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Online Video Advertising of Anti-Malarial Drugs and Consumer Purchase Decision in Anambra State

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Abstract

Advertising through online video is a powerful way to generate an emotional connection between a potential customer and the product advertised. The age long monopoly of video advertising by television has been broken with the upsurge of low-cost digital video production and distribution that is focused more on deploying technology toward niche marketing. This study examined the extent to which online video advertisement of anti-malarial drugs influenced patronage of the products. The population of the study was 5,527,800(NPC 2016 projection) residents in Anambra Sate. A sample of 400 respondents was chosen using the Taro-Yamane's formula for sample size determination and drawn using a multi-design approach. A twenty-five-item questionnaire and interview was used for data gathering. The research findings show that respondents were exposed to online video advertisement of anti-malaria drugs and majority of them had equally seen such drugs advertised online. It also reveals that some of the respondents in Anambra Sate were influenced by appeals and claims of online video anti-malarial advertisement. The study further shows that some respondents' choice of anti-malarial drugs was influenced by their exposure to the online video ads. Those ads encouraged them to purchase drugs and use without doctor's prescription. The study recommends that online video advertisement of anti-malarial drugs should be properly regulated by NAFDAC. There should be adequate consumer education on self-medication and use of other prescription drugs.

Keywords: Online, Video Advertising, Anti-Malarial Drugs, Consumer, Purchase Decision

INTRODUCTION

Advertising with online video is a powerful way to generate emotional connection between a potential customer and the brand. Video lets the advertiser create stories that combine music with other audio forms to generate enduring memories from their customers. For over half a century, television held the monopoly of video and other advertising (especially sports)

dominated mostly by brands with the heftiest targets. Today almost any brand can advertise with online video. Buyers have more control over the media than ever some time recently as the gatherings of people can choose what messages they look for, skip and pass along (Sachs, 2012). Within the modern communications, marketers are not as it were competing with other businesses, but too with the lifestyle of shoppers involved by substance from companions and family to the taken after celebrities. Considering the massive expansion of online video activity in later a long time, marketers ought to be able to show (within the volunteer substance utilization of shoppers) these modern shapes of promoting which are known as online video publicizing (Lee & Lee, 2012), viral video publicizing (Huang et al, 2013) and microfilm publicizing (Chen & Lee, 2014). There is increasing evidence that companies that utilize online video in their branding tend to be more successful in creating engagement with their customers (Southgate *et al*, 2010). It is argued that online video advertising can be an efficient way to reduce costs, impact positively to *customer's* resistance to advertising, result in bigger audience reach faster and earn media brand (Chen & Lee, 2014)

Malaria remains a major health problem in Nigeria. Although several strategies are presently available for the control of the disease, one strategy that has been consistently used in the last and half century is Chemoprophylaxis. Malaria control in Nigeria is based primarily on early recognition and prompt appropriate treatment. However, the armamentarium of drugs available for malaria case management and the prospect for the discovery of new drugs is limited (Lambo, 2005).

Undoubtedly, Online Video advertising involving pharmaceutical products particularly anti-malarial drugs dominate the media. The target of this advertising is a particular audience, that is, the adults who buy these drugs for various ailments. The ad which creates a lasting impression in the mind of the audience exposes them to a cure of an illness which is being projected by the advertisement. The ultimate goal of any ad is to close sales that is pushing people to buy. The question therefore is how many among the media audience in Anambra State who are exposed to online video pharmaceutical advertising make anti-malarial drug purchase decision based on conviction and appeals of the online video advertisement they are exposed to? In other words, do consumers in Anambra State

purchase anti-malarial drugs because of the online video advertisements of such drugs? This study examined the extent to which online video advertisement of anti-malarial drugs influenced patronage and motivated audience members to purchase drugs.

Research Questions

1. What is Anambra State residents' level of exposure to Online video advertisement of anti-malarial drugs?
2. Do Anambra State residents predicate their choice of anti-malarial drugs on conviction of the appeals and claims in the online video advertisement they are exposed to?
3. Does online video advertising of anti-malarial drugs encourage Anambra State residents to buy and take such drugs without doctor's prescription?

