

# Influence of Drama in the Advertising of Indomie Noodles on Consumers' Buying Behaviour in Calabar South

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## ABSTRACT

This study examined influence of drama in the advertising of Indomie Noodles on the buying behaviour of consumers in Calabar South. The major aim was to ascertain the buying behaviour of consumers of Indomie Noodles in relation to dramatic advertising of the brand. Four specific research objectives formulated for the study were to examine the influence of exposure to dramatic advertising of Indomie Noodles on consumers' buying behaviour in Calabar South; examine the influence of drama in advertising on consumers' awareness and recall of Indomie Noodles in Calabar South; examine the influence of drama in advertising on consumers' preference of Indomie Noodles in Calabar South; and to ascertain the influence of drama in advertising on demand for Indomie Noodles in Calabar South. Conceptual review covered advertising and consumers' buying behaviour. The study was anchored on AIDCA Model and the Consumer Behaviour theory. The questionnaire was used for data collection. Data gathered were presented in frequency tables and analysed using weighted means score. The major finding was that the use of drama in the advertising of Indomie Noodles has significant influence on the buying behaviour of consumers. In this regard, it was recommended that, in order for the brand to maintain its dominant position in the market, it should continue leveraging on aggressive marketing through advertising that seems to be successful for the brand. The brand should continue striving for more exposure in the market. Also since the use of drama in advertising has given the brand successful edge, the brand should extensively use the strategies to enable it gain more exposure, recognition, and consumers' patronage.

**Keywords:** Advertising, Consumer, Consumer Buying Behaviour, Indomie Noodles

## BACKGROUND OF THE STUDY

Advertising is a business strategy that aims at creating awareness about product and services among consumers as well as educating them about the good features of a product in order to influence their buying behaviour. Through advertising advertisers highlight the good qualities, uniqueness and usage of their products and services. Okunna (2002) as cited by Onuoha and Nwokedi (2018) sees advertising "as a non-personal communication or information usually paid for and usually persuasive in nature about (goods and services) or ideas by identified sponsors through various media. In the market nowadays, there are different business organisation producing different products that have similar functions like other similar brands craving for consumers' patronage. This has resulted to stiff competition in the market and business organisations are compelled to engage in different marketing strategies in order to fight the competition for their survival continuous existence. Advertising is one of such strategies used for marketing products and services. To this Mbazu et al (2025) pointed out that advertising plays a crucial role in promoting products, as it involves raising awareness of a product's benefits and uses, making it accessible to those in need, and ultimately satisfying the advertiser's goal of increasing sales.

Historically, advertising has evolved from its primitive practices of public announcement traceable to the town crier and the village drummer who used their lungs to shout their own or others' messages (Hasan 2013) to its modern practice driven by sophisticated communication technologies such as print, broadcast, and digital media.

The practice of advertisement evolves alongside technological advancement by advertisers adopting new technologies to reach out to consumers with products and services.

Advertising messages are strategically designed in order to influence consumers at each stage of their purchase decision making process. They are aimed at grabbing consumers' attention, stirring their interest, creating in them the desire for the product, and motivating them to make positive buying decision according to the AIDA Model by Elias Elmo Lewis. All this is aimed at influencing consumer buying behaviour. Consumer buying behaviour according to Haider and Shakib (2018), is exhibited as consumers identify a need, search for information about products and services that could satisfy such need, spend, utilise, evaluate, and dispose of products that they feel could satisfy their needs. Consumers buying behaviour otherwise known as customer purchasing behaviour outlines the techniques used whenever individuals or teams choose, gather, utilise, or dispose of items, ideas, or encounters that correspond with their necessities and tastes (Idowu 2023).

Indomie Noodles as one of the brands of instant noodles through the use of dramatic advertising, has continued to grow in leaps and bounds amidst fierce competition from other brands of noodles such as Chikki, Mimee, Honeywell (formerly O! Noodles), Golden Penny, etc. In spite of this competition, the World Instant Noodles Association (WINA) recorded that, Indomie Noodles controls the lion share of the noodle market, with an estimated one million Indomie Noodles packs sold per day. The dominance of the brand in the noodle market has been validated by a market report conducted by Mark Monitor Nigeria Limited, a research and market intelligence provider. The brand is highly recognised for its consistent deployment of catchy and persuasive advertising messages that are believed to wield significant influence on the consumers. Through the use of visual media such as television and billboards for product advertising, Indomie Noodles communicate concisely, persuasively, and convincingly with consumers about the quality of their products highlighting on their Unique Selling Proposition (UPS). The use of dramatic representation of product utility as done by the brand is highly appreciable.

The influence of advertising on consumers' buying behaviour has drawn scholarly attention. This is because advertising is intended and believed to affect consumers' perceptions of the advertised products and services, which then in turn affects their purchasing decisions. This equally makes the study of the influence of drama in advertising Indomie Noodles on consumers buying behaviour very essential. This is because, the extent to which consumer buying has been impacted by the dramatic pieces that are used in advertising the brand particularly among consumers in Calabar South remains unknown. It is on this note that this study is carried out. The study focus on two advertisements titled "*Mama do good*" and "*Show Some Love*."

