

The Changing Dynamics Of ‘Think-Feel-Do’ Model And Its Implications For Advertising Business In The Sub-Saharan Enclave.

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Abstract:

For many decades now, advertising practitioners have been confronted with the perplexing task of justifying advertising’s effectiveness in moderating consumers purchase decisions and behaviors. Consequently, huge efforts have been expended on developing theories that could guide advertisers to predict, with relative degree of certainty, the significant contributions of advertising to consumers purchase decisions. The Think-Feel-Do (TFD) model has for decades, too, dominated this advertising effort, gaining advantage from the cross disciplinary collaborative researches of scholars such as Vatrassas and Amblers’ (1999), (Cacioppo and Petty 1985; MacInnis and Jaworski 1989, Lumeng and Cardinal (2007), Jim Paekl, Kim and Hove (2010) amongst others. Because many alternative patterns of the Think-Feel-Do(TFD) exist to explain how advertising works for consumers, the often assumed infallibility as well as the tenacity for advertising practitioners’ reliance on the TFD model draws an unsettling air of conviction that TFD is the one –stop model for justifying advertising relevance in marketing. It is against the background of this unsettling concern that our study took an in-depth review of landmark pontifications on advertising influence on consumer decision patterns; developed additional alternative patterns of how advertising works and; conducted a survey to test: a) the efficacy of the TFD model and its alternative modes on consumers, using select products categories, and b) the influence of circumstantial factors such as **product class, cultural norms (timing, space, context), age, income, gender, education, marital status, information sources and personality/lifestyle values** on consumers purchase decisions. Findings have revealed an array of interesting dynamics in the patterns of consumers’ decisions, with imbued suggestions of far challenging implications for advertising practice in the sub Saharan enclave.

Keywords: Advertising, Think-Feel-Do, Sub Saharan enclave

Introduction

Background of the Study: Advertising dynamics have constantly kept its practitioners on their toes. In total response to this challenge, researchers and scholars in the field have come under pressure to balance the fast changing trends in the society with advertising consumers’ expectations. Two of the most recurrent concerns with which advertisers have had to deal with, almost on a daily basis, border on advertising are effectiveness in moderating consumers purchase behaviors. The other concern has however found expression in the contributions of advertising to decision making process. These challenges have not in any way found respite in advertising experts’ sub consciousness. Consequently, huge efforts have been expended on developing theories that could guide advertisers to predict, with relative degree of certainty, the significant contributions of advertising to consumers purchase decisions.

Gaining support from the cross disciplinary advantage of collaborative research, advertising scholars have explored the relevant body of knowledge in sociology, psychology, political science, philosophy among others, and have applied empirically consistent notions to advertising practice, thus, prompting spasms of debates with colorations of dialectical paradigms. Vatrassas and Amblers’ (1999) taxonomy of the empirical milestones in resolving how advertising works provides a ready source base for our discourse. In their quest to unravel the mystery of how advertisings works to ultimately sell products, the authors considered providing readers with the rationale for advertising practitioners’ reliance on certain paradigms in developing advertising campaigns. Anchoring their arguments on their self developed tripartite structural framework, the authors set out to articulate the theoretical principles as well as the empirical evidence of their findings

in 25 conclusions, with probability of positive correlational values in five(5) generalizations. The authors further acknowledged the gaps that existed in previous models of advertising effectiveness and proposed additional areas of focus, one of which this addressed.

In Vatrassas and Amblers’ (1999) presentation of their base structural framework, (see Fig.1), advertising, whether for owned and competitive brands, is shown as an input for the consumer, alongside scheduling of the media, message content, and repetition (Singh and Cole 1993). These components are understood to constitute the advertising strategy that triggers consumers’ response. The intermediate type of response whether consciously or unconsciously, recognizes the fact that advertising must have some mental effect (e.g., awareness, memory, attitude toward the brand) before it can affect behavior. Cognition, the “thinking” dimension of a person’s response, and affection, the “feeling” dimension, are portrayed as two major intermediate advertising effects. Individual purchasing and product usage behavior, or changes are believed to represent the consequential, behavioral effects of advertising in their model.

