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Television Advertising Stimulation and Re-purchase of Sanitary Pad Brands in Anambra State, Nigeria

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ABSTRACT: The study examines television advertising stimulation and repurchase of sanitary pad brands in Anambra State, Nigeria. Specifically, this study examined the extent of interest stimulation attribute of female students to repurchase sanitary pad brands among others. Conceptual, theories, and empirical studies relating to to this research area were critically reviewed.. The study adopted a descriptive research design with Anambra State, Nigeria as its area of the study. Population of the study and determination of the sample size were determined. The study adopted the multiple regression of analysis in analyzing the data. The study found that marketers strategically target these distinct groups with tailored marketing campaigns to enhance brand loyalty. The study concluded by providing clear advertising messages, their products, brands can effectively influence repurchase intentions and build stronger customer relationships. The study recommended that firms producing sanitary pad brands should apply concise messages and direct messages before female audience among others.

Keywords: Television, Advertising, Sanitary pad, repurchase and female students.

INTRODUCTION

In today's highly competitive marketplace, advertising has become a critical tool for influencing and consumer behaviour and driving brand loyalty. Among the various forms of advertising, television advertising remains one of the most persuasive medium due to its ability to combine audio-visual elements that capture attention and evoke audience among emotions (Smith & Johnson, 2023). This form of advertising plays a crucial role in shaping consumer preferences and intentions, especially for fast moving consumer goods (FMCGS) such as sanitary pads. Sanitary pad brands heavily rely on television advertisements to inform, persuade, and retain their target consumers' predominantly young women, including female students.

Female students represent a key consumer demographic for sanitary pad brands due to their high demand for these products and their openness to new brands and promotional campaigns (brown & white, 2023). However, this group's purchasing behaviour is often influenced by unique psychosocial factors, such as self- esteem, peer influence, and emotional engagement with a brand's message. Television advertisements use several stimulation attribute including information dissemination, awareness creation, satisfaction assurance, interest arousal desire motivation and prompt action triggers to engage this demographic. Each attribute is

designed to enhance the viewer's connection to the brand and influence their intention to repurchase (Adams, Brown & White, 2023; Obiakor, Anyasor & Nwankwo, 2025; Ugwu, Eboatu, Okoro & Okeke, 2022; Ighomereho & Ezeabasili, 2013).

These attributes are particularly important for sanitary pad brands, as they seek to address consumer concerns about comfort, safety and affordability (Jackson, 2022). Similarly, awareness creation stimulation attributes aim to ensure that the target audience is not only familiar with the product but also perceives it as a reliable solution to their needs.

Lastly, prompt action stimulation attributes, including limited-time offers and persuasive calls to action are designed to encourage immediate purchasing decisions. While these tactics are effective in driving initial sales, their impact on long-term brand loyalty and repeated purchase, among female students is less understood (Smith & Johnson, 2023; Nduka, Atueyi, Osakwe & Mbanefo, 2021; Chukwujekwu & Ezeabasili, 2019).

Despite the extensive use of these stimulation attributes in television advertising, there is a notable gap in the literature regarding their specific influence on female students' intention to repurchase sanitary pad brands. Existing studies on advertising effectiveness often focus on general consumer behaviour or broader demographics, neglecting the unique preferences and motivations of female students. Therefore, this study seeks to fill this gap by examining how the various stimulation attributes of television advertising influence female students' repurchase intentions. The findings will not only contribute to the academic discourse on advertising effectiveness but also provide practical insights for marketers aiming to develop targeted and impactful campaigns.

Statement of the Problem

Advertising has become an integral part of modern marketing strategies, with television advertising playing a significant role in influencing consumer behaviour. Among female students, the decision to repurchase sanitary pad brands is often influenced by various psychological and emotional trigger embedded in television advertisements. These advertisements use several stimulation attributes, such as information delivery, awareness creation, satisfaction assurance, interest generation, desire motivation, and prompts for immediate action, to shape purchasing intentions. Despite the widespread use of these strategies, there is limited empirical evidence on their effectiveness in influencing female students' repurchase intentions, especially in the context of sanitary pad brands.

The growing competition among sanitary pad brands has heightened the need for companies to adopt more targeted advertising strategies that resonate with specific consumer groups. Female students represent a key demographic for sanitary pad brands due to their consistent need for these products. However, understanding the unique factors that drive their repurchase intention remains under-explored. For instance, while television advertisements aim to provide relevant information about product features and benefits, the extent to which these information stimulation attributes influence female students' decision to repurchase remains unclear (Ethel, 2022).

