

**THE BEHAVIOUR OF TELEVISION VIEWING DURING COMMERCIAL
INTERRUPTIONS: A CROSS-CULTURAL PERSPECTIVE BETWEEN
(NIGERIAN AND SOUTH AFRICAN)**

Toyin Shobiye
Gedala Mulliah Naidoo
Rugbeer Hemduth
Department of Communication of Zululand
University of Zululand

Abstract

Advertisers use numerous tactics to seduce, influence and win viewers' decision to purchase their advertised products on television (TV). Viewers' behaviour concerning commercial interruption should not be taken lightly. The advancements in technology in the communication industry have ushered in a variety of ways for viewers to bypass commercials. It will serve marketers and advertising agencies well to understand this behaviour. A mixed method research approach was used to compare the cross-cultural behaviour of TV viewers during commercial interruptions. Samples of the study focused on respondents that resided in the city of Durban, KwaZulu-Natal, South Africa as well as in the city of Ibadan, South West, Nigeria. Simple random sampling was applied to select 384 viewers in each city. Among others, the findings of the study reveal that contrasting behaviour patterns ensue between viewers in both cities during commercial interruptions. The study affirmed that viewers within the city of Durban actively viewed the commercial interruptions. On the contrary, viewers in the city of Ibadan clearly avoided watching commercials. The study concluded that the higher the duration of TV viewing, the lower the level of TV commercials' avoidance behaviour. Also, if the level of TV viewing is low, the level of TV commercials' avoidance behaviour will be higher. The findings suggest that cultural differences may determine the viewers' behaviour during commercial interruptions.

Keywords: Advert, TV, commercial interruption, avoidance behaviour, viewers

Introduction

Commercials on TV are usually slot-in within the program me line-up and this is commonly referred to as Commercial Breaks (CBs). Esomba (2013:53) describes TV commercial breaks as a portion of time used to air or display advertisements, infomercial during the talk show, soap opera, and documentaries. Khouaja & Bouslama (2011:1) concur that TV commercials are slotted within various TV programmes. Kind et al. (2007:2) posit that the TV industry is a two-sided market: TV stations offer programmes to viewers and offer advertising space to advertisers. Zhou (2004:315) observes that television program me is generally provided to the people for free, but creates revenue for television stations since advertisers are ready to pay for the commercial time that is broadcast into the programmes. On the other hand, Esomba (2013:55) and Belch & Belch (2003:109) agree that commercials appear on TV prior to and over the top of the closing of a programme. Takeda & Yamazaki (2006:1) reveal that one of the ways to

maintain commercial revenue is to tie-up with TV programmes. For example, TV dramas are sometimes supported by hotels and/or aeroplanes companies under the condition that the hotels and/or aero planes are shown in the dramas. Altas & Oztunc (2012:36) affirm that the more people are watching television means the greater the frequency of the commercials visibility. Allan (2008:404) affirms that when viewing a television programme, it is not possible not to be immersed in a profusion of well-known music commercials. Aiyer & Rajgopal (2001:47) discover that a cable network signs an agreement with an advertising client to air a set of a commercial within selected spots of programmes, to be transmitted by the network over a period of time. As a result, Teixeira (2014:3) argues that media companies do not really sell attention; they sell access to an audience that in turn provides the access for advertisers to communicate.

Behaviour during Commercial Interruptions

There are different ways in which a commercial' message can be placed on TV to persuade the viewers/target audience but viewers have full control over their viewing behaviour during every commercial interruption. A commercial section may be crucial in the viewers' verdict whether to continue or discontinue viewing the commercial. Wilbur (2016:51) states that viewers intensely select which commercials they will avoid or view. Also, it is important to note that viewers/consumers who are not engaging or paying attention to commercials are likely to avoid the commercial, (Kelly, 2014:4).

However, a lot of factors such as types of programmes, and environment etc determine viewing behaviour of viewers during commercial interruptions. Khouaja & Bouslama (2011:2) mention that some scholars have revealed that the appreciation of the programme predicts the viewers' behaviour during commercial interruptions on TV, (Murry et al., 1992 and Coulter, 1998). According to Green (2006) the context in which commercials are viewed varies because there are factors that might affect viewers' attentiveness, such as their physical surroundings (viewing at home or elsewhere), the social environment (viewing alone or with others) or other components for example interest in the product variety being advertised, the time of day, the day of the week or the state of mind they are in. Khouaja & Bouslama (2011:5) study reveal that a TV program me raising negative feelings would lead to unfavourable reactions toward the commercial slotted during the program me.

