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2022/2023 PhD Thesis Abstract

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RT: Effects of Selected Television Advertising Appeals on Prospects' Knowledge, Attitude and Purchase Intention of Eldee Detergent among Consumers in Lagos State, Nigeria

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AB: Effectiveness of advertising is determined by its ability to build and sustain the adoption of an advertised brand. Studies revealed that poor effectiveness of television commercials evidenced by obscured learning, diluted image and sidetracked brand essence delivery of the advertised brand seem to plague the advertising industry. This has led to inadequate brand knowledge, and the inability to affect attitude and purchase intention; necessitating the adoption of humour, celebrity endorsement and drama appeals in television commercials. Hence, the study examined the effects of these selected television advertising appeals on prospects' brand knowledge, attitude and intention to purchase ELDEE detergent among consumers in Lagos State, Nigeria.

The study adopted a quasi-experimental design. The population was 2,333,270 females between the ages of 25 and 55 in Lagos State. A sample size of 450 participants was derived by adopting Katz, Elmore, Wild and Lucan's sample size determinant method for experimental studies. Using a hybrid of post-test only and 2x3x3 factorial designs, participants were purposively assigned into 18 experimental groups. A validated questionnaire was posted on the WhatsApp platforms at the post-test stage to gather information from the participants after the introduction of 60-second television commercials. The reliability test yielded Cronbach's alpha coefficients for the

constructs ranging from 0.72 to 0.87. Data were analysed using descriptive and inferential statistics (linear regression).

Findings showed that humour in the ELDEE detergent commercials significantly influenced knowledge ($\beta = 0.596, t = 6.241, p < 0.05$) and attitude ($\beta = 1.430, t = 11.651, p < 0.05$) but had an insignificant negative effect on purchase intention ($\beta = -0.583, t = -1.684, p > 0.05$). Celebrity endorsements in ELDEE detergent commercials had a significant positive impact on knowledge ($\beta = 0.668, t = 7.448, p < 0.05$), attitude ($\beta = 1.371, t = 11.672, p < 0.05$), and purchase intentions ($\beta = 2.552, t = 25.374, p < 0.05$). Drama in the commercials significantly influenced knowledge ($\beta = 1.202, t = 10.659, p < 0.05$) and attitude ($\beta = 2.499, t = 18.886, p < 0.05$) but had an insignificant negative effect on purchase intentions ($\beta = -0.140, t = -1.572, p > 0.05$). In addition, humour, celebrity endorsement and drama appeals had a combined significant effect on the knowledge, attitude and intention to purchase ELDEE detergent ($Adj.R^2 = 0.701, F(3, 406) = 321.183, p = 0.000$).

The study concluded that the communication intervention materials containing humour, celebrity endorsement and drama appeals enhanced knowledge and attitude towards ELDEE detergent. Drama only affected the liking of the commercials, while celebrity endorsement impacted consumers' purchase intentions. The study recommended that a combination of more than one appeal should be deployed for maximum impact towards audience actions.

Keywords: Advertising, Celebrity endorsement appeal, Drama appeal, Humour appeal, Purchase intention, Television commercials

Word Count: 446

Abbreviations: RFN: Researcher's Full Name, RD: Researcher's Department, RS: Researcher's School, RE: Researcher's Email, RAE: Researcher's Alternate Email, RP: Researcher's Phone Contact, RT: Registered Title, MS: Main Supervisor, ME: Main Supervisor's E-mail Address, SP: Main Supervisor's Phone Contact, CS: Co-Supervisor, CE: Co-Supervisor's E-mail Address, CP: Co-Supervisor's Phone Contact, AB: Abstract

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