## Statement of the Problem

Advertising is a strong business communication tool that engages consumers' attention in order to persuasively influence their buying behaviour. Consumers buying behaviour is triggered by identified or perceived needs and it is driven by factors such as advertising, products quality and availability, financial capability etc. All these factors affect the buying behaviour of consumers. Indomie Noodles, which is a well-known leading brand in the Nigerian instant noodle market, has consistently deployed advertising using dramatic techniques, to promote its products and occupy recognisable position ahead of other competing brands of instant noodles in the market. Among the numerous competing brands of instant noodles in the market, the brand stands out as number one. This is to say that, despite the increasing competition in the instant noodles market, Indomie Noodles holds tenaciously to the leadership position it occupies in the market, having successfully eliminated challenges from its competitors with a combination of product quality and consistent consumer engagement through the use of aggressive advertising. Because of this, it has become the general name known by most people for instant noodles, and as such, it is occupying a prime position in the hearts and minds of many consumers. The brand enjoys high level of awareness among consumers of instant noodle, and while it is primary targeted at children, the brand has been able to transcend all age groups through its recent 2024 "*Mama do good*" advertisement featuring only adults as against the same advertisement when it first came out in 2010 featuring children as consumers of the product.

One of the major advertising strategies used by Indomie Noodles in advertising the product is the use of drama whereby, characters dramatically demonstrate the use of the product to the consumers. However, the impact of these dramatic advertisements on consumers' buying behaviour particular in Calabar South remains unclear. The two selected advertisements "*Mama do good*" and "*Show some love*" are perfect example. The problem of this

study therefore, how does the use of drama in advertising of Indomie Noodles influence consumers buying behaviour in Calabar South? This is answered in the study.

## Objectives of the Study

The study was guided by four specific objectives which include to:

1. Examine the influence of exposure to dramatic advertising of Indomie Noodles on consumers' buying behaviour in Calabar South.
2. Examine the influence of drama in advertising on consumers' awareness and recall of Indomie Noodles in Calabar South.
3. Examine the influence of drama in advertising on consumers' preference of Indomie Noodles in Calabar South.
4. Ascertain the influence of drama in advertising on consumers' demand for Indomie Noodles in Calabar South

## Research Questions

The following four research questions are set for the study:

1. How does exposure to dramatic advertising of Indomie Noodles influence consumers' buying behaviour in Calabar South?
2. How does drama in advertising influence consumers' awareness and recall of Indomie Noodles in Calabar South?
3. What influence does drama in advertising have on consumers' preference of Indomie Noodles in Calabar South?
4. How does drama in advertising influence consumers' demand for Indomie Noodles in Calabar South?

## Conceptual Review: Advertising

Business organisations communicate with consumers about their products and services through advertising. Advertising therefore, could be said to be a form of business communication. It is considered a form of communication because advertising involves the four basic elements of communication according to Berlo's SMCR Model, which are the Source (sender), the Message, the Channel (medium), and the Receiver (Ogbuoshi, 2021). Advertising according to the American Marketing Association (AMA) as cited by Azunwo (2025) is defined as "any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor." To Hassan (2013, p.412) advertising is "any paid-for communication intended to inform and/or influence one or more people." This definition does not cover all the important aspects of advertising such as the identified sponsor who pays for both the advertising content creator (agency) and the media through which the advertising message is delivered to the consumers.

Rifqi and Purnamasari (2022, p.118) defined advertising as "any paid form of non-personal presentation and promotion of ideas, goods or services through clear sponsorship through print media (magazines and newspapers), broadcast media (radio and television) network media (telephone, satellite cable, wireless) and exhibition media (billboards, street signs and posters)." Sundaram et al. (2020) see advertising as a form of communication that complex that operates to pursue goals and uses strategies to influence consumers' thoughts, feelings and actions.

To Morairty, Mitchell and Wells (2015) advertising is a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience), provide information about products (goods, services, and ideas), and interpret the product features in terms of the customer's needs and wants. In their definition they equally highlight the key elements of advertising-paid form, communication, persuasion, a sponsor, media, audience, and products.

From the above definitions of advertising given by different scholars advertising is any form of persuasive communication (message) through various media about product, services, or idea, that is intended to create awareness among consumers, draw their attention to such product or services, stir interest and desire in them

which culminate in positive buying action for such products or services. This points to the fact that advertising is any effort by business organisation to communicate product quality, utility, potential benefits derivable from consuming it, which centres on identifying the Unique Selling Proposition of the products as against other competing brands. Advertising is intended to influence the buying behaviour of consumers who are the final users of the products or services.

Advertising is a form of communication with the specific purpose of influencing the thoughts and actions of the target audience. Advertising is a medium which can help a person, company and so on in informing the public of a product or service. Advertising is a special form of communication used by individuals or companies to direct persuasive communication to buyers and also to the public (Sutrisno & Melinda, 2021)

### Consumers/Consumer Buying Behaviour

Business organisations are established to serve consumers' needs with their products and services. Consumers as such are very important for the sustenance and continuous existence business organisations. By way of definition, Ken (2012) defines the consumer as someone constantly seeking out and manipulating information in order to make choices between consumer goods and services. The definition stresses that consumers are always seeking out information that will help them get what could satisfy their needs. This create the need for someone to supply them with information about what they need, where to find it, how to make use of it, etc.