In addition, the motives for viewing also have great influence on viewers' behaviour during the commercial interruption. The studies carried out by Eadie & Devlin (2007); Gordon (2006) and Coulter (2001) mention three basic reasons individuals use commercial: (1) information seeking; (2) entertainment and (3) social expression. Li et al. (2002:38) state that TV commercials involving information perceived as valuable, resulting in less irritation than those commercials not esteemed helpful and are likely to be skipped. Koku (2014:123) believes that an interesting commercial not only maintains viewers' attention but it also elicits more positive attitudes from viewers toward the commercial and the brand. Teixeira (2014:7) notes that the viewers value the commercials that provide information and entertainment. Wilbur (2016:54) discovers that viewers prefer to stop watching commercials that have less entertainment content or high information content. The study carried out by Singh & Gautam (2012:72) reveal that those who

watch TV in Fiji and India appreciate the sense of humour in TV commercials and they find the commercials entertaining. Saiganesh & Parameswaran (2013:13) discover in their studies, the six factors that influence viewers to engage in TV commercials. First factor: use of animations and computer graphics and sentimental features in adverts, the second factor is: good-looking appearance used for advert and the background and location; third factor: creativity and the music effect; fourth factor: sports personality used and sexual appeal in ads the fifth factor: celebrity used and the humour factor involved in the adverts and the sixth factor: the suspense involved in the ads Babut (2012:247) discovers that the young people see TV commercial as a form of entertainment while the elder people believe it is a source of physical discomfort. The study by Yasin et al. (2013:171) finds that the older age group consumers are more interested in a TV commercial. Pardun (2014:253) believes that humour in commercial increases viewers' attention and comprehension of adverts. Akram et al. (2012:11) describe entertainment as the degree to which a commercial is pleasurable, enjoyable and fun to watch. Pardun (2014:243) adds that it is a good idea to expose viewers to commercials under favourable conditions where there is enthusiasm, excitement and enjoyment so that arousal and awareness are heightened. Sparks (2013:177) argues that many advertisers use creative ways to entertain their viewers rather using a strong persuasive appeal. If people process a commercial as another entertaining bit of TV, they may be more willing to change their behaviour, (Sparks, 2013).

On the other hand, some viewers use the invention of new technologies (such as Digital Video Recorded, TiVo, Internet downloader and remote control) where viewers skip and surf TV channels during the commercial interruptions which are referred to commercial avoidance behaviour. The study on the behaviour of TV viewers towards commercial interruptions conducted by Saiganesh & Parameswaran (2013:13) discovers that viewers do not watch the commercials if they are repetitive and uninteresting. El-Adly (2010:4) reveals that respondents who report more frequent zapping and zipping behaviour tend to have a more negative attitude altogether towards TV advertising. Contra to this, Odia et al. (2013:54) in their study suggested that commercials should be repeated as often as possible so as to retain potential consumers because when a company stops advertising its product, service or idea for some time people will think it is no longer exists. Artero et al. (2012:1) affirm that if TV broadcasts a number of excessive commercials, it reduces the public's satisfaction and increases the risk that the viewers migrate to other channels. Teixeira (2014:5) mentions four factors that make viewers have less attention to commercials and these are; commercial cluster, distrust, long commercials and proliferation of channels. Schweidel & Kent (2010) observe that viewers lose interest in long commercial breaks.

Altas & Oztunc (2012:37) indicate that commercials on television could be thought of as a time to travel. Zhou (2004:315) views that the typical behaviour during a commercial break is to switch to another channel, go and get a drink, go to the restroom, talk to another person, or simply leave the room without coming back. El-Adly (2010:1) describes TV advertising avoidance behaviour (s) as all actions by television viewers to reduce their exposure to the content of commercials. El-Adly (2010:1) classifies TV commercials avoidance behaviour into three groups namely:

1. “Physical avoidance (i.e. leaving the room during the presentation of commercials)
2. Mechanical avoidance (i.e., pressing a button on the remote control to change the channel, muting or decreasing the volume, switching off the television during commercials) and
3. Cognitive avoidance (i.e. engaging in other activities while commercials are showing, such as talking to other people or performing household tasks).”

