



Research Article

Influence of Transit Advertising on The Patronage of Dr. Aladdin's Herbal Mixture in Anambra State

Somtochukwu Uche Mmaju & Prof. Chinedu Igboeli

About Article

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About the Authors

Somtochukwu Uche Mmaju,

&

Prof. Chinedu Igboeli

Department of Mass
Communication, Chukwuemeka
Odumegwu Ojukwu University,
Igbariam Campus

ABSTRACT

Dr. Aladdin's Seven Keys Herbal Mixture is a popular herbal product in different cities in Anambra State. The aim of this study was to determine the level of exposure of residents in Anambra State to transit advertisements of Dr. Aladdin's 7 Keys Herbal Mixture. This study is anchored on two theoretical frameworks: Health Belief Model (HBM) and Protection Motivation Theory (PMT). The work adopted the survey research method. The sample size for this study was 384 drawn from a target population of 1,379,865 residents of the select cities and towns in Anambra State using the Cozby's (2004) table of sample size determination. The questionnaire was used as an instrument for data collection. The study found, among others, that respondents were aware of the transit advertising of Dr. Aladdin's 7 Keys Herbal Mixture and the advert message persuaded them to buy the product, that they had favourable attitude towards herbal mixture advertised, and they bought the products based on persuasive nature of the transit advertising approaches adopted by marketers of the product and that the transit advertisements are clear and well understood by recipients who used them for personal need satisfaction and led them to decision-making on patronage of the products. The research concludes that the percentage of respondents who have been exposed to the transit advertisements was also significantly large and could remember the main messages that were present in the advertisements. This implies that transit advertising is effective towards creating awareness of herbal medicine products among the residents of the selected cities.



1.0 INTRODUCTION

The producers in the competitive market of herbal products in the state of Anambra will need to embrace strategic advertisement to manipulate consumer preference and boost sales. The Dr Aladdin herbal mixture is a product that has been highly dependent on new marketing strategies to create a difference among the other products in the market that have encountered herbal remedies. One of such methods is transit advertising, or placement of promotional material on and in the vehicles of the public transport, one of the most prominent strategies. Transit advertising enables the product message to flow across communities everyday and more individuals in the community, such as the commuters, market goers and the get to be exposed to the product message. The transit advertising also acts as a moving bill board, which attracts attention in places where the potential purchasers spend a great deal of time. Advertising Regulatory Council of Nigeria (ARCON, 2024) states that the best advertising should be able to trigger interest and create a desire to buy the advertised item.

In Herbal Mixture by Dr Aladdin's, Transit Advertising creates repeated exposure to the brand through visuals and tag lines displayed on buses, taxis and tricycles there by enhancing consumers brand recall and increasing their familiarities with the product. such contact makes the consumers more aware and increases their chances of buying. Transit advertising has a psychological impact that lies in the persuasive effect on its visibility. Transit advertising also focuses on people engaging different socio-economic strata of the community, unlike the fixed billboard which is only present in a single place.

According to (Bovee and Arens (1989)), advertising refers to the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors. The mobility aspect of transit advertising enhances the number of times that the message is exposed and the study is to indicate the relationship between the number of times the message is exposed and the degree of patronage among the target audiences. In the case of Herbal Mixture of Dr Aladdin, transit advertising helps in creating awareness besides affecting consumer attitudes and purchase intentions. The product exploits every day decision moment, such as when a commuter has to travel and repeatedly encounters the herbal mixture advertised on their trip, they will tend to think of the product next time they are buying health products. According to (Chibueze (2018)), advertising influences perception and in most cases, it has what he terms as a tremendous hidden power that influences the behaviour of consumers even in cases where they are not critically analyzing adverts. Thus, the current research paper identifies the impact of transit advertising on the customer patronage of Herbal Mixture of Dr Aladdin in Anambra State and the research problem is on the effect of mobile advertising exposure on consumer awareness, preference, and purchasing behaviour. The relationship between the reach of the transit advertisements and consumer patronage is a subject of the analysis in this research that aims at establishing whether transit advertising is an effective marketing tool of the herbal products in Nigeria.