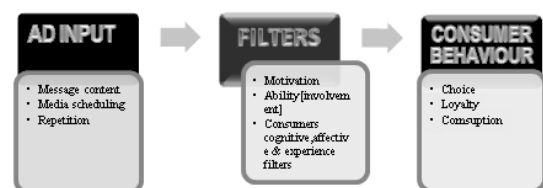


Figure1. Vatrassas and Amblers model of advertising analysis

For most products, and especially the frequently purchased packaged goods in which much research is involved, the consumer's mind is viewed as not being blank and awaiting advertising punches rather contains conscious and unconscious memories of product purchasing and usage. Thus, behaviour feeds back to experience, as the third principal intermediate effect of their model. Individual responses to advertising are said to be mediated by factors such as motivation and ability to process information (Cacioppo and Petty 1985; MacInnis and Jaworski 1989) and attitudes toward the advertisement (MacKenzie, Lutz, and Belch 1986). These mediating factors can alter or radically change response to advertising. For this reason, they therefore can be considered filters of the initial advertising input. The authors' taxonomy of the functionality of advertising and its effectiveness alongside their attributes and notable studies is summarized below:

Market Response: Relates advertising, price and promotion directly to purchase behavior, both individually and as aggregate levels of econometric values; advertising elasticities vary in relation to the type of products, stage of the product in ad spiral, diminishing effects of recall and decreasing exposure level. [Assmus, Farley, and Lehmann 1984; Leone and Schultz 1980, McDonald 1992; Parker and Gatignon 1996; Givon and Horsky 1990.; Leone 1995. Deighton, Henderson, and Neslin 1994; Pedrick and Zufryden 1991, 1993; Tellis 1988]

Cognitive Information: Advertising is more effective for experience goods than search goods; consumers also become price sensitive as a result of increasing advertising [Hoch and Ha 1986; 1980. Kaul and Wittink 1995, Akpan, 1996].

Pure Effect: Emotional and visual elements, more than informational elements are suspected to be more effective in enhancing consumers' preference more than information, thus, suggesting that likeability correlates positively with brand preferences. [Calder and Strenthal 1980; Rao and Burnkrant 1991 and Henry 1980. Barry and Howard 1990.]

Persuasive Hierarchy: Variations in advertising presentations positively correlate with consumer high awareness, recall and attitude formation, while Single hierarchy of effects fails to correlate positively with evidence. [Aaker and Norris 1982; Gorn 1982; Calder and Strenthal 1980; Rao and Burnkrant 1991 and Henry 1980. Barry and Howard 1990, Akpan, 2007]

Low involvement Effect: Users experience with products provides evidence of ads influence on behavior and beliefs; high behavioral loyal consumers rely on advertising for purchase decision. [Hoch and Ha 1986; Marks and Kamins 1988; Smith 1993; Smith and Swinyard 1983, 1988; Tellis 1988, Deighton 1984; Deighton and Schindler 1988; Hoch and Ha 1986; Levin and Gaeth 1988; Smith 1993.]

Ad process Interaction: Price, emotions, awareness, promotions, and exposure cumulatively exist as contextual attributes for simultaneous interactions towards advertising effectiveness. [Deighton 1984, 1986; Franzen 1994; Kupfermann 1991 ; Martin 1991 ; Rose 1993; Smith and Swinyard 1982, 1988; Sutherland 1993; Vaughn, 1986.

Notwithstanding the impressive display of scholarship by Vatrassas and Amblers, in their rare documentation feat, the fact still remains that Hierarchy of Effect (HOE) model dominates most efforts of advertising planners and scholars. Popularized by Lavidge and Steiner (1961), the HOE illustrates the typical stages of consumers' purchase considerations and decisions are made. The model assumes that every consumer must first have awareness of a product, get sufficient and vital information that should justify the consumers liking and preferences, before building up a conviction on whether or not to buy the product. This pattern of how advertising works is the much acclaimed THINK – FEEL - DO model.

Like many other hierarchical models that preceded the THINK-FEEL-DO model, such as the A-I-D-A (Attention, Interest, Desire, Action) and their variations in A-I-D-C-A (Attention, Interest, Desire, Conviction, Action) and P-A-P-A (Promise, Amplification, Proof, and Action), the THINK-FEEL-DO can barely resist the dynamics of change ,or at least, modifications. Wells and Moriarty (2006) noted that sometimes one might just not buy something because one is hungry, or that the product catches one's eyes at the checkout counter. This, in a way demonstrates that, for some known reasons, alternative models or pattern exist to explain consumers purchase decisions other than the Think-Feel- Do model. The suggested and logical paths to explaining such modified patterns of advertising functional processes are illustrated below.