Semenik et al. (2012:482) indicate that the involuntary and frequency commercial intrusion has made television advertising the most destructive form of advertising. Baran (2006:233) opines that viewers use the remote with a mere flick of a finger and the remote control also facilitates browsing and channel surfing or cruising through channels. Rodman (2007:288) discovers that commercial interruptions have always prompted viewers to run to the bathroom or get a snack. Li et al. (2002:38) view that viewers are liable to either leave the room or change the channel to shun commercials. Mariarty & Duncan (1991) reveal in their study that only 7 percent of total TV viewers pay attention to commercials. Gutnik et al. (2007:2) reveal that the research conducted by a television network in 2005 confirmed that 90 percent of viewers indicated that they skipped all or majority of TV commercials. Akram et al. (2012:11) define scepticism towards TV commercials as the general tendency toward disbelief of advertising claim. Beverly (1988) notes that some viewers talk to family members during the commercial breaks while sometimes they leave the scene at commercial times or go to the kitchen for something to eat or drink.

Meanwhile, the study conducted by Akram et al. (2012:11) established that viewers skip TV commercials due to unable to afford such items. Another reason flagged is the length of the commercial breaks which causes viewers to avoid them, (van Meurs,1998).He further stresses that the longer the commercial break or broadcast of adverts, the higher the possibility for commercials to be ignored. Rodman (2007:433) reveals that the avoidance of commercials becomes easier by the use of digital devices such as TiVo that can automatically skip adverts. Semenik et al. (2012:482) avert that the viewers’ develop bad attitudes towards television commercials and seek ways of avoiding them. Dominick (2005:284) affirms that TiVo and other Personal Video Recorders (PVRs) have changed the way TV is viewed. He points out that in one survey that about 70 percent of owners of PVRs skipped commercials while they were watching TV. Semenik et al. (2012:482) agree that the high-tech devices such as Digital Video Recorder (DVR), PVRs and TiVo have increased methods to avoid commercials. They further stress that viewers can use the devices to skip commercials and watch only the programme itself. Biagi (2012:288) adds that DVR allows viewers the functionality to pause during a show and leave the TV set on; then resume the programme when they return or fast-forward through the recorded portion.

According to Semenik et al. (2012:482), 81 percent viewers invested in a DVR and the primary reason was to fast-forward through 75 percent of the commercials. Murodoch et al. (2013)

concur that TiVo and many other digital recording systems have made it easy for TV viewers to watch their favourite programmes without any commercial interruptions. The following researchers: Jaffe (2005); Wilbur (2008:7) and Anderson & Gans (2011) indicate that traditional commercial on television which is based on the 30-second spot has come to an end from viewers' perspective. This has become a reality due to the evolution of the latest technologies found in devices such as TiVo as well as the remote controls allow for pop-up advert blocking functions. Brasel & Gips (2008) agree that viewers now utilise DVRs to time-shift programmes and skip through commercial interruptions.

Problem Statement

Although there are existing studies that have been conducted on what people do during commercial interruptions on TV programmes, it is noted that none of the extant studies examined the cross-cultural difference in viewing behaviour of viewers during commercial interruptions. However, this study is deliberately chosen in Nigeria and South Africa in supporting the call of Taylor (2005) for more intercultural studies in advertising. Taylor (2005) argues that there is a scarcity of international advertising studies in Western and Eastern societies and he proposes that researchers should try and expand studies to address advertising issues from emerging markets in other areas of the world. This study also responds to the advice of Spencer et al. (2011) for more cross-cultural studies on media influence on culture. Spencer et al. (2011) suggest in their study that researchers must continue cross-cultural uses. Therefore, there is still need for an empirical data for this present study because the former evidence from a literature review of television advertising shows that efforts on studies that actually compare a viewing behaviour during television commercial interruption from one geographical region to another are very sparse.