1.1 Statement of the Problem

Effective persuasive communication is vital for reaching target audiences and motivating

them to patronize a product. Manufacturers of Dr. Aladdin's 7 Keys Herbal Mixture rely heavily on outdoor advertising, particularly transit advertising as a major promotional strategy. This approach is expected to persuade potential consumers and enhance product patronage, especially as the herbal mixture competes with numerous conventional medicinal products within Anambra State. Transit advertising for Dr. Aladdin's 7 Keys Herbal Mixture often involves person-to-group demonstrations intended to showcase the product's efficacy. The manufacturers adopt this method based on the belief that "seeing is believing," assuming that live demonstrations will convince audiences of the product's effectiveness. Although the product appears to be widely known in urban areas of Anambra State, it remains unclear whether its level of patronage is actually a result of these transit advertising efforts.

2.0 Objectives of the Study

This study's major objective was to ascertain whether transit advertising influences the patronage of Dr. Aladdin's 7 Keys Herbal Mixture among residents of Anambra State. The specific objectives of the study were:

1. To determine the level of exposure of residents of Anambra state to transit advertisements for Dr. Aladdin's 7 Keys Herbal Mixture.
2. To find out whether residents of Anambra State were exposed to Dr. Aladdin's 7 Keys Herbal Mixture advertisements understand the message.
3. To ascertain the perception of Anambra State residents towards Dr. Aladdin's 7 Keys Herbal Mixture Advertisement.
4. To find out if transit advertisement of Dr. Aladdin's 7 Keys Herbal Mixture

influences consumers in Anambra State to purchase the product.

2.1.1 Research Questions

The following research questions are designed to determine the extent to which Transit Advertising influences the patronage of Dr Aladdin's Herbal mixture among residents of Anambra State.

1. What is the level of exposure of residents in Anambra State transit advertisements for Dr. Aladdin's 7 Keys Herbal Mixture?
2. Do residents of Anambra State exposed to Dr. Aladdin's 7 Keys Keys Herbal Mixture advertisements understand the message?
3. What is the perception of Anambra State residents towards Dr. Aladdin's 7 Keys Herbal Mixture Advertisements?
4. Does transit advertisement of Dr. Aladdin's 7 Keys Herbal Mixture influences consumers in Anambra State to purchase the product?

3.0 Theoretical Framework

This study is anchored on two theoretical frameworks: Health Belief Model (HBM) and Protection Motivation Theory (PMT).

3.1 Health Belief Model (HBM)

This is a tool that scientists use to predict people's health behaviors in society. Originally developed in the 1950s and updated in the 1980s, the HBM is premised on the theory that a person's willingness to change their health behaviors is primarily due to their health perceptions (Boskey, 2020). This theory is a framework frequently used in the analysis of health-related behaviors. HBM is a psychological model used to explain and predict health behavior by focusing on individuals' attitudes and beliefs.

It was first developed in the 1950s by social psychologists (Hochbaum, Rosenstock, and Kegels (1952)). According to (Ajzen (as cited in Taylor et al., 2007)), the HBM is a health-specific social cognitive model. According to him, the model's key components and constructs are perceived susceptibility, perceived severity, threat, perceived benefits, and perceived barriers. In other words, the basic assumptions of HBM are that: first, for a person to take a preventive or curative action over a given disease or ailment, the person has to see the sickness as severe and a potential threat to his wellbeing; secondly, the individual has to believe in the prospects of a cure from taking necessary action; and thirdly, provided there are no significant financial, emotional or social barriers confronting the individual in the course of taking that action.