Figure 2. Think-Feel-Do model



Figure 3. Think-Do-Feel model



Figure 4: Feel-Think-Do model



Figure 5: Feel-Do-Think model



Figure 6: Do-Feel-Think model



Figure 7: Do-Think-Feel model

As depicted in the variants of the hierarchies above, consumers' decision making process is clearly alternated with each block components of the Think-Feel-Do assuming positions of relevance at either the point of initiation, mediation or termination (action). The fact that widely used pattern of Think-Feel-Do models has alternative modes of operation introduces a concern which ultimately exposes the assumed infallibility of the model and also questions the tenacity for the acclaimed reliance by advertising scholars. This understanding, to some significant extent, explains some of the conclusions drawn from studies attributing minimal supportive evidence to only selected aspects of the cognitive, affective and conative stages.

While Smith, (1991) study focused on the influence of demographics and psychographic effects on consumers desire to buy, a similar study in 1993 put the spotlight on the mediatory outcomes of 'manipulated' information sources and information sequence on the favorability of product trials. Zufrychen, (1996) extended his searchlight to cover the application of the Think-Feel-Do model on consumers of film products. His findings suggest that each stage of the model had considerable effect on the other, in a hierarchical manner. For example, awareness of a new film was found to influence the intent to watch the film, and this of course culminated in the blotted box office revenue. Advertising in the real professional sense of the practice was not found to be the only significant variable which had an impact on, but also other factors like word of mouth, film characteristics, distribution push and timing as well as the length of the film.

Further investigating the effect of information on 'the benefits of biotechnology on consumer acceptance of genetically modified food, evidence from experimental auctions in the United States, England, and France', Lusk, House, Valli. Jaeger, Moore, Morrow and Trail (2004) found that initial attitudes toward biotechnology have a significant effect on how individuals responded to new information because consumer willingness to accept compensation to consume a GM food was elicited using an incentive compatible auction mechanism in three US states (California, Florida, and Texas) and in two European countries (England and France).

Wei and Ven-Hwei Lo (2008) in their efforts to examine voters learning in the 2006 US midterm elections, explored the relationships (from news) as a process driven by motivation, necessitated by exposure, and enhanced by attention and elaboration. Findings from the study showed that media exposure have direct and indirect effects on attention, elaboration, and knowledge about the elections. Further comparing their results, this time, on examining the perceptual gap and behavioral intention in the perceived effects of polling news in the 2008 Taiwan Presidential Election, Wei, Ran, Ven Hwei Lo and Hung- Yi Lu 's(2010) findings showed that the perceived news about election polls have a greater effect, regardless of whether the effects were negative or positive. Furthermore, findings show that attention to election polling news enhanced the perceived positive effects on self and others, thus, pointing to a link between poll credibility and perceived effects on self and others. The less credible elections polls are perceived, the larger is the self-other perceptual gap.

Also investigating the ‘Estimated Threshold Effects of U.S. Generic Fluid Milk Advertising’, Adachi and Liu (2009) adopted a spline threshold estimation procedure, in which a quarterly fluid milk demand equation with unknown thresholds was estimated. The results support the existence of a minimum threshold below which advertising has no impact on sales, and an upper threshold beyond which the law of diminishing returns dictates. Advertising was equally found to have the effect of rendering fluid milk demand less elastic with respect to own price, and more elastic with respect to income.

Further providing research insights into advertising effect on the ‘Feel’ realm of hierarchy of effect model, Lumeng and Cardinal (2007) sought to determine if providing affectively positive information about a flavor to preschool-aged children during tasting will increase recognition of and liking for the flavor and if the recognition and liking are associated, 3- to 6-year-old children tasted 10 flavors: 5 presented with affectively positive information and 5 without. The 10 flavors were then presented again interspersed with 10 distracter flavors. Children reported whether they had tasted the flavor previously and provided hedonic ratings for each flavor. Children’s ability to remember having tasted a flavor was greater when the flavor was presented with affectively positive information than without in children throughout the age range of 3–6 years. In children younger than 4.5 years, the provision of information had no effect on hedonic rating, whereas in older children, the provision of information was associated with greater hedonic ratings. The researchers concluded that providing affectively positive information to children about a flavor can increase their ability to recognize the flavor as previously tasted and increases hedonic rating of the flavor in children older than 4.5 years.

