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Audience Perception of Outdoor Advertisement use by Herbal Remedies Providers in South-east Nigeria

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ABSTRACT

This study investigated how residents of South-East Nigeria felt about the use of outdoor advertisement by herbal remedies providers to persuade patronage. The survey research method was used to study 384 respondents selected across the five South East states using the purposive sampling technique. The objectives of study are to find the level of exposure of residents in South-East Nigeria to outdoor advertisements made on herbal remedies, to know the extent to which those exposed to the advertisements understand their message as to persuade trails and use, to ascertain how receivers of the advertisements on herbal remedies react to presented messages, and to know if outdoor advertisement of herbal remedies persuade product consumption as measurement for patronage. The study found that outdoor advertisements on herbal remedies persuaded residents of South East States to patronize the products. Among the recommendations are attractive and informative packaging of advertised herbal products should be used to differentiate the products and awareness should be created on specific herbal products to make it easier for audience members to make purchasing decision.

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Introduction

Herbal remedies represent plant-based locally produced medicine believed to provide an alternative to the conventional modernized medicines used for the treatment of ailments. The remedies are herbal products prepared or produced from tree roots, stems, barks, leaves, seeds or fruits designed to solve specific health issues for their consumers. The incidence of fake drugs has made local herbal remedies preferable in some communities that have strong affinity with culture. This explains why herbal remedies seem to be popular among the elderly and other adults in rural communities as a protestation to cultural adulteration.

Drug consumption requires personal conviction on the efficacy of presented remedies. People therefore seek information on how health challenges confronting them can be addressed using the herbal remedies option [1]. The problem arises as to the exact curative or prophylactic qualities obtainable from the remedies. This is why there is need for information about what herbal remedy does for the individual who patronize such remedies. When people are aware of such information they are motivated the more to develop interest in the products as capable of addressing their health challenges. Advertising enables the target market to know about the products and how to use them. How the audience of the advertisements feels about the advertised herbal remedies becomes a subject of enquiry in this study.

There are various forms of advertisements used for passing information about herbal remedies to the public. For instance, many of the providers of herbal remedies use the radio to create their awareness and use instructional formats to provide health

education considered vital for using the advertised products. The producers believe that the use of discussions and interview panels, dealing with specified health issue educates and informs the content consumer on what the advertised products do to specific health challenges. It is the information and education needs of potential consumer that the produced advertisements on herbal remedies seek to achieve. The communication process provides content to meet the desire and expectations of intended target audience [1]. It then means that an enquiry is needed to know whether the provided contents match the desire of their audience, hence an investigation into audience perception.

Outdoor advertising is the second type of using advertisement to achieve intended patronage desire. In this case, either the content consumer moves to meet the advertisement, like in the case of billboards and posters or the content moves and meets the audience like in transit advertising as in the case of political advertising on vehicles, branded with information to be delivered as the vehicle moves from place to place. Believes that outdoor advertising reinforces message as a complementary medium [2]. This view is supported when the television advertisement on peak milk is related to either the one on billboards or at the rear of buses. In any of the cases, movement outside the home or offices is required for access. It becomes necessary, therefore to identify the predominant advertisement style used by herbal medicine dealers in promoting their products.

Attention getting devices seem to be the bait for attracting audience attention to this type of outdoor advertisement. This study intends to obtain the knowledge from how audience members perceive

transit type of outdoor advertising used by herbal remedies providers in South-East Nigeria.

Transit advertisements of two major herbal medicine dealers in the South-East states were studied. The herbal medicine dealers are *Dr. Agnes Nwanma Enterprises, and Oosa International Limited, herbal International Limited*. These two companies use transit advertising approaches in promoting their products. Both use buses which have marketers inside, carrying their products while some walk alongside the buses, meeting and talking to possible customers. In market places, they also have people carrying the products in small baskets and promoting them using loud speakers.

Statement of the Problem

How to persuade patronage for herbal remedies has led to the adoption of various advertising strategies by their producers. The remedies sometimes compete with conventional allopathic medicine for patronage from the same market. It means that persuasive communication has to be adopted in reaching the intended target audience. One of the strategies used by herbal remedies is outdoor advertising especially the transit type.

Transit advertising most times makes use of person-to-group demonstrations in order to show the efficacy of the advertised product. Manufacturers and marketers of tooth cleaners and eye drops use the advertising format since they feel that seeing is believing. The demonstrations help them to provide proof as evidence to persuade patronage. "*Dr. Agnes Nwanma Enterprises and Oosa International Limited*" among others, use this strategy. How do potential customers of the herbal remedies see the adopted advertising style of herbal remedies providers in South-East Nigeria?

Copious literature abounds in product advertising. There are also studies on herbal medicine advertising in Nigeria but not many have focused on the influence of transit brand of outdoor advertisements with regards to herbal medicine distribution in South-East states of Nigeria. This study provides literature to fill any gap in knowledge as to the influence of transit advertising on herbal medicine patronage in the South-East states of Nigeria.