Sanga (2021) sees a consumer as an individual or a household composed of one or more individuals that form the basic economic unit who determines which commodities are purchased and in what quantities. A consumer can be seen as someone with the financial capacity to pay for a product or service who identifies a need for such product or service and is willing to pay for it in order to satisfy the identified need. An understanding of the buying behaviour of these consumers otherwise refer to as "consumer buying behaviour" is essential for business organisations because through this knowledge they stand a better chance to influence their purchase decision making process.

Swastha, (2012) defines "consumer buying behaviour as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process on the preparation and determine the specific activities." This implies that consumer behaviour covers all forms of behaviour exhibited by consumers in search of the purchase, use, evaluation and replacement of products, and services that after consuming them could satisfy their needs. This behaviour as noted by Kotler and Kotler (2012) is influenced by cultural, social, personal, and psychological factors.

Again, Mohamed and Ramya (2016) conceive of consumer buying behaviour as behaviour relating to the selection, purchase and consumption of goods and services for the satisfaction of their wants. Similarly, Kumar (2016) referring to consumer buying behaviour as customer buying behaviour, defines it as a process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision. It is a series of choices made by a consumer prior to making a buying that begins once the customer has established a willingness to buy. Roy and Datta (2022) sum it that consumer buying behaviour is a culmination of the user's preferences, views, goals, and decisions on the consumers' response in the market when buying a product. Kusumasondjaja & Tjiptono (2019) conceive of consumer behaviour as an action that is directly involved in the effort to obtain, determine products and services, including the decision-making process that precedes and follows these actions. To this Radu (2019) submits that consumer behaviour is the study of consumer and the processes they use to choose, use and dispose of products and services, including consumer's emotional, mental and behavioural responses. Consumer behaviour is about the disposition of a consumer towards a product or service advertised. Consumer behaviour tries to understand and appreciate how a consumer of a product could react towards an advertised product or service and influences that are responsible for such buying decision and behaviour (Nworgu, 2018).

It is clear from the above that consumer buying behaviour is concerned with what guides individual consumer decisions, why consumers purchase some commodities and not others; how they decide how much to purchase of each commodity; and the aim of a rational consumer in spending income. It is concerned with why people buy what they buy and remain loyal to specific brand of products as against other competing brands.

Consumers play a vital role in every business, they are king in the progress of business, and without them the business chain cannot be complete because every goods or services rendered are for the consumer. Therefore, for a product to attain advertising success, it is important the advertisers understand the consumer. It is crystal clear that consumers make business grow by their patronage of the goods and services. Consumer behaviour helps to ascertain who the consumers are, what they want and how they react to the product or service. Consumers are really complex in needs and expectations.

### Overview of the use of Drama in Advertisement: Mama Do Good and Show Some Love

Drama is one of the strategies that are deployed in advertising Indomie Noodles. Azunwo (2025) submits that drama in advertising naturally offers narrative techniques that provoke emotional responses, making advertisements more memorable and persuasive. emotional appeals in advertisements are more likely to evoke positive attitudes toward the brand and influence consumer behaviour. The use of drama in advertising product do not just showcase such product to the consumers but equally makes it attractive, thereby appealing to the emotions of the consumers as well as memorable and easy to recall hence the picture of such product as dramatically displayed tends to remain in consumers' memory. This corresponds with Azunwa (2025) assertion that drama has proven to be an effective way to enhance the memorability and impact of advertisements.

Indomie instant noodle is one of the numerous brands of instant noodles in Nigeria. it is known for its aggressive advertising featuring drama in an emotional, compelling, and entertaining way. The two selected advertisements "*Mama Do Good*" and "*Show Some Love*" are perfect examples of Indomie Noodles advertising that feature the use of drama in advertising the product.

*Mama Do Good* is one of Indomie Noodles classic campaigns that was introduced in 2010 and it features a number of children and a mother. The advertisement has been very popular in homes consequentially driving the market popularity of the brand as well. The advertisement was recreated in 2024 and it features only adults in the recreated version. This implies that those children have grown. This signifies the brand's effort to keep pace with all important class of consumers. The brand has breathed new life into its iconic *Mama Do Good* campaign that aims at reconnecting with an audience that has grown up with the brand while also appealing to a broader, more mature consumer base. The renewed concept officially expands the age brackets for target population as well as recreates a beloved childhood memory, showcasing the same family grown up and enjoying the same brand of instant noodle. The key message is that, despite change, their love for the brand remains constant and that it can be enjoyed by both adults and children. This strategic advertisement according to Akpan (2024) evokes nostalgia, deepening the audiences' emotional connection with the brand. The key takeaway in this advertisement according to Akan (2024) is that, the brand is not selling noodles; but love and family.