Objectives of the study

- o To examine how much time viewers spend watching television and commercial interruptions;
- o To investigate viewers' levels of time spend in watching commercial interruptions on TV;
- o To identify behaviour activities of viewers during TV commercial interruption while watching programmes.

The significance of the study

- o This study will enlighten the advertisers, advertising agencies in Nigeria and South Africa to come up with new strategies that will improve their TV advertising campaigns which will attract or capture the attention of viewers
- o The study will contribute to the literature review of cross-cultural studies in the field of TV advertising.

o This study is unique because it will add to a literature review in the field of TV advertising in Nigeria and South Africa.

Area of Study

This study was conducted in the City of Ibadan, South-West in Nigeria and the City of Durban in KwaZulu-Natal province of South Africa. The reason for choosing these two cities for this study is based on similarities both cities have in common. For instance, Durban city is the largest City in KwaZulu-Natal Province, South Africa also Ibadan city is the largest city in South West, Nigeria. Durban and Ibadan are both metropolitan and commercial cities. Also, Durban and Ibadan are tourism centres that provide tourist information for both local and international visitors.

Durban (Zulu: eThekweni, from itheku meaning "bay/lagoon") is the largest city in South Africa, province of KwaZulu-Natal. The Durban Metropolitan Area ranks second among the most populous urban areas in South-Africa. The municipality, which includes neighbouring towns, has a population of almost 3.5 million. Durban has the largest Asian community on the African continent and has the largest Indian population. This is because the British established a sugar cane industry in the 1860s and farm owners had a difficult time attracting Zulu labourers to work on their plantations, therefore the British brought thousands of indentured labourers from India on 20 contracts of 5 years each. As a result of the importation of Indian labourers, the city of Durban is ethnically diverse, with a cultural richness of mixed beliefs and traditions. The Durban Metropolitan Area (DMA) has a large and diversified economy with strong manufacturing, tourism, transportation, finance and government sectors.

Ibadan: Ibadan is located in south-western Nigeria, the capital of Oyo State. It is situated 78 miles inland from Lagos State, Nigeria. Its population is estimated to be about 4,500,000. The principal inhabitants of the city are the Yoruba. Ibadan, surrounded by seven hills, is the second largest city in Nigeria. It came into existence when bands of Yoruba Renegades following the collapse of the Yoruba Oyo Empire, began settling in the area towards the end of the 18th century. Ibadan is home to the first television station in Africa. The city is a major centre for trade in cassava, cocoa, cotton, timber, rubber, and palm oil. Ibadan has a few other important industries established like the confectionaries, oil processing plants, soft drinks, bottling and food factories, feed mills, tobacco factory, flour mills and sawmills.

Research design

The quantitative research approach was used for this study and data was collected via self-administered questionnaire under descriptive survey method to collect information on the behaviour of viewers during commercial interruptions on TV programmes. The descriptive survey is employed to provide reliable and accurate measurements that allowed statistical analysis on the behaviour of viewers in a large population.

Sample and Sample techniques

The study adopted the sample size outlined by De Plooy (2009:15) which estimates that for a population of over 500,000 (hundred thousand at 95% confidence level and $\pm 5\%$ error margin) the sample size is 384. The simple random sampling method was applied to select 384 viewers from Durban city and 384 viewers from Ibadan cities. Simple random sampling was used because of simplicity.

Data Instrument

The instrument that was employed for this study was a questionnaire because the researcher was dealing with a large number of respondents and also large amounts of information were needed for this study. The study used close-ended questions because they permit easier interpretation and tabulation. The data were captured through Moon Stats and presented in charts, tables, percentage, frequency and average mean. A pilot study was conducted with 30 people to ensure the validity and reliability of the questionnaire. The questionnaire for viewers contains two parts which are in line with the objectives of the study and the respondents will be ensured of anonymity and confidentiality. In addition, the questions were developed and designed from prior research works and literature review.

