

**AN ASSESSMENT OF AUDIENCE ATTITUDE TOWARDS PEAK HOUR
COMMERCIALS IN SOUTH –EAST NIGERIA**

BY

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Certification

This thesis has been duly read and approved as a research work submitted to the Department of Mass Communication, University of Nigeria, Nsukka by Nwankwo, Prisca Chidiebere with registration number PG/MA/13/67489, in partial Fulfilment of the requirements for the award of Master of Arts (M.A) Degree in Mass Communication.

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DEDICATION

This work is dedicated to God Almighty for granting me the grace to attain this level of my academic pursuit and also to my Parents, Mr and Mrs. Raphael Okafor.

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Abstract

This study investigated audience attitudes to peak hour commercials. The objectives of the study were: to find out the level of exposure of the audience to peak hour commercials, to examine viewers' extent of recall of commercials in peak hour programme, to find out viewers' perception of commercial messages particularly during peak hour programmes and to find out viewers' disposition to commercial messages during peak hour programmes. Survey research method was used for the study while questionnaire was the instrument of data collection. The sample size was 405 respondents while the sampling technique was multi-stage. The sample was drawn from three states from South East Nigeria namely, Anambra, Abia, and Enugu. The result of this study revealed that most (68%) of the respondents reported high exposure to peak hour commercials. The result further showed that 92% reported that they recall peak hour commercials. However, most (35.5%) of the respondents were found to have reported low extent of recall of peak hour commercials. The result also revealed that 65% of the perceived peak hour commercials as interruption. Findings finally revealed that 57.1% reported that they are negatively disposed to peak hour commercials. The study concludes that respondents perceive peak hour commercials as interruption. The researcher recommends, among others, that the broadcast media should minimize the level of peak hour commercial interruption and the NBC should consider regulating the spate of peak hour commercial interruptions in Nigeria.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The media of mass communication have a responsibility in any society where they operate. Neher and Sandain (2007: p.211) assert that people turn to the news media for the accurate reporting of facts so that they can decide what is right and what ought to be done. However, the social responsibility function of the mass media is conflicting with the desire to make money (Udomisor & Akutus, 2013, p.29).

The social responsibility theory holds that for the press to function as a free enterprise; it must be responsible to a society in which it operates and the media are able to raise issues of public importance and interest (Asemah 2011, p.146). The Nigerian media today often times do not perform this social duties and important topic of discourse that the media would have brought as agenda are being compromised for money. O'Neill (1999 in Azeez, 2009) paints a vivid picture of the rising cases of commercialization thus;

In today's growing capitalist world, economic imperative and profit making underline every activity and all services; even religious undertaking is not left out in the commoditization of every single bit of our modern life. Invariably, the noble profession which ought to serve the primary interest of the public as a watchdog of the government is not spared from the frenzy world of business world and demands of our time. This has brought about terrible implications on the quality of information and public enlightenment we are served by the news organizations...

The assertion above provides an insight on the commonness of commercialization in contemporary society and how it has spilled over to the media, thus leading to what is called news commercialization. Asemah (2011, p.33) in his opinion said that "there is an increasing commercialization of the media in Nigeria, the situation that has brought the integrity of the mass media enterprise to question." The rate of commercialization in the media is now high at the expense of the objectivity and other ethical values of the media. Johnson (2001, p.2) asserts that

balancing the cost of high quality journalism against corporate profit is one of the significant changes in journalism practice today.

In the bid to raise money for their daily operation, the media brought about commercial break. Mick (2004, p.15) opines that commercial break is a built-in form of interruption within or between different programmes on the commercial television channels. Most people turn on the television in order to watch the programmes, and not the advertising. When watching alone, (i.e., viewing) the commercial break or a particular advertisement can be seen as a motivated act; people chose for a reason to watch or not to watch (Scott 1994, p.15).

According to this proposition, the viewer is not an unwitting recipient of television advertising, instead, the potential audiences for advertising are governed by different motivations which can lead to different outcomes in the media use. This explanation fits into the tenets of uses and gratification hypothesis. According to the uses and gratifications approach, individuals select media to accomplish some end (Andersen & Meyer 1988, p.15). What this means, is that any interruption known as peak hour commercial may lead to a reaction from the audience. Pechu, (2014, p.6) provides more insight into issue of commercial interruption thus:

While viewers are watching programmes, it is a common practice that television houses often slot in commercials which break the continuity of these programmes to the irritation of viewers. The advertisers often want their commercials to be aired at prime time, while these viewers want their favourite programmes to be uninterrupted by commercials. This creates conflicts between the interest of advertisers and interest of viewers. Television houses do not seem to see anything unusual or abnormal per se about this situation.

The submission above provides an understanding of the dilemma media practitioners' face. Peak hour is the block of broadcast programming taking place during the middle of the evening for television programming. The term peak hour is often defined in terms of a fixed time period-from 7pm to 10pm or 8pm to 11pm. Peak hour is the day part (a block of a day's programming schedule) with the most viewers and is generally where television networks and local stations reap

much of their advertising revenues (Akpan 2006, p. 46). During peak hour, ratings for television programme are high and there is also an attraction of the time slot for advertisers.

Mass media audience is often described as the final destination of the mass media messages (the receiver) in a sender –message – receiver system (Nightingale, 1984). The media audience according to Asemah (2011, p.8) is a large, diversified, highly dispersed, anonymous, heterogeneous and faceless group which can either be classified with their demographic or psychographic variables. The audience is very central in the communication process.

The Conference Board of Canada (2000,p.25) observes that understanding what your audience needs and expects, and adapting your messages accordingly, greatly enhances your chances of communicating successfully and that the communication process is the most complex of human activities, and the audience is central to that process. The relevance of the assertion of the Conference Board of Canada to this study is that, it has provided a reason on why the issue of audience attitude to peak hour commercial should be of interest to researchers.

Attitude is a psychological disposition towards an issue which either favours or disfavours the issue. Pechu (2014, p.16) holds that attitude is a formidable factor in any human communication that define a psychological predisposition that allows a person to behave in a certain way towards objects, people or actions. Audience attitude therefore is the disposition of mass media audience. This study thus investigates audience attitude towards peak hour commercial in south east Nigeria.

1.2 Statement of the Problem

One of the problems facing broadcasting today is how to balance social responsibility with income generation. Relevant and extant documents such as the National Broadcasting Code (2010) and the Nigerian Union of Journalists Code of Ethics (2013) have specified that

broadcasting should be more of a public service enterprise than a profit making venture. The perceived lack of balance between the two parallel lines (social responsibility and profit making) has attracted criticisms against the media as many scholars (Asemah 2011, p.34, Okunna 2005, p.88, Sewant 2000, p.12,) have referred to them (the media) as profit oriented. Thus, broadcast stations in a bid to generate finance for their daily operations source and air different commercials, some of which are aired during peak hours. Peak hour commercials such as during local news, network news, network programmes and other popular local programmes are viable avenues through which broadcast stations target and reach a large set of audience. It is during such hours that even the broadcast media record high profit margins which aid in the day to day running of the stations, but beyond the profit derived from these commercials is the perceived uncertainty about the audience attitude towards such commercials. Hence, this study which seeks to assess the attitude of the audience towards peak hour commercials.

1.3 Objectives of the Study

The general objective of the study is to assess the audience attitude towards peak hour commercials in South East Nigeria. Specifically, the study seeks to:

1. To find out the level of exposure of the audience to peak hour commercials.
2. To examine viewers extent of recall of commercials in peak hour programmes.
3. To examine audience perception of commercial messages during peak hour programmes.
4. To find out viewers disposition to commercial messages during peak hour programmes.

1.4 Research Questions

This study seeks answers to the following questions

1. What is the level of exposure of the audience to peak hour commercials?
2. What is the extent of viewers' recall of commercials in peak hour programmes?
3. What is the audience perception of commercial messages during peak hour programmes?

4. What is viewers' disposition to commercial messages during peak hour programmes?

1.5 Significance of the Study

This study is significant because of its importance to the field of media and advertising. First, the findings of this study will be beneficial to media houses as it will help them know how the audience members perceive peak hour commercials.

The National Broadcasting Commission will find the result of this study useful as it will give them an insight on how to properly implement the provisions of the NBC code on commercial placement.

Also, other researchers can also find the result of this study relevant both as a reference material and as a motivation for subsequent studies.

In the area of theoretical relevance, the result of this study will contribute to theories of advertising consumption.

1.6 Scope of the Study

The geographical scope of this study is south east Nigeria. However, the study will be limited to three selected states in the south east which are, Anambra, Abia, and Enugu. In the area of content, the study will be limited to the level of exposure of the audience to peak hour commercials, viewers' extent of recall of commercials in peak hour programme, audience perception of commercial messages during peak hour programmes, and the viewers' disposition to commercial messages during peak hour programmes.

1.7 Operational Definition of Terms

Assessment: The act of appraising the audience reactions to peak hour commercials.

Attitude: Refers to television viewer's reactions, feelings, thinking and behaviors when they see commercials or advertisements interrupting any television programme they are watching.

Audience: This includes men and women, young and old, adults and children who are the receivers of commercial messages.

Commercial: It refers to advertisements inserted in television programmes.

Peak Hour or Prime Time: This is the block of broadcast programming taking place during the middle of the evening (usually a fixed time period) for television programming.

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CHAPTER TWO

LITERATURE REVIEW

2.0 Focus of Review

In this chapter, the researcher focuses on the review of related work. The review will be done under the sub-headings like conceptual review, empirical review and theoretical framework.

Conceptual Review

The following concept shall be reviewed.

