Konfrontasi Journal: Culture, Economy, and Social Changes
pISSN: 1410-881X (Print)
eISSN: 2716-2095 (Online)

Advertising Practitioners' Understandings and Perceptions of Advertising Fatigue in Lagos, Nigeria

Aduloju Doyinsola[1], Ekanem Thelma[2], Ogunyemi Oluwafisayo[3], Lukman Abdulrasheed Gbada[4]

[1,3]*Department of Mass Communication, Caleb University, Lagos, Nigeria*
[2]*Department of Mass Communication, Covenant University*
[4]*Department of Mass Communication, Zamfara State University*

Abstract

Literature has long established the role of advertising in influencing purchase decisions and achieving marketing objectives. Advertising repetition is widely used to reinforce brand awareness and recall, but repeated exposure may also produce advertising wearout, audience disengagement, and negative responses to advertising. This study explored advertising practitioners' understandings and perceptions of advertising fatigue and its perceived implications for advertising practice. Its theoretical foundations are underpinned by the Advertising Exposure Theory and Two-Factor Theory to explain the increase in ad frequency and its effects on the target audience, respectively. The study adopted a qualitative design and utilised semi-structured in-depth interviews from eight purposefully selected advertising practitioners from eight advertising agencies. The data was analysed thematically. Findings revealed varying perspectives on the concept of advertising fatigue. While most participants viewed it as a subjective experience, a few highlighted its adverse effects on campaign effectiveness, leading to loss of investments and the reallocation of marketing resources. Nonetheless, all participants agreed on the importance of using creative and personalised messages to mitigate advertising fatigue, though intense competition was found to be a challenge that undermined such efforts. The study recommends comprehensive market research and controlled ad frequency strategies that incorporate consumer feedback to enhance the effectiveness of advertising.

Keywords
Advertisements; Advertising fatigue; Media; Advertising Agencies; Advertising practitioners

I. Introduction

The effectiveness of advertising has always been central to its sustainability. To achieve this, advertising agencies constantly increase the frequency of advertisements to create awareness and consumer engagement (Todri, Ghose, & Singh, 2020). However, from extant literature (Bass et al., 2007; Fu et al., 2020; Kundu et al., 2010; Malhotra et al., 2018; Sivasubramaniam et al., 2014). It has been speculated that increased advertisements do not always translate to increased sales and profitability. A dilemma arises from the need to capture consumers' attention and spur action in favour of the advertised product or service, especially in this digital age where consumers have short attention spans, making it necessary for advertisers to create strong and lasting impressions, often leading to increased ad frequency (Decker, 2021; Jones & Kelly, 2018). This constant bombardment of advertisements across multiple platforms is viewed as a favourable practice deployed by advertising agencies to meet marketing objectives, increase brand perception, and ensure effective campaigns (Naqvi et al., 2016). This can become a challenge for the target audience to distinguish relevant information about an advertised product, good or service from noise once it becomes repetitive because of the growing amount of information (Zhang, 2018).

When overloaded with information, the target audience tends to exhibit irritability, which can impact the level of attention allocated to an advertisement (Munir, Rana, & Bhatti, 2017). The target audience's attention becomes divided and uninterested during times of advert placement which are familiar to them (Mojaye & Aondover, 2022). This is because, within the short space allotted to an advertisement, several organisations scramble to pay for the space and time, sometimes consecutively, to promote their products, services or ideas. Unfortunately, this implies an influx of unrestrained advertisements. This practice has led to some pressing concerns, as constant exposure to advertisements can lead to advertising fatigue. Advertising fatigue occurs when the target audience has been extensively exposed to advertisements, leading to a loss of interest (Balogun-Ibijunle et al., 2024).

It arises mainly when people are inundated with the same advertising messages daily, leading to negative opinions of the advertised good, service or idea. Overemphasis and repetition of advertising messages have resulted from the requirement for advertising communications to predominate and influence the desired target audience (Moropefoluwa et al., 2024). Advertising fatigue develops over time due to an unpleasant constant assault of advertisements through various communication or media channels (Bass et al., 2007; Fu et al., 2020). Bass, Bruce, and Sumit (2007) use the term wearout and wearin to elaborate more on advertising fatigue.

