

Influence of Advertising Channels on Consumer Choice of Toothpaste Brands in Gombe State Nigeria

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ABSTRACT

This study determined the influence of advertising channels on consumers' choice of toothpaste brands in Gombe State, Nigeria. To achieve this aim, the study developed five objectives, five research questions, and five hypotheses to guide the investigation. A descriptive survey research design was adopted. The population of the study comprised 1,825,906 residents. A sample size of 400 was drawn using the Taro Yamane sampling technique. A total of 375 questionnaires were validly returned and analyzed.

The instrument was validated by three experts from the Faculty of Education, Modibbo Adama University, Yola, and was pilot-tested. The reliability coefficient obtained was 0.70 at the 0.05 level of significance, which was considered reliable for data collection.

The findings revealed that television advertising had a significant influence on consumers' choice of toothpaste brands in Gombe State, Nigeria, with a p-value of 0.000. Radio advertising also had a significant influence, with a p-value of 0.000. Similarly, social media advertising had a significant influence, with a p-value of 0.000.

The study concluded that advertising channels had a significant influence on consumers' choice of toothpaste brands in Gombe State, Nigeria. Based on this conclusion, it is recommended that the government and private sector should establish more television and radio outlets with cutting-edge technology to meet the yearnings and aspirations of both consumers and marketers. This is because television and radio advertising were found to be effective in influencing consumer choice.

INTRODUCTION

In contemporary Nigeria, the advertising landscape is vibrant and competitive, with multiple channels vying for consumer attention. Traditional media, such as television and radio, remain influential. These channels are particularly evident in the toothpaste market, where brands leverage radio jingles and visually appealing television commercials to capture consumer interest [Odule & Ogunye, 2023]. Therefore, understanding which channels most effectively shape consumer preferences for toothpaste brands in Gombe State is crucial. [Adeyemo][2023]

Gombe State, located in northeastern Nigeria, is characterized by a diverse population with unique consumer behaviors and preferences. The state's urban centers, such as Gombe, Billiri, Kumo, and Talasse, have experienced significant growth in recent years due to economic development and an influx of young, teeming consumers. This demographic shift has increased the demand for consumer goods, including oral hygiene products such as toothpaste.

Advertisers in Gombe State are leveraging this trend by employing a mix of traditional and digital advertising channels to reach a broader audience. Local radio stations are popular for reaching the general population.

Toothpaste brands, in particular, focus on highlighting their unique selling points, such as fluoride content, natural ingredients, whitening capabilities, and health consciousness. Understanding the specific advertising strategies and channels that resonate with Gombe State residents is essential for toothpaste brands aiming to capture a larger market share and influence

Advertising

Advertising is a central form of mass communication in the contemporary business landscape, particularly in economies structured along capitalist or modified capitalist lines. It plays a vital role in promoting organizational marketing strategies by informing current and potential consumers about the availability, features, and quality of products or services [Kotler & Keller, 2022]. Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Like other consumer goods, toothpaste brands leverage these platforms to create engaging campaigns that highlight product benefits and build brand loyalty. In Gombe State, where the consumer market is increasingly diverse and digitally connected, the strategic use of traditional advertising channels is essential for toothpaste brands to communicate their value propositions effectively and influence consumer choice.

Consumer Choice.

Consumer choice involves the allocation of limited resources, such as money, among various competing needs. Because wants are numerous and resources are scarce, choices must be made, often involving the opportunity cost of forgone alternatives.

