



Research Article

Volume-06|Issue-08|2025

Perceived Influence of Infomercials on The Patronage of Select Diaper Brands Among Nursing Mothers in Uyo

Aniekeme Okon Ikon, Ph.D¹, Ifeanyi Martins Nwokeocha, PhD², Uwem Asuquo Akpan³, George Nathan Brown³

¹Department of Mass Communication, Akwa Ibom State University, Nigeria

²Department of Journalism and Media Studies, Federal University Otuoke Bayelsa State, Nigeria

³Department of Mass Communication, Heritage Polytechnic, Eket, Akwa Ibom State, Nigeria.

Article History

Received: 03.08.2025

Accepted: 15.08.2025

Published: 17.08.2025

Citation

Ikon, A. O., Nwokeocha, I. M., Akpan, U. A., Brown, G. N. (2025). Perceived Influence of Infomercials on The Patronage of Select Diaper Brands Among Nursing Mothers in Uyo. *Indiana Journal of Arts & Literature*, 6(8), 17-24.

Abstract: This study investigated the perceived influence of infomercials on the patronage of select diapers among nursing mothers in Uyo, Akwa Ibom State. The objectives were to: examine the level of exposure to infomercials on select diapers; find out whether infomercials significantly influence the patronage of select diapers. The study employed the Health Belief Model and Uses and Gratifications Theory to give the study theoretical backing. The study adopted survey design, with a sample size of 360 nursing mothers. The findings revealed a high level of exposure to infomercials (68% frequent to very frequent); significant influence of infomercials on patronage (76% agreement); and varying extent of influence (50% reported influential). The study concluded that infomercials play a crucial role in shaping consumer behaviour among nursing mothers in Uyo. Based on the findings, it is recommended that diaper manufacturers increase investment in infomercials; marketers consider socio-economic factors in designing infomercials; and regulatory agencies monitor infomercials for truthfulness and transparency.

Keywords: Influence, Infomercials, Patronage, Diapers, Nursing Mothers

Copyright © 2025 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0).

INTRODUCTION

The marketplace today is characterised by intense rivalry among producers of similar products and services, leaving companies to seek novel ways of advertising and communication directly to target environments. Advertising has evolved as a central accelerator in effectively communicating information about products and services, hence increasing consumer awareness leading to increased sales and profitability. Advertising today has diversified, employing various media sources such as TV, print, the web, radio, and direct marketing to communicate with consumers. Among these media, infomercials are a special form of ad that seeks to provide complete information about products through extended television programs. As Purva and Surmit (2020, p. 43) suggest, infomercials offer a platform for the dissemination of intricate product information, facilitating one-to-one communication with the target group.

Infomercials are a strong means for companies to communicate basic product information and persuade consumers regarding the value for money provided by these products (Halmari & Virtanen, 2005). Despite their increased popularity, there is still little research into the effectiveness of infomercials, with scholarly interest only now beginning to turn to the unique discourse patterns of infomercials (Martin, Bhimiy & Agee, 2002). Infomercials have been defined by Bhatia (2014) as a

mixed genre that blends promotional and informative discourse features, which transcend conventional limitations and position infomercials as key elements of persuasive communication.

Nigeria's diaper industry has seen tremendous growth in the last decade due to urbanisation, evolving consumer lifestyles, and heightened awareness for infant hygiene. Research and Markets (2021) projected the Nigerian diaper market to grow at a compound annual growth rate (CAGR) of 11.3% from 2020 to 2025 driven by the increasing birth rate, increased disposable incomes, and expansion of the urban middle class. Market leaders such as Pampers, Huggies, Molfix, and Babyhug dominate the emerging market. Pampers, under the Procter & Gamble brand, is reputed to be of quality and reliability, particularly with brands like Pampers Premium Care, which is directed towards ultimate comfort and dryness (Procter & Gamble, 2022). Huggies, a product of Kimberly-Clark, aims towards innovation and comfort, with brands like Huggies Dry Comfort, which guarantees up to 12 hours of dryness (Kimberly-Clark, 2022).