Advertising wearout refers to the point at which an advertisement loses its impact and begins to annoy or exhaust its audience. Todri et al. (2020), claim that the wearout effect manifests as a delay in the advertising's efficacy or a declining effect on the target audience. Conversely, "advertising wearin'' denotes the benefits of repeated exposure. As ads become intrusive and repetitive, they lead to ad avoidance, negative brand perceptions, and decreased campaign effectiveness (Aduloju, 2016). Nevertheless, advertising agencies and licensed advertising practitioners remain central to the production and execution of advertisements; hence, their knowledge, attitudes, and perception of advertising fatigue are crucial (Moropefoluwa et al., 2024).

1.1 Problem Statement

This phenomenon, known as advertising fatigue or wearout, undermines the effectiveness of advertising efforts, because as consumers experience advertising fatigue, they stop responding, and paying attention to advertisements, leading to a waste of marketing resources. Several studies have addressed consumers' responses to excessive advertising. Some examples include those from the United States (Bright & Logan, 2017; Nettelhorst, Brannon, Rose, & Whitaker, 2020; Wang & Deng, 2022), the United Kingdom (Kantar, 2019), China (Yixuan & Jianping, 2021), and Jordan (Alwreikat & Rjoub, 2020). However, the studies reviewed for this research provide limited insight into how advertising practitioners understand and respond to advertising fatigue within the Nigerian advertising industry (Idris & Msughter, 2022).

While there are sufficient studies on consumer response to advertising exposure, few assess the viewpoint of advertising practitioners regarding their knowledge, perception, and attitude towards advertising fatigue generated through excessive advertisement exposure (Msughter et al., 2022). There is, therefore, a need to fill this lacuna within Nigeria by assessing the advertising practitioner's point of view because they are involved in developing, planning and executing advertising campaigns, and their understanding of advertising fatigue may influence decisions concerning advertising frequency, message

repetition and audience engagement (Ayokanmi, 2025). Moreover, Nigeria's advertising industry is thriving, with ad spending projected to reach US$1.04 billion in 2025, driven by a surge in digital ad spending (Statista 2025; Krestel Digital 2025). This evolution makes it necessary to ascertain advertising practitioners' stance on advertising fatigue in this landscape.

1.2 Research Objectives

The specific objectives of the study include:

1. To examine the knowledge of advertising fatigue by licensed practitioners and advertisers in Lagos, Nigeria.
2. To investigate the perception of advertising fatigue by licensed practitioners and advertisers in Lagos, Nigeria.
3. To examine licensed practitioners and advertisers' attitudes to advertising fatigue in Lagos, Nigeria.
4. To find possible solutions to the problem of advertising fatigue from licensed practitioners and advertisers in Lagos, Nigeria.

II. Review of Literature

2.1 Advertising Fatigue

Advertising fatigue occurs when repeated exposure to advertisements reduces their effectiveness, causing irritation and indifference (Bass et al., 2007). It can take two forms: copy wearout, when similar advertising styles are used among competitors and repetition wearout, where excessive exposure occurs (Naik et al., 1998). This affects the advert content and distribution channels, lowering consumer interest and brand credibility (Bright & Logan, 2018; Gaber, Wright, & Kooli, 2019).

2.2 Views of Minimalists and Maximalists on Advertising Fatigue

Exposure to advertisements has three effects on the consumer's mind: first, it piques the consumer's curiosity; second, recurrence leads to an understanding of the message or brand; and third, exposure assists the consumer in making a final purchase decision (Gong, 2025; Li, 2024; Prakash, 2024). Tellis (2004) distinguishes between two opposing schools of thought in advertising recall: Maximalists and Minimalists. Maximalists or repetitionists argue that repetition is essential for eliciting the best consumer response. At the same time, the minimalists assert that a few (typically one to three) exposures will elicit the most significant response (Aliyu et al., 2023).

2.3 The Minimalist View on Advertising Fatigue

The minimalists think that only a small number of exposures to an advertisement, usually one to three, leads to improved consumer recall. The most important factor is to have positive feedback from the consumer. Some advertising agencies have adopted this idea to promote their clients' goods, making minimalistic advertising a well-liked format. Minimalism in advertising is defined as the purposeful use of extensive white, high aesthetic standards, less text and visuals, and a rejection of anything extravagant (Tellis, 2004; Vitalis et al., 2025). It forgoes the ornamentation and "noise" of traditional advertising in favour of a transparent, modest style that reduces potential distraction.