2.1 The Concept of Audience

The concept of audience is used to describe the receivers of mass media messages. McQuail (2005, p.396) avers that the term audience is very familiar as a collective term for receivers in the simple sequential model of mass communication. Okunna (1999, p.155) summarizes the mass media audience as consumers of mass communication messages. Asemah (2011, pp. 8-9) says the mass media audience are large, anonymous, scattered, heterogeneous, and active. According to Asemah, the mass media audience is large because they are many, they cannot be easily counted. The audience is anonymous because the broadcaster does not know his/her audience members by names. The audience members are scattered across different areas and they are made up of different demographics like religion, educational level, sex, etc. Elirea (2009, p.3) notes the problem with mass media audience thus;

The problem with media audiences is, however, that they are very hard to find. Audiences are mostly elusive, geographically dispersed, and hidden away in homes, businesses and/or motor vehicles. They remain largely unseen for those involved in the business of the media. It is only through research that the audience becomes visible .

Webster, Phalen and Lichty, (2006, pp. 30-32), say that audience attributes can be grouped into the following categories: Demographic variables, Geographic variables and behavior

variable. Webster et al aver that attitudes are influenced by these factors. Based on the above, it can be argued that the attitude of television audience to peak hour commercials will be influenced by a number of factors.

2.2 The Concept of Attitude

Attitude is defined as a way of thinking or feeling toward something; in this case, toward perception of television commercials. This attitude survey is very crucial because only after a subject has observed the effect of a phenomenon that the subject can form a reasonable attitude towards that phenomenon. An attitude is an evaluation of an object of thought. Attitude comprises anything a person may hold in mind, ranging from the mundane to the abstract, including things, people, groups, and ideas. Most researchers agree on these core definitions, but more elaborate models of the attitude concept vary considerably (Bohner & Dickel 2010, p.392). Commenting on attitude, Gawronski and Lbel (2008,p.1355) note “A common assumption in research on attitudes is that indirect measures assess relatively stable implicit attitudes, whereas traditional self-report measures assess more recently acquired explicit attitudes that coexist with old, presumably stable implicit attitudes” Attitude has components. Jain (2014, pp.6-7) holds that attitude consists of three components: – Affective Component (Neural) (Feeling/ Emotion) – Behavioral Component (Readiness) (Response/ Action) – Cognitive Component (Mental) (Belief/ Evaluation). Affective component is the emotional response (liking/disliking) towards an attitude object. Most of the research place emphasis on the importance of affective components. An individual’s attitude towards an object cannot be determined by simply identifying its beliefs about it because emotion works simultaneously with the cognitive process about an attitude object.

Agarwal and Malhotra, (2005, p.485) express that the affect (feelings and emotions) and attitude (evaluative judgment based on brand beliefs) streams of research are combined to propose an integrated model of attitude and choice.

2.3 The Concept of Peak Hour Commercial

Peak hour commercial is a concept that describes the commercials that come on air during important programmes. When television is being watched the most, commercials reach much more audience. Nahar (2015,p. 255) commenting on peak hour commercial notes that the best times for commercials are the times at which people wait for something special like the news or sports. At these times, advertising can be very successful, but it is also very expensive. TV is one of the most powerful advertising medium, because you can get very detailed information about a product. Depending on your target group you have to decide the time, when your spot shall be shown.

Television viewers constantly face the dilemma of changing the channel or not when commercials appear on their favorite shows. Networks strategically time their commercials in such a way that content viewers have to decide whether they should wait for the commercials to end or start flipping the channels in the hope of finding a better programme (Altaş & Öztunç 2012,p. 35).The more watching television means the more having chance of watching commercials on television. Besides, income from commercials takes important place in the media sector; only television ad spending in the world was \$173 billion in 2009 (Yao, 2009). In 2010, an increase in this percentage was seen at 55%, it is as twice as the closest media rival-press. While the market budgets have been decreasing- even in media sector all over the world, market sharing of television Ads have seen higher rates instead of higher costs. Altaş & Öztunç 2012, p. 61) further adduced reasons why commercials should be watched as follows:

Considering inevitable importance of advertising revenue for broadcasting companies and the financial power advertisers have spent to promote their products , commercials should be watched and reach the target audience. This is because knowing the profile of commercial viewers helps both advertisers and TV channels to reach targets. In this context it will lead to the pricing of advertising minute in order to calculate the possibilities of watching commercials in first minute and other minutes in terms of channels, gender, age and socio-economic status.

In explaining peak hour commercial, it is very important to discuss advertising because there must be an advert for it to be aired during peak hour. Arens (2008,p.7) says that advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products, services and ideas by identified sponsors, through various mass media. The definition given by Arens is closely in line with that of Dominick (2007,p.321), which says that advertising is any form of non-personal presentation and promotion of ideas, goods and services, usually paid for by an identified sponsor. Advertising is a controlled, identifiable and persuasive communication that is presented via the mass media and designed to develop product demand and to create a company's image.

One can go a step further to describe advertising as a form of communication, which attempts to interpret the qualities of products, services and ideas in terms of consumer's needs and wants. Advertising intends to promote the sales of a product or service and also to inform the masses about the highlights of the product or the service features. It is an efficient means of communicating to the world, the value of the product or the service. Advertising utilises different media to reach out to the masses and uses different types of appeals to connect to the customers across the globe.

2.4 Review of Empirical Studies

In this segment of the study ,studies that are related to the current one either in content or design are reviewed. The first study to be reviewed here is that of Altaş and Öztunç on “the viewer behaviors during ‘prime-time’ commercials in Turkish channels.” A one-year (2010-2011) data set was used in this study being done to find out the profile of audiences that watch TV commercials with its indicators. Watching data was used on the basis of minute every day between 20:00 and 24:30 from the beginning of May, 2010 until the end of April 2011. The

number of observations in the matrix was 393,200 in frequency tables; April 2011 data was used for chi-square criterion which was 7198 people surveyed.

The rates of watching commercials at the first minute give very important information that showed these commercials were really watched. Some meaningful falls were experienced at the second minute and later. This is an indicator that audience has left the related channel or experienced some problems about perceiving commercial. Watching commercials at a lower rate in the following minute means that it is not a true watching but just leaving television turned on. At these times, viewers take a break and meet their various needs. Therefore, it was observed that viewers do not watch the following minutes of commercials as much as they do at the first minute. It was identified that specified assumptions have been in a very low level for the first minute.

The results of seeing the first minute advertisement were reported as follow: No difference was noticed among the channels in terms of seeing the advertisement. Moreover, commercials addressing the middle income groups differed depending on the channels. It was stated that women audience see first minute advertisements more than male audience. This study is related to the current one because it investigated audience exposure to commercials, the researcher however, failed to establish the reaction of the audience during commercial interruption. The current study will look into this.

Also, Ali (2014) did a study on “Attitudes of TV audience towards commercial interruption in TV programmes

.” The study was aimed at assessing the attitude of TV audience towards commercial interruption in TV programmes. The population of this study was the Buea community in Cameroon which is made up of mostly students, and teaching and non-teaching staff, business operators and administrators. The sample size for the study was 150. The research design was quantitative and the method was survey, while the questionnaire was the instrument for data

collection. The technique used for this study is the simple random. The major finding pointed to the fact that TV viewers in the University of Buea Community do not like commercials interrupting the programmes they are watching as 33.3% of them switched channel (zap), 25.0% stay but do not concentrate, 10.2% will leave the room when commercials set in. However, 29.6% of the respondents said they actually watch the commercials. This is small compared to the total of 68.5% who switch channel, leave the room or stay but do not concentrate in watching the commercial. The researcher failed to investigate viewers' perception of peak hour commercial interruption, a gap the current study will investigate.

Chittithaworn, Islam and Thookson (2011) carried out an exploratory study on belief dimensions and Viewers' attitude towards TV advertising in Thailand. A total of 200 copies of questionnaire were administered to selected respondents. The findings of the study showed that viewers have positive attitude to advertising when the TV advertising is relevant, and assist in their decision making process in term of produce quality, price and comparative advantage. The study examined several types of reasons for people disliking TV , it showed that age and income of viewers also have an implication on attitude towards TV advertising as older viewers and higher income earners tend to have more negative attitude. The study also revealed that people dislike advertising because commercials are repeated too often or they cannot completely trust the way products are depicted and they find it to be intrusive, particularly when such TV advertising is not relevant to their needs or self-images as reflected in their personalities and interests.

Furthermore, El-Adly (2010) conducted a study on the impact of advertising attitudes on the intensity of TV Ads avoiding behaviour. The questionnaire was used as the instrument for data collection; Egyptian adult viewers of TV in greater Cairo represented the study population. Respondents were asked about their behaviour as they watched TV ads on a 7 – point time frequency scale ranging from always (i.e. continue watching TV ads in 100% of situations) to never (i.e., stop watching TV ads in 100% of situations) respondents who usually, often, or

sometimes continued to watch TV during the ads represent the first group (164 light avoiders), while those who seldom, really or never continued to watch TV during ads represent the second group (197 heavy avoiders).

Discriminate analysis was used to discriminate between these two groups of TV ads avoiders and then t-test was used to investigate the hypothesis related to their attitudes to TV advertisements. Principal component factor analysis was also used to identify the different factors of attitudes towards TV ads. The finding showed that the more negative the attitudes to TV ads, the greater the intensity of TV ads avoidance and vice versa. The researcher however, was silent on audience attitude to peak hour commercial, the current study will fill this gap.

Similarly, Marc Roy (2013) conducted a study on the effects of commercial placements on television advertisement effectiveness. In the study, a single variable was manipulated: the position of the break within the television programme. All other variables were fixed. This resulted in a simple experimental design that consisted of two groups of participants being submitted to a different treatment. The experiment took place at l'Universite du quebec a Rimouski using 72 night time adult undergraduate students in business administration. The interpretation of the results originated from two groups of 36 students. The results of this study support hypotheses asserting the existence of a relationship between the methods used for positioning commercial breaks in television programmes and felt mood. The result of the study shows that commercial breaks' placement influence a viewer's felt mood which in turn affect his reactions to an advertisement. The researcher nonetheless paid little or no attention to the issue of viewers' perception of commercial peak hour interruption. The current study will fill this gap.

