

**PERSUASION OF TELEVISION COMMERCIALS AND
CONSUMER PURCHASE DYNAMICS: THE CONTEXT OF
BIG BROTHER NAIJA.**

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Abstract

Commercials, as communication tactics, focus on convincing consumers to buy a product. They become persuasive when using various means to attract the attention of the target audience, creating interests and encouraging the final action of purchase. Television commercials have the potency to influence audience. To examine this influence, this study adopted the widely viewed Big Brother Naija show in the bid to understand the persuasive effects of the show's adverts on its audiences. The study was conducted through a questionnaire survey. The purposive and inferential sampling techniques were used to select a sample of 200 University of Lagos

students, who the show in the 2019 season. Findings indicate that Big Brother Naija reality show, contributes largely to the reception of an advertised product, as some will only buy a product because it was advertised on their favourite TV show. Findings also indicate that TV commercials generally have influence on the purchase of a product as against other media. This study recommends that advertisers should adopt techniques and appeals in TV commercials that increase their persuasiveness and appeal to the audience.

Key words: *Television, Commercials, Advertising, Persuasion, Big Brother Naija*

INTRODUCTION

Advertising has grown increasingly popular as an object of enquiry, a field of professional practice and an index of modern business. It is more often than not, a mixture of art and science, non-personal, oral/visual, sponsored and disseminated through various media (Onyemenam, 2016). An exciting, dynamic and challenging enterprise; often persuasive and fascinating but its materialistic nature makes it an object of criticism and misunderstanding (Benson-Eluwa, 2004). Advertising, a significant tradition that businesses and organisations employ as a communication tool, helps to market products and services, educate, provide relevant information on product/services and their peculiarities and socialise the populace. Its main aim which is to impact on buying behaviour is strengthened through repeated exposure or promotion to introduce new products/build brands, provide information on product/service value, availability, increase revenue, gain market share, sustain product position in the market and continuously meet consumer needs. These are often achieved via various media such as television, newspaper, commercial radio, magazine mail, outdoor activities or modern media

such as blogs, websites and text messages (Ahmed & Ashfaq, 2013; Onyemenam, 2016).

In a bid to achieve organisation's objectives through advertising, commercials can be informative or persuasive. Both informative and persuasive commercials aim to influence people to think/act in a certain way however, there are differences in their approaches. Informative commercials are designed to educate people about certain products/services without throwing in emotions i.e. these commercials stick to facts in their messages. Persuasive commercials throw in/appeal to emotions and are designed to influence people to think/act in certain ways and to win converts who have been lured to patronise a brand or try out a service (Kenechukwu, Asemah & Edegoh, 2013). Kruti and Alan (2009) explained that the persuasive effect of advertising message is governed by what is said and how it is said.

The advertiser has to turn the big idea into a real commercial that will capture the audience's attention and interest by means of persuasive devices. Graeme (2005) believes that devices of persuasion always have belief and values at their heart. Television commercial copywriters employ various advertising appeals (fear, humour, emotion, etc) and the different elements of communication such as language, sound or music, actions, pictures and colours in order to share meaning with the consumers or viewers. These elements are beautifully designed by the copywriters to create the desired impact, arouse the viewers' interest, and possibly spur them into action. (Ogbu, Tarnongo, Moses, Alakali & Terfa, 2013). Advertising has been perceived as a veritable medium of stimulating, motivating and influencing the purchase and other behavioural response of their prospective customers. The potency of advertising in product promotion cannot be over emphasized (**Tashrifa & Shadman, 2017**).

To advertise a product and place on different platforms, advertisers and advertising agencies budget and spend so much to ensure their customers are well informed. Advertising expenditures

are planned before the advertising process commences and the budget can be allocated by affordable methods; based on percentage of sales; competitive parity; arbitrary approach and/or objectives and task method. The best method/approach is selected by the organisation depending on the objective and task to be achieved at each point in time. Irrespective of the method(s) used to determine the budget, so much money goes into planning and putting products in customers faces (Onyemenam, 2016).

