

Chapter One

Introduction

1.1. Background to the Study

Advertising, just like selling is not a new phenomenon. People can only speculate when the first advertisements was created. Early advertisements can be traced to Ancient Egypt, ancient Rome, and ancient Greek where, promoting words were carved on stones by the roadside, gladiator shows were advertised on the wall, and town criers shouted advertisements in the streets respectively. These formed the basic principles of modern advertising as it is practiced today¹.

Advertising is the result of technological forces that have redefined modern society, ushered in by Gutenberg's development of movable type, which made mass-production of creative promoting messages possible. Mass media function as a vehicle to carry advertisements to the audiences. The first set of printed advertisements took forms such as flyers, announcements on single sheets of paper¹. flyers were usually posted on the doors of churches, where passer-by could see them. They were distributed by the English Printer William Caxton in 1478 to advertise the books he printed. Flyers then were usually called Handbills¹. From another perspective, advertising can be viewed as a product of political and democratic experience; of the industrial revolution and it's aftermath².

The commercial availability of new mass media; radio and cinema in the first part of the 20th century provided the advertising industry with the opportunity to widen and promote their reach, spread and popularity. This period of development in the advertising industry was cut short with the Wall Street crash of 1929 followed by the great depression and World War II³. The advertising industry once again re-emerged as a force in the 1960s. The period produced

some of the most creative advertisements of all time. A new strategy of advertising geared towards promoting the brand and image of the company became an effective trend³. It became a major industry in the 20th century. Modern day advertising strategically used all media, including print media, broadcast media, outdoor media and the new media³.

Advertising is a form of communication in the mass media about products, services or ideas, paid for by identifiable sponsors. Advertising communicates information about specific products, services and ideas to target audiences. Advertising is a means to inform consumers about the existence of products, educate them on the importance and significance of the products and persuade them to buy and consume such products, services or idea. Basically advertising serves the purpose of the advertiser or the identifiable sponsor. Advertising is a specific kind of communication effort that is based on purchasing time or space in the communication media in order to send the message concerning a product, service or idea, with the aim of eliciting favorable response⁴.

Simply defined, advertising refers to non-personal communication in the media that presents and promotes ideas, goods, and services, paid for by an identifiable sponsor⁵. The above definition attests to the communicative nature of advertising with the intention to sell a product, service or idea to the target market. Corporate organizations invest a significant amount of money in advertising periodically because of the benefits such companies derive from series of advertising campaigns. It is one of the tools used by corporate organizations, institutions and individuals to sell products, services and ideas. It is essential for creating brand awareness, inducing purchase and creating brand loyalty among others. Organizations have various objectives of advertising. Some advertise to make

customers to be aware of the product. Others advertise to inform the existence of the product (especially new products), while others present the quality, features and benefit of the products to the target audience ⁶.

This explains the introduction to target market and retention of value with the target market function of advertising. Advertising is executed through different media. Print media (newspaper, magazine, and flyers), broadcast media (television, radio) and online media (internet), outdoor media (billboards, banners posters, stadium, sky, ship etc.)⁷. These media generate their revenue predominantly from advert placement. Each advertisement is a specific communication that must be effective not just for one customer but for many target buyers⁷.

Advertisement is usually not directed at one person but a substantial number of individuals or group that may number up to millions of people. This statement summarizes the importance of an advertising message and its influence over target audiences. Advertising convey persuasive, informative and educative messages intended to sell the advertiser's products to the target audience. These messages are called advertising messages. Advertising messages are the information professionally prepared by copywriters and disseminated through advertising media to sell products services or ideas. These messages are tailored towards directing the attention of a target audience to a product and generating purchases.

Goods and services are produced based on consumers' flexible interest and desires. Commercial manufacturers of goods and services use advertising for several important reasons⁸. The first reason is that advertising helps to attract public visibility and promote their products to the target market thereby helping to

improve sales. With due consideration to the nature of the product, advertising uses the appropriate media to get the message across to consumers. Secondly advertising helps to reduce cost of distribution⁸.

Survival in the business world entails steady patronage by consumers. It also entails being able to increase one's customer base. Due to the inundation with products with highly competitive prices, consumers are ever willing to try out new things. Companies now more than ever, need to device ways of surviving in the market. Creative and innovative advertising strategies serve as major tools⁹.

Consumer buying behaviour is an important variable in this research. Consumer buying behavior has evolved over the years. It is a special concept with the distinctive means to access knowledge about consumers, which is a measurable source of progress. Consumer buying behaviour is attracting the interest of different researchers from different disciplines¹⁰. Consumer buying behaviour is a psychological process in an individual that influences their purchasing behaviour towards any goods services and idea¹¹.

It involves search, evaluation, purchase, consumption and post purchase behaviour of the consumers and the disposal of purchased products with consideration to the environment and personal characteristics¹¹. Consumer buying behaviour is a process by which individual's access and utilize goods and services including the decision that comes before, during and after the act¹². This study will evaluate the relationship between advertising messages and buying behaviour of sanitary pads by female students in Adeleke University. Sanitary pad is important for a healthy reproductive health. Reproductive health is a state of complete physical, mental and social well-being and not merely the absence of

disease but in all matters relating to the functioning and processes of the reproductive system¹³.

Reproductive health infers that individuals are able to have a healthy and safe sex life that ensures the capability to reproduce as they see fit¹³. Human rights regarding sexuality and reproduction are important in order to enable each individual, particularly women and girls, have active roles in their own health safety, education and to fully participate in social and economic life¹⁴. The sexual and reproductive health is basic human rights that are vital for development towards gender equality. Different countries have adopted international development programme till 2030, the sexual and reproductive health must be emphasized as cornerstone of sustainable development¹⁴.

Menstruation is a woman's monthly period. Menstruation is the process by which the body of a woman sheds the lining of the womb. Menstrual blood flows from the uterus through the small opening in cervix and passes out of the body through the vagina¹⁵. It is a periodic biological phenomenon that occurs in a woman's body. This biological phenomenon which is referred to as menstruation is a natural phenomenon for women of reproductive age all over the world. Menstruation is the periodic removal of unfertilised eggs in women along with some blood tissues.

Menstruation is an indication of a healthy reproductive life of a woman that becomes a consistent monthly activity that results into social, sexual and reproductive life that later ends with menopause¹⁶. Sanitary pad is a menstrual product. Sanitary pads are absorbent materials used by women to collect and retain menstrual flow¹⁷.

Sanitary pad is a menstrual product that prevents irritation, stains while menstruating and aids hygienic menstrual practices. Sanitary pad is essential to menstrual hygiene and menstrual hygiene is essential to development. Menstrual hygiene management is a well-planned system that facilitates women and adolescent girls using clean menstrual management material to absorb blood that can be changed privately as considered necessary during the menstruation period, maintaining a clean body as required, and having access to facilities to properly dispose of used menstrual management materials¹⁸.

Menstrual hygiene is a critical factor to uphold gender equality and female empowerment because of its influence on women's reproductive health, education and labour participation. This brings it to the top of international development concerns in the millennial development goals (MDG 2, 3, and 5) and sustainable development goals (SDG 5 and 6)¹⁹.

A healthy menstrual life is essential to the achievement of sustainable development goals and as such requires adequate evaluation and research for improvement. Advertisements for menstrual products are the means by which many people get information about period because it reaches huge audiences. Advertising is a means to educate women on the importance of menstrual hygiene and use of sanitary pads. There is a plethora of brands of sanitary pad in the Nigerian market. Each brand is with its distinctive and unique qualities. Such brands include; Always, Virony, Lady Care, Comfit, Angel Secret, Longrich, Tampax, Diva, Molped among others.

The Nigerian market has over 12 sanitary pad brands competing for market share nationwide. Some are memorable brands with national popularity, some play regionally²⁰. The growing demand for these products according Vanguard

companies and Markets findings was caused by increase in female population. The national census, NPC 2006 result, revealed that women population was 49.06 percent compared to men's 50.4 percent which has kept rising over the last ten years²⁰.

According to "Africa sanitary pads market by product type, by sales channel, by country, competition forecast and opportunities, 2012-2022" Africa's sanitary pads market cost is projected to reach \$779 million by 2022²¹. With the availability of different brands of pads and expected increase in Africa's sanitary pad market, there is a need to know what influences consumers to buy a particular brand and if the advertising message of such brands has any effect on their decision.

This study is being conducted in Adeleke University, a higher institution of learning in Ede, Osun State. Adeleke University, private learning institution located in Ede, Osun State, South-Western part of Nigeria, was founded in 2011 by Dr. Adedeji Adeleke, through the Springtime Development Foundation (SDF), a philanthropic, non-profit making organization established to assist indigent students to benefit from quality higher education²².