Much more than Hochbaum's original concern of using the model to test tuberculosis screening in the 1950s, subsequent extensions of the model have been associated with its application in other contexts, including other forms of screening, immunization, and compliance with medical treatment for conditions such as diabetes, renal failure, and hypertension (Becker, Rosenstock, Janz and Becker, Harison et al., in Taylor et al., 2007). As it is, the model has been overwhelmingly tested on the above-stated health conditions in Europe, America, and presumably, other developed nations of the world. To the best of the researcher's knowledge, this is not the case in cultural settings such as ours in Africa.

(Larmote (2019)) summarizes the limitations of HBM, which limits its utility in public health, as follows.

1. It does not account for a person's attitudes, beliefs, or other individual determinants that dictate a person's acceptance of health behavior.
2. It does not consider behaviors that are habitual and thus may inform the decision-making process to accept a recommended action (e.g., smoking).
3. It does not consider behaviors that are performed for non-health related reasons such as social acceptability.
4. It does not account for environmental or economic factors that may prohibit or promote the recommended action.
5. It assumes that everyone has access to equal amounts of information on illness or disease.
6. It assumes that cues to action are widely prevalent in encouraging people to act, and that "health" actions are the main goal in the decision-making process."

Relevance of HBM to this Study

In relation to this study, the model's constructs apply to audience members, and their loved ones exposed illnesses such as chicken pox, measles, rashes and other skin irritation which threaten their health and quality of life. As such, this study provides further insight into whether those exposed to Dr. Aladdin's 7 Keys Herbal Mixture in Anambra State respond to message content based on prior beliefs they had.

Protection Motivation Theory (PMT)

The Protection Motivation Theory (PMT) was propounded by (Rogers, W. R in 1975) to enable an individual's response to fear appeals disseminated through the media. In modern times, the PMT is mainly used in areas that relate to health concerns as it helps to explain how people react when diagnosed with

health-related ailments. The prevalence of such diseases as chicken pox, measles, rashes and other skin irritation and the high cost of orthodox and foreign medicines have created a serious important health challenge discussed even in the media. With this theory, people will be properly sensitized on the need to adhere to the hygienic principles and protective behaviors expected of them to live better lives. This can be achievable by identifying the processes involved in protective health care or behaviors (Roghayeh *et al.*, 2021).

4.0 Conceptual Framework

Advertising is a form of communication used to persuade an audience (viewers, readers or listeners) to make them take an action with respect to a product. There are several definitions of advertising by various authors. The Advertising Association of UK states that Advertising is the means of marketing known to sell goods and services (Nolen, 2024). This definition emphasizes the selling purpose of advertising. However, some other scholars are of the view that advertising is more embracing than selling alone. The Institute of Practitioners in Advertising describes advertising as the most persuasive possible selling message to the right prospect for the product or service at the lowest possible cost. While this description is broad and more probing, it only attempts to bring the essential elements of a good advert.

The most widely accepted definition of advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Nolen, 2024). This definition emphasizes communication as well as the control aspect as may be directed by an identified sponsor in

relation to the choice of medium, what is said, who said it, when it is said and how often it is said.

Advertisements are prepared for different purposes. For instance, product advertising focuses on selling goods or services and based on the product's position on its life cycle, the advert may be tilted towards providing information, persuading and reminding or reinforcing the good attributes of the product. At the introductory stages of the product life cycle, adverts are designed to give information about the product e.g. what it can do and where it can be found, thus achieving the objective of providing information to the target consumers. Sometimes, an advertisement may have the objective of promoting a specific brand's features and persuading the target market to select that product rather than that of the competitor. As the product grows along with its life cycle, it matures and starts to decline. Reminder advertising is then used to reinforce previous knowledge of the product and to assure current consumers that they have made the right choice. Advertising therefore disseminates information and helps bridge the information gap between the producer and the consumer (Lissitzky, et al, 2024).

