

FEDERAL UNIVERSITY OYE EKITI EKITI STATE

INFLUNCE OF TELEVISION ADVERTISEMENT ON THE
BUYING CHOICE OF SANITARY PAD BY STUDENTS IN
ADO EKITI EKITI STATE

THEATRE AND MEDIA ARTS

SOCIAL SCIENCE AND HUMANITIES

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ATTESTATION

I, AriyoEniolaKofoworaolahereby attest that this research report is carried out by me and that I am solely responsible for all errors and omissions, if any.

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CERTIFICATION

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DEDICATION

I dedicate this work to OLODUMARE for all possibilities, my parents Mr. & Mrs. Ariyo for their immense supports morally and financially. My humble and ever supporting siblings for their timely help and support during the period of this research. Also, my friends OresanyaAdeyemi , AfolabiAbike, for their intellectual support and my class mates RotimiBukola, Alawode Stephen, AdenikeAgunsoye, Obere Vivian, OluwasolaTitilope, OnayemiAyomide, OdemakindeAbimbola for their help.

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ABSTRACT

Television advertisement has over the years helped a great deal in the marketing of goods and services. This research work is an analytical study of the influence of television advertisement on the buying choice of 'Always' sanitary pad by students in Ado Ekiti, Ekiti state. It explored the questionnaire and interview approaches to gather relevant data. Chapter one defines the background and frame of reference for the project; providing the objectives, significance, statement of the problem and scope of the study as well as key terms that are fundamental to the study. In chapter two, the researcher offers an excursion into the study of television, noting its evolution and development in Nigeria. It also defines advertising with reference to its evolution and its growth in Nigeria. The study focuses on the influence of television advertisement on 'Always' sanitary pad as a commodity, using the theories of media dependency and social responsibility. Chapter three discusses the method of data collection and study population, while chapter four analyzes the quantitative data using simple percentage method and descriptive method for the qualitative data, further describing the 'Always' sanitary pad advertisement. In chapter five, the researcher summarized, made recommendations towards improving the quality of 'Always' sanitary pad television advertisement. The study concludes that there is need to make the commodity more available and affordable to the consumers.

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1:1 BACKGROUND TO STUDY

The coming of television broadcasting to Nigeria expectedly prompted diverse programmes which range from politics, socials to entertainment, business and education. So, from the various programmes there was the need for television advertisement in broadcasting.

Advertising is basically the dissemination of sales messages through purchased space, time or other media (Arens and Bovee: 6). It is one of the marketing tools used by businessmen and women to promote their goods and services.

Just as the media of social communication have enormous influence everywhere, so does advertising which uses the media as a vehicle for persuasion as well as a powerful force for shaping attitudes and behaviour in today's world. Individuals are exposed each day to a tremendous number of advertising stimuli. To cope with this bombardment, our sensory organs select those stimuli to which attention is given (Wells: 242).

Advertising is not done by the management of a product just for the fun of it. It is principally undertaken for persuasion or advocacy even apparently just giving us information, using media that are paid to get through to the mass audience with the identity of advertisers being clear (Arens and Bovee:7).

‘Advertising has mandate to sell the advertisers’ goods and help the consumers to shop wisely’ (Okoro: 42). Advertising is important because it influences audiences by informing or reminding them of the existences of a brand or alternatively by persuading or helping them differentiate a product from others in the market (Fill: 486).

Advertising can reach a wide range of audiences with simple messages that announce the availability and location of products express their quality and value, imbue brands with personality and simultaneously define the personality of people who can buy them (Arens and Bovee: 22).Some of the keys roles of advertising are; building awareness, inducing dialogue and positioning or repositioning brands by changing either perception or attitudes (Fill: 487).

Advertising through all media influences audiences, but television is one of the strongest mediums of advertising and due to its mass reach and visual components; it can not only influence individuals’ attitude, behaviour, lifestyle, exposure but can, in the long run, even influence the culture of the country (Latif and Abideen:156).

Television advertisement came up in the society because it helps to showcase goods and service. It also helps producers to sell their goods more, informs the public not only about the product but also the qualities of the products than any other medium. Advertising also serves as a means of raising huge revenue for the television house.

However, there exists different advertisement of sanitary pad which is a commodity that is widely used by women in the society. But among other sanitary pads that are being advertised, Always is the most widely used because of its popularities among users of sanitary pads and based on the assumption that its advertisement is so dramatic and captivating that's why every user of sanitary pad prefers it to other products of its type.

This study is set to find out why most users of sanitary pad prefers Always to other brands and also to find out how the advertisement of Always sanitary pad influences the consumer in purchasing the products so that the assumption will become a fact with reasonable evidence and theories backing it.

1:2 STATEMENT OF PROBLEM

The research is to find out why 'Always' sanitary pad is the most popular amongst female students and widely used in spite of the existence of other commodities like Lady Care, Everyday, Joy etc that are used for the same purpose.

It has been observed that most female students in Ado Ekiti prefer 'Always' to others mainly because of its quality, and particularly because of the role which TV advertisement has played in popularising the product. So, this research is being carried out to find out the reasons behind the preference of 'Always' sanitary pad.

1:3

RESEARCH QUESTIONS

- 1 How has 'Always' sanitary pad advertisement influenced the choice of female students that patronise it?
- 2 In what creative way has the 'Always' sanitary pad advertisement attracted its consumers?
- 3 What other categories of people use 'Always' sanitary pad aside students?
- 4 Why is 'Always' sanitary pad preferred to other sanitary pads in Ado Ekiti?

