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Audience Perception and Preference of Motivational Determinants between Online and Television Advertisements

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Abstract- What motivates humans is a question that psychologists have deliberated upon for a long time now. In consumer advertising, motivation is describe as a process that leads to choices of products and services. The primary psychological variables that propel human motivation are needs, drives, and goals. While these variables are significant in understanding the topic under investigation, the researcher is prompted to examine ''why consumers are motivated to consume online advertisement or television commercials and what influences their preference''? The researcher relied on the following research questions to guide the proper execution of this study: i. what are the motivational factors that influence consumers' consumption of online advertisement and or television commercials? ii which of these is the most preferred? iii do media influence advertisement choices? The study adopts an online survey method using Google Form, software which allows online administration of data instrument, sample size determination, inquiry, and representation of tools from the URL through email and social media platforms which make it easier to get responses and allows viewing analysis in real-time.

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Audience Perception and Preference of Motivational Determinants between Online and Television Advertisements

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Abstract- What motivates humans is a question that psychologists have deliberated upon for a long time now. In consumer advertising, motivation is describe as a process that leads to choices of products and services. The primary psychological variables that propel human motivation are needs, drives, and goals. While these variables are significant in understanding the topic under investigation, the researcher is prompted to examine ''why consumers are motivated to consume online advertisement or television commercials and what influences their preference''? The researcher relied on the following research questions to guide the proper execution of this study: i. what are the motivational factors that influence consumers' consumption of online advertisement and or television commercials? ii which of these is the most preferred? iii do media influence advertisement choices? The study adopts an online survey method using Google Form, software which allows online administration of data instrument, sample size determination, inquiry, and representation of tools from the URL through email and social media platforms which make it easier to get responses and allows viewing analysis in real-time. The population of the study stood at 432 and a sample size of 65, which was the actual return rate based on the filled questionnaire. The findings of the research showed that medium influences the choice of advertisement through several variables such as conciseness of message, accessibility, fantasy, attractiveness/ creative nature of the advertisement. These variables stood as the motivational determinants for preference by consumers and they are in favour of online advertisement. Hence, online advertisement is preferred for a television advertisement. The study also concluded that young people (students) prefer online ad to television commercials. Based on these findings, the researcher recommends that advertisers should put more creativity into producing their advertisements. Online advertisers should target youths and also advertisement that is directed at working-class adults should use the television as its medium. The study is anchored on the arousal theory of motivation.

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I. Introduction

Advertising is target-audience oriented kind of message that is paid for by a known sponsor through the mass media of communication. This definition according to Giles cited in Okoro (2013, p.11) as a ''non-personal communication directed at audience through various media to present and promote products, services, and ideas. The cost of media space, time and, advertisement production are borne by the sponsor or sponsors''. Bovee and Arens, cited in Ozoh (1998, p.1), share the same view with Okoro and defines it as the ''non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by an identified sponsor through the various media''. Advertising is therefore, seen as a kind of persuasive communication that manipulates the psychology of the consumer. Under this perspective of communication and persuasion, advertising ''creates incongruent messages in order to challenge consumers' expectations, foster their interest and motivation to process the messages and revive their interests in the brand'' (Terlutter, Diehl and Okazaki, 2010, p.5). But Bovee and Arens (1986) assert that:

> Advertising adversely affects our value system because it suggests that the means to happier life is the acquisition of more things instead of spiritual or intellectual enlightenment. Advertising encourages people to buy more automobiles, more clothing, and more appliances than they need, all with the promise of greater status, greater social acceptance, and greater sex appeal (p.41).

Advertising can adopt several techniques to meet the consumer needs, drives and, goals which, are the underlying features of motivation. According to Jansson-Boyd (2010), needs are the triggering factor; a drive is what makes a person put a certain amount of effort in and goals are what are trying to be achieved. These factors influence advertisements of products and services since every advertisement fits into the category of utilitarian or hedonic need. Regardless of the consumer's needs, there could be some discrepancy between a person's current state and what the people believe to be ideal state; this may lead to some kind of discomfort which in turn develops some levels of arousal which, is otherwise known as drives. However, advertising influence is also conceived as operating through a series of psychological processes such as attention, to the advertisement, awareness, and knowledge of the product, liking for the product, preferring the advertised product over others, desire to possess the product, and finally the action of purchasing the product. McGuire (1968) identified

