95%) have encountered an OTC advert while 20 (5%) haven't.

Table 7

Question 5: If yes, how would you describe over-the-counter television advertisements?

Options	Frequency	Percentage
Highly persuasive	60	15.5%
Not persuasive	15	3.9%
Easy to remember	141	36.5%

Attractive and credible	170	44%
Total	386	100%

From the table above, 386 respondents answered this question out of 400. We see that 60 (15.5%) find it highly persuasive, 15 (3.9%) find it not persuasive, 141 (36.5%) find the advert easy to remember and 170 (44%) find attractive and credible.

Research objective 2: To study the relationship between customers purchasing habits on over-the-counter.

Research question 2: What is the relationship between customers purchasing habits to over-the-counter?

To answer this question, questions 6, 7, 8, 9, and 10 of the questionnaire were examined

Table 8

Question 6: Do you buy drugs based on personal prescriptions?

Options	Frequency	Percentage
Yes	362	90.5%
No	38	9.5%
Total	400	100%

From the table above, we see that 362 (90.5%) buy drugs based on personal prescriptions while 38 (9.5%) don't.

Table 9

Question 7: What appeals to you on over-the-counter drug based television advertisements?

Options	Frequency	Percentage
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Visual effect of the advert	50	12.6%
Details of the advert (information and testimonials)	288	72.7%
Experience with the products	58	14.6%
Total	396	100%

From the table above, 396 respondents answered this question out of 400. We see that 50 (12.6) likes the visual effect of the advert, 288 (72.7%) are appealed by the details of the advert and 58 (14.6%) have experience with the product advertised.

Table 10

Question 8: Do you agree that over-the-counter depends on volume of advertising?

Options	Frequency	Percentage
Strongly agree	138	34.6%
Agree	217	54.4%
Undecided	27	6.8%
Disagree	13	3.3%
Strongly disagree	4	1%
Total	399	100%

From the table above, 399 respondents answered this question out of 400. We see that 138 (34.6%) strongly agree, 217 (54.45) agree, 27 (6.8%) are undecided, 13 (3.3%) disagree and 4 (1%) strongly disagree.

Table 11

Question 9: Did advertising affect your choice of products or brand?

Options	Frequency	Percentage
Yes	350	87.9%
No	48	12.1%
Total	398	100%

From the table above, 398 respondents answered out of 400. We see that 350 (87.9%) says advertising affect their choice of brand or products and 48 (12.1%) don't.

Question 10: Which of these television stations have you seen over-the-counter advertisements?