According to Kotler and Keller, consumer choice is the selection of one product, service, or brand over others, based on the consumer's evaluation of alternatives against criteria such as price, quality, brand image, and perceived benefits [Marketing Management, 16th ed., Pearson Education]. [2022]

The key components of the concept are:

1. Alternatives: At least two options must exist; if there is only one option, there is no choice.
2. Criteria: Consumers use attributes such as price, quality, brand, advertising, and recommendations to compare options.
3. Decision-Making Process: This involves problem recognition → information search → evaluation of alternatives → choice → post-purchase evaluation.
4. Influencing Factors: These include psychological factors, social factors, and situational factors. [motivation][perception][attitude][family][peers][culture][time][place][mood]

Consumer choice is, therefore, a decision-making process that involves comparing different options based on multiple dimensions and integrating these determinants into subjective values. It represents the range of options from which a consumer can select. Consumer choice is influenced by various factors, including product availability, brand perception, price, specific health benefits, and advertising. Historically, advertising has been credited with the ability to stimulate demand, facilitate the widespread distribution of goods and services, and perform educational, economic, and social functions. It fosters consumer awareness and assists individuals in making informed decisions, ultimately enhancing productivity and the standard of living. Basset holds that advertising, as a marketing communication tool, aims to generate interest, stimulate demand, and persuade potential consumers to patronize a company's products, services, or ideas. [Dominick][2018]

In highly competitive industries, such as the toothpaste market, advertising significantly influences consumer choice. Different advertising channels, including television, radio, and social media affect brand preference and consumer behavior. Effective advertising is not arbitrary; rather, it is tailored to resonate with the needs, cultural norms, and experiences of the intended target market. Eric posits that a core objective of advertising is

to build brand patronage, helping consumers recognize and prefer specific brands. Toothpaste brands, as oral hygiene products, are actively promoted through multiple advertising channels. Each medium offers unique opportunities and challenges in influencing consumer behavior. In Gombe State, like other states in the North East, television advertising plays a crucial role in the advertising industry. [Basset][2018][2020]

Television Advertising.

Television advertising remains a dominant advertising platform due to its wide reach and visual impact. Media theorist Marshall McLuhan emphasized the importance of the medium itself in shaping consumer perceptions, famously stating, “The medium is the message.” He argued that television influences societal values and consumer behavior in profound ways. In contrast, Postman, another media theorist, warned of television’s tendency to prioritize entertainment over substance. However, Bettiga countered that modern television stimulates cognitive engagement. As important as television advertising is in publicizing the existence of new toothpaste products and their additional benefits, so too is radio advertising.

Radio Advertising.

Radio advertising has long been recognized as a powerful medium for influencing consumer behavior. Utilizing audio messaging, radio effectively conveys the benefits of products to a broad audience. This medium is particularly adept at demographic targeting, allowing advertisers to reach specific segments of the population based on age, gender, income, and other factors. The use of jingles and slogans further enhances the memorability of the advertisements, making the product’s key messages more likely to stick with listeners [Kotler & Keller, 2016]. Even without visual components, radio remains a cost-effective tool for influencing purchasing behavior. When tailored to the listening habits of the target market, radio advertisements can significantly influence consumer decisions. In Gombe State, where radio is a popular source of information and entertainment, this medium holds particular promise for influencing the purchasing behavior of toothpaste users. This study analyzes the role of radio advertising in shaping the purchasing behavior of toothpaste users in Gombe State and explores how effective radio campaigns can influence consumer choices and preferences. As vital as radio advertising is among the advertising channels for toothpaste brands in Gombe State, so too is social media.

Social Media Advertising.

The digital revolution has transformed advertising in Gombe State, positioning social media as a powerful tool for shaping consumer preferences for fast-moving consumer goods like toothpaste. Social media platforms, such as Facebook, WhatsApp, and Instagram, enable toothpaste brands to deliver targeted, interactive content that resonates with Gombe’s diverse and increasingly tech-savvy population, particularly urban youth [Mohammed et al., 2023]. In Gombe, where economic constraints and cultural preferences influence purchasing decisions, digital media’s ability to offer cost-effective, localized campaigns enhances brand visibility and strengthens consumer loyalty among price-sensitive and quality-conscious buyers [National Bureau of Statistics, 2022]. Despite challenges such as limited internet access in rural areas, the growing adoption of smartphones underscores digital media’s potential to drive toothpaste brand preference [Ibrahim & Abubakar, 2023]. This study investigates how advertising channels, particularly digital media, influence consumer choice of toothpaste brands in Gombe State, Nigeria.

