



Audrezara Journal of Communication and Social Research (AJCSR), Vol. 1(1), 68-75, 2025.



AUDREZARA JOURNAL OF COMMUNICATION AND SOCIAL RESEARCH (AJCSR)

Vol. 1, Issue 1, pp. 68-75, November, 2025.

DOI: <https://doi.org/10.5281/zenodo.17635659>

Influence of Colgate “Na to Do Yanga with Your Smile” Commercial on the Patronage of Colgate Toothpaste among Residents in Southeast Nigeria

¹Adeline Nkwam-Uwaoma; ²Alexander Chima Onyebuchi; ³Paul Chibueze Ejiogu*, ⁴Kizito Nzube Alaekwe & ⁵Prince Okechukwu Enwerem

¹Department of Film & Multimedia Studies, Imo State University, Owerri.

²Department of Advertising, Imo State University, Owerri

^{3,4,5}Department of Mass Communication, Imo State University, Owerri



ORCID:

¹<https://orcid.org/0000-0002-6556-7353>

²<https://orcid.org/0000-0002-7296-4541>

³<https://orcid.org/0009-0005-0401-1684>

⁴<https://orcid.org/0009-0005-6514-8238>

⁵<https://orcid.org/0009-0008-2153-7030>

***Corresponding Author:** ejio3@gmail.com

History: Received: September 17, 2025; Revised: October 25, 2025; Accepted: November 10, 2025.

Abstract

This study sought to ascertain the influence Colgate “Na To Do Yanga With Your Smile” commercial has on Southeast residents. The study was anchored on the uses and gratification theory. The study adopted survey research design with a population of 23,488,500 and a sample size of 385 was arrived at using Wimmer and Dominick Online Sample Size Calculator with multistage sampling technique adopted for the study. Questionnaire was the instrument for data collection with the data analysed using Likert scale. Findings revealed that amongst others Colgate “Na To Do Yanga With Your Smile” commercial influence the patronage of Colgate toothpaste among residents of Southeast, Nigeria. The study concluded that Colgate “Na To Do Yanga With Your Smile” commercial influence the patronage of Colgate toothpaste among residents of Southeast, Nigeria. The researchers study recommended amongst others that Colgate manufacturing company should ensure that the influence derived from television commercial on its target audience remains positive which in turn will improve sales.

Keywords: Colgate Toothpaste, Television Commercial, Consumer Patronage



Introduction

Over the year, the media is seen as the fourth estate of the realm and has been proven to have the widest audience in the world and as a persuasive tool to reinforce people to be aware as well as to patronize an idea or product. Organisations have come to understand the importance of using the right media to aid and uplift there sales.

Colgate, a well-established global brand in oral care products, has been synonymous with quality toothpaste for decades. Colgate had disseminated several television commercials about their products. The need for using media advert strategies for promoting products is imminent in every country particularly Nigeria (Prasad, 2018). Companies like Colgate-Palmolive have taken to the media, using their unique advert/commercials titled “Na To Do Yanga With Your Smile” to make the public aware of the product and how it aids in keeping the mouth clean when used. However, due to competition among toothpaste producers in Nigeria, we now have multitudes of toothpastes which were produced to help people meet with their oral health needs. Most of these toothpaste manufacturers have successfully produced rival toothpastes at cheaper rates thus dividing the customers that purchase Colgate toothpastes.

According to Third Eye Blind (2023), with Colgate presence in numerous countries, it continually adapts its marketing strategies to align with the diverse needs and desires of its global consumer base. In Nigeria, Colgate has evolved from being merely a product for dental hygiene to becoming a symbol of confidence, beauty, and empowerment. This shift is reflected in its “Na To Do Yanga With Your Smile” commercial.