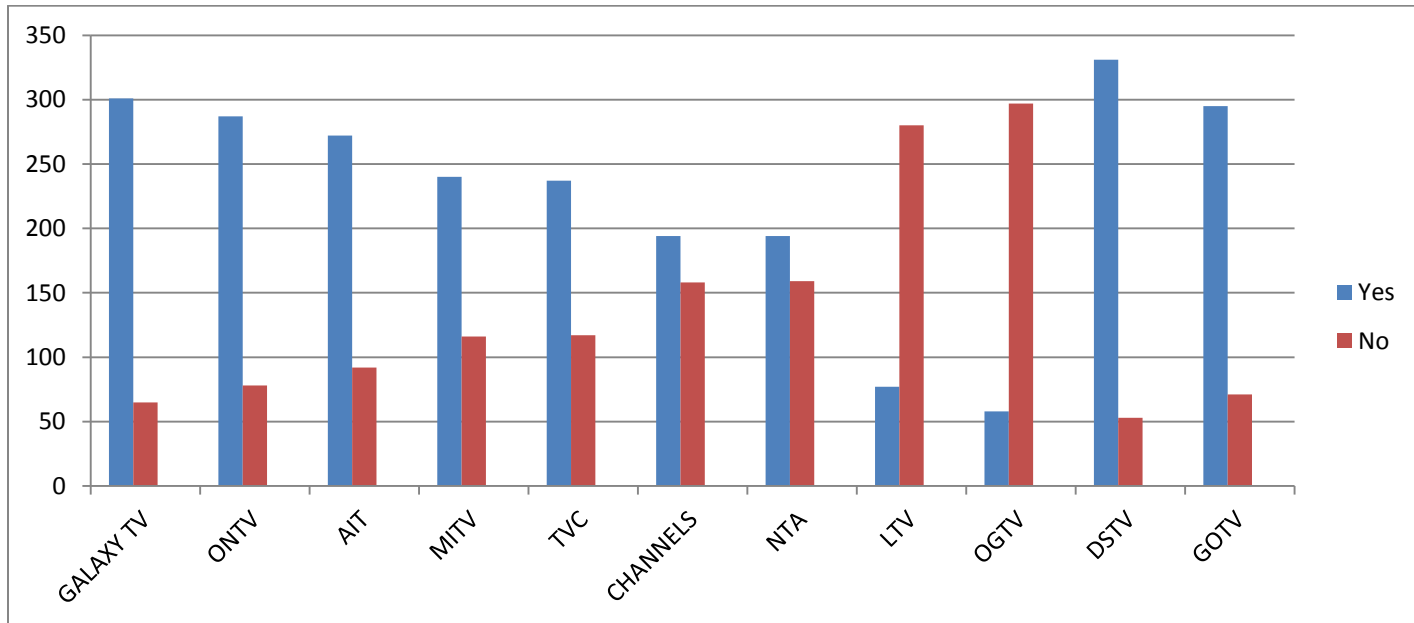


Figure 4.1

The figure above shows the number of television stations that the respondents watched advertisements for over-the-counter; the table below shows the respondents' number and the interpretation of the figure above.

Table 12: Summary of figure 4.1

	YES	NO
GALAXY TV	301	65
ONTV	287	78
AIT	272	92
MITV	240	116
TVC	237	117
CHANNELS	194	158
NTA	194	159
LTV	77	280
OGTV	58	297
DSTV	331	53
GOTV	295	71

Research objective 3: To examine the effect of customers purchasing habits towards over-the-counter television advertisements.

Research question 3: How does over-the-counter affect customers purchasing habits?

To answer this question, questions 11 and 12 of the questionnaire were examined

Table 13

Question 11: Have you ever bought any drugs through television advertisements?

Options	Frequency	Percentage
Yes	359	89.8%
No	41	10.3%
Total	400	100%

From the table above, 359 (89.8%) have bought drugs through television advertisement and 41 (10.3%) haven't.

Table 14

Question 12: Did the exposure to the advert affect your choice of drug?

Options	Frequency	Percentage
Yes	348	87%
No	52	13%
Total	400	100%

From the table above, 348 (87%) were influenced through the exposure of the drug advertisement and 52 (13%) didn't.

Research objective 4: To evaluate how television advertisements influence customer purchasing habit of over-the-counter.

Research question 4: What level of influence does television advertisement have on customer purchasing habits of over-the-counter?

To answer this question, question 13 of the questionnaire was examined.

Table 15

Question 13: Do you attribute your decision to buy over-the-counter drug to television advertising?

Options	Frequency	Percentage
Yes	317	79.3%
No	67	16.8%
No idea	16	4%
Total	400	100%

From the table above, 317 (79.3%) attribute their decision, 67 (16.8%) don't while 16 (4%) have no idea.

4.2 FOCUS GROUP DISCUSSION

"A survey would be a good way to learn that 54% of the population prefers program A. However, an FGD is a good way to learn why 54% of the population prefers program A through talking to the group to hear their actual opinions. "

FOCUS GROUP DISCUSSION RESULTS

QUESTION 1

The discussants were generally quite responsive when answering questions like "Have you encountered any advertisements for over-the-counter, and if yes, how would you describe over-the-counter television advertisements?"...

DISCUSSANT A: The first over-the-counter drug television I encountered was Amatem...there was this advert with a very sick man shivering on the bed which got me interested which I haven't seen before... and when I went to get the drug at the pharmacy I found out there were ranges of the drug from 300 naira to 700 naira..I didn't know the one which was effective so I bought the one of 300 naira...the drug made matters worse and it tasted like chalk...so that was the day I had the mindset of buying over-the-counter through television advertisements only if there are details.

