

An Assessment of the Influence of Advertisement on Patronage of Beauty Care Products in Lokoja Metropolis, Kogi State, Nigeria

UNE EVALUATION DE L'INFLUENCE DE LA PUBLICITE SUR LE MECENAT DES PRODUITS DE SOINS DE BEAUTE EN METROPOLIS LOKAJA, L'ETAT DE KOJI, AU NIGERIA

Elijah E. Ogbadu¹; Ali S. Yusufu Bagaji^{2,*}; Moses E. Shaibu³

¹ Department of Business Administration, Kogi State University, Anyigba, Kogi State, Nigeria.

² Exeter Centre for Ethno-Political Studies, IAIS Building, Stocker Road, University of Exeter, EX4 4ND, United Kingdom.

³ Department of Public Administration, Kogi State Polytechnic, Lokoja, Kogi State, Nigeria.

*Corresponding author.

Received 3 February 2012; accepted 9 April 2012.

Abstract

In order to survive and successfully operate in a competitive environment, makers of beauty care products attach great importance to advertising products. The essence of advertising product is to provide consumers with product information as well as persuading them to buy. The consumers of beauty care products on the other hand dissect relevant information passed on in an advertisement in order to meet their beauty needs. The article intends to find out consumers expectations from beauty care products, and what aspect of advertisement influences patronage of beauty care products of their choice. It is also aimed at determining the extent to which advertisement influences purchase of beauty care products. A survey in Lokoja metropolis discovered that, the expectations of consumers of beauty care products are beauty, freshness, youthfulness, protection and confidence; and that advertisement largely influence consumer's behaviour to beauty care products.

Key words: Advertisement; Advertising; Beauty care products; Patronage

Résumé

Afin de survivre et de fonctionner avec succès dans un environnement concurrentiel, les fabricants de produits de soins de beauté attachent une grande importance à la publicité des produits. L'essence de la publicité des produits est de fournir aux consommateurs des informations sur les produits ainsi que de les persuader

d'acheter. Les consommateurs de produits de soins de beauté, d'autre part disséquer les informations pertinentes transmises dans un message publicitaire afin de répondre à leurs besoins de beauté. L'article a l'intention de renseigner sur les attentes des consommateurs des produits de soins de beauté, et quel aspect de la publicité influences patronage de produits de soins de beauté de leur choix. Il vise également à déterminer la mesure dans laquelle publicité influe sur l'achat de produits de soins de beauté. Une enquête dans la métropole Lokoja découvert que, aux attentes des consommateurs de produits de soins de beauté sont la beauté, la fraîcheur, la jeunesse, la protection et la confiance, et que la publicité largement influer sur le comportement des consommateurs aux produits de soins de beauté.

Mots clés: Publicité; Publicité; Produits de soins de beauté; Le patronage

Elijah E. Ogbadu, Ali S. Yusufu Bagaji, Moses E. Shaibu (2012). An Assessment of the Influence of Advertisement on Patronage of Beauty Care Products in Lokoja Metropolis, Kogi State, Nigeria. *Canadian Social Science*, 8(2), 160-164. Available from URL: <http://www.cscanada.net/index.php/css/article/view/j.css.1923669720120802.1015> DOI: <http://dx.doi.org/10.3968/j.css.1923669720120802.1015>

INTRODUCTION

One of the breakthroughs in the course of the growth and development of the modern society that will ever remain on the minds of many across the globe was the industrial revolution that swept across Europe and other part of the world between and during the 17th Centuries (Lieberman, 2000). Given the sudden revolution in industry and commerce, all operating in a competitive environment, in the 1850s, the champions and captains of industry soon realised that the industrial revolution has created great changes, and therefore the need for the development of advertising and other marketing strategies in order to sell

their products to the frontier markets in the West and the growing industrial consumer markets in the rest part of the world.

Thus, as commerce and industry generally was expanding across the globe, industrialists generally, and manufacturers of beauty care products in particular started to make available all manners of beauty care products to the expanding market. On the other hand, consumers of beauty care products are on daily basis confronted with beauty needs which at times they find difficult to express; understand or get satisfactory solutions. Consequently, in order to get their beauty needs satisfied, they watch out for information relevant to their needs. In the process, consumers are confronted with several advertisements. As they switch on television or radio set, go through newspapers and magazine, and other advertising tools, they can't help, but being greeted by very persuasive advertisement of one form or the other. It is either a maker of beauty care product attempting to convince the consumers that its own product is the original and best in the market, or it has mastery in its own product, or it might just be information passed across concerning where certain beauty care products and services can be acquired and, of course, that charges or prices are comparatively moderate and or affordable.

