

Parents' demographics and perception of children's reactions to noodles advertisements in Uyo Municipality, Akwa Ibom State, Nigeria

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Abstract

Background: Children are among the major targets of fast-food producers but parents are the ones who pay for the purchase of such products. Therefore, it is essential to understand how parents perceive children's reactions to fast food advertisements.

Objectives: The general objective of this study was to ascertain the contributing role of parents' demographics on their perception of children's reactions to noodles advertisements in Uyo municipality in Akwa Ibom State of Nigeria.

Methodology: The survey research design was used for the study while a structured questionnaire was employed to collect data. A sample size of 400 respondents were drawn from the population while purposive sampling technique was adopted for the administration of the research instrument. The data were presented in tables and analysed using Likert Scale. The null hypotheses were tested using independent t-test and one way analysis of variance (ANOVA).

Results: Parents perceive that exposure to advertisements on noodles elicits a high level of excitement from the children. It was also found that parents perceive that noodles advertisements influence children's preference of food items. However, parents' demographics (gender, marital status and educational qualifications) have no significant influence on their perception of children's reactions to noodles advertisements.

Conclusion: The study concludes that exposure to noodles advertisements has a significant influence on children which leads to their demands for the product.

Unique contribution: This study has offered empirical evidence regarding parents' perception of advertisements that appeal to children.

Key Recommendation: Advertisers of noodles should rephrase their advertising messages by expunging any pestering statement so that parents do not feel pressured by advertisement messages.

Keywords: Demographics, Parents, Perception, Persuasion, Preference

Introduction

The consumers of goods and services encounter new products through exposure to advertising. Advertising is a major element in the promotional mix and its subject matter is topical and pervasive. Modern advertising is an integral part of contemporary society, and it influences people's reasoning, lifestyle, culture, and the economy. It is believed that advertising enhances sales because it stimulates demand for the products and has the tendency to "persuade potential consumers to patronize the company's offerings, services or ideas," (Bassey, 2018, p.159). As a form of strategic communication, advertising is an essential marketing communication tool used by advertisers to reach the target markets or groups of prospects simultaneously. Ngonso and Okeke (2016, p.174) also defined advertising as a "promotional tool that every money-making firm should not do away with since it draws the attention of the prospective customers to patronize a given product or services."

Advertising messages are usually planned and sent to target market. The commercial messages are always well designed to meet the needs, experiences, exposure, cultural norms, and practices of specific groups within the socio-cultural milieu. Fill (2009) notes that the target market refers to that group or segment of people that the company wishes to appeal to, designs its products for and aims its marketing activities. Often, advertisers categorise the business environment into different demographic variables such as age, gender, marital status, family size, education, income and social class (Egielewa, 2021a). Children and young people present an important demographic structure to the marketers since they key players in consumption and brand loyalty which can affect their brand preference and insistence on the product even in their adult life. Children are not just secondary and passive consumers but very active in the buying process with great influence on their parents' buying decisions. According to Godhaniet al. (2012), children enjoy a major voice in the decision to purchase many food products in today's era and marketers are targeting children seriously to influence the purchase of the products. Ngonso (2014) also attests to this and averred that children influence their parents to buy what they (children) desire. The influence children exert on their parents to buy for them what they want is otherwise known as 'pester power'.

Wiling (2011) notes that pester power marketing targets children, being that they are unable to purchase products for themselves, but nag, pester and beleaguer their parents into purchasing products for them. Advertisements targeting children usually capitalize on children's demands and needs of children. Advertisers understand that children like fun, fantasy, food, music, colour, love and companionship. Bassey (2020) notes that the advertisers of *Indomie Instant Noodles* show children singing lyrics praising their mothers for cooking *Indomie*, acknowledging how tasty the meal was thus: "*Mama you do good, you do good, mama you cook for us, you do good, mama cook Indomie, Indomie sweet welwel, you do good, no mama be like you, no noodles like Indomie.*" Similarly, the advertiser of *Tummy-Tummy Noodles* displays pictures of schoolchildren holding their lunch boxes containing *Tummy-Tummy Noodles* as the best and ideal lunch meal for the pupils. The ad carries the slogan, "*your tummy's favourite.*"