Nigeria, being a diverse and rapidly evolving nation, places significant value on self-presentation and identity, especially in urban areas. Vrtana and Krizanova (2023) aver that advertising that reflects these values tend to generate higher levels of engagement and emotional resonance. The informal nature of the commercial enables it to cut through the noise of conventional, globalised advertisements, reaching audiences in an authentic and impactful manner. Moreover, the commercial taps into aspirational marketing. By associating Colgate toothpaste with the ability to “show off” or “do yanga,” it suggests that using Colgate is not just about maintaining dental hygiene, but about enhancing one’s social image. Thus, the smile becomes a symbol of personal success and status.

The “Na To Do Yanga With Your Smile” commercial blends spoken Nigerian expressions and the beauty of urban lifestyle into Colgate’s brand identity. The commercial is not just an advertisement for toothpaste, but rather a celebration of Nigerian (and broader African) pride, beauty, and personal expression. It emphasizes the significance of a bright, healthy smile as a symbol of confidence, success, and self-assurance. This resonates strongly with a demographic that values personal appearance and social status.

Therefore, this study sought to ascertain the influence of Colgate “Na To Do Yanga With Your Smile” commercial on the patronage of the product among residents in Southeast, Nigeria.

Theoretical Framework

This study was underpinned on the Uses and Gratification theory. The theory is credited to Jay Blumler and Elihu Katz in the year 1974 (Sichach, 2024). According to Vinney (2024), this theory argues that the media does not use the audience but rather the audience members use the media to satisfy their needs. It is not therefore a matter of what the media does to audience members but what audience members do with the media messages. It therefore suffices that the media audience already determine what needs to be



satisfied before exposing themselves to the media. Uses and Gratification theory assumes that the audience are not passive consumers of media, rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media programmes and adverts into their own lives. Unlike other theoretical perspectives, this theory holds that audience are responsible for choosing media to meet their desires and needs to achieve gratification (Asemah et al., 2017).

This theory is relevant to this study as it tries to ascertain if Colgate commercial has any influence on consumers' patronage level of its toothpaste. The study in line with this theory tries to know Southeast residents gratification after watching Colgate "Na To Do Yanga With Your Smile" commercial and using the toothpaste.

Method

This study adopted survey research design. The population of this study are residents of Southeast, Nigeria. According to Statistics made available by City Population (2022), the projected 2022 population of Southeast, Nigeria is 23,488,500. At a confidence level of 95% and error limit of 5%, a sample size of 385 was arrived at using Australian Online Sample Size Calculator. Multistage sampling technique was adopted for the study. First stage, the researchers selected the five states that make-up the Southeast geopolitical zone in Nigeria, which are Abia, Anambra, Ebonyi, Enugu and Imo States. Second stage, from the five states, the researcher selected the state capitals, they include: Umuahia, Awka, Abakiliki, Enugu and Owerri. Third stage, the researchers selected two local government areas in the urban area in the five states capitals. They are Umuahia North and Umuahia South, Awka North and Awka South, Abakaliki and Izzi, Enugu East and Enugu South, Owerri Municipal and Owerri West. Fourth stage, the researchers' purposively selected two communities in each of the two LGA's in the state capital, making it 20 communities. Questionnaire was the instrument for data collection. Test re-test was used to establish the reliability of the instrument. Responses retrieved were compared via Pearson Moment Correlation and result indicated very high reliability at 0.8 reliability. Ethical guidelines were strictly followed in the study to ensure the protection of participants. Informed consent was obtained from all respondents prior to participation, with clear explanations provided about the purpose of the research, the voluntary nature of their involvement, and their right to withdraw at any time without any consequences. Participants were assured of the confidentiality and anonymity of their responses, and all data collected were used solely for the study.

Findings

From the 385 copies of the questionnaire distributed and retrieved, 9 copies were invalid while 376 copies which estimate for 97.7% of the distributed copies of the questionnaire were used for the analysis of this study.

Research Question One: To what extent are residents of Southeast Nigeria exposed to Colgate "Na To Do Yanga With Your Smile" commercial?