Statement of the Problem.

The toothpaste market is highly competitive, with numerous brands vying for attention. Despite brand availability, consumer preferences vary, raising questions about the determinants of choice. Prior research has examined social media advertising and consumer trust, print and native advertising, and radio advertising [Critical Mass Insights, 2025]. However, few studies have addressed how television, radio, and social media advertising channels influence toothpaste brand choice in localized contexts such as Gombe State. Without this understanding, manufacturers and marketers may struggle to optimize their efforts. This study, therefore,

determined the influence of advertising channels on consumer choice of toothpaste brands in Gombe State. [Surjono][2025]

Objectives of the Study.

The main purpose of this study was to determine the influence of advertising channels on consumer choice of toothpaste brands in Gombe State, Nigeria. Specifically, the study sought to:

1. Determine the influence of television advertising on consumer choice of toothpaste brands in Gombe State, Nigeria.
2. Determine the influence of radio advertising on consumer choice of toothpaste brands in Gombe State, Nigeria.
3. Determine the influence of social media advertising on consumer choice of toothpaste brands in Gombe State, Nigeria.
4. Determine the combined influence of television, radio, and social media advertising on consumer choice of toothpaste brands in Gombe State, Nigeria.

Research Questions

In line with the specific objectives, the following research questions guided the study:

1. What is the influence of television advertising on consumer choice of toothpaste brands in Gombe State, Nigeria?
2. What is the influence of radio advertising on consumer choice of toothpaste brands in Gombe State, Nigeria?
3. What is the influence of social media advertising on consumer choice of toothpaste brands in Gombe State, Nigeria?
4. What are the combined influences of television, radio, and social media advertising on consumer choice of toothpaste brands in Gombe State, Nigeria?

Hypotheses.

The following null hypotheses were formulated and tested at the 0.05 level of significance:

H01: Television advertising has no statistically significant influence on consumer choice of toothpaste brands in Gombe State, Nigeria.

H02: Radio advertising has no statistically significant influence on consumer choice of toothpaste brands in Gombe State, Nigeria.

H03: Social media advertising has no statistically significant influence on consumer choice of toothpaste brands in Gombe State, Nigeria.

H04: Television, radio, and social media advertising have no statistically significant combined influence on consumer choice of toothpaste brands in Gombe State, Nigeria.

METHODOLOGY

Research Design

A descriptive survey design was adopted to collect quantitative data from a large sample efficiently.

Study Area and Population

The study was conducted in Gombe State, northeastern Nigeria. The target population comprised 1,825,906 residents of Akko, Balanga, Billiri, and Gombe LGAs, selected for their cosmopolitan nature and advertising activities.

Sample and Sampling Technique

Using Taro Yamane's formula, a sample size of 400 was determined. Proportionate sampling was used across the four LGAs. A total of 375 questionnaires were validly returned.

Instrument.

A structured questionnaire titled "Questionnaire on Advertising Channels and Consumer Choice of Toothpaste Brand [QACCCTPB]" was used for data collection. It was based on a five-point Likert scale: Strongly Agree, Agree, Undecided, Disagree, and Strongly Disagree. The questionnaire consisted of five sections to address the five research questions. Items 1–10 addressed Research Question One, and Items 11–20 addressed Research Question Two. 21–30 addressed Research Question three. [5][4][3][2][1]

Validity and Reliability.

Three experts from the Department of Vocational Education, Modibbo Adama University, validated the instrument for face, content, and construct validity. A pilot test with 40 toothpaste consumers in Taraba State yielded a Cronbach's alpha of 0.70, indicating acceptable reliability.

Data Collection and Analysis.

Three trained research assistants administered the questionnaires. Ethical standards were observed, including informed consent and confidentiality. Data were analyzed using SPSS. Descriptive statistics [mean and standard deviation] answered the research questions, with 2.50 as the decision cut-off. Simple linear regression was used to test the hypotheses at the 0.05 level of significance.