Day (2006, p.358) observes that "advertising to children is at an-all-time high, creating cravings that are hard to ignore but impossible to satisfy." It is argued that children are captive audience to advertising because they are easily persuaded by the power of advertising; they tend to believe as true what they see or hear in ad. Children are becoming a major target audience to the advertisers because the children are ductile and their brand loyalty could last till adulthood. Some scholars like Arens (2006) and Burton (2010) have

argued that children are not sophisticated consumers and as such they are vulnerable to the persuasive devices of advertising. Hence, they have suggested that parents should mediate between advertisements and their children exposure. Do parents bother about advertisements of food items and other products targeting children? It is against this backdrop that this study investigated how the demographic differences among parents do influence their perception of children reactions to noodles advertisements in Uyo municipality of Akwa Ibom State of Nigeria.

Objectives of the Study: The general objective of this research was to determine the correlation between parents' demographics and their perception of children's reactions to noodles advertisements in Uyo municipality of Akwa Ibom State of Nigeria. The specific objectives of the study were to:

- (i) determine if parents in Uyo observe their children's excitement while watching or listening to noodles advertisements.
- (ii) find out whether parents in Uyo observed an increase in their children's demand of noodles meals following exposure to advertisements.
- (iii) ascertain if parents in Uyo ever used noodles meals to placate their children when they are agitated.
- (iv) find out if the gender of parents affected their perception of children's reactions to noodles advertisements in Uyo.
- (v) ascertain if the marital status of parents (single, divorcees or widowed parents) impacted their perception of children's reactions to noodles advertisements in Uyo.
- (vi) find out if the educational level of parents in Uyo impacted their perception of children's reactions to noodles advertisements.

Hypotheses

The study tested the following hypotheses at 0.05 level of significance.

H₀₁: There is no significant relationship between the sex of parents and their perception of children reactions to noodles advertisements;

H₀₂: There is no significant relationship between parents' marital status and their perception of children reactions to noodles advertisements; and

H₀₃: There is no significant relationship between parents' educational qualification and their perception of children reactions to noodles advertisements.

Literature Review

Noodles Advertisements in Nigeria

A careful look at the advertisement scene in Nigeria shows a robust noodles advertising business. Some of the popular brands marketed are *Indomie Instant Noodles*, *Dangote Noodles*, *Mimee Instant Noodles*, *Cherie Instant Noodles*, *Tummy-Tummy Instant Noodles*, *Chikki Instant Noodles*, *Golden Penny* and *Honeywell Noodles*. Noodles are food items made from flour or rice often rolled flat and cut, stretched, or extruded into a variety of shapes usually long thin strips, or strings of pasta. Noodles are staple food enjoyed in many countries and culture. In Nigeria, noodles are common food items among schoolchildren, students and other family members because they are delicious, easy and quick to prepare. The manufacturers of these noodles have inundated the media ranging from radio, television,

billboards, flyers, transit vehicles to the social media platforms with sale messages and reinforced their advertisements with personal selling. Many fantastic messages have been crafted by these advertisers.

For instance, in one of its advertising campaigns, the advertiser of Indomie Instant Noodles sought to highlight the unique relationship between a mother and her child. The campaign was tagged, “*Mum like No Other, Noodles like No Other.*” The campaign simply meant that Indomie Noodles are cherished by children just like they do to their mothers. The Tummy Tummy Instant Noodles on the other hand came in two flavours of chicken and seafood garnished with vegetables. Its popular advertisement shows the picture of schoolchildren carrying lunch boxes with the slogan, “your tummy favourite.” Like other noodles producers, the advertiser of Golden Penny Noodles has invested much on erecting school signposts in the city centres besides radio and television jingles. It has the slogan, “the taste of adventure.” It is noteworthy to observe that these advertisers do not only target children all the time but the parents and other relatives. For instance, the manufacturer of Indomie Instant Noodles decided to create a brand of the product for older people and called it “hungry man size.”

Advertising Appeals and Children

Advertising messages do more than just sell products, services, or ideas. Dyer (1982) cited in Bassey (2018) notes that “advertising performs the function of evoking emotion and feelings through promises of pleasure connected to the purchase or possession of a product” (p.163). According to Belch and Belch (2001) advertising is an approach used to attract the attention of the consumers and to influence their feelings towards the product, service, or cause. Ebitu (2012) opines that advertising copy should make claims that are desirable, believable, exclusive, and distinctive. There are two broad types of appeals. These are the rational and the emotional appeals.

