International Journal of
Humanities, Education, and Social Sciences

e-ISSN : 3026-0892
p-ISSN : 3026-1422

Index: Harvard, Boston, Sydney, Dimensions, Lens, Scilit, Semantic, Google, etc

https://doi.org/10.58578/IJHESS.v4i1.7985

Football Viewers' Perception of In-Game Commercials: A Study of Selected Football Viewing Centres in Kano Metropolis

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Article Info:

Submitted:	Revised:	Accepted:	Published:
Nov 12, 2025	Dec 14, 2025	Dec 26, 2025	Dec 31, 2025

Abstract

Television networks depend heavily on advertising revenue, yet the placement of in-game commercials during football matches often disrupts the viewing experience and provokes negative audience reactions. This study investigates football viewers' attitudes, perceptions, and retention of in-game commercials across selected viewing centers in Kano metropolis, Nigeria, anchored in expectancy–value theory. The research adopts a descriptive survey design with a sample of 269 respondents proportionally drawn from a population of 900 viewers. Data were collected through structured questionnaires and analyzed using descriptive statistics. The findings reveal low exposure to and weak recall of halftime and floating commercials, with the majority of viewers perceiving advertisements as excessive, intrusive, and irritating. Only a minority of respondents reported purchasing advertised products, indicating limited influence of in-game commercials on consumer behavior. Although some viewers acknowledged the relevance of certain advertisements, overall attitudes were predominantly negative, manifested in frequent channel switching,

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disengagement, and expressions of manipulation. The study concludes that in-game commercials are largely ineffective in sustaining audience attention or driving consumer action and recommends that broadcasters and advertisers adopt less obtrusive, more engaging, and contextually relevant advertising strategies to enhance message retention and mitigate viewer dissatisfaction, thereby improving advertising effectiveness in sports broadcasting.

Keywords: Football Viewers; In-Game Commercials; Audience Perception; Kano Metropolis; Expectancy–Value Theory

INTRODUCTION

Commercials, particularly those aired on television, remain a critical source of revenue for broadcast media. Television's ability to attract a large, heterogeneous audience makes it a powerful platform for advertising, entertainment, education, news, and sports. Its audio-visual appeal and accessibility give it a unique advantage over other media, encouraging brands to invest heavily in commercials to increase sales and maximize profits (Udomisor, 2013).

The rising popularity of football has further intensified this trend, with broadcasters strategically placing commercials before, during, and after matches to capture mass viewership. In Nigeria, where many football, channels are subscription-based, this has led to the proliferation of community football viewing centers. Advertisers assume that spectators in these centers will be exposed to and influenced by in-game commercials. Yet, a critical question arises: do football viewers actually watch and process these advertisements when they interrupt the match?

Previous studies suggest otherwise. Research indicates that commercials aired during emotionally engaging program segments often fail to capture attention, as viewers may switch channels, disengage, or leave the room (Pechu, 2014). While general attitudes toward television advertising interruptions have been studied, limited attention has been given to the specific context of football viewership in Nigeria. This gap is significant, given the cultural and social importance of football and the heavy reliance of broadcasters on advertising revenue.

This study applies the expectancy-value theory, which posits that individuals are goal-oriented and behave according to their expectations and perceived value of outcomes.

For football viewers, the primary goal is uninterrupted match enjoyment, not commercial engagement. Thus, commercials may be ignored or perceived negatively, regardless of their placement.

The novelty of this research lies in its focus on football viewing centers in Kano metropolis, offering localized insights into audience perception, retention, and attitudes toward in-game commercials. By examining this context, the study contributes to understanding how advertising strategies align—or fail to align—with audience behavior.

Objectives: The objective of the study is to examine football viewers' perception, level of football viewership and retention and viewers attitude to in game commercial messages.

Theoretical Framework

Expectancy-value theory is a theory of consumer behavior which holds that people are goal-oriented beings. Founded by Martin Fishbein in the 1970s, the core assumption of the theory is that behavior is a function of the expectancies one has and the value of the goal toward which one is working. In other words, individuals make decisions based on how likely they believe they are to succeed and how much they value the outcome.