Table 1: Respondents Responses on Extent of Exposure to Colgate "Na To Do Yanga With Your Smile" Commercial (N=376)

Option	SA	A	D	SD	Mean	Remark
I watch television daily	312	64	-	-	3.8	Accepted



I watch Colgate commercials	46	259	7	-	2.6	Accepted
I watch Colgate “Na To Do Yanga With Your Smile” commercial	376	-	-	-	4.0	Accepted
Colgate “Na To Do Yanga With Your Smile” commercial is broadcasted everyday on different television stations	376	-	-	-	4.0	Accepted
Grand Mean					3.7	Accepted

Source: Field Survey, 2025

Variable Keys: SA (Strongly Agree) = 4; A (Agree) = 3; D (Disagree) = 2 and SD (Strongly Disagree) = 1

Decision Rule: If the average mean score is lower than 2.5 (1-2.4), the researcher decides that respondents are to a low extent exposed to Colgate “Na To Do Yanga With Your Smile” commercial. But if the average mean score is higher than 2.4 (2.5-5.0), the researcher decides that respondents are to a high extent exposed to Colgate “Na To Do Yanga With Your Smile” commercial.

The above decision rule will be applied subsequently.

Table 1 revealed that with a grand mean of 3.7 (n=376), the researcher decided that respondents are to a high extent exposed to Colgate “Na To Do Yanga With Your Smile” Commercial. This implies that residents of Southeast, Nigeria are to a high extent exposed to Colgate “Na To Do Yanga With Your Smile” Commercial.

Research Question Two: What is the perception of Southeast residents towards Colgate “Na to Do Yanga with Your Smile” commercial?

Table 2: Respondents Responses on the Perception of Southeast Residents towards Colgate “Na To Do Yanga With Your Smile” Commercial (N=376)

Questions	SA	A	D	SD	Mean	Decision
The ads audio-visual feature is colourful and appealing to the mind.	169	102	63	42	3.1	Accepted
The ingredient makeup of Colgate as advertised is very encouraging and palatable	174	71	68	63	3.0	Accepted
The time duration of the advert is short and not boring.	52	158	120	46	2.6	Accepted
The advert content is aesthetic in nature.	132	160	41	43	3.0	Accepted



Grand Mean	2.9	Accepted
-------------------	------------	-----------------

Source: Field Survey, 2025

Table 2 indicated that with an average mean of 2.9, respondents perceived Colgate “Na To Do Yanga With Your Smile” commercial positively. This means that residents of Southeast, Nigeria perceived Colgate “Na To Do Yanga With Your Smile” commercial positively.

Research Question Three: What is the influence of Colgate “Na to Do Yanga with Your Smile” commercial on the patronage of Colgate toothpaste among residents of Southeast, Nigeria?

Table 3: Respondents Responses on the Influence of Colgate “Na To Do Yanga With Your Smile” Commercial on their Patronage of Colgate Toothpaste (N=376)

Questions	SA	A	D	SD	Mean	Decision
I purchase Colgate toothpaste because of the good features and packaging of the product as shown in the commercial	161	122	37	56	3.0	Accepted
The aesthetic feature contained in the commercial influenced my choice of the product patronage.	138	158	51	28	3.1	Accepted
I buy Colgate toothpaste simply because of the commercial	112	122	82	60	2.8	Accepted
The consistency of Colgate toothpaste commercial has a hand in influencing me towards using it.	121	135	71	49	2.9	Accepted
Grand Mean					3.0	Accepted

Source: Field Survey, 2025

Table 3 revealed that with an average mean of 3.0 (n=376), Colgate “Na To Do Yanga With Your Smile” commercial influence the patronage of Colgate toothpaste among the respondents. This implies that Colgate “Na To Do Yanga With Your Smile” commercial influence the patronage of Colgate toothpaste among residents of Southeast, Nigeria.

Research Question Four: What are other factors that can influence the patronage of Colgate toothpaste among residents of Southeast, Nigeria?