LITERATURE REVIEW

Video in Advertising

The first ever made motion picture can be traced to 1888, the Roundlay Garden Scene lasts 2.11 seconds and carries the title of the oldest movie ever made (Guinness Book of Records). Back then, the ability to produce moving picture was a major innovation, enabling a total new form of story-telling via concretely snapping a glimpse of reality. Today, the extent to which video can be utilized in sharing information, delivering messages and telling stories in advertising cannot be overemphasized.

Video is a powerful communication tool, as it allows impacting the audience on various communication fronts through bringing verbal, vocal and visual communication to one format. These are recognized as the most persuasive attributes affecting the audience's ability to remember key messages (Mehrabian & De Wetter, 1987; Waters & Jones, 2011). As the power of motion picture is unquestionable, TV advertising has been the main media in spreading branding information to consumer in the past several decades. It has been considered as the best media to reach the masses with brand messages.

Nevertheless, technological and social developments have led marketers to emphasize advertising effectiveness instead of massive reach. Despite the fact that video is targeting similar sensory systems of consumers regardless of the media environment, the relative effectiveness of online and TV is studied differently. For

example, online media can be more closely controlled with tailored messages and targeting than offline media, but it is also more attention demanding (Chen & Lee, 2014)

Online Video Advertising

In an effort to be relevant and visible to the consumer in the modern and constantly developing communications environment, researchers have started to explore new marketing techniques, which take advantage of online video (Chen &Lee, 2004). Researchers use both the terms online video advertising (Lee & Lee, 2012) and viral video advertising (Huang et al, 2013) when referring to usage of videos which are produced for promotional purposes, in an online environment. In addition to this, researchers have referred to videos of longer length with a term microfilm advertising (Chen & Lee, 2014). Also other types of online video are emerging, such as GIFs (graphics interchange format) which are image files often compressed together, mostly created from a longer video to save time (Urban Dictionary, 2015) and cinemagraphs (living photographs), which are still photographs in which a minor and repeated play occurs forming a video clip (Gallere, 2016). Lee and Lee (2012) classify online video ads in two groups; (1) OVAs with playback control functions and (2) OVAs without playback control functions. The differentiation between these two groups is simple yet effective, as it distinguishes the factor of consumer voluntary engagement with the content (Lee & Lee, 2012).

Marketers have recognized the potential of online video advertising as a new effective marketing communications format. The recent IAB Europe's research on the attitudes to digital video advertising shows that almost all stakeholders are planning and implementing video advertising strategies. Over 90% of advertisers, media agencies and publishers confirm to use the channel. Video advertising is experiencing a growth rate of 46% reaching 1.6billion Euros. (IAB, 2016).

Online video advertising is seen as an answer for engaging with more and more fragmented audiences who also are more and more resistant to traditional advertising (Petrescu & Korgankar, 2011; Chen & Lee, 2014). The flow of information in today's world is enormous and consumers receive daily hundreds of branded messages through outdoor promotions, print and broadcast media, the internet and more. This drives the marketers to innovate, to reach their relevant audiences (Petrecu & Korgaonkar, 2011).

Researchers also agree that the product itself does not have trigger admiration, but the focus should be in the online content, such as entertaining online video, which consumers feel comfortable and pleasant to interact with and potentially share further to their peers (Porter & Golan, 2006).

Digital world enables a new level of interactivity in marketing communications. Online video advertising also enables a marketer to build highly targeted and actual messages. Similarly, the legal and creative restrictions of traditional print and broadcast advertising do not apply in the online environment, leaving the advertiser more means to persuade the consumer (Keller, 2009).

Lee and Lee (2012) note that online advertising combines the best of both worlds. It has the power of traditional TV advertising complemented with the direct interaction possibly provided by the online context. They also argue that the voluntary watching of online videos enables deeper brand engagement and further interaction (Southgate *et al*, 2010). According to Eckler and Bolls (2011), online videos may provoke more emotionally and motivationally intense processes in consumers than traditional advertising. Online video advertising in social media allows consumers to replay the video, comment, discuss, rate its quality and even share it to others (Southgate *et al*, 2010). The ability to control the advertising exposure through playback function is studied to empower and activate consumers (Lee & Lee, 2012). Online video advertising is also seen to be more personal (Porter & Golan, 2006) than traditional advertising.