The theory predicts that when more than one behavior is possible, the behavior chosen will be the one with the largest combination of expected success and value. According to expectancy-value theory, people behave in response to their beliefs, and their actions are undertaken to achieve a desired end. It suggests that "people orient themselves to the world according to their expectations (beliefs) and evaluations."

Utilizing this approach, behavior, behavioral intentions, or attitudes are seen as a function of two key components:

1. **Expectancy (or belief)** – the perceived probability that an object possesses a particular attribute or that a behavior will have a particular consequence.

2. **Evaluation** – the degree of affect, positive or negative, toward an attribute or behavioral outcome (Palmgreen, 1984 in University of Twente, 2019).

Application to In-Game Commercials in Football Broadcasts

This theory is relevant to the present study, which seeks to investigate the perceptions and retention of in-game commercials by football viewers. Football match providers (broadcast houses) often cue in adverts during matches, assuming that viewers

will be forced to watch them. However, according to expectancy-value theory, this assumption may not hold true.

Viewers' expectancy value is centered on watching the football match itself, not the adverts. Therefore, no matter how strategically the adverts are placed or how frequently they appear, viewers may mentally disengage or ignore them. Their behavior aligns with their goal-oriented mindset—focused on the match, not the commercial interruptions.

Conceptual Review

Attitude

Zanna and Fazio (1982) have characterized approaches to the study of attitude behaviour consistency as having progressed through some clear generations of thought and research. Until the mid-1960s, there appears to have been a predominant assumption in the field of one-to-one correspondence between attitude and behaviour. Early definition of the attitude concepts (e.g ., Allport, 1935; Doob, 1947) went so far as to postulate an attitude-behaviour link as an explicit part of the definition, ironically implying that if correspondence with behaviour was lacking, then there was an no attitude. Aside from a few early skeptics (e.g., Corey, 1937; LaPiere, 1934) this assumption remain largely unchallenged until the 1960s, when a number of researchers began to scrutinize the available literature and conduct further investigations of the attitude.

Opinion and Belief

An opinion is generally the expression of one's judgement of a particular set of facts or an evaluation of the circumstances presented to him. Thurstone defines opinions as expressions of attitudes. However, Kolasa observes that an opinion is response to a specifically limited stimulus, but the response is certainly influenced by the predisposition with which the individual is operating that is the attitude structure. Undoubtedly, attitudes are basic to opinions as well as to many other aspects of behaviour. Although attitudes tend to be generalized predisposition to react in some way towards objects or concepts, opinions tend to be focused on more specific aspects of the object or the concept. Mc Cormick and Tiffin observe that the measurement of attitudes is generally based on the expressions of opinions. But we should distinguish between attitude scale like a thermometer or barometer, which reflects the generalized level of individuals' attitudes

towards some object or concept, and opinion survey which typically are used to elicit the opinions of people toward specific aspects of, For example, their work situation. A difference can also be made between attitude and belief. A belief is an enduring organization of perceptions and cognitions about some aspects of individual's world. Thus, belief is a hypothesis concerning the nature of objects, more particularly, concerning one's judgement of the probability regarding their nature. In this sense, belief is the cognitive component of attitude, which reflects the manner in which an object is perceived. Kolasa observes that beliefs are stronger than opinions; we hold them more firmly than we do the more changeable evaluations of minor or transitory events represented by opinions.

Perception

According to Cambridge Dictionary (online), perception is a belief or opinion, often held by many people and based on how things seem or a thought, belief, or opinion, often held by many people and based on appearances. This indicates that, the term perception refers to an understanding which people held on a particular thing based on its appearance and characteristics. However, as people differ so their perceptions. Yarahmadi (2015) after studying perception differences towards TV commercials: a gender comparison in Iran, notes that in general there are gender perception differences towards TV commercials in Iran. Some differences were found on the male viewers for some products, including feminine hygiene. Peter and Webb (1979) in their research titled, "Perceptual Discrepancies in the Time Duration and Number of Television Commercials," shows that people's perceptions of the amount of advertising on television are substantially different than the actual amounts, and also differ as a function of how the commercials are scheduled within programs. Similarly, Perception is a process by which people regard, analyses, retrieve and react to any kind of information from the environment (Business Jargons, 2019). This information could be what advertisers packaged in TV commercials with the aim of intriguing patronage from people, especially television viewers in order to increase sales. This information packaged in TV commercials is perceived differently by different viewers. Partly due to; the situation viewers are in, at the time, the target set by the advertisers which deals with size, intensity, background etc. of the TV commercials as well as the nature of the viewers which has to do with their expectations, experience, motives, interests and dispositions.