2.4 The Maximalist View on Advertising Fatigue

The maximalists suggest more exposures because noisy disturbances can impair message processing. It is believed that from ten to twenty exposures are the required number to stimulate consumer recall. Consumers can distinguish between different exposure levels

because more exposure means the message is relevant and can be easily understood. This allows for better content processing (Aduloju, 2026). The maximalists or repetitionists argue that numerous exposures are required to elicit the best reaction from audiences (Kronrod & Huber, 2018; Schmidt & Eisend, 2015). The effects of recollection and brand sentiment deteriorate over time; hence, there is a need for constant repetition (Schmidt & Eisend, 2015).

2.5 Theoretical Framework

Prakash (2024) states that continuous exposure to advertisements fosters familiarity, which in turn improves purchase decisions. On this premise, the Advertising Exposure Theory, proposed by Rajeev Batra, John G. Mayer, and David A. Aaker (1996), postulates that consumers tend to develop feelings about a brand based on the frequency, duration, and intensity of advertising exposure. The degree of awareness and familiarity evoked through exposure determines how likely they are to purchase the good, service or product advertised. Based on this understanding, there is a preference for increased visibility of advertised products (Onyejelem & Aondover, 2024). However, according to Daniel E. Berlyne's Two-Factor Theory (1970) excessive exposure, though initially positive, can eventually lead to boredom or tedium, inducing advertising fatigue.

Using the inverted U-curve, the theory delineates the effect of repetition on the target audience over a prolonged exposure period. The theory states that excessive exposure can evoke boredom, leading the audience to gradually dislike the product or service (Agbaje et al., 2026). Advertising exposure theory and the Two-factor theory serve as a theoretical framework explaining the effects of advertising exposure on the behaviour of the target audience (Aondover & Ademosu, 2025). Advertising repetition is necessary to evoke feelings of familiarity and prompt purchase, but overexposure can breed aversion, leading to fatigue and a decline in advertising effectiveness (Chmiel & Schubert, 2017; Silberstein, Shoham, & Klein, 2023).

III. Research Methods

The study adopted a qualitative research approach, using purposive sampling to select advertising practitioners with relevant professional experience (Idris & Msughter, 2022). Data were collected through semi-structured, in-depth interviews, which enabled participants to express their knowledge, perceptions and attitudes towards advertising fatigue. Eight advertising professionals were purposely selected from the limited number of advertising agencies operating in Ikeja, Lagos, Nigeria. According to Sharma et al., (2024), sample sizes range from 5 to 30 participants based on a study's focus and difficulty. In hindsight, though the initial idea was to interview nine professionals, only eight requests were accepted, notwithstanding that this study has satisfied the criteria based on its focus on advertising professionals situated in Ikeja, Lagos.

Each interview lasted between 45 and 60 minutes, prioritising face-to-face interactions, except when it was inconvenient for the participants. In this instance, telephone and video conferencing were utilised through Zoom. Participant consent was obtained, and all the interviews were recorded and transcribed. Thematic analysis was conducted to explore advertisers' perspectives on managing advertising fatigue. This was achieved by transcribing the interview data and identifying recurring patterns.

3.1 Description of participants

Eight advertising professionals participated in this study, all of whom had significant roles in their respective organisations, holding titles like deputy creative director, strategy and advertising manager, deputy manager, digital marketer and advertising media planner. Their experience ranged from a minimum of four to a maximum of fifteen years. All the

participants were from prominent advertising agencies situated in Ikeja, Lagos, Nigeria. These professionals are constantly responsible for brand and creative execution, as well as brilliantly planned media strategies (Obasi & Msughter, 2023). Their input is cogent in the study to ascertain their knowledge, perceptions, and attitudes toward advertising fatigue and possible solutions to address the phenomenon.

The population was drawn from practitioners and agencies registered with the Association of Advertising Agencies of Nigeria (AAAN) and the Advertising Regulatory Council of Nigeria (ARCON), respectively. According to data from ARCON and AAAN, Lagos has more agencies and practitioners than other states. Hence, Lagos state was chosen as the population for this study. A total of 41 registered agencies is located in Lagos. The population of Ikeja is made up of 18 agencies. The geographical scope of this research is limited to Ikeja, Lagos state in South West Nigeria. The eight participants interviewed for the study were drawn from advertising agencies in Nigeria. For confidentiality and ease of reference, the participants were assigned codes P1 to P8. Participant 1 (P1) represented ISOBAR Communication Nigeria Limited; while Participant 2 (P2) represented Rapid XTRA; Participant 3 (P3) represented Seskay Marketing Communication; Participant 4 (P4) represented S.O & U Group; Participant 5 (P5) represented Leo Burnett; Participant 6 (P6) represented Noah's Ark Communications; Participant 7 (P7) represented Insight Communications; and Participant 8 (P8) represented PHD Media. These codes were used to identify all the participants in the study.

