

Frequently and Infrequently Presented Ads: Do They Influence Product Trial Intentions Differently?

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ABSTRACT This present study investigated the effects of ad presentation frequency on product trial intentions of ad viewers. The study, which has an independent group design, involved 480 undergraduates of a Nigerian university aged between 16 and 34 years. Participants were made up of 240 males and 240 females equally distributed among two independent groups, namely, frequently presented and infrequently presented ad groups. Participants in both groups watched a 24-minute video which contained ad slots for a new insecticide. Frequent presentation had 8 slots of ad while infrequent presentation had 3 slots. It was found, following an independent t-test analysis, that frequently presented ads more significantly influenced product trial intentions of participants.