Based on the foregoing, there is no doubt that both the manufacturers and consumers of beauty care products are stakeholders- the manufacturer attempts to meet the beauty needs of the consumer in order to remain in business, whereas the consumer expects beauty care products to meet their beauty needs, without which they switch. In order to assess the influence of advertisement on patronage of beauty care products, primary and secondary data were collected in Lokoja metropolis specifically to achieve the following objectives: (a) find out what consumers expects from beauty care products, (b) what aspects of advertising messages influences patronage of beauty care products, and (c) the extent advertisement influences patronage of beauty care products. Data collected was subjected to a detailed and critical analysis. Results of the analysis reveals that, the expectations of consumers from the use of beauty care products are beauty, freshness, youthfulness, protection and confidence; and that advertisement largely influences consumer's behaviour.

CONCEPTUAL AND THEORETICAL CLARIFICATION

Advertising: Advertising is one of the most vibrant and easily discerning promotional tools in the world of marketing, business, and management of public affairs. This is particularly because; it is expected to inform, educate, entertain and promote goods and services. To this end, consumers of goods and services are bombarded every day through a forest of advertising tools such as

billboard, newspapers, radio and television among others.

Advertising, being a form of commercial mass communication designed to promote the sale of a product or service, or a message on behalf of an institution or organisation, has become a very potent tool in our society today, particularly due to its powers to influence the people's choice on what to patronise between available products. It has become one of the common business promotional strategies of this age, and to a high degree, both industrialised and developing countries indulges in it. It was on the above reason that Fletcher remarked about the wide prevalence of advertising when he noted that "... [a]dvertising impinges upon all our lives hundred and often thousand of times each day in newspaper, magazine, radio, television, in posters, on billboard and buses. Advertising greets us, tempt us, inform us and amuse us" (Fletcher, 2003, p.2).

According to McDonough (1993), Albert Lasker, generally regarded as the father of modern advertising, defined advertising as "salesmanship in print, driven by a reason why". However, this definition was made long before the advent of radio and television. Today, several definitions of advertising abound. For instance, advertising consists of non-personal forms of communication conducted through paid media under clear sponsorship (Kotler, 2007). If the above definition is taken apart and its components analysed, it means that, advertising is directed to groups of people rather than to individuals and is therefore non personal. These groups might be individual consumers or it might be corporate organisations. Most advertising is paid for by sponsors. Also advertising is intended to be persuasive, that is, to win converts to a product, service or idea. It is a tool by no means restricted to commercial firms. Advertising is used by museums, fundraisers, educational institutions, and various social action organisations to bring message about their causes and organisations to various target public.

Advertisement: One word for advertising message is advertisement. It is not just enough for the marketer to know the target audience, but should formulate the appropriate messages for the target audience. The advertiser must decide on what should be the message content, message structure and message format (Gordon, 2003). In other words, the marketer must decide on what to say, how to say it logically and how to say it symbolically. The message content that will produce the desired response depends on the appeal, theme, idea or unique selling position. These appeals may be rational, emotional or moral. Sometimes, the appeals may be designed in such a way as to create fear, which breeds tension and, most likely, pushes consumers to take immediate decisions (Gilligan, 2005). Whether advertising converts people into becoming brand loyal customers or acts as a defensive shield to reassure current buyers, and

whether central or peripheral cues are required, there still remains the decision about the nature and form of the message to be conveyed.

From the foregoing, one can say that, there is a significant difference between advertising and advertisement. An advertisement is simply the message itself. Whereas, advertising on the other hand is the process- a program or series of activities necessary to prepare the message; and getting it to the intended market or audience (Osugwu, 1999).

THEORIES RELATING TO PURCHASE BEHAVIOUR

Psychologists and management theorists postulated several theories relating to the effect of advertisement on patronage of beauty care products. However, the most relevant theories, which relate to the present article, are the Instinctive S-R Theory and Social Class Theory.

The Instinctive S-R Theory holds that the mass media is supremely effective mind controlling agent and all human beings respond to the mass media stimuli. It was ultimately assumed therefore that media handlers could greatly influence and sway people's mind, especially with the use of emotional appeals. This theory and recent researches uphold the view that, the media injects ideas into a passive audience, just like a Doctor giving a patient drug. This theory relates to this article in that, it is saying that a consumer of a beauty care product can easily be moved or captivated by advertising messages that have bearing on their beauty care needs and lifestyle.

