

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Advertising is one of the biggest and powerful marketing tools used in promoting the goods and services of an organization. In a layman understanding, a market is a place where buying and selling of goods and services are rendered. According to American Marketing Association (1985), marketing is defined as: "The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives."

Areas (2008) stated that "advertising is the structured and composed, non-personal communication of information usually paid for and usually persuasive in nature about products, services and ideas, through identified sponsors, through various mass media such as Television, Billboard, Newspaper, Magazines to raise awareness.

This definition incorporates a shut link thereupon of Dominick (2007), which says that "advertising is any form of non-personal presentation and promotion of ideas, goods, and services, typically bought, by associate known or notable sponsor. Advertising makes use of assorted media to succeed in intent on customers across the Globe". Thus, it is seen because the method of persuading potential customers to shop for merchandise or promote service. Wikipedia (2011) crumple that any organization that wishes its merchandise to be notable and searched for, has got to produce awareness through advertising.

Form advert shown on the television or played on radio, Advertising has strongly affected our society in the way we behave, it decides what we need, what we care about, how we dress, how we raise our children, how to take care of somebody when the temperature increases or decreases, advertising plays huge roles in the Society, it informs the people about the latest or trending goods and services and how to use them. It provides valuable information to consumers that tell them about the product and service choices, as well as comparing features, benefits, and price

Female models are mostly used for an advertisement to sell products that may or may not be directly related to them. These models are always beautiful, elegance, passivity and good domestic ability, one of the reasons Televisions resist message as opposed to women desire to consume because advertisers would not like to use an ugly, not attractive woman because beauty grab attention and the interest of viewers always ultra used female models to pass a message to the audience because the product is limited to the female gender. For this reason, the paper examines critically the perception of the audience of female models in advertising messages, using "always ultra" commercials as a study.

1.2 Statement of Problem

The audience exposure to always ultra advertisement and the use of female models is not new in the world of advertising. It has created a concept map in the minds of the audience, thereby, making it appear as an advertising culture, implying that wherever you see always ultra advert, you see a female model. This advertising concept still remain unclear as it concerns the purchasing habit of these audience. This concept, If not looked at, will keep a lot of people in the dark in-regards to the efficacy of this female model used in always ultraadvertisement and how it influences patronage.

Hence, this study examines the audience perception of female models in TV advertisement of always ultra and it's influence on patronage.

1.3 Objective of the study

The primary objective of this study is to examine the audience perception of female models in TV advertisement of always ultra and it's influence on patronage. More specifically, the study sought to:

1. To know the extent at which advertisement of Female Models has influenced the consumer patronage.

2. To ascertain how the audience perceives the use of Female Models in Always Ultra advertisement.
3. To find out the challenges associated with the use of Female Models in Always Ultra advertisement.

1.4 Research Questions

1. To what extent has the Female Models influenced Audience patronage.
2. How does the audience perceive the use of Female Models in always ultra advertisement?.
3. What are the challenges associated with the use of Female Models in always ultra advertisement?

1.5 Scope of Study

This study examined the audience (Lagos State University and Queens College students) perception of Female Models in TV advertisement of Always ultra and it's influence on patronage

1.6 Significance of the Study

This study is significant to the academic community because it has added to the existing literature in the use of models in advertising. It is also significant to producer and consumer of always ultra to the consumer; it will serve as an eye-opening to the producer, especially in the area of an appraisal.

It's also significant to the society because it enlightens and give the audience update Information on what is trending in the society.

It is also of great significant to the producer of Always ultra especially in the area of marketing.

1.7 Operational definitions of Terms

Audience:

The group of people who watch, listen and read the same thing.

Perception:

It is an idea, belief, or an image you have as a result of how you understand the true nature of something.

Advertisement:

The act of promoting a product to the public through the use of Radio, Television, Magazines, Social Media, and other sources.

Female Models:

Ladies or women that advertise, promotes the products.

Audience Perception:

A group of people that have a certain understanding of a product in relationship to demands.

Advertising:

To describe or draw attention to a product or service in a public medium to promote sales.

Consumer:

The people or groups of people who purchase goods and services for personal use.

CHAPTER TWO

LITERATURE REVIEW

The advertisement has become the major key in promoting the product (goods and services), business and organization, it makes the audience to know about the product and relate brand message (the theme campaign) that has been advertised through television, radio, handbill, bill board and other means make the audiences aware.

Advertising can cost a lot of money but if it works effectively and economically, that cost is justified. According to the dictionary of oxford, the word "to advertise" means "to make known in general or in public." Publicly describe sales to increase its presence and upholds the ideas of recognized goods and services an advertiser offering a contact link between the manufacturer and potential buyers.

This makes advertisers communicate product or brand (Always Ultra) through visual abstract such as computer graphic illustration, 2D or 3D cartoon characters, conducive environment, models to portray their goods and services. This to advertise to the public in others to capture the audience's attention to the product.

Any means of marketing to promote an idea or a service is a form of advertising. It's a form of communication like any other process, of sending a message that can be named 'The medium to reach out to the masses'. Whether in TV, radio, newspaper, or magazine, advertising is a significant part that could be described as the life and blood of that medium. Newspapers or TV programs can not only be filled with advertisements. It must be interposed or interspersed in creative or entertaining activities, depending on the viewership or acceptability or readership of the program, or newspaper. The value or rate of advertising varies with the returns from advertisement, the media survives and prospers.

The invent of sanitary pad

Before the invention of the sanitary pad, most women in time back used cloth, sheep's wool, and cotton in their underwear to absorb the flow of the menstrual blood. Some women used rabbit fur, knitted pads; even grass was to handle their periods.

The first disposable pad was designed by nurses, looking for new way to stop excessive bleeding, especially on the battlefield. In France, the nurse made the first pads out of wood pulp bandages. It was quite absorbent and cheap enough to throw away later.

Nurses had thought up the very first disposable pads, searching for new ways to stop excessive bleeding, particularly on the battlefield. The first pads were made of wood pulp bandages by nurses in France. It was quite absorbent and cheap enough to throw away. Commercial manufacturers licensed this concept and the first disposable pads became available for purchase as early as 1888, he called the South ball Pad. Johnson & Johnson created their version in America in 1896, called Lister's Towel: Sanitary Towel's for Ladies '.

The problem was that women didn't feel confident asking for this product so the name was changed to Nupak in the early 1920s, a name that didn't reflect the product. While there were sanitary pads available during this period, they do.

