

Exposure to Television Advertisement and Product Preference Among Primary School Pupils in Nigeria

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Abstract

This experimental study, investigated the influence of television food adverts on children's product preference. A sample of 210 participants between ages 5 and 11 years were selected via the random and stratified sampling techniques. The instrument of data collection was Thurstones Preference Rating Scale (TPRS). The moderating role of age and gender were calculated to test the three null hypotheses raised at 0.05 level of significance. Findings denote that there is a significant difference in the preference for an advertised product between children within age 5-8 and children within age 9-11. Disparate from some western studies, the Chi-square value in this research been 0.543 and greater than the critical value in the goodness of fit value table, implies that older children are more influenced by food advertisements.

Keywords: Advertising, Preferences, Children, Exposure, Nigeria

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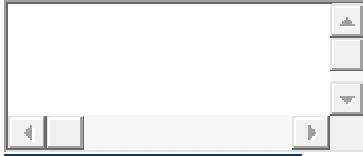
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