Belch and Belch (2001) describe rational appeals as the informational approach to advertising emphasizing on the features of the product or service and the benefits or reasons for owning and using the products. Rational-based appeals according to the authors are used to convince the consumers of a particular attribute or specific benefit that a product satisfies. They explain that the objective of this appeal is to convince a target audience to purchase a product because it fulfils it meets the consumers’ needs. The emotional appeal on the other hand refers to the strategy of evoking social and psychological needs as the basis of purchasing a product or service. Bassey and Ufot (2023) assert that designing of advertising messages in a competitive business world entails creativity and painstaking planning by the advertisers. Most advertisements targeting children usually play on their emotions. Under demographic segmentation, children constitute an important market segment, given their ability to pester their parents and cause them to make unplanned purchases. The children are the future consumers of the advertised product and as such advertisers try to build brand loyalty with them.

Children’s behaviour, which is mostly associated with fantasy, juicy food, artwork and adventure, has influenced advertisers to design appealing marketing messages to reach them based on these physiological needs (Bassey, 2022; Cann, 2012; Egielewa & Umolu, 2022). Onuorah (2005) asserts that frequent exposure of children to television advertisements of products makes them emotionally drawn to that product. In the same vein, Igbo (2003) asserts that advertising exposes young people to their future role as consumers of products offered in the marketplace as well as the value which society places on such things as success, wealth, materialism, aesthetic beauty and so on. It is observed that many parents have become

worried about their children's addiction to some unwholesome habits often learned through exposure to advertisements. Cook (2001) posits that parents have had a hard time providing direction and guidance to their children when there are so many contradictory stimuli from outside (Smith & Taylor, 2007). It is against the backdrop of this kind of concern that this study becomes relevant.

Theoretical Framework

This study is anchored on two socio-scientific theories of mass communication. The theories are the perception theory and the social relationship theory. The perception theory was propounded by Berelson and Steiner in 1964 as cited in Anaeto et al. (2008). The basic assumptions of perception theory are that mass media messages are intended to make audience pay attention to the messages, learn the contents of the messages and make appropriate changes in attitudes or beliefs, or produce the desired behavioural responses. According to Anaeto et al. (2008), the perception theory tells us that the process of interpreting messages is complex. They note that the perception process is influenced by both structural and functional factors. According to them, the structural influences on perception are derived from the physical characteristics of the stimuli to which people are exposed. The functional factors are those needs, wants, attitudes and other psychological factors that influence perception. Ndimele and Innocent (2006, p. 226) posit that "differences in the attitudes and interests of the members of the audience also engender differing ways of perceiving, interpreting and responding to particular media messages by the individual members of the audience." The tendency for people's perception to be influenced by wants, needs, attitudes and the other psychological factors is called selective perception. Selective perception means that different people react to the same message in very different ways. Severin and Tankard (2001) identify three processes involved in perception to include: selective exposure, selective attention and selective retention.

Folarin (2000) notes that selective exposure is the tendency for people to seek out information that caters for their own interests, confirms their beliefs and boosts their own ego while discarding those that contradict their predispositions. He explains that since the eyes process information faster than the brain can interpret, the human brain has to select which information to pay attention to at any given time. This is called selective attention. Belch and Belch (2001) see selective retention as the tendency for people to notice and remember only those pieces of information that interest them. They note that the concept of selective retention has pushed advertisers to devise means of making sure information about a given product or service is retained in the consumer's memory so that it will be available when it is time to make a purchase. Ekerete (2000) asserts that perception plays a major role in the buying decision process and this explains why advertising messages are carefully designed to attract attention and gain maximum exposure possible so as to arouse interest, ignite desire and provoke purchase action. Within the context of this study on noodles advertisements, it is only through perception that parents in Uyo municipality can make sense of the products advertisements as well as their influence on their children.

The social relationship theory was also propounded the same Melvin De Fleur in 1970. This theory deals with the informal social relationship among members of the mass media audience. According to Anaeto et al. (2008), theory centres on the fact that people's reaction to the mass media contents and their reactions are determined by their informal social relationships with friends and informal social groups. The basic assumptions are that members of the mass media audience interact with each other based on their social affinity and that such interactions determine the effect that mass media messages have on them.