History of Always Ultra

"Always" began in the Minneapolis, Minnesota market in January 1983. Back then (3) introduced pad types: maxi pads, and pant liners. The ongoing market share target was 25 percent; "still" had 21.5 percent share by October / November; year (1) was 18.9 percent. The target audience was women between 12-49 years of age. The test market outcome showed that "still" could reach a 22.5 percent national share. The rivalry was high at the time. Johnson and Johnson were the market leaders. The Competitive response includes new product line extensions, better goods, and highly competitive advertising spending. "Always" also spent a lot of time. Consumer awareness of the product was low; consumers who tried "Always" like that, except for the board. In 1984, there were four styles of pads in the

national distribution at that time: maxi pads, Mini-pads, thin mini-pads, and pants. The results of the national expansion were mixed: market share was 14.8 percent vs. the 16 percent objective key issues included market distribution and stock problems to reach the original target of 22.5 percent.

Besides, the perception of women using pads was 82% compared to the 89% test market. Television advertising started 7-2-84 and samples were shipped, including a coupon. It was in 1986, 'Always' Plus was launched in the US, marking the first line of female hygiene pads with panty protectors on the side where the leakage is most likely to occur. In 1991, "Sometimes" ultra was launched on the US market. The ultra pad integrates a revolutionary super sober technology for the safety of women's hygiene. In Europe, the general extension of the entire "Always" product line, including "Never" a chapter review of the literature to the topic "Audience perception of female models in advertising messages (a study of always ultra commercials)".

2.1 Conceptual Review

Advertisements have become an integral part of today's marketing scenario; advertising represents the most persuasive possible selling message to the right prospects for the product (Always Ultra) or service at the lowest possible cost". Here we have a combination of creativity, market research, and economic media buying.

The case study of Always Ultra campaign theme (No Check No check 22 February 2010)



Always ultra passes their message to their audience in 2010 through the means of using the female models to portray their product to the audience. They make use of teenage school students to pass their messages. Informing them of the usefulness of the product (always ultra).

The study of Always ultra campaign theme (stand up 1st of April 2015)



Always ultra communicated their brand message through theme campaigns, due to research it is centered on school teenagers who intend to grow to become adult through communicating the following message

- Confident
- Safe from any form of embarrassment
- High school Music(censor content)
- Move freely
- Female Models

From Always ultra adverts so far since (2010 to 2015) have been able to communicate the above messages to their audience.

Confident

The advertiser (Always ultra) through their campaign they have been able to pass the message to their audience to build their confidence when they are on their monthly flow without having the issue of getting a stain. With always ultra they can stay up to 8 hours without getting stained and worried, with they be able to build confidence with their audience.

Safe from embarrassment

The advertisement the advertiser portrays to the audience enlighten them on how always ultra can stay up to 8 hours without stain, the consumer is free from embarrassment (like getting stain, uncomfortable, people laughing towards them)

High School Music

The advertiser makes use of censor content that goes along with the message they passing to the audience.

Move freely

The models make these audiences to understand whenever they used always ultra when they are their period, they move freely without the pad

Advertising may be divided into broadcast advertising and non-broadcast (or print) advertising. The most important task of the research wing of an advertising agency is to select the right media, right region, and the right language for the advertisement of the good and/or service of the advertiser. The commonly used media are:

- Newspaper (they are periodicals)
- Television channels
- Radio (jingles and informative talks, discussions etc. aiming at specific target audience)
- Outdoor signs
- Internet
- Social medial (this the most trending one to meet the targeted audiences)
- Direct mail

The reason why people advertise is to sell their products, services, or ideas to the audience (consumers) The real objective of advertising is effective communication and awarenessraising between goods and customers. The advertising objectives set out by Mathews, Buzzel, Levitt, and Frank are:

- To build primary demand (among goods need by the consumer)
- To introduce a price deal. (the particular price for the product)
- To build brand recognition or brand insistence (to make the organization or product no the audience)
- To help salesman, by building an awareness of a product among retailers
- To create a reputation for service, reliability or research strength
- To increase market share

2.1 Understanding the Concept of Advertising

The establishment or continued exchange of relationships with customers and at times with other stakeholders in any paid form of non-personal communication connection initiated by an established marketer. Companies advertise to raise awareness, product or brand, create loyalty, and differentiate their products /brands.

Dominick (2007) sees an advertisement as any form of non-personal presentation and promotion of ideas, goods, and services generally paid for by a sponsor defined. Wikipedia (2011) has therefore given a comprehensive definition of advertising that it is a process of persuading potential customers to purchase products or to promote their services. It is also a marketing branch concerned with communicating products, brands, and services to customers. Most commonly, the desired result is to encourage consumer behavior to a commercial offering, although political and ideological advertising is also common.

Advertisements messages are usually paid for by advertisers and transmitted via various traditional media, including mass media such as Newspapers, Magazines, TV Commercials, Radio Advertisements, outdoor advertising, Direct Mail or New Media such as Blogs and text.

The real message, objective or objectives of adverts are therefore effective communication and understanding between producers and consumers. Advert can be done on Television, Radio, Newspaper, Magazine, Social Media such as Facebook, Instagram, Twitter, and other social platforms.

Advertising is an important key in marketing products that help the Organization or brand to inform their consumer. With the help of advertising a product, it will make the consumer seek attention and response on how to purchase the goods and services. Advertising has to do with creativity and the portraying of images, objects, etc. to pass a message to the consumer.

2.1.2 Functions of advertising

Advertising has many and varied functions or roles. Generally, these functions could be grouped and categorized as the following:

1. Marketing communication: one of the secrets to the success of advertising is its continuity in one way or the other. All advertising is aimed at promoting new and existing products for example; there are everyday products such as matches, soap, Coca-Cola etc., which have been on the market for generations.
2. Educational function: advertising discharges some educational functions like getting to know about illustrations, colors, and ideas and also how to express specific issues in clear terms.
3. Social function: advertising is a "socialite" (Okoro, 1995). Advertising makes use of the contexts of friendliness, partnership, community, etc. to push for product acceptance of the product. Advertising has some educational function, such as learning about illustrations, colors, ideas, and also how to express specific issues in clear terms.
4. Economic function: advertisement informs consumers about the quality and availability of products and services and, by doing so, promotes the spirit of enterprise and competition which, in effect, contributes to the advancement of the national economy.
5. Dissemination of information: this is the main function of adverts. This disseminates information on goods in convincing terms. It shall notify the user about where to get the product and how to use the product.
6. Cultural dimension: culture can simply be described as a way of life for people. Here, advertising transmits those cultural values throughout the world. In this context, culture is the medium that is the message.
7. Political function: politics is communication, communication is advertisement. Since political campaigns need to be structured in convincing terms to win over the electorate over, advertising has a unique role to play in the advertising process and can be divided into two that are broadcast advertising and non-broadcast (or print) advertising. One of the most important tasks of the advertising agency's research wing is to select the right media, the right region and the right language for advertising the good and service of the advertiser. The media are commonly used

2.1.3 Concept of Audience Perception of Female Models in Advertising Messages

Recent research, studies suggest that there has been a large rise in advert in recent years. The inclusion of female models in these ads in different media, such as print, television and outdoor, is a cause for concern. The common finding is that women are shown as attractive objects, seen as male-dependent, seen as house wives, teachers, nurses, mothers in traditional stereotypical roles. We are seldom seen to be decision-makers or competent women in power. Any of the commercials are viewed as offensive or insulting and damage the dignity of women. The inclusion of female models in these ads in different media, such as print, television and outdoor, is a cause for concern.