DISCUSSANT B: The first time I took OTC drug was when someone told her the drug I saw on TV and later found out the person who introduced me with the confidence of the TV advert...I purchased that particular drug and notice the drug wasn't that effective...so afterwards, I made up my mind not to purchase drugs without details...the second time was in my secondary school when I asked for an Ulcer drug I had seen on TV later that day...only for me not to find the drug less effective... I made sure after that day I use doctor prescriptions only.

DISCUSSANT C: I saw an advert on a TV on Neofylin cough syrup I got for my baby of 5 years old which had cough and catarrh...I tried out the drug because the advert was eye catchy and the information was that it was start working within 5-6 hours after usage...then I used it for him which actually worked but came with drowsiness but I feel is the after effect of cough syrup...and I feel it depends on the kind of drugs one use too.

DISCUSSANT D: My first experience of OTC drugs was on channels... I remember watching news and this advert came on and it was about paracetamol and it can help cure headaches, period pains...and there was a time I tried it and it worked for me.

DISCUSSANT E: My first experience was when I saw an advert on NTA ...practically through the advert it cures rashes... when I came to school I had rashes and literally remembering that advert and I told a friend to get it for me and my experience with it was bad.

DISCUSSANT F: I encountered an advert of durex and I decide to introduce it to my husband since we wanted protective sex... according to him he said it is effective...and ever since then we've had no complains and the advertisements is very persuasive and easy to remember too.

QUESTION 2

“What appeals to you on over-the-counter based television advertisements?”

DISCUSSANT A: It was very attractive and credible...the advert really emphasized how he used the rashes cream on his skin and then I decided it's effective...it's very persuasive too.

DISCUSSANT B: For me it's the jingles of the advertisements that first attract me and its very eye catchy.

DISCUSSANT C: The advert was very easy to remember especially with the song and the voice over.

DISCUSSANT D: For me it's the visual effect and colour which makes one interested...I also remembering watching this advert of bitter Iroko which was looking like blood tonic until I bought it anyways which serves its name “bitter.”

DISCUSSANT E: It's the details of the advert for me and also its easy to remember...in fact sometimes I wonder if that's all in my head though.

DISCUSSANT F: I have had an experience of a particular item which was the durex I bought through OTC adverts.

QUESTION 3

“What are your thoughts on your attribution to your decisions to buy over-the-counter through television advertisements?”

DISCUSSANT A: I feel most people find it easier...most people don't have access to doctors or pharmacist so they just buy straight since its self med and it's what people buy on a regular.

DISCUSSANT B: The cough syrup I bought for my son was because I know someone working at a drug industry so I just bought it with assurance the drug will work for my son.

DISCUSSANT C: Mine was because of the price...normal specialist prescriptions will have an outrageous price of that drug...but when I saw the advert of the drug and it was similar... I decided to buy the drug or let me say the cream...but it ended up not doing the same work for me.

DISCUSSANT D: My own is actually the fact that I have used the drug before me watching the drug advertisement on TV just gives me re-assurance with my decision to get that drug at that moment.

DISCUSSANT E: This OTC drug advert definitely has its positive and negative parts...but I actually look forward more to its positive part as OTC drugs are mostly common...so it's preferably if there are enough details actually.

DISCUSSANT F: Mine was actually to the fact that I have encountered it just once and it has never disappointed... so both the drug company and its advertising staffs and TV station should work together in promoting the right output towards what anybody out there would view cause TV is more credible than any station.

QUESTION 4

“Is there anything else you’d like to say about over-the-counter advertisements?”

DISCUSSANT A: OTC drugs advertisements should be more realistic and not miraculous instead of just persuading everyone to buy the drug.

DISCUSSANT B: Usually at the end of the advert we hear information like if drug doesn’t work after 3 days consult your doctor...they should probably emphasize more on that because people take over dose especially me when I have cramps and I need the pain to go and then I don’t know what it does to my body or a drug like coflin which is very sweet...I might not know the after effect until I find myself sleeping and feeling nausea...so the pharmaceutical companies should lay more details of the drug and its after effects.