Bassey (2018) posits that social relationship is derived from the notion that audience reaction to mass media messages is determined by informal social relationship with “significant others” such as family members, friends, peers, colleagues and social groups.

McQuail (2008) explains that members of households are subject to the selections of others about what is available to read, view or listen. Chrisnall (2001) notes that advertising does not operate in a vacuum rather it influences and is being influenced by personal and environmental factors such as cultural norms, family, life cycle and opinion leadership. Hawkins et al. (2001) perceive that acquaintances often influence other about a purchased of a brand. The study topic under study is a good example of the application of this theory. As *Awake* (2005) puts it, “a mother is essential to human life, she is the primary protector for each child’s health, education, intellect, personality, character, and emotional stability,” (p.3). In exploiting this notion, the advertiser of *Indomie Instant Noodles* makes children to praise their mother, emphasizing that there is no mother like theirs and no noodles like *indomie*.

Method of the Study

Since this study is focussed on people, their opinions, attitudes and behaviour, the descriptive survey design was adopted. The questionnaire instrument with 13 structured items was administered on the respondents. The population of the study consisted of Uyo residents put at 522, 398 people being the 2022 projection of the 2006 population census figure released by the National Population Commission. To obtain the sample size for the study, Yaro Yamane sampling formula as adapted by Akpan and Bassey (2018) was used to select a sample of 400 using the statistical formula below.

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

Where n = the sample size

N = the given population

e = the level of significance (or limit of tolerable error)

1 = unity (a constant)

The computation was done at 95 per cent confidence level and five per cent error limit.

The detail of the computation, therefore, applies thus:

$$N = 522, 398$$

$$e = 5\% = 0.05$$

$$n = \frac{522, 398}{1 + 522, 398 (0.05)^2}$$

$$n = 522, 398$$

$$1 + 522,398 \times 0.0025$$

$$n = 522,398$$

$$1 + 1,305.995$$

$$n = 522,398$$

$$1307$$

$$n = 399.69$$

$$n = 400$$

With the above calculations, a total of 400 respondents were drawn for the study using purposive sampling technique meaning only parents who had exposure to noodles advertisements were considered for the study.

Research Instrument

This study used the structured questionnaire in the gathering of data. Section A, made up of items 1- 5, deals with biodata of the respondents while section B made up of items 6-13 deals with issues of how parents' gender, marital status and educational qualifications influence their perception of children's reactions to noodles advertisements which this study interrogated.

Data Presentation and Analysis

Data collected for the study were computed and analysed and presented on tables.

From the computation, weighted means score (WMS) is 3.00 $(5+4+3+2+1 \div 5)$. This implies that the mean score of 3.00 was used as the basis for decision on the responses to each item. Any mean score which is equal to or more than 3.00 is positive and accepted while any mean score that is less than 3.00 is considered negative and rejected. Out of the 400 copies of the questionnaire distributed, 370 were completed correctly and returned. The return rate was 92.5%. The computation was done based on the 370 retrieved copies of the questionnaire.

Table 1: Biodata Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	138	37.3
Female	232	62.7
Total	370	100

Marital Status	Frequency	Percentage (%)
Single Parents	100	27.02
Couple with children	215	58.1
Divorcee with children	30	8.1
Widowed with children	25	6.76
Total	370	100

Qualification	Frequency	Percentage (%)
No formal education	22	5.95
Primary education	53	14.32
Secondary education	78	21.08
Tertiary education	217	58.65
Total	370	100

Source: Field Survey 2022

Table 1 above shows that 138 respondents were male representing 37.3% of the sample size while 232 respondents were female accounting for 62.7% of the study sample. The Table presents parental marital status of respondents showing that single parents were 100 representing 27.02%; couple with children were 215 constituting 58.11%; divorcees with children were 30 representing 8.11% while widowed with children were 25 representing 6.76%. The educational attainment of the respondents as presented in Table 1 above shows that 22 respondents representing 5.95% had no formal education; 53 respondents representing 14.32% only had primary education; 78 respondents representing 21.08% had secondary education while 217 respondents representing 58.65% had tertiary education. The respondents with tertiary education constituted the highest number of respondents because Uyo municipality is a university town and many residents had availed themselves of the opportunities offered by the university.