1:4

OBJECTIVES OF STUDY

- 1 To determine the level of acceptance of 'Always' sanitary pad among consumers.
- 2 To examine critically the level of awareness that has been generated through the advertisement of 'Always' sanitary pad.
- 3 To find out how television medium has helped to create better awareness of 'Always' sanitary pad amongst consumers.
- 4 To examine the role of drama or theatre in the television advertisement of 'Always' sanitary pad.

1:5

SCOPE OF STUDY

The study shall focus on four secondary schools in Ado Ekiti, Ekiti state. The choice of these schools was made to reflect or represent different categories of students particularly from the rich and poor backgrounds.

So, two schools were selected from the private sector and two from the public sector.

The selected schools are; Tinuola Maximum Secondary School (private)

CAC Olaoluwa Secondary School (private)

Mary Immaculate Secondary School (public)

Christ Girls School Ado Ekiti (public)

1:6

SIGNIFICANCE OF STUDY

This research work is expected to help different categories of sectors in the society. These include;

*The television stations.

*Producers of Always sanitary pad.

*Students.

*The society.

THE TELEVISION STATIONS

The television stations are expected to gain a lot by projecting the producers' image through the advertisement of 'Always' sanitary pad. The station is also likely to have more viewers owing to the dramatic and entertaining way that the programmes are being produced. Again; advertising helps the TV stations to raise money for other projects in the television house.

Moreover, the TV house also stands to gain audience patronage if sales increase through advertising.

PRODUCERS OF ALWAYS SANITARY PAD

The producers of 'Always' sanitary pad can use this research work to improve on the quality of their products and services. This is possible if many of the adverts are more dramatic, colourful, truth to life and captivating.

Also, the producers should improve in the concept of their advertisement and improving on the product that will make both the old users and new users continue to use the product.

THE STUDENTS

The female students can also benefit by gauging their scale of preferences before settling for a better and unique product. It is also possible for the students to know about the product and its qualities.

Again, female students that have not started using Always sanitary pad will be able to make a better choice of product to use, aside knowing why and how effective the product is.

THE SOCIETY

The society can equally gain a lot from this research because the students, TV stations, advertisement producers and manufacturers should know their responsibilities and perform them with the hope of achieving developmental changes.

Again, advertising has an important role to play on a country's economy, society, and culture. The importance of advertising to the economy as a whole can best be demonstrated by the Abundance principle.

This principle states that in an economy that produces more goods and services that can be consumed, advertising serves two purposes; it keeps consumers informed of

INFLUENCE

Influence is a verb from a Latin word *influere* meaning to ‘flow in’. So, influence is the capacity to have an effect on the character development, or behavior of someone or something, or the effect itself.

Influence is the power to have an important effect on someone or something. If someone influences someone else, they are changing a person or thing in an indirect but important way. (google.com)

Influence according to Cambridge English dictionary means the power to have an effect on people, things, or a person or thing that is able to so do. It also means to affect or change how someone or something develops, behaves or think.

TELEVISION

Television can be referred to as a system for converting visual images (with sounds) into electrical signals, transmitting them by radio or other means and displaying them electronically on a screen. (Wikipedia)

A television commonly referred to as TV, telly or the tube. Is a telecommunication medium used for transmitting sound with moving images in a

monochrome (black- and –white), colour, or in three dimensions, it can refer to a television set, a television transmission. Television is a mass medium for entertainment, educational television, news and advertisement. (Wikipedia, free encyclopedia)

ADVERTISEMENT

According to Sharma and Singh (:8) quoting Bovee (:7), ‘Advertising is non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through various media.

Sharma and Singh believe that the main purpose of advertisement is to identify and differentiate one product from the other and to persuade the consumer to buy that product in preference to another.

Arens et al (:8) also defines advertisement as ‘the structured and composed non-personal communication of information usually paid for and usually persuasive in nature about product (goods, services and ideas) by identified sponsors through various media’.

Arens et al see advertising message as a very structured form of applied communication, employing both verbal and non-verbal elements that are composed to fill specific space and time format determined by the sponsor.

CHOICE

Choice involves mentally making a decision judging the merits of multiple options and selecting one or more of them. One can make a choice between imagined options (what would I do if...?) or between real options followed by the corresponding action. (Wikipedia)

SANITARY PAD

A sanitary pad, sanitary napkin, sanitary towel is an absorbent item worn by a woman while she is menstruating, while she is recovering from vaginal surgery (post birth bleeding), after an abortion, or in any other situation where it is necessary to absorb a flow of blood from the vagina. (Wikipedia)

CHAPTER TWO

LITERATURE REVIEW

2:1 INTRODUCTION

This chapter discusses the literature review and theory on the subject matter of this research to show better knowledge and understanding of existing literature that relates to the topic.

The theories and literatures used in this work helps to buttress more on the component that makes up the topic and subject matter addressed in this research.

This study is eclectically underpinned by two theoretical perspectives, these are; Social Responsibility Theory and Media Dependency Theory.

2:2 EVOLUTION OF TELEVISION

The word 'television' was first coined by a French man named Persky, it is a hybrid of a name made up of the Greek meaning 'at a distance' and the Latin meaning 'to see'.

The first man to build a television system as we know today and demonstrated it was Bovis Rozing, a Russian. He is regarded as the father of television (Sambe: 98).

The invention of the television was in the work of many individual in the 19th and early 20th century. Individuals and corporations competed in various parts of the world to deliver a device that superseded previous technology. Many were compelled to capitalize on the invention and make profit while some wanted to change the world through visual communication technology.