Table 4: Respondents Response on Other Factors that can influence the patronage of Colgate toothpaste (N=376)

Questions	SA	A	D	SD	Mean	Decision
-----------	----	---	---	----	------	----------



Colgate toothpaste appearance is a factor that makes me purchase it.	113	190	58	25	3.1	Accepted
Colgate toothpaste availability and accessibility.	167	123	77	7	3.2	Accepted
The affordability Colgate toothpaste compels me to get more of it	104	111	119	42	2.7	Accepted
Colgate toothpaste consistent adverts in different media has encouraged me to understand that the product is really good	119	134	82	41	2.9	Accepted
Grand Mean					3.0	Accepted

Source: Field Survey, 2025

Table 4 indicated that with an average mean of 3.0 (n=376), there are other factors that can influence the patronage of Colgate toothpaste. This means that there are other factors that can influence the patronage of Colgate toothpaste such as affordability, availability and accessibility and appearance.

Discussion

Data analysed indicated that residents of Southeast, Nigeria are to a high extent exposed to Colgate “Na To Do Yanga With Your Smile” Commercial with an average mean of 3.7. This means that residents of Southeast, Nigeria are to a high extent exposed to Colgate “Na To Do Yanga With Your Smile” Commercial. This finding concurs with that of Omeje et al. (2022); Uguru (2023); and Imonikhe, et al. (2019) which revealed that people are exposed/aware of commercials of the various products studied.

Data analysed also revealed that residents of Southeast, Nigeria perceived Colgate “Na To Do Yanga With Your Smile” commercial positively with an average mean of 2.9. This implies that Colgate “Na To Do Yanga With Your Smile” commercial is perceived positively among residents of Southeast, Nigeria. This finding concurs with Uguru (2023) which revealed that people hold positive perception toward television commercials of products. This can be explained through the behavioural component of the Uses and Gratification Theory. After being entertained and persuaded by the message, consumers translate their positive perception into action by purchasing the product. Therefore, the advert not only meets their informational need (by highlighting oral hygiene benefits) but also motivates a behavioural response that reinforces brand loyalty and product usage.

Findings of this study revealed that Colgate “Na To Do Yanga With Your Smile” commercial influence the patronage of Colgate toothpaste among residents of Southeast, Nigeria with an



average mean of 3.0. This means that Colgate “Na To Do Yanga With Your Smile” commercial influence the patronage of Colgate toothpaste among residents of Southeast, Nigeria. This finding concurs with that of Omeje et al. (2022), Bencollins and Anyasor (2021) and Nweze et al. (2022) which indicated that television advertisements of a product influences the patronage of the product.

Data analysed revealed that, at an average mean of 3.0, there are other factors that can influence the patronage of Colgate toothpaste such as affordability, availability and accessibility and appearance. This implies that there are other factors that can influence the patronage of Colgate toothpaste among residents of Southeast, Nigeria such as affordability, availability and accessibility and appearance. This findings aligns with that of Uwem et al. (2015) which affirmed that there are other factors that can influence the patronage of a product.

Conclusion and Recommendations

Based on the findings, the researchers concluded that Colgate “Na To Do Yanga With Your Smile” commercial influence the patronage of Colgate toothpaste among residents of Southeast, Nigeria. This implies that the creative and relatable messaging used in the advert effectively resonated with the audience, especially within the Southeast region of Nigeria. It suggests that when brands tailor their commercials to reflect local language, lifestyle, and values, they build stronger connections with consumers, enhance brand recall, and ultimately increase sales. The researchers recommended that:

1. Colgate manufacturing company should continue disseminating advertisements in other to keep their products(s) in the mind of the audience which can lead to brand loyalty.
2. Colgate manufacturing company should expand their advertisements extensively via other channels of communication such as the new media.
3. Colgate manufacturing company should ensure that the influence derived from television commercial on its target audience remains positive which in turn will improve sales.
4. Colgate manufacturing company should look into these other factors that can influence the patronage of their product in a bid to make sure that these factors influence the target audience positively.