Research Question 1: Do parents in Uyo ever perceive their children becoming excited watching or listening to noodles advertisements?

Table 2: Parents perception of children's excitement to noodles advertisements in Uyo

Items	Questionnaire Statements	SA	A	U	D	SD	TOTAL	N	WMS	Decision
6	Children are always excited watching or listening to noodles ads	940	624	57	8	3	1,632	370	4.41	Positive/Accepted

Source: Field Survey 2022

The data on Table 2 show a high weighted mean score of 4.41 for the level of excitement exhibited by children towards noodles advertisements as perceived by the parents.

Research Question 2: Have parents in Uyo ever noticed their children demanding noodles meals more often than other food items following exposure to advertisements?

Table 3: Parents 'perception of children's interest and demand for noodles after exposure to their advertisements

Items	Questionnaire Statements	SA	A	U	D	SD	TOTAL	N	WMS	Decision
8	After exposure to noodles ads, children like eating noodles regularly	600	716	81		6	1,479	370	3.99	Positive/Accepted
9	The children prefer eating noodles meals to other foods after exposure to the ads.	590	696	114	68	6	1,474	370	3.98	Positive/Accepted

Source: Field Survey 2022.

The data presented in Table 3 above show a positive weighted mean score of 3.99 on the extent to which children do regularly eat noodles while the extent to which they prefer noodles meals to other foods recorded a positive weighty mean score of 3.89.

Research Question 3: Do parents in Uyo ever use noodles meals to placate their children when they are agitated following their exposure to advertisements?

Table 4: Parents' response to the use of noodles to placate agitated children.

Items	Questionnaire Statements	SA	A	U	D	SD	TOTAL	N	WMS	Decision
10	Children usually pester the parents and guardians over noodles meals.	440	744	105	88	17	1,394	370	3.76	Positive/Accepted
11	They feel satisfied and calm when served with noodles meals.	435	704	141	100	10	1,390	370	3.75	Positive/Accepted

Source: Field Survey 2022

The information in Table 4 shows a positive weighted mean score of 3.76 on how children pester their parents for noodles meals while another positive weighted mean score of 3.75 was recorded on how children become satisfied and calm when served noodles meals.

Test of Hypotheses

Research Questions 4, 5 and 6 are related to Hypotheses 1, 2 and 3 respectively and as such they are analysed jointly.

Research Question 4: To what extent has the gender influenced parents' perception of children reactions to noodles advertisements in Uyo?

H₀₁: There is no significant relationship between the sex of parents and their perception of children reactions to noodles advertisements.

To test this hypothesis and provide answer to research question 4, the perception of fathers and mothers of their children's reactions to *noodles* advertisements was compared using the independent t- test analysis. The result is presented in Table 5.

Table 5: Independent t –test analysis of the influence of sex on parents' perception of children reaction to the advertisement of noodles advertisements

Sex	N	\bar{X}	SD	T	Sig. of t
Male	138	58.76	7.07	-1.83	.068
Female	232	60.29	7.89		

Not significant at 0.05 level of significance.

The information in Table 5 shows that male and female parents do not significantly differ in the perception of their children's reactions to noodles advertisements. The calculated t- value

(-1.83) is less than the table value p (.068). This means that both parents perceive the reactions of their children to *noodles* advertisements the same way. Hence, the null hypothesis that there is no significant relationship between parents' sex and their perception of children reactions to noodles advertisements is upheld at the 0.05 level of significance.

Research Question 5: Is there any relationship between the marital status of parents and their perception of children's reactions to noodles advertisements in Uyo?

H₀₂: There is no significant relationship between parents' marital status and their perception of children reactions to noodles advertisements.

A one-way analysis of variance (ANOVA) was used to compare the perception of children reactions to *noodles* advertisements among parents who are single parents, couple with children, divorcees with children and widows with children. The result is presented in Table 6.