The Social Class Theory on the other hand is another important theory that explains the influence of advertisement on patronage of beauty care products. According to Mendell (1974), the individual consumer is a part of many groups such as the family, peer group, fellow workers, neighbours and the like. The behavioural expectations arising from membership in these groups influence the consumer in many ways. Much of human behaviour and buyer behaviour in particular is shaped by group influence, whether cultural, religious, political, socio-economic life styles, special interest groups or first family, social groups affect an individuals behaviour patterns (Smith, 1997). A social class is relatively homogeneous and members share similar values, interests,

and behaviour, social classes have several characteristics. First, those within each class tend to behave more alike. Second, persons are perceived as occupying inferior or superior positions according to social class. Third, social class is indicated by a cluster of variables – for example, occupation, income, consumption patter, etc.. Consequently, consumers patronise beauty care products in order to remain relevant to their social groups. Thus, they attend to advertising message discriminately to enable them make choices that fit their social class.

METHODOLOGY

In order to make an objective assessment of the influence of advertisement on patronage of beauty care products, and specifically the objectives- (a – c) that were mentioned in the introductory section of this article, a survey research design was used. Data were collected from both primary and secondary sources. Questionnaire was administered and extensive library research was also carried out. The population of the study consists of working class females that patronises beauty care products in Lokoja town, Kogi state, Nigeria. Data were collected from a purposive sample of 600 from an infinite population. For geographical coverage, multi-stage sampling technique was adopted. The respondents were consciously chosen on the ground of their good knowledge of the subject matter. For objective (a), responses were collected through the use of five point Likert type of scale, and were analysed using the mean score model. Responses such as Strongly Agree (SA), Agree (A), Undecided (U), Disagree (DA), and Strongly Disagree (SD) were weighted as 5,4,3,2, and 1 respectively, and analysed using

$$X = \frac{\sum f_i(A_i)}{N}$$

For objectives (b) and (c) on the other hand, frequency and percentage were used for analysis.

DATA PRESENTATION

In order to obtain the views of the respondents on the objective (a) - aimed at finding out the expectations of consumers from usage of beauty care products. The data in table 1 below were collected:

Table 1
Expectations of Consumers from the Usage of Beauty Care Products

Expectations	5	4	3	2	1	N	f _i (A _i)	X	Interpretation	Description
Beauty	254	109	77	87	54	591	2115	3.58	Above average	Radiant, clear, smooth, plumed skin
Protection	61	167	210	140	20	598	1909	3.19	Above average	Fight skin infections, healthy skin
Freshness	78	175	212	115	18	598	1974	3.30	Above average	Nourishment, smoothness
Youthfulness	77	176	211	116	17	597	1973	3.30	Above average	Skin renewal, restoration, younger looking skin
Confidence	65	160	211	126	35	597	1885	3.16	Above average	Scent, comfortable, moisturise, refresh

Source: Lokoja survey 2011

ANALYSIS OF RESULTS

As earlier stated, mean score models were used to analyse the data collected for the objective (a). On the basis of the respondents' expectation from the usage of beauty care products in table 1 above, the mean score for beauty is 3.58, protection is 3.19, freshness is 3.30, youthfulness is 3.30, and confidence is 3.16. The mean score for all of the expectations recorded *above average*. However, consumers' expectation score for beauty- to look radiant, with clear, smooth and plumed skin is highest.

DATA PRESENTATION

In order to obtain the views of the respondents on the objective (b) - which is aimed is to ascertain the aspect of advertising messages that influences patronage of beauty care products, the data in table 2 below were collected.

Table 2
Aspect of Advertising Messages that Influences Patronage

Response	Frequency	Percentage
Entertainment and music	12	2.0
Demonstration and illustrations	183	30.6
Colour separation	10	1.7
Humour	9	1.5
Headlines	106	17.7
Appeals	88	14.7
Core message and body text	190	31.8
Total	598	100

Source: Lokoja survey 2011

ANALYSIS OF RESULTS

To analyse the objective (b) for which the data in table 2 above were collected, frequency and percentage were used. On the basis of the summary of data presented in table 2 above, *core message and body text* play a dominant role in influencing patronage of beauty care products with *31.8 percent*. This is closely followed by demonstrations and illustrations with 30.6 percent. Also, 17.7 percent of the respondents agreed that headlines influence patronage of beauty care products while 14.7 percent of the respondents said appeals influence patronage of beauty care products. This result agrees with the position of Key (2003) when he said that advertisers should place emphasis on illustrations and core messages that are capable of influencing audiences to take actions. It is also important to observe that, even though, entertainment and music, colour separation, and humour recorded low percentage in influencing patronage of beauty care products, they are however, useful in creating likeness for an advertisement.

DATA PRESENTATION

In order to obtain the views of the respondents on the objective (c) - which is aimed to determine the extent to which advertisement influences patronage of beauty care products, the data in table 3 below were collected.