Retention

Simply put, retention is "the act or power of remembering things" (Wiktionary, 2019). It is also the length of time an individual remains in, while doing a particular thing. However, in the case of TV commercials, some numbers of factors influence the viewer's retention of TV commercials. These factors include; format, length, definition etc. of the TV commercials. Also, many factors influence the tuning behaviour of TV audiences, making it difficult to understand the precise impact of a specific ad. However, by analysing the tuning of millions of individuals across many thousands of ads, we can model these other factors and yield an estimate of the tuning attributable to a specific creative and confirm that creatives themselves do influence audience viewing behaviour. (Interian et al., 2009, p. 7).

Moreover, analysing a study released in February 2012 by DG and Kantar Media. After examining 28,270 nationally placed commercial occurrences of watermarked commercials distributed by DG in March 2011, Marketing charts (2012) states that TV ads aired in high definition (HD) outperform their standard definition (SD) counterparts in terms of audience retention by 18.4%. Therefore, that clearly indicates that audience retention provides insight into viewers' advertising preferences and is useful whenever knowing such a preference would influence a business decision.

In-game commercials

A television advertisement (also called a television commercial, commercial, advert, TV advert or simply an ad) is a span of television programming produced and paid for by an organization. It conveys a message promoting, and aiming to market, a product or service. Advertisers and marketers may refer to television commercials as TVCs (Mahfooz, in Television advertisement, 2020, par. 1). This implies that, in-game commercials are simply television advertisements placed within football matches.

Football viewers

Football viewers on the other hand are spectators watching a particular football match at football viewing stations, bars, homes, restaurants etc. These spectators have different opinions and attitudes toward in-game commercials. According to Plunkett (2010) nearly 90% of people watching time shifted shows fast-forward the ads, but TV remains the most memorable form of advertising. Still, football matches contain a lot of commercials particularly due to the fact that, television networks showing those football matches rely upon revenue generated from these commercials. Because, advertising

revenue provides a significant portion of the funding for most privately owned television networks. "More ads have predictably led to more money for the TV industry. Total ad spending in 2013 reached $78 billion, up from $64 billion in 2009 (Luckerson, 2014)." TV contracts are very valuable for sports clubs and leagues more valuable than ticket sales. In fact, the TV networks pay the leagues to air their games because they will sell advertising to their viewers during the games. So there need to be a lot of commercials, and they have to air sometime (McKenzie, 2017). These airing times often happen to be immediately before, within and after football matches where spectators are very much present, engaged and in front of television sets either at home, bars, stadiums, restaurants, football viewing stations etc. It is important to note that, the reason behind this strategic placement of these commercials by television networks is to ensure retention of these commercials by various spectators so the aims and objectives of both the television networks and advertisers would be achieved. Why, because the expectation is, in as much as various spectators retent these commercials, their interest would be stimulated and then subsequently go for these products or services. Thereby helping both the advertisers and television networks achieve sale increase and lot more sponsorship respectively.

Review of Empirical Studies

Studies in this part of the study, studies that are related to this study either in content or approach are reviewed. The first study to be reviewed here is that of Chidiebere (2015) on "an Assessment of Audience Attitude towards Peak Hour Commercials in South - East Nigeria" where the main aim of the study was to investigate audience attitudes toward peak hour commercials. The objectives of the study were: to find out the level of exposure of the audience to peak hour commercials, to examine viewers' extent of recall of commercials in peak hour programme, to find out viewers' perception of commercial messages particularly during peak hour programmes and to find out viewers' disposition to commercial messages during peak hour programmes. Survey research method was used for the study while questionnaire was the instrument of data collection. The sample size was 405 respondents while the sampling technique employed was multi-stage. The sample was drawn from three states from South Eastern Nigeria namely, Anambra, Abia, and Enugu. The result of the study revealed that most (68%) of the respondents reported high exposure to peak hour commercials. The result further showed that 92% reported that they

recall peak hour commercials. However, most (35.5%) of the respondents were found to have reported low extent of recall of peak hour commercials. The result also revealed that 65% of the respondents perceived peak hour commercials as interruption. Findings finally revealed that 57.1% reported that they are negatively disposed to peak hour commercials. While, the study concludes that respondents perceive peak hour commercials as interruption.