Research Question One: What is the influence of television advertisement on consumer choice of toothpaste brand in Gombe state Nigeria?

Table 1 Analysis of Mean Responded for the Influence of Television Advertisement on Consumer Choice of Toothpaste Brand in Gombe State Nigeria a

s/n	Questionnaire items	N	Mean	Std. Div	Rmks
1	Television advertisements make me aware of new toothpaste brands available in Gombe State.	400	3.43	1.36	Agree
2	I am more likely to choose a toothpaste brand after seeing its advertisement on television.	400	3.63	1.28	Agree
3	Television ads highlighting toothpaste benefits, like whitening, influence my brand preference.	400	2.98	1.43	Agree
4	I trust toothpaste brands advertised on television more than those not advertised.	400	2.78	1.43	Agree
5	Television advertisements encourage me to try a toothpaste brand I have not used before.	400	2.75	1.48	Agree

6	I prefer toothpaste brands with visually appealing television advertisements.	400	3.08	1.48	Agree
7	Television ads featuring endorsements by celebrities influence my toothpaste brand choice.	400	3.08	1.44	Agree
8	I choose toothpaste brands based on the frequency of their television advertisements.	400	2.70	1.47	Agree
9	Television advertisements help me compare different toothpaste brands before purchasing.	400	2.78	1.46	Agree
10	Television ads emphasizing oral health benefits shape my decision to buy a specific toothpaste brand.	400	2.83	1.53	Agree
	Cluster mean		3.00	1.44	Agree

Source: Field Study (2025)

Results from Table 4.1 show the mean rating and standard deviation for the influence of television advertisement on consumer choice of toothpaste brand in Gombe state Nigeria. The table revealed that all the 10 items had their mean values ranged from 3.63 to 2.70 were above the cut-off point of mean 2.50 indicating that all the items were in agreement with the research question one that television advertisement had an influence on consumer choice of toothpaste brand in Gombe state Nigeria. The table further revealed that the standard deviation of all the 10 items ranged from 1.53 to 1.28 which imply that there was less variability in the opinion of the respondents. The cluster mean is 3.00 which is again above the cutoff point of 2.50. This also implies that television advertisement had an influence on consumer choice of toothpaste brand in Gombe state Nigeria.

Research Question Two: What is the influence of radio advertisement on consumer choice of toothpaste brands in Gombe state Nigeria?

Table 2 Analysis of Mean Responded for the Influence of Radio Advertisement on Consumer Choice of Toothpaste Brands in Gombe State Nigeria

s/n	Questionnaire items	N	Mean	Std. Div	Rmks
1	Radio advertisements increase my awareness of toothpaste brands available in Gombe State.	400	2.58	1.41	Agree
2	I am more likely to select a toothpaste brand after hearing its advertisement on the radio.	400	2.95	1.50	Agree
3	Radio ads promoting affordable toothpaste prices influence my brand selection.	400	2.73	1.50	Agree
4	I find radio advertisements for toothpaste brands to be trustworthy.	400	2.78	1.53	Agree
5	Radio ads encourage me to purchase a toothpaste brand I have not tried before.	400	2.73	1.50	Agree
6	I prefer toothpaste brands advertised frequently on local radio stations in Gombe.	400	2.99	1.48	Agree
7	Radio advertisements highlighting toothpaste quality affect my brand choice.	400	2.95	1.57	Agree
8	I choose toothpaste brands based on catchy jingles heard in radio ads.	400	2.73	1.50	Agree
9	Radio ads help me learn about toothpaste brands suitable for my family's needs.	400	2.93	1.54	Agree
10	Radio advertisements emphasizing local availability of toothpaste brands influence my purchase decision.	400	2.78	1.46	Agree
	Cluster mean		2.82	1.50	

Source: Field Study (2025)

Results from Table 4.2 show the mean rating and standard deviation for the influence of radio advertisement on consumer choice of toothpaste brand in Gombe state Nigeria. The table revealed that all the 10 items had their mean values ranged from 2.99 to 2.53 were above the cut-off point of mean 2.50 indicating that all the items were in agreement with the research question two that radio advertisement had an influence on consumer choice of toothpaste brand in Gombe state Nigeria. The table further revealed that the standard deviation of all the 10 items ranged from 1.57 to 1.41 which imply that there was less variability in the opinion of the respondents. The cluster mean is 2.82 which is again above the cutoff point of 2.50. This also implies that radio advertisement had an influence on consumer choice of toothpaste brand in Gombe state Nigeria.