Video Advertising Market

Digital video advertising was born 1988 after several seminal events, but many agree it was the sale of Mark Cuban's and Todd Wagner's Broadcast.com to Yahoo in 1998 for the sum of $5.7 billion that put digital video on the map. Amid the early 2000s, as the Web valuation bubble burst and the intelligently industry regrouped, advanced video advanced gradually. As the intelligently industry modified, pioneers such as Microsoft's Windows Media Player, Yahoo's Dispatch, The Nourish Room, and MSNBC's video substance crept the industry forward by offering "test" programs to blue-chip sponsors who needed to memorize almost the medium and pick up understanding. CPMs tended to run on the high-end of the TV-CPM run and stock was constrained. At this point, many accepted that long-term of advanced video substance lay in a membership, instead of an ad-supported, trade show.

In 2005 be that as it may, development started to quicken rapidly. A blast of companies from systems to substance suppliers made both premium and client produced video substance accessible as modern income streams, wide-spread appropriation of high-speed web associations and enhancements in video compression were major contributing variable.

Two occasions served to center the publicizing world on advanced video's shinning future. To begin with, were up fronts by major media offices such as Starcom and Mediavest. These were the first broadband up fronts in the history of advertising and the move proved to be transformational, positioning Starcom and Mediavest as leaders in video advertising. Clients like Procter & Gamble, McDonald's, Kellogg's and Coca-Cola allocated millions of dollars for digital video and immediately focused media buyers across the industry on the value of premium online content. The moment transformational occasion happened in 2006 with the deal of YouTube to Google. For a $1.65 billion buy cost, computerized video was back on the front pages of each newspaper around the world. Not at all like 1998, in any case, promoters, organizations, and distributers presently had involvement with online show and look publicizing and were prepared to extend their budgets to incorporate advanced video. In the meantime, conventional TV marketers effectively caught on the control of advanced video's locate, sound, and movement and started to require intrigued in online video publicizing capabilities. Agreeing to the Advertiser, advanced video developed to a $775 million fragment in 2007 and the same source anticipated quick development by 2011 with $4.5 billion in online video advertisement investing (IAB, 2016).

Video Ad Product Compendium

In May 2006, the IAB Broadband Committee (presently the Computerized Video Committee) characterized a video advertisement as a commercial that will show up some time recently, amid, or after an assortment of substance counting spilling video, animation, gaming, and music video substance in a player environment. This definition included "Broadband Video Commercials" that appeared in live, archived, and downloadable streaming content. Since 2006, both the experiences and consumption of video content has evolved significantly. Whereas the 2006 definition of a video commercial is still pertinent nowadays, more current video

advertisement groups have been presented to compliment these rising sorts of video encounters and situations.

Through 2007 and into 2008, the most common digital video ad experiences were either viewed within or around **"In-Stream Video", "In-Banner"** or **"In-Text"** formats. **In-Stream Video** is generally played or viewed from a video player like a client browser. **In-Stream Video is a** video ad experience either viewed within or around video content (In-Stream) forms a video player, like a browser, or client.

In Banner Video is a video ad experience displayed or triggered within a display banner like an IAB Universal Ad package size like a 300 x 250 or 768 x 90. In –Text Video – A relevant video ad experience displayed only when a user chooses to mouse over, a highlighted word or phrase within the text of web content. In-Banner Video is by and large shown in IAB Universal Ad Package (UAP) pennants. In-Text Video is by and large user-initiated and activated by significant highlighted words inside substance.

Theoretical Framework

This study is anchored on the Uses and Gratification theory which was propounded by Elihu Katz, Jay Bumbler and Michael Gurevitch in 1974. This theory posits that individuals will seek out specific media outlets to fulfill their needs and wants. It is an audience centered approach to understanding mass communication. It focuses on "what do people do with media?" It postulates that media is a highly available products and the audiences are the consumers of the same product. This hypothesis depends on the socio mental communication convention and concentrates on mass media scale. The pushed of this hypothesis is: Why do people utilize media and what do these people utilize them for? This hypothesis investigates how buyers purposely select media outlets that will fulfill their needs and needs in any present-day society.