Objectives of the Study

1. Find the level of exposure of residents in South-East Nigeria to selected transit advertisements used by herbal remedies providers.
2. Ascertain the extent to which those exposed to the selected advertisements understand their message as to persuade trials and use.
3. Ascertain how receivers of the selected advertisements on herbal remedies react to presented messages.
4. Find out if selected transit advertisement of herbal remedies persuade product patronage and consumption.

Research Hypotheses

Four research hypotheses were tested to see the relationship between outdoor advertising of herbal remedies and persuasion to patronize product consumption. The following hypotheses were tested:

H₀₁: There is no significant relationship between transit advertisements on herbal remedies and product awareness.

H₀₂: There is no significant relationship between exposure to transit advertisement on herbal remedies and message understanding.

H₀₃: There is no significant relationship between transit advertisement of herbal remedies and purchase of advertised products.

Theoretical Framework

Health Belief Model (HBM)

The Health Belief Model (HBM) is a tool that scientists use to predict people's health behaviors in the society. Originally developed in the 1950s and updated in the 1980s, the HBM is premised on the theory that a person's willingness to change their health behaviors is primarily due to their health perceptions [3].

The HBM is a psychological model used to explain and predict health behaviour by focusing on individuals' attitudes and beliefs. It was first developed in the 1950s by social psychologists Hochbaum, Rosenstock, and Kegels. According to Ajzen, cited in, the HBM is a health-specific social cognitive model [4]. According to him, the model's key components and constructs are perceived susceptibility, perceived severity, threat, perceived benefits, and perceived barriers. In other words, the basic assumptions of HBM are that: first, for a person to take a preventive or curative action over a given disease or ailment, the person has to see the sickness as severe and a potential threat to his wellbeing; secondly, the individual has to believe in the prospects of a cure from taking necessary action; and thirdly, provided there are no significant financial, emotional or social barriers confronting the individual in the course of taking that action.

There is ambiguity concerning which variables are most important and how variables interact within the HBM. Deplored the frequency of implementation of HBM as a four-variable model with only additive effects on behavior. In their opinion, future HBM research should begin evaluating more complex causal models. A similar call was made by in their recent review of the HBM In relation to this study, the model's constructs apply to audience members exposed to it. As such, this study will provide further insight into whether those exposed to herbal medicine adverts on outdoor media respond to message content based on prior beliefs they had.

Outdoor Advertising Use in Product Promotion

Outdoor advertisements have served as promotional platforms for centuries. Advertisers first used them in the United States during the 1850s, and were applied in Turkey in 1985 [5]. Outdoor advertisements, which are the most frequently used instruments of promotion, are as follows [6,7]. Billboards composed of immobile and separate panels and posters, Street furniture such as stations, racquet billboards, and cylindrical towers, transit panels placed in airports, railways, subways, buses, and taxis.

Billboards are dominant as the most common and widely used forms among the outdoor advertisement media listed above [8,9]. Compared to other media tools, the use of outdoor advertisements as a proportion of total advertising expenditure singles out this category as dominant in the outdoor media industry [5]. Billboard is one of the major categories of outdoor media, but in most cases, some scholars who distinguish it from outdoor media see it as a form of advertising [9]. Furthermore, assert that billboard is usually targeted at passers-by, drivers, those in moving vehicle and pedestrian traffic. This underscores the pertinence of billboards in advertising [10].

Outdoor media in advertisement continue to develop with emerging technologies [5]. According to outdoor advertisement media covers the billboards, posters, and panels placed on routes that have intensive product and service publicities and traffic density and which are often preferred by the target group; the advertisements in subway stations, bus stops, ports and airports; and floor advertisements designed on these places or on pavements; on outer sides of the buildings, etc., which makes

outdoor communication with the target group possible [5]. It is believed that the number of billboards and the duration of the campaign is not enough to make an impact; rather, the location of a billboard plays a more essential role and influences its probability and frequency of exposure [7].

Advertising, Social Imaging, and Consumer Behaviour

Advertisements play a vital role in influencing how people generally perceive things around them. Through various types of advertisements, the media portray how a product user is or how the person should be seen in the society should be [11]. The user's social class is sometimes portrayed through the image created in an advert. The advert portrays the class in the society users of a product belong to, including their lifestyle and attitudes.

Social imaging is highly applicable in cases of beauty product advertising. For instance, a research conducted in 2009 revealed society's perception of beauty and attractiveness as one of the most influential ideas portrayed by the media [12]. The media project images of thin, beautiful women and handsome muscular men as the ideal figures in the society. With the increase in media's influence comes the pressure to hold on to these ideals increases [12].

According to the dominance of advertising in everyday life carries potent cultural meaning [13]. Johnson further observes that as a significant force in the rise of "image-based culture," advertising plays a dominant role in spreading images that shape how people live their lives. For instance, a study done in the USA in 2008, entitled *Beauty at Any Cost*, highlighted the implications of the beauty obsession on women and girls in America through media. The feeling of insecurity and obsession is very much likely to trigger the purchase of beauty products.