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several decision-making processes between initial exposure to a commercial message and eventual product purchase. These stages included: exposure, attention, comprehension, yielding, retention, and decision to buy, as cited in (Gunter, Oates and Blades,2005).These psychological factors are always carefully considered before the Unique Selling Proposition (USP) is chosen, advertisements message crafted, visual and audio elements selected and other arts illustrations with a dramatic effect to lure the target audience. This has become more profound with the advent of the Internet. According to Belch and Belch (2003):

> For decades the advertising business was dominated by large, full-service Madison Avenue–type agencies. The advertising strategy for a national brand involved creating one or two commercials that could be run on network television, a few print ads that would run in general interest magazines, and some sales promotion support such as coupons or premium offers. However, in today's world there are a myriad of media outlets—print, radio, cable and satellite TV, and the Internet—competing for consumers' attention. Marketers are looking beyond the traditional media to find new and better ways to communicate with their customers. They no longer accept on faith the value of conventional advertising placed in traditional media. The large agencies are recognizing that they must change if they hope to survive in the 21st century.

The world is witnessing a dramatic change in marketing communication, every serious marketer thinking creativity, excellence and the best method that makes advertising appealing. The interactive medium that is having the greatest impact on marketing is the Internet, especially through the component known as the World Wide Web. While the Internet shows a strong influence on advertising, TV is also influencing ads business globally. The two competing media combine different strategies and advertising elements to reach the target audience and arouse their interest in the advertised products and services. The interest of the researcher in this study therefore, is to find out what element(s) in advertisement elicits the audience response and which particular advertisement; Internet or television receives the highest responses.

II. Statement of the Problem

The major aim of advertising is to influence consumer's choices of advertised products and services several of psychological elements. According to Gunter etal (2005, p.103) op. Cit ''advertising effects can occur at several distinct psychological levels among consumers. Advertisements can affect knowledge about products, brand-related beliefs and attitudes, the desirability of the product, and motives to consume. Finally, actual purchase behavior is influenced. Consumers are influenced in terms of knowledge, attitudes, and values, and these can be about brands, products, or wider consumer socialization''. The behavioral understanding of the consumer therefore, provides the basis for the fantastic design of advertisement which, may include creative use of images, art illustrations, sounds, colors, and texts. In the ever-competitive world of advertising orchestrated by digital technology, the Internet and TV ads explore these techniques as motivational gimmicks to elicit consumer's responses. But it is not definite the medium that explore more of these techniques and receive the highest responses hence become the most preferred. This is the underlying factor that triggers the desire of the researcher to investigate audience perception and preference of motivational determinants between online and television advertisements.

a) Objectives of the Study

The broad objective of this study is to find out the motivational determinates between online advertisement and television commercial preference amongst Nigerian ads consumers. These are to:

1. Find out the motivational factors that influence consumers' consumption of online and TV advertisements.
2. Find out the most preferred advertisement.
3. Ascertain if medium influences consumer's advertisement choices.

b) Research Questions

1. What are the motivational factors that influence consumers' consumption of online and TV advertisements?
2. Which advertisement is the most preferred?
3. Does medium influences advertisement choices?

c) Scope of the Study

This study centered on audience perception and preference of motivational determinants between online and television advertisements. The study is limited to Nigerian respondents who know TV commercial and online advertising. The respondents are tracked online.

III. Review of Related Literature

a) Internet Advertising

Technology has broadened the scope of every business; it has also taken commercial activities to the doorstep of the consumer by breaking every geographical barrier associated with the traditional business environment. Technology has also sharpened business acumen of professionals, marketers, and consumers. It has revolutionized the entire business landscape, including advertising. According to Ogaraku & Archibong (2017):

> Fundamentally, most communication technologies are intended to improve human communications. People primarily use Internet, chat rooms, e-mails, social media,

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> blogs, etc for personal expressions, profiling and information, but their functions overlap to provide for marketers, opportunities to creatively and gainfully communicate with costumers too. These technologies facilitate one-on-one interaction, advertising with their accompanying graphics, audio, video etc. Promotions, inquiring, ordering, billing/charging for products, and services etc.