4.1 Empirical Review

These consumer buying intentions are always influenced through strongly relying on culture, changing their social aspects, fulfilling the requirements of personal and effect psychological characteristics (Chaudhry, Awan & Hussain, 2017). The role and its impact of brand image always change consumers' attitude and change their mind set that is evaluated in terms of interest and managing the focal issues related to consumer

evaluation of brands associated with brand equity in the market. These factors are always working under the strong consideration of company marketing development short term and long-term strategies. These marketing strategies are designed and developed for consumers that directly as well as indirectly increase the company's sales and profit overall (Chaudhry, Awan & Hussain, 2017).

The dominance of advertising in everyday life carries potent cultural meaning (ARCON, 2024). As a significant force in the rise of "image-based culture," advertising plays a dominant role in spreading images that shape how people live their lives. For instance, a study done in the USA in 2008, entitled *Beauty at Any Cost*, highlighted the implications of the beauty obsession on women and girls in America through media. The feeling of insecurity and obsession is very much likely to trigger the purchase of beauty products (Britton, 2012).

One compelling way to spread these images that represent socio-cultural ideals is through the mass media (Tiggemann, 2003). Advertising promotes social messages and lifestyle by illustrating ideal consumer position and stimulates consumers' willingness to purchase (Pollay & Mittal, 1993). This also applies to health products, including herbal medicine, where the advert message could create an impression on people who should use a particular herbal product.

Though the beauty industry presents a strong example of social imaging in advertising through the media, another significant example of social image solely created by advertisement is the brand "Rolex" (Haider & Shakib, 2017). This might not necessarily be the best wristwatch brand in the market, nor

does it add much usefulness to one's life, especially now that cell phones do the job of telling time. However, through careful advertising placements of this brand, it has gained the attraction of millions and portrays the image of a high social class of target consumers. The brand targeted sports and club members of the elite and portrayed them in their advertisements. (Haider and Shakib (2017)) write that the Rolex wristwatch brand, through its adverts, identified the ideal lifestyle of a customer of their product, including where they live and hang out and the social class they belong to. This is how social image in an advert sends a subliminal message to the people about a product, just like advertisement was used to make a statement that 'Rolex' is only for the rich and sophisticated; it is what distinguishes a person from the ordinary. Society sees Rolex now more as a social status rather than a time tracking device.

Farooq, Shafique, Khurshid and Ahmad (2015)) investigated the impact of comic factor in TV ads on university students' buying behavior. The survey method was used to study 120 business students at Preston University Islamabad, International Islamic University Islamabad, and Quaid-e-Azam University Islamabad. The findings showed that comedy in TV advertisements convinces consumers' attention, interest, desire, and action (AIDA) to buy the product. The findings further ascertained that comic factors in TV ads affect the attention, interest, desire and action and hence buying behavior of students. Gender was not identified as a factor in determining students' buying behavior due to comic factors in TV ads. This study was in Pakistan, while the present one is in Nigeria.

Khan, Hussainy, Khan, and Khan (2016))

investigated the important features that should be considered in creating billboard advertisements to attract customers. Their study highlighted the elements which are very necessary to create effective billboards to draw customer attention to product messages. The study revealed elements and features such as color, size, celebrity endorsement, logo, texture, and the message on the board help in making the billboard effective in advertising. The study further found that the customer's response towards billboard advertising depends on factors such as lower color, size, and celebrity image. The study recommended a further study of the impact of technology on response towards billboard advertising. The difference between this and the present study is that while this study focused on elements of advertising, the present study is basically on herbal medicine advertisements on billboards.

Maheshwari, Seth and Gupta (2016)) investigated consumer buying behavior in the Indian automobile sector. The study aimed to understand the relationship between advertisement effectiveness and consumer buying behavior for major automobile companies of central India. The qualitative and quantitative research methods were combined for the study. The researcher found that for the automobile sector, effective advertisements had a positive impact on consumer buying behaviour. The study further suggests that customer's attitude can be shaped favourably through effective advertising. The area of study differentiated Maheshwari et al.'s study from the present study which is in Nigeria and focusing on herbal medicine adverts on outdoor media.