Studies have shown that classification and stereotyping of a certain gender or group of people in advertisements significantly impact the mass population. This is because such messages make people feel pressured to look a certain way so as to have that feeling of belonging. Social imaging in an advertisement could have a dominant influence in persuading people to purchase a product by inducing their desire to belong to a specific social class [11].

A General Look at Herbal Medicine in Nigeria

Herbal medicine has grown in popularity among Nigerians over the years, with street corners and media content dominated by practitioners and users. Herbal medicine consists of utilizing plants (herbs) to cure and manage health challenges. A combination of leaves, barks, roots, seeds, fruit, latex, and resin of diverse plants is used to treat symptoms and promote good health. This process makes up the herbal healing system [14]. The National Herbalists Association of Australia refers to herbal medicine as the oldest and still most widely used system of medicine in the world [15].

Herbal medicine history dates back to ancient cultures of the Egyptians, American Indians, Indians, and the Chinese, among others. In recent years, there has been an increasing interest in herbal medicine across the globe, and this has also led to a greater scientific interest in the medicinal use of plants [14]. Research evidence across the world reveals a significant advantage in using plants as medicine to treat many conditions and improve health, specifically due to its complex chemical nature and various plant parts providing specific therapeutic effects. Based on this, the World Health Organisation (WHO) refers to herbal medicines as the first line of treatment for 60% of children with high fever

associated with malaria in Nigeria, Ghana, Mali, and Zambia; This also includes cough and abdominal pains, which are other symptoms of children that are frequently treated with herbal medicine in Nigeria.

Herbal Medicine Advertisements: Audience Exposure and Public Health Benefits

Many media organizations in Nigeria make vast sums of money from herbal medicine practitioners as these people increase advert revenue to the stations. Advertisement of various categories of herbal medicine flood the mass media in Nigeria, as herbal medicine practitioners are seriously targeting customers located at every nook and cranny of the nation. According to in the Southeastern part of Nigeria, for instance, broadcast stations that flood the airwaves with herbal medicine adverts include Purity FM Mgbakwu, Anambra Broadcasting Service Awka, NTA-Awka, Silverbird Television Awka, Broadcasting Corporation of Abia (BCA) Umuahia, Enugu State Broadcasting Service (ESBS) channel 50 Enugu, Imo State Broadcasting Service (IBC) Owerri, NTA Owerri, Imo state Nigeria, Orient TV Owerri, among others [14]. Evidence shows that very few of the multitude of herbal medicines in circulation in Nigeria has been registered by the National Agency for Food, Drug Administration and Control (NAFDAC), and most of those are imported [14].

The print and outdoor media in Nigeria also feature huge adverts on herbal medicine though not at the same large scale as the broadcast media. Today's social media are also flooded with herbal medicines advertisements as many practitioners search for potential users through such platforms. For herbal medicine advertisements to be allowed in print and electronic media, they have to come with NAFDAC endorsement. Yet, unregistered herbal medicine practitioners still use aggressive strategies such as radio, television, and motorcade announcements to market their products, which are freely available for purchase in the open market [16]. In a study on the efficacy of herbal remedies used by herbalists in Oyo State, about 85% of Nigerians were found to consult and use traditional medicine for healthcare, social and psychological benefits due to poverty and disillusionment with conventional medical care [17]. The governing council of the National Agency for Food, Drug Administration and Control prescribes that advertisement in Nigeria of any herbal medicine or related product shall be clear, accurate, complete, and designed to bolster trust and credibility by health care practitioners and the general public; and illustrated statements shall not be misleading directly or by implication [14]. There are far-reaching consequences for implementing this policy to support the appropriate use of herbal products by consumers. Consumer advertising also receives credence when such messages properly inform individuals who patronize herbal medicine about 'responsible' self-medication.

One of the most potent channels of reaching potential and actual audience of a product is through advertising. This is an efficient means of creating awareness on health matters. According to a study on the effect of direct-to-consumer advertising of prescription drugs suggests that health advertisements play crucial roles in motivating people to seek more information about either a drug or their own condition [14]. Advertising of herbal medicines can play a similar role in public awareness. Through herbal medicine advertisements, the public's instinct for taking care of themselves is effectively and safely managed. Furthermore, herbal medicine advertisements also play essential roles in reinforcing public health awareness, prevention, or self-care programmes.

Popular herbal medicine practitioners such as Papa and Mama Chukwuebuka, EziokwubuNdu, Papa and Mama Ejima, Oosa Herbal International limited, Dr. Agnes Nwamma, are among few that stand out for their dominance of advertising space and time in the mass media located in Southeastern Nigeria. These practitioners spend huge amounts of money to advertise their herbal medicine through local media channels, assuring the public of their herbal therapeutic drug's efficiency and potency using NAFDAC registration number as quality assurance. They also educate the public on disease awareness, prevention, and control through their messages.