The authors, Maurice Patterson, Lisa O'Malley and Vicky story, published a paper entitled "Women in Advertising: Representation, Repercussions and Responses" in November 2009. Have said that the representation of women in advertising has been the subject of discussion and debate over four decades with advertisers standing accused of utilizing inappropriate and degrading stereotypes. According to API (institute of advertising practitioners in Ireland), it makes no commercial sense for advertisers to promote negative images of female models/women.

In a recent study to measure young women's attitudes towards sexually objective advertising, a Comparison with similar studies conducted in 1991 and 2000 was conducted in a new study to assess young women's attitudes to sexually objectified advertising. The respondents agreed that in the advertisements, females were portrayed as sex objects, but were less offended by the show than the 1991 female respondents. The same study further notes that sex has become more overt, more about the presentation of women as sex objects. (Latour and Henthorne in 1995, Mayne in 2000). The result of the 1991 study showed that women were still critical of the way they were shown in advertising. Some also believed that the advertisements portrayed them as sex objects, showed them to be exclusively male-and called the portrayal of some /female models to be offensive. According to this sample of women, and offensive advertising campaign would harm company image and purchase intention. (Ford, Latour, and Lundstom 1991).

In another article entitled 'Image of Women in Advertising: Dynamics and Consumer Perceptions,' Pruvli says that the history of women's advertising images dates back to the 19th and early 20th centuries. Products advertised with women's pictures were like cosmetics (talcum powder and soap) or candy and beverages (tea, coffee, chocolate). The perfect wife of the house was one of the key figures in advertising, although the goods promoted may not necessarily be household goods. The photo of women as a sexual figure is more recent. It should also be noted that women in advertising throughout the world have become increasingly thinner in the 1920s and 1990s. The female models in the advertisements were incredibly beautiful and unrealistically thin, as mentioned in the same article above.

"Thin images among college-age Women"

Normally, women have more flesh than men; this is related to their maternal function. "For much of human history, this feature has been admired, sought out and celebrated in the arts." Currently, women with fat struggle to fit the waif-model image that has persuaded the media. The most well-known effect of the "thin effect" influence on young women's attitudes and behavior was published in the "Communication Journal" ten years ago. Myers and Biocca's 1992 study states: "The research shows that both media messages and the target audience of younger women place a high value on physical attractiveness. "They are continually taking part in the unattainable photos of the supermodels. Nevertheless, as late studies have shown, eating disorders and body standards are still the key pre-occupation among young girls in the western world.

According to Naomi Wolf, 'a generation ago, the atypical model weighed 8 percent less than the average woman; more recently, she weighs 23 percent less. Models are now thinner than 95 percent of the female population".

One general conclusion from the US-based research is quite sad: idealized images have a negative impact on young women's attitudes, perceptions and behavior. The use of women in advertising is essentially a cheap trick that marketers use instead of making more thoughtful

arguments in the name of their products "(Jacobson and Mazur 1993). Many women consider the advertisements to be contemptuous and disrespectful to their being.

Self-compared with extraordinary slim model items, disappointment with one's body image raises frustration and depression and decreases self-esteem. For most cases, these investigators used a direct stimulus-response model (short term or normal exposure to thin model advertisement, Fang and Wan and Wells 2002).

Media critics argue and research that women are consistently portrayed in narrowly defined rules that over-emphasize beauty and sexuality while underlining intellectual capacity and occupational reality (Lazier and Kendrick 1993).

Advertisements may be called a measure of opinion as to if articulated by the heads of society, but at the same time they often form a measure of opinion

On the other hand, advertising gurus believe that the so-called indecent representation of women plays an important role in the recognition of brands. For example, condom advertisements, delta soap advertisements, have a greater effect on the viewer when such representation is done as provocative.

According to Alan Collaco, secretary-general, ASCI, "the complaints against the indecent representation of women has gone from about 4-5 a year to only one last year. Advertisers are more sensitive these days. Deodorants and internal wear are the items against which complaints have been received. There was a case of clothing ware where the advert headline "You're going to meet once inside" read in conjunction with a woman in a provocative manner was considered indecent as it was likely to cause serious and widespread offenses. It should always be remembered that any indecent representation of women is not helpful.

The bold portrayal of women in ads can only be achieved if it is connected to and important to the brand. Some of these commercials do not make a major difference to the selling of the product and are limited to brand awareness and recall.

2.1.4 “Always ultra” commercials and portrayal of female models

When viewing "always ultra" commercials or advertisements, there is no doubt that they gave a positive portrayal of female models. This could be clarified ranging from the school students (female models) who used full clothes and while moving rhythmically to the beat and one of them stands to look at the girl's outfit if there was any stain, and the other giving her assurance that there is no check until after the 8hours. In another commercial student distract the teacher with their noise and gets her attention to the reason for their noise which is the product they are advertising giving the teacher and the audience a reason to buy the product, in the end, the teacher also joins in to showcase the product and give assurance of its reliability.

The female models which are the students used to give a good light of women/female models in advertising because the public or audience does not perceive them as sexual objects but models, trying to advertise a product, service, or brand which is "Always ultra" toiletries for ladies. Here, they are not seen as provocative and sexual stimulators but as message disseminators and product brand/brand promoters.

2.2 Theoretical framework

The theory selected this research study is based on the principle of individual differences. The reason for choosing this theory variously defined by Akinfeleye (2008) as "Theories Human Development" Aina (2003) as "Media Effect Theory;" is that the theory is concerned with mass media reaction to media messages.

Individual difference theory

This theory was propounded by Henry De Fleur in 1970. De fleur posits that we humans are genetically, biologically, physiologically, and psychologically different and therefore we shall respond and behave differently even as identical twins will still behave differently; no matter the levels similarities of their identities to media messages (Akinfeleye 2008).

In responding and behaving differently to advertising or mass media messages as the case may be, individuals consume mass media or advertising messages to satisfy their needs. The needs may be for information (e.g. providing statistics about players and the team), integrative (offering a sense of belonging to a group of similarly interested people), effective (e.g. by providing excitement) or escapist (helping to release pent up emotions).