Infomercials are now a very influential platform for influencing consumer behaviour in Nigeria, particularly in the fast-moving consumer goods sector. Okon (2023) identifies how infomercials efficiently act as a bridge between traditional advertising and direct response marketing to enable brands to showcase their

products while encouraging immediate action from the consumers. They play a pivotal role in educating parents on the advantages of most diaper brands, hence putting trust and faith in the products being advertised (Agbo, 2021). Through emotional storytelling, infomercials appeal to parents using common scenarios in which parents feel the joy and hardships of being a parent. Through this, it shows the necessity of selecting the correct diapers for a child's daily comfort. The emotional bond has far-reaching effects on consumer behavior because consumers prefer brands that talk to their values and ideals (Ogunleye, 2022). Showing content using images of healthy children wearing specific brands creates strong bonds, forming long-term customer loyalty.

With the prevailing competitive market situation and the need for public enlightenment, this study sought to investigate the perceived influence of infomercials on patronage of some brands of diapers among nursing mothers in Uyo, Akwa Ibom State.

Statement of the Problem

The Nigerian diaper market has experienced high growth because of the increased urbanisation, changing lifestyles of consumers, and growing awareness of child hygiene. However, despite the increased demand for diapers, nursing mothers in Nigeria are limited by the expensive nature of diapers, and this has made some of them look for substitutes. The price hike has prompted some mothers to utilise non-disposable diapers, which cause skin rashes and other complications in infants (Abubakar, 2024). The situation demands the introduction of powerful marketing strategies that can influence the purchasing habits of nursing mothers while ensuring the affordability and quality of diaper products.

The perceived influence of infomercials on the patronage of selected diaper brands by nursing mothers in Uyo is a critical research problem. Infomercials have emerged as a powerful tool of shaping consumer behaviour, particularly in the fast-moving consumer goods sector. Infomercials can enlighten parents on the benefits of different diaper brands, build trust, and create an emotional connection that triggers purchasing behaviour (Agbo, 2021; Ogunleye, 2022). There is, however, a problem in understanding how infomercials, specifically, influence the patronage of diaper brands among nursing mothers in Uyo, given the unique socio-economic condition of the metropolis. This study, thus, aimed to investigate the perceived influence of infomercials on the patronage of selected diaper brands by nursing mothers in Eket.

Objectives of the Study

The research objectives of this study were to:

- examine the level of exposure to infomercials on select diapers among nursing mothers in Uyo;

- find out whether infomercial significantly influence the patronage of select diapers among nursing mothers in Uyo;
- ascertain the extent to which infomercials significantly influences the patronage of select diapers among nursing mothers in Uyo;

Research Questions

The following research questions were formulated to guide the study

- What is the level of exposure to infomercials on select diapers among nursing mothers in Uyo?
- Does infomercial significantly influence the patronage of select diapers among nursing mothers in Uyo?
- To what extent does infomercial influence the patronage of select diapers among nursing mothers in Uyo?

LITERATURE REVIEW

The Concept of Infomercials

Infomercials, a hybrid form that combines information and commercial elements, have created a special place in the domain of consumer engagement. As advertising tools meant to appeal to viewers by not only presenting a product but creating a narrative that provokes action, they are a non-traditional model of advertisement. Such a model taps into various psychological triggers and hence is an influential force when it comes to changing consumer patterns of purchases. In contrast to typical commercials that can suggest a product in a passive manner, infomercials employ active storytelling, weaving promotional messages into interesting content that can capture attention and emotional bonding. Those tales are often targeted at a particular group, resonating as strongly as possible with them, something very typical of selling commodities like diapers that communicate very directly with lactating mothers who desire the best for their infants (Smith & Jones, 2021). Infomercial persuasive techniques extend beyond storytelling.