Data Analysis and Discussion of Findings

Objective 1: To examine how much time viewers spend watching television and commercial interruptions

Figure 1 and 2: Investigate on frequency for watching TV in both Durban and Ibadan cities

Figure1: examines Frequency of watching television in City of Ibadan

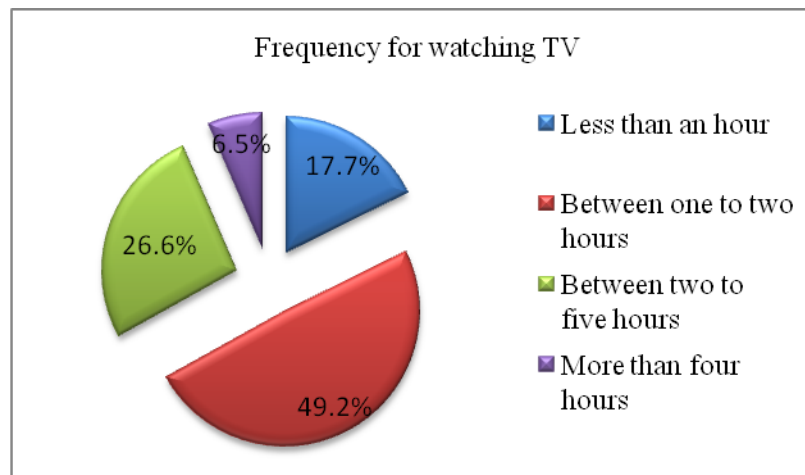
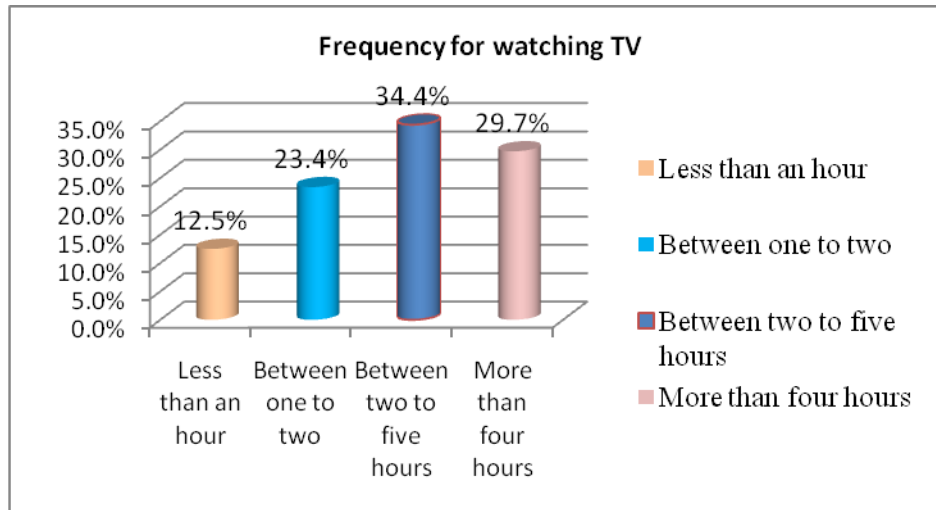


Figure 2: examines Frequency for watching television in City of Durban



Comparison of time spent watching TV by viewers in Durban and Ibadan cities

Figures 1 and 2 revealed the average time spent watching TV per day by respondents. In comparison with the finding, 1 to 2 hours (49.2%) were the predominant time the viewers in Ibadan city spent watching TV. On the contrary, in the City of Durban, 2 to 5 hours was the most prevalent time the viewers spent in watching TV. It is, therefore, evidence that most TV viewers in Ibadan city, Nigeria are light TV viewers. Ceber et al. (2006:2) describe a light viewer as any person who claims to watch TV for two or fewer hours per day. Most of the TV viewers in Durban, South Africa can be referred to as heavy viewers due to the hours they spent in watching TV. This resonates with Anjum (2007:64) who views that heavy TV viewers are those that spend much of their time watching TV. There is a significant difference between duration for watching TV in Ibadan and Durban cities.