This study is examining sanitary pads advertising messages and buying behaviour of female students in Adeleke University with a view to providing answer to what influences consumers to buy a particular brand of sanitary pad.

1.2 Statement of the Problem

The Nigerian sanitary pad market is rapidly growing and highly competitive and the buying behaviour of Nigerian women towards sanitary pads is an important causative factor. The availability of variety of brands creates the need to know what influences Nigerian women decision to buy a particular brand of pad. Such

brands include: Always, Molped and Lady Care among many others. Different manufacturers advertise their brands of sanitary pad on different media. Despite this, there is no significant information that explains why Nigerian women buy a particular brand of sanitary pad. There are only few literatures that explore the relationship between sanitary pad advertising messages and buying behaviour of Nigeria women given its previously highlighted importance. The purpose of this study is to examine the relationship between sanitary pads advertisement messages and buying behaviour of female students' of Adeleke University.

1.3 Aim and Objectives of Study

The aim of this study is to examine the relationship between sanitary pads advertising messages and buying behaviour of female students of Adeleke University. Other specific objectives of this study are to:

1. identify the channels through which female students of Adeleke University access sanitary pad advertising messages .
2. ascertain the extent to which Adeleke University Female Students pay attention to sanitary pad advertisement messages
3. examine the extent to which advertising messages motivate brand patronage of sanitary pad by female students in Adeleke University
4. determine the brands of sanitary pad of female students of Adeleke University purchase.
5. examine the reasons female students of Adeleke University buy brands of pad.

1.4 Research Questions

The main research question is what is the relationship between sanitary pads advertising messages and buying behaviour of female students of Adeleke University? Other questions are:

1. What are the channels through which female students of Adeleke University access advertising messages about sanitary pad?
2. What is the extent to which Adeleke University female student pay attention to sanitary pad advertisement messages?
3. To what extent does advertising messages motivate brand patronage of sanitary pad among female students in Adeleke University?
4. What brands of sanitary pad do female students of Adeleke University purchase?
5. What are the reasons female students in Adeleke University buy their choice brands sanitary pad?

1.5 Research Hypothesis

This research hypothesis will be tested at 0.05 level of significance:

H_0 ¹⁻ There is no significant relationship between sanitary pads advertising messages and the buying behaviour of female students in Adeleke University.

1.6 Significance of the Study

The subject of this research is based on a woman's menstruation cycle. It is the basis for which sanitary pad is needed and advertised. This study will benefit women by providing insight into other women's experiences in purchasing menstrual pads and their attitude towards sanitary pad advertisements. Manufacturers of sanitary pads will also benefit from this study as they will be

better informed and enlightened on the expectations, needs and wants of their target market.

Advertising specialists who work in advertising agencies such as Copywriters, Illustrators, and Graphic Designers among others, through this study will be further enlightened on what motivates consumer's patronage of brands of sanitary pad. This will aid the effectiveness of advertising messages they develop for such purposes. The findings of this study will contribute to the existing body of knowledge in the field of advertising and communication.

1.7. Scope of Study

The research will be conducted in Adeleke University. This study aims to evaluate sanitary pad advertising messages and the buying behaviour of female students in Adeleke University.

1.8. Operational Definition of Terms

Advertising: is a communication paid for in the mass media by an identifiable sponsor in order to sell, promote, mobilise and attract the attention of the target market towards the media products, services and ideas. These media could be print, electronic or new media. It is when sanitary pad producing companies pay media organization to promote the brand of sanitary pad they are producing in order to communicate with their target market.

Advertising messages: refer to the result of research properly constructed, defined, articulated, and written or typed into a message that promote products, services and idea paid for by an identifiable sponsor in the media to reach the target audience. The product in this study is the sanitary pad, the identifiable sponsors are the organization producing the sanitary pads and the audience are female undergraduates in Osun State.

Advertising Media: these are media channels through which advertising messages are conveyed. As used in this study, advertising media include, print media, broadcast media, outdoor media and new media. It can be further categorised as above the line media and below the line media

AIDA Model: this is the acronym for attention, interest, desire and action. It is a model that is used to explain the stages a consumer goes through from the moment he or she comes in contact with an advertisement to making the decision to buy or not the brand being advertised.

Brand: refers to the distinctive composition of a product that differentiates it from others. it is the tool with which one maker of sanitary pad can differentiate his or her product from another company's product. It is composed of different materials such as name, logo, slogan, word association and uses among other things.

Brand Loyalty: this refers to the personal preference consumers have for a particular product that influences that continuous purchase of the product.

Consumer: this refers to an organization's target market.

Consumer Buying Behaviour: is the overall process that guides, influence and directs a consumers decision through pre purchase, purchase and post purchase decisions.

Female Students in Adeleke University: are female university students in Adeleke University.

Integrated Marketing Communication: this is the process by which advertising, public relations, sales promotion, direct mail, publicity and other forms of marketing communication are utilized holistically for brand development.

Marketing: this is the interaction between manufacturers (or their representatives) and consumers of goods and services for the purpose of producing and selling products and services on the basis of the profile of a market segment.

Menstruation: is the periodic discharging of menses.

Marketing Communication: is the process by which different forms of information are converted into messages, disseminated through the media by an organization to communicate with the target market²³.

Menstrual Hygiene: is the act of preserving and promoting an healthy menstrual health.

Patronage: this term as used in this study is the process of buying a particular brand of sanitary pad.

Pre-Menstrual Syndrome: refers to symptoms that starts before actual menstruation begins.

Reproductive Health: This refers to the state of well-being of the reproductive system.

Sanitary pads: are materials used to absorb menstruation blood during menstruation to prevent stains and irritation. Sanitary pads are for external use.

Sustainable Development Goals: this refers to the 17 agenda adopted by the United Nations member states in 2015 for global development.

1.9 Limitation of study

A large number of respondents were hesitant towards responding to the questionnaire due to the personal nature of the study. The researcher had to spend more time that would have been channeled towards data collection to convincing prospective respondents that their information would be treated with utmost confidentiality. This was a major limitation to the study.

Endnotes

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Chapter Two

Review of Related Literature

To provide empirical background to this study, and also make this work comprehensive, the literature will be reviewed under the following sub-headings:

- 2.1 Conceptual Review
- 2.2 Theoretical Model/Framework
- 2.3 Review of Empirical Studies
- 2.4 Conceptual Model
- 2.5 Summary of Reviewed Literature

2.1. Conceptual Review

2.1.1. Advertising Message Development

Advertising is holds different meaning to different people. It is an occupation to some, a field of study to others, a business endeavour and a marketing tool. Advertising is a dynamic and creative activity that involves communication in the media by an identified sponsor to promote goods, services and ideas. It is an economic stimulating activity that engenders development. This researcher evaluates advertising as a form of salesmanship through the use of the mass media. The above descriptions of Advertising portray advertising as a chain of activities that follows the thought process for generation of ideas, research process for decision making and actual creation advertising. Other scholarly definitions of advertising are evaluated below.

Advertising is a professional discipline of study and practice of various activities in the areas of research, planning, setting of goals and objectives, creating informative and persuasive messages about products, ideas, services, individual or organizations, the placement of such messages in appropriate or selected

non-personal media of communication for consumption by predetermined public of an identified sponsor and further research into the effectiveness of advertising effort¹.

This definition explores the research/enquiry nature of advertising. Advertising is directed to a predetermined target audience which means that before an advertisement is created, a research was conducted on what should constitute the advertisement based on the interest of the target audience. Further research is also carried out after the advertisement is released to the public by researchers on the positive and negative impact of such advertisement on the society.

Advertising is a consumer's first step on the extensive ladder of marketing planning and co-ordination, and it comes with limited options. It presents consumers with limited options and frames consumption as desirable. Advertising creates the perception that the consumer will utilize a brand in their daily lives².

Advertising is not just for consumers and manufacturers. It is also for other stakeholders of the brand, such as staff of producing company, distributors, regulatory bodies and media personnel. Advertising shows substantial proof of the financial stability and good market presence of an organisation². Advertising is a well-defined form of applied communication applying verbal and nonverbal elements that are intended to fill specific space and time formats determined by an identifiable sponsor³.

Advertising constitutes all the activities involved in showcasing products, services and ideas by advertisers to consumers. Advertising requires sponsorship and it is done by an identifiable sponsor, usually the advertiser. The message about the products, services and ideas is called the advertisement message⁴. The purpose of advertising is to enlighten a prospective consumer about the benefit of products,

services and ideas to induce purchase or patronage. Advertisement stimulates the demand for new product as well as retaining and enhancing the demand for existing products⁴.