They can employ emotive stories, seemingly satisfied customer testimonials, and the deficiency generated by time constraints in the offer to create impulsive buying behaviors (Taylor & Reynolds, 2020). In the case of nursing mothers, who are bound to be in overstated emotional states due to child care responsibilities, such strategies are likely to work particularly well. They are capable of feeling a heightened sense of responsibility and burden in deciding on things that can have a direct bearing on their children's health and well-being, thus making them susceptible to the associative marketing strategies typically portrayed under the scenario of infomercials. The emphasis on realistic portrayals of parenting problems gives rise to the illusion of belonging and shared experience, which leads to spur-of-the-moment purchases because the products used appear to be the indispensable solutions to their

dilemmas. As Miller et al. (2020) highlight, such targeted advertising is capable of exploiting parents' fears and concerns in order to expedite the decision-making process towards the advertised product. Infomercials previously have been criticised for their lack of transparency as well as for false claims in the advertised information. A number of studies have also shown that the overemphasized portrayal of the advantages of a product hides potential drawbacks, leading consumers to make decisions based less on detailed information and more on affect (Nguyen & Thi, 2022).

This is particularly unsettling in the case of such sensitive items as diapers, where the effects of false advertising are tangible by both mothers and babies. Becoming disconnected from factual openness not only misleads consumers but further creates offending stereotypes, especially with respect to societal interactions typical of parenthood. Glamourization of parenting in promotional narratives has the tendency to result in distortion of diversity of parents' experiences, contends Elm et al. (2023). This disregard for realism has a de-moralizing effect on self-esteem in young mothers as they pursue an idealised motherhood. Multi-level impact of infomercials extends far beyond consumerism, influencing societal norms and personal identities in extensive manners. Statistically significant correlations between viewing such types of marketing campaigns and greater degrees of discontentment with personal parenting ability and expectation have been observed, suggesting that these infomercials not only educate consumer behavior but even the parent discourses behind them (Chukwu & Eze, 2023). In general, therefore, the impact of infomercials on consumer behavior, as seen with nursing mothers in Uyo, cannot be overstated. The combination of storytelling, emotional attachment, and insincerity is rich ground for impulse purchasing. Emotional attachment with motherhood makes this segment more susceptible to such sales strategies that are prone to exploiting fear and insecurity.

Besides that, their social implications deserve a closer examination of their overall effect on self-concept, social norms, and the process of parenting as a whole. Due to the overall influence power of infomercials to affect consumers and social norms, scientists, professionals, and policymakers need to exercise caution. An educated, critical practice needs to be in the striving deconstruction of the intricate stream of influence generated by infomercials in today's marketplace, the focusing importance of responsible advertising practices that open doors for consumer education and disclosure rather than commercial narrative influence.

Techniques of Infomercials

Infomercials represent a special category of television advertising that integrates informational programming with sophisticated persuasive techniques in an attempt to secure product sales. Infomercials tend

to adhere to a formula script, incorporating demonstrations, testimonials, and calls to action infused with a sense of urgency, all carefully crafted to captivate audiences and encourage buying behavior. Though often effective at both achieving a wide audience and generating large sales figures, infomercials have also had their own set of criticisms, particularly regarding the potential for them to use misleading or exploitative tactics on consumers (Mohammad & Vasilieva, 2020). These techniques can form misguided presumptions about both the products being advertised and the necessity of buying them, which is even more relevant in the scenario of staple items like diapers for breastfeeding mothers.

A very typical technique used in infomercials is using emotional appeals to establish a feeling of urgency or perceived necessity for the product being promoted. Through showing certain issues that the product purports to solve, infomercials connect with audiences at an emotional level, and the viewer is drawn to respond instinctively to take action. An infomercial that sells a certain make of diapers, for example, can show the problems that nursing mothers encounter, like comfort issues or leaks. This visual text plays on the emotional life of the target audience, bringing about emotions of insufficiency or worry that would be assuaged by the acquisition of the product being advertised. This kind of emotional appeal is not only a marketing tool, but one that would also resonate well with mothers who care about the welfare of their babies, thus informing their consumer choices (O'Keefe, 2019).

In addition to emotional appeals, infomercials also often utilize consumer testimonials that claim significant benefits from using the product. The testimonials are offered as genuine endorsements of the product's success and are typically augmented by compelling before-and-after photos or video footage that offers visual evidence of the alleged claims. While the endorsements of satisfied customers may bring credibility and trustworthiness to the product that is being advertised, the credibility of such endorsements is normally put into doubt. It has been established that a lot of these endorsements are selectively edited or even exaggerated to enhance the perceived efficacy of the product (Smith & Chen, 2021). This type of strategy can be particularly touching in the case of diaper brands where parents will more readily share their own experiences and seek validation through others' experiences, making the manipulation of testimonials particularly effective.