Table 6: One-way analysis of variance of the influence of marital status on parents' perception of children reactions to noodles advertisements

Source of variance	Df	SS	MS	F	Sig. of F
Between Group	4	194.84	48.71	.814	.517
Within Group	364	21779.65	59.83		
Total	368	21974.49			

Not significant at 0.05 level of significance

The result in Table 6 shows that parents' marital status does not significantly influence their perception of their children's reactions to *noodles* advertisements ($F = 0.814$; $P = 0.517$). Thus, the null hypothesis that there is no significant relationship between parents' marital status and their perception of children reactions to *noodles* advertisements is upheld. The implication of this statistics is that single parents, couples with children, divorcees with children and the widowed with children did not differ in their perception of children reactions to *noodles* advertisements.

Research Question 6: Do the educational levels of parents in Uyo influence their perception of children reactions to noodles advertisements?

H₀₃: There is no significant relationship between parents' educational qualification and their perception of children's reactions to noodles advertisements.

To test this hypothesis and provide an answer to research question 6, the perception of parents concerning their children's reactions to noodles advertisements was compared across parents with no formal education, primary education, secondary education and tertiary education using the one-way analysis of variance (ANOVA). The result is presented in Table 7.

Table 7: One-way analysis of the influence of parents' educational qualification on their perception of children's reactions to *noodles* advertisements

Source of variance	Df	SS	MS	F	Sig. of F
Between	4	506.77	126.67	2.15	.07

Groups			
Within		21467.73	
Groups	364		58.98
Total	368	21974.49	

Not significant at the 0.05 level of significance

The information in Table 7 shows that parents' educational qualification does not significantly influence their perception of their children's reactions to *noodles* advertisements ($F= 2.15$; $P = .07$). Hence, the null hypothesis that there is no significant relationship between parents' educational qualification and their perception of children reactions to *noodles* advertisements is upheld at the 0.05 level of significance.

Discussion of Findings

This study set out to investigate the extent to which parents' demographics influence the perception of children reactions to noodles advertisements in Uyo municipality of Akwa Ibom State in Nigeria. Findings of the study were discussed based the research questions and the hypotheses conjectured.

The data on Table 2 reveal a high weighted mean score of 4.41 showing that the level of excitement exhibited by children towards noodles advertisements as perceived by their parents stands at 88.2%. The excitement is corroborated by the recall rate of slogans and lyrics in noodles advertisements with a positive weighted mean score of 3.77 meaning that 75.4% of the children as perceived by parents do sing the lyrics in noodles advertisements. The implication of this finding is that the majority of children are becoming more brand conscious after exposure to advertisements. This finding supports earlier studies that the frequent exposure of children to product advertisements makes them intensely loyal to the advertised products (Bassey, 2018; Bassey, 2020).

The data presented in Table 3 show a positive weighted mean score of 3.99 on the extent to which children do eat noodles regularly meaning that 79.8% of the children eat noodles regularly after exposure to the advertisements. They also prefer noodles meals to other foods as implied in the positive weighty mean score of 3.89 representing 77.8%.The implication of this finding is that noodle advertisements have a strong appeal to children and influence them such that they demand noodles meals more than other food items. This finding corroborates previous studies that showed that advertisements easily influence children and make them want to experiment with what they see in the ads (Bassey, 2018).

The information in Table 4 shows a positive weighted mean score of 3.76 on how children pester their parents for noodles meals implying that 75.2% of the respondents agreed that their children after exposure to advertisements do engage in nagging for noodles meals. The positive weighted mean score of 3.75 was recorded on how children become satisfied and calm when served noodles meals. This shows that 75% of the parents have had cause to placate their children by providing them with their favourite noodle meals. The implication of this finding is that parents will be forced to make purchases of noodles against their intention to please their children. This finding supports earlier postulations that children are vulnerable or captive audiences to commercial messages targeted at them (Bassey, 2020; Gbadeyan, 2010; Arens, 2006). This is also pester power marketing and it is contrary to the Advertising

Code of Practice as provided by Advertising Practitioners Council of Nigeria (APCON, 2005), which provides in Article 100 that Advertisements shall not induce children to pressure their parents, guardians, other adults or any person whatsoever to purchase the advertised product.