Advertising is an economic concept, a result of merged interest visible in the two major fields of discipline: communication and marketing. Advertising was interpreted to be a platform for communication of economic activities and the answer to communication needs of key institution in the society like the media⁵. Today, advertising has been integrated into marketing communication which makes its use, indispensable for both organizations and the public. The distinctive quality of controlled message delivery to advertisers' target market makes advertising highly functional in the marketing activities of organizations⁵. Organizations are increasingly attaching great importance to advertising to present their products and services to consumers, since they use advertisement information to make purchase decisions⁵.

Organizations or persons use advertising to inform their target market or target audience about the existence of a product, service or idea, communicate new information and persuades the target to patronize such products, services or ideas. Advertising is an indispensable tool of marketing communication in the age of digital media. Advertising plays a key role in a dynamic global economy. Successful advertising create more jobs, pay more tax and contribute directly to economic growth.

Advertisements are not just marketing tools, they also communicate to a heterogeneous target market. The advertising message of any product is therefore essential not only to market products, services and ideas to target audience but also to communicate effectively. Advertisements have semiotics entities that are

assembled in signs, symbols, and icons. Semiotics is a tool for analysing media text and ascribing meaning and interpretation to the inherent messages in media text⁶.

Advertising has evolved from its narrow practice of just focusing on promoting the sales of goods and services to develop the economic system. Contemporary advertisements do not just stimulate the economy but also promote relational icons such as cultural system, value system and social system⁶. Modern technologically driven economies are stimulated by the demand put in motion by advertising for products. The demand contributes to economic growth and holistic development. Advertising highlights consumer choices, it supports the democratic ideology the right of the people to make decisions by themselves on what serves their interests⁷.

Issues of morality puts to question the functionality of advertising as critics describe advertising as a negative factor in consumer purchase decision because it used to sell products and not promote the good of humanity. Despite this, the importance of advertising cannot be overemphasized. Advertising constitute 2.9 percent of the United State of America's gross domestic product⁷.

A Deloitte study by World Federation of Advertising revealed that a Euro invested in advertising yields 7 Euro to European Union GDP (World Federation of Advertising). Advertising can be defined as a sponsored and paid distribution of information through a variety of mass communication media to motivate desired action⁸.

Advertising persuades consumers to buy or use a particular brand of products or services. New age advertising is closely tied to the rise of new forms of monopolistic capitalism which is a technique used by corporate organizations to

create, organize and possibly control markets, particularly for mass produced consumer goods⁹. Advertising is a well-defined and organized non personal communication of persuasive information, paid for about products, services and ideas by identifiable sponsors through different media¹⁰.

Advertisements should be generally effective; it is not just for one customer, but for many target buyers. Each advertisement has messages with specific objectives. Advertising is a promotional strategy with clear objectives, the achievement of which requires an identifiable target market¹¹.

The message of an advertisement is the substance of the advertisement. It conveys the intentions of the advertiser through words audio, visual and graphic element. It is the thought, idea, image, or any other information that the advertiser wishes to let the target audience know¹². The way advertising message is presented is important for its effectiveness. The creative team should not only put in effort into the content of the message, but also on delivery, feedback and appeal¹². Advertisement message is simply the intention of the advertisers crafted with words, images or audio visual components.

The above assertion of advertising reveals the 5 W's and H of advertising, which are;

- 1.What - Communication
- 2.Who - Identifiable Sponsor (Advertiser)
- 3.Where: Media
- 4.Why: To promote products, services and idea
5. How: This requires the collaborative effort of Advertising Messages, Advertising Agency or Specialists, Media and Advertisers

Advertising message content, media planning and repetitive campaigns constitute a big part of a strategy that triggers the reaction mechanisms of the target market. Reaction mechanisms can be psychological components of an individual, such as cognitive or emotional reactions, that reflects in expressed behaviour: acquisition loyalty, among many others¹³. Today, advertising is an important aspect of everyday life. It influences mental perception of life and attitudes of people in the world. It is used to construct what is good and what is bad as desired by the advertiser¹⁴.

Advertising message is an idea an advertiser wants to communicate to its target audience. Advertising campaigns are usually directed towards conveying an advertising message to a target market in order to induce purchase of a product or service and promote brand awareness¹⁵. This is done through different methods, each enhancing consumer recall of products and ability to identify it with quality and desire. Advertising messages is delivered through different media, such as television, radio, print, word of mouth, events, and so on¹⁵.

The components of advertising message are: the tagline, the slogan, the appeal, and the value. Each component of the advertising message has a role in persuading the target market to purchase products or services. The tagline is a statement, image, video, or other type of media that attracts the audience's attention and makes them find out more about the particular advertisement¹⁵. This tagline needs to be unique to stand out from all other things that can keep the audience from noticing the products, services or idea¹⁵.

Effective advertising is¹⁶:

A. **Creative:** Effective advertising presents the advertising message in an innovative, distinctive way.

B. **Attention Grabbing:** Its headline, copy, or graphic element should attract the attention of the target market.

C. **Memorable:** It should conduct in a way that the audience can easily recall and associate with the brand.

D. **Clear:** It presents its message in a concise, simple, easily understood manner.

E. **Informative:** It enlightens the audience about the advertisers business and products, while providing them with reasons to patronize the brand.

F. **Distinctive:** It is unique and easily identifiable.

Advertising message is a process. It is the result or end product of a creative process that involves imagination, ideation, conceptualization and actualization towards communicating with target audience with the mission of promoting the advertiser's product, services and ideas. Advertising messages can be text, audio, visual messages and Word of Mouth. Advertising message is a system. It is the means by which elements such as language, audio, graphics are refined to form a comprehensive logical message disseminated through the media to get the desired response of the advertiser from then consumers or target market.

2.1.2 Components of Advertising Message

Advertising has three major components. They are:

1. Advertising Appeal
2. Value Proposition
3. Tagline or Slogan or Catchphrase

a. Advertising Appeal

Advertising appeal refers to attention grabbing strategies used to persuade prospective consumers to purchase products and services. It plays double role as a marketing and advertising strategy. Advertising specialists utilize appeal to

persuade their customers for a promotional reasons. Appeals are personalized for the target audience and they appeal to the desire of the target market. Advertising appeal convince consumers to act as desired by the advertiser¹⁷. It is the component that captures the attention of the target market. Advertising appeal is the mechanism that is used to build a relationship between the brands and it's target audience. It is that aspect of the advert that draws attention to the message speaks and talks to them¹⁸.

There are two types of appeal namely; Informational and Emotional Appeal. Informational appeal focuses on the consumers' practical, functional, or utilitarian need for product or services¹⁸. It emphasizes the features of a product or service and or benefit of owning or using a particular brand. Emotional or irrational appeal focuses on consumer's socio-psychological needs for purchasing product or services. Interestingly many of the consumer motives for purchasing a product or patronizing services are emotional¹⁸.

The use of rational advertising appeal presents a product to the target market using its benefits as the key proposition, and the benefit needed by consumers of the product or service is represented in advertising. Emotional advertising appeal however places emphasis consumers' psychological, social, and symbolic interest, where it is perceived that the motive to purchase motives starts¹⁹. Business organizations thrive on profit which is a result of continuous growth. To ensure this, such organizations use different methods to attract and sustain consumer preference for the product or service. Advertising and brand management have proved to be very useful in this regard²⁰.

Advertising appeal highlights the importance of products or services to the target audience members. It portrays the product or service in such a way that the

audience can clearly recognize why they need such products and services²¹.

Advertising appeal is a component of advertising message utilized to attract the attention of target audience.

b. Value Proposition

Value is understood by people, not just in terms of the product or the service but also in terms benefits and efforts. Benefits refer to satisfaction derived from the usage of the product²². The more the benefit, the more value attached to products and services. Minimal efforts, risk and price influence value proposition. Efforts refer to the ways a company proposes to make customers' life easier by satisfying their needs and wants²². Value proposition improves the perceived quality of a particular product or service which helps retain customers and reduce cost, which leads to satisfied advertisers, profit rise and increases in market share²².

A brand without value proposition has no standing or position in the marketplace. Consumers in the market place rely on succinct benefit statements and descriptions of features, benefits, advantages written professionally from the standpoint of the company. Value propositions should encapsulate what the prospective consumers' values²³.

A value proposition is used as a magnet to attract prospective consumers. This is done through the highlighted benefits of brand. Organizations use value propositions carve a niche for their brand in the market place²³. Value proposition could be in form of dialogue, idea presentation, brochure, email or letter. It is the core of advertising message because it creates, keep and promote the company customer relationship²³. The creation of value proposition starts with understanding the needs of the target market and proffering solution. Value

proposition should be personalized to each prospect as it moves through an organization's sales process²³.