Not at all like other hypothetical points of view, has this hypothesis set that customers are in control in selecting the media outlets that meets their needs and needs to accomplish fulfillment. It features a heuristic regard nowadays since it gives communication researchers a "point of see through which different considerations and hypotheses approximately media choice, utilization, and indeed impact can be seen". (Werner &James, 1997). The way to deal with this theory was first formally sketched

out by Katz (1959). He recommended that communication research should invert the customary inquiry of what the media do to individuals and ask rather what individuals do with the media. This enumerating was not by any extend of the creative energy special, in any case. It was set up in an examination stream which created within the 1940s as an antitoxin to the "charm slug" approach maintained by the Frankfurt School since the turn of the century. Katz et al. (1973) format the fundamental doubts of Utility & Gratification approach. To start with, the swarm is energetic, and along these lines much wide communications utilize is objective facilitated. Moment, the movement in interfacing require delight with media choice lies to an extraordinary degree with the group of onlookers. Third, the media equal diverse wellsprings of require fulfillment. At final, the delights looked for from the media incorporate preoccupation and incitement additionally information, and these will move as demonstrated by the social parts and mental mien of the group of onlookers.

Since the world could be a worldwide town, employments and satisfaction hypothesis has been associated to online video promoting. As a result of their propensity of flexibility, steady get to and options to get to substance. This field is developing with modern investigate on the motivations driving utilizing this kind of promoting. People utilize online video promoting for the going with employments and fulfillments, for case, love/amiability, incitement, instrumentally, mental reassurance, plan, socialization/fondness chasing, coordination for organizations, information chasing and incite get to in any case these employments differentiate in see of region and gathering of individuals (Grellhesl & Punyanunt, 2012).

The Internet gives another and profound field for investigating uses and gratification theory. It was found to have three primary classifications of satisfactions: content delight, process satisfaction, and social satisfaction (Stafford *et al*., 2004; Yu *et al*., 2017). Substance fulfillment is utilizing the Web to look at or to find particular information or fabric, which are pleased with substance. Prepare fulfillment is picked up from the encounter of consider investigating or self-assertive scrutinizing of the Web in its down to earth strategy. Social delight incorporates an extensive variety of shaping and extending social ties. Uses & Gratification theory was to comprehend Internet use by means of a socio-intellectual structure and to diminish vulnerabilities that

emerge from homogenizing an Internet and clarifying media use as far as just positive results (satisfactions). LaRose *et al*. (2001) made measures for self-viability and self-criticism and related uses and uses and gratification to negative results of online conduct (like Internet habit) too. This theory looks to recognize and clarify shopper's inspiration for participating in online advertising and additionally e-commerce (Roy, 2008). Of the different measures used to test purchasers' online inclusion, the most inside and out measurements distinguished are stimulation delight, in development satisfaction and web disturbance (Lim & Ting, 2012). Thus, when shopping online, customers expect a specific level of fulfillment from the whole experience which if given by the web media fills in as an inspiration for them to return (Gabriel et al., 2016).

Empirical Review

Ram Dheeraj (2014) carried out research on Impact of Advertising on Customer Purchase Behaviour in Pharmaceuticals. This research was conducted to create a basic system for finding out the effect of the diverse sorts of notice and special devices advertised by pharmaceutical industry on the customer buy behavior and endorsing behavior of doctors. The trend towards self-meditation is likely to grow as consumers are becoming familiar with Over-The-Counter Drugs (OTC drugs), due to extensive advertising by companies. The present study intends to explore advertising effectively by companies.