Both research question 4 and hypothesis 1 were analysed jointly. Information in Table 1 shows that out of 370 respondents, male parents were 138 representing 37.3% while the female folks were 232 representing 62.7%. The test of hypothesis to see whether the gender of parents does significantly influence their perception of children reactions to noodles advertisements was carried in Table 7. The result shows that male and female parents did not significantly differ in their perception of their children's reactions to noodles advertisements. The calculated t- value (-1.83) is less than the table value p (.068). This means that both parents perceive the reactions of their children to *noodles* advertisements the same way. Hence, the null hypothesis that there is no significant relationship between parents' sex and their perception of children reactions to noodles advertisements is upheld at the 0.05 level of significance. This finding contradicts earlier postulations by Gamble and Gamble (1999) that men and women process information from ads differently and perceive realities differently. Perhaps, when it concerns the affairs of their children, both parents have the same interest and attitude. Advertisers are conscious of the bond of love between parents and their children and this explains why most advertisements are designed to exploit this home-based relationship. It is on this basis that the use of social relationship theory as theoretical framework in study becomes justified.

Both research question 5 and hypothesis 2 were analysed jointly. Information in Table 1 shows that out of 370 respondents, 100 were single parents representing 27.02%; couples with children were 215 representing 58.1%; divorcees with children were 30 representing 8.1% while widows with children were 25 accounting for 6.76%. The test of hypothesis in Table 8 shows that parents' marital status does not significantly influence their perception of their children's reactions to *noodles* advertisements ($F = 0.814$; $P = 0.517$). Thus, the null hypothesis that there is no significant relationship between parents' marital status and their perception of children reactions to *noodles* advertisements is upheld. The implication of this statistics is that single parents, couples with children, divorcees with children and the widowed with children did not differ in their perception of children reactions to *noodles* advertisements. This result may be attributed to how children are treated within the cultural milieu where this study is undertaken. Here, children occupy important position in the family as symbol of unity, love and care. The duty of nurturing and providing nourishing foods to the children is acceptable norm to all parents irrespective of marital status. This finding also makes the application social relationship theory in this study relevant.

Both research question 6 and hypothesis 3 were analysed jointly. The data in Table 1 show that out of 370 respondents, respondents with no formal education were 22 representing 5.95%; those with primary education were 53 representing 14.32%; those with secondary education were 78 representing 21.08% while those with tertiary education were 217 accounting for 58.65%. The result of test of hypothesis 3 presented in Table 7 shows that parents' educational qualification does not significantly influence their perception of their children's reactions to *noodles* advertisements ($F = 2.15$; $P = .07$). Hence, the null hypothesis which states that, there is no significant relationship between parents' educational qualification and their perception of children reactions to *noodles* advertisements is upheld at the 0.05 level of significance. The implication of this finding is that educational qualifications of parents did not determine how they perceive their children's reactions to noodles

advertisements. The parity in perception could be attributed to filial love between parents and children and perhaps, the perception is just about children's foods and funs.

Conclusion

Based on the findings above, it can be concluded that advertisements of noodles have significant influence on children especially eliciting high excitement by children watching the ads (88.2%); the influence of these advertisements on children has manifested in children's interest and preference of noodles (79.8%) and that following exposure to noodles advertisements, agitated children are very easily placated by their parents and guardians when given noodles meals. Also, parents' demographics (gender, marital status and educational qualifications) have no significant influence on their perception of children's reactions to noodles advertisements. The study has established a strong relationship between exposures to advertisement and preference which also collaborate findings of Ngonso (2019) that exposure to ads drives preference.

Recommendations

1. Given the high level of attraction and excitement that noodles advertisements enjoyed among children, the advertisers of noodles should rephrase their advertising messages by expunging any pestering statement. For instance, the testimony of the grandmother to the children in Indomie Noodle ad: "*your mama no gree me rest, chop Indomie rub belle, run nose*" should be expunged. This will save parents from the pester power of children.
2. Given the high level of influence that noodles advertisements have on the children and high demand for noodles meals by children as found out in this study, it is advisable that the advertisers of these products should increase the nutritional contents of noodles to avert possible nutritional imbalance.
3. Parents and the school authorities should devise ways of helping children to mitigate the effect of overwhelming advertising messages on food items targeting children.
4. The Advertising regulatory agencies in Nigeria should be more proactive and visible in ensuring the adherence to ethical code by adverting companies in the country.

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