An organization cannot promote a brand without a unique value proposition. It should be communicated properly through all brand elements. A brand is a promise wrapped in an experience. Prospective consumers who come in contact with company logo should perceive a highly positive value experience²³. A well-presented value proposition gives the advertiser direction as to the purpose of the business, especially when it is communicated clearly and consistently. It associates the brand with authenticity and sincerity particularly when they deliver their value proposition²³.

Value is a presentation of how the product or service will save the audience members money, improve their lives, and make positive changes and so on. Value is sometimes attached to a special deal; for example offering 25 percent off next purchase²⁴.

c. Tagline /Slogan/ Catchphrase

A captivating tagline attracts prospective customer's attention and compels them to patronize the product. A tagline is a catchphrase that summarizes brand objectives. Advertising taglines aids consumers brand recall²⁵. A captivating tagline delivers attractive, favourable sentiments in the mind of the target audience. Tagline should be creative. Taglines should aid memorability, readability, perceived value and novelty of brand²⁵.

A tagline is a brief and precise phrase used in advertising campaigns to showcase the value of a brand or product. It is used to inform consumers of the unique value proposition of a brand or its product. Tag-line is constructed with the aim of leaving consumers with a memorable impression of the brand²⁶. The tagline is a

statement that is repeated severally in the advertisement and aids remembrance of the business, product, or service. It is catchy and briefly describes the product or service to the target market²⁷.

The management of organizations employs professional copywriters to create tag-line that will be effective for the target audience²⁷. Taglines are short descriptive statements that present a product or service or idea to a target audience. The tagline for Always Sanitary Pad is “Good to go”. This short descriptive statement gives assurance of free and comfortable movement while menstruating. The tagline presents Always Sanitary Pad to the target audience as reliable.

Tagline is usually;

1. **Brief:** Tagline should be short and concise. It should sell a product, service or idea clearly and concisely.
2. **Persuasive:** It should motivate the consumers to patronize the products, services and idea.
3. **Logical:** It should make sense and be understandable.

2.1.3 AIDA MODEL

The AIDA model was developed by Elmo Lewis in 1898. A, I, D, A is an acronym for Attention, Interest, Desire and Action respectively. It is commonly used in the field of advertising that describes probable events that could occur when a consumer comes in contact with an advertisement²⁸.

The AIDA model identifies the aim of advertising as to attract the attention of potential customers, interest and desire to motivate purchase. Following each step, total number consumers will increase or decrease step by step, until it becomes an inverted triangle as depicted in the diagram below²⁸.

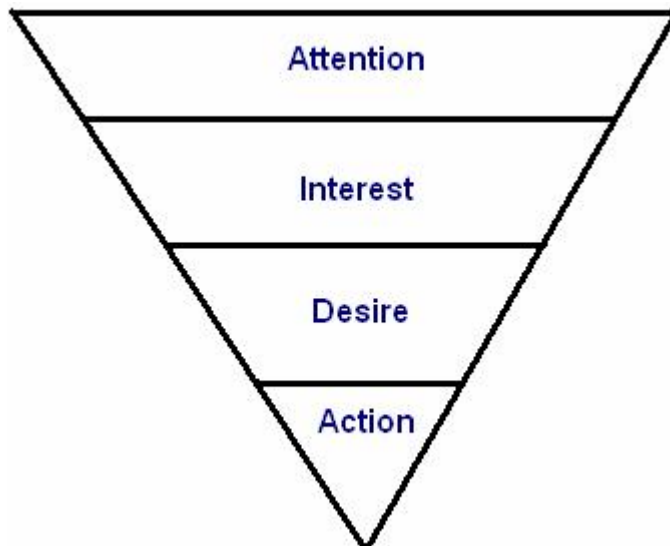


Figure 1: Li and Yu, 2013

AIDA model represents different phases through which a consumer goes before buying products or services. Advertisers use this model as a guide to attracting consumer purchase²⁹. The effectiveness of any advertisement message depends up on the audience's ability to notice and understand the message. The AIDA model guides the copy writer to present the elements of advertisement, Headline, Subhead, Body copy, slogan and contact information in a meaningful way that makes the viewer's read in an orderly flow ²⁹.

AIDA represents the four stages a consumer goes through while in contact with an advertisement. They are;

- a. **Attention:** Advertising should attract the attention of a potential customer, who should notice it among others advertisements or sources of information.
- b. **Interest:** Consumer should take interest in the product and focus on its main aspects (features, benefits from use, etc.).
- c. **Desire:** it is the process by which consumers aspire to have a particular product, service or brand³⁰. An advertising message should influence the customer's desire to own the product. An advertiser and advertising specialist has to be

psychologically conscious in evaluating the consumers by compelling them to try and have a product. This is an important skill that enable the advertiser provide the right solution in giving the right decision to their consumers³¹.

d. **Action:** In this stage, the focus is on the consumer to finalize the entire cognitive process with an actual acquisition with the concrete action of buy³².

Compelling consumers to buy a product requires an action on the part of the advertiser to explain the steps and inform the price of a certain product or service. Action is also the last but not the least step expected from consumers. It happens when the message resonates with the consumers', interest them and stimulate their desire to purchase as soon as possible³³.

2.1.4 The Advertising Process

Role players are people, organizations and individuals who are involved in facilitating advertisements. These are the people that make advertisement relevant and needed. The role players in advertising evaluated for these study are; Advertisers, Advertising agency, Media and Consumers.

1. Advertisers

The advertisers are manufacturers, producers of goods, services and idea to be advertised. The advertiser is the one who has a product to advertise and a message to send to his or her target market. The advertiser pays the advertising agency money to oversee, create and get the message packaged as advertisement to the target audience³⁴.

The advertiser pays staff within the agency and the agency also pays the media and the government (taxes). An advertiser is the entity on the buying side of the marketing ecosystem³⁴. The advertiser is a manufacturer looking to spread a specific message about their products (for example, new user acquisition and

re-targeting campaigns. Advertisers buy ad space from the media who help them communicate their message to users who would be interested in hearing that message³⁴.

The advertiser is the puppeteer in the puppet show that is advertising. The entire business starts with the advertiser. The rise and fall of advertising solely depends on the expenditure incurred by the advertiser. It is the advertiser that maintains the total complex of services and organization that constitute advertising business³⁵.

The major advertisers are the manufacturers of consumer products, particularly, consumer durables and elitist consumer services. From the audio visual impact advertising creates today, it is evident that the advertisers are the big manufacturers or multinational corporations; it is true that they are the largest spenders but the buyers of advertising are numerous and diverse³⁵. Not all of them use the wide range of media available. Buyers of advertising extend from the individual to the massive conglomerate of a wide range of industries and services with production facilities and markets dispersed in different continents³⁵. The need of the advertiser to promote his business or services or ideas is the basis upon which advertisement is created.

2. Advertising Agency

Advertising agency is the agency responsible for the production and distribution of advertisement to the target audience at the demand of the target audience. The advertising agency, serve as link between the media and the advertiser. It creates the advertisements, manages, how, when and where it should be delivered to the advertiser.

Advertising agencies are important producers of modern advertisements. They should possess adequate knowledge and experience in order to provide efficient services. An advertising agency has specialists who are skilled in advertisement design, production and placement³⁶.

An advertising agency is an establishment or organization made up of a group of people who are communication specialists that help clients solve their marketing problems, they not only offer solutions to these problems but also offer advice, act as guardians of the brand, create adverts for these brands with set objectives of either creation of awareness for the brand, reinforcement for the brand or to stimulate sales for the brand³⁷. The advertising agency is an important role player in advertising.

Advertising agency offers a wide range of services for the advertiser such services include research, creative writing and media services³⁸. The departments in an advertising agency include;

A. Creative Department: this department handles creation of advertisement. It consists of specialists like copywriters, graphic designers, illustrators and content creators. It is the unit that develops the advertisement messages in form of text, music, drama and videos to show their creativity. These individuals turn advertising brief into the advertiser's desire that stimulate consumer's interest.

One of the major responsibilities of the creative department is the writing and production of copy. Copy writers in this department liaise with artists, art directors, and broadcast producers for the preparation of advertisement copy and selling messages³⁸.

Specialists in this department conceive ideas, and then create concrete advertisement. They also choose the theme and the appeal for the advertisement

and prepare a layout of the message. Specialists in this department include Art Director, Artist among others. The art director approves the advertisement. Post approval, the advertisement is then sent to the production department where stories and advertisement are produced³⁸.