Table 3
Extent to Which Advertisement Influences Patronage

Response	Frequency	Percentage
To a very large extent	119	20.8
To a large extent	168	29.4
To some extent	144	25.2
To a little extent	92	16.1
To a no extent	49	8.6
Total	572	100

Source: Lokoja survey 2011

ANALYSIS OF RESULTS

On the basis of the data presented in table 3 above, *29.4 percent* of the respondents are of the opinion that advertisement influences patronage of beauty care products to a large extent. 20.8 percent of the respondents said advertisement influences patronage of beauty care products to a very large extent. 25.2 percent of the respondent said advertisement influences the patronage of beauty care products to some extent. 16.1 and 8.6 percent said to a little extent and to no extent respectively. Given these percentages therefore, one can say that, to a large extent, an effective advertisement persuades and influence purchases of beauty care product.

SUMMARY AND CONCLUSION

This article sets out to assess the influence of advertisement on patronage of beauty care products in Lokoja metropolis, Kogi State, Nigeria. Specifically, the objective of the article is to find out what consumers expect from beauty care products. Secondly, what aspects of advertising messages influences patronage of beauty care products, and finally, the extent to which advertisement influences patronage of beauty care products. Based on the analyses of data in tables 1 above, the primary expectation of consumers of beauty care products is beauty. That is, to look radiant, smooth, clear, firm and with plumed skin. Also, consumers expect youthfulness and freshness from beauty care products. They believed that beauty care products have some elements of anti-ageing boosters and that the products renew and restore the natural moisture balance, reduction of wrinkles, firmer and younger looking skin.

On the other hand, the aspects of advertisement that influences patronage of beauty care product is core messages and body text, and demonstration and

illustrations. Consumers are also influenced by the headlines and appeals. Entertainment, music, humour, and colour separation are useful in making the advertisement look attractive. Finally, the data in table 3 clearly demonstrates that, advertisement influences patronage of beauty care products to a large extent. That is to say, there is a significant relationship between advertising messages and patronage of beauty care products.

Therefore, on the bases on the data presented and analyses for tables 1-3 above, the following recommendations are suggested. First, advertisers should seek to understand the purchase motivations of prospects. By doing so, they would probably be in a better position to predict the possible effects of the messages on prospects. Furthermore, decision about beauty care products may be made as a result of interpreting both rational and emotional messages. Therefore, advertising messages should place emphasis on both rational and emotional messages. In addition, effectiveness of advertising messages in persuading purchase behaviour of beauty care products is hinged on meeting the expectations of the prospects. Advertisers should therefore strive to meet the expectations of the consumers of beauty care products. Similarly, adverts of beauty care products are best communicated through illustrations, demonstration, headlines, etc.. Emphasis should be placed on all aspects of advertisement that can invoke positive influence. Finally, the likeability of an advertisement is important, because learning and attitude change may be positively correlated with the degree of which consumption of the message is enjoyed. Therefore, advertisers must ensure that advertising messages are interesting and enjoying to the target audience.

REFERENCES

- Arens, W. F. (1999). *Contemporary Advertising (6th ed.)*. New York: McGraw Hill.
- Belch, G. F., & Belch, M. A. (2001). *Advertising and Promotions (5th ed.)*. New York: McGraw Hill.
- Bovee, C. I., & Arens, W. F. (1982). *Contemporary Advertising*. Illinois: Richard D. Irwin Inc.
- Fletcher, M. (2003). Continuity Vs Flight. *Advertising Age*, April.
- Gilligan, C. (2005). Budgeting for Advertising: Time for a New Approach?. *Advertising Quarterly*, No.56, Winter.
- Gordon, G. (2003). The Making of Consumer. In John Merrill, (Ed.), *Ethics and Press*. New York: Hasting House Publishers.
- Heloed, J., & Hawley, S. (2002). Professionalism Among Newsmen. *Journalism Quarterly*, Autumn.
- Kotler, P. (2007). *Marketing Management*. New York: Prentice Hall Inc.
- Lieberman, D. (2000). 'Broadcasters Crowded the Playground'. *U.S.A. Today*, 7, February.
- McDonough, J. (1993). From One-Man Fiefdom to Global Powerhouse. *Advertising Age*, 13, December.
- Mendell, W. (1974). *Advertising*. London: Prentice Hall Inc.
- Moemeke, I. (1982). Commercial Broadcasting in Nigeria: Its History and Development. *Advertising in Nigeria*, 2(3).
- Omojafor, S. (1984). Ethics: Which Way?. *Advertising in Nigeria*, 4(1).
- Osuagwu, I. (1999). *Marketing: Principles and Management*. Lagos: Grey Resources Limited.
- Smith, P. (1997). *Marketing Communications as Integrated Approach*. London: Kogan Page Ltd..
- Tanner, D. (2009). Needed Research in Instructional Television. *Social Review*.
- Uche, I. E. (1989). *Mass Media, People and Politics in Nigeria*. New York: Ashok Kumar Publication.