DISCUSSANT C: Self medicated drugs aren’t right which might have side effects which might not be said on the advertisements...So there should be more emphasis and there should be a doctor or pharmacist aware of the self med drug you bought.

DISCUSSANT D: They should be more detailed actually during advertisements and if it’s not working they should meet or consult their doctor

DISCUSSANT E: That...I feel like instead of people just buying OTC drugs on self med when they have symptoms ...they should rather use OTC drugs on prescription if seen on the TV.

DISCUSSANT F: My own opinion to OTC drug adverts is majorly on the details too as the wrong dosage and usage affect one...so like almost everyone suggests, there should be more emphasis on the adverts which is the details.

The discussion ended up within the time range of 17 minutes 33 seconds.

4.4 DISCUSSION OF QUALITATIVE FINDINGS

From the information gathered by the discussants, the following findings have been made to answer the focus group discussion questions from the discussants.

Question 1

Have you encountered any advertisements on over-the-counter, and if yes, how would you describe over-the-counter television advertisements?

All the discussants response described that they have encountered over-the-counter drug advertisements and three of the discussant described OTC drug advert as a first experience.

Question 2

What appeals to you on over-the-counter based television advertisements?

Two of the discussants responded that the OTC television adverts are attractive and credible. Two of the discussants responded that the OTC adverts were easy to remember. One of the discussants responded that it is the visual effect and another said it's the details of the advert that are more visible.

Question 3

What are your thoughts on your attribution to your decisions to buy over-the-counter through television advertisements?

The thought of one of the discussants was that it's easier than going to a doctor for a prescription. Another discussant responded that the price was very feasible. Some responded that TV is a credible medium, so it has a higher impact on people's decisions towards buying a drug through over-the-counter television advertisements.

Question 4

Is there anything else you'd like to say about over-the-counter advertisements?

Most of the discussants attributed that every over-the-counter drug advertisement should be more detailed and be more emphasized.

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4.4 DISCUSSION OF QUANTITATIVE FINDINGS

From the data gathered, presented and analysed, the following findings have been made in answering the research questions.

Research Question 1

To what extent people watch advertisements on television?

The aim of this question was to identify the extent to which people watch advertisements on television. The data on tables 3, 4, 5, 6 and 7 were used to answer the research question.

Table 3 shows that most of the respondents (395) watch television. Table 4 shows that most of the respondents (371) enjoy watching television advertisements. Table 5 shows that more of the respondents (235) claim to view advertisements on television very often, while (112) watch advertisements often. Table 6 shows that (378) majority of the respondents who filled out the questionnaire have encountered over-the-counter television advertisements. Table 7 shows that (170) respondents see OTC drug adverts as attractive and credible, (141) respondents see OTC drug adverts as easy to remember, (60) respondents see them as highly persuasive and (15) respondents see them as not persuasive.

Research Question 2

What is the relationship between customers purchasing habits to over-the-counter?

The aim of this research question was to find out the relationship between customers' purchasing behaviour and OTC drugs. The data on tables 8, 9, 10, 11 and 12 were used to answer the research question.

The data on table 8 indicates that (362) more of the respondents buy drugs based on their own medications. Table 9 shows that the (288) majority of the respondents are appealed by the details of the advert. The data on table 10 shows that more of the respondents (217) agree with the opinion that OTC drugs depend on the volume of advertising. Table 11 shows that (350) majority of the respondents are of the opinion that advertising affects their choice of brand or products. The data on table 12 and figure 4.1 shows that the majority of the respondents have seen OTC drug adverts on (331) DSTV and the majority of the respondents haven't encountered any OTC adverts on OGTV (297).

Research Question 3

How does over-the-counter affect customers purchasing habits?

The aim of this research question was to find out the relationship between customers' purchasing behaviour and OTC drugs. The data on tables 8, 9, 10, 11 and 12 were used to answer the research question.