This theory, according to Onabajo et al (2008) assumes that:

1. Mass media audiences are made up of different people (i.e. in terms of psychographic characteristics).
2. Number of mass media audiences will react to the same media messages in different ways. This is because of the difference in their psychographic characteristics.

In other words, this theory rejects the notion of uniform reaction to media fare as given by the Laulet Theory.

It states that the audience reaction or behaviour to media messages differ in attitudes, personal preferences, perception values need and the psychological makeup of individuals. It points out that people use media fare selectively because messages contain stimuli that interact with the specific personality feature of the audience, hence creating differences in perception, cognition and responses (Aina 2003).

Therefore, Onabajo et'al (2008) state that;" the psychological processes, selective retention, selective attention and selective exposure help an individual to decide what to pay attention to, what to see or perceive from that which he attends to ".

What this means is that the audience or viewers of "Always ultra" commercials based on their biological, genetic, physiological and psychological differences will show different viewership behavior to female models and advertising messages which is the media message in this research.

2.3 Empirical review

In the review research on "a study on the influences of advertisement on consumer buying behavior", Tashrifa Haider, Independent University Dhaka, Shadman Shakib, Master Independent University (2018), set out to investigate the impact of advertisements on consumer buying behavior by analyzing the real-time effects of entertainment, familiarity, advertisement spending, and social imaging in advertisement on consumer buying behavior. The researcher adopted a quantitative research method using a survey research design. The survey was conducted among 544 consumers. The sampling method that was used in this research is the random sampling method'. Students, professionals, and aged people were considered for the survey. The minimum age limit was 18 years. The data was mainly collected from people from different parts of the capital of Bangladesh, Dhaka District. The respondents were presented with a closed survey consisting of 21 items and asked to give their opinion.

The findings of the primary data analysis indicate significant relationships and compare the strengths of the relationship in advertising with customer purchasing behavior between entertainment, familiarity, advertising spending, and social imaging.

Maria Joana Magalhães de Pinho (2013) in their research on fashion and beauty advertising models age and its impact on over 50 female consumers purchase intention. The study followed the approach of quantitative analysis. A field study gathers current and direct data to measure and study the previously defined variables and relationships. 259 individuals were included in the study presented here, to whom they were asked to respond to a series of questions on the topics mentioned above and, in some cases, according to their views and feelings concerning the images shown in the questionnaire. The findings showed that while some values are low to be considered important, there has been almost all the relationship between the variables indicated by the literature. The outcomes are very important and highly applicable to the related markets.

Sunday Etim, Effiom Effiom Inameti Nina Valentine Orji & Ojike Chris Ifeanyi, Department of Marketing, University of Calabar, Calabar. (2019). research on Influence of Advertising Media on Consumer's Patronage of GoTV and StarTimes Networks in Calabar Metropolis, Cross River State-Nigeria Glory. The primary data source was used and the questionnaire was used for data collection. Through content validity, the research instrument was facevalidated. The split-half methodology determined the reliability of the study questionnaire and was statistically tested by PPCC using SPSS version 2. Scientifically, the sample size of four hundred (400) GoTV and StarTimes consumers were drawn from the population of three hundred and seventy thousand nine hundred and seven (370,907) consumers using the Tare Yamane formula. The results showed that television advertising had a major effect on the patronage of GoTV and StarTimes networks by consumers in the Calabar metropolis.

A study carried out by Aruna, Nidhi Kotwal, and Shradha Sahni (2008) on Perception of Adolescents Regarding Portrayal of Women in Commercial Advertisements on T.V. The objective are to assess adolescent reactions to the portrayal of women in T.V. advertising and to research the effect of commercial advertisements on adolescents. The study was carried out on a group of 90 adolescents, comprising 45 girls and 45 boys. To extract the necessary details, an interview schedule was used. The findings of the study showed that advertisements affected both genders. In the commercial, the appearance of the female model inspired their affection for a particular product. Advertisements have also affected girls' fashion statements. Boys felt that for a long time when a stunning model is seen in an advertisement, it remains on their minds. Most of them thought that advertising portrays women in stereotypical roles and that the advertisement does not reflect the character of Indian women. The respondents wanted to see women in potential advertisements in various kinds of positions. They tried to be more educational, insightful, product-oriented, familyoriented, and with a little humor in advertising. Most girls wanted women to be seen as individuals who were confident, independent, and driven, while boys wanted women to be seen in trendy and glamorous positions.

In the review of the research "Television advertising impact on female product marketing in select Nigerian schools: A case study of always ultra, Patricia Amenawhon Odia and Osedebamen David Oamen,phd (2013). The research used a survey method using questionnaire design. In this regard, three schools were selected for this study two (2) in Lagos state and One (1) in Edo state. The total questionnaires that were administered were one hundred and fifty (150). The respondents were girls. Fifty (50) questionnaires were distributed to each school, using the female gender of the age of 12-49 years.

The findings of the study indicated that over sixty percent of respondents came in contact with the research specimen-Always Ultra through television advertisements. Therefore, if more than sixty percent of the respondents came into contact with the product through television advertisement, that is television advertisement, which means that television advertising, considering its socio-economic and cultural values, is sixty percent successful as a means of marketing women's products in Nigeria. It was proposed that advert on television should be used in Nigeria as a way to advertise female products. This is because effective television advertising will yield sixty percent of patronage by women as the minimum.

A study carried out by T. Holtzhausen, T. Jordan and E.J. North (2011) on the portrayal of women in South Africa television commercials.

The study followed a method of quantitative research using, a content analysis research design. It uses a sample of 245 commercials featuring women in advertising. This commercial was content analyzed to determine how women are portrayed in advertising. The outcome indicates that women are mostly portrayed as product users than sex objects. Whereas, women often feature in advertising for personal care items sport-related commercial. The research help to establish the fact that rational advertising appeals mostly feature women in their commercials.

A study carried out by Deeba Shahwar' (2013) on a study of audience perception about the portrayal of women in advertisement of pakistani Electronic Media. The researcher made use of survey sample of 200 members of research method.

The study consisted of 200 members of the youth age group (100 males and 100 females). This group includes students from Multan 's leading university, Bahauddin Zakariya University, from various departments, for example. Mass Communication, international relation, MBA, Commerce, English, etc. Though college students have been selected from Emerson College Multan for Boys and Government Graduate College for Women. A sample of 100 people (50 male+50 female) was chosen for the middle-age population group. This group includes 50 housewives and 50 working men; they may be employed in offices or maybe shopkeepers and other individuals belonging to a variety of different occupations. This category concerned the general population, both educated and uneducated. A sample of 100 people (50 male+50 female) was chosen for the third age group. Retired people were taken as the target sample. The findings suggest that the representation of women in adverts is shifting the perception of respect for women among viewers' minds and also suggests that the physical attractiveness of a woman is likely to be an instrument for inducing demand for goods.