It is pertinent to note that consumers are being bombarded with commercial messages daily from all imaginable media and the various mainstream and digital media available are used to achieve this. There is no gainsaying that among multitude of media; television advertising has strong persuasive stimuli in helping to determine what to think, subtly controlling values, attitudes and belief system, especially when weighed on constant exposure, prominence and cumulative media specific effect (Gambo, 2003).

OBJECTIVES OF THE STUDY

Since television commercials have the potential to influence human behaviour either to make them buy a product or admire it, it becomes relevant to establish through this study, referencing the widely acclaimed Big Brother Naija reality TV show, these objectives:

1. The influence of television commercials on consumer purchase with reference to the commercial placements on the 2019 edition of the show.
2. The persuasive level of the advertised products on the 2019 edition of the show.
3. The variance of audience interest in advertised products on the show as opposed to advertised products on other TV shows.

LITERATURE REVIEW

Television (TV) advertising is considered one of the best-selling and economical media ever invented and considered to have an unrivalled advertising impact as against any other media (Saxena, 2005). According to Ciochetto (2004), using television for commercials is considered more effective for advertisers than the print media as televised commercials incorporate visuals and sounds to simplify the persuasive inherent messages articulately. The goal of advertising is beyond selling products and services, but bearing a social impact that persuades the consumers to act or think in a particular way, while being anchored on the premise that it shapes and mirrors the society. Commercials are designed to mirror culture and interest the senses of the public thus making it an influential institution of socialization. The sociology of advertising takes into cognisance the role of advertising in influencing and shaping society through creating brand equity and sales generation. These, at the long run, lead to increased wealth as it adapts and mirrors trends in society (Agwu, Ailemen, Okpara, Achugamon & Bede, 2014).

As Bezuidenhout (1998) classified it, persuasive commercials can appear in and on any media form ranging from television, radio, film, print (magazines, books, newspapers, newsletters), Internet, and outdoor formats (billboards, bus and taxi shelters, dust bins, placards, posters, kiosks, buildings, display towers, and private and public vehicles such as buses, trains, taxis. An commercial is considered persuasive when it has the potential to convince the public or prospective customers on the need to have, buy, and stay hinged on the advertised products, services, ideas, norms and values. A 150-respondent study carried out in Dhaka city on changing buying behaviour of baby products revealed that persuasive television adverts give information about a product alongside other information that will interest the buyer. This process leads to a desired buying behaviour that will be sustained over time (Hossain, Rahman & Kumar, 2016).

According to Chirantan (2020), making a commercial persuasive enough to evoke the need to buy in the target consumers requires the use of repeated images, words or phrases to aid the remembrance of the adverts messages by the audience and even believe them. Other methods like appealing to emotions, advertising based on topics and the use of a diversity of themes can appeal to the consumers (Al-Amro, 2016). To further aid remembrance, humour is considered effective through comedic situations that can make the audience smile. These may be coupled with shock to grasp the attention of the audience, music, romantic settings alongside celebrity endorsements. The different elements combined to make a commercial persuasive can be effectively harnessed by the use of television as its audio-visual nature captures the essence of different elements put together.

Reality television includes all types of entertainment that focuses on real, unedited, unrehearsed and non-scripted programming which shows ordinary people or participants in situations encountered by human beings in the course of their lives. Roscoe (2001) and Malekoff (2005) agree that reality TV shows centres on placing people in their natural self in extraordinary situations where their every moment is recorded as they react to their surroundings as the content is shown. The content of reality television show borders around information, entertainment, drama, documentaries, facts, fictions to interest and captivate the audience who are majorly youths ranging from ages 18 to 25 (Hill, 2005; Chikafa & Mateveke, 2012).