The scarcity strategy is another common strategy in infomercials, meant to create urgency and prompt the viewers to act sooner. Tactics such as limited-time promotions, exclusive offers, and countdown timers are strategically incorporated into the narrative to express the sense of high demand and impending scarcity, pushing audiences to make impulsive purchasing

decisions before the opportunity elapses. A typical example would be a diaper brand promoting limited quantities of a special offer designed especially for first-time mothers, forcing consumers to decide without proper deliberation over the actual value or necessity of the product (Liang, 2022). While the offer of exclusivity can spur impulse buys, shoppers need to watch infomercials with a discerning mind, especially when it comes to considering products that have a direct influence on the health and well-being of their children.

Infomercials for Diapers in Nigeria

In the modern Nigerian advertising economy, infomercials are emerging as the key vehicle for consumer product promotion, particularly diapers. Infomercials naturally merge entertainment and information content into long-form advertisements that not only emphasize product attributes but also appeal to values and cultural and societal norms of consumerism and parenting (Oluh, 2023). In Nigeria's unique socio-economic context, diaper infomercials are engaged in the building of compelling narratives that articulate the complexity of modern parenthood. The adverts typically begin a story that illustrates the common problem which parents can readily identify with, such as the discomfort of a cranky infant caused by frustrating diaper leaks. This narrative style effectively appeals to the feelings of the viewers, talking to them at their parental level and fear of failure. Evidence suggests that this emotional investment is particularly persuasive in Nigerian households, where the desire to provide the child with the best is ever-present (Auna, 2022). Underlying the persuasive power of diaper infomercials in Nigeria is the general application of testimonial clips featuring joyful parents.

These anecdotes and personal experiences are examples of social proof, supporting the authenticity of products being marketed and instilling a sense of belonging among consumers. Okereke and Okwu (2021) point out the effectiveness of such techniques, particularly in a cultural context in which word-of-mouth and shared values play a robust influence on consumer behavior. The organized presentation of infomercials allows them to demonstrate through subtle detail the key product attributes like absorbency, comfort, and usability. By highlighting the ability of a diaper to remain dry for as long as possible, such commercials appeal to the modern parent's need for convenience in the midst of busy lifestyles, and thus highlight the product's functional benefits while staying true to aspirational marketing. While effectively informing audiences, infant diaper infomercials also reflect and shape prevalent cultural narratives about parenting and the Nigerian ideal family structure.

The depiction of perfect parents also being rich, typically light-skinned, and urban dwellers might reinforce subconsciously limiting definitions of success and beauty (Nwogbo, 2020). Such depictions function towards limiting the Nigerian society's multivariate

experiences, possibly leaving out lower-income families or those based in rural areas. Parents who lack access or cannot afford premium diaper brands might feel inferior when faced with these utopian representations. The National Bureau of Statistics (2021) discovers that the majority of Nigerian families, especially those in the lower-income bracket, stick to their traditional use of cloth diapers since the disposable one is at exorbitant prices. Thus, this economic disparity generates a radical contrast between the business narrative contained within infomercials and the reality for much of the Nigerian population. The presence of diapers in the infomercials occurs within an ever-evolving larger socio-economic reality.

Despite widespread urbanisation and expansion of a budding middle class, Nigeria remains beset by stark socio-economic inequality. The cost of disposable diapers remains a major limitation for many families, but infomercials tend to paint them as necessary products for modern parenting. Such marketing sends a message that portrays modernity and effective parenting as being dependent on disposable diaper use, something that might exclude portions of the population unable to afford such luxuries (Olaoye, 2021). The emergence of digital communication platforms has also revolutionized the pattern of diaper advertising. Infomercials nowadays come in a new lease of life in social media, helping to expand their audience and also provoking debate around parenting behavior. But the transformation lays bare the disparity in access to technological advancement and understanding between the urban and rural segments, essentially reinforcing existing disparities (Eze, 2022). This dualism of marketing operates to complicate consumer dynamics, requesting critical evaluation of the influence of infomercials on nursing mothers' buying habits in Uyo and elsewhere.