Similarly, Gemson (2019) carried out a study titled "television advertising and consumer behaviour: a study of Nokia adverts in Lagos state, Nigeria". The study intended to evaluate the impact of pod positioning, timing and length, advert repetition and correct branding on advert likeability, customers attitude and other associated behavioral change that might occur due to the effect of television advertisement especially on mobile phone adverts. The population of the study was entire people of Lagos State, Nigeria. While Cross sectional survey research design was adopted and the hypothesized relationship between television advertising and consumer behaviour was tested with a sample size of 400 using the simple random sampling techniques. While primary data were collected with the aid of structured questionnaire to measure each variable in the study. The conclusion reached was that Advertising pod positioning, timing, length of Nokia adverts on television has an effect on Nokia users. Also Repeat advert increases the likeability of both the product and the advert. Viewers of the advert can correctly identify and developed a brand attitude towards the Nokia brand only when the Product sales promotion is correctly carried out and must be aimed at catching the interest of the target consumers. Despite, the high level of likeability, brand recall and brand identification only stipulates that about 55% of the viewers will recommend Nokia to others after viewing the advert. Pechu (2014) conducted a study on "Attitudes of TV audience towards commercial interruption in TV programmes." The study was aimed at assessing the attitude of TV audience towards commercial interruption in TV programmes. The population of this study was the Buea community in Cameroon which is made up of mostly students, and teaching and non-teaching staff, business operators and administrators. The sample size for the study was 150. The research design was quantitative and the method was survey, while the questionnaire was the instrument for data collection. The technique used for this study is the simple random. The major finding pointed to the fact that TV viewers in the University of Buea Community do not like commercials interrupting the programmes they are watching as 33.3% of them switched channel (zap), 25.0% stay but do not concentrate,

10.2% will leave the room when commercials set in. However, 29.6% of the respondents said they actually watch the commercials. This is small compared to the total of 68.5% who switch channel, leave the room or stay but do not concentrate in watching the commercial.

Moreover, Dogah (2009) did a study titled "A study of university of Ghana students' perception of and response to television commercials on Guinness Stout". The study aimed to find out whether television commercials on Guinness Stout influence people to drink. A relationship between the gender of the respondents and response to the commercials, the religion of the respondents and constraint on the response to the commercials, and a relationship between perception and response to the commercials were measured. The study used the quantitative research approach. While a self-administered survey questionnaire was used as the measuring instrument. Systematic sampling technique with random beginning was used with 500 sample size. While the study population was drawn from students of the University of Ghana. Descriptive statistics was used for the data analysis. Results from the study suggested that television commercials on Guinness Stout influenced the respondents to drink. Furthermore, of the respondents who were not influenced by the commercials to drink, their religion acted as constraint to their response to the commercials. There existed also a relationship between the respondents' perception of the commercials and their response to the commercials. The respondents who perceived the commercials positively were more influenced to drink than those who perceived the commercials negatively. Meanwhile, these findings reflected the views of students from the University of Ghana and may not be generalised to the wider Ghanaian population.

Also, Odomero (2011) carried out a study on "Audience Perception of Obtrusive Advertisements in Super Story". The work investigated the perception of viewers of Super Story television drama on the obtrusiveness of advertisements that are a major feature of the programme. Using the survey research design and the questionnaire as instrument of data collection, the population of the study was entire people of Enugu metropolis, where it was un-empirically estimated that television ownership amounts to about 80% of the population. While a purposive sample of 200 was adopted for convenience. The study reveals that the inclusion of series of advertisement in Super Story television drama is intentional, deliberate, profit-driven and aimed at achieving certain predominant goals mainly persuading the audience to buy a particular product. Meanwhile specific findings of the study reveals; that audience do not like too many advertisements in super story, that the ads are excessive, that audience is often influenced to buy the advertised products even if

they resist the urge to do so and also that audiences do not only get angry at the excessive adverts, but they are irritated, disappointed and manipulated. While many viewers change channel if the adverts become too obtrusive. However, the researcher failed to investigate viewers' perception and retention of in-game commercials, a gap this study will investigate.