Over the years, popular reality shows have sprung up while pioneering majorly from the United States and many Western countries to include the American Fear Factor, The Biggest Loser and the American Idols. Nigeria, not lagging behind, has the popular ones as: *The Guilder Ultimate Search*, *MTN Project Fame*, *Nigeria Got Talents*, *GloNaija Sings* and *Maltina Dance All* amongst others. One of the biggest and perhaps most popular reality TV show in the African

continent is the Big Brother Africa with an estimated viewership of more than forty million across Africa (bigbrotherafrica.com). Andrejevic (2004) connects the technological innovations of Big Brother to the wider cultural work of 'being watched' which stands at the crux and essence of a reality TV show. Big Brother show is designed to have the participants of the show entertain the audience through their performances while the camera focuses on them although the show, and to avoid being evicted, the participants act out their best. It is also considered that Big Brother suppose its audience to be highly media literate as adolescents and young adults are the major audiences of the show (Roscoe, 2001).

To this end, Deery (2009) implies that television programming in general conforms to the requirements of advertisers, but since digital technology has begun to empower the viewer, advertisers are anxious for a more embedded and direct influence on popular programming. That producers are striving to meet this need, is particularly evident in the genre of Reality TV, which has provided a supple framework for all-round advertising techniques. However, though Reality TV is itself an combination of earlier forms of broadcasting (the game show, soap opera, documentary, and amateur video programming), it capitalises on current negotiations between what is public and viewable and what is private and closed to outside view, a conflict of societal demands and norms.

Based on Chikafe and Mateveke's, (2012) definition, Big Brother is a reality television show where a group of people are brought together in a large house, isolated from the outside world, devoid of any means of communication, are made to live together while being continuously watched by the television camera. Originally, Big Brother reality show was premiered in 1999 at Veronica in the Netherlands, harnessing more than 15 million viewers, (Johnson-woods, 2002), before the show made its debut in Africa in 2003. Since then, the Big Brother reality show has become a multi-billion-dollar

TV show and various countries have come up with their own variations of the show. Today, across the globe, Big Brother has evolved into Celebrity Big Brother in Netherland and Teen Big Brother in Britain, Big Brother Germany, Big Brother Switzerland, Big Brother Sweden, Big Brother Italy, and Big Brother Nigeria, among others.

According to Andrejevic (2004), various variations that have moved from the pioneering reality TV show, have tried to maintain the initial focus and intentions, which includes a definite environment where contestants are all camped in, and the contestants live on TV. In addition, a public voting system allows the audiences make the decision of who leaves the show and who stays and various tasks designed by an editorial team to bring out the competition in the show. There is also the diary room where participants get to express and vent their emotions as well as nominating their fellow participants for possible evictions from the show.

Based on these, Big Brother Naija, formerly known as Big Brother Nigeria, is a Nigerian reality competition television series, based on the Big Brother television franchise. It is a reality show that consists of about 20 contestants called housemates who live in an isolated house while competing for a highly rated prize. The entire show is a money play for everyone involved in the creation, marketing, and commercial. According to Orodare (2020), there is a minimum of 40 million-wide audience reception of the reality show across Africa with the participants being exposed to diverse resources. This exposure ends up putting the contestants in a better financial position after they leave the house because they become celebrities who thrive in the entertainment industry.

The show has incorporated commercials as a very important element of its yearly hereby attracting sponsorship opportunities from various small and medium sized businesses ranging from food to cosmetics, fashion, and toiletries. The media value of sponsoring Big

Brother Naija through Multi-Choice media, according to previous records, runs into billions of Naira (Theireoluwa, 2019). The eyeballs, conversations and general awareness generated by the show make it a viable option for brands looking to get the word out about their business. Orodare (2020) pin points how the show has promoted the Nigerian-brand vehicle, Innoson, as earned the trust for use from the public by awarding it a part of the grand price for the final winner of the show. This can be said equally of the once not-so-popular Smartphone brand, Oppo, which has gained exponential exposure, thus resulting to increased patronage. Likewise, as a result of making one of the show's contestants a sunglasses brand ambassador, House of Lunettes sold out its products few hours after the decision was made public. By this, the show never fails to attract top Nigerian brands as sponsors like the gambling giant, Bet9ja, Minimie, Heritage Bank, Pepsi, Guilder and Legend Extra Stout among others.