Also, Saiganesh and Parameswaran (2012), in their study on Avoidance behaviour of audience towards television advertisements, showed that audiences have the tendency to avoid

advertisements because they are too many and some of them are irritating. A sample size of 300 was considered for the study which was conducted in Dharmapuri and Krishnagiri districts of Tamilnadu in India. Convenience sampling method was adopted and survey method was employed to collect the data from the respondents. Finding showed that 96.8 percent of the respondents perceived that television is a useful medium in getting information on products. 53.2 percent of the viewers were found to have watched television after 8pm in the evening. Viewers perceived that the advertisements watched by them on television were easily understandable, entertaining and relevant to the product.

The finding also showed that sexy postures in the advertisements, too much of vulgarity in the words used, advertisements which are not relevant to the product and the advertisements which they were unable to sit and watch with their family members are the major attributes in the Ads which bothers the audience. This study focused more on the nature of commercials than on the attitudes of the audience.

Brennan and Syn (2002) used in-home video recordings of 18 households in New Zealand, over a period of eight days to similarly find approximately 15% of viewers absent whilst the TV set is on. Even when present, viewers bring varying levels of attention and involvement to the set and viewing often takes place in the company of other activities. Lynch (1999) conducted a study conducted for a leading television network in Germany with a sample of 1,014 respondents in which 80% of viewers claimed they did other activities whilst watching television. The study found out that up to 20% of the audience turned their attention away from the screen to talk with others in the room, while a controversial study by Ritson (2003) in which the viewing behaviour of six households was recorded with a video camera, found that viewers conducted a range of activities not always conducive to watching television, even if they were in the room when the TV set was on and did not change the channel. The above studies focused more on the avoidance

behaviour of the viewers to television commercials and paid little attention to viewers' perception of peak hour commercials which is the gap this study will fill.

A qualitative study carried out by Zwaga(1992)on "Delivering television audiences to the advertisers" suggesting that the audience for television programmes largely ignore the advertisements provoked considerable interest from the media and a strongly defensive reaction from the television industry(Mcleod1992;O'Neill 1993).Zwaga's work was part of a sociological study of the way that interactions between family members are influenced by their television viewing. Eight families participated in the study, each agreeing to have their normal television set replaced for a seven-day period by a device containing a video camera and recorder, as well as a normal television set. During the seven days .the camera recorded the actions of family members for the whole time the television was turned on. A total of about 275 hours of viewing were taped. The tapes must have included at least 30 hours of advertising, during which over 3,500 advertisements would have been shown. It is clear therefore that the research obtained a substantial sample of viewing behaviour, although Zwaga appears not to have attempted any quantitative estimate of the proportion of audiences viewing the advertisements. His qualitative descriptions of typical audience behaviour do however indicate that for much of the time, little attention was paid to the commercials.

Another study, using post-exposure interviews (Anon 1992) was carried out by a major market research firm on behalf of the Association of New Zealand Advertisers (ANZA).Over 2,500 telephone interviews were carried out .Each started within 15 minutes after the end of a commercial break and respondents were asked about their behaviour during the preceding break. This result confirmed Zwaga's qualitative impressions as nearly half of the respondents reported having been out of the room for at least part of the break, and less than 1 in 10 said they had watched the advertisements.

Danaher (1995) investigated Nielson people meter data in New Zealand and found that audience figures fell by a net 5% during Ads breaks due to a 10% audience loss to switching and a 5% audience gain from channel switchers leaving other channels. However, the context of the study was a three-channel environment in which simultaneous Ads breaks were common place. In another study, using people meter data from the Netherlands, Van Meurs (1998) found that channel switching decreased audience size during advertising breaks by a net 21.5%. Woltman Elpers ,et al, (2003) used eye tracking technology in the lab to find that subjects stopped watching 59.6% and 76.1% of all commercials. They found that commercial watching increases with entertainment content and decreases with information content. Tse and Chan (2001) called viewers at home immediately after commercial breaks ended and found that, of households watching television, 80.8% reported avoiding commercials or diverting their attention in some manner.

Ussaima and Kalaivanan (2013) carried out a study on Recall effectiveness of television advertisements. A sample size of 354 school children in Madurai city was selected by adopting Convenience sampling technique. The researcher enlisted 50 advertisements which were found popular among the children and the same advertisements were used to assess the recall effectiveness of sample respondents. Based on the number of advertisements recalled, out of total 50(prompted and unprompted) the percentage of recall of advertisements was worked out for each respondent and analysed using statistical tools and inferences were drawn. Findings from the study showed that an average of 67% of the advertisements was recalled by the sample respondents and only 33% was not recalled by them. The researchers also observed that the attention values such as slogans, pleasant music, animation, action sequences and appeals by celebrities and sports personalities contributed for this level of recall of advertisements and recognition of advertised products by children. The results from the study showed that 14.2 % (50), 36.44% (129) and 49.44 % (175) fall in three categories, based on the recall effectiveness

namely low, medium and high respectively. It could be seen that the recall effectiveness is high in the case of one half of the total respondents. The results of the above study reveal that TV advertisements attract the attention of the children and the recall effectiveness is significant.

Another study on Recall of TV advertisements as a function of programme evaluation was carried out by Gunter, Turnham and Beeson(1997).¹²⁵ University Undergraduates (54 men and 75 women) between the ages of 19 and 25 years took part in what was described to them as a programme evaluation study. They were randomly assigned to four groups (38, 25, 25 and 41) with an approximately equal number of men and women in each group. Each group was assigned to watch a different programme. The four programmes were all 30-min situation comedies that had been videotaped from Independent (commercial) television in the United Kingdom. Two questionnaires were designed to obtain viewers' evaluative programme ratings and memory for advertising. Results from the study indicated that unaided recall of advertised brands and aided recall of message details became poorer as viewers' involvement with the programme they were watching became stronger. They investigated the impact of viewers' involvement with television programmes on their ability to recall advertising material from breaks for advertising that were inserted in the middle of the programmes. No significant effects on free recall of brands or cued recall of advertising content were found because of programme content. Audience evaluation of programs was however significantly related to advertisement recall. The greater liking for a programme, the greater perceived credibility of its content and greater affective involvement with the programme were all associated with poorer free and cued recall of advertising shown during the break in the program. The results from this study indicated that recall of message details became poorer as viewers' involvement with the programme they were watching became stronger; this study however was silent on viewers' extent of recall of commercials in peak hour programme. The present study will fill this gap.

2.5 Theoretical Framework

This study is anchored on the Psychological reactance theory

2.5.1 Psychological Reactance Theory (PRT)

Reactance theory is a social psychological theory that explains human behaviour in response to the perceived loss of freedom in an environment (Brehm (1966). Reactance is postulated to be experienced in response to the environment and used to help persons re-establish freedom and control of a situation. When there is a threat to a person's freedom, that person will attempt to restore the freedom by exhibiting opposition or resisting pressures to conform (Brehm and Brehm 1981). Similarly, consumers have been shown to interpret commercial messages actively and react against threats of persuasion to further their own goals.

Clee and Wicklund (1980) describe reactance as a boomerang effect in which the perception of coercion is met with an equal but opposite influence, which is used by consumers to restore their freedom of choice. This effect can foster a desire to engage in the threatened behaviour even more strongly (rebellion) or can be manifested as an attitude change in the person's belief that the activity is important (acquiescence). Robertson and Rossiter (1974) found out that perceptions of persuasion correlated with less favourable attitudes toward the product being sold. To the degree that advertisements are recognized as simply attempts at persuasion, they could evoke a mild form of reactance

Psychological reactance refers to a motivational state that seeks to re-establish the equilibrium state of one's threatened freedom (Brehm, 1966). When people respond aversively to external factors which are believed to limit their freedom, or when they overvalue their freedom, their behaviour is regarded as reactance arousal (Baumeister, Catanese, & Wallace, 2002; Brehm, 1966).

Clee and Wicklund (1980) applied this theory to the marketing context. They described how manipulative marketing tactics are perceived as constituting freedom-threatening events.

Fitzsimons and Lehmann (2004) examined how unwanted and unexpected recommendations affect reactance arousal in marketing. Participants unfavourably responded to experts' recommendations that did not mesh with their predominant opinions. Unmatched recommendations, even though made by experts, were regarded as threats to freedom by consumers when they made their final decision.

The theory suggests that when individuals frequently act counter to restrictions or pressures put upon them by external sources, they are likely to react against threats or loss of freedom and control by acting in the opposite way intended by the source (Brehm 1966; Brehm and Brehm 1981).

In the context of consumer evaluations of advertising, if an individual finds commercials intrusive, then he or she may also feel that the commercials prevent them from accessing the editorial content, the ability to process information cognitively and the performance of certain tasks. As a result, users may feel that they have lost the freedom to be engaged in particular behaviours and may feel that they have lost control of their own behaviours. Perceived loss of control can thus be defined as the degree to which a consumer feels a loss of control in conducting their own tasks due to the exposure to advertisements (Peak hour commercials).

Consumer freedom in the context of peak hour commercials involves watching programmes during peak hour without adverts interruptions. In other words, this form of freedom involves the freedom to choose content and select the particular content of their choice without disturbances or interruptions. When commercial breaks limits consumer freedom, consumers are likely to perceive the commercials negatively. Consequently, they would develop negative attitudes toward the commercials.

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CHAPTER THREE

METHODOLOGY

3.1 Research Design

The research design that was used for this study is the descriptive survey method. Nworgu (2006,p.77)notes that descriptive survey “are the studies which aim at collecting data on and describing in a systematic manner, the characteristics, features or facts about a population. Wimmer and Dominick (2006, p.179) explain that the descriptive survey research attempts to describe or document current conditions or attitudes. Descriptive survey was considered most suitable because it will enable the researcher to describe the attitudes of the respondents towards peak hour commercials.

3.2 Population of the Study

The population of this study comprised all the residents of Abia, Anambra and Enugu States. These states were selected using the simple random sampling technique which offered the five states in South-east, Nigeria (Abia, Anambra, Ebonyi, Enugu and Imo) equal chance of being selected.