Research Question Three: What is the influence of social media advertisement on consumer choice of toothpaste brands in Gombe State Nigeria?

Table 3 Analysis of Mean Responded for the Influence of Social Media Advertisement on Consumer Choice of Toothpaste Brands in Gombe State Nigeria

s/n	Questionnaire items	N	Mean	Std. Div	Rmks
1	Social media advertisements increase my awareness of toothpaste brands in Gombe State.	400	3.10	1.45	
2	I am more likely to choose a toothpaste brand after seeing its ad on platforms like Facebook or WhatsApp.	400	2.85	1.39	
3	Social media ads highlighting unique toothpaste features, like herbal ingredients, influence my brand preference.	400	2.76	1.47	
4	I trust toothpaste brands advertised on social media more than those not advertised.	400	2.75	1.53	
5	Social media advertisements encourage me to try a toothpaste brand I have not used before.	400	2.73	1.31	
6	I prefer toothpaste brands with engaging social media advertisements, such as videos or posts.	400	2.75	1.43	
7	Social media ads featuring customer reviews influence my toothpaste brand choice.	400	3.00	1.52	
8	I choose toothpaste brands based on the frequency of their social media advertisements.	400	2.65	1.41	
9	Social media ads help me learn about toothpaste brands that match my preferences.	400	2.80	1.51	
10	Social media advertisements targeting Gombe consumers influence my purchase decision.	400	2.68	1.49	
	Cluster mean		2.81	1.45	

Results from Table 4. 3 show the mean rating and standard deviation for the influence of social media advertisement on consumer choice of toothpaste brand in Gombe state Nigeria. The table revealed that all the 10 items had their mean values ranged from 3.10 to 2.65 were above the cut-off point of mean 2.50 indicating that all the items were in agreement with the research question three that social media advertisement had an influence on consumer choice of toothpaste brand in Gombe state Nigeria. The table further revealed that the standard deviation of all the 10 items ranged from 1.53 to 1.31 which imply that there was less variability in the opinion of the respondents. The cluster mean is 2.81 which is again above the cutoff point of 2.50. This also implies that social media advertisement had an influence on consumer choice of toothpaste brand in Gombe state Nigeria

Test of research Hypotheses

Test of Null Hypotheses

H0₁: Television advertisement has no significant influence on consumer choice of toothpaste brand in Gombe State Nigeria

Table 4 Test of Linear Regression Analysis on the Influence of Television Advertisement on Consumer Choice of Toothpaste Brand in Gombe State Nigeria

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	84594.338	1	84594.338	50459.469	.000 ^b
	Residual	667.239	398	1.676		
	Total	85261.578	399			
a. Dependent Variable: Consumer Choice						
b. Predictors: (Constant), Television advertisement						

Table 4 Model Summary on the Influence of Television Advertisement on Consumer Choice of Toothpaste Brand in Gombe State Nigeria

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.996 ^a	.992	.992	1.29479
a. Predictors: (Constant), Television advertisement				

From Tables 4 above, the linear regression analysis shows that there is a significant influence of television advertisement on consumer choice of toothpaste brand in Gombe State Nigeria. This is because the $F = 50459.469$, ($df\ 399, 398$), $P < 0.05$ level of significance. Also, the computed p-value (0.000) which is less than the alpha value of 0.05 level of significant, the null hypothesis is therefore rejected. This means that television advertisement had a positive influence on consumer choice of toothpaste brand in Gombe State Nigeria with R-square value of (0.992), which indicates that, more than 99 % of the consumer choice of toothpaste brand in Gombe State was attributed to the television advertisement.