MultiChoice makes a huge profit from the television adverts of Big Brother Naija show while also enjoying significant growth in user subscription rates during each of its seasons. While commercials might convey commercial messages, with Big Brother Naija, there are numerous opportunities for brands to leverage on as part of the house, such as sponsorship of in-house parties and events, food and drinks, contestants' wears etc. Games, tasks and parties provide seamless integration into the show. This in-show placement accompanies regular commercial breaks for sponsors and increases the value of the commercial for sponsors to reach the audience at home hence increasing their admiration, desire, and interest in the advertisers' goods and services. For this reason, there is a tremendous influx of adverts that can influence and persuade the purchasing decisions of the audience. In the light of the foregoing, this study sought to examine the influence of these placed television commercials on Big Brother Naija 2019 audience's purchase decisions, seeking to know the conviction level of Big Brother Naija's audience towards these advertised

products on the show, their extent of persuasiveness, and the peculiarities these adverts bear (if any) with other television shows.

METHOD

Lagos State, Nigeria was purposively selected as the population for this study as it is regarded as Nigeria's largest and financial centre of the metropolis; known for its beach resorts, boutiques and nightlife. In addition, different from the previous editions of the show that held in South Africa, the 2019 Big Brother Naija show held in Lagos State from June 30 to October 6 and students formed its largest audience segment. University of Lagos, situated on Lagos mainland was selected as it has many students and youths exposed to the show with viewing centres, social media and personal media outlets. The quantitative research design and the purposive and inferential sampling techniques were selected to solicit data and responses from two hundred respondents randomly selected from the institution. A 21-items structured close-ended copies of questionnaire were distributed to 200 respondents and 199 respondents returned the questionnaire fully answered.

DISCUSSION OF RESULTS

Persuasion is an important element of the mass media, the ability to appeal to and influence the audience, particularly advertising and marketing on television. The dominant audience for this study's case are mainly students and youths who may be considered the most active information-seeking group in any population. Therefore, it is important that adverts placed on television shows, that have tremendous capacity to harness a high-call viewership, should have high-end persuasive capabilities that will draw the interest of the audience to the products. Persuasive substances in an advert may be categorized as one that broadly seeks to influence by appealing to

ethos (character/culture) and pathos (emotions) of whom it is directed to.

This study evolved from the nationwide popularity of the Big Brother Naija reality show and the observed performances of the 2019 edition. Based on the overall popularity of the TV show, Big Brother Naija *Pepper Dem*, the 2019 episode was specifically crafted to suit a more defined and refined audience such that a lot of goods and services were advertised to meet the needs or perhaps wants of various members of the Nigerian population. It is also important to state here that beyond the shores of Nigeria, the show was also widely viewed by other countries in West Africa where the Multi-Choice media company is available. This therefore enabled having a wider audience scope, thus an opportunity to reach out to more prospective buyers. With this in mind, it becomes pertinent that commercials placed be of acceptable standard, capable of attracting the various audiences of the show into buying the advertiser products.

Major sponsors of the 2019 show were *Bet9ja*, *Oppo phone*, *Dano milk*, *Munch It snack*, *Indomie noodles*, *Darling Hair*, *Pepsi drink*, *Mega Growth*, *Heritage Bank*, *Godrej* and the *Nigerian Breweries*. These advertised goods and services may be considered the basic essentials of the 21st century audience and should the audiences not respond to these adverts, it could be equivalent to waste of sponsorship resources on the show.