The second advertisement titled "*Show Some Love*" which is also on Indomie Noodles was published in Nigeria in March, 2022. This advertisement specifically, showcases a mother's unconditional love and the spirit of being that mother who always looks out for her child, who always has the right answers, whose arms are always open and whose ears forever, seek the voice of her children, just like a mother is always there for her family so is Indomie Noodles. Both advertisements are not merely meant to capture attention but to forge genuine connections with their audience. This has made the brand of noodle to resonate in the minds of consumers with real-life experiences, fostering trust and deep emotional bonds with consumers

### REVIEW OF RELATED LITERATURES

Different scholars have carried out studies to find out why consumers prefer certain brands of noodles over others. Some of these scholars focused specifically on ascertaining the role of advertising in influencing consumers' choice and preference of noodles. Tamang (2023) for instance, studied consumers' preference towards various brands of noodles in Kathmandu Valley. The thrust of this study was to compose an assessment of product quality and consumer satisfaction of the companies. The researcher adopted survey research design using the questionnaire as instrument for data collection. A total of 150 respondents was conveniently sampled for the study. The study found that aside of advertising, product quality offered by the companies and consumer satisfaction on the quality of product and value for money had high positive correlation on their buying behaviour. It was recommended that the management of companies should pay attention to improve the product quality and other factors which may lead to consumer satisfaction thereby improving its performance and the overall brand

image and profitability of the companies.

Idowu (2023) examined the impact of advertising on consumer buying behaviour: Case study of Coca-Cola and Indomie. The study described the impacts of an advertisement on consumer buying behaviour as well as the sale of products by focusing on how advertisements influence the consumers' behaviour, and why advertisements make the consumers behave differently. The mixed-methods research approach, which involves the combination of both quantitative and qualitative methods was adopted. The results showed that advertisements hold significant power in shaping consumer behaviour, but their influence is not absolute. While advertisements can effectively create awareness, shape attitudes, employ persuasive techniques, and generate a sense of urgency, they face various challenges and limitations in performing their intended purpose.

Okorie, Udeze, Oyeleke, and Ewa (2022) carried out a study on "Indomie television commercials and children choice of Indomie Noodles: A theoretical perspective." The purpose of the study was to find out how television commercial influences children to put pressure on parents to purchase the product for them. The study employed critical literature review method to appraise extant literature on television commercials and children's demand for the brand. The Persuasive Theory and Attitude Change Theory were used for the study. Major findings were that TV commercials motivate children's demand for the advertised product and this makes them to put more pressure on parents to buy the product for them. It was recommended amongst others that TV commercials related to Indomie Noodles in particular should be aired at the time children are back from school so as to make the children view it and request their parents to purchase the product for them.

Another study by Onuoha (2018) examined the influence of Indomie Noodles advertisement on the purchasing habits of consumers in two selected Local Government Areas in Enugu state. The study was anchored on Consumer Behaviour theory. A sample size of 200 was used for the study. The questionnaire was used for data collection. Major findings were that, exposure to Indomie Noodles advertisement influence buying behaviour. Also, consumers consider quality of the product more than adverts. It was recommended that advertisers should endeavour to consider product quality while advertising, engage in promotional advert that will connect friends and family and advertisers should not neglect quality in product packaging as this is an important factor in consumer choice. The reviewed empirical studies throw up the fact that advertising of Indomie Noodles has significant influence on the buying behaviour of consumers of the brand. This makes the reviewed studies relevant to the current study. However, the reviewed studies did not focus on how exposure to dramatic advertisements drives product awareness and recall resulting to consumers' preference and demand for Indomie Noodles which the current study addresses.

## Theoretical Framework

The study centres on influence of drama in advertising and consumers' buying behaviour of Indomie Noodles. The study is anchored on the Consumer Behaviour theory and the AIDCA Model. The Consumer Behaviour theory explain the nature of the consumer and what makes them buy or patronize one good at the expense of another. It is the consumer who makes the ultimate buying decision. This informs the significance of this theory because the theory allows businesses to understand more about their target audience and so be able to craft products, services and company culture to influence buying habits. This theory will go a long way in determining or explaining the buying behaviour of consumers of Indomie Noodles as well as ascertain if exposure to Indomie Noodles advertisements creates a desire amongst prospective buyers for the product.

AIDCA on the other hand, is an acronym that stands for Attention, Interest, Desire, Conviction, Action. The AIDCA Model holds that advertising reaches its impact on consumer behaviour through the sequence of Attention (cognitive stage), Interest, Desire, Conviction (affective stage), and Action (conative stage). The two basic functions of advertising are to inform and to persuade. This model is relevant to this the study because it will help in finding out if the use of drama in advertising Indomie Noodles has the effect of drawing consumers' attention, stirring interest and desire for the product in them, driving in them the conviction to take buying action.