IV. Result and Discussion

RQ1. What do the licensed practitioners and advertisers in Lagos know about advertising fatigue?

Theme: Knowledge of Advertising Fatigue

It was discovered that Participant 1 (P1) did not believe in the concept of advertising fatigue. An excerpt from the interview reads:

"… I don't think that there is anything like advertising fatigue, and I will say that again because there is the choice to accept something. You can either tune in or out of a channel; if it is a billboard, you can easily take your face off it; if it is a radio, you can easily tune out."

In a similar vein, Participant 2 (P2) stated:

"When we talk about advertising fatigue, there is nothing like that, but we have downtime."

While for Participant 3 (P3), though unfamiliar with the term "advertising fatigue," he understood it as unsolicited ads:

"… No! advert is not effective if you can just see it once. It has to be recurring. The essence of re-advertising is that if I like that advert, I will think about that advert."

In contrast, Participant 4 (P4) posits that advertising fatigue does exist and affects the target audience, especially through the channels of distribution:

"… I think it is more of the audience getting bored when they see our advertisement too much. This is because advertisers want to create top-of-mind awareness, they typically want to use and reuse their channels, so they do not seem to know the effect, which is fatigue."

Participant 8 (P8) views it as a significant challenge for marketers and advertisers, that creates a need to devise innovative ways to engage people without constantly bombarding them with advertisements:

"… I think it is a huge challenge for marketers and advertisers to find new and creative ways to grab our attention without bombarding us with constant ads."

All interviewees, except for P1 and P2, are aware of advertising fatigue; however, only P8 views it as a significant challenge to marketers and advertisers, while most do not consider it

as a major challenge. Interestingly, P8, P6, and P4 all state that advertising fatigue occurs through channels of distribution such as social media and radio.

RQ2. How do the licensed practitioners and advertisers in Lagos, perceive advertising fatigue?

Theme: Perceptions of Advertising Fatigue

P1 states that viewing the same commercial repeatedly can lead to annoyance or frustration, especially when the ads are perceived as disruptive or intrusive. But advertising fatigue becomes subjective depending on an individual's personal preference and the attention allocated to a particular advert.

"For instance, a football fan watching a game might not pay much attention to the commercials that are aired throughout the broadcast, as they are more interested in the game itself".

Similarly, P3 states excessive exposure to advertisements has no adverse effects on the company or the item that is being promoted instead it might promote brand recall. However, P6 contends with this assumption, believing that repetitive advertising can harm the brand, service, or product being promoted, potentially leading to diminished interest or predictability.

"… there are moments where we tend to move away from certain brands because this is a brand where we keep on advertising the same product, the target audience already knows what you want to offer because you keep on doing the same thing, so even when a new product is coming up, they already perceive that this is what we are going to do so most times it tends to affect them".

P4 acknowledged the effectiveness of advertising irrespective of how often the target audience views it. Though he stated that the target audience may experience advertising fatigue, especially with non-creative ads.

"… I agree, but the caveat here is excessive exposure to non-creative ads. I think they are most likely to get fatigued if the ads are not creative."

P8 recognises that the effectiveness of advertisements is not guaranteed, irrespective of the number of times the target audience views them. In correspondence is P5, arguing various factors such as relevance, value, and creativity, play significant roles in determining the effectiveness of an advert.

RQ3. What are the attitudes of licensed practitioners and advertisers in Lagos, towards advertising fatigue?

Theme: Attitude towards Advertising Fatigue

P1 places importance on the company's need to create visually captivating ads to ensure viewers accept and respond to the advertisements. Alongside, balancing exposure and audience response to advertising messages. While, P3 avers that irrelevant or repetitive advertisements can cause advertising fatigue leading to frustration and apathy. Therefore, the agency consciously manages advert exposure based on their audience preferences and the significance of the message.

P5 posits that the consequences of advertising fatigue in the industry can lead to monopolisation of advertising space by certain brands, limiting opportunities for other brands to advertise and affecting the overall robustness of the industry:

"… If everyone can plan effectively and create a media plan that suits everyone, it can aid in the execution of advertisements, making them less intrusive and ensuring the audience is not fatigued..."

The implication is that advertising fatigue can impact the budget allocation for future campaigns if the desired returns are not achieved, leading to a re-evaluation of advertising

investments. According to P7, advertising fatigue may harm the industry if it causes brands to sell fewer products. The interviewee consciously works to increase advertisement exposure by emphasising the quality of design and messaging and choosing the proper channels to reach the target audience.