State	Population
Abia	2,845,380
Anambra	4,177,828
Enugu	3,267,837
Total	10,291,045

Source: National Population Commission, 2006

3.3 Sample Size

The sample size for this study was determined in two segments

Segment I

In this segment, the researcher adopted a selection for a manageable and representative sample due to the largeness of the population (10,291,045). With 95 percent level of confidence (confidence interval - $\pm 5\%$), population estimate of 50% (.5) and a permitted margin of error at .05 (5 percentage points), the researcher determined the sample size for the study with the Cochran (1963,p.75) Equation '1' which yields a representative sample for population that are large and it is as follows:

$$n_0 = \frac{[Z/2]^2 (p q)}{e^2}$$

$$n_0 = \frac{[Z/2]^2 (P)(1-P)}{e^2}$$

Where: n_0 = sample size, Z^2 = confidence level (the abscissa of the normal curve that cuts off an area α at the tails), p = rate of occurrence or prevalence (the estimated proportion of an attribute that is present in a population), q = complement of p and e = margin of error. Therefore;

$$n = \frac{[1.96]^2 0.5 (1 - 0.5)}{0.05^2} \quad n = \frac{3.8416 (0.25)}{0.0025}$$

$$n = 385$$

However, since there is no assurance of a 100 percent response rate, the researcher decided to oversample. A return level of 95 percent was adopted. The calculation is presented below:

$$n_2 = \frac{\text{minimum sample size}}{\text{expected response rate}} \times 100$$

When a researcher estimates that the response rate will be certain percentage then the sample size should be increased. (Cochran 1977)

Where expected response rate is 95%

n^2 Sample size adjusted for the rate

Where Minimum sample size = 385

$$\frac{385}{95} \times 100 = 405$$

The sample size for the study is 405 respondents.

Segment II

To determine selection of respondents in the three selected states, Proportionate Random Sampling was used. This involved apportioning of sample sizes according to the number of sub groups in a population. The sample sizes were determined by the following equation:

$$n_h = (N_h / N) * n$$

Where n_h is the sample size for stratum h , N_h is the population size for stratum h , N is total population size, and n is total sample size (Stat Trek, 2014 p 1). From the table above, the population of the selected states is given thus:

Abia	2,845,380
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Anambra	4,177,828
---------	-----------

Enugu	3,267,837
-------	-----------

The calculations are shown below:

$$\text{Abia} \quad \frac{2,845,380}{10,291,045} \times 405 = 112$$

$$\text{Anambra} \quad \frac{4,177,828}{10,291,045} \times 405 = 164$$

$$\text{Enugu} \quad \frac{3,267,837}{10,291,045} \times 405 = 129$$

From the calculations above, the table below shows the sample size for the three selected states

Table II: Showing the sample size for each area

State	Sample
Abia	112
Anambra	164
Enugu	129
Total	405

It should be noted that the allocation of sample size to each area was based on the population figure.

3.4 Sampling Technique

Multi-stage sampling was adopted for this study. The researcher used multi-stage because of the complex nature of the study and the need to systematically arrive at a sample size. Asemah, Gujbawu, Ekhaerafo and Okpanachi (2012, p.189), corroboratively note “the researcher who may be interested in thoroughness may discover that none of the methods of probability or non-probability can alone give him the exact sample size. He may find out that the distribution of the population is so complex that he needs more than one sampling technique.’ The stages are shown below:

Stage I

At the first stage, the three selected states (Abia, Anambra and Enugu) were divided into clusters of senatorial districts namely:

Abia: Abia South, Abia North, Abia Central

Anambra: Anambra South, Anambra North, Anambra Central

Enugu: Enugu East, Enugu North, Enugu West

Stage 11

Each of the senatorial districts was further broken down into local government areas namely:

Abia south:

- Aba North
- Aba South
- Obingwa
- Ugwunagbo
- Ukwa East
- Ukwa West

Abia North

- Arochukwu
- Bende
- Isiukwuato
- Ohafia
- Umunneochi

Abia Central

- Ikwuano
- Isialangwa North
- Isialangwa South

- Osisioma Ngwa
- Umuahia North
- Umuahia South

Anambra North

- Anambra East
- Anambra West
- Ayamelum
- Ogbaru
- Onitsha North
- Onitsha South
- Oyi

Anambra Central

- Anaocha
- Awka North
- Awka South
- Dunukofia
- Idemili North
- Idemili South
- Njikoka

Anambra South

- Aguata
- Ekwusigo
- Ihiala
- Nnewi North
- Nnewi South

- Orumba North
- Orumba South

Enugu East

- Enugu East
- Enugu West
- Isi uzo
- Nkanu East
- Nkanu West
- Enugu South

Enugu West

- Aninri
- Awgu
- Ezeagu
- Oji River
- Udi

Enugu North

- Igbo etiti
- Igbo eze North
- Igbo eze South
- Nsukka
- Udenu
- Uzo uwani

Stage III

Using the simple random sampling technique; one local government each was selected from each of the senatorial districts. The use of the simple random sampling technique was to give everyone equal opportunity of being selected ((Uzoagulu, 1999 p.68). The selected local governments are:

Abia South: Aba South

Abia North: Bende

Abia Central: Umuahia North

Anambra South: Aguata

Anambra North: Onitsha South

Anambra Central: Awka South

Enugu East: Enugu East

Enugu West: Oji river

Enugu North: Nsukka

Stage IV

From the nine local governments in stage three above, three were purposively selected from each of the three states. These local governments formed the metropolis of the states. They are;

Abia: Umuahia North

Anambra: Awka South

Enugu: Enugu East

These local governments which formed the metropolis of the states were chosen because the residents have access to the media (Television) more as they form part of the urban areas in the states.

Studies have shown that the urban dwellers have access more to the media in Nigeria than others and thus the popular media of mass information(Radio, Television and Newspaper) is urban-oriented(www.uniilorin.edu.ng& Ifukor,M.O. 2013). This made them stand the better chance to provide more information that could help solve the research problem and also answer the questions raised in this study.

3.5 Instrument for data collection

The questionnaire was used as the tool for data collection. The survey design questionnaire was entitled, “Audience Attitudes to Peak Hour commercial Questionnaire (AAPHCQ).The instrument was developed by the researcher after a review of existing literature. The instrument was made up of two parts- part A and part B. Part A sought for the demographic information of the respondents while part “B” sought for the psychographic information of the respondents.

The questionnaire had a total of 15 questions which comprised close- ended questions that enabled respondents chose any of the provided options and also gave the respondents an opportunity to express their views about the question posed which are relevant, for the actualization of the research objectives.

3.6 Method of Administration of Instrument

In the administration of the questionnaire, the researcher made sure that only respondents who could read and write were administered. Those who cannot read nor write were excluded from the process. Four hundred and five copies of the questionnaire were administered to the respondents by the researcher with the help of three research assistants in Abia, Anambra and Enugu states. A time frame of two days was given to each respondent.

3.7 Validation and Reliability of research instrument

The research instrument was subjected to face and content validity by the research supervisor and three mass communication lecturers. Reliability of instrument was determined through the use of a test retest approach. A pre-test questionnaire of 20 copies were designed and administered to respondents in Ebonyi, which was outside the study area. After two weeks interval, the same pre-test copies of questionnaire were administered again to the same respondents with the aid of SPSS version 16.0, the correlation coefficient was determined and this yielded 0.82 reliability which was considered high.

3.8 Method of Data Analysis and Presentation

Data collected for this study was analysed with the use of quantitative methods of data analysis. SPSS version 16.0, simple percentages, mean and standard deviation was used for the study while results will be presented in tables and charts as may be suitable.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Data Presentation

To elicit information from the respondents, 405 copies of the questionnaire were distributed to the selected states and 397 copies were recovered. The analysis was based on the 397 copies of the questionnaire that were returned. The Statistical Package for Service Solutions was used to analyze the copies of the questionnaire for the study. The sample characteristics are hereby presented in the following table:

Demographic data

Table 1: Sex of respondents

Variable	Frequency	Percentage (%)
Male	201	50.6
Female	196	49.4
Total	397	100

+

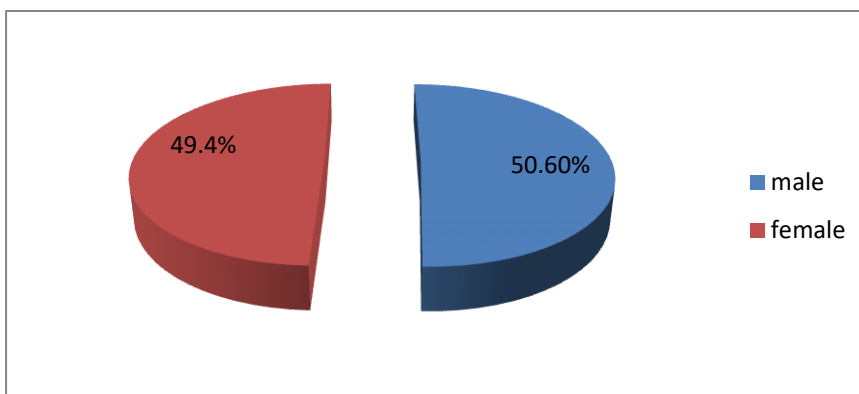


Fig 1: Sex of respondents

The result from the table and chart above revealed that 50.6% of the respondents were male while 49.4% were female. This result suggests that both male and female were dully represented in the sample as there is absence of dominance of one gender.