Observed that herbal medicine adverts help alert consumers to new products including indications and reinforce other forms of communication about a product brand [14]. It also helps to develop brand recognition that provides consumers with confidence in the brand and the company. It also facilitates product search and helps consumers make informed selections; stimulate competition in product quality, product improvement and product development; help bring market forces into play; create competitive product prices; and reinforce good medicines use. Media audiences in Southeast Nigeria have become used to coming across herbal medicine adverts almost daily, whether as voluntary or captive audiences.

Methodology

The survey research method was used for this study. Again, since it was not be technically feasible to study all persons exposed to outdoor advertisements of herbal remedies in the geopolitical zone, a representative sample of the population was used for this study. Such a cross-section of the population generated analyzable data from which obtained result was generalized to the population. The aspect of a cross-sectional study made the survey research method relevant for this study.

The South-East Nigeria was the location where this study was located and executed. The geopolitical zone comprises of Abia, Anambra, Ebonyi, Enugu and Imo states. It was in the chosen area of study that measurements concerning audience awareness of presented transit advertisements of herbal remedies, their understanding of the message content of consumed information, how they react to it and whether the advertisements persuaded them to patronize herbal products were made.

Since there is no authentic census of herbal remedies advertisement consumers in the zone, the researcher used the total population of the five states which is 32,207,015 (formerly 21,955,414, according to 2006 population census in Nigeria). The population was projected to 2021 using the following formula – $PP = GP \times PI \times T$ (where GP = given population; PI = population index/growth rate which is now 2.53% [20]. T = difference between the time of the given population and the present time of current study). This projection was done for individual states after which the total was used as population of study. Total population for this study based on the projected population figures of each state is 32,207,015. The entire population of South-east was considered because of the nature of transit outdoor advertisement used in the study, capable of reaching the nooks and crannies of the zone, The Cozby's sample size determination table was used to determine the sample size for the study. It states that a population of more than 100,000 at $\pm 5\%$ of tolerable error margin will have a sample size of 384. This was considered and used because the exact population of those exposed to the transit outdoor advertisement was unknown but believed to above 100,000.

The purposive sampling technique, which is judgmental in nature was used to identify respondents who participated in the study. The researcher restricted the study to the five capital cities of the South East states based on the fact that activities of Dr. Agnes Nwanma and Oosa International herbal remedies were experienced in these cities and also due to the researchers discretion and convenience. Outdoor advertising techniques used by these herbal remedy marketers are more of transit advertising using buses, and people carrying the products in baskets with a loud speaker for awareness creation. Residents of the state capitals who participated in the study were selected purposively and the number in each city was based on proportionate allocation. This was distributed as follows; Enugu: $6,085,146 \div 32,207,015 \times 384 = 73$
Imo: $7,580,432 \div 32,207,015 \times 384 = 90$
Anambra: $7,625,613 \div 32,207,015 \times 384 = 91$
Abia: $6,942,336 \div 32,207,015 \times 384 = 83$
Ebonyi: $3,973,488 \div 32,207,015 \times 384 = 47$

Table 1: Questionnaire Distribution

S/N	LGA	No Distributed
1	Anambra	91
2	Enugu	73
3	Abia	83
4	Imo	90
5	Ebonyi	47
	Total	384

Findings

Data obtained for this study using the survey research design were presented and analysed using frequency tables, simple percentages, and mean scores. The analysis was done using hypotheses testing. A total of 384 copies of a questionnaire were individually administered on the purposively selected respondents and retrieved by the researcher and her assistants. Three hundred and eighty seven (378) were retrieved and found usable, representing 98% return rate.

Table 2: Questionnaire Distribution and Return

LGA	No. Distributed	No. Returned
Enugu	73	73
Anambra	91	88
Imo	90	90
Ebonyi	47	47
Abia	83	80
Total	384	378

Source: Field work, 2020

Table 1 above shows that all the questionnaire copies distributed in Enugu (n=73), Imo (n=90) and Ebonyi (n=47) were all returned and found useable. Out of 91 copies of the questionnaire distributed in Anambra State, 88 were returned. In Abia state, out of 83 copies distributed, 80 were returned and found useable. This means that data from 378 respondents were presented and analyzed in this study.

Demographic Data

This section contains relevant demographic details of the 378 respondents that participated in the study. The demographic factors considered relevant for this study are Age, gender, marital

status and educational level of respondents. These data which are presented here provided detailed description of respondents.

Data from the field shows that 24 respondents (6%) were aged between 18-25, 86 of them (22%) were aged 26-35, 89 of them (24%) were between 36-45 years, 91 (25%) between 46-55 years old, while 88 (23%) were 56 years old and above. This shows the age range of respondents was evenly spread to accommodate different categories of people in terms of age.