Similarly, for P8, advertising fatigue can result in a decline in the effectiveness of advertising campaigns and prompt a shift towards more specialised and targeted advertising strategies. So it becomes deliberate to create diverse content and use alternative marketing channels like as experiential or influencer marketing

RQ4. What are the solutions provided by licensed practitioners and advertisers to the problem of advertising fatigue in Lagos, Nigeria?

Theme: Possible Solutions to Tackle Advertising Fatigue

For PI, the interviewee posits the solution entails educating advertisers and the target audience on the detrimental effects of advertising fatigue. With advertising firms providing valuable insights and information to advertisers, empowering them to create more effective and responsible advertising campaigns. P2 stresses the value of switching up advertisements to combat advertising fatigue. Even though the fundamental message remains the same, changing up different aspects creates the impression of something different.

P3 proposes that advertisements should be concise and deliver the intended message quickly to avoid advertising fatigue. While P4 states creativity, personalisation, and strategic placement, assist in creating engaging experiences and mitigating advertising fatigue. From P5's viewpoint the interviewee suggests

P5 suggests real-time campaign optimisation because digital campaigns allow for on-the-go monitoring and campaign improvement, so that resources may be redistributed to more effective channels when advertising fatigue sets in. P6 asserts the need for thorough market research to combat advertising fatigue.

P6 asserts that it is imperative to conduct thorough market research to combat advertising fatigue. This is achieved through better planning and use of advertising space that allow the audience's needs, options and preferences to be met. P7 proposes using consistent market research to combat advertising fatigue. Lastly, P8 states that the frequency of audience exposure to advertisements must be controlled in order to maintain interest and avoid boredom. The trick is striking a balance between advert frequency and keeping audiences interested.

Discussion of Findings

The findings from the in-depth interviews reveal varying perspectives on advertising fatigue within the advertising industry and the degree to which it affects the target audience. Although the study aimed to assess the knowledge, attitude, and perception of advertising fatigue among these advertising practitioners, it also sought to gain insight into their understanding of their target audience's experience. The participants' experiences were cogent for this study, with varying perspectives on advertising fatigue, with the majority believing in its subjective nature, hence making it reliant on the individual. They further argue that the target audience is heterogeneous and can skip ads. Similar findings were made by Tsiotsou et al. (2023), who found that when consumers are exposed to excessive advertising, they are more likely to use ad-blocking software or intentionally avoid it. Moreover, the study by Nettelhorst et al. (2020) found that consumers preferred making decisions that reduced their exposure to all advertisements. These findings suggest that consumers may adopt different strategies to manage their exposure to advertising. However, the emphasis on individual responses also raises questions about the extent to which advertisers and advertising agencies recognise their role in managing advertising frequency and repetition.

Notably, participants in the minority recognized the significance of excessive exposure and the potential for inducing advertising fatigue, which can have the opposite effect of the desired action. Excess advertisements do not always translate to an effective and successful campaign, undermining its purpose and sustainability. Repetition can reduce interest in the benefits of digesting advertising messages, making potential customers fatigued or unhappy, which in turn impacts brand credibility (Gaber et al., 2019). They posit that its negative effect includes a reduced impact of advertisements, leading to a waste of marketing resources. In addition, this study found that the advertising industry is aware of its target audience's perception of their advertisements; some argue that ads lacking relevance and visual appeal may induce advertising fatigue in the target audience. Although participants differ on the issue of advertising fatigue, all agreed that creativity is very essential in maintaining consumer engagement and ensuring the effectiveness of campaigns (Rampal et al., 2024). This finding highlights the importance advertising practitioners place on creativity to sustain audience interest. But this should not be interpreted as a way to completely eliminate advertising fatigue that arises from excessive exposure.

Some of the participants were of the opinion that a negative experience of advertising fatigue does not necessarily mean the boycott of the advertised brand. Kronrod and Huber (2018) found a similar conclusion in their study that reveals a startling reversal in the long-term effects of repeated advertising. Though there was initial dislike for an excessively advertised brand, it became liked after a long period of time. This suggests that the relationship between repeated exposure, advertising fatigue and brand responses may not always be straightforward as assumed.