Similarly, Hye Paekl, Kim and Hove (2010) conducted a content analysis of antismoking videos on ‘YouTube, focusing on several message features that are prominent in antismoking campaign literature. These features include characteristics that cut across message sensation value (MSV) and three types of message appeal (threat, social and humor). These four characteristics were then linked to YouTube’s interactive audience response mechanisms (number of viewers, viewer ratings and number of comments) to capture message reach, viewer preference and viewer engagement. The findings suggest that : (i) antismoking messages are prevalent on YouTube, (ii) MSV levels of online antismoking videos are relatively low compared with MSV levels of televised antismoking messages, (iii) threat appeals are the videos’ predominant message strategy and (iv) message characteristics are related to viewer reach and viewer preference.

The Gap, the Concerns and our Study

Notwithstanding the fact that available studies have put to test the efficacy of the Think- Feel-Do model, and found it working years after the issue had dominated advertising, marketing and consumer research literature, our concern had been that the status quo of this position may have been altered because of the dynamics of myriad factors imploding advertising practice as a whole. For this reason, we pitched

our convictions on the premise that the Think- Feel–Do model and its variants, whether in parts or otherwise, actually work under circumstantial influences of **product class, cultural norms (timing, space, context), age, income, gender, education, marital status, information sources and personality/lifestyle values**. To validate our concerns, we posed the questions: 1) Can the notion of hierarchical pattern of the Think- Feel- Do model be sustained in the sub-Saharan enclave studied? And; 2) How significantly influential are the circumstantial factors in mediating consumers preferred pattern of purchase decision, when tested within the sub-Saharan enclave studied? These twin concerns necessitated the following composite research questions:

R1 To what significant extent, do demographics (age, gender, marital status, educational qualification, income), personality/lifestyle values (achievers, fulfillers, experiencers, strivers, makers) and product class influence consumers preferred patterns of making purchase decisions studied in the sub – Saharan enclave?

R2 To what significant extent is the cultural normative values (time, space, context) and information sources influence on consumers-preferred patterns of making purchase decisions studied in the sub –Saharan enclave?

In tandem with research traditions, these questions were reflective of specific objectives such as: ascertaining the relevant demographic and psychographic makeup of consumers that participated in this study; finding out whether or not, subjects in the study were exposed to the advertisements of the products they claim to buy; determining the common sources (modes/media) of advertisements through which consumer rely on to kick start the buying process; generating the range of product categories common to, and within which consumers may identify their purchase decision process; determining consumers’ preferred pattern of purchase decisions, establishing the extent of influence factors such as : product, culture/ norms, personality and demographic characteristics have on consumers’ preferred patterns of making purchases; and deducing the implications of the dynamics of ‘Think-Feel-Do’ model and its variants to advertising practice within the Sub Saharan enclave.

Methodology

The survey research method was considered appropriate for the study. The questionnaire was the principal research instrument. For reasons unconnected with the research focus, over 152 million people in Nigeria (CIA Fact Book, 2011) could not be accessed for the study. We, therefore delimited the study area to urban cities in the North (Yola), East(Aba) and West(Lagos, Asaba) geopolitical zones of the country. The cities were selected because of the strong presence of high commercial activities and consumers with reasonable disposable incomes. Analysis was based on 1200 retrieved and validated responses

Discussion and Findings

Age Distribution	Frequency	Percentage
18-30	850	70.8
31-40	270	22.5
40-50	70	5.8
51 and above	10	.9
Total	1200	100
Gender Distribution		
Male	480	40
Female	720	60
Total	1200	100
Marital Status		
Married	390	32.5
Single	810	67.5
Total	1200	100
Educational Level		
Primary	30	2.5
Secondary	180	15.0
Tertiary	930	77.5
Non Formal	60	5.0
Total	1200	100
Income(Monthly)		
Below N18,000	670	55.8
N50,000 - N100,000	270	22.5
N101,000- N400,000	110	9.2
N500,000 and above	150	12.5
Total	1200	100

Table 1: Demographics of consumers

The table above indicates a young urban consumer population with a 70.8% response, and comprising more females (60%) than males. This population parameter makes it appropriate for testing the model as consumer purchases have been noted to have been greatly influenced by age groupings with the young- mobile age bracket seen as the most irrational [by the older conservative age brackets] and likely to evoke purchases more than those in the older age brackets, and vice versa. The table further shows the marital status of the respondents as mainly singles (67.5%), which suggest the functionality of stable buying habits of respondents within the area of study. Married persons (32.5%) tend to give in more to tangible and essential goods than they do to intangible ones, and thus redefine their buying pattern as compared to the single ones who when exposed to the product, are believed to first think, then feel what the product can do for them and then follow up with a purchase, that is doing.