## METHODOLOGY

The survey research design using the questionnaire was adopted for the study. This was considered most suitable for the study because it facilitated the collection of primary data directly from a sampled respondent who were consumers of Indomie Noodles that are influenced into buying the product because of its use of drama in

advertising the product. The area of study was Calabar South Local Government Area in Cross River State. The population of the study comprised of all residents of Calabar South. The population of Calabar South was put at 291700 according to the projected population report by City Population 2022. A sample of 400 respondents drawn using Taro Yamane formula attended to the questionnaire. The researcher adopted multi stage sampling procedure focusing on cluster, simple random sampling and systematic sampling techniques. Data gathered were presented in frequency tables and analysed using frequency counts and weighted mean. The rate scale for the weighted mean score was that, any score below 2.5 shows that respondents disagree with the assertion; while scores from 2.5 and above shows that the respondents agree with the assertion. Taro Yamane formula used in drawing the 400 respondents was calculated as follows:

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

Where n = Desired sample size

N = Population size under study

e = Level of significance of error

1 = unit in value

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

$$n = \frac{291700}{1 + 291700(0.05)^2}$$

$$n = \frac{291700}{1 + 291701(0.0025)}$$

$$n = \frac{291700}{1 + 291701 \times 0.0025}$$

$$n = \frac{291700}{729.2525}$$

$$n = \frac{291700}{400}$$

n = 400 (the desired sample)

## Data Presentation and Analysis

Although 400 copies of the questionnaire were distributed to respondents, the analysis is based on 383 copies that were found without error. Table one to three bears demographic data about the respondents.

**Table 1: Gender of Respondents**

| Gender       | Frequency (f) | Percentage (%) |
|--------------|---------------|----------------|
| Male         | 185           | 48.3%          |
| Female       | 198           | 51.7%          |
| <b>Total</b> | <b>383</b>    | <b>100%</b>    |

**Source:** Fieldwork, 2026

Data in Table one show that 48.3% of the respondents were males, the remaining 51.7% were females. This means there were more female respondents than male respondents.

**Table 2: Age Distribution of the Respondents**

| Age                | Frequency (f) | Percentage (%) |
|--------------------|---------------|----------------|
| 10 – 20 years      | 118           | 30.8%          |
| 21 – 30 years      | 131           | 34.2%          |
| 31 – 40 years      | 82            | 21.4%          |
| 41 years and above | 52            | 13.6%          |
| <b>Total</b>       | <b>383</b>    | <b>100%</b>    |

**Source:** Fieldwork, 2026

The age distribution of the respondents as presented in Table 2 show that 30.8% of the respondents fell between the age bracket of 10-20, 34.2 were between the age of 21 and 30, 21.4 were between 31 and 40, while the remaining 13.6 were from the age of 46 years and above. This implies that majority of the respondents were between the age bracket of 21 and 30 years.

**Table 3: Occupational Distribution of Respondents**

| Occupation     | Frequency (f) | Percentage (%) |
|----------------|---------------|----------------|
| Students       | 181           | 47.2%          |
| Self employed  | 99            | 25.8%          |
| Civil servants | 40            | 10.5%          |
| Unemployed     | 63            | 16.5%          |
| <b>Total</b>   | <b>383</b>    | <b>100%</b>    |

**Source:** Fieldwork, 2026

In Table 3 above majority of the respondents amounting to 47.2% were students while the remaining were self-employed, civil servants, and unemployed.

**Table 4: On exposure to Indomie Noodles advertising and buying behaviour**

| Survey statement                                                                           | Degree of Response | Frequency (r) | Total Score  |
|--------------------------------------------------------------------------------------------|--------------------|---------------|--------------|
| Frequent exposure to dramatic advertising of Indomie Noodles influence me to buy it always | SA (4)             | 212           | 848          |
|                                                                                            | A (3)              | 161           | 483          |
|                                                                                            | D (2)              | 7             | 14           |
|                                                                                            | SD (1)             | 3             | 3            |
| <b>Total</b>                                                                               |                    | <b>383</b>    | <b>1348</b>  |
| <b>Weighted mean score</b>                                                                 |                    |               | <b>=3.51</b> |

**Source:** Fieldwork, 2026

Data in Table 4 show that respondents strongly agreed with the assertion that their frequent exposure to dramatic advertising of Indomie Noodles influence them to buy it always. This is as a result of the 3.51 weighted mean scored calculated and presented in the table.

**Table 5: Level of exposure and brand preference**

| Survey statement                                                                          | Degree of Response | Frequency (r) | Total Score  |
|-------------------------------------------------------------------------------------------|--------------------|---------------|--------------|
| Frequent exposure to Indomie Noodles advertisement influences my preference for the brand | SA (4)             | 193           | 772          |
|                                                                                           | A (3)              | 151           | 453          |
|                                                                                           | D (2)              | 28            | 56           |
|                                                                                           | SD (1)             | 11            | 11           |
| <b>Total</b>                                                                              |                    | <b>383</b>    | <b>1294</b>  |
| <b>Weighted mean score</b>                                                                |                    |               | <b>=3.37</b> |

**Source:** Fieldwork, 2026

Table 5 shows the calculated weighted mean score of 3.37, and this means that respondents agreed that frequent exposure to Indomie Noodles advertisement influences their preference for the brand.