The study explored advertising effectiveness of OTC drugs and prescription drugs amongst consumers and doctors. Although there are different means of providing the consumers with drug, advertising seems to be one of the greatest ways and a powerful method of broadcasting information. The customer purchase behaviour study in pharmaceutical advertisement is based on the consumer purchase behaviour because buying the medicine lies in the hands of customer (doctor) rather than the final consumer (patient), so the customer (doctor) acts as an indirect consumer. Due to this there are two types of customers engaged in this study, one is doctor who is an indirect consumer and the other one is the patient who is direct consumer. The advertisement of pharmaceutical was found to be persuasive. Result of this study shows that that advertisement is effective in affecting the decision process and positive impressive of the consumer towards particular medicines, and there is significant association of medium of ad that gets their attention with

educational qualification, occupation and age of the respondents. Consumer paid more attention to television. Television medium of advertisements is more effective for the for purchase of medicines. The ads of OTC drugs were found to be persuasive.

Wosinka, M. (2011) conducted a research on Just What the Patients Ordered? Direct to Consumer Pharmaceutical Advertising and the Demand for Pharmaceutical Products. The study empirically investigates the role DTCA plays on the demand for prescription drugs. In particular, is Direct to Consumer Advertising effective in inducing patients to request advertised products from physicians? The study found out that DTCA increases the choice probability but only for drugs that are listed on the formulary. In other words, there is no evidence for the strategic effect to undermine the formulary that has been suggested by industry players. The marginal impact of DTCA on prescription choice is significantly lower than the marginal impact of detailing. This differential impact on the choice component suggests that the primary role of DTCA lies in market size explanation.

METHODOLOGY

This study adopted the survey research design with questionnaire as research instrument since it involves studying a large population. According to Ohaja (2003) whenever the major sources of primary data for a study are the views of members of the public or any particular group, a survey will be called for. The suitability of the survey method was informed by the need to collect data from adults in Anambra State within the stratified towns in the three senatorial sections of the State.

The population for this study comprised 4,177,828 people according to the National Population Commission 2006 Census which has been currently projected to about 5,527,800 people in 2016. The study population includes adults residing in Awka, Nnewi and Onitsha.

A sample size of four hundred (400) respondents was selected as a representative sample for the study. This sample size is based on the population of the study area which is determined by applying Taro Yamane's formula for selecting sample size.

This study adopted multistage sampling approach. In the first stage the stratified sampling method was used to divide Anambra State into three senatorial zones. They are: Anambra North, Anambra Central and Anambra South senatorial zones. The second stage involved selecting the local government areas used in each senatorial zone. The hat and draw simple balloting

method was used to choose one local government from each senatorial zone. The purposive sampling method was used in selecting one town from each of the local government areas representing the three senatorial zones. The proportionate stratified sampling was used to arrive at the number of respondents selected from each of the three state strata of the population. Apart from the sample size of 400 respondents, twelve medical doctors (four from each senatorial zone) were purposively chosen for the interview.

RESULTS AND DISCUSSION

In order to gather the data for this study, four hundred copies of the questionnaire were administered; out of the 400 copies of questionnaire distributed 393 copies were returned and correctly filled.

Table 1: Gender Distribution of Respondents

Gender	Frequency	Percent
Male	254	65
Female	139	35
Total	**393**	**100**

Table 1 shows that majority of the respondents were males.

Table 2: Age Distribution of the Respondents

Age range of Respondents	Frequency	Percent
20-30 Years	86	22
31-40 Years	190	48
41-50 Years	69	18
51-60 Years	48	12
Total	**393**	**100.0**

Table 2 shows that majority of the respondents were between the ages of 31-40 years and 20-30 years respectively.

Table 3: Educational Qualification

		Frequency	Percent
	First School Leaving Certificate	29	7
	Senior Secondary Certificate	8	2
	NCE/HND	70	18
	University Degree	276	70
	Post University Degree	10	3
	Total	**393**	**100.0**

Table 3 shows that majority of the respondents were university graduates.

Table 4: Respondents' Martial Status

Marital status	**Frequency**	**Percent**
Married	324	82
Single	63	16
Widow widower	4	1
Separated	2	1
Total	**393**	**100.0**

Table 4 shows that most of the respondents 324(82%) were married.

Table 5: Respondents' Senatorial District

Senatorial District	**ıuency**	**ıt**
Anambra North	180	46
Anambra Central	99	25
Anambra South	114	29
Total	**393**	**100.0**

Table 5 shows that Anambra North senatorial district had the highest number of respondents, that is 180(46%).