The table also shows that 202 of the respondent (53%) are female while 176 (47%) were male. It further shows that 121 respondents (32%) had no formal education, 78 (21%) had primary education, 119 (31%) had secondary education, while 60 (16%) had tertiary education. In terms of marital status, 126 (33%) of respondents were single while 252 (67%) were married.

Answers to Research Questions

Four research questions and four hypotheses were formulated for this study. The findings are presented below.

Research Question 1: What is the level of awareness created for herbal remedies based on the use of selected transit advertisements? The first research question investigated the level of awareness created for herbal remedies based on the use of selected transit advertisements based on perception of respondents. Data generated by this research question is presented in table 3.

Table 3: Mean Distribution of Responses on Level of Awareness Created through Transit Advertisements of Dr. Agnes Nwanma and Oosa International Herbal Remedies

S/N	What is the level of awareness? Created for herbal remedies by Based on transit advertisements	SA	A	UD	D	SD	Total	Mean
1	I know a little about Dr. Agnes Nwanma and Oosa herbal remedies through transit advertisements	85	75	74	67	77	378 (1158)	3.0
2	I only hear about Dr. Agnes Nwanma and Oosa herbal remedies occasionally through transit ads	133	83	69	64	21	378 (1353)	3.6
3	I hear about Dr. Agnes Nwanma and Oosa herbal remedies regularly through transit advertisements	47	160	49	59	63	378 (1203)	3.1
4	I can't remember hearing about Dr. Agnes Nwanma and Oosa Remedies through transit ad	56	72	49	43	158	378 (959)	2.53
5	I have never seen Dr. Agnes Nwanma Or Oosa herbal remedies transit ads	57	40	48	73	160	387 (895)	2.3

Table 3 shows the mean score on responses regarding respondents' awareness and knowledge Dr. Agnes Nwanma and Oosa International herbal remedies messages based on their transit advertisements. The table shows that the first item had a mean score of 3.0 indicating that respondents know a little about Dr. Agnes Nwanma and Oosa International herbal remedies products through transit advertisements. The seconded item had a mean score of 3.6 showing that respondents occasionally heard about Dr. Agnes Nwanma and Oosa International herbal remedies products through transit advertisements. The third item has a

mean score of 3.1 which indicates that respondents heard about Dr. Agnes Nwanma and Oosa International herbal remedies through outdoor advertisements regularly. The fourth item has a score of 2.53 indicating respondents' disagreement with the statement that they couldn't remember hearing about Dr. Agnes Nwanma and Oosa International herbal remedies through transit advertisements. The fifth item has a mean score of 2.3 which shows respondents' disagreement with the statement that they have never seen Dr. Agnes Nwanma and Oosa International herbal products transit advertisements. From the data gathered on the first research question it could be seen that respondents are aware of and have seen transit advertisements of Dr. Agnes Nwanma and Oosa International herbal remedies. Data also showed the level of awareness is high, in view of the fact that three of the questions on the various degrees of exposure to the transit adverts received mean scores of 3 point and above.

Research Question 2: What is the extent of message content understanding by those exposed to selected transit advertisements used by herbal remedies?

The second research question investigated the extent of message content understanding by respondents exposed to Dr. Agnes Nwanma and Oosa International herbal remedies transit advertisements. Data generated by this research question is presented in table 4.

Table 4: Mean Distribution of Responses on level of understanding of Dr. Agnes Nwanma and Oosa International Herbal Remedies Transit Advertisements

S/N	How did you hear about transit advertising?	SA	A	UD	D	SD	Total	Mean
7	The message clearly talks about Efficacy of the herbal remedies Being advertised	183	76	54	46	19	378 (1492)	4.0
8	The message clearly talks about Components of herbal remedies Being advertised	113	63	80	89	33	378 (1268)	3.4
9	The message makes me understand Why the herbal remedies advertised are better options for me	143	84	45	57	49	378 (1349)	3.6
10	The message was not clear so could not understand it well	28	86	50	64	150	378 (1425)	2.41
11	I don't know of any message passed through transit advertisements by Dr. Agnes Nwanma and Oosa	29	43	101	109	96	378 (934)	2.5

Table 3 shows the mean score on responses regarding respondents' awareness and knowledge Dr. Agnes Nwanma and Oosa International herbal remedies messages based on their transit advertisements. The table shows that the first item had a mean score of 3.0 indicating that respondents know a little about Dr. Agnes Nwanma and Oosa International herbal remedies products through transit advertisements. The seconded item had a mean score of 3.6 showing that respondents occasionally heard about Dr. Agnes Nwanma and Oosa International herbal remedies products through transit advertisements. The third item has a mean score of 3.1 which indicates that respondents heard about Dr. Agnes Nwanma and Oosa International herbal remedies

through outdoor advertisements regularly. The fourth item has a score of 2.53 indicating respondents' disagreement with the statement that they couldn't remember hearing about *Dr. Agnes Nwanma* and *Oosa International* herbal remedies through transit advertisements. The fifth item has a mean score of 2.3 which shows respondents' disagreement with the statement that they have never seen *Dr. Agnes Nwanma* and *Oosa International* herbal products transit advertisements. From the data gathered on the first research question it could be seen that respondents are aware of and have seen transit advertisements of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies. Data also showed the level of awareness is high, in view of the fact that three of the questions on the various degrees of exposure to the transit adverts received mean scores of 3 point and above.