The data on table 8 indicates that (362) more of the respondents buy drugs based on their own medications. Table 9 shows that the (288) majority of the respondents are appealed by the details of the advert. The data on table 10 shows that more of the respondents (217) agree with the opinion that OTC drugs depend on the volume of advertising. Table 11 shows that (350) majority of the respondents are of the opinion that advertising affects their choice of brand or products. The data on table 12 and figure 4.1 shows that the majority of the respondents have seen OTC drug adverts on (331) DSTV and the majority of the respondents haven't encountered any OTC adverts on OGTV (297).

Research Question 4

What level of influence does television advertisement have on customer purchasing habits of over-the-counter?

The research question aims to find out the level of influence or persuasion television advertisements have on customer purchasing habits of OTC drugs. The data on the table shows that a majority of the respondents feature their decisions to buy OTC drugs in television advertisements.

The findings therefore show that over-the-counter drug television advertisements influence customer purchasing habits.

The respondents are aware of the OTC medicine advertisement, according to the survey element of the study, which is verified by the qualitative part of the study. The findings of these two designs are also consistent with the research in Chapter 2, The World Self-Medication Industry, which found that individuals are cautious and cautious while using OTCs and are not influenced by advertising to overuse them. Furthermore, before taking an OTC drug for the first time, the majority of consumers in all of the countries studied read the label attentively (The World Self-Medication Industry, 2007). The foregoing comments may be summarized as question 1 in the Focus Group Discussion, in which the discussants agreed that viewing details of the medication advertisement before using it was important, which corresponds to Table 9, Question 7, in which 72.7 percent chose details of the advertisement.

The result of this study supports consumer behaviour theory because consumers tend to think and feel. Psychological variables are one of the primary affects on the researchers' discussants and responders, as shown in Figure 2.2: Determinants of Consumer Behaviour.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

The study examined the influence of over-the-counter drugs television advertisements on customers' purchasing habits in Lagos metropolis. This chapter summarizes the research, shows the conclusions derived from the research, and gives recommendations.

The first chapter of this work goes over the introduction, the background of the study, the statement of the problem, the research objectives and questions, the scope and significance of the study, and the operational definition of the various key terms.

Chapter two, which is a literature review, was segmented into conceptual review, theoretical frame work and empirical review. The conceptual review examined the concepts of over-the-counter, television advertising and purchasing habits. The consumer behaviour theory as reviewed for the course of this study. The empirical reviews are similar to past related research and works of academics as regards the subject matter.

Chapter three is the research methodology which presents the research design employed in achieving the objectives of this study, models and procedure that were used for data collection and plan for data analysis, these include; research design, population of the study, sampling technique, research instrument, validity and reliability of the research instrument, method of data collection and concluded with examining the method of data analysis used in the research work.

Chapter four gave the data presentation and analysis. The statistical analysis of the information obtained through the questionnaire was carried out in this chapter and the findings made from the data were discussed. The report of the focus group discussion was analyzed in this chapter.

Chapter five summarized and concluded the research work with relevant recommendations.

5.2 CONCLUSION

The study reveals how consumers think, feel, and behave towards television advertisements for over-the-counter. While consumers do not believe whatever advertisements are shown to them, they are, however, drawn to television advertisements by the details of the advertisement, the information in the advertisements, and testimonials, which is the after effect.

The study shows that, through the survey and focus group discussion, over-the-counter drug television advertisements should be more detailed and specific in their adverts.

In view of the result, the researcher is of the opinion that more details should be given or said during the course of the television adverts.

5.3 RECOMMENDATIONS

The study shows that consumers have certain variables that influence their buying habits, such as price, visual appeal of the product, taste and advertising.

The advertising department of any over-the-counter drug company should not just design their advertisements for persuasion or profit or for packaging, but customers are willing to pay extra if the drug has a good taste and has good effects when used.

5.4 LIMITATIONS OF THE STUDY

Due to the third phase of the Corona Virus pandemic, the researcher was not able to physically administer the questionnaire copies to respondents. It was administered through Google forms.