METHODS

The research employed a descriptive survey design, which was deemed most appropriate for capturing and analyzing respondents' perceptions of in-game commercials. This design facilitates the systematic description of social characteristics—such as educational background, occupation, and geographic location—and explores how these variables may relate to behavioral patterns and attitudinal responses (Iowa Research Online, 2019). As noted by Explorable (2019), descriptive research is a scientific approach that involves observing and documenting the behavior of subjects without exerting any influence over them. This non-intrusive method aligns with the study's objective to assess football viewers' natural reactions and attitudes toward in-game advertising within their typical viewing environments.

Given the absence of an official record detailing the total number of football viewers within Kano Metropolis, the researcher adopted a pragmatic approach to define the study population. By consulting the proprietors of five strategically selected football viewing centers—chosen for their proximity and accessibility—the researcher obtained estimates of average attendance during football matches. These consultations revealed a cumulative population of approximately 900 viewers across the five centers. While these centers may not encompass the entire geographic or demographic diversity of Kano Metropolis, their status as active and well-frequented football hubs ensures that the sample remains relevant and representative for the purpose of this study. This localized population framework enabled efficient data collection and provided a focused lens through which to examine football viewers' perceptions of in-game commercials.

This study employed a non-probability convenience sampling technique, which involves selecting participants based on their accessibility and willingness to take part in the research (Bakaran & Bougie, 2010). This approach was considered appropriate for efficiently gathering data from football viewers who possess firsthand experience and insight relevant to the study's objectives. By focusing on viewing centers located in close

proximity to the researcher, the sampling process was both practical and logistically manageable. Although convenience sampling may limit generalizability, it enabled the researcher to engage with a targeted population actively involved in football viewership, thereby enhancing the relevance and contextual depth of the data collected.

RESULTS

Table 1: Response on how often respondents watch advert.

Response	Frequency	Percent
Always	131	48.7
Occasionally	138	51.3
Total	269	100.0

Source: Field survey 2025

The result from the table above revealed that 131 (48.7%) of the respondents reported that they always watch halftime commercials always, 138 (51.3%) watch but occasionally. This suggests that only few of the respondents always watch halftime commercials, an implication that most football viewers use that period to engage in other activities.

Table 2: Response on how respondents like the adverts.

Response	Frequency	Percent
Yes	127	47.2
No	142	52.8
Total	269	100.0

Source: Field survey 2025

The result from the table above showed that 127 (47.2%) of the respondents reported that they do not like halftime commercials, 142 (52.8%) reported they like the adverts. This means that most of the respondents do not like halftime commercials.

Table 3: Response on whether respondents noticed in-game commercials.

Response	Frequency	Percent
Yes	126	46.8
No	143	53.2
Total	269	100.0

Source: Field survey 2024

The result from the table above revealed that most 126 (46.8%) of the respondents reported to have noticed commercials who float television screen as football match is ongoing while 143 (53.2%) reported no. This indicates that majority of the respondents did not notice in-game ads.

Table 4: Response on the range of advert played during a match.

Response	Frequency	Percent
1-5	132	49.1
6-12	137	50.9
Total	269	100.0

Source: Field survey 2025

The result from the table above revealed that 132 (49.1%) of the respondents noticed that numbers of in-game commercials range from 1-5 commercials per game, 137 (50.9%) of the respondents think the commercials to range from 6-12. What this mean is that majority of the respondents thought football match to have total number of 6-12 commercials per game.

Table 5: Response on the duration of the adverts.

Response	Frequency	Percent
35 sec	89	33.1
45 sec	87	32.3
60 sec	93	34.6
Total	269	100.0

The result from the table above revealed that 89 (33.1%) of the respondents reported that commercials last for 35 seconds in a football match, 87 (32.3%) reported the adverts to last for 45 seconds and 93 (34.6%) reported the adverts to last for 60 seconds. This indicates that only few of the respondents (32.3%) can really recall exact duration of the commercials who are mostly 45 seconds.