**Table 6: On exposure and passion for product**

| Survey statement                                                                 | Degree of Response | Frequency (r) | Total Score  |
|----------------------------------------------------------------------------------|--------------------|---------------|--------------|
| Frequent exposure to Indomie Noodles advertisement rekindles my love for product | SA (4)             | 211           | 844          |
|                                                                                  | A (3)              | 153           | 459          |
|                                                                                  | D (2)              | 12            | 24           |
|                                                                                  | SD (1)             | 7             | 7            |
| <b>Total</b>                                                                     |                    | <b>383</b>    | <b>1334</b>  |
| <b>Weighted mean score</b>                                                       |                    |               | <b>=3.48</b> |

**Source:** Fieldwork, 2026

Table 6 shows the calculated weighted mean score of 3.48 which shows that respondents agreed with the assertion that their frequent exposure to Indomie Noodles advertisement rekindles their love for Indomie Noodles.

**Table 7: On drama in advertising and Indomie Noodles advertising**

| Survey statement                                                                        | Degree of Response | Frequency (r) | Total Score  |
|-----------------------------------------------------------------------------------------|--------------------|---------------|--------------|
| Using drama in advertising Indomie Noodles make me to be very much aware of the product | SA (4)             | 189           | 756          |
|                                                                                         | A (3)              | 156           | 468          |
|                                                                                         | D (2)              | 27            | 54           |
|                                                                                         | SD (1)             | 11            | 11           |
| <b>Total</b>                                                                            |                    | <b>383</b>    | <b>1289</b>  |
| <b>Weighted mean score</b>                                                              |                    |               | <b>=3.36</b> |

**Source:** Fieldwork, 2026

Table 7 shows the calculated weighted mean score of 3.36 which implies that respondents agreed with the assertion that using drama in advertising Indomie Noodles make to be very much aware of the brand.

**Table 8: Indomie Noodles advertising and brand recall**

| Survey statement                                                                 | Degree of Response | Frequency (r) | Total Score  |
|----------------------------------------------------------------------------------|--------------------|---------------|--------------|
| Because of the use of drama in advertising I easily recall Indomie Noodles brand | SA (4)             | 191           | 764          |
|                                                                                  | A (3)              | 162           | 486          |
|                                                                                  | D (2)              | 22            | 44           |
|                                                                                  | SD (1)             | 8             | 8            |
| <b>Total</b>                                                                     |                    | <b>383</b>    | <b>1302</b>  |
| <b>Weighted mean score</b>                                                       |                    |               | <b>=3.39</b> |

**Source:** Fieldwork, 2026

In Table 8 the calculated weighted mean score is 3.39, and this signifies that respondents agreed with the assertion that the use of drama in advertising makes them to easily recall the brand.

**Table 9: On the use of drama in advertising and brand memorability**

| Survey statement                                                                     | Degree of Response | Frequency (r) | Total Score |
|--------------------------------------------------------------------------------------|--------------------|---------------|-------------|
| The use of drama in Indomie Noodles advertising makes the brand more memorable to me | SA (4)             | 190           | 760         |
|                                                                                      | A (3)              | 162           | 486         |
|                                                                                      | D (2)              | 26            | 52          |
|                                                                                      | SD (1)             | 5             | 5           |

|                            |  |            |             |
|----------------------------|--|------------|-------------|
| <b>Total</b>               |  | <b>383</b> | <b>1303</b> |
| <b>Weighted mean score</b> |  |            | <b>=3.4</b> |

**Source:** Fieldwork, 2026

Data calculated and presented in Table 9 show 3.4 as the calculated weighted mean score against the assertion that the use of drama in Indomie Noodles advertising makes the brand more memorable to the consumers. This shows that respondents agreed with the assertion.

**Table 10: On Indomie Noodles advertising and brand preference**

| Survey statement                                                               | Degree of Response | Frequency (r) | Total Score  |
|--------------------------------------------------------------------------------|--------------------|---------------|--------------|
| Dramatic advertising of Indomie Noodles influences my preference for the brand | SA (4)             | 186           | 744          |
|                                                                                | A (3)              | 172           | 516          |
|                                                                                | D (2)              | 16            | 32           |
|                                                                                | SD (1)             | 9             | 9            |
| <b>Total</b>                                                                   |                    | <b>383</b>    | <b>1301</b>  |
| <b>Weighted mean score</b>                                                     |                    |               | <b>=3.39</b> |

**Source:** Fieldwork, 2026

Table 10 shows the calculated weighted mean score of 3.39 which means that respondents were in support of the claim that dramatic advertising of Indomie Noodles influences their preference for the brand.