Table 1 further shows a 95% educational distribution of respondents having some form of formal education. Of note is that a large number of them have acquired tertiary education. This is instrumental that education is seen as another determinant to rationality in the buying habits of consumers; less educated persons are adjudged to be more irrational than the educated ones. But for the income based distribution in Table 2, the concern as to whether those with lower income tend to spend more and make purchases than those with higher incomes becomes very obvious, especially as 21.7% of respondents earn above N100, 000 [\$570] monthly, with the others earning less, and further prodding the question of what could be bought with such amount of money.

Personality Variables	Frequency	Percentage
Achiever-Status oriented	540	45.0
Fulfiller-Principle oriented	110	9.2
Experiencer-Action oriented	110	9.2
Believer-Principled oriented	280	23.3
Striver-Status oriented	90	7.5
Maker-Action oriented	70	5.8
Total	1200	100

Table 2: Personality Lifestyle / Variables of Respondents

The indexes employed above are standard markers. Lifestyle values are marked as achievers, fulfillers, experiencers, believers, strivers and makers. These categories open the advertising window on consumer attitude towards the product. Aside the usefulness of the data in the table above for this study; it presents use for advertisers in product design in Nigeria. The suggestions above are that persons who covert achiever status in their lifestyles are 45% as compared those who just merely believed [23.3%] in a lifestyle without the

corresponding achievements. Nine point six percent (9.6%) of them were either persons with fulfilled lifestyles or had/would have experienced such lifestyles. The others are people who strived and maker-action oriented with 7.5% and 5.8% respectively. The import of this data is that those with achiever-status oriented lifestyles are more likely to induce a buying habit, thus suggesting that only about 55% of the given population is likely to make direct purchases at varying times.

Media Sources	Frequency	Percentage
Mass media	1060	88.3
Reference groups	140	11.7
Total	1200	100

Table 3. Consumers principal information sources

The respondents maintained that the variegations of the mass media constitute their principal sources of information for whatever product they have purchased. Only 11.7% of the respondents got their information principally from reference groups, peer groups or age groups. Sixty percent of the respondents also attested to the fact that prior knowledge of the product through advertisements had actually influenced their buying decision.

However, the pattern of influence vis a vis the Think-Feel-Do and its five alternate sequences, using the eleven selected product categories, yielded varying results. For food and groceries category, the most preferred pattern of buying was the Think-Feel-Do approach which accounted for 63.5% of the total valid responses, thus suggesting and significantly too that respondents think first before taking further action. The element of thinking first suggests that rationality in choice and consumption are motivational forces in consumer buying behavior.

For a different product category that does not have routine and basic everyday use such as beverages, the range became narrower especially for those who think first. Again, for detergent which has a close pattern of need as beverage in the study area, the distribution presented a close pattern of ‘Think first’ action but with increase in the ‘Feel first’ action. The assumptions are that products everyday use have universal appeal, and consumers tend to think first before venturing on other actions of feeling and buying, while for those products with episodic use values, consumers tow the line of feeling first before thinking and buying.

For the buying of clothes and accessories, a near replay of the distribution on food and groceries was noticed. the first patterned action of ‘think-feel-buy’ had the highest responses (50%), while the range between both patterns of thinking first is large. What is instructive in this analysis is that due to the nature of the product, substantial responses came from those who feel-think-buy. For cosmetics, that may be con-

sidered inexpensive and have less universal appeal, particularly within the study enclave, consumers do not see them as products that satisfy real needs, and as such, demands rationality in purchase actions. In the Books and Literature product category, the usual preferred pattern of action of ‘think-feel-do’ grabbed 45.3% of the responses as the highest singular mode of action.