Table 6: Response on whether respondents recall in game commercials.

Response	Frequency	Percent
Yes	128	47.6
No	141	52.4
Total	269	100.0

Source: Field survey 2025

The result from the table above revealed that 128 (47.6%) reported they recall in-game commercials, 141 (52.4%) reported no recall. The implication is that, since most of the respondents cannot recall in-game commercials; they must have developed negative attitudes towards them.

Table 7: Response on whether respondents feel they are target of in game commercials.

Response	Frequency	Percent
Yes	150	55.8
No	119	44.2
Total	269	100.0

Source: Field survey 2025

The result from the table above revealed that 150 (55.8%) reported that in-game commercials during football match were targeted at them, 119 (44.2%) reported not to be the target of the in game commercials.

Table 8: Response on how respondents think about the in-game commercial.

Response	Frequency	Percent
They are excessive	136	50.6
They are moderate	133	49.4
Total	269	100.0

Source: Field survey 2025

The result from the table above revealed that most 136 (50.6%) of the respondents reported that they perceive in-game commercials as being too excessive, 133 (49.4%) reported that they perceive in-game commercials as being moderate.

Table 9: Response on whether respondents enjoy in-game commercials.

Response	Frequency	Percent
Yes	129	48.0
No	140	52.0
Total	269	100.0

Source: Field survey 2025

The result from the table above showed that 129 (48.0%) of the respondents reported that they enjoy in-game commercials played during football matches, 140 (52.0%) reported no enjoyment.

Table 10: Response on influence of in game commercials on respondents.

Response	Frequency	Percent
Yes	114	42.4
No	155	57.6
Total	269	100.0

Source: Field survey 2025

The result from the table above showed that 114 (42.4%) of the respondents reported that they were influenced by the in-game commercials, 155 (57.6%) reported no influence.

Table 11: Response on how respondents feel when adverts are beer played.

Response	Frequency	Percent
Angry	61	22.7
Irritated	57	21.2
Disappointed	57	21.2
Manipulated	48	17.8
Happy	46	17.1
Total	269	100.0

Source: Field survey 2025

The result from the table above revealed that 61 (22.7%) of the respondents reported that they get angry whenever in-game commercials are featured, 57 (21.2%) get irritated, 57 (21.2%) get disappointed, 48 (17.8%) feel manipulated, while 46 (17.1%) said they feel happy whenever ingame commercials are featured.

Table 12: Response on whether respondents buy the products.

Response	Frequency	Percent
Yes	96	35.7
No	173	64.3
Total	269	100.0

Source: Field survey 2025

The result from the table above revealed that 96 (35.7%) of the respondents reported that they actually bought products advertised during football matches, 173 (64.3%) do not buy the advertised products. Therefore, given that only few of the respondents really buy the advertised products, the implication is that most football viewers do not buy products advertised during football matches.

Table 13: Response on how respondents feel when adverts are beer played.

Response	Frequency	Percent
Change to another channel	79	29.4
Engage in other activities	68	25.3
Switch off the television set	62	23.0
Continue watching	60	22.3
Total	269	100.0

Source: Field survey 2025

The result from the table above revealed that 79 (29.4%) reported that they change to another channel whenever in-game commercials are featured, 68 (25.3%) engage themselves in other activities until the football game is returned to their television screen, 62 (23.0%) switch off the television set, while 60 (22.3%) reported that they continue watching even if in-game commercials.

DISCUSSION

The level of football viewership and retention of in-game commercials

The analysis conducted in this study revealed that a significant portion of respondents do not engage with halftime advertisements during football matches. Only a minority reported consistent exposure to these commercials, indicating a generally low level of viewership. Additionally, the findings showed that most respondents do not notice the floating in-game commercials that appear on television screens while matches are in progress. These results suggest that in-game advertising, particularly during halftime and live play, does not effectively capture the attention of football viewers within Kano Metropolis.

This indicates that there is low level of football audience's viewership to halftime advertisements. Meanwhile there exist a difference between exposure to adverts played during halftime and adverts that float television screen as football game is ongoing as the latter is having relatively high level of exposure of the audience than the former.