It is noted that on the 2019 episode, *Pepper Dem*, there were eleven popular and not so popular adverts placed on the show and aired throughout the 3-months span of the show on television. This thus spur the need to survey the persuasive ability of these adverts based on how the audiences purchased the products which can universally be considered the desired results of any commercial on television. From a sample size of 199 respondents, a reference to Table 1, respondents supplied information on the frequency of advertised products purchase

on the 2019 Big Brother Naija (BBN) show. Findings revealed that the cumulative average number of respondents who had bought at least one of the advertised products on the show summed up to 47 respondents. Also, about one-third of the respondents, 66 were recorded as consumers for every item advertised on the show.

Table 1: Frequency of purchased advertised product

Advertised Product	Frequency from 199 (100%)
Bet9ja	67 (33.7%)
Oppo phone	67 (33.7%)
Heritage Bank	61 (30.7%)
Dano milk	74 (37.2%)
Godrej	69 (34.7%)
Munch It snack	95 (47.7%)
Pepsi drink	112 (56.3%)
Nigerian Breweries	80 (40.2%)
Indomie noodles	95 (47.7%)
Mega growth	68 (34.2%)
Darling hair Nigeria	71 (35.7%)

Source: Field Survey, 2020.

A larger percentage of the respondents for this study agreed that the various commercial placements on Big Brother Naija 2019 were effective enough to persuade their purchasing power. This study establishes the position of Dahlen & Lange, (2005) that posits that commercials build brand awareness, which in return strengthens the attitudes of the consumer towards the brand and their purchasing decisions. All the respondents for this study, 199 in number, agreed that television commercial creates an acceptable level of impact on a

consumer's purchase and consumption of the advertised product so long as it appeals to their pathos and ethos. This submission is corroborated by the findings in table 2 that has basically highlighted that advertising by means of the television medium has sufficient capacity to build interests and desire for a product in the audience.

Table 2 explicitly identified the level of the respondents' agreement on television commercials influencing their purchasing power of a product. From the 199 respondents, 167(83.5%) agreed that television is an effective medium of advertising as 137(68.5%) respondents claimed that it has the ability to create a desire to purchase advertised product in them. This response may be on the accession that as Graeme (2005) puts it, television commercial appeals to the viewer's sense of sight and ears through various elements varying from sound or music, actions, pictures and colours in order to share meaning with the consumers or viewers. This complements further findings that 122(61%) respondents preferred to watch commercials on television over other media platforms as 167 (83.5%) respondents claimed that these television adverts encouraged them to buy the product. Based on the appeals of these adverts to their sense of sight, 108(54.3%) respondents buy the products because they have seen it on television.

Although the level of agreement by other respondents cannot be overlooked, on the brighter side, majority of the respondents agreed that television commercials influenced them as consumers towards the purchase of advertised products. Regardless, these findings are attestations to Etzel, Walker, Stanton & Pandit (2008) that majority of marketers used the mass media, (this case television) for their marketing communications which is dependent on the nature of the message and the intended target audience.

Table 2: Television advertising influences consumer's purchase of a product

Item	Agree	Neutral	Disagree	Total
Television is an effective medium for advertising products	167 (83.5%)	22 (11.5%)	10 (5%)	199
Television adverts always create a desire in me to purchase products	137 (68.5%)	40 (20.5%)	22 (11%)	199
As a consumer, I prefer to watch adverts on television than on other media platforms	122 (61%)	58 (29%)	20 (10%)	199
Television adverts encourage me to actually buy products	116 (58.3%)	62 (31.2%)	21 (10.5%)	199
I buy products because I see their adverts on television	108 (54.3%)	57 (28.6%)	34 (17.1%)	199

Source: Field Survey, 2020.