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APPENDIX A

Dear Respondent,

My name is Thomas Oluwatomisin, a final year student of the Department of Mass Communication, Mountain Top University, kilometre 12, Lagos-Ibadan, Prayer city, Ogun State. I am carrying out a research on “The influence of over-the-counter television advertisement on customer purchasing habits in Lagos metropolis” in partial requirement for the award of a Bachelor of Science (B.Sc.) degree in Mass Communication. **Please kindly tick and fix in your sincere response.** All answers will be treated in strict confidence and used only for academic purposes. Thank You.

SECTION A (Please tick the appropriate option)

1. What is your age group?
 - 18yrs-25yrs
 - 26yrs-34yrs
 - 35yrs-45yrs
 - 45yrs and above

2. What is your gender?
 - Female
 - Male

3. What is your married status?
 - Married
 - Single
 - Divorced

SECTION B

Research question 1: The level of exposure to over-the-counter advertising on television

** over-the-counter are drugs that are self medicated like paracetamol, condoms, toothpaste, inhaler, analgesics e.t.c*

1. Do you watch television?
 - Yes
 - No
 - Fairly
2. If yes, do you specifically enjoy watching television advertisements?
 - Yes
 - No
3. How often do you view adverts on television?
 - Very often
 - Often
 - Seldom
 - Never
4. Have you encountered any advertisements on over-the-counter?
 - Yes
 - No
 - Maybe
5. If yes, how would you describe over-the-counter television advertisements?
 - Highly persuasive
 - Not persuasive

- Easy to remember
- Attractive and credible

Research Question 2: The relationship between customers purchasing habits on over-the-counter.

6. Do you buy drugs based on personal prescriptions?

- Yes
- No

7. What appeals to you on over-the-counter based television advertisements?

- Visual effect of the advert
- Details of the advert(information and testimonials)
- Experience with the products

8. Do you agree that over-the-counter depends on the volume of advertising?

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

9. Did advertising affect your choice of products or brand?

- Yes
- No

10. Which of these television stations have you seen over-the-counter advertisements ?

INSTRUCTION: PLEASE TICK IN THE APPROPRIATE CELL IN THE TABLE BELOW:

	YES	NO
GALAXY TV		
ONTV		
AIT		
MITV		
TVC		
CHANNELS		
NTA		
LTV		
OGTV		
DSTV		
GOTV		

Research Question 3: The effect of over-the-counter television advertisements on customers purchasing habits.

11. Have you ever bought any drugs through television advertisements?

- Yes
- No

12. Did the exposure to the advert affect your choice of drug?

- Yes
- No

Research Question 4: The influence of television advertisements on customer purchasing habit on over-the-counter.

13. Do you attribute your decision to buy over-the-counter drug to television advertising?

- Yes
- No
- No idea

APPENDIX B

FOCUS GROUP QUESTION GUIDE

There will be six (6) participants present in this interview.

1. The researcher will explain the meaning of over-the-counter drugs to the participants.
2. The researcher will be using probe, follow-up and exit questions each to make the participants feel comfortable sharing their opinion with the group.
3. The language used was English.
4. The researcher conducted a pilot Focus group to ascertain whether responses to the data form and the focus group discussion guide provided the necessary information. It determined the questions which were to be asked and identified areas to be modified or removed or rephrase. The pilot focus group also provided an approximation of how much time the focus group would entail which was conducted within 17 minutes with the discussants.

QUESTION 1

1. Have you encountered any advertisements on over-the-counter, and if yes, how would you describe over-the-counter television advertisements?

In case they want options...

- Its highly persuasive
- It's easy to remember
- It's very attractive and credible

QUESTION 2

1. What appeals to you on over-the-counter based television advertisements?

In case they want options...

- The visual effect of the advert
- The details of the advert
- An experience with the products

QUESTION 3

1. What are your thoughts on your attribution to your decisions to buy over-the-counter through television advertisements?

QUESTION 4

1. Is there anything else you'd like to say about over-the-counter advertisements?