Table 2: Age of respondents

Variable (years)	Frequency	Percentage (%)
16 – 25	71	17.9
26 – 35	134	33.8
36 – 45	80	20.2
46 – 55	81	20.8
56 and above	31	7.6
Total	397	100.0

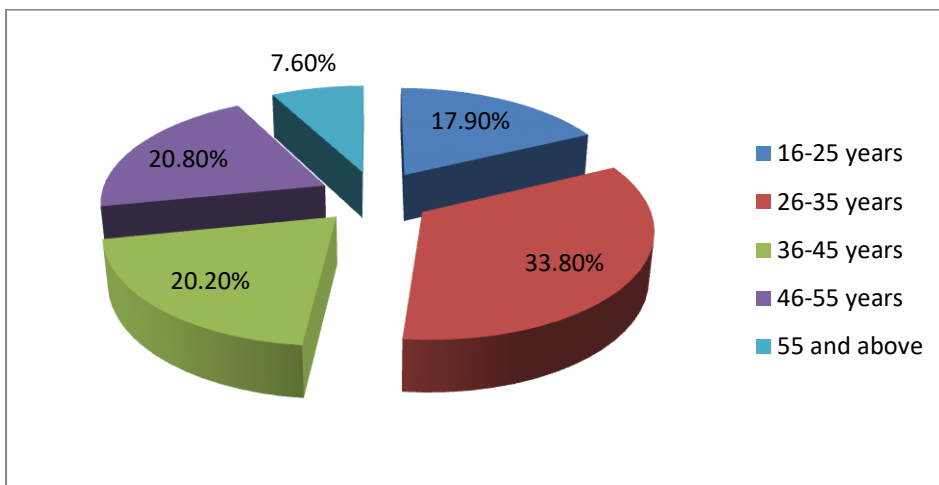


Figure 2: Age of respondents

The result from the table and chart above revealed that 17.9% of the respondents were within the age range of 16-25, 33.8% were within the age range of 26-35 while those within the age range of 36-45 were 20.2%, those within the age range of 46-55 were 20.8% while those who reported 55 years and above were 7.6%. This result suggests the absence of dominance of a particular age range, an implication that the age range of the respondents was widely spread.

Table 3: Educational qualification of respondents

Variable	Frequency	Percentage (%)
SSCE	80	20.2
OND/NCE	158	39.8
B.A/B.Sc/HND	63	15.9
Others	96	24.2
Total	397	100.0

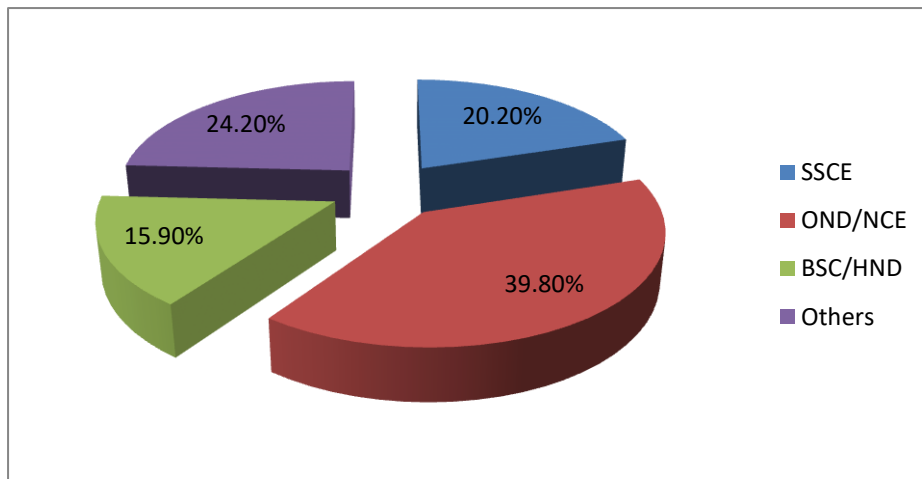


Figure 3: Educational qualification of respondents

The result from the table and chart above revealed that 20.2% of the respondents were holders of SSCE, 39.8% reported OND/NCE, and 15.9% reported B.A/B.Sc/HND while 24.2% reported others. What this means is that, most (39.8%) of the respondents possess the educational level that could aid them respond intelligently.

Psychographic data

Research question one: What is the level of exposure of the audience to peak hour commercials?

Question 4, 5 and 6 provides answer to this research question.

Table 4: Exposure to peak hour commercials

Variable	Frequency	Percentage (%)
Yes	304	76.6
No	93	23.4
Total	397	100.0

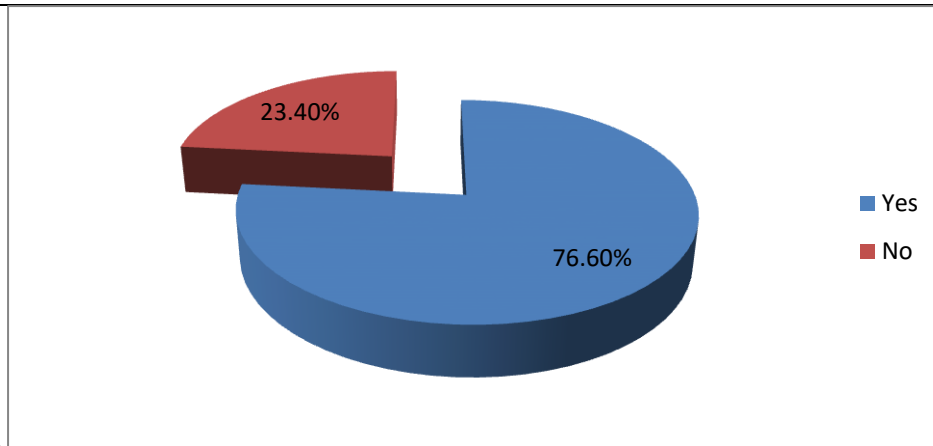


Fig 4: Exposure to peak hour

The result from the table and chart above revealed that most (76.6%) of the respondents reported to have been exposed to peak hour while 23.4% reported no exposure what so ever. This indicates that majority of the respondents were exposed to peak hour. To determine the level of exposure, those who reported no exposure were excluded.

Table 5: Frequency of exposure to peak hour commercials

Variable	Frequency	Percentage (%)
Always	297	64.8
Occasionally	100	35.2
Total	397	100.0

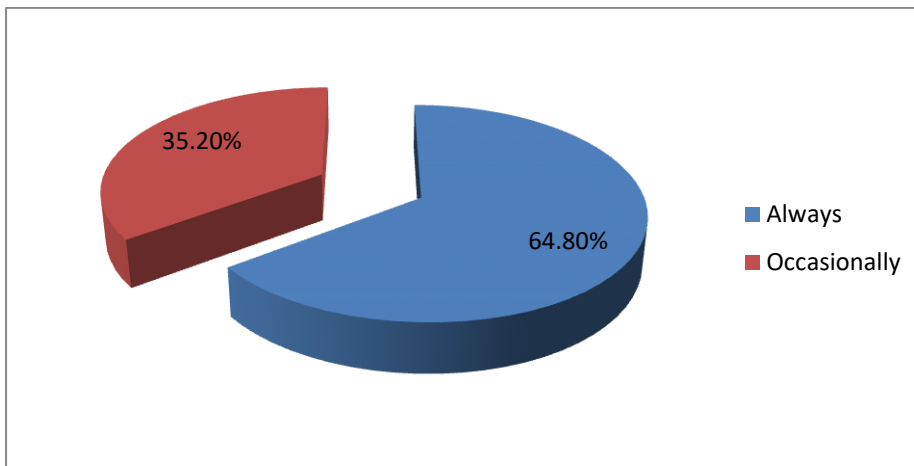


Fig 5: Frequency of exposure

The result from the table and chart above revealed that 64.8% of the respondents reported that they are always exposed to peak hour commercials, while 35.2% reported that they are occasionally exposed to peak hour commercials. This suggests that most of the respondents are often exposed to peak hour commercial.

Table 6: Level of exposure to peak hour commercials

Variable	Frequency	Percentage (%)
High	300	75.6
Moderate	41	10.3
Low	32	8.1
Very low	24	6.0
Total	397	100

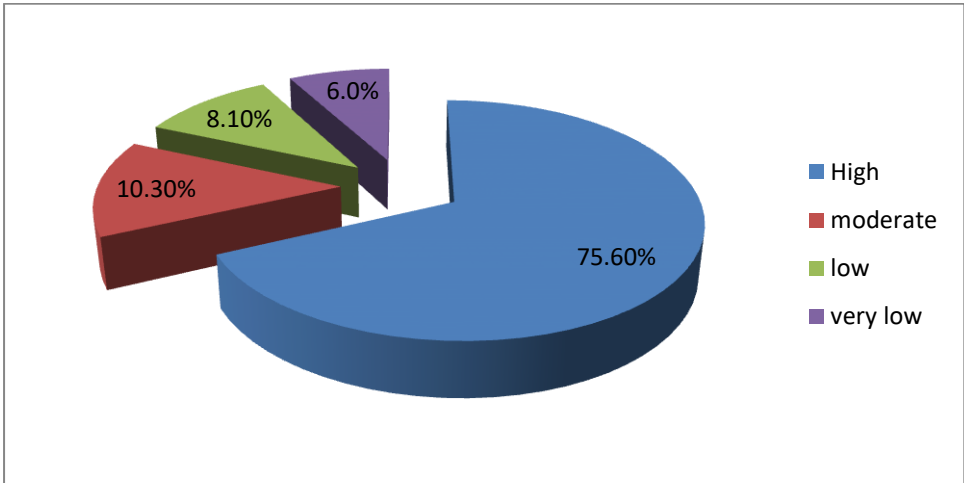


Fig 6: Level of exposure

The result from the table and chart above revealed that most (75.6%) of the respondents reported that their extent of exposure to peak hour commercial is high, 10.3% reported moderate, 8.1% reported low while 6.0% reported very low. The implication of this result is that hence most of the respondents reported high level of exposure to peak hour; it becomes imperative therefore to measure their attitudes towards peak hour commercials.