Influence of Infomercials on Nursing Mothers' Patronage of Diapers in Nigeria

Infomercials have in recent years become a standard feature in Nigeria's marketing scene, particularly for consumer goods such as diapers. These long and interactive advertisements blend entertainment with information, creating interesting stories that successfully persuade potential consumers. This trend, in contrast to Nigeria's dynamic market environment, deepens our comprehension of consumer behavior, social values, and cross-pollination between advertising and parenting's cultural environment. Therefore, the investigation of these infomercials' impact on the buying habits of nursing mothers gives interesting insights into contemporary marketing practices and broader implications. Infomercials also use a narrative approach which resonates deeply with its audience. They typically start with scenarios that are familiar and present common problems encountered by parents, such as diaper blowouts or rashes. This not only captures attention but also produces an emotional connection between potential consumers. Auna (2022) shows that stories related to

common experiences have the power to instill strong parental sentiments among viewers, which compels them to realize the necessity of meeting their child's demands. Also, these adverts tend to incorporate testimonials, expert opinions, and product demonstrations to support their claims and indicate the benefits of their products. For instance, a pediatrician or childcare professional testifying on the need for good diapers supports the authenticity of the product even more. According to Eze (2021), such endorsement gives confidence to the consumers, an area that is very critical considering the enormous amount of choice in the market.

Research indicates that cultural perceptions of parenting and consumerism in Nigeria play a significant role in determining the way infomercials affect diaper patronage (Nwogbo, 2020; Auna, 2022). Traditionally, Nigerian families utilized primary cloth diapers primarily for economic and entrenched cultural practices. However, modern infomercials have placed disposable diapers as a marker of new-generation parenting and presented them as essential to contemporary families (Nwogbo, 2020). Adverts attempt to signal the convenience of disposable nappies, particularly for urban mothers with multiple obligations. These representations shape public perception such that using disposable nappies signals a desire for modernity and good mothering. The narratives presented within these infomercials tend to idealise motherhood in its presentation as comfort, happiness, and well-being. Consequently, many nursing mothers will experience an intense pressure to apply such products so that they can meet ideals of "good motherhood," even at high financial expense. Adedjei (2019) demonstrates how pressure for conformance becomes more of an influence on parental purchases as emotive strategies employed in advertisements strongly resonate with consumers.

Critical analysis of infomercials evokes a dramatic contrast between their interesting narratives and financial difficulties of most consumers. Urban middle class is readily able to embrace disposable diapers as an accessible luxury; yet a significant section of the Nigerian populace continues to endure economic adversity. The National Bureau of Statistics (2021) shows that the majority of families are under the poverty line, and therefore regular purchase of disposable diapers is not only unrealistic but also economically impossible. Infomercials do focus on aspirational images and experiences typical of successful urban families, thus excluding those who do not fall in economically disadvantaged groups. Nwachukwu (2022) finds that the gap between the promotional narratives and the day-to-day experiences of the majority of families can promote incompetence on the part of parents who are operating within the conventional means of childcare due to scanty finances.

The rise of social media networks in Nigeria has made it even more challenging for infomercials to

influence consumerism. The ads have a widespread shelf life, as they are circulating across various social media networks, e.g., Facebook and Instagram. Influencers and content creators help build this culture, typically framing diaper products in a context relevant to their followers. Such a presentation increases these products' appeal to nursing mothers, as revealed in Eze (2021). However, this combination of digital marketing and infomercial tradition does have ethical concerns regarding representation and inclusion. As social media has come to be the center stage for product marketing, it tends to depict motherhood in a very narrow sense, generally picturing urban lifestyles that may be beyond the reach of all. Upholding truth in advertising, particularly concerning product portrayal and representation, will be crucial in crafting a platform where all mothers are heard and respected regardless of their socio-economic standing (Ogunleye, 2021).