Research Question 2: What is the extent of message content understanding by those exposed to selected transit advertisements used by herbal remedies?

The second research question investigated the extent of message content understanding by respondents exposed to *Dr. Agnes Nwanma* and *Oosa International* herbal remedies transit advertisements. Data generated by this research question is presented in table 4.

Table 4: Mean Distribution of Responses on level of understanding of *Dr. Agnes Nwanma* and *Oosa International* Herbal Remedies Transit Advertisements

S/N	How did you hear about transit advertising?	S	A	U	D	SD	Total	Mean
7	The message clearly talks about Efficacy of the herbal remedies Being advertised	183	76	54	46	19	378	4.0
		(915)	(304)	(162)	(92)	(19)	(1492)	
8	The message clearly talks about Components of herbal remedies Being advertised	113	63	80	89	33	378	3.4
		(565)	(252)	(240)	(178)	(33)	(1268)	
9	The message makes me understand Why the herbal remedies advertised are better options for me	143	84	45	57	49	378	3.6
		(715)	(336)	(135)	(114)	(49)	(1349)	
10	The message was not clear so could not understand it well	28	86	50	64	150	378	2.41
		(140)	(344)	(150)	(128)	(150)	(1425)	
11	I don't know of any message passed through transit advertisements by <i>Dr. Agnes Nwanma</i> and <i>Oosa</i>	29	43	101	109	96	378	2.5
		(145)	(172)	(303)	(218)	(96)	(934)	

In table 4, it could be seen that item seven had a mean score of 4.0 indicating that respondents understood the message content that talked about efficacy of the advertised herbal remedies (*Dr. Agnes Nwanma* and *Oosa International* herbal remedies). Item eight had a mean score of 3.4 which shows that respondents clearly understood the part of the message that talked about components of the herbal remedies advertised. Item nine had a mean score of 3.6 which shows that respondents understood the part of the message which explained why the herbal remedies advertised were better options for them. Furthermore, item 10 had a mean score of 2.41 indicating that respondents disagreed with the statement

that said the message was not clear. Item 11 had a mean score of 2.5 which counters the position that respondents do not know of any message passed across through the outdoor advertisements of *Dr. Agnes Nwanma* and *Oosa* herbal remedies. Looking at data in table 4.6, it could be deduced that respondents' clearly understood the messages passed across in the transit advertisements of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies products.

Research Question 3: How did receivers of the advertisements feel about patronizing *Dr. Agnes Nwanma* and *Oosa International* herbal remedies after exposure to their transit advertisements?

The third research question investigated how receivers of the transit advertisements of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies products felt about patronizing the advertised products. Data generated by this research question is presented in table 5.

Table 5: Mean Distribution of Responses on feeling about patronage of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies

S/N	How do you feel about patronizing the advertised herbal remedies?	S	A	U	D	SD	Total	Mean
12	I feel very convinced to buy the products advertised	133	89	74	46	36	378	3.53
		(665)	(356)	(222)	(92)	(36)	(1335)	
13	I feel a little convinced to buy the products advertised	102	83	93	59	41	378	3.0
		(510)	(332)	(279)	(118)	(41)	(1136)	
14	I feel it is safe to use the products	129	91	51	58	49	378	3.5
		(645)	(364)	(153)	(116)	(49)	(1327)	
15	I don't feel convinced to buy the Products at all	84	28	46	90	130	378	2.6
		(420)	(112)	(138)	(180)	(130)	(980)	

In table 4.5, it could be seen that item 12 had a mean score of 3.53 indicating that respondents felt very convinced to buy the products advertised (*Dr. Agnes Nwanma* and *Oosa International* herbal remedies). Item 13 had a mean score of 3.0 which shows that respondents felt a little convinced to buy *Dr. Agnes Nwanma* and *Oosa International* herbal remedies products after exposure to the transit advertisement. Item 14 had a mean score of 3.5 which shows that respondents felt it was safe to use *Dr. Agnes Nwanma* and *Oosa International* herbal remedies after exposure to the outdoor advertisement. Item 15 had a mean score of 2.6 indicating that respondents disagreed with the statement that said they didn't feel convinced to buy *Dr. Agnes Nwanma* and *Oosa International* herbal remedies after exposure to the outdoor advertisement. Based on data in table 4.6, it could be said that respondents' felt convinced to buy *Dr. Agnes Nwanma* and *Oosa* herbal remedies after exposure to their transit advertisement.

Research Question 4: Does transit advertisement of herbal remedies persuade content consumers to patronize the selected advertised products?