Today, because of technological revolution, the advertising business has entered into a dynamic stage in terms of creativity, reach, medium, and cost. According to Belch and Belch (2003,p.105),'' perhaps the most prevalent perspective on the Internet is that it is an advertising medium, as many marketers advertise their products and services on the websites of other companies and organizations. In addition to advertising on the Web, marketers offer sales promotion incentives online, and they *also* use the Internet to conduct direct marketing, personal selling, and public relations activities more effectively and efficiently''. Okoro & Dakoru (2017) also asserts that ''online advertising, which is advertising on the Internet or Web, has disrupted the traditional global advertising industry since 1994''. Okoro & Dakoruciting the works of Kaye & Med off, 2001, Evans, 2008, Minton, 2007 and Efrati, 2012, state that Internet in 2005 ranked sixth in global advertising media, behind television, newspapers, magazines, radio and outdoor media with Facebook and Google being the two major platforms but in 2013 according to Johnson, Internet overtook newspapers, and radio to become the second-largest advertising medium, only behind television. ''The Internet has greatly expanded the ability to sell products by providing virtually unlimited information to the prospective buyer. It has blurred the line between advertising as pure salesmanship and advertising as a provider of product information'' Sissorsand Baron (2010).Okoro, Umukoro & Olley (2012, p.200) also state that ''the key result of Internet advertising is information and content that is not limited by geography or time. With a large number of subscribers on the Internet, online or Internet advertising has continued to grow daily, influencing marketers' decisions on how to market their products and services and also influence consumers' desire to search for products and services. Belch and Belch (2003) averred that:

> The rapid growth of the Internet, which is changing the very nature of how companies do business and the ways they communicate and interact with consumers. The Internet revolution is well under way, and the Internet audience is growing rapidly. The Internet is an interactive medium that is becoming an integral part of communication strategy, and even business strategy, for many companies (p.20).

According to Jansson-Boyd (2010), researching products online is a common everyday activity. He also cited Yankelovich Partners, & Harris Interactive (2001) as detailed that93 percent of consumers researched products online. She also cited Schlosser (2003) who stated that consumers tend to think more extensively about the products they find on the web and request more information than they would if they are exposed to the same products in printed advertisements. Itek & Ogaraku (2013, p.51) observe that ''Internet enables and facilitates trading in millions of volumes of information, expediently, instantly and at little or no cost''. Ani & Orekyeh (2015, p.138) also state that ''access to Internet has become imperative for the advancement of online shopping and by extension e-commerce in Nigeria''.

b) Television Commercials

Television commercial is one of the best forms of ads that consumers sort after. As a medium of communication, television carries with it glamour that makes it a unique advertising channel. Iwuchukwu (2016) describes television as a selling machine that establishes itself as the most effective selling medium for commercials that brings to its advertisers a larger share of the market. A Television commercial is quite older than Internet advertising. Television commercial took the center stage in advertising with the advent of color television, computer animations such as the 3D and 4D animations, the use of cartoon, satellite, cable TV and interactive TV discovery, this innovation is captured by Belch and Belch (2003) thus:

> Major changes have occurred among consumers *concerning* demographics, lifestyles, media use, and buying and shopping patterns. For example, cable TV and more recently digital satellite systems have vastly expanded the number of channels available to households. Some of these channels offer 24-hour shopping networks; others contain 30- or 60-minute direct-response appeals known as *infomercials,* which look more like TV shows than ads (p.19).

Sissorsand Baron (2010) also examined the impact of TV technology on advertising and states that, interactive television is an advertising message in conventional television that allows the viewer, with the click of a button on the remote, to order a product, request additional information, or initiate other communication with the advertiser. Interactive advertising appears in the form of a small graphic, or tag, that appears on the screen during commercials in specially prepared programming or during long-form infomercials for such products as automobiles, vacation destinations, financial services, and so on. These developments have taken TV commercial to another level and causing more advertisers to choose television for their advertisements. According to Okoro (2013, p.213) ''television commercials have become one of the best things to look at on television''. He also describes television commercials as highly dramatic, entertaining, humorous and generally captivating. Similarly,

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Nwachukwu (2011) describes the strength of television in advertising as a medium with creativity and impact with dramatic and life-like representations of inanimate objects as well as embellishment and manipulation of life.