Several challenges were highlighted by the participants, although there is sometimes a deliberate effort to increase or decrease advertising exposure depending on the timeline of an ongoing campaign; unfortunately, fierce rivalry within the industry drives consistent exposure, which can negate all efforts to mitigate advertising fatigue (Jin et al.,2025). Additionally, some participants claimed that failure to meet marketing objectives after substantial investment of resources due to intense competition leads to a reduction in reallocation of resources for advertising agencies. Moreover, the need to constantly create creative and personalised messages to capture the target audience’s attention is very demanding. Bleier and Eisenbeiss (2015) posit that to increase the effectiveness of their advertising, many advertisers employ personalisation strategies. However, this study findings indicate that implementing such strategies places additional demands on practitioners to be constantly create messages that resonate with the target audience.

The strategies suggested by the participants for addressing advertising fatigue include conducting extensive research on the target audience and market, creating memorable and concise advertisements infused with creative elements in the copy, message, tone, and music, as well as creating personalised ads structured according to the psychography of the target audience. Additionally, it involves using their preferred channel and platform. Other suggestions include the use of alternative marketing strategies, such as experiential or influencer marketing, to provide the target audience with niche experiences. These strategies reflect the practitioners' emphasis on audience understanding, creativity and appropriate media selection as ways of sustaining engagement. Altogether the findings suggest that practitioners do recognise certain factors associated with advertising fatigue, but differ in the extent to which they attribute responsibility to consumers, the level of advertising exposure and the need for creative quality of advertisements. In conclusion the findings highlight the challenge of balancing advertising visibility with audience engagement in a competitive advertising environment (Jin et al., 2025).

V. Conclusion

The research delved into the viewpoints of advertising practitioners, shedding light on their knowledge and attitude about how they perceive advertising fatigue and the measures they undertake to mitigate the phenomenon. Some were well aware of the phenomenon, but many dis not consider it a major challenge in the advertising industry. Some participants argued it is a subjective and personal experience, while few believe it has a negative impact on consumer engagement. Nevertheless, they provide tactics to alleviate its effect such as creating visually appealing ads, strategically timing their placement, personalising messages, and adjusting exposure based on audience preferences. The recognized consequences of advertising fatigue include reduced impact and engagement with ads, potential reallocation of resources, and waning interest in repetitive advertisements. All of which can affect the sustainability of advertising agencies.

Recommendations

1. Advertisers should be deliberate about tracking the results of their advertising campaigns and getting feedback from the target market to detect any signs of advertising fatigue early, and the necessary efforts undertaken to mitigate the issue. This will enable campaign optimisation, proper resource reallocation, and balanced exposure across multiple media platforms.
2. This study suggests that a deliberate effort be made to control ad frequency for effectiveness and the prevention of budget loss. Further exploration should involve collaboration between agencies, research committees, and panels that debate, in partnership with the Advertising Regulatory Council of Nigeria, to regulate advertising frequency to ensure the continued sustainability and effectiveness of advertising campaigns.
3. Extensive market research should be undertaken, focusing on consumer feedback, to stay informed about current consumer trends. There should be an analysis of consumer pain points in advertising messages and exposure, as well as deliberate efforts to address the needs of consumers.

References

Aduloju, A. A. (2016). Youth networks on Facebook and twitter during the 2015 general elections in Nigeria. Journal of African Elections, 15(2), 28-49.

Aduloju, O. (2026). Social Determinants and Policy Implications of Lived Experiences of Multidimensional Poverty in Nigeria (Doctoral dissertation, Walden University).

Agbaje, A., Owens-Ibie, N., Ogwezzy-Ndisika, A., Abiodun Oyeleye, S., Aondover, E. M., & Ademosu, I. (2026). Institutional Framework for Political Advertising and Public Affairs Management. In Understanding Political Communication in Nigeria: Strategies and Ideologies (pp. 89-150). Cham: Springer Nature Switzerland.

Aliyu, M. A., Msughter, A. E., & Nneka, A. Q. (2023). Comparative Study of National Development Plans in Nigeria and India: Media Dimension. SIASAT, 8(4), 202-212.

Alwreikat, A. A. M., & Rjoub, H. (2020). Impact of mobile advertising wearout on consumer irritation, perceived intrusiveness, engagement and loyalty: A partial least squares structural equation modelling analysis. South African Journal of Business Management, 51(1), Article a2046. doi:10.4102/sajbm.v51i1.2046

Aondover, E. M., & Ademosu, I. (2025). E-learning practices of journalism education in Nigerian higher education institutions: Conceptual context and challenges. In Media and communication systems for sustainability in Nigeria (pp. 451-464). Cham: Springer Nature Switzerland.