2:3 TELEVISION IN NIGERIA

The history of television in Nigeria dates back to 1959 when the Western Nigeria Television (WNTV-Ibadan) was established by the government of the defunct Western region under the leadership of the late chief Obafemi Awolowo (Akinfeleye:47).

The establishment of Africans first television station, the WNTV Ibadan was a result of the socio-political disagreement between the leader of the opposition party and the central government when he (Awolowo) was denied air time on the national radio services.

In specific terms, the leader of the opposition party had applied to the Director-General (DG) of the Nigeria Broadcasting Service (NBS) to grant him airtime to respond to the negative accusation against the opposition group in speech by the then Governor-General of the federation in person of John Macpherson.

After the passage of the bill for the establishment of the television by the house of assembly, the WNTV began a joint venture service with the ORL-Overseas Rediffusion Limited on October 31,1959 (Akinfeleye:47).

A year after Nigeria's independence, the foreign 'Overseas Radiovision Services' pulled out of the joint venture. This gave rise to the establishment of the radio-television services known as WNTV-WNBS (Western Nigeria Television and Broadcasting Services).

2:4 EVOLUTION OF ADVERTISING

Advertising, the generic term and its offshoot concept originated from the Latin word 'advertere' which means 'to draw attention' (Abayomi:78).While scholars have traced its origin to the ancient empires such as Babylon, Greece, Rome and Egypt, the cradle of civilization, efforts are still being made to ascertain its exact beginning.

Advertising dates back to ancient Egypt when the papyrus posters were offering rewards for the return of runaway slaves. In early Greek and Roman days, signboards were placed above the doors of business establishments and town criers proclaiming that merchants had certain wares for sale (Sambe: 99).

Although, there is no specific date for its appearance in the marketing and commercial world of demand and supply, it is on record that people through generations used advertising in its crude and unscientific form.

Advertising belongs to the modern industrial world especially to the developed countries that are industrialized unlike the former use of signs and the likes in the early form of advertising. The media outlets are used today for effective modern digital advertisement. This is made possible through the use of these media (radio, television, newspaper, magazines, billboards, pamphlets etc). The media today is technologically advanced and there is also increased cost of advertising productions and creativity.

As a way of explaining the foregoing, Jefkins and Yadin said ‘the need of advertising today developed with the expansion of population and the growth of towns with shops and large stores; mass production factories and competition that exist amongst these factories’ (Jefikins:4).

Despite the fact that audience of mass media receive media messages with skepticism, such messages still have influence on their decision making on the purchase of a particular product advertised through mass media. The formation of the advertising agencies such as Advertising Practitioners Council of Nigeria (APCON) has improved the creativity and morality with which modern advertising is practiced.

Today, modern world depends on advertising such that without it, producers and distributors of products may be unable to sell their wares while buyers too may not know about the products. In fact, consumers may not continue to remember certain products and services and the modern world is likely to collapse.

industry, like most business sectors of the economy, had its humble beginning rooted in colonial history.

2:6

DEFINITIONS OF ADVERTISING

Belch and Belch (:5) defined advertising as any paid form of non-personal communication about an organization, products, services, or ideas by an identified sponsor. The paid aspect of this definition reflects the fact that the space and time for advertising a message generally must be bought, except on the basis of Public Announcement Service (PAS), whose advertising space or time is usually donated by the media organization. An example of a PAS is 'a lost but found item'.

Belch and Belch (:15) furthermore expatiated on the non-personal component of advertising. It means advertising involves mass media (radio, television, newspaper, magazines etc) that transmit a message to the large group of individuals, often at the same time. This non-personal nature also means that there is generally no opportunity for immediate feedback from the audience recipients (except in direct response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it.

Similarly from the view of Belch and Belch, the marketing concepts in advertising emphasized that marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs. Thus, an understanding of consumers, their needs and purchasing behavior is integral to successful marketing.

According to Sharma and Singh (:8) quoting Bovee (:7), 'Advertising is non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through various media.

Sharma and Singh believe that the main purpose of advertisement is to identify and differentiate one product from the other and to persuade the consumer to buy that product in preference to another.

Arens et al (:8) also defines advertisement as 'the structured and composed non-personal communication of information usually paid for and usually persuasive in nature about product (goods, services and ideas) by identified sponsors through various media'.

Arens et al see advertising message as a very structured form of applied communication, employing both verbal and non-verbal elements that are composed to fill specific space and time format determined by the sponsor.

According to Advertising Association of America, 'advertising is a means of making known in other to sell goods and services'. This definition portrays advertising as

the process concerned with much more than giving information alone but rather, 'made known in other to sell' (John Karmen:6).

Also, the Institute of Practitioners in Advertising (IPA) United Kingdom noted that, 'advertising is the most persuasive possible selling message to the right prospect for the products, services, at the lowest possible cost'.(John Kamen :6)

John Kamen (:63) defined advertising ' as an art, science and technology of effective planning, execution and dissemination of factual information for the sales of goods and services in a persuasive manner that makes direct impact on the prospect for a favourable response' .

Meanwhile, Bovee and Arens (32) said, 'advertising could be defined as a communication process, a marketing process, an economic and social process or an information process, a public relation and persuasive process depending on the point of view'. Brassington and Pettit share a similar view when they defined advertising 'as any paid form of non-personal promotion transmitted through a mass medium' .

In conclusion, advertisement means the art of making known and available a product for the consumer. And this is usually done with a persuasive, educative, informative, dramatic or colourful images expressed through different mass media.

One can then describe advertisement as a means of making known a product, an idea, services or goods from new producer. Such a product could be entirely new or a re-

packaged one from an existing producer through the new and old means of mass media such as; radio, television, magazines, websites, internets, town criers, gong, posters etc.