**Table 11: On Indomie Noodles advertising and brand preference**

| Survey statement                                                                                                      | Degree of Response | Frequency (r) | Total Score  |
|-----------------------------------------------------------------------------------------------------------------------|--------------------|---------------|--------------|
| I prefer Indomie Noodles against other brands of Instant Noodles because of the use of drama in advertising the brand | SA (4)             | 200           | 800          |
|                                                                                                                       | A (3)              | 156           | 468          |
|                                                                                                                       | D (2)              | 20            | 40           |
|                                                                                                                       | SD (1)             | 7             | 7            |
| <b>Total</b>                                                                                                          |                    | <b>383</b>    | <b>1315</b>  |
| <b>Weighted mean score</b>                                                                                            |                    |               | <b>=3.43</b> |

**Source:** Fieldwork, 2026

It is clear from the data in Table 11 through the 3.43 calculated weighted mean score, that, respondents agreed that they prefer Indomie Noodles against other brands of instant noodles because of the use of drama in advertising the brand.

**Table 12: On advertising and brand desirability**

| Survey statement                                                         | Degree of Response | Frequency (r) | Total Score  |
|--------------------------------------------------------------------------|--------------------|---------------|--------------|
| Watching Indomie Noodles advertisement increases my desire for the brand | SA (4)             | 192           | 768          |
|                                                                          | A (3)              | 166           | 498          |
|                                                                          | D (2)              | 21            | 42           |
|                                                                          | SD (1)             | 4             | 4            |
| <b>Total</b>                                                             |                    | <b>383</b>    | <b>1312</b>  |
| <b>Weighted mean score</b>                                               |                    |               | <b>=3.42</b> |

**Source:** Fieldwork, 2026

Table 12 shows that respondents agreed that watching Indomie Noodles advertisement increases their desire the brand. This is as a result of the 3.42 weighted mean score obtained from the table.

**Table 13: On Indomie Noodles advertising and product demand**

| Survey statement                                                                                   | Degree of Response | Frequency (r) | Total Score  |
|----------------------------------------------------------------------------------------------------|--------------------|---------------|--------------|
| The use of drama in advertising Indomie Noodles has significant influence on my demand for product | SA (4)             | 179           | 716          |
|                                                                                                    | A (3)              | 193           | 579          |
|                                                                                                    | D (2)              | 6             | 12           |
|                                                                                                    | SD (1)             | 5             | 5            |
| <b>Total</b>                                                                                       |                    | <b>383</b>    | <b>1312</b>  |
| <b>Weighted mean score</b>                                                                         |                    |               | <b>=3.42</b> |

**Source:** Fieldwork, 2026

In Table 13 above the calculated weighted mean score is 3.42, and this means that respondents agreed with the assertion that the use of drama in advertising Indomie Noodles has significant influence on their demand for the brand.

**Table 14: On Indomie Noodles advertising and increase in product demand**

| Survey statement                                                            | Degree of Response | Frequency (r) | Total Score  |
|-----------------------------------------------------------------------------|--------------------|---------------|--------------|
| Watching drama in advertising Indomie Noodles increases my demand the brand | SA (4)             | 199           | 196          |
|                                                                             | A (3)              | 133           | 399          |
|                                                                             | D (2)              | 39            | 78           |
|                                                                             | SD (1)             | 12            | 12           |
| <b>Total</b>                                                                |                    | <b>383</b>    | <b>1285</b>  |
| <b>Weighted mean score</b>                                                  |                    |               | <b>=3.35</b> |

**Source:** Fieldwork, 2026

The 3.35 weighted mean score presented in Table 14 above, shows that respondents agreed with the claim that watching drama in advertising Indomie Noodles increases their demand for brand.

**Table 15: On Indomie Noodles advertising and brand loyalty**

| Survey statement                                                  | Degree of Response | Frequency (r) | Total Score  |
|-------------------------------------------------------------------|--------------------|---------------|--------------|
| Indomie Noodles advertising sustain my brand loyalty to the brand | SA (4)             | 188           | 752          |
|                                                                   | A (3)              | 172           | 516          |
|                                                                   | D (2)              | 18            | 36           |
|                                                                   | SD (1)             | 5             | 5            |
| <b>Total</b>                                                      |                    | <b>383</b>    | <b>1309</b>  |
| <b>Weighted mean score</b>                                        |                    |               | <b>=3.41</b> |

**Source:** Fieldwork, 2026

Table 15 which carries data on indomie advertising and brand loyalty shows that respondents agreed with the assertion that Indomie Noodles advertising sustain my brand loyalty to Indomie Noodles.

## DISCUSSION OF FINDINGS

The discussion of findings is done according to four themes derived from the objectives of the study as presented below:

### Exposure to dramatic advertising of Indomie Noodles and consumers' buying behaviour in Calabar South

Data gathered from items one to three on the questionnaire show that there is significant influence between consumers' exposure to Indomie Noodles advertisement and their buying behaviour. This was construed by the

3.51, 3.37, and 3.48 weighted means scores presented in Tables four to six on the assertions that frequent exposure to dramatic advertising of the brand influences consumers into buying it always. Also, frequent exposure to its advertisements influences consumers' preference as well as rekindles their love for the brand. These findings relate with the findings of Agu (2018) who carried out a study on undergraduate students' views on the effect of television advertisement on their purchase of Indomie Noodles and found that television advertising has a significant influence on students' preference, patronage and repeat purchase of Indomie Noodles. This clearly supports the assertion of the Consumers Behaviour Theory that exposure to advertising messages about products influences their buying behaviour. It is likely that such exposure equally draws their attention, stir interest and desire for Indomie Noodles resulting to conviction and taking buying action as postulated by the AIDCA Model