B. Account Department: this department is responsible for the client services management. Another department in the advertising agency is account services department. Specialists in Account department work directly with advertisers, getting business for the advertising agency. They are also analyse the advertisers business situation and how their agency fit into it. It is usually headed by an account executive³⁸.

Their functions include:

- i. Securing new account/client
- ii. Servicing old accounts

C. Media Department: this department may exist in form of a media agency station or channel or as a group of people with notable connections and people in media agencies. This department liaises with the media on behalf of the advertising agency.

- i. executing account objectives: liaising with the media on behalf of their client
- ii. Suggesting ways clients can maintain cordial relationships with the media.
- iii. Making and retaining clients within media organizations
- iv. Media scheduling for advertisement
- v. Getting information about media fees

D. Human Resource Department: this department is responsible for personnel welfare and resource management. It is usually headed by a human resource manager. Their functions include;

- i. Training and development media relation agency personnel
- ii. Appropriate allocation of agency resources for the overall development of the agency

E. Finance Department: this department is responsible for the financial management in the organization. It is usually headed by a financial manager. Their functions include preparation of budget and allocation of funds to the needs of the agency.

3. Media

The influence of the media on society is undeniable. The media mirrors the society, the way it structured and the way it functions. Media evolves as technology evolves. Technological inventions from Gutenberg's movable type to smart phones our society have expanded media horizons³⁹. In today's society a click can generate any information on the internet. Media informs, educates and entertains the people of a society³⁹. Media include newspapers, books, magazines fliers, radio and television, listeners and viewers not only get updated but it also creates an understanding of current happenings³⁹.

The media is a key role player in advertising because it serves as the vehicle through which advertising messages reaches the target audience. Media are platforms for dissemination, interaction, communication and distribution of news, information, video, audio, images and digital content. The media is indispensable in the 21st century.

The media has be described as a lot of things, the watchdog of the society, the fourth estate of the realm, the mirror of the society but for this study, it is the vehicle through which advertising is delivered. The mass media are channels through which information is disseminated to a wide heterogeneous audience for

a purposeful communication or interaction. Such channels include; Print (Newspaper, Magazine, Billboards, Posters and Fliers), Broadcast (Radio and Television) and Internet (Social media and Websites among others). The media is also the publicity vehicle of corporate organizations and their brands. It is the means through which such organizations communicate or interact with their target market.

By placing adverts in different media in the country, the advertising agency is financing the media. The media is an important link between the advertiser and the prospective consumers. Media include popular forms such as television, radio, newspapers and magazines, and other forms such as direct mail, out of home media, specialized media, specially advertising items and new communication technologies⁴⁰.

4. Consumers

A consumer is a person who purchases goods and services. He or she is an asset to an organization and a key actor in the advertising process. Consumers have expectations from advertisers. Such expectations include: provision of accurate and dependable information about products, services and idea. Every organization should be able to identify, generate demand and supply their customers' wants and needs⁴¹.

An organization's knowledge of customer's needs and wants will enable them to provide right of products and services which brings about high customer satisfaction and in a good flourishing business. The importance of the link between customers and profitability of a business cannot be overemphasized⁴¹. Consumers are very important because they inspire the development of new products, motivate planning and direction and the utilization of scientific methods

in production of goods, services and ideas, enhance corporate image of the advertiser, contribute to economic growth and overall development⁴².

A consumer knows what he or she wants and as such represents a significant source of information for advertisers and other role players in advertising. The consumer knowledge include can be accessed through identification, listening and response to consumer needs and wants⁴³.

Advertisers in collaboration with advertising specialists develop strategies to attract consumers in order to strengthen the advertiser-consumer relationship and increase sales. Consumer knowledge is important to the management of consumer problems, needs and wants⁴³. Consumers decide the effectiveness of an advertisement, especially by buying the products or accepting the services as meeting their needs. They are therefore essential role players in advertising.

2.1.5 Advertising Media

1. Print Media: this refers to media that operates in print form. They include;

- A. Newspaper
- B. Magazines

These above listed media forms will be explained below.

A. Newspaper: Newspaper belongs to the class of print media. As a medium of mass communication, newspaper is an unbound publication issued at regular intervals and containing a variety of materials usually printed on a paper called newsprint⁴⁴. The information presented in newspapers is often supplemented with photographs. It contains record of events or news, published and circulated to the public for reading. Its most basic functions are to educate, inform, interpret and to entertain⁴⁴. Newspapers provide a wider variety of news and information than the other media and they present far more details than radio and television. They

cover diverse subjects, such as politics, business, entertainment, crime and art etc. They provide local, national as well as international news and information to read everyday⁴⁴.

B. Magazine

The word magazine comes from the french word *magasin*, which means a store house. Just like the meaning of its root word, a magazine is a publication containing different materials-news, features, pictures, cartoons, advertisements, etc. It keeps the public informed by providing information on a variety of subject matters- health, politics, education, fashion, sports; and others⁴⁴. Magazines are not daily publications; they are published weekly, monthly, bimonthly or quarterly. Magazines are attractive and appealing because of their high reproduction quality. They come in colourful and glossy paperbacks⁴⁴. Magazines are meant for large, diverse and heterogeneous audience who live in different places but who share common demographic and or psycho-graphic characteristics⁴⁴.

A source of income for print media outfit is revenue from sales of space generally called advertising revenue. Advertising revenue comes in different forms such as⁴⁴;

- i. Revenue from displayed advertisement
- ii. Revenue from classified advertisement
- iii revenue from special projects and supplement

A magazine tells a story from beginning to end using content such as image, words, design. A magazine should leave the reader with a sense of completeness⁴⁵. Magazines are houses significant content such as words, images and design,

filtered and approved by an editor based on an editorial philosophy that appeals to the needs of a readers. Magazines are periodic in nature⁴⁵.

2. Electronic Media

A. Radio: has a wide variety of news in addition to broadcasting airplane pilots, astronauts, construction workers, policemen, sailors and others who do many kinds of jobs use radio for quick communication. Scientists send radio waves into the sky to learn about weather. Telephone companies send messages by radio as well as telephone⁴⁶.

From this submission, radio has two concepts⁴⁶:

- (i) It is a medium of transmitting messages by electronic signal to a scattered or receiving audience.
- (ii) It is a box which the receiver possesses and by which he or she traps the electronic signals through the antenna and receives a message.

Radio serves as an instrument of surveillance in the society. This is otherwise known as news function of the radio. It involves scouting the environment to bring the evidence essential for information about major happenings in the society. The idea behind surveillance is to protect things or someone under watch from falling below public expectation or going astray. Radio (radio stations) monitors societal ills and exposes them⁴⁶. These ills include corruption in any sector of the society, politics, education, church, organizations⁴⁶.

By exposing corruption, the journalist is sanitizing the society and at the same time, putting public office holders on a public scale which measurement is done by members of the public. By watchdog role, the journalist owes the public duty of digging out hidden deeds and untold or unheard dealings⁴⁶.

One of the most popular functions of radio is entertainment. As a matter of fact, a higher percentage of audience prefers entertainment to information. Those in this category include students, youths, teenagers, sports lovers. Except for very serious-minded individuals who tune to radio for information, quite a number of people consume media products during their leisure time, and as such radio becomes a tool of enjoyment and entertainment⁴⁶. Mass media (radio) transmits culture by the way the programmes transmitted reflect the behavioural norms and standard practice in the society. Radio also confers higher status on individuals in the society through the frequency of reportage done on the individual⁴⁶.

B. Television: the word television originated from the Greek word *tele* which means “distant” and the Latin *visio*, which means “vision.” It is a channel of communication used for transmitting moving images and sound to audiences. This technological gadget has been commercially available since the late 1920s⁴⁷. Over the years, television has become a common household good. It is also used in businesses and companies for advertising, entertainment, and news broadcasting. The 1950s marked new era where television increasingly became the medium for shaping public opinion because of the popularity of television in society⁴⁷. Color televisions emerged in the 1960s, and because of the availability of media such as video cassettes, laserdiscs, DVDs, and high-definition discs, viewers have been able to use the television to watch recorded material. Internet television services, such as BBC iPlayer, Hulu, and Netflix broadcasting is the new wave ⁴⁷.