Iqbal and Batool (2016)) investigated the impact of billboard advertisement on

customer buying behaviour. They used the survey research to study respondents in Islamia University in Pakistan. The study found that billboard advertising has more influence than other media based on its affordability, ability to attract potential customers, and ability to enhance sales. The researchers suggested after their study that the impact of billboard advertising on consumer buying behaviour is dependent on the message format and location. The study established that if an advert message is to be delivered in a clear and easy-to-comprehend manner, the billboards' location must be strategic and elicit a strong positive influence on the buyer behaviour. This study was done on respondents in Pakistan, while the present study is on respondents in Nigeria.

Studies have shown that classification and stereotyping of a certain gender or group of people in advertisements significantly impact the mass population. This is because such messages make people feel pressured to look a certain way so as to have that feeling of belonging. Social imaging in an advertisement could have a dominant influence in persuading people to purchase a product by inducing their desire to belong to a specific social class (Haider & Shakib, 2017).

5.0 METHODOLOGY

This study adopted the survey research method to examine audience exposure and reactions to transit advertisements for Dr. Aladdin's 7 Keys Herbal Mixture in three selected cities in Anambra State: specifically Onitsha, Awka, and Nnewi. These cities were chosen from three senatorial districts to ensure adequate representation. The study population consisted of residents in the selected local government areas who were exposed to the transit

advertisements. However the focus of the study is on the population in the selected towns and cities of Awka, Onitsha, Nnewi as provided by (National population commission(NPC) (2006)), given the large population size (1,379,865 across the three towns), a sample size of 384 respondents was determined using Cozby's sample size table for populations above 100,000 at a ±0.05 margin of error. A combination of purposive and multistage sampling techniques was employed: local government areas and towns were selected through simple random sampling, while respondents were purposively selected based on their exposure to the advertisement. The sample was proportionally distributed as 190 questionnaires in Onitsha, 126 in Awka, and

68 in Nnewi. Data were collected using a structured questionnaire divided into two sections: demographic information and questions addressing the study objectives. The instrument was validated through face validation by the researcher's supervisor to ensure clarity, relevance, and adequacy. Reliability was tested through a pilot study involving 20 respondents in Oba, Anambra State, who were not part of the main study, and the results indicated that the instrument was reliable. Data collected were presented using tables and simple percentages, calculated with the formula $(X \times 100)/N$, and analyzed according to the study's research objectives, with findings interpreted in relation to similar previous studies.

5.1 RESULT AND DISCUSSION

Table 4.1: Demographic Distribution of Respondents Gender

Variables	Frequency	Percentage (%)
Male	202	53
Female	176	47
Total	378	100

Age

Variables	Frequency	Percentage (%)
18 – 25	46	13.3
26 – 33	95	26.3
36 – 45	102	28.8
46 – 55	79	20.8
56 and above	56	16.3
Total	378	100

Educational Level

Variables	Frequency	Percentage (%)
No Formal Education	121	32
Primary	78	21

Secondary	119	31
Tertiary	60	16
Total	378	100

Marital Status

Variables	Frequency	Percentage (%)
Single	123	33
Married	252	67
Total	378	100

Occupation

Variables	Frequency	Percentage (%)
Student	39	11.1
Housewife	82	23.4
Farmer	21	5.4
Civil Servant	52	15.3
Business	158	44.8
Total	378	100

Source: Field Work 2025

Table 4.1 shows that 46 respondents (13.3%) were aged between 18-25, 95 of them (26.3%) were aged 26-33, 102 of them (28.8%) were between 36-45 years, 79 (20.08%) between 46-55 years old, while 56 (16.3%) were 56 years old and above. This shows the age range of respondents was evenly spread to accommodate different categories of people in terms of age. The table also shows that 202 of the respondents (53%) are female while 176 (47%) were male. It further shows that 121 respondents (32%) had no formal education, 78 (21%) had primary education, 119 (31%) had secondary education, while 60 (16%) had tertiary education. In terms of marital status, 123 (33%) of respondents were single while 252 (67%) were married.