Television commercial is usually targeted all ages; adult and children. Due to its dramatic effects, advertisers see television as one of the major communication channel to reach a large audience. Television commercial is facing serious criticism; many critics argue that television commercial is manipulative in nature.

c) Theoretical Framework

This study is anchored on the Appraisal-Tendency Framework (ATF) a theoretical framework developed by Lerner and Keltner (2000) and cited in Jasson-Boyd (2010). This theory is premised on the assumption that emotions generate specific cognitive and motivational processes, which in turn also influence consumer's evaluations of objects and events that they come across when experiencing the emotion. Lerner and Keltner, the proponents of this theory further argue that people appraise situations and objects based on their feelings at a particular time. This process impacts on their decision-making process of individual such as choice of products and services to consume. This theory is relevant to this study in the sense that psychological factors under examination in this work influence individual's choice of products and services.

d) Methodology

The study adopted an online survey method using Google Form; software which allows online administration of instrument, data analysis, sample selection and data representation of tools from the URL through email and other social platforms to make it easier to get responses and allows viewing analysis in real time. The population of the study stood at 432 from five social media platforms whose members were made up of students and working class adult. The sample size was 65 which was the actual return rate. The results were analyzed with statistical package for social sciences (SPSS). This study adopted Regression t-test ANOVA coefficient to test the hypothesis at 5% level of significance.

IV. Data Presentations and Discussion of Findings

Table 1: Age Distribution of Respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	44	57.9	67.7	67.7
	21-25	10	13.2	15.4	83.1
	26-30	10	13.2	15.4	98.5
	31-above	1	1.3	1.5	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

From table 1 above and figure 1 below the data showed that young people between the age of 15-20 were 44(57.9%); age 21-25 were 10(13.3%); respondents within the age bracket of 26-30 were 10(13.2%) while 31 and above was just 1(1.3%).

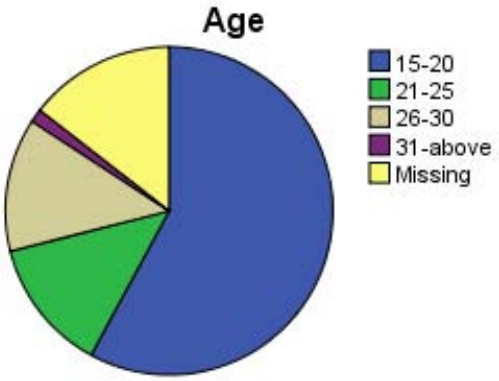

Figure 1

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Table 2: Occupation Distribution of Respondents

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	54	71.1	83.1	83.1
	Employed	11	14.5	16.9	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

Table 2 above and figure 2 below showed the occupation distribution of respondents. The data presented on this table showed that 54(71.1%) respondents were students and 11(14.5%) respondents were employed.

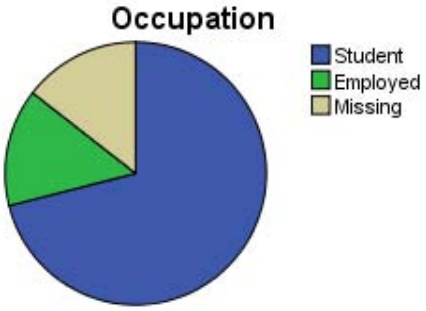

Figure 2

Table 3: Respondents' Views on the Conciseness of Message

Conciseness					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online Advertisement	37	48.7	56.9	56.9
	TV Commercial	28	36.8	43.1	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

Table 3 above and figure 3 below showed the respondents' views on the factors that influence their choice of advertisements. The data showed that 37(48.7%) respondents prefer online advertisement for its conciseness of message while 28 respondents (36.8%) TV commercial.