Acknowledgements: The authors sincerely thanked all those who contributed to the success of this article.

Funding: The research was conducted without external funding and support

Conflict of Interest: The author declares no conflict of interest

How to Cite: Nkwam-Uwaoma, A., Onyebuchi, A.C., Ejiogu, P.C., Alaekwe, K.N. & Enwerem, P.O. (2025). Influence of Colgate “Na to Do Yanga with Your Smile” Commercial on the Patronage of Colgate Toothpaste among Residents in Southeast Nigeria. *Audrezara Journal of Communication and Social Research*, 1(1), 68-75.



References

- Asemah, E.S., Nwammuo, A.N. & Nkwam-Uwaoma, A.O.A. (2017). *Theories and models of communication*. MATKOL Press
- Bencollins, A. & Anyasor, M.O. (2021). Radio and television advertising of commercial bank products in Anambra State, Nigeria. *American Journal of Humanities and Social Sciences Research*, 2(8), 26-33.
- City Population (2022). Nigeria: States & Cities. <https://www.citypopulation.de/en/nigeria/cities/>
- Imonikhe, M.S., Ishaq, M. & Mojekeh, M.O. (2019). Effect of television advertising on consumer patronage of selected consumer goods in Nigeria. *Advance Journal of Economics and Marketing Research*, 4(5), 9-34.
- Khanam, A. & Verma, A. (2016). Impact of television commercials on consumer buying preference for personal care products. *IMS Manthan (The Journal of Innovations)*, 11(2)
- Nweze, S., Ezaka, S., Ewa-Ibe, B., Nwigwe, C.N., Egwu, C.N., Asogwa, J., Chidi-Irem, O.R. & Isiani, G.A. (2022). Influence of Television Advertising in Promoting Mobile Telephone Network Products in Enugu State. *International Journal of Network and Communication Research*, 7(1), 14-32. DOI: 10.37745/ijncr.16/vol7n11432
- Omeje, S.O., Oparugo, B., Chukwuka, M.O. & Anigbo, R.U. (2022). Influence of Airtel Television Advertising on the Choice of Mobile Telecommunication Network by Students of Institute of Management and Technology, Enugu. *International Journal of Applied Research in Business and Management*, 3(2), 66-80.
- Panda, T.K. & Mishra, K. (2013). Does emotional appeal work in advertising? The rationality behind using emotional appeal to create favourable brand attitude. *The IUP Journal of Brand Management*, 10(2), 7-23.
- Prasad, A. M. (2018). Impact of TV advertisements for Colgate toothpastes on consumer behaviour. *International Journal of Management, Technology and Engineering*, vol. 8(XII), 2246-2257.
- Sichach, (2023). Moses, Uses and Gratifications theory - Background, History and Limitations. <https://ssrn.com/abstract=4729248>
- Third Eye Blind (2023). Colgate marketing strategy – The toothpaste brand. <https://thirdeyblindproductions.com/colgate-marketing-strategy-the-toothpaste-brand/>
- Uguru, B.A. (2023). Perceived effect of television commercial on the patronage of the product among sports fans in Enugu Metropolis. *IMSU Journal of Communication Studies*, 7(1), 63-71.
- Uwem, U., Inibong, N. & Inyene, P.N. (2015). Testimonials in television advertising and consumer patronage of select antiseptic products in Uyo Urban, Akwa Ibom State of Nigeria. *International Journal of Education and Research*, 3(8), 217-236.
- Vinney, C. (2024). What is uses and gratification theory? Definition and examples. <https://www.thoughtco.com/uses-and-gratifications-theory-4628333#:~:text=Then%2C%20in%20the%201970s%2C%20researchers,Elihu%20Katz's%20work%20in%201974.>
- Vrtana, D. & Krizanovna, A. (2023). The power of emotional advertising appeals: Examining their influence on consumer purchasing behaviour and brand-customer relationship. *Sustainability*, 15, 1-18.