3. New Media: this refers to the media accessed through the internet. The internet is referred to as an agreement that encompasses set of rules of protocols that allows information to travel from computer to computer on the internet high

way system⁴⁸. Social media, blogs, websites, online newspaper among many others, are forms of new media.

i. Social Media: refers to the various interactions among people in which they create, share or exchange information and ideas in virtual communities and networks. Over time social media has explored the potentials of combining the traditional media with new media thereby creating room for wider reach, connectivity and interactivity⁴⁸.

ii. Blog: blogging is the frequent chronological publication of personal thoughts and opinion for other internet users to read on the web, the product of a blogging is referred to as blog⁴⁸.

iii. Websites: it is a network of information sources incorporating hypertext that allows users to link one piece of information to another. Various uses are being put into websites but some popular uses include; creating awareness for an organization as well as introducing such an organization and giving detailed profile and information about an existing organization⁴⁸.

iv. Online Newspaper: this can be defined as a newspaper that exists on the web or internet, either as an online version of a print newspaper or as an internet or web only newspaper⁴⁸. Some popular online newspapers in Nigeria include; Guardian (www.ngrguardiannews.com), Daily Sun (www.sunnewsonline.com), The Punch (www.punchng.com)⁴⁸.

4. Outdoor Media: this is also known as out-of-home-media. It is the media that reach prospects outside their homes-like outdoor advertising, bus and taxi cab advertising, subway posters and terminal advertising are part of the broad category of outdoor media⁴⁹. Outdoor media is used for outdoor advertising. Advertisers use outdoor advertising for a variety of purposes. For example, to

introduce a new product or announce a change in package design, an advertiser might want to saturate the market. Outdoor advertising makes broad coverage possible-overnight⁴⁹.

2.1.6 Economic Effect of Advertising

Advertising is however more than an instrument of communication and publicity creation; it does so much more for a nation. Advertising stimulates the economic prosperity because it has a spiraling effect. Advertising reduces poverty in the nation. Advertising provides means for so many individuals in a country to earn income. The income generation functions of advertising works in circulation. The advertiser produces goods, to generate sales and revenue. To further this goal, the advertiser brings advertise business to an advertising agency who gets paid to create suitable adverts for the advertiser.

The advertising agency is filled with specialists such as researchers, creative copywriters and designers who work to create such advertisements. There are also people like Cleaners, Maintenance, Security personnel and Messengers who assist the professional specialists with their services to make the creation of advert possible in a convenient and conducive environment. The media also gets paid for distributing such adverts. Media organizations are able to pay their staffs because of the income they generate from advertisements. Actors, actresses, athletes and dancers are also paid to feature in advertisement.

They also pay others who work for them from income generated from advertisements. Lecturers with specialization in advertising get paid to teach advertising courses in tertiary institutions. Different professionals in different fields are able to live comfortably without poverty because of advertising. The Nigerian advertising industry is a rapidly growing advertising industry in Africa.

As of 2017, Nigerian advertising revenue reached 425 million U.S. dollars, coming third to the advertising revenues of South Africa and Morocco which are 2.7 billion U.S. dollars and 820 million respectively⁵⁰.

Advertising contributes to different facets of the Nigerian economy. The Association of Advertising Agencies of Nigeria (AAAN), has said that the advertising industry contributes over \$2 billion (over N300 billion) to Nigeria's economy as it rolls out red carpets in celebration of the Association's 40 years anniversary⁵¹. Advertising promotes creativity, innovation, industry and infrastructure. Advertising has significantly increased choices available to consumers in terms of purchase of goods and services. It has enabled competition between organizations in production of the best for consumers.

This competition has brought about experimentation and research into how to better serve consumers. Organizations invest a lot into knowing the taste, preference, wants and habits of their target market. Often the result of this research leads to new innovation, new industries and new infrastructure. Advertising engenders development in this area. For example popular social networking site, Instagram, has a feature that allows entrepreneurs to target any post to their specific target audience. This feature is referred to as sponsored advertisements. This feature was not always available on Instagram, however the need to improve the advertising capability of this social media network brought about the innovation.

2.1.7 Social Effect of Advertising

An advertisement with inaccurate information as regards price, quantity, quality, standard times, dates, locations, information regarding warranties, of advertisers' offerings can be deemed deceptive. Advertising when deceptive can in the long

run damage the reputation of the organization. Advertising encourage consumerism using persuasive strategies prominent among which is the AIDA approach. This is done to compel consumers. Such advertisements attract attention, create interest, stimulate desire and promote action⁵².

Critics however consider it problematic when advertising reduce human existence to the supremacy of consumption. Liberty is portrayed as taking a big Gulp and a canned soda at 7-Eleven⁵². A good mother represented as one who buys a bottle of Downy Fabric Softner. Achievement is constructed as drinking Chivas Regal. Demonstrating love to a spouse is giving a shirt without ring-around-the-collar or the fiancée a diamond worth 2 months salary⁵².

Insecurity is a social negative caused by advertising, the feeling of inadequacy because of the inability to keep up with purchasing every advertised product⁵³. Some advertisers and advertising agency use isolation strategy to sell their product. They project the product as something everyone has, the lack of which makes a person the odd one out. Often, such strategies cause insecurity. No one can deny that an unbelievable quantity of bad product is for sale. An advertiser with power can create advertisement so sophisticated in its execution that it convinces them that they are dealing with a great product⁵³.

2.1.8 Brand

A brand as used in this study is a means by which a product, service or idea is identified. A brand conveys a specific set of features, benefits and services to buyers. It is a mark, tangible emblem which says something about the product⁵⁴.

There is more to the term brand than differentiating goods and services. Branding can be traced to the period after World War II. Human needs increased rapidly particularly in the United States and a unprecedented change of market

conditions occurred. This was a result of the increased purchasing power of citizens, purchases were no longer viewed a necessary endeavour, but also as pleasurable activity. The absence of product differentiation failed to satisfy the needs of the new generation of consumers. There was a need to make visible the difference between competitors' offerings, and this required moving from putting similar goods and services in the market to creating image instead⁵⁵.

A brand refers to characteristics designed to create visibility, identity, and to promote the image of a product, service, person, place, or organization. The complete overview of branding as a strategy for a long period of time ranges from product innovation to marketing communications⁵⁶.

One major objective of branding is to establish a market for brands that are unique and different from that of the competition, thereby reducing the number of substitutes in the marketplace⁵⁶. This is called brand differentiation. When this happens, the price elasticity of demand becomes low, which gives the company the opportunity to increase price and increase revenue⁵⁶.

Currently over 160 countries have trademark laws allowing owners of brands to claim title in their brand names and logos through trademark registration. But brands unlike any other form of intellectual property such as patents and copyright does not have expiration dates and their owners have exclusive rights to use their brand name for an unlimited period of time⁵⁷.

In business, the value of a product is determined by the firm and similar perception of value as experienced by the consumers. The better the product the better the consumer experience. The brand is a term used to describe the product as experienced and valued by consumers. To brand is an action that entails coordinating promoting elements to shape consumer perceptions favourably

towards an organization. Branding is a management function that shapes the perceived value of the product as found in society⁵⁸.

Brand is a class of goods identified by name as the product of a single firm or manufacturer. Branding differentiates a company's goods or services from that of that of the competitors⁵⁹

2.1.9. Component of a Brand

1. Brand Name: brands were historically perceived as marks, signs or figures to uniquely identify goods and services. The brand stimulates wide range of functions and element which creates the value in the mind of the customer⁶⁰. Modern companies are identified as a juristic person in law, commercial exchanges and transactions. As a legal entity, a company should have a name which is different from the names of its founders. A company develops its brand image on its brand name. This promotes visibility in the market⁶¹.

The brand name for a company or a product is very important. The company could be a sole proprietor or a limited company or any corporations. It is important to note that to sell or market its products and services requires a brand enable good networking to produce good results for its sales and marketing⁶². A brand isn't a logo, it is something more substantial than that. Specialists create and revamp brands by looking at their positioning and establishing a vision and a set of beliefs⁶². The name "Molped Sanitary Pad" differentiates the sanitary pad manufactured by Sankin Nigeria Limited from those manufactured by Procter and Gamble.

A brand name is the primary means by which a brand is identified. A good name can add greatly to a product's success. Finding the best brand name is a difficult

process. It begins with a careful review of the product and its benefits, the target market and proposed marketing strategies⁶³.

Two of the main purposes of brand names are:

- **Identification:** To differentiate a particular product or service from other like or similar brands.
- **Verification:** To validate the authenticity of a product or service as regards originality and quality.

2. Brand Slogan: brand slogan refers to the creative words that describe the brand value proposition. A popular brand in Nigerian telecommunication industry is Mobile Telephone Networks (MTN). The slogan of this brand is, “everywhere you go”. This slogan describes the wide coverage and reach of the telecommunication brand. In many ways, they are micro-goal statements. Slogan accompanied by a logo is an effective advertising tactic of its own. Slogan is an important part of branding because it makes much easier to retain consumers’ business, interest and desire⁶⁴.