In the bid to be more informed on the role the Big Brother Naija show had played in influencing and producing customers with brand loyalty towards the show's sponsors, majority of the respondents were influenced with the adverts aired on the show. On the basis that the adverts aired on the show were persuasive and well projected to spur for purchase, 114 (57.3%) respondents desired to purchase these products. On the quality of make, 111 (55.8%) respondents claim the adverts on the show sufficed for their information need on the products. Folkerts & Lacy (2004) write that advertising uses social images and appeals to people's psychological and physical needs. Its content may sell a product or persuade people to adopt a specific lifestyle.

Psychologists use mental imagery in application to advertise in order to give advertising a theoretical basis. To convince anyone to do something is a matter of the mind, the advertisers must communicate to the minds of the audience through various appeals to attract them, get them interested, create desire, hold their attention which will eventually open their pockets to spend. This statement highlights the findings depicted in table 3. This is shown in the 97 (48.7%), respondents (more than one-third of the total respondents) who averred that the adverts they watched on the show spurred them to the immediate purchase of the product.

Table 3: The conviction to purchase the advertised products by the BB Naija 2019 audiences

Item	Agree	Neutral	Disagree	Total
The adverts on BB Naija 2019 show were very nice adverts	123 (61.8%)	55 (27.6%)	21 (10.6%)	199
The adverts on BB Naija 2019 show were well projected such that I desired to purchase them.	114 (57.3%)	68 (34.2%)	17 (8.5%)	199
The contents of the adverts on BB Naija 2019 were sufficient enough to tell me what I need to know about a product.	111 (55.8%)	74 (37.2%)	14 (7%)	199
The adverts on BB Naija 2019 were convincing enough to make me purchase the products.	106 (53.3%)	76 (38.2%)	17 (8.5%)	199
BB Naija sponsors advertise their products through the reality show effectively	125 (62.8%)	60 (30.25%)	14 (7%)	199
The adverts I watched on BB Naija 2019 spurred me to immediate purchase of the products.	97 (48.7%)	75 (37.7%)	27 (13.6%)	199

Source: Field Survey, 2020.

As shown in tables 4 and 5 below, the influence and importance of the Big Brother Naija show on and to its audience was

put on par with knowing its results on the consumer's purchase decision. This is also to weigh if the influence to purchase is from the Big Brother Naija show or simply because the commercials are shown on television. The responses of the audience matter in this regard since television on its own (regardless of what is being watched) is sufficient to inspire the need to buy or use the advertised product, service, value, idea and norm. Results revealed that though 100 (50.8%) respondents claimed that they will purchase a product simply because it was advertised on Big Brother Naija show, 114 (57.3%) expressed that regardless of the show, so long the product was advertised on TV, they will buy the product. It means that no matter the show or programme advertised on air, a major percentage of the respondents will still purchase thus, it overrides the importance of Big Brother Naija show itself over television.

However, the place of the show/programme and the importance the audience attached to it cannot be undermined as the more exposed a show/programme is, the more exposed the adverts aired on it is. To buttress this, 108 (54.3%) respondents confirmed that after the show had long ended for the year, they still continued to purchase the products advertised on the show. This is beyond brand loyalty but probably show loyalty and 'celebrity loyalty'. Kruti & Alan (2009) explained that the persuasive effect of advertising message is governed by not only what is said, but also by how it is said. Advertising agencies understand that one of the best ways to get the audience's attention is to incorporate into the adverts people that they admire (e.g. Big Brother Naija housemates turned celebrities), air them on shows/programmes with high viewership. Seeing their beloved artistes advertising products, they as loyal fans, are spurred to buy the products for their use. This kind of response also stretches to influence those around these fans as 88 (44.2%) respondents agreed that they recommended the advertised product to others because they saw it on Big Brother Naija show while 107(53.8%) respondents claimed they

may likely buy the advertised product long after the seasonal show ended.

Table 4: Persuasive extent of advertised products on the BB Naija 2019 audience.