Research question two: What is the extent of viewers' recall of commercials in peak hour programme? To answer this question, items 7, 8 and 9 in the questionnaire were analysed

Table 7: Recall of peak hour commercials

Variable	Frequency	Percentage (%)
Yes	352	88.7
No	45	11.3
Total	397	100.0

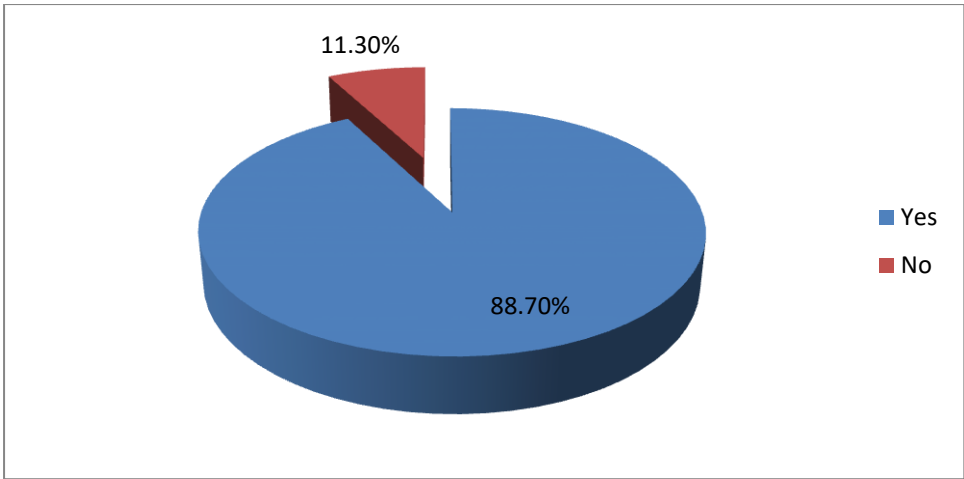


Fig 7: Recall of peak hour

The result from the table and chart above revealed that 88.7% reported they recall peak hour commercial while 11.3% reported no recall. The implication of this result is that, hence most of the respondents recall peak hour commercials; they must have developed attitudes towards peak hour commercials.

Table 8: The extent respondents can recall peak hour commercials

Variable	Frequency	Percentage (%)
Large extent	47	13.1
Moderate extent	76	23.4
Low extent	190	35.5
Very low	84	28.0
Total	397	100.0

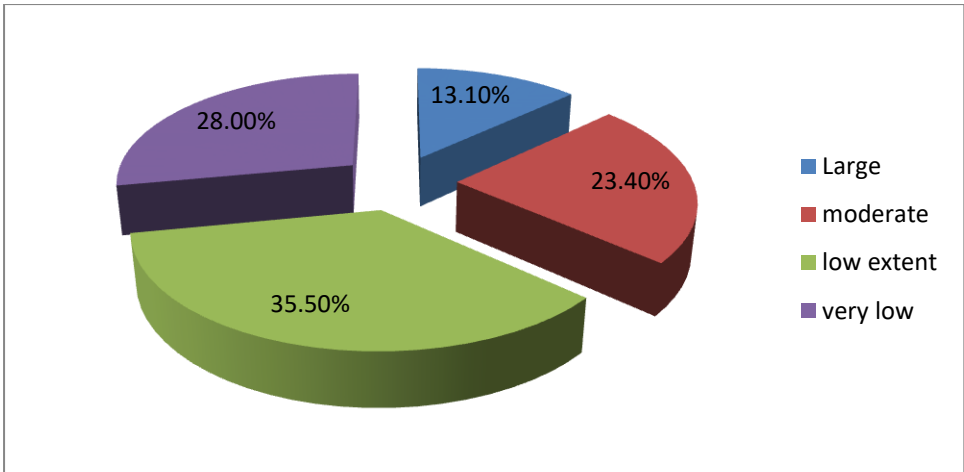


Fig 8: Extent of recall of peak hour commercial

The result from the table and chart above revealed that most (35.5%) of the respondents reported that the extent of their recall of peak hour commercial is low, 28% reported very low while 23.4% and 13.1% reported moderate and high respectively. The implication of this result is that the extent of recall of peak hour commercial among the audience is low.

Table 9: Extent respondents can recite peak hour commercial

Variable	Frequency	Percentage (%)
Large	53	15.2
Moderate	158	31.2
Low	99	29.8
Very low	87	23.8
Total	397	100

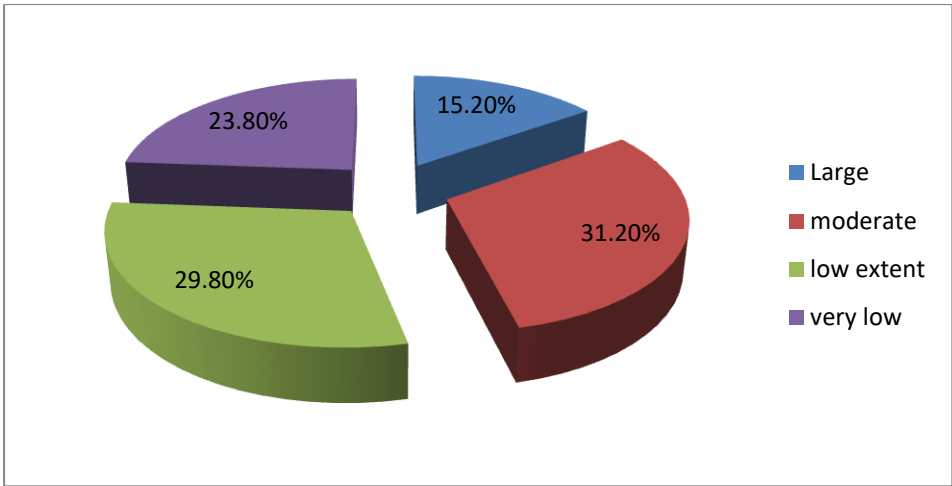


Fig 9: Extent respondents can recite peak hour commercial

The result from the table and chart above revealed that many (31.2%) of the respondents reported that they can recite peak hour commercials to a moderate extent, 29.8% reported low extent while 23.8% reported very low extent and 15.2% reported large extent. This means that many of the respondents can recite peak hour commercials to a moderate extent.

Research question three: What is viewers’ perception of commercial messages during peak hour programmes? To answer his question, items 10, 11 and 12 were analyzed.

Table 10: Respondents’ perception of peak hour commercials

Variable	Frequency	Percentage (%)
Interruptions	284	71.5
Good inserts	87	22.0
Entertaining news	14	3.5
Good marketing news	12	3.0
Total	397	100

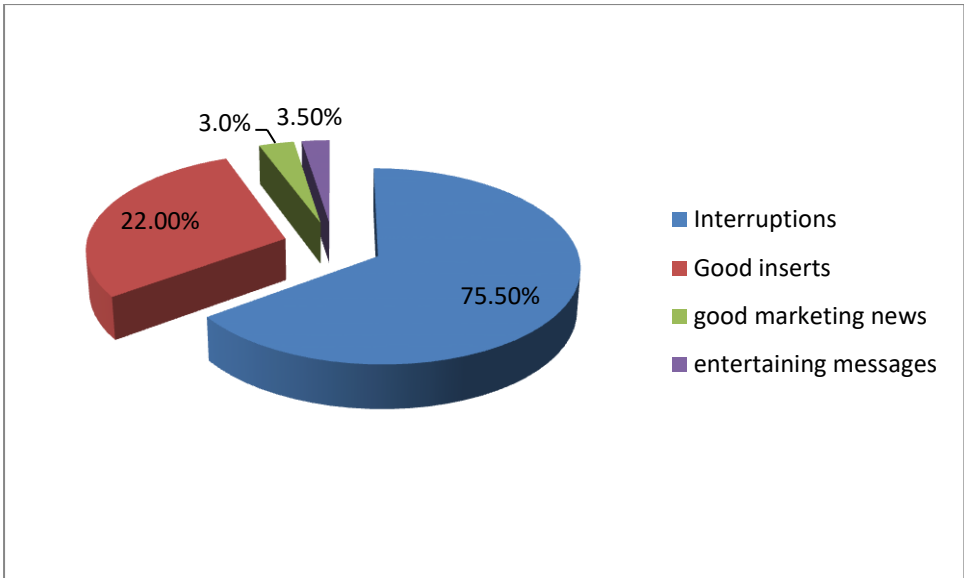


Fig 10: Respondents’ perception of peak hour commercials

The result from the table and chart above revealed that most (75.5%) of the respondents’ reported that they perceive peak hour commercials as interruptions, 22.0% reported that they perceive peak hour commercials as good inserts while 3.5% perceive peak hour commercials as entertaining news and 3.0% perceive peak hour commercials as good marketing news. The implication of this result is that commercial messages, far from being informative, are perceived as interruptions.

Table 11: The extent respondents perceive peak hour messages as informative

Variable	Frequency	Percentage (%)
High extent	81	20.4
Moderate extent	64	16.0
Low extent	201	50.6
No extent	51	13.0
Total	397	100

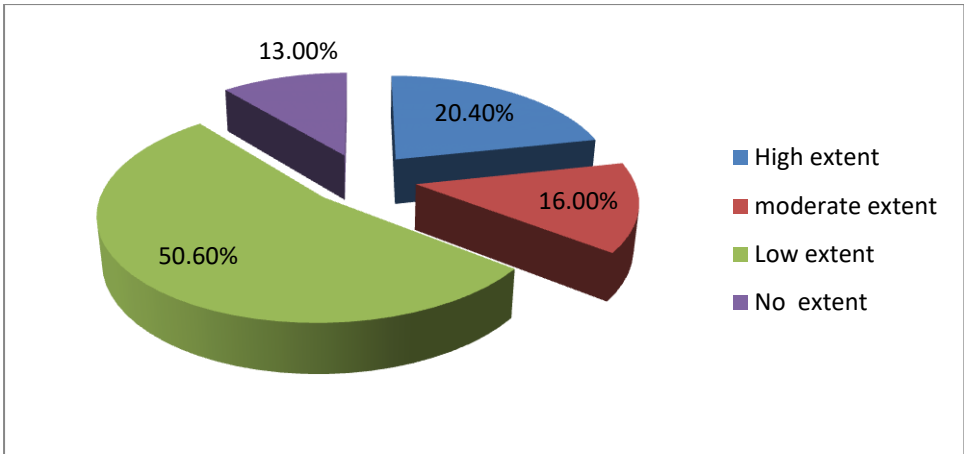


Fig 11: The extent they perceive peak hour messages as informative

The result from the table and chart above revealed that 50.6% reported that they consider peak hour commercials as informative to a low extent, 20.4% reported high extent, and 16.0% reported moderate extent while 13% reported no extent. This suggests that respondents do not consider peak hour commercials as providing them with information they need to have as members of the society.