2.3.1 Summary of Literature Review

This chapter review covered the product and area of research from the perspective of the general overview of female models and “Always ultra” commercials/adverts in passing negative or positive perceptions to the audience at large in Unilag and Queens college.

From the literature review, the researchers' study shows that, as in 1991, the impression of female models in adverts was negative, but in recent times, women's models have now been seen as seeking to pass on positive knowledge, regardless of how it is presented.

Most Africans, particularly us Nigerians, see these commercials as expository and not noticeable, but for the time being, it should be seen that product companies like "Always

Ultra" have been able to show that they are not only displaying but passing on information or promoting the brand and products and services.

The researcher also suggests that the new field of study will aim to identify the potential for a fresh and constructive social media message design that could be equally responsible as insightful.

In conclusion, the review focused on "mass communication theory," an individual difference theory as it directly relates to the study on "Audience perception of female models in advertising messages (a study on" Always ultra commercials) in the Unilag and Queens college.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

The chapter clearly describes the method of research design population of the study, sampling techniques/sample size, the instrument used, its reliability and validity; it also states the method of the data collection and method used in analyzing the collected data.

3.0 Research method

The research method used for this study is quantitative data. Quantitative research is a method of research that relies on measuring variables using a numerical system, analyzing these measurements using any of a variety of statistical models, and reporting relationships and associations among the studied variables

3.1 Research Design

It is a term used to describe several decisions of data before they are collected Nwana (1981). It provides guidelines that direct the researcher towards solving the problem and may vary depending on the nature of the problem being studied.

Therefore, the researcher employed the use of a survey in the collection of data. This is because people's opinions will be sought through the questionnaire.

3.2 Population of the Study

The Population as the name implies simply refers to the totality of the persons from whom data necessary to study are collected. Chien (1959) quoted in Madueme (2010). It is the total number of people in a particular place.

The population of the student in University of Lagos is 7071 and Queens College is 2000. Therefore, total population for university of Lagos and Queens College is 9071.

3.2.1 Area of study

This refers to the geographical location covered by the study always stated in terms of the country, state, local government, community, discipline, institution, etc Obasi (2008). In a layman understanding, it is a place (location) that research is carried out to get a result.

The study “Audience perception of female models in TV advertisement of always ultra and patronage was conducted in Lagos state among students of Queens College and University of Lagos. According to the Dean of student affair of Unilag and principal of Queens College, the population of Unilag (three faculties) and queens college (SS1 - SS2) are as follows:

1. Queens College-----2000
2. University of Lagos-----7071
- Total ----- 9071

3.3 Sampling technique

The sampling technique is specifying how elements will be drawn from the population. The sampling technique used for this research study is a purposive sampling technique. A purposive sample is a non-probability sample that is selected based on the characteristics of a population and the objective of the study. Purposive sampling is different from convenience sampling and is also known as judgmental, selective, or subjective sampling. In the cause of this study, the research tends to use purposive sampling to sample university of Lagos and queens college.

The justification is because they are more of female in three faculty selected in the university, those faculty are faculty of Art, Education, social-science and queens college is dominated with the female gender.

3.4 Sample size

School	Population
Queens College	2000
University of Lagos	7071
Total	9071
Sample Size	384

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a survey most typically refers to the number of units that were chosen from which data were gathered. The sample size was gotten using Taro Yamune formula, the sample size for queens college and university of Lagos is 384.

3.5 Research instrument

The research instrument used for this study is questionnaire. A questionnaire is a collection of data tool which use various questions to achieve the research objectives. It is used to ascertain facts, opinions, beliefs, attitudes, ideas, practices and other demographic information. Obasi (2012). A 19-item questionnaire was drawn and administered to the respondents.

3.6 Validity and reliability of the Instrument

Validity is defined as the degree or capacity of a tool or instrument to measure what is supposed measure. Content validity means that the scale content is wide enough to encompass the entire spectrum of subject. The questionnaire used as the instrument for data collection have been validated to provide appropriate evidence for decision making. The instrument used in this analysis were carefully reviewed and validated by the supervisor.

3.7 Data collection

The method this research project for data collection was online survey using (google form)

3.8 Date Analysis

The data analysis was presented in tables, chart and frequency.

CHAPTER FOUR DATA ANALYSIS

1.1 Data Presentation and Analysis

Table 1: Demographic information of the respondent (Age, School, Marital Status and Religion)

Age	Frequency	Percentage (%)
15-25	260	67.70
26-36	86	22.40

37-47	37	9.64
50 and above	1	0.26
TOTAL	384	100
School	Frequency	Percentage (%)
Unilag	251	60.16
Queen's College	153	39.84
TOTAL	384	100
Marital Status	Frequency	Percentage (%)
Single	302	78.65
Married	80	20.53
Divorced	1	0.26
Widow	1	0.26
TOTAL	384	100
Religion	Frequency	Percentage (%)
Christian	275	71.61
Muslim	107	27.87
Traditional	2	0.52
Total	384	100

From the table above, it was shown that 67.70% of the respondents fall between the age of 15-25, which represent the younger generation. The majority of models fell between this age range.

22.40% of the respondents fell between 26-36, this also represents an active population, and most models also fall between this age limit.

Looking at the respondents in terms of percentage, the majority are undergraduates, singles, and youth.

Table 2: Exposure to TV

Response	Yes	No
	374 (97.41%)	10 (2.67%)

This result shows that almost all the respondents are exposed to TV. (that is 97.4%) this is the commonest medium through which models become known. Only 2.6% are not exposed to TV, probably they fall into the category of divorcee and widow, who have no passion for advertisement.

Table 3: knowledge of Always Ultra?

Response	Advertisement	Parent	Friend
	272 (70.83%)	63 (16.41%)	49 (12.76%)

From the foregoing, it was evident that 70.83% got to know Always Ultra through advertisement; this further justifies the number of people that are exposed to TV.

Table 4: Percentage of understanding of female model message in TV advert.

Response	40%	60%	80%	100%
	42 (15.4%)	50 (18.4%)	80 (29.4%)	100 (36.8%)

Female models are most attractive when it comes to advertisement, especially to the opposite sex. This table describes the rate at which female models pass advertisement messages. It was revealed that 36.8% respondents agree that the female models have passed advertisement messages that they understand. 80%-100% gave their assurance on female models, this represents more than 2/3 of the entire respondents.