Ayokanmi, D. A. (2025). Quantitative Research Review: Awareness and Adoption of Digital Marketing Strategies amongst Small and Medium Enterprise in Lagos State, Nigeria. Rowter Journal, 4(2), 97-112.

Balogun-Ibijunle, A., Ogunbola, O., Olatunji, O., Doyinsola, A., Akin-Odukoya, O., Ojenagbon, S., & Ridwan, M. (2024). Dominance of short form videos: Cross-age analysis of TikTok's influence. Lakhomi Journal Scientific Journal of Culture, 5(2), 104-115.

Bass, F. M., Bruce, N., Majumdar, S., & Murthi, B. P. S. (2007). Wearout effects of different advertising themes: A dynamic Bayesian model of the advertising-sales relationship. Marketing Science, 26(2), 179–195. doi:10.1287/mksc.1060.0208

Batra, R., Myers, J. G., & Aaker, D. A. (1996). Advertising management (5th ed.). Upper Saddle River, NJ: Prentice Hall.

Berlyne, D. E. (1970). Novelty, complexity, and hedonic value. Perception & Psychophysics, 8(5), 279–286. doi:10.3758/BF03212593

Bleier, A., & Eisenbeiss, M. (2015). Personalized online advertising effectiveness: The interplay of what, when, and where. Marketing Science, 34(5), 669–688. doi:10.1287/mksc.2015.0930

Bright, L. F., & Logan, K. (2018). Is my fear of missing out (FOMO) causing fatigue? Advertising, social media fatigue, and the implications for consumers and brands. Internet Research, 28(5), 1213–1227. doi:10.1108/IntR-03-2017-0112

Burton, J. L., Gollins, J., McNeely, L. E., & Walls, D. M. (2019). Revisiting the relationship between ad frequency and purchase intentions: How affect and cognition mediate outcomes at different levels of advertising frequency. Journal of Advertising Research, 59(1), 27–41. doi:10.2501/JAR-2018-031

Chmiel, A., & Schubert, E. (2017). Back to the inverted-U for music preference: A review of the literature. Psychology of Music, 45(6), 886–909. doi:10.1177/0305735617697507

Gaber, H. R., Wright, L. T., & Kooli, K. (2019). Consumer attitudes towards Instagram advertisements in Egypt: The role of the perceived advertising value and personalization. Cogent Business & Management, 6(1), Article 1618431. doi:10.1080/23311975.2019.1618431

Global Startup Ecosystem Index. (2021). Statistics.

Gong, R. (2025). A review on the impact of advertising on consumer. Advances in Economics, Management and Political Sciences, 145, 160–164. doi:10.54254/2754-1169/2024.LD19040

Idris, M. K., & Msughter, A. E. (2022). Sources of Information on National Issues among Border Communities in Yobe State, Nigeria. ASEAN Journal of Community Engagement, 6(1), 22-47.

Jones, S. L., & Kelly, R. (2018). Dealing with information overload in multifaceted personal informatics systems. Human–Computer Interaction, 33(1), 1–48. doi:10.1080/07370024.2017.1302334

Krestel Digital. (2025). Nigeria's digital marketing data: 2025 report. https://kresteldigital.com/resources/nigerias-digital-marketing-data-2025-report/

Kronrod, A., & Huber, J. (2019). Ad wearout wearout: How time can reverse the negative effect of frequent advertising repetition on brand preference. International Journal of Research in Marketing, 36(2), 306–324. doi:10.1016/j.ijresmar.2018.11.008

Kundu, A., Kulkarni, P., & Murthy, A. (2010). Advertising and firm value: Mapping the relationship between advertising, profitability, and business strategy in India. In A. Sinha (Ed.), Changing ideas in strategy. Narosa Publishing.

Li, K. (2024). Ad power: A double-edged sword that affects consumer behavior. Highlights in Business, Economics and Management, 43, 613–619. doi:10.54097/09amtn12

Liu, Y., & He, J. (2021). Why are you running away from social media? Analysis of the factors influencing social media fatigue: An empirical data study based on Chinese youth. Frontiers in Psychology, 12, Article 674641. doi:10.3389/fpsyg.2021.674641

Malhotra, N. K., Schaller, T. K., & Patil, A. (2017). Common method variance in advertising research: When to be concerned and how to control for it. Journal of Advertising, 46(1), 193–212. doi:10.1080/00913367.2016.1252287

Mojaye, E. M., & Aondover, E. M. (2022). Theoretical perspectives in world information systems: A propositional appraisal of new media-communication imperatives. Journal of Communication and Media Research, 14(1), 100-106.