5.1.1 Answers to Research Questions

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

5.1.2 Research Question 1: What is the level of exposure of residents in Anambra State to transit advertisements of Dr. Aladdin's 7 Keys Herbal Mixture?

The first research question investigated the level of exposure of residents of Anambra State to transit advertisements of Dr. Aladdin's 7 Keys Herbal Mixture. Data generated by this research question is presented in table 4.3

Table 4.2: Level of Exposure of Residents of Anambra State to Transit Advertisements of Dr. Aladdin's 7 Keys Herbal Mixture

Variable	Frequency	Percentage
Very Often	118	31
Often	146	38
Sometimes	72	19
Rarely	18	5
Very Rarely	24	7
Total	378	100

Source: *Field Work 2024*

Table 4.3 shows 31 percent of respondents (n=118) were exposed to transit advertisement of Dr. Aladdin's 7 Keys Herbal Mixture very often, 38 percent (n=146) were exposed often, 19 percent (n=72) sometimes, 5 percent (n=18) rarely while 7 percent (n=24) were exposed to the advertisement very rarely. These findings show that most respondents were well exposed to transit advertisements of Dr. Aladdin's 7 Keys Herbal Mixture, as they did so often and very often, which shows a high level of exposure.

5.1.3 Research Question 2: Do residents of Anambra State exposed to Dr. Aladdin's 7 Keys Herbal Mixture advertisements understand the message?

The second question investigated whether residents of Awka, Nnewi and Onitsha exposed to Dr. Aladdin's 7 Keys Herbal Mixture transit advertisements were able to understand the message. Data generated by this research question is presented in table 4.4.

Table 43: Respondents Understanding of the Message in Dr. Aladdin's 7 Keys Herbal Mixture Transit Advertisements

Variable	Frequency	Percentage
Yes	356	94.1
No	22	5.8
Total	378	100

Source: *Field Work 2024*

In table 4.3, it could be seen that 94.1 percent of the respondents understood the message passed across through the transit advertising of Dr. Aladdin's 7 Keys Herbal Mixture transit advertisements while 5.8 percent showed they did not understand the message. This means that the advert message on the content and efficacy of the herbal mixture which are mentioned while vehicles are used to promote the product were clearly understood by most of the residents of the study area who are exposed to the messages of the advertisements of Dr. Aladdin's 7 Keys Herbal Mixture.

5.1.4 Research Question 3: What is the perception of Anambra State residents towards Dr. Aladdin's 7 Keys Herbal Mixture advertisements?

The third research question investigated the perception of residents Onitsha in Anambra North, Awka in Anambra Central and Nnewi in Anambra South Senatorial Zones towards Dr. Aladdin's 7 Keys Herbal Mixture transit advertisements. Data generated by this research question was presented in table 4.5.

Table 4.4: Respondents' Perception of Anambra State Residents towards Dr. Aladdin's 7 Keys Herbal Mixture Advertisements

Variable	Frequency	Percentage
Positive (informative, persuasive, educational)	321	85
Negative (deceptive, exploitative)	18	5
Can't say	39	10
Total	378	100

Source: *Field Work 2024*

Table 4.4 indicates that majority of the respondents, 85 percent (n=321) had positive perception of Dr. Aladdin's 7 Keys Herbal Mixture transit advertisements, 18 percent (n=18) had negative perception of the advert while 10 percent (n=39) could not say whether they had negative positive perception of the transit advert on Dr. Aladdin's 7 Keys Herbal Mixture. This shows that the majority of the respondents saw the advertisement of the product as educational, informative or persuasive.

5.1.5 Research Question 4: Does the transit advertisement of Dr. Aladdin's 7 Keys Herbal Mixture persuade consumers in Anambra State to purchase the product?