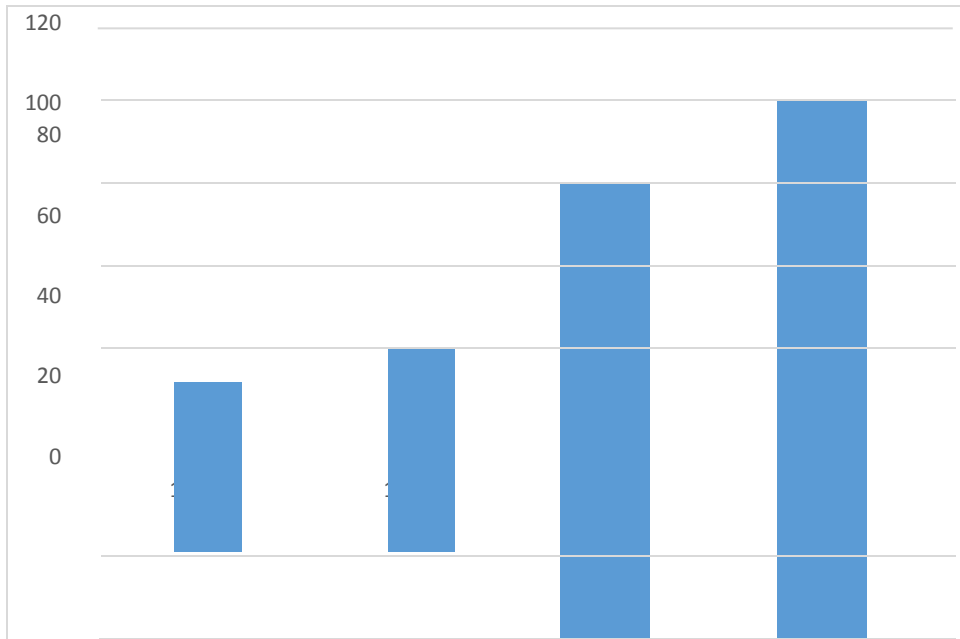


Figure1; This figure shows the extent of the female model in passing the advertising message according to the result.

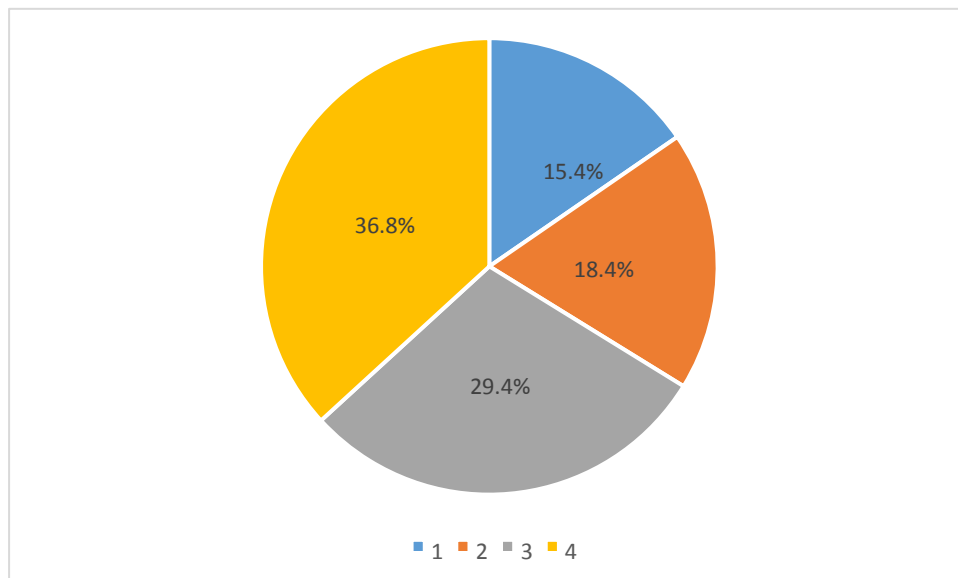


Table 5: How has Always ultra TV advert influence you as the audience?

Response	Positive %	Negative %
	262 (96.3)	10 (3.7)

The majority of the respondents were influenced by Always Ultra TV advert. This must have help them to remain competitive with the 96.3% respondents that gave their nods. Table 6: Rating of female models

Response	40%	60%	80%	100%
How will you rate the influence of female models on consumer patronage?	10 (3.7%)	32 (11.7 %)	100 (36.8%)	130 (47.7%)

Female models have a significant impact on patronage because it is a female product. 130 respondents (47.7%) as it been show in the table agrees that female models have influence consumer patronage.

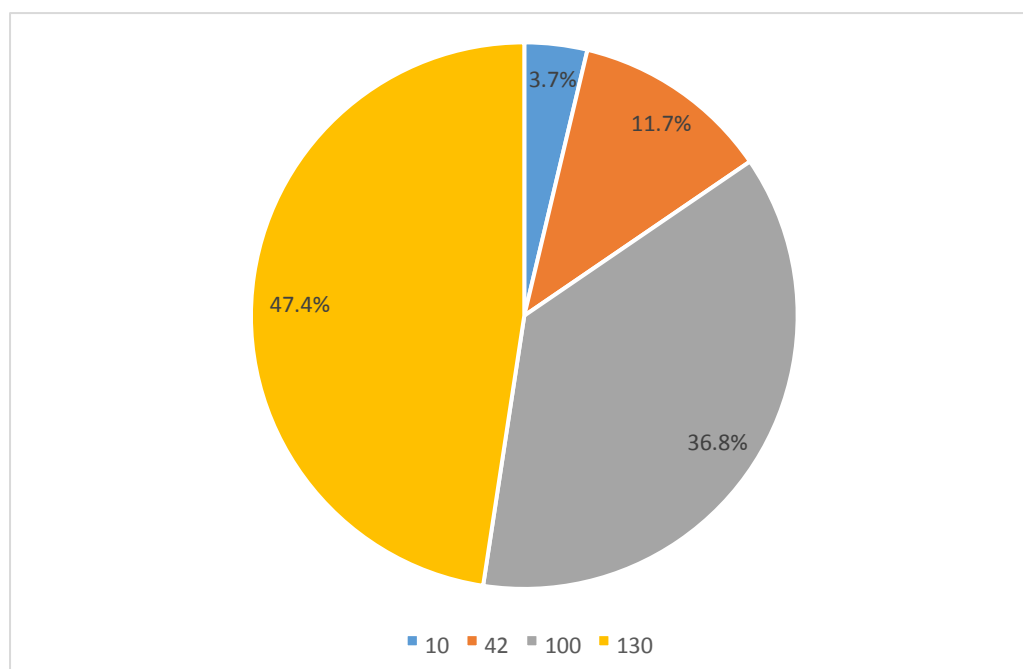


Table 7: % Rating

At what rate do you think the advert in Always Ultra increases the demand for female models among youth?	40%	50%	60%	100%
	40 (14.7%)	42 (15.4%)	84 (30.8%)	106 (39%)

Looking from the table, 106 respondent (39%) agrees that the brand Always Ultra has increases the demand for female among youth, it has created employment to the female model for the youth and source revenue for them.