Table 6: Respondents' Exposure to Online Video Anti-Malarial Advertisement

Response	**Frequency**	**Percentage**
Always	251	64
Sometimes	131	33
Not at all	11	3
Total	**393**	**100**

Table 6 shows that majority of the respondents (382) indicated that they have watched anti-malarial online video advertising. Only11 (3%) claimed they never watched any anti-malarial online video advertisement.

Table 7: Respondents' view on where they have seen online video Anti-Malarial Drug Advertisement

Medium	**Frequency**	**Percentage**
Online Ads on social media platforms	220	56
Online video Ads on various corporate websites	140	36
Not at all	33	8
Total	**393**	**100**

Table 7 shows that majority of the respondents (360 or 92%) claim that they have seen online video anti-malarial Ad on social media platforms and on various corporate websites.

Table 8: Respondents' View on Which online video Anti-Malarial Drugs Advertisement they had seen

Drugs	Frequency	Percentage
Lonart	253	64
Amatem	116	30
Coartem	20	5
Artequin	4	1
Total	**393**	**100**

Table 8 shows that 253(64%) of the respondents had seen Lonart advertisement and 116(30%) of the respondents had also seen Amatem online anti-malarial advertisement.

Table 9: Respondents' view on whether online video advertisement of anti-malarial drug influence them to make purchase

Response	Frequency	Percentage
Always	90	23
Sometimes	153	39
Not at all	150	38
Total	**393**	**100**

Table 9 shows that a significant number of the respondents 243(62%) were influenced to purchase anti-malarial drugs because of the online video advertisement they had seen about them.

Table 10: Respondents' view on whether the Appeals and Claims of Anti-Malarial drugs online video advertisement influence them to purchase drugs

Response	Frequency	Percentage
Often	171	44

Sometimes	170	43
Rarely	40	10
Not at all	12	3
Total	**393**	**100**

Table 10 shows that 341 (87%) of the respondents were influenced by the appeals and claims of anti-malarial drugs to purchase them.

Table 11: Respondents' view on whether Online Advertising of Anti-Malarial drugs determine their choice of anti-malarial drugs

Response	Frequency	Percentage
Often	120	32
Sometimes	200	52
Rarely	60	16
Not at all	13	3
Total	**393**	**100**

Table 11 shows that most of the respondents 320(82%) said the anti-malarial drug ad determined their choice of drugs.

Table 12: Respondents' view on whether Online video advertising of Anti-Malarial drugs motivate them to see the doctor

Response	Frequency	Percentage
Always	6	2
Sometimes	241	61
Not at all	146	37
Total	**393**	**100**

Table 12 shows that 6(2%) of the respondents were always motivated to see the doctor because of the online video advertisement of anti-malarial drugs, 241(61%) sometimes while 37% claimed that it did not motivate them.

Table 13: Respondents' view on whether the online video advertisement on Anti-Malarial drug encourages them to engage in a discussion with doctors about the efficacy of such drugs.

Response	Frequency	Percentage
Often	129	34
Sometimes	118	30
Rarely	146	37
Total	**393**	**100**

Table 13 shows that most of the respondents 247(64%) engaged in a discussion with their doctors about the efficacy of such drugs, because of the advertisement.

Table 14: Respondents' view on whether they prefer a particular anti-malarial drug due to exposure to the online video advertisement

Response	Frequency	Percentage
Often	98	25
Sometimes	120	31
Rarely	175	44
Total	**393**	**100**

Table 14 reveals that some of the respondents (218 or 56%) prefer a particular anti-malarial drug due to exposure to the advertisement.

Table15: Influence from Parents, Friends and Relatives to Purchase Anti-Malarial drug rather than appeals and claims from the ad

Response	Frequency	Percentage
Often	40	10
Sometimes	44	11
Not at all	308	79
Total	**393**	**100**

Table 15 reveals that a significant number of the respondents (308 or 79%) influenced were not by parents, friends and relatives to purchase anti-malarial drugs rather than the appeals and claims from the ads.