Objective 2: to investigate viewers’ levels of time spent in watching commercial interruptions on TV

Figure 3: investigates frequency for viewing commercial interruptions by viewers in Durban

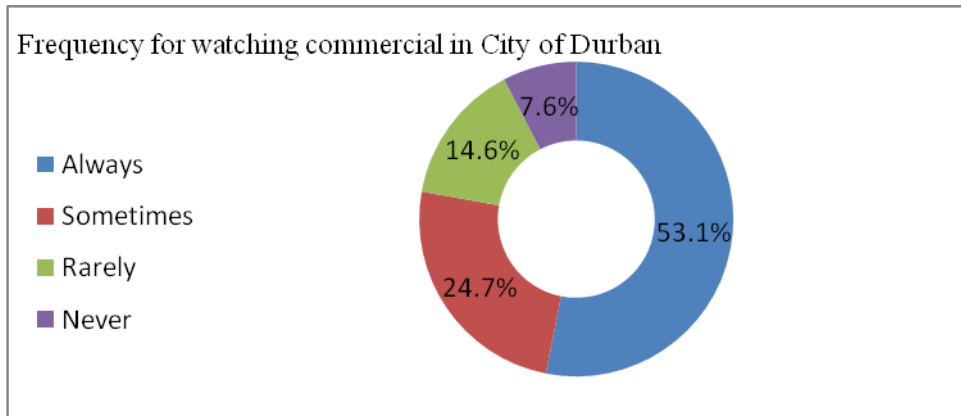
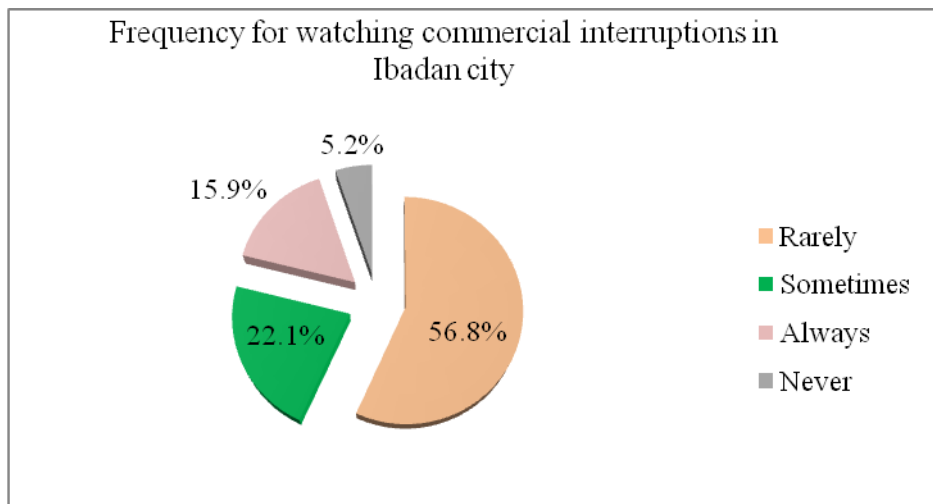


Figure4: investigates frequency for watching commercial interruptions in Ibadan city



Comparison of frequency for watching commercial interruptions on TV by viewers in Durban and Ibadan cities

Figures 3 and 4: examine viewers’ level of time spent in watching commercial interruptions on TV in both cities. Comparing two cities, there is a huge significant difference between the levels of time spent on watching commercial interruptions by viewers in Ibadan and Durban cities. In Ibadan city, over half of TV viewers that participated in this study (56.8%) rarely spent time watching commercial interruptions. This may be as a result of the time certain viewers in Ibadan spent watching TV because the finding in figure 1 reveals that 1 to 2 hours was predominantly the time that viewers in Ibadan city spent watching TV. This is in contrast to the level of time the viewers in Durban city spent watching commercial interruptions. A total (53.1%) number of TV viewers that participated in this study in Durban city indicated that they always spent time watching commercial interruptions on TV. This may be due to hours spent in watching TV by the viewers in Durban city because the finding in figure 2 reveals that 2 to 5 hours was the most prevalent time the viewers in Durban city spent in watching TV. In view of the above findings, it can be concluded that the higher the level of TV viewing the greater the level of time spends in watching commercial interruptions on TV. Altas & Oztunc (2012:36) affirm that the more people are watching television means the more they are seeing commercials.

Objective 3: To identify behaviour activities of viewers during TV commercial interruption of the viewers in Durban and Ibadan cities.