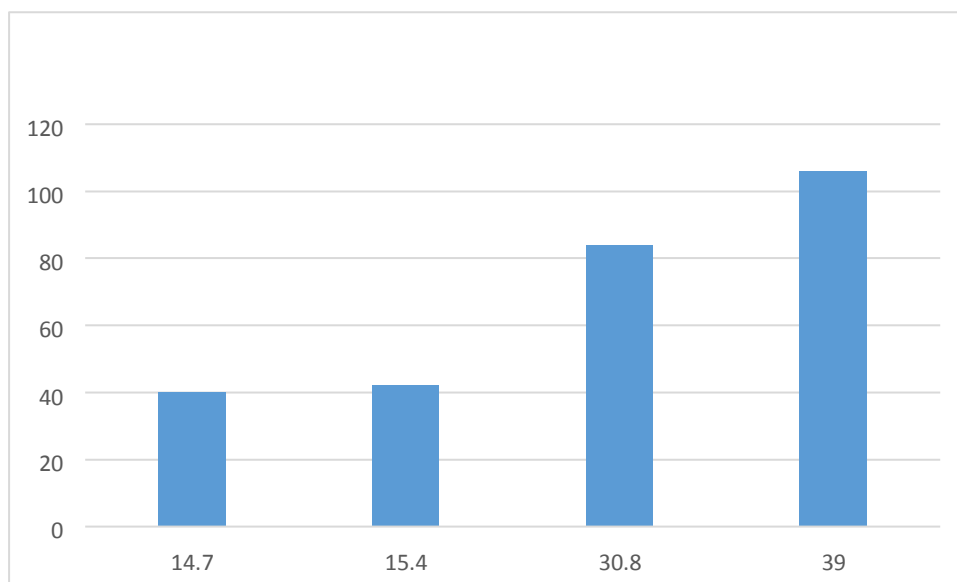


Table 8: Perception of female model?

Response	Positive	Negative	Not Certain
	260 (95.5%)	7 (2.6%)	3 (1.1%)

Looking at the table majority of the respondent perceive female model positively

Table 9: Impact of female model on advertising messages?

Response	Yes	No	Maybe
	260 (95.6%)	8 (2.9 %)	2 (0.7%)

Almost all respondents agreed that female models have a good impact on advertising messages for a good number of reasons, like beauty, attraction, and being the most active social being with about 95.6% of respondents.

Table 10: Female confidence on advert

How will you rate the confidence of the female model used for the advert	40%	60%	80%	100%
	20 (7.4%)	40 (14.7%)	80 (29.4%)	132 (48.5%)

From the table show above, the confidence of female models can be rated on their performance, in lieu of this, 48.5% shows that most females are confident when used for advertisement.

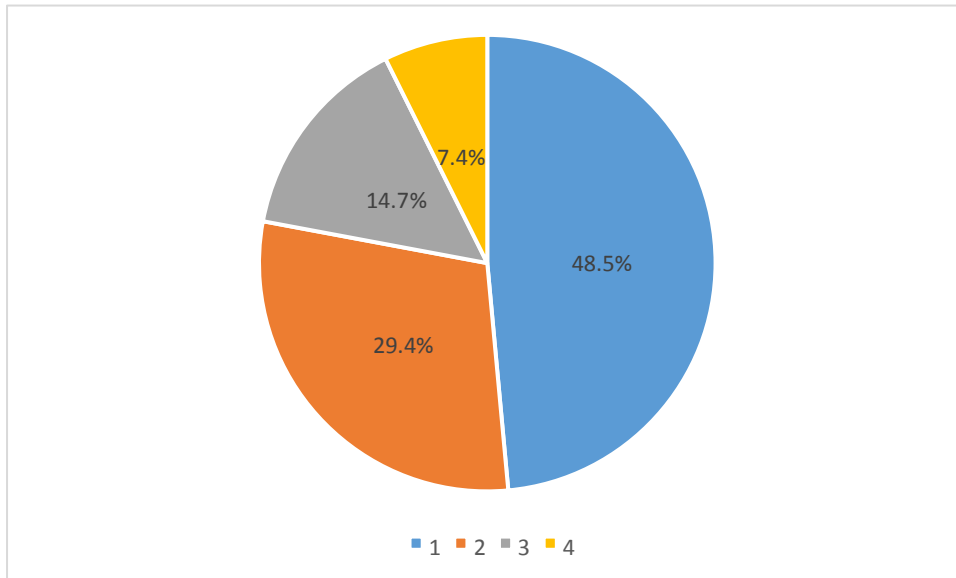


Table 11: Do you think models are always available when it is time to` shoot Always Ultra commercials?

Response	Yes	No	Not Certain
	262 (96.3%)	7 (2.6%)	3 (1.1%)

Models must always be on ground when shooting any advertisement because an agreement has been reached with them regarding the shooting. 96.3% of the respondents agreed that the models must be available.

Table 12: Reason for Patronage

a. Do you patronize the product because of the quality	Yes	No
	268 (98.5%)	4 (1.5%)

b. Do you patronize the product because of the advert	270 (99.2%)	2 (0.7%)
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Just as it can be seen that people believed in quality as demonstrated by the responses (99.2%) likewise, people also believed in name (that is advert). People believe that before a particular product can be advertised it must have been certified good. This was also shown with 98.5 % though not as much as people who believe in quality.

Table 13: % Rating

At what rate do you think advert promotes the patronage of the product "Always Ultra"	40%	60%	80%	100%
	20 7.4%	60 22.0%	90 33.1%	102 37.5%

Though the decision seems too close, it is of importance to note that, the advert increases the demand for the female model among the youth. 80-100% of the respondents agreed that the advert promotes patronage.

4.2 Discussion of findings

Research question 1: To what extent have female models influenced audience patronage?

The purpose of this research question was to find out the influence of the female model in audience patronage, how the Always ultra commercial has influenced the audience, and how the audience perceives the model used in the commercial.

The data on table 4, 5, and 6 answer research question 1. Data in table 4 revealed that 36.8% respondents agrees that the female models have pass advert message that they understand. 80%-100% gave their assurance on female models, this represents more than 2/3 of the entire respondents. Table 5 showed that 96.3% of the respondents were influenced by Always Ultra TV advert and this must have help them to remain competitive in marketing. Table 6 revealed that 130 respondents (47.7%) agrees that female models have influence consumer patronage.

Summarily majority of the respondents agrees that the female model that advertise Always ultra has passed a message that influences their buying habit

The findings are in contrary to Shahwar, (2018) which found out that the representation of women in adverts is shifting the perception of respect for women among viewers and also suggests that the physical attractiveness of a woman is likely to be an instrument for inducing demand for product.