This was proven by the little number of the respondents who said they were always exposed to halftime commercials. Few of the respondents were found to always watched halftime commercials while more than half of the respondents were found to occasionally notice in-game commercials which float television screens, therefore, if only 123 respondents out of the 269 respondents always watch halftime commercials; with that period having majority of the in-game commercials, it can be outrightly uphold that the exposure level of the respondents to in-game commercials is low.

This implies that the airing of in-game commercials by broadcast media has not led to a corresponding exposure by the audience, the findings of this study therefore disagree with that of Chidiebere (2015) on "an Assessment of Audience Attitude Towards Peak Hour Commercials in South - East Nigeria" which revealed that most (68%) of the respondents reported high exposure to peak hour commercials. This finding also is consistent with that of Zwaga as cited in Chidiebere (2015) that, the audiences for television programmes largely ignore the advertisements.

However, the present study has shown that majority of the respondents were reported to have not been exposed to in-game commercials while few of the respondents reported to have been exposed to in-game commercials but only 131 of them always watch the adverts. This indicates that more than half of the respondents were not exposed to in-game commercials.

As for the extent of football viewers' retention of in-game commercials, the study sought to find out football viewers' retention of commercial messages particularly during football games. From the findings of the study, it can be conceived that most football viewers regard in-game commercials as being too excessive.

The study also revealed that most of the respondents reported that they perceive in-game commercials as being too excessive while some perceive them as being moderate. This implies that commercial messages, far from being informative or persuasive are perceived as being too excessive by football viewers.

The findings of this study further reinforce the implication that football viewers generally hold unfavorable attitudes toward halftime commercials. A majority of respondents expressed a clear dislike for these advertisements, with only a small fraction indicating any level of appreciation. This pattern suggests that in-game commercials are not perceived as informative or valuable by the audience. Instead of serving as meaningful

content, these advertisements appear to be viewed as interruptions, lacking relevance to the viewers' interests or needs during football matches.

Why because if really those commercials are having information which football viewers thought it to be what they really need and is as important to them, they will subsequently like the commercial messages and will not think them as being too excessive. The result of this study however is consistent with that of Odomero (2011) who reported that aaudience do not like too many advertisements in super story, that the advertisements are excessive.

Football viewers' perception of in-game commercial

Based on the data retrieved from the study, it was observed that a majority of respondents were unable to recall the in-game commercials aired during football matches, with only a small proportion demonstrating any level of recall. Among those who did recall the commercials, most estimated their duration to be approximately 35 seconds, while fewer respondents cited durations of 45 or 60 seconds. Additionally, when asked about the frequency of in-game commercials per match, a limited number of participants recalled seeing between one to five commercials, whereas about half of the respondents estimated between six to twelve. These findings suggest a generally low level of retention and recall of in-game advertising among football viewers, indicating that such commercials may not be effectively engaging the audience during match broadcasts.

The implication of this result is that, most of the respondents cannot recall in-game commercials. Because for 141 out of 268 respondents do not recall the in-game commercials and for respondents who recalled the in-game commercials to be lasting for 60 seconds at most in a football game to have higher percentage than the rest, of which most of the advertisements last for either 35 or 45 seconds. That signifies poor retention of the in-game commercials by football viewers.

These findings however disagree with the findings of Ussaima and Kalaivan (as cited in Chidiebere 2015) that 67% of the advertisements were recalled by the sample respondents as against 33% of the advertisements that was not recalled by them.

The result of this study showed that more than half of the football viewers cannot recall in-game commercials but few of them were found to have recalled all the in-game commercials. However, this low level of recall of in-game commercials could be as a result

of greater interest of the football viewers towards the intensity of the game than the commercial messages.

Football viewers' attitude to in-game commercial

Insights gathered from the study indicate that only a small number of respondents reported enjoying in-game commercials aired during football matches, while the majority expressed dissatisfaction with such advertisements. This suggests that the presence of commercials does not significantly enhance the viewing experience. Rather, the findings imply that football matches remain enjoyable to viewers even in the absence of in-game advertising, highlighting a potential disconnect between commercial content and audience preferences.