Table 12: Respondents perception on whether peak hour commercials should be continued

Variable	Frequency	Percentage (%)
Yes	108	34.0
No	289	66.0
Total	397	100

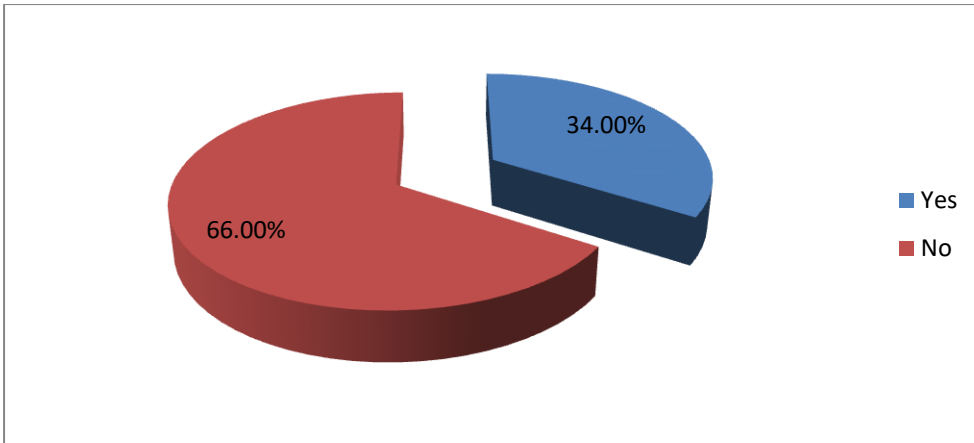


Fig 12: Respondents perception of if peak hour commercials should be continued

The result from the table and chart above revealed that 66.0% of the respondents reported that peak hour commercials should not be continued while 34.0% reported that peak hour commercials should be continued. This suggests a high rejection of peak hour commercials by the respondents.

Research question four: What is viewers' disposition to commercial messages during peak hour programmes? To answer this question, items 13, 14 and 15 in the questionnaire were analyzed.

Table 13: Disposition of respondents to peak hour commercial

Variable	Frequency	Percentage (%)
Positive	171	43.1
Negative	226	56.9
Total	397	100

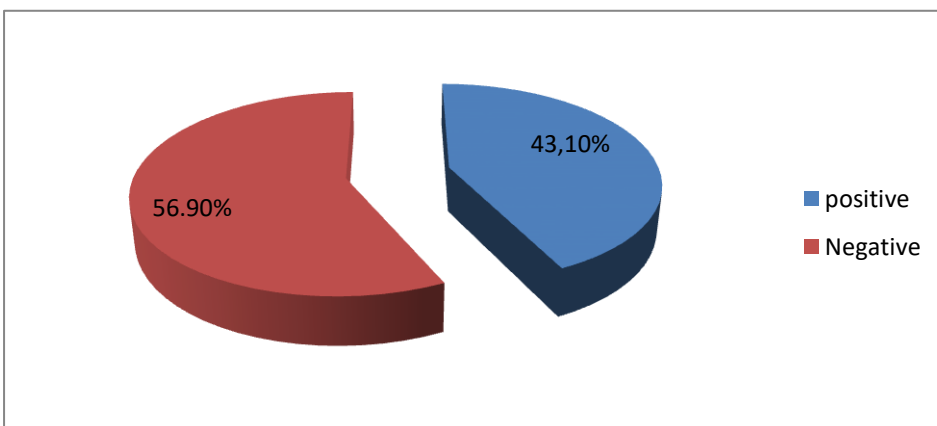


Fig 13: Disposition of respondents to peak hour commercials

The result from the table and chart above revealed that 56.9% reported that they are negatively disposed to peak hour commercials while 43.1% reported that are positively disposed to peak hour commercials. This implies that the disposition of the respondents about peak hour commercials is not cheering.

Table 14: The extent they like peak hour commercials

Variable	Frequency	Percentage (%)
High extent	62	15.6
Moderate extent	59	14.8
Low extent	223	56.2
No extent	53	13.4
Total	397	100

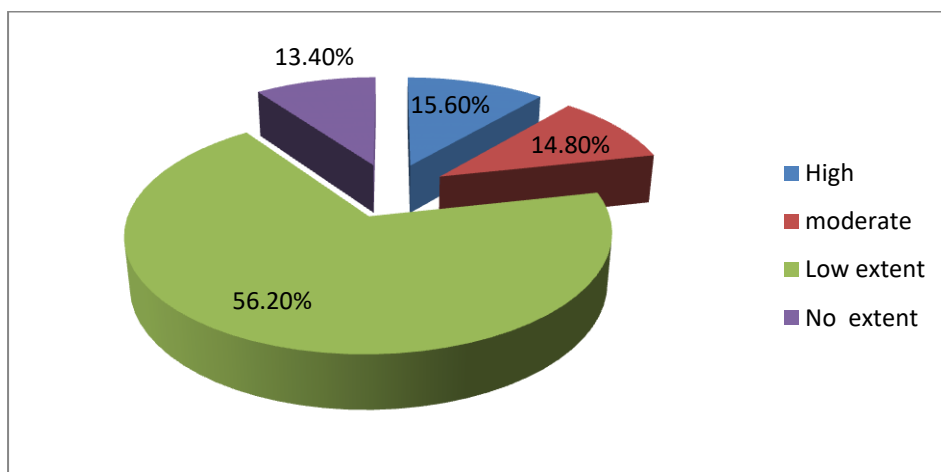


Fig 14: Extent respondents like peak hour commercials

The result from the table and chart above showed that most (56.2%) of the respondents reported that they like peak hour commercials to a low extent, 15.6% reported high extent while 14.8%

reported moderate while 13.4% reported no extent. This means that most of the respondents do not like peak hour commercials.

Table 15: The extent respondents can enjoy programmes without commercials

Variable	Frequency	Percentage (%)
High extent	252	63.5
Moderate extent	71	17.9
Low extent	38	9.6
No extent	36	9.0
Total	397	100

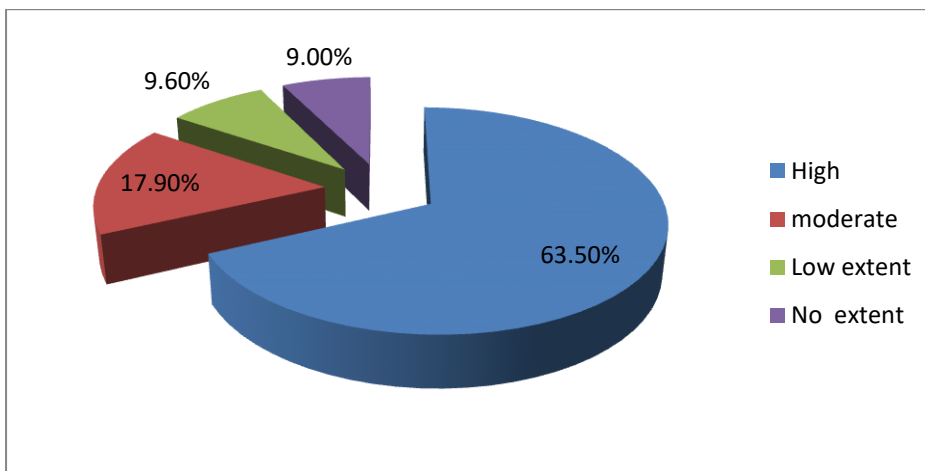


Fig 15: The extent respondents can enjoy programmes without commercials

The result from the table and chart above showed that 63.5% reported that they can enjoy a programme to a high extent even if there is no commercial, 17.9% reported moderate extent, 9.6% reported low extent, 9.0% reported no extent. This implies that broadcast programmes without commercial interruption can still be enjoyed by the audience or respondents (audience) probably prefer to watch broadcast programmes without commercial interruption.

4.2 Discussion of Findings

The discussion of the result of this study was done in line with the research questions as shown below:

Research question one: What is the level of exposure of the audience to peak hour commercials?

The analyses in tables 4, 5 and 6 above provide answer to this research question. Table 4 shows that 304 (76.6%) of the respondents are exposed to peak hour commercials. Table 5 shows the frequency of the respondents' exposure to peak hour commercials, From the table, majority of (74.8%) the respondents are always exposed to peak hour commercials and Table 6 revealed that majority (300, 75.6%) of the respondents' extent of exposure to peak hour commercial is high.

The summary of the tables indicates that there is high level of exposure of the audience to peak hour commercials. This was proven by the majority of the respondents who said they were always exposed to peak hour commercials. 75.6% of the respondents reported high level of exposure to peak hour commercials and 74.8% of the respondents were found to be exposed to peak hour commercials always, Moreso, if 304 respondents out of the 397 respondents were exposed to peak hour commercials, it can uphold the statement that the exposure level of respondents' is high.

The implication of this result is that the airing of peak hour commercials by broadcast media has led to a corresponding exposure, The findings of this study is consistent with that of Atlas and Oztunc (2012) who in a one-year (2010-2011) study reported that television commercials are actually watched by the viewers. This finding however disagrees with the findings of Zwaga (1992) that the audiences for television programmes largely ignore the advertisements. However, while the finding from the present study disagrees with the findings of Zwaga (1992), some other studies agree with the findings. Krugman et al (1995) found that commercials were only watched 33% of the time, similarly this findings correlates closely with

the results of a day after telephone study conducted by Lynch (1999) who found that 35% of viewers reportedly watched and paid attention to the advertisements within the programme.