For the remaining categories of product in the study, the pattern of action featured the most preferred action of ‘thinking’ first, suggesting that in these categories of products, consumers are most likely to follow the intrinsic modes of thinking, feeling and then buying. Significantly, the kinds of products here – cars, machines, gift items, furniture, jewelries and household electronics - are usually considered expensive, not necessarily because of the cost of purchase, but because of the frequency of purchases, hence demand more action of ‘thinking’ followed by ‘feeling’ and then ‘buying’. The distributions indicate that more people are rational in their purchases.

A further analysis of the distributions on patterned actions of consumers towards these selected products was done using the analysis of variance [ANOVA] to ascertain if actually there were variations in the responses for these products using the percentile values of the valid responses; the details are presented in Table 3 below:

	TFD	TDF	FTD	FDT	DTF	DFT
Food	63.5	15.3	18.8	1.2	1.2	0
Grocery						
Beverages	34.1	33.0	24.2	2.2	3.3	3.3
Detergents	36.8	28.9	25.0	3.9	3.9	1.3
Clothing	50.0	11.6	30.2	4.7	3.5	0
Cosmetics	48.8	20.7	19.5	2.4	3.7	4.9
Books/Lit.	45.3	19.8	17.4	3.5	7.0	7.0
Electronics	54.7	19.8	17.4	5.8	2.3	0
Jewelries	47.7	20.9	24.4	7.0	0	0
Furniture	54.1	20.0	21.2	2.4	1.2	1.2
Automobile	60.9	16.1	18.4	1.1	1.1	2.3
Gift Items	52.9	14.9	26.4	2.3	2.3	1.1

Table 3: Analysis of variance among valid responses on patterns of preferred consumer action [Calculated F-Distribution = 316.75 Critical F-Distribution tested at a two-tailed test [F10,54] with an alpha level 5% = 2.03]

Because the value of 2.03 of theoretical F10,54 is significantly less than the observed F value of 316.75, the question of significant differences existing among the eleven responses toward the product class is voided, thus, any observable variation, albeit minimal may have occurred due to chance occasioned by the nature of the product.

Variables	SA	A	DA	SD	Total
Product Class	74.2	20.8	4.2	.8	100
Custom/Norms	48.3	30.0	15.0	6.7	100
Age	48.3	30.0	17.5	4.2	100
Income	75.8	18.3	5.0	.8	100
Gender	33.3	49.2	14.2	3.3	100
Education	60.9	29.2	5.8	4.2	100
Marital Status	37.5	40.0	15.0	7.5	100
Media Sources	60.9	20.8	10.8	7.5	100
Personality values (VALS)	61.6	28.3	7.5	2.5	100

Table 4: Valid agreement/disagreements on the influence of selected variables on consumers' advertising induced buying pattern.

Table 4 shows, in general terms, the agreements and disagreements by consumers on the influence of selected variables on their buying patterns. On a closer look, the table further reveals that respondents' aggregate agreements favour the existence of a positive influence. As indicated in the values for the product class, 95% respondents, on aggregate terms, confirmed that products actually influenced their preferred buying patterns, thus suggesting that specific needs are satisfied and by so doing help induce corresponding patronage and consumer action.

Similar significant range of influence in product range appears for the income variable of consumers. Here, 94% aggregate response is recorded for respondents who agree that their income determines their buying pattern. It is therefore logical to consent to the fact that more money at one's disposal sparks off excessive spending. So, consumers with high incomes are prone to being less rational in their buying patterns than consumers with low income earnings.

With regards to the custom/norms of the people and the way they see and categorize the various product type to have the same way of influencing their responses, the 78.3 aggregate responses indicate the existence of a positive relationship. This also suggests that, as consumers get more entwined in the custom and norms of their environment, such relationship could define the usage and satisfaction from each product, as well as influence buying patterns.

Personality influence on preferred buying pattern for each of the product class was equally evaluated and it was found out that like other indexing variables in the influencing schema, personality has considerable influence. 89.9% aggregate respondents agreed that personality determines the deciding factors of their buying patterns. This analysis also compares with earlier responses on certain product categorization that suggests the status of the person consuming the product as a major determinant of buying patterns because it sometimes outstrips the 'need' factor in the process.