Additionally, the role of awareness creation in television advertising has been widely discussed in literature. The problem becomes even more complex when considering the interest and desire stimulation attributes of television advertisements. These attributes aim to engage viewers emotionally and inspire a strong preference for a particular brand. However, the relationship between these factors and female students' intention to

repurchase sanitary pad brands is yet to be adequately documented.

Moreover, prompt action stimulation attributes, which encourage immediate purchase decisions through limited-time offers or persuasive calls to action, are commonly used in television advertising, but their influence on long-term repurchase behaviour among female students' remains ambiguous. Television advertising becomes ineffective when these female students do not view the advertisements or engage with the content.

In light of these gaps, this study seeks to address the following core problem: To what extent do the various stimulation attributes of television advertising influence female students to repurchase sanitary pad brands? By focusing on specific stimulation attributes interest stimulation, desire stimulation, and action stimulation provide a comprehensive understanding of how television advertisements can effectively shape repurchase intentions in this key demographic. The findings of this research will contribute to the body of knowledge on advertising effectiveness and offer practical insights for marketers aiming to develop more impactful advertising strategies for sanitary pad brands.

Objectives of the Study

The main objective of this study is to examine television advertising stimulation and repurchase of sanitary pad brands in Anambra State, Nigeria. Specifically, the study examined:

1. the extent of interest stimulation attribute of female students to repurchase sanitary pad brand.

2. the degree of desire stimulation attribute of female students to repurchase sanitary pad brand.

3. the level of action stimulation attribute of female students to repurchase sanitary pad brand.

Research Hypotheses

This study requires these research hypotheses to be tested. The research hypotheses were:

Ho:I There was no significant relationship between interest and repurchase of the sanitary pad brand.

Ho:II There was no significant relationship between desire and repurchase of the sanitary pad brand.

Ho:III There was no significant relationship between action and repurchase of the sanitary pad brand.

LITERATURE REVIEW

Concept of Television Advertising

Television advertising as a promotional tool since inception, television advertising has been one of the most popular means of promoting products to the extent that some laymen call other promotional tools advertising. It is reckoned that television advertising goes with audio and video by way of allowing viewers or target audience to comprehend the advertising messages.

Television advertising has a positive impact on society that is stronger than radio stations, newspapers and magazines. The existing body of evidence suggests that people tend to spend an average of five hours behind the television screen as this is one of their most beloved activities (Liaukomite, Teixeira & Wilbur 2015; Ubahi, Patience & Okoro, 2025). This is the reason television advertising seems to be extensively effective and currently remains one of the most supported media formats of marketing. Television advertising is very conspicuous and covers a wider area at a time. Other businesses delve into television

advertising because it allows them to enjoy viewers' attention, but most often firms have to deal with increased costs when it comes to producing the advertisement and then buying a television spot for it.

The process of developing and deploying television advertising is rather complex because it involves multiple steps that have to be replicated exactly in order to have the business benefit from advertisement in the first place (Taylor & Okazaki, 2015; Anusi & Nduka, 2022). According to Nduka, Ananwude, & Osakwe, 2019; Ezenwaka & Okoro, 2020; Ezeabasili & Amaefuna, 2024), firms focusing on television advertising are required to conduct adequate and detailed market research in order to transmit reasonable and understandable messages to the target audience. This is the best way to draw ones attention to the product but a critical opportunity to influence potential customers in a good way (Hudders, Cauberghe & Panic 2016). Among them television advertisement has an advantage of audio visual benefit to its audience (Ubah, 2020; Monogbe, Omotayo, Achugbu & Nduka, 2016; Okoro & Ekwunife, 2022; Nwanolue, Ezeabasili & Obiora, 2018).

It is notable that television advertising does not contribute to instant sales. Television advertising allows businesses to share their promotional message. Television advertising is one of the best methods of eliciting creativity and impacting both the existing and potential customers with the help of audio-visual content (Klein, 2016; Okoro, 2016). Television advertising is very essential because it presells the firm's products before the salesmen. Prospects and customers do not seem to easily forget television advertising messages.

According to Ugwu (2014), television advertisement entails television commercials which have audio and visual advantage.

Theoretical Framework

This Study titled television advertising stimulation and repurchase of sanitary pad brands in Anambra State, Nigeria was anchored on the mediation theory propounded by Jean Gagnepa in 1960s. It was developed at Rennes (France). This mediation theory is very pertinent or relevant to television advertising stimulation and repurchase of sanitary pad brands in Anambra State, Nigeria.