2:7

FUNCTIONS OF ADVERTISING

According to J.A Sambe (246), the following are the functions of advertising;

- a. Advertising plays a unique and central role in every economic system. Along with other forms of marketing communication, it helps to sell ideas, goods and services.
- b. Advertising reflects and effects our very life style and particularly, since advent of television, features prominently in political decisions.
- c. Advertising serves many communication needs of the society, including needs other than goods and services. It serves business firms, labour unions, government agencies and political leaders.
- d. Advertisement helps to inform and persuade pre-selected audiences about issues.
- e. Advertising informs the consumer so that more intelligent choices are made in the market place. Thus, advertising aids the competitive process.
- f. Advertising induces the firms' cost of production per unit of output. Thus, substantial plant economics or economies of scale are achieved, while fixed costs

are spread over a large number of outputs. So advertising leads to a more efficient use of resources in the economy.

- g. Through advertising, new firms have an easier time entering the market than would be through if advertising were restricted or prohibited. Advertising helps new firms, or firms with new products take on the giants in the industry and carve out a niche for themselves in the market place. Thus advertising again is pre-competitive.

2:8 INFLUENCE OF ADVERTISING ON CONSUMERS

Advertising helps fuel the economy by motivating buyers and supporting sellers. It is typically used in conjunction with other promotional tools like personal selling, sales promotion and public relations and it is the heart of marketing strategy for most consumer goods.

According to Amy Handlin (2010), advertising influences people through education, persuasion and reassurance. It also influences the shopping experience; by making shopping simpler and helping to moderate the prices of advertised products.

EDUCATION

In Amy's view, Advertising offers an effective means of communicating information about product and services to a large number of consumers at once. This

information plays a key role in educating people about different brands, functions and features like; how such brands work; what they cost, and where they can be purchased. Because the information in advertisement comes directly from the manufacturer, it is more likely than separate report to be verifiable and reliable. This helps buyers make choices most likely to satisfy their needs and wants.

PERSUASION

Using creative techniques like direct brand comparisons, advertising can persuade people that one product will be better than another in improving their lives or delivering benefits they seek. It can often motivate them to take immediate actions like trying a new brand, redeeming a coupon, or requesting more information by calling attention to different uses of a product. Advertising also encourages people to buy in bigger volumes and/or more frequently than they otherwise would.

REASSURANCE

Before a buyer completes her purchase, advertising can effectively help her confirm that she is getting value for what she wants. Even after transaction has been made, advertising places a role by reminding a consumer why she spent her money and reassuring her that she made the right choice. This reassurance effect of advertising is especially important when the product is expensive or the choice becomes risky. In other

words, it helps to eliminate the psychological discomfort commonly known as “buyer’s remorse”.

2.9 TELEVISION ADVERTISING

Advertising has become one of the prime sources of generating income for companies and institutions, the media as well as the government. Without advertisement, many businesses may have collapsed by now, Arens and Bovee (3).

As a result, advertisement have become very common in Nigeria, the television stations, the radio, and all other media outlets are dominated by advertisement on various products including alcoholic beverages. Due to the fact that a television commercial combines sight, sound, and motion, they are more dramatic than any other form of advertising and they lend excitement and appeal to ordinary products (Fill:535).

Advertisers consider an excellent media to build a product brand image or to create excitement around a particular event. According to Robbs (:3), “Television works best for products such as Automobiles, fashion, food, beverages and credit cards that viewers are familiar with and can easily understand”.

However, advertising can have wide ranging repercussion on a society. Arens and Bovee (:38), believe that some critics suggest that advertising promote a materialistic way of life by leading people to believe that happiness is achieved by purchasing product.

They also argued that advertising creates a consumer culture in which buying exciting new product becomes the foundation of societal values, pleasures and goals.

Advertising can also affect cultural values with the globalization of world economy; just as multinational corporations often use television adverts to sell to consumers around the world.

Humour in television advertisement has made many advertisement campaigns widely popular, in some cases, achieving the status of folklore or taking new life in another arena, Arens (:514). The mass media, such as television plays an important role in influencing viewers by communicating values and behaviour, Bandra (1989).

In addition, television advertisement can be said to be the best and the most effective medium in advertising products, ideas, goods and services. This is because viewers who are also the buyers patronize the companies and industries.

Finally, advertisement helps the viewers and buyers to gain more knowledge, information, insight, and in fact come in contact with the product from a distance unlike other means of advertisement.

2:10 IMPACTS OF TELEVISION COMMERCIALS ON THE VIEWERS

Kotwal et al (:51) conducted a survey in two Girls high schools (one private and one government school) situated in Gandhi Nagar, area of Tammu city, to know the impact of television advertisement on the buying pattern of adolescent girls (50 from each school), in class 9, up to 12 were selected for the study.

A questionnaire was used to collect the information from the girls. The result of the study reveals that girls viewed television advertisement with interest and found them entertaining and informative. The main reasons for liking the advertisement was the information it provided regarding the discount, special gift attached, grant as well as quality of the product.

Majority of the girls were of the view that advertisement plays a vital role in introducing new product(s) in the family list and making better choices during shopping. Most of the respondents (70%) were of the opinion that television advertisement helped them in making better choices during shopping. The adolescent girls tended to purchase those products which were more frequently advertised on television but the rest (30%) were of the view that television advertisement confused them by giving them excess information about product. For example, too many brands of one product were introduced to them on television.

