

FEDERAL UNIVERSITY OYE EKITI EKITI STATE
INFLUENCE OF TELEVISION ADVERTISEMENT ON THE
BUYING CHOICE OF SANITARY PAD BY STUDENTS IN
ADO EKITI EKITI STATE

ARIYO ENIOLA KOFOWORAOLA

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*SUBMITTED TO DEPARTMENT OF THEATRE AND MEDIA ARTS, FACULTY
OF SOCIAL SCIENCES AND HUMANITIES, FEDERAL UNIVERSITY OYE
EKITI, EKITI STATE*

Mr. Sola Balogun

(B.A., M.A., Phd in view)

Supervisor

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.