THEORETICAL FRAMEWORK

This study employed two theories. They were the Health Belief Model (HBM) and the Uses and Gratification Theory. The Health Belief Model (HBM), on the one hand, which was established by Godfrey Hochbaum, Irwin Rosenstock, and Stephen Kegels in the 1950s, presents a model for predicting health-related behavior, more precisely health-care utilization. HBM assumes that an individual's beliefs pertaining to health issues, perceived benefits of action, barriers to action, and self-efficacy significantly influence health behavior. In addition, the model also indicates that cues to action can effectively trigger the adoption of health-gaining behavior (Amannah & Ugwu, 2018; Mbiereagu & Etumnu, 2021). The use of the HBM in examining how infomercials influence the use of diapers among nursing mothers in Uyo, Nigeria, examines the reasons and perceptions such mothers have when selecting modern diaper products. Infomercials that emphasize the advantages of specific diaper brands, i.e., skin-friendliness, absorbency, and comfort, are successful calls to action that lead to a consideration of traditional practices. The model, however, fails to fit effectively into this case, particularly in its power to explain socio-economic factors that deter a mother from utilising products despite awareness of health advantage. The economic realities for some families within Uyo can restrict access to such advertised amenities, uncovering a disconnect between the idealized messages of infomercials and actual experience for potential consumers.

The Uses and Gratifications Theory (UGT), on the second hand, which was first developed by Katz, Blumler, and Gurevitch in 1973, centers on the motivations behind audiences' use of media content in an active sense. This theory believes that individuals are not mere consumers; they rather select and consume media for their specific requirements and demands, in an effort to satisfy informational, emotional, and social needs (Ogbuoshi, 2020). Applying UGT to study infomercials

about diapers is within practice that nursing mothers actively seek information regarding product characteristics and hence decide their choice of media. Infomercials are able to fulfill certain gratifications such as reassurance and validation in parenting conduct. They resonate deeply in terms of their emotional profile, often presenting idealised situations that provide a sense of belonging as well as assurance (Nwogbo, 2020). However, while UGT appropriately captures the explanation of why individuals view the media, it also misses the broader socio-cultural and economic forces involved, especially in a setting such as in Uyo, where other issues like economic difficulties and cultural pressures still influence the choices nursing mothers make. This could further limit the breadth of the model in allowing an individual to fully understand how the mothers handle their reality when they view infomercials and select diapering products.

RESEARCH METHODOLOGY

The research design employed in this study was the survey design, which was deemed suitable in analysing the opinions, feelings, and attitudes of nursing mothers in Uyo, Akwa Ibom State. As there was no particular population size for nursing mothers within the area, an indefinite population approach was employed (Ogboashi, 2006). Sample size was calculated as 369 using the Topman formula, and input was taken from the pilot survey which indicated that 40% of the respondents were exposed to infomercials of diapers. Two sampling techniques, purposive and systematic random sampling, were used in distributing questionnaire copies along five populated streets in Uyo, with the skip interval method of 5 used for equitable representation. Questionnaire copies were utilized as the research instrument for data collection. Data gathering provided 360 returned and completely filled-out questionnaire copies, which was a 98% response rate and a 2% mortality rate. The data were then analysed through frequency scores and simple percentages to derive meaningful information.

Data Presentation and Analysis

Data gathered with the help of the questionnaire were presented and analysed here under:

Table 1: RQ1. What is the level of exposure to infomercials on select diapers among nursing mothers in Uyo?

Variables	Frequency	Percentage (%)
Very frequently	97	27
Frequently	148	41
Occasionally	91	25
Rarely	15	4
Never	9	3
Total	360	100

A significant majority (68%) of nursing mothers in Uyo have frequent to very frequent exposure to infomercials on select diapers, indicating a high level

of awareness and potential influence. This suggests that infomercials are a common source of information for nursing mothers in Uyo regarding diaper products.

Table 2: RQ2. Do infomercials significantly influence the patronage of select diapers among nursing mothers in Uyo?

Variables	Frequency	Percentage %
Strongly Agree	106	29
Agree	169	47
Neutral	51	14
Disagree	13	4
Strongly Disagree	21	6
Total	360	100

The majority of nursing mothers in Uyo (76%) agree that infomercials significantly influence their patronage of select diapers, with 47% agreeing and 29% strongly agreeing.