Television advertisements present the firm's product (s) before the target audience which is visual and oral. The audience sees and hears the advertisement and there by meditate with the message(s) which leads into assimilation. Leading into assimilation the target audience goes through attention, interest, desire, and action. Once action takes place, Satisfaction may occur, and post purchase will be practised. The theory of mediation often reflects the advertisement in the minds of the target audience.

Television advertisements are visual and as well oral. It is the crux strategy to reach out to the target audience. It is expected to acquire the entire gamut in order to lead the target audience into mediation. Leading into mediation means that the target audience will always visualise the product being advertised via television.

Empirical Review

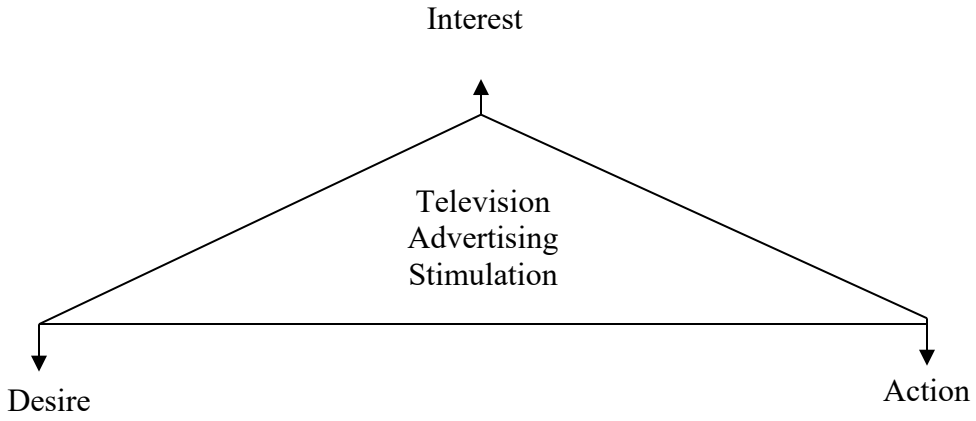
Imouokhome and Abdulraheem (2024) assessed the impact of online advertisement on repurchase intention amongst Nigeria University Students, with specific objectives to examine the effect of product reviews and blog advertisements on repurchase intention among Nigerian University Students in Ilorin. The study adopted a research survey method using primary data with a questionnaire as the instrument for gathering data. The study covered the students of the University of Ilorin, Nigeria. The population for the study was fifty three thousand (53,000) and Taro

Yamane sample size determination was used to arrive at three hundred and ninety seven (397) sample size. The study employed the use of regression in testing the hypothesis at 0.05 significant alpha level. The result of the study reveals that online product reviews and blog advertisements have a significant impact on the repurchase intention of Nigerian University Students in Ilorin. The study therefore concluded that online advertising positively and significantly impacts repurchase intention among Nigerian University Students.

Uguru (2023) did a study on perceived effect of television commercial on the patronage of the product among sports fans in Enugu metropolis. Survey method was adopted for the study. Four hundred (400) respondents were drawn from sports fans at various viewing centres in Enugu metropolis using stratified random sampling method. The population is unknown. The sample size was three hundred and eighty (380). The researcher found that sports fans in Enugu metropolis are significantly aware of the television commercials of Heineken. Enugu sports fans hold a positive perception on television commercials of Heineken and finally, Heineken television commercials has no effect on the patronage of sports fans in Enugu Metropolis. The study concluded that Heineken television commercials have no effect on the patronage of sports fans in Enugu Metropolis. It is therefore the recommendation of the study that Heineken should review their price because other beer brands sell at a lower price and given the state of Nigeria economy, many potential customers may channel their loyalty to other substitute beers.

Ohazulike and Chendo (2022) conducted a study on billboard advertising effects on consumers purchase intent of Heineken in Onitsha metropolis. The specific objective was adopted. Area of the study was Fegge Port Harcourt Road Onitsha, Anambra State, Nigeria. Population of the study was unknown. The sample size was eighty (80). The study found that billboard advertising stimulates passersby to make a purchase of Heineken Lager beer. The study concluded that billboard advertising is a very vital tool to create awareness and remind prospects that Heineken is a quality product. The study recommended that Advertising Practitioners Council of Nigeria (APCON) should remove all illegally erected billboards.

Television Advertising Stimulation Model



Source: Authors Conceptualization Model 2025.