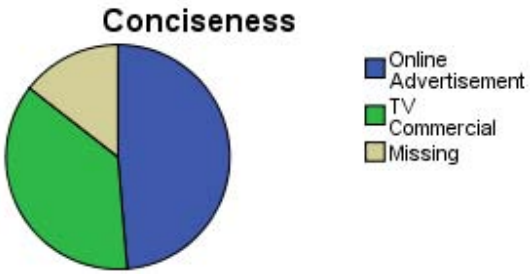

Figure 3

Table 4: Respondents' Views of Accessibility of Advertisement on Mobile Device

Accessibility					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online Advertisement	57	75.0	87.7	87.7
	TV Commercial	8	10.5	12.3	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

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Table 4 above and figure 4 below showed the respondents' views on the factors that influence their choice of advertisements. The data showed that 57(75.0%) respondents prefer online advertisement because of its accessibility on mobile device while 8 respondents (10.5%) TV commercial.

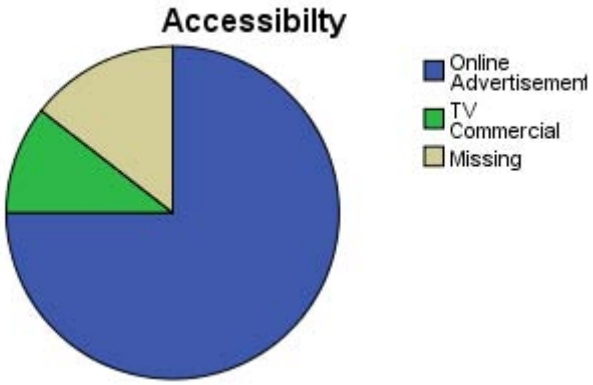

Figure 4

Table 5: Respondents' Views the Effects of Sound on Advertisement

Sound					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online Advertisement	18	23.7	27.7	27.7
	TV Commercial	47	61.8	72.3	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

Table 5 above and figure 5 below showed the respondents' views on the factors that influence their choice of advertisements. The data showed that 18(23.7%) respondents prefer online advertisement because of sound output while 47 respondents (61.8%) prefer TV commercial because of sound.

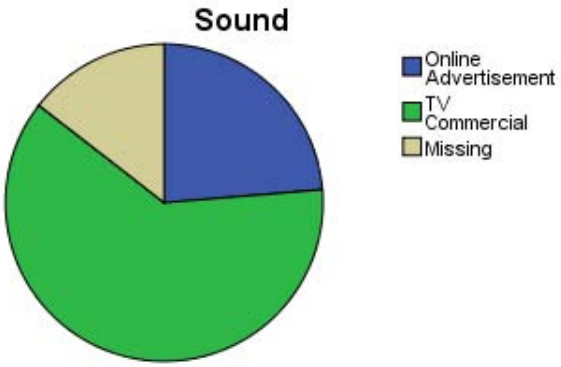

Figure 5

Table 6: Measuring Respondents' Emotion of Advertisement

Fantastic					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online Advertisement	39	51.3	60.0	60.0
	TV Commercial	26	34.2	40.0	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

Table 6 above and figure 6 below showed the respondents' emotional attachment to advertisement as one of the factors that influence their choice of advertisements. The data showed that 39(15.3%) respondents emotionally prefer online advertisement due to its fantastic nature while 26 respondents (34.2%) prefer TV commercial.

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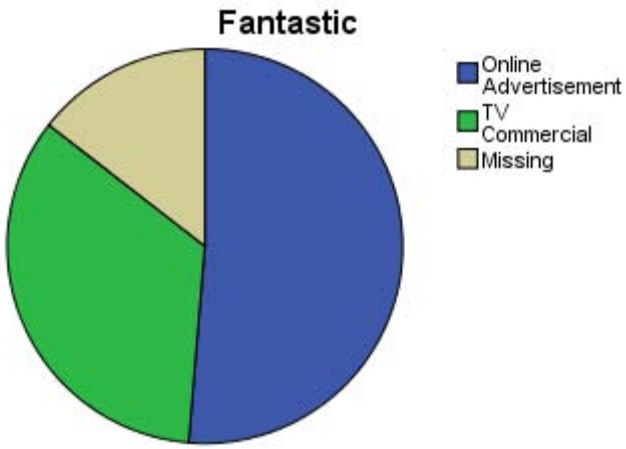

Figure 6

Table 7: Measuring Respondents' Emotion of Advertisement

Attractiveness					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online Advertisement	46	60.5	70.8	70.8
	TV Commercial	19	25.0	29.2	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

Table 7 above and figure7below showed the respondents' views on factors that influence their choice of advertisements. The data showed that 46(60.5%) respondents prefer online advertisement due to its attractiveness while 19 respondents (25.0%) prefer TV commercial.