Research question 2: How does the audience perceive the use of Female Models in always ultra-advertisement?

The data in table 7, 8 and 9 answers research question 2. Table 7 showed that 106 respondent (39%) agrees that the brand Always Ultra has increases the demand for female among youth, it has created employment to the female model for the youth and source revenue for them. Table 8 revealed that 260 respondents have positive perception of the female model. Table 9 shows that Almost all respondents agreed that female models have a good impact on advertising messages for a good number of reasons, like beauty, attraction, and being the most active social being with about 95.6% of respondents.

From the findings, the majority of the respondent agreed that Always ultra as increase the demand for female among youth. They also attested that the models have a good impact on advertising message which make them to have positive perception of the female models.

This finding is against to the earlier finding by Patterson et'al (2009) he discovers some of the audience believed that the advertisements has portrayed the female model as sex objects

Research question 3: What are the challenges associated with the use of Female Models in always ultra-advertisement?

The data on table 10 and 11 answer research question 3. Table 10 shows that the confidence of female models can be rated on their performance, in lieu of this, 48.5% shows that most females are confident when used for advertisement. The data on table 11 shows that Models must always be on ground when shooting any advertisement because an agreement has been reached with them regarding the shooting. 96.3% of the respondents agreed that the models must be available.

Summarily majority of the respondents agrees that the female model are confident when used for advertisement and the models are available when it time for shoot.

This finding is in contrary to Holtzhausen et'al (2009) he indicates that women are mostly portrayed as product users. So therefore, they must be available when it time for shoot and confident when used for advertisement

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Audience perception of female models in TV advertisement of always ultra and it's influence on patronage in University of Lagos and Queens college was the main objective of this study. Survey research design was adopted for the collection of data using the questionnaire. This chapter addressed the summary, conclusions, and recommendations following the study and the data analysis and the discussion of findings.

5.2 Summary of the study

The study “Audience perception of female models in TV advertisement always ultra and it’s influence on patronage was focused on five chapters. Chapter one was an introduction which consists of the background of the study, statement of the problem, the objective of the study, research questions, significance of the study, scope of the study and definition of terms. Chapter two was the literature review, it contents conceptual review, theoretical framework, and empirical review. Chapter three was the research methodology, the method I used to derive my data from the respondent. Chapter four, data analysis, and discussion of findings. Chapter five I made a summary of the study and findings, and also conclude and gave a recommendation.

5.3 Summary findings

From the finding, it showed that:

1. A large number of people in Unilag and Queens College are exposed to TV and their awareness of Always ultra was through TV advertisement.
2. The audience in Unilag and Queens College admitted that the models have done great in portraying advertising messages.
3. A larger number of audiences in Unilag and Queens College know that Always Ultra has increased the demand for female workers among youths who watch it, and with this they provide employment for the female youths, thereby creating a source of revenue for them.
4. A larger number of people in Unilag and Queens College patronize Always ultra because of the advert and the quality of the product.
5. As a result of the advertisement the audience have positive perception of female model and the patronage of the product has increased greatly.

5.4 Conclusion

This research has shown that the audience in Unilag and Queens college were introduced to Always ultra through TV advert. The findings helped to demonstrate that the way the

audience in past times perceive the female models, is different from the way they perceive it now. The study also showed that the female models used in “Always ultra” TV advert portrayed the models as decent, positive and good message passers. Female models can now be said to be viewed as information disseminators and product promoters, not sex objects and dependent on men.

5.5 Recommendations

1. Association of advertising agencies of Nigeria (AAAN) advertising regulatory bodies should promote a positive perception of female models for the audience, through proper censoring of adverts/commercials that have female model as product promoters.
2. Advertising agencies should design adverts that pass a better message for companies/product owners, which can bring positive thoughts to the audience about the models used and not design advert of high sexual exposition that will bring negative thoughts to the audience concerning the female model used for the advert dissemination.
3. Companies or product owners should advertise their product to create awareness and to increase the patronage of the product.
4. Female models should be able to reject modeling contracts that entails exposition of body parts or portrayal of them as sex objects; this would go a long way in curtailing indecency in advertising.
5. Female model used for an advert to promote a product should pass the message to the audience

5.6 Limitation of the study

The researcher couldn't go to the schools to distribute the questionnaire to the respondents, the researcher made use of online survey (Google form) to distribute the questionnaire to the respondents

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Appendix

Department of mass communication
Mountain top university,
Makogi oba, Ogun State,
Nigeria.

Dear respondent,

I am Ekere Daniella a Mass communication student, conducting a research on Audience Perception Of Female Models In Advertising Always Ultra And It'S Patronage. I will be very grateful if you assist me with useful answers by completing the questioner below. And I

guarantee you that your responses will be treated with confidentiality. The information is used strictly for academic work. Thank you

Yours faithfully

Ekere Daniella

Researcher

Questionnaire

Audience Perception Of Female Models In Advertising Always Ultra And It's Patronage

This questionnaire is based on the female gender

Section A

1. What age bracket do you belong to?

15-25 []

26-36 []

37-47 []

50-above []

2. Which schools do you attended?

Unilag []

Queens college []

3. If you school in Unilag, what your level?

100 []

200 []

300 []

400 []

4. If you school in Queens college, what class are you?

SS2 []

SS3 []

5. What is your marital status?

Single []

Married []

Divorced []

Widowed []

6. What religion do you belong to?

Christian []

Muslim []

Traditional []

SECTION B

7. Are you exposed to TV?

Yes []

No []

8. How did you get to know about Always ultra?

Advertisement []

Parent []

Friend []

RESEARCH QUESTION: 1

9. What is the percentage of your understanding the message passed by the female model in TV advert?

40% []

60% []

80% []

100% []

10. How has Always Ultra TV advert influenced an audience?

Positively []

Negatively []

11. How will you rate the influence of female model in consumer patronage?

40% []

60% []

80% []

100% []

RESEARCH QUESTION: 2

12. At what rate do you think, the advertisement in Always ultra increase the demand for female models among the youth?

40% []

60% []

80% []

100% []

13. How do you perceive female models?

positive [] negative

[]

Not certain []

14. Do female models have good impact in advertising message?

Yes []

No []

Maybe []

RESEARCH QUESTION: 3

15. How will you rate the confident of the female model used for the advert

40% []

60% []

80% []

100% []

16. Do you think models are always available when it time to shoot Always ultra TV advert?

Yes []

No []

Not certain []

SECTION C

17. Do you patronize the product because of the quality?

Yes []

No []

18. Do you patronize the product because of the advert?

Yes []

No []

19. At what rate do you think, the advertisement promoted the patronage of the product “Always ultra”?

40% []

60% []

80% []

100% []