H0₂: Radio advertising has no significant influence on consumer choice of toothpaste brand in Gombe State, Nigeria.

Table 5 Test of Linear Regression Analysis on the Influence of Radio Advertisement and Consumer Choice of Toothpaste Brand in Gombe State Nigeria

Model		Sum of Squares	Df	Mean Square	F	Sig.
1		81808.966	1	81808.966	82609.254	.000 ^b
	Regression		398	.990		
	Total	82203.110	399			
a. Dependent Variable: Consumer Choice						
b. Predictors: (Constant), Radio advertisement						

Table 5 Model Summary on the Influence of Radio Advertisement and Consumer Choice of Toothpaste Brand in Gombe State Nigeria

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.998 ^a	.995	.995	.99514
a. Predictors: (Constant), Radio advertisement				

From Tables 5 above, the linear regression analysis shows that there is a significant influence of radio advertisement on consumer choice of toothpaste brand in Gombe State Nigeria. This is because the $F = 82609.254$, ($df\ 399, 398$), $P < 0.05$ level of significance. Also, the computed p-value (0.000) which is less than the alpha value of 0.05 level of significant, the null hypothesis is therefore rejected. This means that radio advertisement had a positive influence on consumer choice of toothpaste brand in Gombe State Nigeria with R-square value of (0.99), which indicates that, more than 99 % of the consumer choice of toothpaste brand in Gombe State was attributed to the radio advertisement.

H0₃: Social media advertisement has no significant influence on consumer choice of toothpaste brand in Gombe State Nigeria

Table 6 Test of Linear Regression Analysis on the Influence of Social Media Advertisement and Consumer Choice of Toothpaste Brand in Gombe State Nigeria

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	81956.720	1	81956.720	282853.375	.000 ^b
	Residual	115.320	398	.290		
	Total	82072.040	399			
a. Dependent Variable: Consumer Choice						
b. Predictors: (Constant), social media advertisement						

Table 6 Model Summary on the Influence of Social Media Advertisement and Consumer Choice of Toothpaste Brand in Gombe State Nigeria

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.999 ^a	.999	.999	.53828
a. Predictors: (Constant), Social media advertisement				

From Tables 6 above, the linear regression analysis shows that there is a significant influence of social media advertisement on consumer choice of toothpaste brand in Gombe State Nigeria. This is because the $F = 282853.375$, ($df\ 399, 398$), $P < 0.05$ level of significance. Also, the computed p-value (0.000) which is less than the alpha value of 0.05 level of significant, the null hypothesis is therefore rejected. This means that social media advertisement had a positive influence on consumer choice of toothpaste brand in Gombe State Nigeria with R-square value of (0.999), which indicates that, more than 99 % of the consumer choice of toothpaste brand in Gombe State was attributed to the social media advertisement.

H0₄: The television, radio, and social media advertising have no significant influence on consumer choice of toothpaste brand in Gombe State Nigeria.

Table 7 Post Hoc Analysis for the Interactive Effects of Television, Radio and Social Media Advertisement on Consumer Choice of Toothpaste Brand in Gombe State Nigeria

(I) Scale	(J) Scale	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Television advertisement	Radio advertisement	.00000	.37207	1.000	-.7315	.7315
	Social media advertisement	.70000	.37207	.061	-.0315	1.4315
Radio advertisement	Television advertisement	.00000	.37207	1.000	-.7315	.7315
	Social media advertisement	.70000	.37207	.061	-.0315	1.4315
Social media advertisement	Television advertisement	-.70000	.37207	.061	-1.4315	.0315
	Radio advertisement	-.70000	.37207	.061	-1.4315	.0315