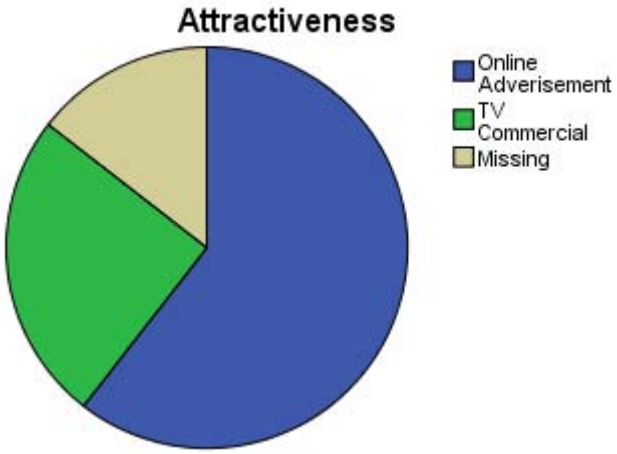

Figure 7

Table 8: Respondents' Views of Creativity in Advertisement

Creativity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online Advertisement	40	52.6	61.5	61.5
	TV Commercial	25	32.9	38.5	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

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Table 8above and figure 8 below showed the respondents' views on factors that influence their choice of advertisements. The data showed that 40(52.6%) respondents prefer online advertisement because of its creative nature while 25 respondents (32.9%) prefer TV commercial.

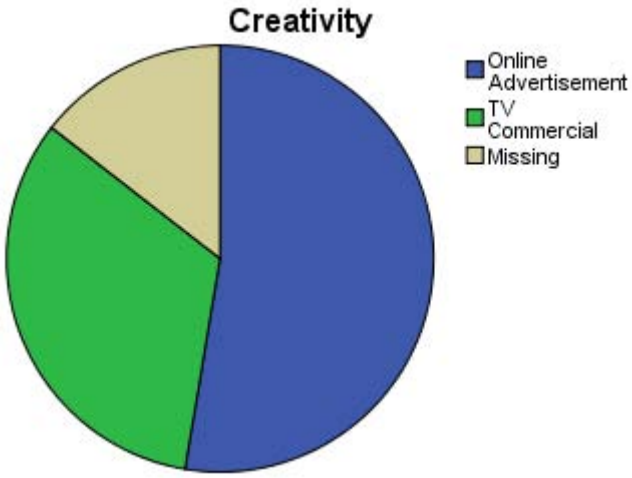

Figure 8

Table 9: Respondents' Views on Preference of Advertisement

Preference					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online Advertisement	37	48.7	56.9	56.9
	TV Commercial	28	36.8	43.1	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

Table 9 above and figure 9 below showed the respondents' views on their preference of advertisements. The data showed that 37(48.7%) respondents prefer online advertisement while 28 respondents (36.8%) prefer TV commercial.

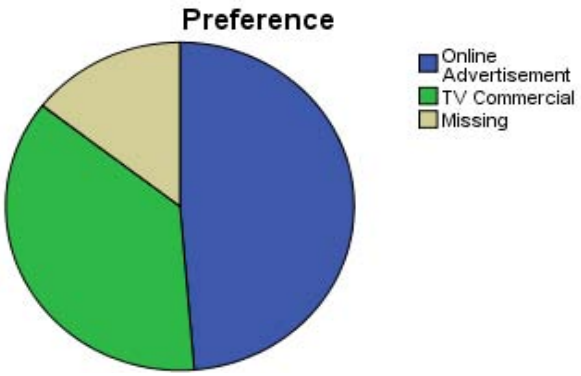

Figure 9

Table 10: Respondents' Views on whether Medium Influences their Ad Consumption

Medium					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	69.7	81.5	81.5
	No	12	15.8	18.5	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

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Table 10above and figure 10 below showed the respondents' views on whether the medium influences their preference of advertisements. The data showed that 53(69.7%) agreed that the medium influences their choice of advertisement while 12 respondents (15.8%) said that medium does not influence their choice of advertisement.