This model depicts how television advertising stimulates the prospects' interest desire and action. Television presells a firm's product or products before the viewers, who are the target audience. The features of advertising are visualise and audialise. This means that the viewers see the products that are being advertised. The audio is being audible. The viewers assimilate how the advertisements educate on how to make use of the product(s). However, viewing an advertisement will take the viewer through interest, desire and eventually action.

METHODOLOGY

The study adopted descriptive survey research design. The descriptive survey is suitable as it deals with the situation as it naturally occurs rather than planning them (Pilot & Hurgler, 1995 as cited in Apeyusi 2012). The survey involved distributing copies of questionnaire to female students in the Faculty of Management Sciences at Igbariam, Faculty of Clinical medicine at Awka, and Faculty of Environmental Management at Uli, respectively. The study was carried out at Chukwuemeka Odumegwu Ojukwu University (COOU) in Anambra State. COOU was established in the year 2000 by the Anambra State Government to provide accessible, high quality education. The university operates on three campuses, Igbariam, Uli and Awka. The population of the study comprises the nine hundred and ninety-seven (997) registered female students in Faculties of Management Sciences, Clinical Medicine, and Environmental Management at Igbariam, Uli and Awka Campuses respectively. The population of female students are as follows: Faculty of Management Sciences, Seven hundred (700); Faculty of Clinical Medicine, one hundred and five (105) and Faculty of Environmental management, one hundred and ninety two (192). The data is lifted from the Faculty offices of Chukwuemeka Odumegwu Ojukwu University of the three campuses.

Determination of the Sample Size

The sample size for the study is four hundred (400) female students in target faculties in Chukwuemeka Odumegwu Ojukwu University, Anambra State. The sample size determination was based on Taro Yamani formula as follows:

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

Where:
n= Sample Size

N= Population Size (997)

e = Tolerable error (5%)

1 = Constant

Based on the formula, the determined population is

Stated thus:

$$n = \frac{997}{1+997(0.0025)}$$
$$= \frac{997}{}$$

2.4925
= 400

DATA PRESENTATION AND ANALYSIS

Table I: Characteristics of the Participants

S/N	Variables	Frequency	Percentage
1.	**Select any of the sanitary pad brand you use often**		
	a. Lady care brand	93	24.00
	b. Dry love brand	102	26.40
	c. Always brand	191	49.50
	Total	**386**	**100**
2.	**Age bracket**		
	a. Below 18 years	151	39.10
	b. 18 to 22 years	156	50.80
	c. Above 22 years	39	10.10
	Total	**386**	**100**
3.	**Level of Study**		
	a. Level one	30	
	b. Level two	152	
	c. Level three	136	
	d. Level four	42	
	e. Others (five and spillover)	26	
	Total	**386**	**100**
4.	**Faculty of the respondents**		
	a. Management Sciences, Igbariam,	152	
	b. Clinical Medicine, Amaku	116	
	c. Environmental Management, Uli	118	
	Total	**386**	**100**

Source: Authors' Compilation 2025

The results of the descriptive statistics for the demographic variables showed that 24% of female students (that is ninety three (93) of the three hundred and eighty six (386) respondents) prefer lady care brand to other sanitary pad products. More so one hundred and two (102) of the female students representing 26% of the respondents prefer dry love, while one hundred and ninety one (191) being 49.5% select always sanitary pad as their brand. This implies that always sanitary pad has more brand loyalty than other brands for university students representing young female adults in Nigeria.

The age brackets of these participants are largely between eighteen (18) to twenty two (22) years representing 50.8% of the sample. Other representatives are 39.1% for those below eighteen (18) years and 10.1% for those above twenty-two (22) years. More so the respondents of the study were well concentrated on female students in two (39.40%) and three (35.20%) levels of their study, while the sample as well evenly distributed across the three used faculties with management sciences, clinical medicine, and environmental management sciences

receiving 39.40% 30:10% and 30-60% respectively. The demographic review connotes those female students in the university that were respondents have a fair proportion of loyal customers to the selected brands, within the young age bracket.

Reliability Information

Table 2: **Results of the Test Internal Consistency of the Question**

S/N	Model	Results	A
1.	Interest Stimulation Attributes	0.70	Reliable
2.	Desire Stimulation Attributes	0.76	Reliable
3.	Action Stimulation Attributes	0.78	Reliable
	Average Score	**0.75**	**Reliable**

Source: Authors Compilation 2025

Based on the results of each instrument, the structured questionnaire has a coefficient greater than or equal to .7 and hence all the items of the instrument are adjudged reliable.