The fourth research question investigated whether transit advertisement of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies persuade content consumers to patronize the products. Data generated by this research question is presented in table 4.6.

Table 6: Mean Distribution of Responses on influence of transit advertisements of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies on patronage of the products

S/N	Does transit advertisement of SA A UD D SD	Total Mean
Dr. Agnes Nwanma and Oosa herbal remedies influence purchase the of products?		
16.	I always buy the product after hearing about it through the transit advertisement	82 39 74 46 137 378 2.58 (410) (117) (222) (92) (137) (978)
17.	I occasionally buy the product after hearing about it through the transit advertisement.	117 94 83 51 33 378 3.6 (585) (376) (249) (102) (33) (1345)
18.	I rarely buy the product after hearing about it through the transit advertisement.	126 96 51 58 47 378 3.4 (630) (384) (153) (116) (47) (1272)
19.	I don't feel like buying the product even after hearing about it through their transit advertisements.	53 95 46 106 78 378 2.1. (265)(380) (138) (212) (78) (774)

In table 6, it could be seen that item 16 had a mean score of 2.58 indicating that respondents did not buy *Dr. Agnes Nwanma* and *Oosa International* herbal remedies always, despite exposure to their outdoor advertisement. Items 17 and 18 had mean scores of 3.8 and 3.6 respectively, showing that respondents bought the products occasionally or rarely. Item 19 had a mean score of 2.1 disagreeing with the statement that respondents did not feel like buying the products advertised after exposure to their transit advertisements. This shows that though respondents were convinced by the transit advertisements of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies, they do not actually buy the products always, just occasionally or rarely.

Test of Hypotheses

Hypothesis 1

H0₁: There is no significant relationship between transit advertisements on herbal remedies and product awareness necessary for identification.

Test Statistics

Chi-Square	132.987 ^a
Df	4
Asymp. Sig.	0.71

Application

df
df=4, $\chi^2=132.987, P>0.05$

Asymp. Sig (Asymptotic Significance) or p-value, is the value which determines the statistical significance of the relationship between the two variables being tested. If $p < 0.05$, it then follows that there exists a statistically significant relationship between the two variables tested.

Decision

The result of test of hypothesis 1 indicates that the degree of freedom is 4 while the P value is 0.71. This means that the P value is greater than the critical value of 0.05. It then follows that the null hypothesis (H0₁) which states that “There is no significant relationship between transit advertisements on herbal remedies and product awareness necessary for identification” is accepted.

Hypothesis 2

H0₂: There is no significant relationship between exposure to transit advertisements on herbal remedies and message understanding.

Test Statistics

Chi-Square	66.026 ^b
Df	5
Asymp. Sig.	1.15

Application

df=5, $\chi^2=66.026, P>0.05$

Decision

Chi Square test for hypothesis 2 has a P value is 1.15. The P value is greater than the critical value of 0.05. It follows that the null hypothesis which states that “There is no significant relationship between exposure to outdoor advertisement on herbal remedies and message understanding” is accepted.

Hypothesis 3

H0₃: There is no significant relationship between outdoor advertisement of herbal remedies and purchase of advertised products.

Test Statistics

Chi-Square	66.026 ^b
Df	5
Asymp. Sig.	1.15

Application

df=5, $\chi^2=66.026, P>0.05$

Decision

Chi Square test for hypothesis 3 has a P value is 1.15. The P value is greater than the critical value of 0.05. It follows that the null hypothesis which states that “There is no significant relationship between outdoor advertisement of herbal remedies and purchase of advertised products” is accepted.

Discussion of Findings

Four objectives of study were formulated for this study. The researcher gathered data from the field based on these objectives. The analysis of these objectives based on data from the field is presented here:

The first research objective was designed to investigate the level of exposure of residents in South-East Nigeria to selected transit advertisements made on herbal remedies. Data revealed that the respondents were exposed to outdoor advertisements of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies which were used as study focus. They are aware of the existence of the transit advertising campaigns of these herbal remedies providers and have heard the message before, as was revealed from the mean scores of the likert scale data designed to elicit this response. The hypothesis tested to strengthen this objective however revealed that though there was a relationship between transit advertisements of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies, this relationship was not significant. Believe that advertisement creates awareness of products, like herbal remedies, and services to an impersonal audience [17]. It implies that those targeted by the advertisement must be known, through identification, categorization and interpretation. Also found after a study, that transit and word-of-mouth were considered the most dominant

media of herbal medicine campaign [18].

Similarly, did a study that revealed a high level of exposure to herbal medicine advertisements, which positively impacted the perception of herbal medicine among the residents [14]. This agrees with the present study which also found a high level of exposure to transit advertisements of herbal remedies in the South East states.