It is an advertising statement that informs consumers what the brand is about. Slogans are constructed to appeal to different human values. Nike’s “Just do it” appeals to human confidence while Nokia’s “connecting people” explains what the brand’s mission⁶⁴.

Slogans must be brief and meaningful in order to be effective. A slogan with few words makes for an easy consumer recall. A brand slogan should communicate succinctly what the usefulness of the brand to consumers and prospective consumers⁶⁴. There is a lot an organization stands to gain if such an organization can create a unique and memorable brand slogan that attracts different forms of engagements from consumers⁶⁵.

3. Brand Loyalty: this is a form of personal preference consumers have for a particular brand. Brand loyalty influences a consumer's decision to purchase any brand of goods and services⁶⁶. This may be as a result sentimental attachment or consistent usage of that particular brand for a long a long period of time. Brand Loyal Customers are less conscious of factors such as price and incentives. They often pay a higher price for their preferred brand. This is because they have an experience unique value in the brand. Brand-loyal customers give organizations the advantage of market benefits⁶⁶.

Brands convey the message that the manufacturers of brand offerings can be trusted to act as a long-term associate that can cater customer needs⁶⁷. A brand is communicates trusts and ability to deliver future prospects. The value of the relationship between a brand and consumers grows as particular stories, images, and associations that circulate around the product⁶⁷.

Brand Loyalty is the result of brand credibility and trust maintained by an organization with its customers over time. Brand credibility is the knowledge of product information situated in a brand, depending on consumers' discernment of brand promises and actual offerings⁶⁸.

4. Brand Advertisement: Brand advertisement is the art of facilitating solutions to the needs of consumers presented as a brand to consumers. This is usually done using a compelling, educative, informative, dramatic or vibrant elements communicated through different mass media. The brand could be new or a repackaged one from a known manufacturer through media such as; radio, television, magazines, websites, internet, town criers, gong, posters etc.⁶⁹.

Creative strategies such as direct brand comparisons and advertising can convince consumers and prospective consumers that a particular brand will be better than

another in satisfying their wants and needs⁶⁹. It serves as motivator urging customers to take immediate actions patronizing a new brand, subscribing to brand's incentives or generating more information by exploring different uses of a product. Brand advertising promotes purchase in bigger quantity and frequency⁶⁹. It educates consumers about different brands, characteristics such as mode of operation, cost and location. The information in advertisement comes from the advertisers and this makes it verifiable and reliable. This helps the decision making of buyers easier⁶⁹.

Brand advertisement speaks to the value consumers will generate from a brand pre purchase. Post purchase, brand advertising reminds a consumer why they patronized a brand and why their choice was the right one. This is especially important when the product is expensive because it removes the psychological discomfort known as post purchase dissonance⁶⁹. Brand advertisement grows the Nigerian economy by promoting buyers and supporting sellers. It is typically used in collaboration with other elements of integrated marketing communication like personal selling, publicity, sales promotion and public relations and it is of core importance in expanding the market share consumer goods⁶⁹.

2.1.10 Consumer Buying Behaviour

Consumer buying behaviour entails the study of individuals and the method they adopt to select, use, and set out products, services and idea to satisfy their wants and the consequences that these methods have on consumers and society⁷⁰. It is the combination of thoughts, feelings and actions that influences an individual pre-purchase, purchase and post-purchase decisions. Buyer behaviour is a framework which provide rational explanation as to what, why, how, when and

where a customer makes purchase, the end result of which is the buyer's decision⁷⁰.

Consumer buying behaviour refers to the process of choosing, purchasing and consuming goods and services to satisfy consumer needs and wants⁷¹. Consumer buying behaviour is a discipline of study that explores the buying tendencies of consumers⁷². This is done to provide a rational explanation to the unpredictable attitude of consumers when it concerns buying. A person who goes to the market does not necessarily buy products. There are stages a customer goes through before purchase⁷².

Consumer buying behaviour is the buying behaviour of consumers that buy goods and services for personal consumption. These buyers constitute the consumer market⁷³. Consumer behaviour constitutes psychological and physical activities that consumers undertake when searching for, evaluating, purchasing, and using products and services⁷⁴.

Consumer behaviour is many things in one. It is the process by which individuals or groups choose, buy, utilize or dispose of products, services, ideas or experiences to satisfy needs and wants. Consumers exist in different forms, ranging from a child to an executive in an organization⁷⁵. The items that are consumed can include varies from food items, political ideologies, music and even other people (the images of celebrity, for example). Needs and wants to be satisfied range from hunger and thirst to love, status or even supernatural fulfilment⁷⁵.

Consumer behaviour puts into consideration reasons of different origin such as personal, situational, psychological, and social reasons individuals purchase products, use them, and then dispose of them. Organizations spend billions of

dollars annually studying what influence consumer buying behaviour⁷⁵.

Consumer buying behaviour explores consumers purchasing patterns and habits.

It evaluates the 4ws and H of purchase made by the consumers. This includes

what they buy, who motivate patronage, why they buy it, where they buy it, how

they buy it. There are six stages to the consumer buying decision process. The six

stages are problem or need recognition, information search, evaluation of

alternatives, purchase decision, post purchase decision⁷⁶.

a. Problem or Need Recognition: this happens when buyers identify a big difference between his or her current situation and a desirable or ideal situation.

The consumer buying behaviour starts with the need to solve a problem⁷⁷. The

need may be triggered by internal or external factors. The degree of the desire

determines the speed with which a person will operate to the basis of need and it's

urgency⁷⁸. Needs are intensified by internal factors or external factors such as

advertisement or word of mouth⁷⁹.

b. Information Search: this is the stage where the consumers search for products,

services and ideas from different areas. The information that the consumer has

helps him or her navigate through alternatives⁸⁰. At this stage, the consumer is

motivated by his or her desire to satisfy his or needs to search for more

information. The extent of searching depends⁸¹;

i. The intensity of the drive for a particular product

ii. The quantity and quality of available information

iii. Easy access to more information

iv. The value associated with additional information

v. Satisfaction derived from searching for information

c. Evaluation of Alternatives: this is the third stage of consumer buying behaviour. It comes after the information search. The consumer gathers and collates the information of a product then evaluates it on the basis of his or her need and wants⁸². The consumer develops a final consideration based the outcomes of comparing available alternative⁸².

d. Purchase Decision: this is the fourth stage of consumer buying behaviour. The consumer patronizes brand to fulfill needs and desire. The purchase decision is also influenced by environment of the consumer and brand availability⁸². This is the stage in which the consumer actually buys the products. Every consumer sets out to buy the most preferred brand but two factors can affect purchase intention and purchase decision. The first factor is attitude and the second one is situational factors⁸³.

e. Post Purchase Decision: at this stage, the consumer takes a step further, post purchase based on their satisfaction or dissatisfaction (often referred to as post purchase dissonance)⁸³. In this stage, the consumer evaluates the quality of the choice made. After comparing alternatives, the consumer evaluates how good a choice it was⁸⁴.

2.1.11. Factors Influencing Consumer Behaviour

A. Personal Factors:

Factors such as age and life-cycle, lifestyle and personality are important factors that influence consumer buying behaviour.

i. Age and Life-Cycle: people change the goods and services they buy over time. Tastes in food, clothes, accessories and luxury are often age related.

ii. Lifestyle: this covers all aspect of person's pattern of living. Lifestyle include activities (work, hobbies, shopping, sports and social events) interests (food,

fashion, family and leisure) and opinions (about themselves, socio-economic, issues, business and products) ⁸⁵.

iii. Personality: Personality refers to the distinct psychological features that lead to relatively consistent and long term responses to one's own environment. Every individual has a distinct personality which influences his or her buying behaviour⁸⁶.

B. Psychological Factors

There are four major psychological factors that affect purchasing behaviour of consumers. They include perception, motivation, learning, beliefs and attitude⁸⁷.

i. Motivation: it is the drive that activates goal oriented behaviour. Motivation acts as a stimulating force that compels an individual to take action towards satisfying his needs. It becomes one of the psychological factors influencing consumer behaviour⁸⁸.

ii. Perception: it is the process by which individuals choose, organize and interpret information to form a meaningful image of the world⁸⁹.

iii. Learning: this is the interplay of drives, stimuli, cues, responses and reinforcement. Learning is a term used to explain the modification in an individual's behaviour arising from experience⁸⁹.

iv. Beliefs and Attitude: a belief is a thought that an individual associates with something. Attitude explains a person's consistent, positive or negative evaluations, feelings and tendencies towards an object or idea people acquired beliefs and attitude through learning. This influences their buying behaviour⁸⁹.