Tables 1&2: Provide 13 statements which were used to measure the behaviour of viewers at the moment of commercial interruptions on TV. In this section, the respondents were asked to rate the 13 statements on a 3-point scale from 3 to 1 (3= true, 2= sometimes and 1= false). The behaviour of viewers toward commercial breaks is identified based on the weighted average scores calculated. The response scale was structured according to the 3 points listed below:

True (T) - 3

Sometimes (S) - 2

False (F) – 1

To determine the mean or benchmark for each value in Table 1 and 2, the researcher added the values of 3-1 scale or point (3+2+1=6) and divided by the scale 3 (6÷3=2). The mean of the 3-point scale is 2.0. Therefore, 2.0 serves as a benchmark for acceptance (high) or rejection (low) to the question asked; this was used as a standard to examine behaviour at the moment of commercial interruptions on TV.

Table 1: viewers’ behaviour at the moment of commercial interruptions on TV in Durban

The mean score of viewers’ behaviour at the moment of commercial interruptions on TV in Durban							
S/N	What do you usually do during commercial interruptions on TV	T (3)	S (2)	F (1)	Mean Score	Rank	Decision

1	I pay attention to information on commercial	242	102	40	2.8	1	Accepted
2	I respond to messages of the commercial	166	82	136	2.1	3	Accepted
3	I am eager to get products being advertised	193	94	97	2.3	2	Accepted
4	I use the remote to change/surf the channels during the commercials	119	116	149	1.9	4	Rejected
5	I listen to music/jingle of the advertisements	192	115	77	2.3	2	Accepted
6	I watch the entire advertisement	198	106	80	2.3	2	Accepted
7	I play with a cell phone during the commercial	109	111	164	1.9	4	Rejected
8	I make calls on the phone during the commercial	92	141	151	1.9	4	Rejected
9	I stop watching television to do other things during the commercials	83	121	180	1.8	5	Rejected
10	I mute the television during the commercials	30	34	320	1.3	6	Rejected
11	I divert my attention (talking, eating) during commercials	109	134	141	1.9	4	Rejected
12	I use Private Video Recorder for fast-forwarding advertisements when commercials appear on the programmes	26	38	320	1.2	6	Rejected
13	I switch off the television during commercials	14	27	343	1.1	7	Rejected

Note: Figures given in brackets are the weights assigned

Mean Score = \sum (Number of Responses * Weights assigned) / Total number of Respondent.

Table 2: viewers' behaviour at the moment of commercial interruptions on TV in Ibadan city

The mean scores of viewers' behaviour at the moment of commercial interruptions on TV in Ibadan city							
S/N	What do you usually do during commercial interruptions on NTA and BCOS channels	T (3)	S (2)	F (1)	Mean Score	Rank	Decision
1	I pay attention to information on commercial	29	53	302	1.3	7	Rejected
2	I respond to messages of the commercial	11	24	349	1.1	8	Rejected
3	I am eager to get products being advertised	9	21	354	1.1	8	Rejected
4	I use the remote to change/surf the channels during the commercials	234	121	29	2.8	1	Accepted
5	I listen to music/jingle of the advertisements	38	125	221	1.5	6	Rejected
6	I watch the entire advertisement	23	57	304	1.3	7	Rejected
7	I play with a cell phone during the commercial	117	231	36	2.2	4	Accepted
8	I make calls on the phone during the commercial	91	240	53	2.6	3	Accepted
9	I stop watching television to do other things during the commercials	287	61	36	2.6	3	Accepted
10	I mute the television during the commercials	96	254	34	2.1	5	Accepted
11	I divert my attention (talking, eating) during commercials	291	61	32	2.7	2	Accepted
12	I use Private Video Recorder for fast-forwarding advertisements when commercials appear on the programmes	0	6	378	1.0	9	Rejected

13	I switch off the television during commercials	3	5	376	1.0	9	Rejected
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Note: Figures given in brackets are the weights assigned

Mean Score = \sum (Number of Responses * Weights assigned) / Total number of Respondents.