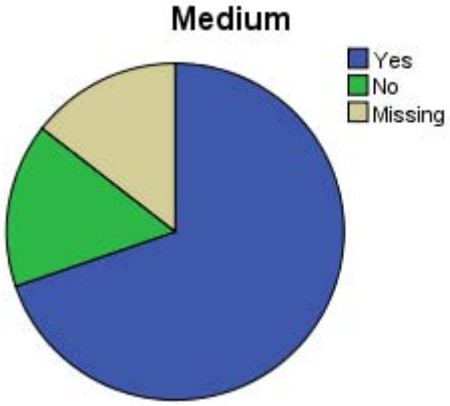

Figure 10

Table 11: Respondents' Views on Preference of Advertisement due to absence of barrier associated with the Medium in Ad Consumption

Limitless					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	49	64.5	75.4	75.4
	TV	16	21.1	24.6	100.0
	Total	65	85.5	100.0	
Missing	System	11	14.5		
Total		76	100.0		

Table 11above and figure 11 below showed the respondents' views on factors that influence their choice of preference of advertisements. The data showed that 49(64.5%) respondents choice of advertisement is influence by absence of barrier to having access to the medium, which Internet provides while 16 respondents (21.1%) respondents prefer TV.

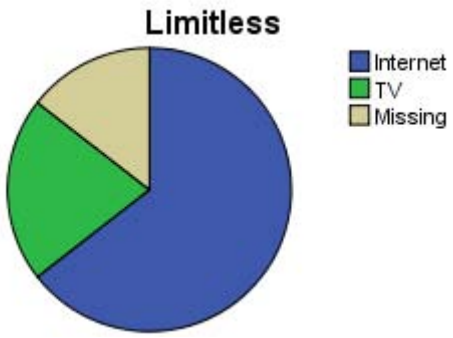

Figure 11

Test of Hypothesis

$H0_1$: There is a significant relationship between occupations of consumers andadvertisement consumption preference

Table 12: Relationship between occupations of consumers and advertisement consumption preference

Table 12a: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519[a]	.269	.258	.32559
a. Predictors: (Constant), Preference				

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Table 12b: ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.460	1	2.460	23.205	.000[b]
	Residual	6.679	63	.106		
	Total	9.138	64			
a. Dependent Variable: Occupation						
b. Predictors: (Constant), Preference						

Table 12c: Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.607	.123		4.917	.000
	Preference	.393	.082	.519	4.817	.000
a. Dependent Variable: Occupation						

The model summary in tables 12a-c show that the correlation coefficient(R=519) indicates a positive strong linear relationship between consumers occupations and their preference of advertisement. This indicates that consumers with higher levels of occupation or the higher the level of occupation of a consumer the more their preference for advertisement. The coefficient of determination(R^2= .269) indicates that less than half the variation in the consumption preference of advertisement is explained by occupation of the consumer hence there are some other variables that majorly account for the consumer advertisement preference. The ANOVA table confirms an overall significance of the test. Since the significant value of the t-statistics in the coefficient table is less than 0.05 level of significance, the null hypothesis is hereby rejected and the alternative accepted. Therefore, there is a significant relationship between consumers' occupations and their choice of advertisement.

V. Discussion of Findings

Research Question 1: What are the motivational factors that influence consumers' consumption of online and TV advertisements?

To answer this research question, data on table 3, 4, 5, 6, 7, 8, 11 and figures 3, 4, 5, 6, 7,8,11 were used. Table 3 presented data on the motivational factor that influence consumers' choice of advertisement. The table shows conciseness of message as factor that influence consumers' choice of advertisement. The data showed that 37(48.7%) respondents out of 65 respondents preferred online advertisement because of the concise nature of its message. Table 4 shows the respondents' view of accessibility to advertisement. Data on this table showed that 57(75.0%) respondents out of 65 respondents are motivated to consume online advertisement instead of TV commercial. Table 4 showed respondents' views on whether sound in advertisement serves as a motivating factor in their choice of advertisement. The data showed that 47(61.8%) respondents out of 65 respondents prefer TV commercial because of sound. Table 6 presents data on respondents' views on fantasy as a motivational factor that influences the consumers' choice of advertisement. The data further showed that 39(51.3%) respondents out of 65 respondents prefer online advertisement to TV commercial due to its fantasy. This is measured in terms of consumers' emotional attachment to advertisement. Table 7 shows data on respondents' views on the attractiveness of advertisement. Data on this table showed that 46(60.5%) respondents out of 65 respondents are attracted online advertisement because of its attractiveness. Table 8 shows the respondents' views on creativity. 40 respondents agreed that online advertisement is more creative that TV commercials hence they preferred online advertisement. Table 11 shows respondents' views on their preference of advertisement on the absence of barrier about a particular advertising medium. Data on this table showed that 48(64.5%) respondents out of 65 respondents felt that Internet has no barrier with regards to access to advertisement.