Manimala & Makunda (2004) also explored the nature of interface between television advertising and its outcome of responses from consumers. The study has taken students from age 15 – 25years, both males and females from urban and rural in Kerala. The study found that almost 100% of students were in the habit of watching television regularly.

Generally, the respondents have shown a lot of interest in television advertisement. A large majority (85%) stated that they like television advertisement.

In conclusion, overexposure, irritating presentations and lack of involvement in the product were pointed out as the main reasons for disliking a television advertisement. In advertisement disliked, generally, women show more responses emerging from these reasons.

2:11 ‘ALWAYS’ SANITARY AS A COMMODITY

‘Always’ sanitary pad is a product produced by Procter and Gamble Company (P&G). It is an American multinational consumer goods company with headquarters in downtown Cincinnati, Ohio, United, States. It was founded by William Procter and James Gamble, both from the United Kingdom. Some of its products include pet foods, cleaning agents and personal care products.

‘Always’ sanitary pad is a product used by girls who have attained the age of puberty or started menstruation, it is a product used to absorb the blood coming through the vagina right from the uterus. This product is a widely used product because many girls who have attained the age of puberty use it. So, one can say that Always sanitary pad is a very useful and widely used commodity in the Nigerian society.

Meanwhile, ‘Always’ sanitary pad is made known to the users through one means or the other but the means this researcher is concerned about in this work is advertisement. And in the course of this study, the researcher shall find out how this commodity has been made available to consumers and how they perceive the means through which it was introduced to them.

2:12 THEORETICAL FRAMEWORK

a) MEDIA DEPENDENCY THEORY

The theory enunciated by Ball Roacheach and Defleur (1976) as cited in Anaeto et al (:95)States that the more an individual depends on media, media (i.e television) for having his or her needs fulfilled, the more this will become more to the person. In other words, the more an individual depends on media to get information and messages, the more the media will be part of the person’s life.

For instance, the empirical study by Kotwal et al (2008); Manimala and Makunda (:51) revealed that teenagers liked television commercials because they derive entertainment and information from it.

Sandral Ball et al developed this theory in 1976; the key ideas of the theory are listed as follows;

- a) Audience depends on media information to meet and reach goals.
- b) Social institutions and media systems interact with audiences to create needs, interests and motives in the person. (Anaeto et'al 2008:96)

Anaeto et al (:97) explained that people are dependent on the media for their information needs. In relation to this research, it can be said that people (in order to make decision on what goods and services to patronize) usually obtain information, advice, advertising that they use as a basis for those decisions.

The relationship between media dependency theory and this study lies in the fact that consumers depend on media information to meet certain goals. So, P&G sought to use media advertisement to persuade, educate and inform buyers about it products.

Consumer's reliance on media may increase, thereby shaping their beliefs, exposure and knowledge which will later reflect in their choices. This happens because mass media are used to create needs, interests and motives (Little John and Foss: 2008).

b)SOCIAL RESPONSIBILITY THEORY

Social responsibility theory was propounded by; F.S. Siebert, T.B. Peterson and W. Schramm in the year 1963.

ASSUMPTIONS OF THE THEORY

McQuail (1987) cited in Ojobor (2002) gives the main principles of the social responsibility theory as follows;

- a) That, through professional standards of informativeness, truth, accuracy, objectivity and balance, these obligations can be met.
- b) That the media should accept and perform certain obligations to the society.
- c) That media should regulate itself within framework of law and established institutions to be able to carry out its responsibilities.
- d) That whatever might lead to crime, violence, civil disorder or offence of minority groups, should be avoided by the media.
- e) That the media should reflect its society's plurality, giving access to various points of view and granting all the rights to reply.
- f) Based on principle 1, the society has the right to expect high standards of performance from the media. Intervention can only be justified to secure public good.

g) Accountability of the media professionals should be to the society, employers, and the market.

Social responsibility theory can be described as the theory that backs all activities of the media to act positively in order to affect the society in a positive and well accepted manner and eventually bring development and enlightenment to the society.

The relationship between social responsibility theory and this study is that the advertisement of 'Always' sanitary pad which is also a form of the media impacts positively on the people in the society. This is further enhanced through the use of educative, informative, and persuasive messages and images passed or shown to the people in the forms of advertisement.

CHAPTER THREE

RESEARCH METHODOLOGY

3:1 INTRODUCTION

The study adopts quantitative (Questionnaires) and qualitative (interviews) research methods to gather data. This chapter explains how the questionnaires were administered to students (respondents) and how interviews were conducted with parents and guardians to collate relevant data.

3:2 QUANTITATIVE DATA; QUESTIONNAIRE

A total number of 240 questionnaires were administered to female respondents in four selected senior secondary schools in Ado Ekiti. Two schools were selected from the private sector and the other two from the public sector.

The researcher focused on SSS1 and SSS2 because this class of students usually falls within the age group of 12 and above and must have reached the age of puberty and started menstruating.

The questionnaire sought to know the extent to which female respondents were influenced by television advertisement to make their choice of sanitary pad. It also sought to know the number of female students who make use of 'Always' sanitary pad as against other similar products.

3:3 QUALITATIVE DATA: INTERVIEWS

The researcher interviewed four parents and two teachers. One parent was selected from each of the four schools while one female teacher was selected from one private school and one public school to gather qualitative data.

The study sought to know the role which parents play in the choice of their children's preferences for the use of sanitary pads. It also sought information on how television advertisement has influenced the choice of 'Always' sanitary pads among their children.

Parents and teachers were selected randomly from among parents of respondents and the researcher contacted them and fixed the time and date of the interviews.