Comparison of viewers’ behaviour during commercial interruptions in both cities

Tables 1 and 16 identify different types of viewers’ behaviour in Durban and Ibadan cities during commercial interruptions on TV. Comparing the frequency behaviour of viewers during commercial interruptions shows a huge significant difference between the behaviour of viewers in Durban and Ibadan cities. In Ibadan city, the most common behaviour activities of TV viewers during commercial interruptions were: using remote to change/surf the channels; diversion of attention to other things like talking, eating, stop watching television to do other things and making calls or play with cell phones. These four variables on behaviour were considered high among the viewers in Ibadan city with mean scores of 2.8, 2.7 and 2.6.

In contrast, the most common behaviour of TV viewers in Durban city during commercial interruptions on TV was: paying full attention to commercial interruptions, watching the entire commercial and eager to get products being advertised as well as listening to music/jingle of the commercials. These four variables on behaviour were rated high among the viewers in Durban city with mean scores of 2.8, 2.3 and 2.1.

From the above findings, it can be argued that there is avoidance behaviour during commercial interruption among TV viewers in Ibadan because they were not engaging in commercial interruptions. The most frequent behaviour that common to TV viewers in Ibadan during commercial breaks can be classified into two avoidance behaviour: (1) mechanical avoidance (i.e., pressing a button on the remote control to change channel) and (2) physical avoidance (i.e. leaving the room during the presentation of commercials, (El-Adly, 2010:1). The result confirms that the higher the duration of TV viewing, the lower the level of TV advertisements’ avoidance behaviour. Also, if the level of TV viewing is low, the level of TV advertisements’ avoidance behaviour will be higher.

Conclusions and Recommendation

The findings of the study have been able to ascertain that there is a significant difference between the viewing behaviour of viewers in Nigeria and South Africa during commercial interruptions on TV. Based on the findings, South African TV viewers (City of Durban c, KwaZulu-Natal) were more accommodating with regards to accepting commercial interruptions during viewing time. On the other hand, Nigerian TV viewers (City of Ibadan, South West) had nonviewing behaviour because they were not paying attention to commercial interruptions maybe they felt that commercial interruptions are distraction and disturbances. It can be concluded that the higher the level of TV viewing, the greater the level of time spends in watching commercial interruptions on TV.

- Base on the findings of the study, the following guidelines are recommended:

It is recommended that the advertisers and advertising agencies especially in Nigeria should try and come up with new strategies/methods of advertising their products or services on TV that will be able to capture the attention of viewers in order to side-track the avoidance behaviour during commercial breaks because if commercials are not able to grab the attention of viewers it will drop viewers' attention and all the revenue spent on such commercials will go in vain. Ibrahim (2015) states that in term of creative content in advertising, Nigerian advertising industry still lag behind because Nigerian advertising industry is still at developing stage compare with other African countries like South Africa. Teixeira (2014:3) argues that if TV viewers change to channel during commercial interruptions or skip commercials on TV, it is the fault of the advertisers because the advertisers have not worked on commercials that grab the attention of the viewers.

The advertisers and advertising practitioners in Nigeria should try to use more of animated and humorous commercials with a suitable verbal message and this may enhance the viewers' attention and engage/retain in every moment of commercial breaks. Wilbur (2016:71) posits that commercial avoidance is influenced by the content of commercial. Fransen et al. (2015:8) observe that viewers are less prone to avoid commercial messages that are emotional and entertaining, and more inclined to avoid messages that are informational.

The directors of programmes and marketing in television stations in Nigeria should try reducing the number of commercials broadcast within the programmes because the viewers may lose the interest, and this will lead to avoidance behaviour during the commercial breaks. Schweidel & Kent (2010) argue that viewers lose interest in long commercial breaks. Teixeira (2014:5) agrees that commercial cluster and long commercials can make viewers have less attention to commercials.

Limitations and Further Study

One of the limitations of the present study is that the demographic information of respondents was not included in the study. Therefore, further study should try of investigating the viewing behaviour of viewers during commercial interruptions base on viewers' biographic information (sex, gender, education, marital status and occupation) to generate more results. Another limitation is that the study only concentrated on behaviour activities of viewers during commercial interruptions while the factors that cause avoidance behaviour were not included in the analysis. There is a need for further study to examine the determinants of avoidance behaviour during commercial interruptions. Presently, some advertisers have started using product placement approach to minimise TV commercials' avoidance behaviour. Therefore, it would be interesting to investigate the effects of product placements on television viewers.

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