The fourth research question investigated whether the transit advertisement of Dr. Aladdin's 7 Keys Herbal Mixture persuaded consumers to purchase the product. Data generated by this research question was presented in table 4.5.

Table 4.5: Advert's Ability to Persuade Respondents to Purchase Dr. Aladdin's 7 Keys Herbal Mixture

Variable	Frequency	Percentage
Yes	281	74
No	97	26
Total	378	100

Source: *Field Work 2024*

Data generated from the field shows that 74 percent of respondents (n=281) were persuaded through transit adverts to buy Dr. Aladdin's 7 Keys Herbal Mixture while 26 percent (n=97) were not so persuaded. This means that the advert message is persuasive and made respondents desire to patronize Dr. Aladdin's 7 Keys Herbal Mixture.

6.0 Conclusion

This paper has analyzed the exposure of the audience to transit advertisements and response to the advertisements of the 7 Keys Herbal Mixture of Dr. Aladdin in the selected cities in Anambra State. The survey research method enabled the study to obtain empirical data on the residents of Onitsha, Awka, and Nnewi that were exposed to the said advertisements. The results indicate that transit advertising is a conspicuous and influential channel of communicating with urban people because of its portability and all-time availability in the open areas. The research concludes that the percentage of respondents who have been exposed to the transit advertisements was also significantly large and could remember the main messages that were present in the advertisements. This implies that transit advertising is effective towards creating awareness of herbal medicine products among the residents of the selected cities. The repetitive quality of transit advertisement helped to retain the message and get to know the advertised product. Also, the results point towards the fact that the visual appeal, the credibility of the claims, and the clarity of the messages had a role in shaping the perception and reaction of the audience to the advertisements. Even though a significant number of respondents showed interest in the product after getting exposed to it, there are those who were doubtful because they felt that

the regulation and effectiveness of herbal medicines were questionable. This indicates that being exposed does not necessarily lead to acceptance and patronage.

Another conclusion that can be made by the study is that such demographic factors as age, education and previous experience with herbal medicine contributed to the formation of the reactions of audiences. The respondents who had previous knowledge or used the herbal products tend to have a higher disposition towards the ads in comparison with respondents who did not have such a background. This shows the significance of the audience characteristics in advertisement effectiveness. In general, the paper confirms that transit advertising can be an effective communication tool to promote herbal medicine but it has to be accompanied by believable information and ethical advertisement. The study adds to the current works on the subject of outdoor advertising and audience research by offering region-specific empirical data in the state of Anambra.

6.1 Recommendations

1. According to the results of this research, it is suggested that the manufacturers of herbal medicines should utilize more transit advertising because it reaches a large and diverse audience. Nevertheless, these advertisements must be well planned to achieve clarity, simplicity, and consistency of messages so as to increase the audience awareness and recollection.
2. Advertisers are also advised to make sure that the claims in transit advertisement are true, verifiable and that they are in line with the

existing health and advertising regulations. This will assist in creating trust among the audience and will go a long way in alleviating the skepticism among the audience; considering the sensitivity of products involved in health such as herbal medicine. The issue of credibility should be a key message design concern.

3. The advertising practitioners and government regulatory agencies should increase their vigilance on the advertisement of herbal medicine in order to protect the ethical standards. The correct regulation will save consumers from misleading information and enhance consumer confidence in the advertised products and the entire advertising industry.
4. It is also advisable that the advertisers of herbal medicine should supplement transit advertising with other communication media including radio, social media and personal communication. A blend of marketing communication will support the messages and give the audiences more information required to make their choices.
5. Lastly, future researchers are also urged to expand the area of such studies by investigating more states, advertising media, or herbal products. Longitudinal research studies too might be undertaken to determine the long-term implications of transit advertising on attitude change and actual product consumption and thus enhance academic knowledge on advertising efficacy.

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