3:4 POPULATION OF STUDY

The population of the study comprises four schools and 60 copies of the questionnaires were administered in two of the schools; (Mary Immaculate senior secondary school and CAC Olaoluwa senior school), while 45copies were administered to students in Tinuola Maximum School. A total of 75 copies were administered in Christ Girls School, Ado Ekiti.

Copies of the questionnaire were not administered evenly in all the schools because the researcher found out that the population of girls from SSS1-2 which is the scope of study is lower in Tinuola Maximum School while the population of students was higher in the three other schools. So, the researcher administered 45 copies in Tinuola Maximim School, 75 copies in Christ Girls School, 60 copies in CAC Olaoluwa and 60 copies in Mary Immaculate Ado Ekiti.

In conclusion, a total of two hundred and forty (240) copies of the questionnaire were administered in the four schools to gather quantitative data while six people were interviewed to gather qualitative data.

CHAPTER FOUR

RESEARCH FINDINGS

4:1 INTRODUCTION

This chapter discusses findings of both the quantitative and qualitative data. It also gives the general findings on respondents' attitudes concerning the buying choice and use of Always sanitary pad.

Again, this chapter provides data that validate the assumptions made earlier in the previous chapters. The researcher presents six tables which are analysed based on simple percentages and which provide answers to all the research questions in chapter one.

4:2 'ALWAYS' SANITARY PAD TELEVISION ADVERTISEMENT

T.V advertisement of 'Always' sanitary towel is highly innovative using school girls to dramatize the slogan 'No Check, No Check' tagline. Sometimes, the advertisement is also seen on electronic bill boards in the society.

The 'Always' sanitary pad advertisement opens with school girls wearing uniform in the class room looking so worried because they are in their menstrual period. The viewer sees the student going into the toilet holding a tissue paper. A student then

comes in to introduce the product to them telling how it works effectively and they collect it looking happy.

The next scene opens with all the students looking happy, jumping round the school premises and singing the 'no stain no check, 8 hours always' slogan.

4:3 ANALYSIS, PRESENTATION AND INTERPRETATION OF QUESTIONNAIRES

FIG: 1

Distribution of Age

Age	Frequency	Percentage (%)
10-12	11	4.58
13-15	168	70
16 and above	61	25.42
TOTAL	240	100

The table above shows the percentage distribution of respondents' age range. The result indicates that the highest proportion of age falls between 3-15 years (70%), with a total of 168 respondents. Meanwhile, 61 respondents whose age range fall within 16 and

above recorded 25.4%. Only 11 respondents fall within the age range 10-12, with the least record of 4.58% on the table.

The above frequency and percentage of ages indicate that most female students start menstruating at their early years and this is so because they have attained the stage of puberty and adolescence. It is also seen that majority of girls start menstruating at age 13 and above while others start menstruating before age 13.

FIG: 2

Distribution of students who have started menstruating

STUDENTS WHO HAVE STARTED MENSURATING	FREQUENCY	PERCENTAGE (%)
NO	4	1.67
YES	236	98.33
TOTAL	240	100

The table above shows the number and percentage of female students that have started menstruating and students that have not. The result indicates that majority of

students; 236 (98.33%) have started menstruating while only 4 respondents with the percentage of 1.64% have not started menstruating.

FIG: 3

Distribution of respondents who use ‘Always’ sanitary pad

USE OF SANITARY PAD	FREQUENCY	PERCENTAGE (%)
ALWAYS	185	78.39
OTHER SANITARY PADS	51	21.61
TOTAL	236	100

The table indicates the number of respondents who use ‘Always’ sanitary pad and those who use other types of sanitary pad. The greater proportion of respondents with the total of 185 (78.39%) use ‘Always’ sanitary pad while 51 respondents with the percentage of 21.61% use other types of sanitary pad

The above data shows that majority of female students in Ado Ekiti use ‘Always’ sanitary pad due to reasons that will best be explained under fig: 4.

FIG: 4

Distribution of what influenced respondents' choice of 'Always' Sanitary Pad

WHAT INFLUENCED YOUR CHOICE?	FREQUENCY	PERCENTAGE (%)
ADVERTISEMENT	78	33.05
WIDELY USED	79	33.47
PRICE	36	15.25
OTHERS	43	18.22
TOTAL	236	100

The above table shows different reasons why female students in Ado Ekiti purchase 'Always' sanitary pad. The data recorded that the highest proportion of respondents (79) with the percentage of 33.47% were mainly influenced by other people who use the same product. Close to this are 78 respondents (33.05%) who are mainly influenced by the television advertisement of the product. Meanwhile, 43 respondents (18.22%) choose other reasons best known to them while a meager 36 respondents (15.25%) claimed they were influenced by the price.

The above table shows what influences the buying choice of 'Always' sanitary pad by students in Ado Ekiti. The table shows that a higher proportion of respondents

were influenced by the fact that ‘Always’ sanitary pad is widely used by people around them. This shows that ‘Always’ sanitary pad, which is produced by Procter and Gamble, has carved a niche for itself as a widely acceptable product by a large population of people in Ado Ekiti.

The next highest influence on students buying choice of the product is ‘Always’ sanitary pad TV advertisement (33.05%). This shows that the advertisement of ‘Always’ sanitary pad has a great influence on the users of the product and this is because of the creative, educative and dramatic qualities which the advertisement portrays.

The table therefore confirms the earlier assumptions made that ‘Always’ sanitary pad advertisement on television has a great influence on the buying choice of female students in Ado Ekiti.