The results of the analysis in Table 7 revealed that, there is a significant interaction effect between the variables such as television, radio, print media and social media advertisement channels. This study revealed that these channels differ in promoting consumer choice of toothpaste brand in Gombe State Nigeria. The study shows that television and radio rank the highest in terms of reaching out to the customers on toothpaste brand in Gombe State with a mean difference of (0.000). Since the computed p-value (1.000). this is followed by print media advertisement with a mean difference of (0.4900), with P-value of (0.189), showing a significant difference from the two medias (television and radio). The last among the four channels were social media with a mean difference of (0.7000) as well as the P-value of (0.061). All the P-values attributed to these channels of advertisement were greater than 0.05 level of significant, therefore, the null hypothesis of no significant influence is rejected and concluded that, there is significant interaction effect between the four channels of advertisement in the following order: television, radio, print media and social media respectively.

SUMMARY OF FINDINGS

The study established that the:

- Television advertising had a statistical influence on consumer choice of toothpaste brand in Gombe State Nigeria with P-value of (0.000)
- Radio advertising had a statistical influence on consumer choice of toothpaste brand in Gombe State, Nigeria with P-value of (0.000)
- Social media advertising had a statistical influence on consumer choice of toothpaste brand in Gombe State, Nigeria with P-value of (0.000)
- Television, and radio advertisement had a statistical interactive influence on consumer choice of toothpaste brand in Gombe State Nigeria.

DISCUSSION OF FINDINGS

Television advertising significantly influenced consumer choice of toothpaste brands in Gombe State. This aligns with Ogbuke et al. (2024), who found television advertising significantly affects consumer preference. Barbar et al. (2024) also reported that rational appeals in television ads positively influence buying behavior.

Persuasive techniques, emotional appeals, and culturally relevant themes enhance brand recall and purchase intention.

Radio advertising also significantly influenced consumer choice. This corroborates Triumph-Aruchi et al. (2023), who found that radio advertising with jingles and repeated broadcasts drives patronage. Chuku and Eze (2022) similarly reported significant effects on rural consumers in Enugu State. Radio remains effective for fast-moving consumer goods due to its reach and affordability.

Social media advertising significantly influenced consumer choice of toothpaste brands in Gombe State. This aligns with the findings of Smith & Johnson (2023), who asserted that the rapid evolution of digital marketing has positioned social media advertising as a transformative force in consumer decision-making processes, particularly within the fast-moving consumer goods sector. Another comprehensive study was carried out by Mohammed and Idris (2021) which further supported this result. The findings agreed that online advertising significantly shaped awareness and influenced purchase decisions, especially in fashion, gadgets, and food delivery. International journal of management and communication studies (2024) further supported this result with the findings which revealed a significant influence of social media advertising on consumer buying behavior of Oral B and MyMy toothpaste.

CONCLUSION

Advertising channels, specifically television, radio, and social media advertising, have a significant influence on consumer choice of toothpaste brands in Gombe State, Nigeria. Understanding local media consumption patterns is essential for effective advertising strategies.

RECOMMENDATIONS

Based on the findings, the study recommends that:

1. The government and private sector should establish more television outlets with cutting-edge technology to meet the yearnings and aspirations of both consumers and marketers, as television advertising was found to be effective in influencing consumer choices.
2. The government and private sector should establish more radio stations with cutting-edge technology to reach a large number of listeners across the zone, as radio advertising was found to be effective in influencing consumer choices.
3. The government should approve more social media sites dedicated to advertising various products with cutting-edge, customer- and marketer-friendly technology across the zone, as social media advertising was found to be effective in influencing consumer choices.

Limitations of the study.

The study was limited to Gombe state, the Northeastern part of Nigeria because of financial constraint and time. This is tantamount of not getting accurate result then when the scope is widened. Just few independent variables (Television, Radio and Social media advertising) were chosen to narrow the scope of the study leaving some variables such as online advertising, influencer marketing, and mobile marketing, which are increasingly relevant to consumer decision-making.

Suggestion for further studies.

Further studies should widen the scope to include the whole northeastern region for more accurate result and generalization. Further studies should equally variables such as online advertising, influencer marketing, and mobile marketing, which are increasingly relevant to consumer decision-making.

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