Moropefoluwa, O. J., Aondover, E. M., & Falobi, F. (2024). Assessment of broadcast media in mobilizing women for political participation in lagos state. Journal of Policy and Society, 2(1), 1511-1511.

Mosopefoluwa, T., Jaiyesimi, B. J., & Aondover, E. M. (2024). Product placement in namaste wahala in the global film industry and brand recall in Nigeria. Interdisciplinary Journal of Linguistics, Marketing and Communication (IJLMC), 11(2), 96-110.

Msughter, A. E., Hile, M. M., & Bappa, F. S. (2022). Have you Heard What They Are Doing to Women? Media Portrayal of Female Celebrities in Nigerian Press. Konfrontasi: Jurnal Kultural, Ekonomi dan Perubahan Sosial, 9(2), 186-197.

Munir, H., Rana, R. A., & Bhatti, U. T. (2017). Factors affecting advertisement avoidance through the mediating role of customer perceived value. International Journal of Research, 4, 961–975. [Journal title, issue, and publication details need verification.]

Naik, P. A., Mantrala, M. K., & Sawyer, A. G. (1998). Planning media schedules in the presence of dynamic advertising quality. Marketing Science, 17(3), 214–235. doi:10.1287/mksc.17.3.214

Nettelhorst, S., Brannon, L., Rose, A., & Whitaker, W. (2020). Online viewers' choices over advertisement number and duration. Journal of Research in Interactive Marketing, 14(2), 215–238. doi:10.1108/JRIM-07-2019-0110

Obasi, M. C., & Msughter, A. E. (2023). Assessment of media coverage of environmental hazards in mining communities in Ebonyi State, Nigeria. Environmental Challenges, 13, 100758.

Onyejelem, T. E., & Aondover, E. M. (2024). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation. Journalism, 14(3), 189-204.

Prakash, P. (2024). Impact of advertising on consumer buying behavior. Indian Scientific Journal of Research in Engineering and Management, 8(4), 1–5. doi:10.55041/ijsrem32267

Raj, M. P. M., & Roy, S. (2015). Impact of brand image on consumer decision-making: A study on high-technology products. Global Business Review, 16, 463–477. doi:10.1177/0972150915569934

Rampal, S., Ranganathaswamy, M. K., Tamkhade, J., Vijayalakshmi, V. J., Marwaha, P., & Hariharasudhan, S. (2024). Investigating the effectiveness of dynamic content in mobile advertising (pp. 1–6). doi:10.1109/ICCCNT61001.2024.10725779

Schmidt, S., & Eisend, M. (2015). Advertising repetition: A meta-analysis on effective frequency in advertising. Journal of Advertising, 44(4), 415–428. doi:10.1080/00913367.2015.1018460

Sharma, K., Mehta, P., & Gupta, A. (2020). Non-commercial advertisements: A study of awareness and preference among rural women. Asian Journal of Technology & Management Research, 10(1), 33–40. [Verify the journal record and DOI availability.]

Statista. (n.d.). Advertising—Nigeria. Statista Market Forecast. https://www.statista.com/outlook/amo/advertising/nigeria/

Tellis, G. J. (2003). Effective advertising: Understanding when, how, and why advertising works. Thousand Oaks, CA: Sage Publications.

Todri, V., Ghose, A., & Singh, P. V. (2020). Trade-offs in online advertising: Advertising effectiveness and annoyance dynamics across the purchase funnel. Information Systems Research, 31(1), 102–125. doi:10.1287/isre.2019.0877

Tsiotsou, R. H., Hatzithomas, L., & Wetzels, M. (2024). Display advertising: The role of context and advertising appeals from a resistance perspective. Journal of Research in Interactive Marketing, 18(2), 198–219. doi:10.1108/JRIM-09-2022-0302

Vitalis, P. O., Aondover, E. M., Ogunbola, O., Onyejelem, T. E., & Ridwan, M. (2025). Accessing Digital Divide and Implications in Nigeria: The Media Dimension. Budapest International Research and Critics Institute-Journal (BIRCI-Journal), 8(1), 1-12.

Wang, T., & Deng, X. N. (2022). User characteristics, social media use, and fatigue during the coronavirus pandemic: A stressor–strain–outcome framework. Computers in Human Behavior Reports, 7, Article 100218. doi:10.1016/j.chbr.2022.100218.