The second research objective was formulated to ascertain the extent to which those exposed to *Dr. Agnes Nwanma* and *Oosa International* herbal remedies transit advertisements understand the message as to persuade them to try out the products. Results show that residents of the South East states exposed to the transit advertisements of these two brands understood the message clearly. They were able to understand that the messages were talking about efficacy of the herbal remedies, the components of the products and why it is a good obtain for them. This buttresses the efficacy of the transit media approach to outdoor advertising used by *Dr. Agnes Nwanma enterprises* and *Oosa herbal International limited* in marketing their brands. This finding supports the study by [14] who found that herbal medicine adverts help alert consumers to new products including indications and reinforce other forms of communication about a product brand. These researchers also observed that herbal medicine adverts help to develop brand recognition that provides consumers with confidence in the brand and the company. The hypothesis formulated to strengthen findings from this objective revealed that the relationship between exposure to transit advertisements on herbal remedies and message understanding was not significant. But findings from survey showed that residents of the South East states understood the messages passed through the transit advertisements of the studied herbal remedies.

It is also likely that those exposed to the transit advertisements or promotional programmes of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies understood the messages based on previously held beliefs and perceptions of traditional medicine. This postulation receives credence from the health belief model which primarily premised on the assertion that a person's willingness to change their health behaviors is primarily due to their health perceptions [3,4].

The third research objective sought to ascertain how receivers of the advertisements feel about patronizing *Dr. Agnes Nwanma* and *Oosa* herbal remedies after exposure to their transit advertisements. The findings revealed that respondents felt very convinced to patronize the products after exposure to their transit advertisements.

Furthermore, a study by, on the effect of direct-to-consumer advertising of prescription drugs suggests that health advertisements play crucial roles in motivating people to seek more information about either a drug for their own condition [14]. This assertion could be one of the reasons why transit media approach to herbal remedies advertisement was effective in convincing people to desire to purchase *Dr. Agnes Nwanma* and *Oosa International* herbal remedies. Herbal medicine advertisements also play essential roles in reinforcing public health awareness, prevention, or self-care programmes [14].

Fourth research objective was structured to ascertain whether transit advertisements of *Dr. Agnes Nwanma* and *Oosa International*

herbal remedies products persuade people to patronize the selected advertised products. The findings revealed that the advertisements persuaded those exposed to the message to buy it occasionally, not regularly or always. It means that though they buy the products, it is not frequently. It could also mean that there are other reasons for purchase of the products, not just the transit advertisements involving use of buses to promote the products in the streets and market places.

The fourth hypothesis also suggested that the relationship between exposure to transit advertisements of herbal remedies and purchase of products was not significant. As [14] found after a study, there is a passive influence of exposure to adverts on respondents' purchase decisions [14]. Their study concluded that purchase decision for herbal medicine was dependent on cultural background, community, and societal standards that affect people's perception of need. This means that more efforts need to be made to make people exposed to transit advertisement messages to take purchasing action, not just enjoying the advertisements as entertainment packages.

The fact that an advertisement convinces people yet they do not buy the product as frequently as expected is not new to research. Found after a study that urban teenagers do not buy TV advertised products unless they require the brands advertised on TV and believe that the products they use are as good as expected from TV advertisements. Similarly, this present study found that transmit advertisements of *Dr. Agnes Nwanma* and *Oosa International* herbal remedies are convincing but consumers probably buy when they need the products, in this case, occasionally. This is why this study recommended further studies on this topic in other parts of Nigeria to ascertain patterns of exposure to transit advertisements of herbal remedies products and how this affects product patronage.

Conclusion

After this study, the following conclusion was drawn; the realization that people desire information about herbal remedies to tackle their health challenges shows why advertisements contain messages on the potency of the remedies in dealing with specific health issues. Information which provides health benefits of herbal remedies is therefore presented to a market through advertising so as to encourage the consumption of the advertised herbal products. It means that advertisements on herbal remedies create awareness of the product, attract audience attention, arouse consumption interest and elicit trials through purchases as proof of endorsement and product patronage. The essence of the advertisement on herbal remedies was to help the audience to identify the advertised products and create awareness through an understanding of what health issues they address. The created awareness generates a desire for need satisfaction which facilitates product use consideration by those exposed to the advertisements. The consideration enhances decision-making which culminates in purchasing action of the message consumer [21].

Recommendations

The following recommendations emerged from made findings in this study:

Herbal remedies providers should intensify the use of transit advertising in the promotion of their products since this is an effective advertising approach. This should be combined with identification of advertised herbal products through good packaging as a way of further convincing potential customers

that the products is worth buying.

Transit advertising of herbal remedies should be combined with testimonial approach. This means that known personalities either in the entertainment industry or opinion leaders in the community could be engaged to follow the buses occasionally while the product is being promoted in market places, along the streets and other open places.

Handbills containing photo-messages on use/efficacy of the products should be distributed to the audience while the transit advertising is going on. This could be done by the sellers accompanying the buses during the transit advertising campaigns.

Combining transit advertising channels with posters should be enhanced so that people who pass the vehicles during advertising campaigns can easily read them for comprehension. Their colours should be attractive to gain the required audience attention.

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