Table 3: Baseline Information on Extent of Female Students Loyal to Sanitary pad Brands and their television advertising stimulations

S/N	Question Items	Mean	Standard Deviation	Remark
INTEREST STIMULATION ATTRIBUTES				
1	How often do you find television advertisements for sanitary pads to be interesting?	2.21	0.43	Sometimes
2	To what extent do television advertisements for sanitary pads capture your attention?	2.87	0.65	Often
3	How likely are you to pay attention to television advertisements for sanitary pads?	1.76	0.92	Sometimes
	Cumulative Mean Response	**6.84/3 = 2.28**		**Sometimes**
DESIRE STIMULATION ATTRIBUTES				
4	How often do television advertisements for sanitary pads make you want to try new products?	2.43	0.85	Sometimes
5	To what extent do television advertisements for sanitary pads make you feel excited about using sanitary pads?	2.11	0.45	Sometimes
6	How likely are you to feel motivated to purchase a new brand of sanitary pad after watching television advertisements?	1.94	0.65	Sometimes
	Cumulative Mean Response	**6.48/3 = 2.16**		**Sometimes**
ACTION STIMULATION ATTRIBUTES				
7	How often do television advertisements for sanitary pad	3.21		Often

S/N	Question Items	Mean	Standard Deviation	Remark
	brands make you want to take action?			
8	To what extent do television advertisements for sanitary pad brands influence your decisions about menstrual health products?	2.89		Often
9	How likely are you to purchase a new brand of sanitary pad brands after watching television advertisements?	2.32		Sometimes
	Cumulative Mean Response	**8.42/3 = 2.81**		**Often**

Key: very often/very much = 4; often/slightly = 3

The baseline information on Table 3 revealed that the female students on interest stimulation attributes occur sometimes as given by the cumulative mean response of 2.28. This indicates that young females are likely to use a certain brand of sanitary pad brands sometimes. This suggests that sanitary pad brands arouse brand loyalty. This implies that constant advertising is necessary to keep customers.

The television advertising stimulation variables showed a cumulative mean response of desire stimulation attributes of 2.16, and the cumulative mean response of action stimulation attributes resulted to 2.81. This indicates that there is sometimes stimulation of interest and stimulation of desire. Television advertising stimulation indicates that there is often time stimulation in action. The often time indicates that through television advertising, stimulation takes place, which indicates that the action means that when a female student purchases her pad brand either by cash, draft or cheque. Once this happens action has taken place.

Findings

The finding highlights the importance of understanding the factors that drives repurchase intentions among female students. Marketers can strategically target these distinct groups with tailored marketing campaigns to enhance brand loyalty. The study underscores the significant role of television advertising stimuli in predicting and explaining the repurchase of sanitary pad brands. This finding provides valuable insights for marketers investing in impactful and engaging television advertising campaigns can effectively influence purchase decisions and foster brand loyalty among the target audience. Specifically the study demonstrates a positive and statistically significant effect on interest, desire, and action stimulation attributes.

This suggests that providing consumers with attraction by way of television advertising, stimulation emerges and compels the customers to move into action by making a purchase. Television advertising stimulation is a leverage for companies that produce these sanitary pad brands for females which Chukwuemeka Odumegwu Ojukwu University (COOU) are the beneficiaries. The study equally indicates other key factors such as interest attributes, desire attributes, and action attributes do have significant effects on purchase of sanitary pad brands.

CONCLUSION

The most important factor in driving repurchase intention is action stimulation. This means that television advertisements provide clear interest, definitely there should be a defined desire, and comes action and these lead to repeat purchases. There is a strong distinction between those with low repurchase intention and those with high repurchase intention. This suggests that effective television advertisements with good timing ability must draw the female students' interest, desire, and action to select and purchase the most valuable sanitary pad brands and as time goes on there must be a repurchase. In conclusion, this study highlights the importance of interest driven advertising for sanitary pad brands targeting female university students. By providing clear advertising messages about their products, brands can effectively influence repurchase intentions and build stronger customer relationships. The study on television advertising stimulation and repurchase of sanitary pad brands in Anambra State, Nigeria. The study after thorough investigation suggested recommendations. Firms producing sanitary pad brands should apply concise and direct messages before female audience. Producers of sanitary pad brands should endeavour to point out the selling points such as the benefits of the sanitary pad brands. They should insist on good timing in order to reach the viewers accordingly; as well, avoid the use of vulgar words before viewers. Firms providing sanitary pad brands should dramatize during television advertising.

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