FIG: 5

Distribution of the Effectiveness of ‘Always’ sanitary pad advertisement

EFFECTIVENESS OF ADVERT MESSAGE?	FREQUENCY	PERCENTAGE (%)
HIGHLY EFFECTIVE	191	80.93
OTHER EFFECTIVENESS	45	19.06
TOTAL	236	100

The table above shows that a greater number of respondents believe in the effectiveness of the ‘Always’ sanitary pad TV advertisement 80.93% in influencing its choice by female respondents. Meanwhile, only a small number of people (19.06%) do not believe in the effectiveness of the TV advertisement of Always sanitary pad.

FIG: 6

Distribution of the dramatic quality of ‘Always’ sanitary pad TV advertisement

HOW DRAMATIC IS THE ADVERTISEMENT?	FREQUENCY	PERCENTAGE (%)
VERY DRAMATIC	209	88.56
OTHERS	27	11.44
TOTAL	236	100

The table above shows the distribution of respondents who say the advertisement of ‘Always’ sanitary pad is dramatic. The result indicates that the greater number of respondents (88.56%) is influenced by the dramatic quality of the TV advertisement of ‘Always’ sanitary pad. Meanwhile, only a small number of respondents (11.44%) are not influenced by the dramatic quality of the TV advertisement

4:4 ANALYSIS OF QUALITATIVE DATA

THE PARENTS

The researcher conducted interviews with four parents selected from each of the four schools under study. The four of them claimed that they all use 'Always' sanitary pad. The first parent from CAC Olaoluwa was influenced by her own mother, the second parent from Tinuola Maximum School was not really influenced by anything because she has been using it for long and its very good that why she's still using. Meanwhile, the third parent from Christ Girls School and the fourth parent from Mary Immaculate School said they love 'Always' ultra because it absorbs more blood than the other sanitary pad especially for those with heavy flow.

All the parents recommend 'Always' sanitary pad for their children. Three of the parents from CAC Olaoluwa, Tinuola Maximum School and Mary Immaculate have watched the TV advertisement of 'Always' sanitary pad while the parent from Christ Girls School has not seen the TV advertisement of 'Always' sanitary pad advertisement. Meanwhile, all the parents claimed that their children have all watched the TV advertisement of 'Always' sanitary pad advertisement.

The parents of the respondents said that the advertisement of 'Always' sanitary pad really attracted their children and influenced them more because it is very interesting, captivating, educative and dramatic. The parent admitted further that the TV

advertisement of 'Always' sanitary pad helps to promote the product more among young women and that this is a very good way of making products known and closer to the consumers.

In conclusion, two of the parents believed that 'Always' sanitary pad is more popular and preferred among teenagers than any other sanitary pad in the market. The parents also explained that the product is more preferred in Ado Ekiti because of its quality of absorbing more blood than other sanitary pad. While the other two parents said 'Always' is preferred more in Ado Ekiti because of the advertisement and affordable price.

THE TEACHERS

The researcher conducted interviews with two teachers, one from a private sector and the other from the public sector. The teacher from Mary Immaculate said she was influenced because 'Always' is a very good product. While the other teacher from CAC Olaoluwa School said the TV advertisement influenced her choice of the product and she's still using it up to this present moment.

The two teachers claimed that they recommend sanitary pad for their children and they have also watched the TV advertisement and their children have watched it and they were influenced by it because the advertisement is very educative and entertaining.

In conclusion, the two teachers agreed that TV advertisement helps to promote business and increase the sales of the products. The teacher from Mary Immaculate School said she thinks 'Always' is preferred to other sanitary pad in Ado Ekiti because it has created a name for itself and it is available in the market when users need it while the other teacher from CAC Olaoluwa School said she prefers it because of its high quality.

4:4 GENERAL FINDINGS ABOUT ALWAYS SANITARY PAD

The researcher discovered that Always sanitary pad is widely used by students and parents as seen in 4:3 fig 2. It is seen that Always is a product widely accepted by people in Ado Ekiti.

The students in Ado Ekiti were influenced by different factors into purchasing Always sanitary pad. A greater number of students were influenced by the fact that the product is widely used by people. In the same vein, a greater number of students were also influenced by the TV advertisement of the product. While only few students were influenced by the price and others reason best known to them.

As a confirmation of the power of advertisement in influencing the purchase of a product, Sharma and Singh (:8) quoting Bovee (:7) explained further that 'Advertising is non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through various media'.

From the above, Sharma and Singh believe that the main purpose of advertisement is to identify and differentiate one product from the other and to persuade the consumer to buy that product in preference to another.

So, the data presentations in 4:2 and 4:3 show that the television advertisement really helped in making the product known to consumer and also helps to educate, persuade and reassure them that they are getting the best product that will satisfy their needs.

In conclusion, the television advertisement of Always sanitary pad influenced the buying choice of sanitary pad by students in Ado Ekiti making them to purchase the product (Always).

CHAPTER FIVE

SUMMARY, RECOMMENDATION AND CONCLUSION

5:1 SUMMARY

At the end of this study, the researcher found out that many students in Ado who use Always sanitary pad were largely influenced by the TV advertisement than any other factor. Also, majority of those who use the product are influence by the fact that the product is widely used by people. However, only a handful of respondents purchase the products despite the relatively high price. On the other hand, very few respondents don't use the products based on reasons best known to them.

A large percentage of the respondent also believe that the TV advertisement of Always sanitary pad is very effective and dramatic hence their preference of the product. This is further confirmed by the buying choice of sanitary pad by students from the selected schools.

From the quantitative data gathered the power of the television medium best help to promote products more than other mediums because of its visual tendency to show the products, how to use it and differentiate it from other commodities that have the same qualities.