Research Question 2: Which advertisement is the most preferred?

To answer this research question, data on table 9, 11 and figures 9 and 11 were used. Table 9 presents data on the respondents' preference of advertisement and the data showed that 37(48.7%) preferred online advertisement while 28(36.8%) preferred TV commercials. Table 11 also showed that 49 (65.5%) respondents preferred Internet for advertisement while 16(21.1%) respondents preferred television as advertising medium.

Research Question 3: Does medium influences advertisement choices?

To answer this research question, data on table10 and figure 10 were used. The data on this table showed that medium influences consumers' preference of advertisements. The data showed that 53(69.7%) agreed that the medium influences their choice of advertisement while 12 respondents (15.8%) said that medium does not influence their choice of advertisement.

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VI. Summary

This study was conducted to find out audience perception and preference of motivational determinants between online and television advertisements. The study adopted an online survey method using Google Form; software which allows online administration of instrument, data analysis, sample selection and data representation of tools from the URL through email and other social platforms. The population of the study stood at 432andsample size was 65 being the returned rate within a month of administration of the instrument. The results were analyzed with statistical package for social sciences (SPSS). This study adopted ANOVA correlation coefficient to test the hypothesis at 5% level of significance. The empirical data from the study showed that there are several variable (motivational determinants) that influence consumers' choices of advertisements which majorly favour online advertisement. These determinants include: the conciseness of message, accessibility of advertisement on mobile device, fantasy, attractiveness, and creative concepts. From the research findings, Internet is seen as offering advertisement without barrier. But in the contrary, the results showed that sound is a motivating determinant that attracts consumers to television commercial. The study also found out that there is a significant relationship between occupations of consumers and their consumption choice. This conclusion was drawn from the result of the tested hypothesis as presented on table 12 and the results on table 1 and 2. On table 1, the result showed that majority of the respondents are age 15-30(84.1%). Table 2 showed that 54(71.1%) respondents were students which agreed with the age bracket of 15-30 years. These results are the baselines for the conclusion that youth (students) surf the Internet more than the adult who are employed. Hence, youth (students) prefer online advertisement than adult (employed).

VII. Conclusion

From the findings of this study, the researcher concluded that medium influences choice of advertisement through a number of variables such as conciseness of message, accessibility of advertisement, fantasy associated with the advertisement, attractiveness/ creative nature the of the advertisement. These variables are the motivational determinants for choice of advertisement by consumers and they are in favour of online advertisement hence, online advertisement is preferred to television advertisement. The study also concluded that young people (students) prefer online advertisement to television commercials while adult (employed) prefer television commercials. Table 1 and figure 1 showed that young people between the age of 15-20 were 44 (57.9%); age 21-25 were 10(13.3%); respondents within the age bracket of 26-30 were 10(13.2%) while 31 and above was just 1(1.3%). Table 2 above and figure 2 below show the occupation distribution of respondents. The data presented on this table showed that 54(71.1%) respondents were students and 11(14.5%) respondents were employed. The results on table 1 and 2 therefore affirmed the result of the hypothesis which states that, there is a significant relationship between the occupation of respondents and advertisement preference.

VIII. Recommendations

The study adopted online survey method; Google Form to understand respondents' perception and preference of motivational determinants between online and television advertisements. This research method comes with a big problem of getting good responses. In this study the response rate was quite low, therefore, the researcher recommends that an offline survey method should be conducted with a larger sample size.

The researcher also recommends that advertisers should also put more creativity into producing their advertisements. As much as possible, they should produce advertisements that are attractive. Online advertisers should target youths in their advertisement while advertisement that is targeted at working class adult should use the television as its medium.

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