Table 16: Respondents' view on whether they have bought anti-malarial drugs because of parents, friends and relatives influence

Response	Frequency	Percentage
Yes	90	23
No	303	77
Total	**393**	**100**

Table 16 reveals that 303 or 77 percent of the respondents had never bought anti-malarial drugs because of the influence of parents, friends and relatives.

Discussion of Findings

Table six shows that majority of the respondents have seen online video advertisement of anti-malarial drugs. This supports the view of gratification theory which posits that consumer are in control in selecting the media outlet that meet their needs and wants to attain fulfillment, it has a heuristic esteem today since it gives communication scholars a point of view through which various thoughts and memories about media decisions, utilization and even effects can be seen. Result shown in table 10 indicates that out of 393 respondents that were sampled, 341 (84%) respondents were sometimes influenced by appeals and claims of online video anti-malarial drug ads. However, there were few persons who were not influenced by it. This clearly shows that majority of the respondents were influenced by appeals and claims of anti-malarial drugs ads. This buttresses the findings of Mehrabin and De Wetter (1987) that video is a powerful communication tool as it allows impacting the audience on various fronts through bringing verbal, vocal and visual communication to one format. These are recognized as the most persuasive attributes affecting the audience's ability to remember key messages. In other to further examine the extent to which Anambra State residents were influenced by the online video Anti-Malarial drug ads, the respondents were

asked whether the advertisement persuaded and determined their choice, Table 11 shows that 120(32%) respondents indicated that anti-malarial ads often determined their choice, while 200 (52%) of the respondents said it happened sometimes. This supports the findings of Lee and Lee (2012) that the voluntary watching of online videos enables deeper brand engagement and interaction.

Table 15 reveals the respondents were not influenced by parents, friends and relatives to purchase drugs. This further buttress the fact that online video advertising of anti-malarial drugs influenced the people to a large extent.

CONCLUSION

Advertising is a form of paid communication whose function is to convince a potential customer to buy and consume the item being sold. Drugs occupy a unique position in the health care delivery. They make health care credible because they can cure diseases, relieve symptoms and alleviate suffering. Online video advertising is a powerful means to reach the audience. The research findings showed that respondents were exposed to online video advertisement of Anti-Malarial drugs. Majority of the respondents in Anambra state were influenced by appeals and claims of online video anti-malarial advertisement. It also predicates their choice of anti-malarial drugs. However, it encourages them to purchase drugs and take without doctor's prescription. Findings of this study revealed that residents of Anambra state are exposed to online video advertising of Anti-Malarial drugs, the online video advertising influences and motivates them to purchase drugs without doctor's prescription. Based on the findings in this work, the following recommendations are made;

1. Online video advertisement of anti-malarial drugs encourages self-medication, there should be strict regulation on advertisement of such drugs which can easily be abused.
2. The residents should consult the doctor when they are sick other than purchasing drugs because of the online video advertisement of anti-malarial drugs they are exposed to.
3. Online video advertisement of anti-malarial drugs should not only inform, teach and remind consumers about the existence of the substance, there should also be a balance between the risk and benefit information about drugs advertised.
4. The advertiser should carefully package the appeals and claims of online video anti-malarial drugs

advertisement in order not to over exaggerate the efficacy of the drugs

Suggestions for future Research

1. Studies testing comprehension of both print and broadcast ads are needed. Such studies should include participants with a range of literacy skills.
2. Since the study of Online Video Advertising of Anti-Malarial drugs and Consumer Purchase Decision in Anambra State was only limited to residents in her domain, a further study can be carried out on a larger scale say in a particular geographical area or the country at large.
3. A comparative analysis on the Online Video Advertising of Anti-Malarial Drugs and Consumer Decision in Anambra State Nigeria and another African country where malarial is pre-dominant should be researched.
4. Communicativeness of Anti-Malarial Drug Advertising.

Implications of Research

1. People will tend to imitate the models in the Online Video advertisement and take drugs as they do in order to get well without doctor's prescription. Thus, this could lead to self-medication and its attendant consequences for instance death and other health complications.
2. Only the good side of a drug is projected through the Online Video advertisement. The possible adverse effects are never discussed in the ad. The information in the ad is usually in complete.

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