Item	Agree	Neutral	Disagree	Total
I bought the advertised products because I saw them on BB Naija show.	107 (53.8%)	53 (26.6%)	39 (19.6%)	199
I was interested in buying a product because I saw it on BB Naija 2019	101 (50.8%)	65 (32.7%)	33 (16.6%)	199
I recommended an advertised product on BB Naija to others because I saw it on BB Naija.	88 (44.2%)	76 (38.2%)	35 (17.6%)	199
I continued to buy products after the show ended because of the adverts on the show I watched	108 (54.3%)	58 (29.1%)	33 (16.6%)	199
The products advertised on BB Naija 2019 that I bought were because I enjoyed the show a lot	93 (46.7%)	77 (38.7%)	29 (14.6%)	199
Since the show ended, I still take a liking to purchasing the advertised products on BB Naija.	107 (53.8%)	64 (32.2%)	28 (14%)	199

Source: Field Survey, 2020.

Table 5: Variance of audience interest in advertised products on BB Naija 2019 as against other television shows

Item	Agree	Neutral	Disagree	Total
If I had seen the advertised product on BB Naija on another television show, I would still purchase	114 (57.3%)	66 (33.2%)	19 (9.5%)	199
If I had seen the advertised product on another media beside Television, I would still purchase.	116 (58.3%)	66 (33.2%)	17 (8.5%)	199
I will not purchase a product just because I saw it on BB Naija 2019 show	60 (30.2%)	65 (32.7%)	74 (37.1%)	199
I will purchase a product advertised on BB Naija show because it is a BB Naija show	100 (50.3%)	62 (31.2%)	37 (18.5%)	199

Source: Field Survey, 2020.

CONCLUSION

Advertising, an effective tool in persuading individuals to purchase products or try out services has an impact unmatched by other media. It achieves its aim by repeating messages, including images, humour, use of celebrities and other methods. Commercials can be disseminated to the public through various media but television (like Graeme posits) is acknowledged as the most captivating because of its audio-visual nature and the advantage copywriters can harness to stimulate interest. Big Brother Naija, a reality show adapted from the popular Big Brother Africa puts advertisers on their feet to sponsor the show as it gives them the opportunity to put their products in the viewers' faces all through the show. The media-value of the show attracts top Nigerian brands as sponsoring certain tasks and products

in the house. Consciously or unconsciously, this influences and persuades viewers to purchase these advertised products over time.

No doubt, commercial placements on television as a viable medium for influencing consumers purchase is actively depicted in the relationship between the Big Brother Naija show and their audiences. Advertising products on popular television shows like the Big Brother Naija prove the efficiency of using the television media as a persuasive means to gather more consumers of the advertised product. Big Brother Naija show can be seen as the intermediary required for reaching a wider audience span while concurrently influencing their purchase power. The findings of this study has been able to justify the means of commercial placements and sponsorships on these TV popular shows as adequate platforms capable of promoting products and yielding the desired returns for the commercial placers. It creates a better avenue for the forging of brand loyalty among the lovers of the show who are audiences of the show.

The commercials aired on the show further captivated the attention of the respondents as they were pleased with the adverts based on the appeals and celebrities used and thus, convinced to purchase. As the show progressed and beyond its seasonal end, brand and celebrity loyalty kept the respondents going back to purchase. Albeit, irrespective of the programme aired on the television, respondents were willing to purchase advertised products because of the captivating nature of the medium and specifically, the show itself.

RECOMMENDATIONS

Advertisers should take note of the importance and effectiveness of the television medium in captivating a wide-range of audiences which is know from the viewership ratings of some highly popular shows. This is important considering the rise in the use of the new media for commercials placements.

Commercial placement on television, a traditional media, and the results it brings in being able to persuasively influence the

purchasing decision of the audience is unrivalled by any other mass media. Therefore, commercials aired via the TV medium should be a fine creation of appeals, methods and techniques that will captivate the audience and influence their purchase.

Big platforms like popular reality shows and TV programmes should be used as avenues to reach many people and the use of celebrities the audience admire will help to increase the influence of the commercials as these methods cannot be undermined.

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