Gender and age were also seen as having considerable influence on the preferred buying pattern for each of the product classifications. While gender attracted an aggregate response of 82.5% agreements, age coveted 78.8% aggregate responses as seen in the table 4. Earlier presentation in table 1 sees the age brackets of the respondents to be very urbane, mobile and young, while gender was more tilted towards female than the male. Therefore, a young male dominated urbane population is most likely to think well before consuming a product not necessarily because they are very rich, but because there is cash availability to meet propelled needs.

Also, 77.5% of the respondents strongly attest to the fact that their marital status influence their preferred buying pattern which agrees with the earlier distribution on marital status of the respondents who were mostly not married and therefore have the propensity to spend more on goods and a follow a define action of the TFD.

As part of the test of influential power of demographic variables, the issue of education was evaluated in terms of its defining influence on the buying pattern of the respondents. 91% consumers maintained a strong position toward educational influence on their buying pattern. Again, this response was compared with the responses on educational status of the respondents revealed that the cumulative responses of those that agreed were almost at par with those that had tertiary education, while those with no formal education could be grouped into those that strongly disagreed with this proposition.

To further promote the value of our concerns in this study, another influencing variable – media sources – was employed. Analysis shows that 81.7% of the respondents strongly agreed that the type of greatly influences their buying pattern. As earlier indicated in the study, exposure to the media preceded variables influence on consumers. This finding thus suggests that respondents were well exposed to various media and as such had been influenced by the media they were exposed to. Disagreements were well noticeable on the side of the legitimizing role of reference groups on consumers buying patterns. Nevertheless, our position reinforces the undisputed fact that when source legitimacy combines effectively with media source, then the effectiveness of the message is strengthened and the likelihood of rationality is emphasized.

Conclusion and Implications for Advertising Practice.

Two major concerns served as capstone basis for this study. The first had to do with questions bordering on the tenacity of Think-Feel- Do as the paradigm for justifying how advertising works in enhancing consumers purchase decisions. The second concern bordered on the variability of some universally acclaimed factors in moderating consumers advertising induced decisions as well as their patterns of purchase. Ultimately, the implications of these two concerns in the business dynamics of a Sub Saharan enclave as Nigeria were earmarked as our contribution to the global perspectives of business and management.

Based on the review of extant literature on the matter, the analysis of data generated for the study, we are inclined to

conclude that, consumers decision to make purchases and the preferred pattern of reaching the decision are moderated by rational choices; that the rationality of purchase decisions are strongly influenced by notable demographic and personality variables, and that both the decisions to buy and the preferred pattern of purchase or significantly influenced and moderated by factors such as, product class, *cultural norms (timing, space, context), age, income, gender, education, marital status, information sources and personality/lifestyle values.*

A logical and apt question to raise at this point would concern the implications of these findings to the global business and management persons willing to extend their business horizon to the Sub Saharan enclave. Our understanding here is that, Nigeria, being the most populous nation on the continent of Africa, with well over 152 million people (CIA fact book, 2011), braced with a stable though slow economic growth index largely accruing from its rich oil base, is a sure business paradise for investors.

Our conclusions above have some implications for the global business community as driven by the advertising quotient and the TFD model. First, the moderating influences in the guise of product class, cultural norms and psychographics implies that the manner products are designed, produced and advertised especially for Sub Saharan Africa has to be evaluated in the face of these findings, especially if the products must make good inroad into the African market. Although, one cannot say for certain what marketing research has been done in the promotion of telecommunications facilities in the African market by producers, one is want to assert that operators have keyed into part of this findings in targeting their advertisements, and quite successfully too.

Prospective transnational investors must not necessarily follow the established trend of product classification and 'marketization'. They should contend with the fact that product classification is now a function of contextual demographics and psychographics as against the universals, and thus permeates an advertising campaign management that keys into the variants of the Think-Feel-Do model, and also allows some products to be purchased using the stronger 'think' approach, and others, the less rational 'feel', with a little fraction of the 'do' or 'buy' praxis.

Investors for the Sub Saharan enclave should drive resources towards products that suit those urban mobile sectors of the population, not necessarily for their expensive nature but for the lifestyles it would ascribe to the consumers. Everyday consumables attract less rational approach than occasional buys which are more expensive. Above all, investors should not also undermine the strong influence of traditional norms and cultural values in mediating 'intellectual and behavioural' (Akpan, 2010) filters of consumers in this enclave. Overall, the study thus confirms the global dynamics factoring the advertising of goods and services.

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