5:2 RECOMMENDATIONS

With the conclusion of this research work, the following are the recommendations;

The researcher recommends that the producer of 'Always' sanitary pad (Procter and Gamble) should improve on the quality of the product so that more people will always make it their first choice when purchasing sanitary pad.

The company should also engage in outdoor advertisement that is bringing the products closer to the students in their various schools and selling it at a cheaper rate so that the old users will always continue to use it and those that don't use it will come in contact with it and want to use the product.

Again the maker of 'Always' sanitary pad should try to make it more affordable so that people both from the poor and rich background will be able to purchase because the product now costs #250 as against the old price #180. The increase in price alone can discourage people from purchasing.

Also, Procter and Gamble should make the advertisement available in almost all the TV stations as a way of popularizing the product among prospective buyers. Moreover the producers of 'Always' sanitary pad should conduct seminars and workshops in secondary schools to educate students on how to handle and take care of

themselves when they see their menstruation for the first time and how to make use of the product.

And also, teaching the ones that have started before how to take care of themselves when menstruating and also things they should do and things they shouldn't. This is one of the company's social responsibilities to the society.

5:3 CONCLUSION

This long essay has helped to prove the power of television advertisement very effective, captivating and educative over other source of media and how advertisement is used as a strategy to make consumers purchase a new product in the market or make them aware of an existing one.

One can then describe TV advertisement as a means of making known a product, an idea, services or goods from new producer. Such a product could be entirely new or a re-packaged one from an existing producer through the new and old means of mass media such as; radio, television, magazines, websites, internets, town criers, gong, posters etc.

'Always' sanitary TV advertisement is produced by Procter and Gamble with the objective of providing users with a unique sanitary product that can meet their needs. The fact that the pad absorbs more blood in a clean and durable manner makes it a popular choice for all categories of users.

On a general note, this study has shown that television advertisement is a powerful tool that can be used to influence people's choice of products. With a creative and dramatic picture, the 'Always' sanitary pad TV advertisement has succeeded in educating and influencing the buying choice of its users, particularly the young female students in Ado Ekiti.

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Appendix

QUESTIONNAIRE

DEAR RESPONDENT,

I am Ariyo Eniola, a final year student of the Department of Theatre and Media Arts, Federal University Oye Ekiti (FUOYE), Oye Ekiti.

I am conducting a study on the INFLUENCE OF TELEVISION ADVERTISEMENT ON THE BUYING CHOICE OF SANITARY PAD BY STUDENTS IN ADO EKITI, EKITI STATE.

I humbly request that you assist in filling this questionnaire to enable me gather relevant data for the study. All information will be treated with utmost confidence.

THANK YOU.

SECTION A

INSTRUCTION; Please tick as appropriate from A-C

1 How old are you at last birthday? (a) Between age 10-12 (b) 13-15 (c) 16 and above

2 Have you started menstruating? (a) Yes (b) No

3 Academic level (a) sss1 (b) sss2 (c) sss3

SECTION B

Please tick as appropriate from A-E

4 Which sanitary pad do you use?

- (a) Always ()
- (b) Lady care ()
- (c) Joy ()
- (d) Every day ()
- (e) Others specify.....

5 What influenced your choice of sanitary pad?

- (a) Price ()
- (b) Advert()
- (c) Widely used by people()
- (d) Others specify.....

6 Have you ever purchased Always sanitary pad because of any other reasons?

- (a) Yes ()
- (b) No()

7 What influenced your purchase of the other types of sanitary pad?

- (a) Price ()
- (b) Advert ()
- (c) Quality ()
- (d) Quantity ()
- (e) Others specify

8 What kind of commercial media do you have access to?

- (a) TV ()
- (b) Radio ()
- (c) Newspaper ()
- (d) Internet ()
- (e) Billboard ()
- (f) Others specify.....

9 Are you aware of any other sanitary pad commercials aside Always sanitary pad?

- (a) Yes ()
- (b) No ()

10 Have you listened to or watched Always sanitary pad advertisement?

- (a) Yes ()
- (b) No ()

11 If yes, how did you discover the product?

- (a) Billboard ()
- (b) Newspaper ()
- (c) Radio ()
- (d) Internet ()
- (e) TV ()

12 Did the advertisement make you purchase Always Sanitary Pad?

- (a) Yes ()
- (b) No ()

13 If yes, what else influenced your choice of Always sanitary pad amongst others?

- (a) Price ()
- (b) Advertisement ()
- (c) Packaging ()
- (d) Quality ()
- (e) Others Specify

14 Did Always sanitary pad meet your needs and standard?

- (a) Yes ()
- (b) No ()

15 Can you recall any advertising message of Always sanitary pad?

- a) Yes
- b) No

SECTION C

Please pick as appropriate from A-E

16 Advertisement is good for promoting products

- a) Strongly agree
- b) Agree
- c) Not decided
- d) Disagree

e) Strongly disagree

17 To what extent has the advertisement of Always sanitary pad influenced you?

- a) Very great extent
- b) Great extent
- c) Some extent
- d) Not at all
- e) I don't know

18 How satisfied were/are you with Always sanitary pad?

- a) Highly satisfied
- b) Very satisfied
- c) Satisfied
- d) Neutral
- e) None

19 How effective is the advertising message of Always sanitary pad?

- a) Highly effective
- b) Effective
- c) Barely effective
- d) Not effective
- e) None

20 How dramatic was the advertisement of Always sanitary pad?

- a) Very dramatic()
- b) Dramatic ()
- c) Barely dramatic ()
- d) Not dramatic()
- e) I don't know()