Another study carried out by Anon (1992) confirmed Zwaga (1992) qualitative impressions as nearly half of the respondents reported having been out of the room for at least part of the break, and less than 1 in 10 said they had watched the advertisements. However, the present study have shown that (304, 76.6%) of the respondents were reported to have been exposed to peak hour commercials while 23.4% of the respondents reported no exposure what so ever. This indicates that majority of the respondents were exposed to peak hour commercials.

Research question two: To what extent do viewers recall commercials in peak hour programme?

The above research question was answered using table 7, 8 and 9. The result from table 7 revealed that majority of (88.7%)of the respondents reported they recall peak hour commercial while 11.3% reported no recall. Also table 8 revealed that 190 (35.5%) were found to have reported low extent of recall of peak hour commercials with only 47(13.1%) reporting large extent of recall. In the same vein, the result from table 9 revealed that most (31.2%) of the respondents reported that they can recite peak hour commercials to a moderate extent, 29.8% reported low extent while 23.8% reported very low extent and 15.2% reported large extent. The implication of this result is that, most of the respondents recall peak hour commercials. Thus, because they have always been exposed to peak hour commercials, they must have developed attitudes towards peak hour commercials. Hence, the findings from the analysis show that many of the respondents can recall peak hour commercials to a moderate extent.

The findings above collaborated with the findings of Ussaima and Kalaivan (2013) that 67% of the advertisements were recalled by the sample respondents as against 33% of the advertisements that was not recalled by them. Their findings also revealed that TV advertisement attracts the attention of the children and the recall effectiveness is significant. The result of this

study showed that 88.7% of the respondents reported they recall peak hour commercials but 35.5% of the respondents were found to have reported low extent of recall of peak hour commercials with only 13.1% reporting high extent of recall. This result poses a challenge as to why audience reported low level of recall of peak hour commercials. However, this low level of recall of peak hour commercials could be as a result of stimulus overload caused by the greater processing demands of involving programs which affects attention processes, directing attention away from the advertising or this low level of recall of peak hour commercials could be as a result of lack of interest in the commercials.

Research question three: What is the perception of viewers of commercial messages?

The study sought to find out viewers' perception of commercial messages particularly during peak hour programmes. From the findings in table 10, it can be deduced that most people regard peak hour commercials as interruption as many of the respondents (284, 71.5%) perceive peak hour commercials as interruptions, 22.0% reported that they perceive peak hour commercials as good inserts while 3.5% perceive peak hour commercials as entertaining news and 3.0% perceive peak hour commercials as good marketing news. The implication of this is that commercial messages, far from being informative are perceived as interruptions.

Findings from table 11 supports the above implication that commercial messages, far from being informative are perceived as interruptions as results from this table revealed that majority of (201,50.6%) of the respondents consider peak hour commercials as informative to a low extent as against 16.0% that reported moderate extent, 20.4% reported high extent and 13.0% reported no extent. This implies that respondents do not consider peak hour commercials as providing them with information they need to have as members of the society. The findings in table 12 revealed that 72.8% of the respondents reported that peak hour commercials should not be continued while 27.2% of the respondents reported that peak hour commercials should be continued. The implication of this finding is that there is a total rejection of peak hour commercials by the

respondents. This result challenges the thinking of broadcasters to look for other ways they could air their commercials without necessarily interrupting programmes during peak hours.

The result of this study is consistent with that of Ali (2014) who reported that audience do not like commercials interrupting the programmes they are watching as 33.3% of them switched channel (zap), 25.0% stay but do not concentrate, 10.2% will leave the room when commercials set in.

Research question four: What is disposition of viewers to commercial messages during peak hour programmes?

This research question was addressed using tables 13, 14 and 15 and it was also represented in charts. Table 13 revealed that 56.9% of the respondents reported that they are negatively disposed to peak hour commercials while 43.1 reported that they are positively disposed to peak hour commercials. The implication of this is that the disposition of the respondents about peak hour commercials is not cheering. Findings from table 14 showed that most (56.2%) of the respondents reported that they like peak hour commercials to a low extent. 15.6% reported large extent, 14.8% reported moderate extent while 13.4% reported no extent. The implication of this is that most of the respondents do not like peak hour commercials because of the role it plays in interrupting viewers.

The findings from table 15 as represented in the corresponding chart showed that 63.5% of the respondents can enjoy a programme to a high extent even if there are no commercials, while 17.9% reported moderate extent, 9.6% reported low extent and 9.0% reported no extent. The implication of this is that broadcast programmes without peak hour commercials can still be enjoyed by the audience

Similarly, the result of this study revealed that 56.9% reported that they are negatively disposed to peak hour commercials. This implies that most of the respondents are ill-disposed to peak hour commercials. This result corroborates that of Chittithaworn, Islam and Thookson

(2011) who reported that audience are negatively disposed to peak hour commercial particularly when such commercials are not of relevance to them.

4.3 Summary of Findings

In view of the general discussion on the findings of this study, the following summary of findings was determined:

- ❖ Most (75.6%) of the respondents reported high level of exposure to peak hour commercials and 74.8% of the respondents were always exposed to peak hour commercials. Thus, the airing of peak hour commercials by broadcast media has led to a corresponding exposure on it.
- ❖ Most (88.7%) of the respondents were able to recall peak hour commercials; however majority (47.9%) of the respondents were also found to have reported a low extent of recall of peak hour commercials.
- ❖ Majority (71.5%) of the respondents perceived peak hour commercials as interruption. More so, most (72.8%) of the respondents from the findings of the study are of the view that peak hour commercials should not be continued.
- ❖ Most (56.9%) of the respondents are negatively disposed to peak hour commercials particularly when such commercials are of no relevance to them

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1: Summary

This study investigated audience attitudes to peak hour commercials. The objectives of the study were: to find out the level of exposure of the audience to peak hour commercials, to examine viewers' extent of recall of commercials in peak hour programme, to find out viewers' perception of commercial messages particularly during peak hour programmes and to find out viewers disposition to commercial messages during peak hour programmes.

Survey research method was used for the study while questionnaire was the instrument of data collection. The sample size was 405 respondents while the sampling technique was multi-stage. The sample was drawn from three states from South East Nigeria namely, Anambra, Abia, and Enugu. The result of this study revealed that most (68%) of the respondents reported high exposure to peak hour commercials. The result further showed that 92% reported that they recall peak hour commercials. However, most (35.5%) of the respondents were found to have reported low extent of recall of peak hour commercials. The result also revealed that 65% of the respondents perceived peak hour commercials as interruption. Findings finally revealed that 57.1% reported that they are negatively disposed to peak hour commercials.

5.2 Conclusion

Based on the findings of this study, it is concluded that the level of the respondents' exposure to peak hour commercial is high. The research also concludes that the extent of recall of peak hour commercials among viewers is low. Also, it is the conclusion of this study that respondents perceive peak hour commercials as interruption. Finally, the research concludes that broadcast media audiences are negatively disposed to peak hour commercials.

5.3. Recommendations.

Based on the result of this study, the following recommendations are made:

- Hence the audience perceived peak hour commercials as interruption, it is suggested that broadcast media stations should minimize the level of peak hour commercial interruption.
- Hence the audiences are negatively disposed to peak hour commercials; the National Broadcasting Commission (NBC) should consider amending the NBC code to regulate the spate of peak hour commercials.
- Hence the extent of recall of commercials among respondents was found to be low, it is suggested that broadcasters come up with commercials that the audience can easily recall.
- Hence the result indicate that most of the respondents reported that they can enjoy programmes even without commercial interruptions, it is recommended that broadcasters should avoid commercial interruption but look for other ways of airing commercials. They could create special programmes for the purpose of commercials only realistically.
- Further study should be conducted to determine why broadcasters insist on commercial interruption.

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Appendix 1

Survey Questionnaire

School of post Graduate Studies,
Department of Mass communication,
University of Nigeria,
Nsukka,
Enugu State.
August, 2015

Dear Respondent,

Request to Fill a Questionnaire

I am a Post-Graduate student in the Department of Mass Communication. I am carrying out a study on **'audience attitudes to peak hour commercial**

Please do assist me by filling this questionnaire so as to enable carry out the study.

Please, I assure you the information provided will be used only for the purpose of this study.

Yours faithfully,

Nwankwo, Prisca Chidiebere.

Audience attitudes to peak hour commercial instruction: Kindly indicate your choice of answer.

Part 'A'

Demographics

1. Sex: a. Male () b. Female ()
2. Age: a. 16 – 25 () b. 26 – 35 () c. 36 – 45 () d. 46- 55 () e.56 & above ()
3. Educational background (a) SSCE () (b) OND/ NCE () (c) B.S C/ HND () (d) M.Sc ()

A: Audience level of exposure to peak hour commercial

4. Are you exposed to peak commercial? Yes () No ()
5. If yes above, how often are you exposed to it? (a) Always () (b) Occasionally ()
6. what is your level of exposure to peak hour commercials? (a)High () (b)moderate () (c) low () (d)very low ()

B: Viewers extent of recall of commercials in peak hour programme.

7. Do you recall commercials in peak hour programme? (a) Yes () (b) No ()
8. If yes, to what extent do you recall commercials in peak hour programme? (a) Large extent () (b) moderate extent () (c) low extent () (d) no extent ()
9. To what extent can you recite messages from peak hour commercials? (a) large () (b) moderate () (c) low () (d) very low ()

C: Audience perception of commercial messages during peak hour programmes

10. How do you perceive peak hour commercial? (a) Interruptions () (b) good marketing news ()
(c) entertaining news () (d) good inserts ()

11. To what extent do you perceive commercial messages as part of important information (a)
high extent () (b) moderate extent () (c) low extent () (d) no extent ()

12. Should peak hour commercial be continued? (a) Yes () (b) No ()

D: Viewers disposition to peak hour commercial

13. What is your disposition to commercial messages during peak hours? (a) Positive () (b)
Negative ()

14. To what extent do you like peak hour commercials? (a) Large extent () (b) moderate extent
() (c) low extent () (d) no extent ()

15. To what extent will you enjoy a programme without peak hour commercial? (a) Large extent ()
(b) moderate extent () (c) low extent () (d) no extent ()

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