Table 3: RQ3. To what extent do infomercials influence the patronage of select diapers among nursing mothers in Uyo?

Variable	Frequency	Percentage %
Very influential	62	17
Somewhat influential	119	33
Not very influential	110	31
Not at all influential	69	19
Total	360	100

Half of the nursing mothers in Uyo (50%) report that infomercials are influential in their patronage of select diapers, with 17% considering them very influential and 33% somewhat influential.

DISCUSSION OF FINDINGS

The level of exposure to infomercials on selected diapers by nursing mothers in Uyo is quite high since 68% of the participants reported exposure as frequent to very frequent. This reflects that infomercials serve as an easily available source of information for nursing mothers in Uyo regarding diaper products (Adeleke, 2022). As the Uses and Gratifications Theory provides, individuals go out of their way to search for information that has the ability to satisfy their unique needs, and in this context, nursing mothers in Uyo are using infomercials to make informed decisions about diaper products (Ogbuoshi, 2020). Infomercial exposure is very high due to the fact that nursing mothers are going out of their way to access information on products that can enhance the health and well-being of the babies. Health Belief Model also offers evidence for this, with action cues such as infomercials being capable of evoking adoption of health-acquiring behavior (Amannah & Ugwu, 2018).

It also indicates that infomercials play an important role in the choice diaper patronage of nursing mothers in Uyo, as 76% of the respondents attested in affirmation that infomercials have an effect on their buying habits. This is consistent with the Uses and Gratifications Theory, where media consumption is purpose-oriented and serves to satisfy some needs (Nwogbo, 2020). Infomercials that promote the benefits of some diaper brands, say skin-friendliness and absorbency, are powerful calls to action, influencing choices by lactating mothers (Mbiereagu & Etumnu, 2021). Health Belief Model also substantiates this finding, which suggests that perceived action benefits and cues to action could play a significant role in affecting health behavior. Still, the study highlights the importance of looking at socio-economic factors that may limit access to products that have been promoted with their benefits, even when they are familiar.

The extent to which infomercials influence the patronage of select diapers among nursing mothers in Uyo varies, with 50% of respondents reporting that infomercials are influential in their purchasing decisions. The emotional appeal of infomercials, which often present idealized situations, can resonate deeply with nursing mothers and influence their decisions (Nwogbo, 2020). The Uses and Gratifications Theory hypothesizes that media consumption is intended to fulfill emotional and social requirements, and infomercials are capable of fulfilling these requirements for nursing mothers. The study, however, raises the need to consider the broader socio-cultural and economic forces that shape nursing mothers' decisions, above and beyond the influence of infomercials. Health Belief Model also emphasizes considering perceived barriers to action, which can limit infomercials' health behavior influence (Amannah & Ugwu, 2018).

CONCLUSION

The conclusion drawn from this study is that infomercials have a substantial influence on the patronage of some diapers by nursing mothers in Uyo, Akwa Ibom State, with exposure rates and perceived influence on purchase at high levels.

RECOMMENDATIONS

The study recommended that:

1. Diaper manufacturers must increase investment in infomercials reaching Uyo nursing mothers with emotional appeals and riveting narratives describing the benefits of their products.
2. Advertisers must consider socio-economic forces in designing infomercials so that their messages appeal across a broad segment of humanity, and not only the middle class in cities.
3. Uyo nursing mothers ought to critically analyze infomercials, reflecting on both the advantages and disadvantages of products being advertised, in order

to make a well-informed decision regarding the health and welfare of their babies.

4. Regulatory bodies should check infomercials so that they portray the actuality accurately and honestly and are not taking advantage of emotional susceptibility of nursing mothers.
5. Future researchers should explore the long-term effects of infomercials on consumer behavior, where consideration should be given to the impact on parenting styles and child health results.

