

**AUDIENCE PERCEPTION OF FEMALE MODELS IN TV
ADVERTISEMENT OF ALWAYS ULTRA AND IT'S INFLUENCE ON
PATRONAGE**

BY

EKERE DANIELLA OGHENEYEROWO

16020601006

**A RESEARCH PROJECT SUBMITTED TO
THE DEPARTMENT OF MASS COMMUNICATION,
COLLEGE OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES.
MOUNTAIN TOP UNIVERSITY, MOWE IBAFO EXPRESSWAY, PRAYER CITY,
OGUN STATE**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD
OF THE DEGREE OF BACHELLOROF SCIENCE (B.Sc. HONS) IN MASS
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November, 2020

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CERTIFICATION

This is to certify that this research project titled: “audience perception of female models in TV advertisement of always ultra and it’s influence on patronage” was written by, EKERE DANIELLA OGHENEYEROWO with matriculation number 16020601006 and has been prepared in accordance to regulations guiding the preparation of research projects in Mass communication, Mountain Top University under my supervision.

(Signature and Date) **Dr .Kenneth Udeh.**

Project supervisor.

(Signature and Date)

Dr Babatunde Oni

Head of Department.

Dedication

I dedicate this work to the Almighty God, from whom I derive my strength and who kept me till this moment. To my loving parent and siblings. Thank you for your encouragement.

Acknowledgement

My ultimate gratitude goes to **God Almighty** for giving me life, strength, enablement and opportunity to complete this research project.

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ABSTRACT

This study examined audience perception of female models in TV advertisement of always ultra and it's influence on patronage. It adopted the survey research method and questionnaire as the instrument of the study. The population of the study comprise of University of Lagos and Queens College with the total population of 9071. Tayo Yamane formula was employed to draw a manageable sample size of 384. The findings from the study shows that that audience especially those who attend Unilag and Queens college, now have good perception of female model with the aid of Always ultra advert they watch on television and the also patronize the product (Always ultra) because of the advert and quality. And the study recommended that the 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

Key words: female model, perception, advertisement, audience, always ultra and TV.