### **Drama in advertising and consumers' awareness and recall of Indomie Noodles in Calabar South**

Findings correlating advertising and consumers' awareness and recall of Indomie Noodles show that using drama in advertising the brand makes consumers to be very much aware of brand of noodle. This is supported by the 3.36 calculated weighted mean score obtained in respect to this assertion. It was also gathered that because of the use of drama in advertising consumers easily recall Indomie Noodles brand. The calculated weighted mean score gathered against the assertion was 3.39. Data gathered also showed that the use of drama in advertising makes the brand more memorable to consumers. This therefore, shows that there is positive relationship between the use of drama in advertising and consumers' awareness and recall of Indomie Noodles. These findings again, relate with the findings of Liisi (2019) that advertising has significant influence on consumers' awareness and recall of products. Similarly, Mohd (2019) in a study, found that advertising has significant impact on brand awareness and brand loyalty among youth. This amplifies the AIDCA model that advertising messages draw consumers' attention to products, arouse their interest and desire and in most cases resulting to buying action.

### **Use of drama in advertising and consumers' preference of Indomie Noodles in Calabar South**

On the influence of the use of drama in advertising on consumers' preference of Indomie Noodles, it was gathered in Table 10 with the calculated weighted mean score of 3.39 that, dramatic advertising of the brand influences consumers' preference for it over other brands of instant noodles. Table 11 with calculated weighted mean score of 3.43 equally shows that consumers prefer brand against other brands of instant noodles because of the use of drama in advertising it. Also, Table 12 shows that watching Indomie Noodles advertisement makes consumers desire the brand. The findings relate to the finding of Onuoha (2018) who found in a study that exposure to Indomie Noodles advertisement has significant influence on consumers' preference for the brand. In a similar way, Odowu (2023) in a study on the impact of advertising on consumer buying behaviour and found that advertisements hold significant power in shaping consumer behaviour. The finding supports consumers' behaviour theory because it indicates that exposure to Indomie Noodles advertising tends to influence their buying behaviour to the product. Also, it is clear that such advertising messages draws consumers' attention, stir interest and desire for the product, convinces them to taking buying action.

### **The influence of drama in advertising on demand for Indomie Noodles in Calabar South**

It is cleared from the data gathered that the demand for Indomie Noodles is significantly influenced by the use of drama in advertising the product. For instance, it was ascertained through the weighted score of 3.42 in Table 13 that, the use of drama in advertising has significant influence on consumers' demand for Indomie Noodle. Again, Table 14 with the weighted mean score of 3.35 shows that watching drama in Indomie Noodles advertisement increases consumers demand for the brand. And in Table 15 the calculated weighted mean score of 3.41 shows that advertising sustain consumers' loyalty to the brand. This therefore, shows that there is significant influence of drama in advertising on demand for Indomie Noodles among consumers. The findings relate to the findings of Chavan and Trupti (2021) who carried out a study on "Impact of advertising on consumer demand" and found out that advertising significant impact on consumers' demand for product because by watching advertisement consumer get impressed and demand for particular product. Another study by Gani (2024) found that advertising has a significant impact on consumers' buying behaviour by triggering demand for the advertised product. The finding again, supports consumers behaviour theory because it indicates that consumers' exposure to Indomie Noodles advertising tends to influence their buying behaviour to the product. Also, it is clear that such advertising messages draws consumers' attention, stir interest and desire for the product, convinces them to taking buying action.

## CONCLUSION

Advertising has significant influence on consumers. It draws their attention to products or services, thereby, creating awareness, educating, stirring in them interest for the products which could result to taken positive buying action. As a business communication strategy, advertising has the power of promoting a product to a point of dominance in the market. The strategic use of drama in advertising Indomie Noodle has pushed the brand to assumed recognisable and dominant position in the market. The market popularity the brand gains through dramatic advertising has made most of the consumers to refer to all brands of instant noodles as Indomie Noodles. This has significant influence consumers' buying behaviour towards Indomie Noodles.

## RECOMMENDATIONS

Based on the findings that the use of drama in the advertising of Indomie Noodles has significant influence on consumer buying behaviour of the brand the following recommendations are made:

- i. To continue occupying dominant position in the market, Indomie Noodles should continue with aggressive marketing through advertising that seems to be successful for the brand. The brand should continue striving for more exposure in the market.
- ii. Since the use of drama in advertising Indomie Noodles has proven to be successful the brand reinforces the use of drama in advertising the brand to continue enjoying extensive exposure, recognition, and consumers' patronage.
- iii. Considering the fact that advertising using drama results to brand awareness and recall, other brands of Instant Noodles can equally use drama in advertising their brands in order to have similar influence and effect on consumer buying behaviour.
- iv. There should be extensive use of drama to create emotional connection with consumers hence this could influence their preference, and continue in shaping their demand for Indomie Noodles rather than other brands of instant noodles.

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