REFERENCES

1. Adedeji, A. A. (2019). Emotive strategies in advertising: The influence of infomercials on consumer behaviour in Nigeria. *Journal of Marketing Communications*, 25(3), 287-301.
2. Agbo, E. E. (2021). Infomercials and consumer behavior: Understanding the impact on parenting choices in Nigeria. *African Journal of Business Management*, 15(7), 121-130.
3. Akunna, E. J. (2008). *Research methodology in social sciences*. Owerri: G.O. Press.
4. Auna, O. A. (2022). Crafting narratives: The role of storytelling in infomercials for diapers in Nigeria. *Journal of Communication Studies*, 28(1), 45-60.
5. Bhatia, M. (2014). The mixed genre of infomercials: Understanding the blend of promotional and informative discourse. *International Journal of Advertising*, 33(4), 799-824.
6. Chukwu, E., & Eze, F. (2023). The emotional toll of parenting advertisements: Exploring the impact of infomercials on self-esteem among mothers. *Journal of Social Issues*, 42(2), 233-248.
7. Elm, S., Matthews, P., & Callahan, D. (2023). The idealized motherhood narrative in advertising: Effects on consumer behaviour. *Journal of Consumer Research*, 45(4), 678-694.
8. Eze, I. (2021). The impact of endorsements in promotional advertisements: A study on diaper infomercials. *Nigerian Journal of Marketing Research*, 13(2), 105-120.
9. Eze, I. (2022). Digital advertising in Nigeria: The rise of infomercials on social media platforms. *Journal of Internet Marketing*, 18(1), 85-99.
10. Godfrey, H., Irwin, R., & Stephen, K. (1950s). The development of the Health Belief Model: A social psychological approach to health behavior. *Public Health Association Publication*.
11. Halmari, H., & Virtanen, H. (2005). The utility of infomercials: Analyzing the effectiveness of long-format advertising. *Journal of Advertising Research*, 45(1), 21-29.
12. Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509-523.
13. Liang, T. (2022). Scarcity tactics in advertising: The psychology of urgency in consumer behaviour. *Journal of Marketing Theory and Practice*, 30(2), 205-219.

14. Martin, K., Bhimy, B., & Agee, R. (2002). Understanding the unique discourse patterns of infomercials. *Journal of Advertising Research*, 42(3), 62-75.
15. Mbiereagu, A., & Etumnu, U. (2021). The influence of caregiver education on diaper choices: An application of the Health Belief Model. *African Journal of Health Promotion*, 6(2), 67-79.
16. Nguyen, T., & Thi, P. (2022). The hidden costs of advertising: Investigating the potential drawbacks of infomercials. *Journal of Business Ethics*, 248(4), 143-158.
17. Nwachukwu, I. (2022). The socio-economic realities of Nigerian families: Examining the impact of advertisement on consumer choices. *Journal of International Development*, 34(2), 234-250.
18. Nwogbo, C. (2020). Parenting and consumerism: The role of advertising in shaping choices among Nigerian mothers. *Journal of Family Studies*, 45(1), 88-102.
19. Ogunleye, R. (2021). Representations of motherhood in advertising: The ethical implications of narrow portrayals in Nigerian infomercials. *African Journal of Communication*, 36(3), 299-312.
20. Okereke, S., & Okwu, A. (2021). Cultural influences in Nigerian advertising: The effectiveness of testimonials in infomercials. *Journal of Global Marketing*, 34(1), 1-26.
21. Okon, K. (2023). Bridging advertising and direct response: The role of infomercials in Nigerian consumer markets. *Journal of Business Strategies*, 25(3), 78-93.
22. Procter & Gamble. (2022). *Pampers: Quality you can trust*. Retrieved from <https://www.pampers.com>
23. Research and Markets. (2021). *Diaper market in Nigeria 2021-2025*. Retrieved from <https://www.researchandmarkets.com>
24. Smith, J., & Jones, R. (2021). The consumer landscape: Understanding hybrid forms of advertising. *Journal of Marketing*, 58(2), 112-130.
25. Smith, R., & Chen, L. (2021). Examining the reliability of consumer testimonials in advertising. *International Journal of Market Research*, 63(2), 123-140.
26. Taylor, C., & Reynolds, M. (2020). Emotional marketing strategies: The impact of storytelling in infomercials. *Journal of Consumer Behaviour*, 19(3), 200-215.