The result from study revealed that more than half of the respondents get angry whenever in game commercials are featured, while very few get irritated, also some feel manipulated, while others said they feel happy whenever in-game commercials are introduced. With part of the respondents who get angry at whenever in-games commercials are introduced having higher percentage, it can then be deduced that only few of the respondents are okay with in-games commercials.

In addition to the above deduction the study reported that respondent do change to another channel whenever in-game commercials are featured, few engage themselves in other activities until the football game is returned, some of the respondents switch off the television set, while very little continue watching even if in-game commercials were introduced

The implication therefore is that only few of the respondents continue watching when in-game commercials are featured while the remaining percentage change to another channel, switch off the television set or engage in other activities.

This result corroborates with that of Pechu (2014) who reported that TV viewers do not like commercials interrupting the programmes they are watching as 33.3% of them switched channel, 25.0% stay but do not concentrate, 10.2% will leave the room when commercials set in.

However, few of the respondents said they actually watch the commercials. This is small compared to the total of majority who switch channel, leave the room or stay but do not concentrate in watching the commercial.

CONCLUSION

The findings of this study reveal a clear disconnect between the broadcast of in-game commercials and audience engagement. A majority of respondents reported minimal exposure to these advertisements, with a notable disparity between halftime commercials and those aired during gameplay. This suggests that the strategic placement of in-game commercials has not effectively translated into audience awareness.

Furthermore, recall of in-game commercials was generally poor among participants, although a small subset demonstrated accurate recognition of the typical number of commercials per game. This limited recall underscores the low impact such advertisements have on viewer memory.

Perceptions of in-game commercials were predominantly negative. Most respondents viewed them as excessive, and a significant minority expressed strong aversion—reporting feelings of irritation, anger, or manipulation when exposed to them. These reactions highlight a growing resistance to in-game advertising and call into question its effectiveness as a marketing strategy.

While broadcast channels often insert advertisements during emotionally charged moments in football matches, aiming to capitalize on heightened viewer attention. However, this strategy frequently backfires, as it disrupts the viewing experience—shrinking screen size and diverting focus—leading to frustration among anxious and excited spectators. Many viewers deliberately avoid halftime broadcasts altogether, using the break to attend to personal needs and escape the barrage of commercials.

These behaviors reinforce the study's findings: audience exposure to in-game commercials remains low, and recall is limited. Viewers overwhelmingly perceive these ads as excessive, and a significant portion reacts with irritation, anger, or a sense of manipulation. The cumulative evidence points to a prevailing negative attitude toward in-game advertising among football audiences.

Given these insights, there is a clear need to reassess current advertising strategies. The following recommendations aim to address these concerns and improve the effectiveness of in-game commercial placements:

• Minimize the level of in-game commercials since viewers overwhelmingly perceive in-game commercials as excessive and disruptive, soccer media stations should reduce their

frequency and avoid placing them during emotionally intense moments. This would help preserve the immersive nature of the game and reduce audience frustration.

• Create commercials with human interest the low recall rate of in-game advertisements suggests that current content fails to resonate with viewers. Broadcasters should develop commercials that are emotionally engaging, culturally relevant, and tailored to the interests of football audiences. This approach could improve memorability and viewer connection.

• Avoid intrusive screen overlays during gameplay many respondents expressed anger when commercials float across the screen while the game is in progress. Media channels should refrain from using such intrusive formats and instead explore alternative advertising methods—such as pre-game sponsorships, subtle branding, or halftime segments—that do not interfere with live action.

• Conduct further research on sustainable advertising models to ensure financial viability while reducing in-game commercial load, further studies should explore innovative revenue strategies for football media channels. This could include digital advertising, targeted sponsorships, or viewer-supported models that balance profitability with audience satisfaction.

This study has shown that football viewers are largely dissatisfied with the current approach to in-game commercials. Exposure and recall are low, while perceptions of excess and disruption are high. Many viewers find these ads intrusive and emotionally frustrating, especially when they interrupt key moments of the game. These findings highlight the need for broadcasters to rethink their advertising strategies and explore more viewer-friendly alternatives. The recommendations provided offer practical steps toward improving audience experience and ensuring sustainable media practices.

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