C. Social Factors:

Man is a social being. This is why behaviour patterns, interests and dislikes are influenced by people in man's surroundings to a great extent. The social factors influencing behaviour are family, reference groups, roles and status⁹⁰.

i. Family: family is an important unit of a social system that strongly influences the buying behaviour of a person. An individual interests and likes is shaped by members of his or family from childhood.

ii. Reference Groups: these are groups which a consumer is associated with, which influences directly or indirectly formation of attitudes and behaviour of such a consumer⁹¹.

iii. Role and Status: the position of a person in each group can be determined by the role and status⁹¹. A person's buying behaviour is influenced by his or her role in the society. An executive in a corporate organization will buy according to her role while a gate man of the same organization will have a different buying pattern.

D. Cultural Factors

Culture refers to the entire way of life of a group of people from a particular society, place or time. Culture is the totality of every aspect of life including the feelings, attitude, practices, technology, traditions, norms, languages, beliefs, ethics, lifestyle, institution and art of any group of individual⁹². Culture is learning and cultivating desires and behaviours⁹³.

2.1.12. Sanitary Pads

Sanitary pads were first made commercially available in the market were in 1888, in 2021 however, it is an important female hygiene product. In the report titled "Sanitary Napkin Market: Global Industry Trends, Share, Size, Growth,

Opportunity and Forecast 2018-2023”, the global sanitary napkin market was stated to have reach a value of US\$ 19.5 Billion in 2017. There are a number of factors that have made sanitary napkins one of the most popular option for menstrual management. Economic development and encouraging market conditions are two factors that encourage affordability sanitary napkins⁹⁴.

In 2018, the value of the global sanitary napkins market was estimated to be 20.5 billion U.S. dollars and was forecast to reach to roughly 28 billion dollars by 2022⁹⁵. Sanitary pads are menstrual products worn by women, basically to absorb menstrual blood. It is a widely used product that consists of layers of quilted cotton fabrics and alternative layers of super absorbent polymers, plastics, fragrance and antibacterial agents⁹⁶.

2.1.13. Common Brands of Sanitary Pad in Nigeria

1. **Lady Care:** Lady Care is a brand of sanitary products made by Sankin Nigeria Limited. This brand of sanitary pad was launched in 2001 after the discovery of the prevalence of foreign sanitary pads in the Nigerian sanitary pad market. The manufacturers, Sankin Industries Nigeria Limited created designed their brand for Nigerian women. Lady Care introduced health education to Nigerian women both online and offline⁹⁷. Owners and manufacturers of LadyCare, Sankin Industries Nigeria Limited was incorporated in 2000. It is a member of the Manufacturer’s Association of Nigeria (MAN), under the Sanitary towels, Napkins and Baby Diapers Sub-Sectorial Group⁹⁷. The brand is associated with Hope Spring Water Charity Foundation. These two entities have organized several menstrual hygiene management (MHM) workshops in Nigerian schools. Over one thousand (1000) packs of sanitary pads were shared to the participants including the students and teachers of the school⁹⁸.

2. **Always:** Always is a popular brand of sanitary pad in Nigeria manufactured by Procter and Gamble. Procter & Gamble is one of the world's largest consumer packaged goods companies; they have been operating in Nigeria for over two decades. Procter and Gamble started operations in Nigeria in 1992. Local production of Always sanitary pads started at production facilities in Ibadan, Oyo State in 1993⁹⁹.

The organization owns a portfolio of six leading brands: Pampers, Ariel, Always, Oral B, Gillette and Safeguard⁹⁹. The brand is associated with social welfare programs, such as "Always Keeping Girls in School" program. The program started in 2006 and has helped 170 000 girls and donated 11 million pads to keep them in school¹⁰⁰.

3. **Molped:** Molped sanitary pad is a product from Hayat Kimya Limited. This brand of sanitary pad was launched by Hayat Kimya as a solution to women's challenge with irritation and roughness from using sanitary pads (Pulse Nigeria, 2019). Molped sanitary pad has specially designed absorbent system made from Super Absorbent Polymer which enables leak protection, and non-irritation because of its unique cotton-soft and nylon-free features¹⁰¹. Molped was launched in two variants – Molped Ultra Soft Sanitary Pads for ladies who prefer ultra-sanitary pads, and Molped Maxi Thick with side wings for ladies who prefer thick pads, across multiple pack sizes¹⁰¹. Chidinma Ekile, was the brand's first Nigerian ambassador and social media influencer for the brand (Pulse Nigeria, 2019). The brand is well known for its catchy advertisement.

● Lyrics to the Song for Molped Sanitary Pad Advertisement

We deserve more girls

No leakage, no leak-aaaage

No leakage; we need a big change in our life

Do you think this is it girls; no

No no no

No no no irritation

No no no, we need a revolution

● **Advert Narrator**

“Skin friendly” new Molped which would change your life is now in Nigeria with its nylon free surface. New molped has unique softness and up to 100% protection.

We need a revolution!

Your skin would love it!

The above advertisement message uses rational appeal and offer of unique value proposition to persuade the target market to purchase that particular brand of sanitary pad. Such reasons include;

- A. No irritation
- B. Skin friendly
- C. No leakage

The advertisement message also explores themes such as female empowerment highlighted by the statement “we deserve more girls”. the message provided solutions to some menstrual problems such as;

- A. Blood stains- No leakage
- B. Irritation because of the use of sanitary pad of low quality- No Irritation

4. **Virony:** Virony is a brand of sanitary pad by Virony Nigeria Limited, a subsidiary of Guangzhou Livi Import & Export Trading Co., Limited. The company is registered with Corporate Affairs Commission (CAC) of the Federal

Republic of Nigeria¹⁰². Livi-Virony Company was founded in 1994 in Guangzhou, Guangdong, China; now also the Headquarter. Over the years, Livi-Virony focuses on the export of building materials, sanitary ware, household items, daily light industrial products; as well as Fast Moving Consumer Goods (FMCG)¹⁰²

The exportation of these goods spans across over 100 countries; in all the continents of the world, with major focus on the following African countries; Nigeria, Ghana, Cameroon, Senegal, Côte d'Ivoire, Guinea, Kenya, Uganda, Algeria and others. Besides Virony brands, Livi-Virony owns other brands like Komfurt, Fine Fair, Yuukoo and Livi amongst others¹⁰². Virony Nigeria has invested in building factories in Nigeria; for the design, manufacture, and distribution of “Virony” brands; including Household Items, Building Materials, Daily Consumer Goods, and Hardware miscellaneous goods¹⁰².

Virony sanitary pad comes with 30 pieces in a pack (18 days, 7 nights and 5 panty liners). The pad has features such as extended wings that prevent leakage. The pack comes with several other useful items such as a reusable pack that can be re-used as a make-up bag, etc. Virony sanitary pad comes with 30 pieces in a pack (18 days, 7 nights and 5 panty liners)¹⁰³.

2.1.14. Identifiable Factors that Influences the Use of Sanitary Pads

1. Menstruation

Menstruation is a natural biological activity and a core indicator of reproductive health¹⁰⁴. Menstruation is the term used to describe the process by which shedding of the blood leaves the genital tract moist and lowered acidity of the vagina which makes it susceptible to infections by bacteria and other organisms in reproductive tract¹⁰⁴. This brings about discomfort, pain, foul smelling discharge, irritation and embarrassment among them. In developing countries and third

world countries it is reported that many of the menstruating women/girls do not follow healthy measures for maintaining the menstrual hygiene¹⁰⁴. Research Revealed that girls suffer from abdominal pain, body ache, and weakness. Nausea and vomiting, itching and burning and swelling in the vagina, leucorrhoea and dysmenorrhoea while menstruating¹⁰⁵.

Menstruation intensifies conditions such as acne, erythema nodosum, recurrent aphthous stomatitis, migraine, epilepsy and multiple autoimmune diseases including rheumatoid arthritis, multiple sclerosis and myasthenia gravis¹⁰⁶. Menstrual temperament often surface as a result of reduction in progesterone or estrogen levels. These two hormones have a significant impact on the immune modulation with substantial anti-inflammatory effects and contribute to the pathogenesis of autoimmune diseases¹⁰⁶.

Menstruation is simply bleeding of uterine also known as period. It is a natural, physiological activity and part of the active life of young women around the world. Girls of reproductive age also experience it. Irregular menstrual cycle can cause concern for women; thus it requires accurate assessment of the treatment¹⁰⁷.

In the female reproductive system, the ova begin to mature with puberty. When an ovum matures, it is released by one of the ovaries once in about 28 to 30 days. In this period, the wall of the uterus becomes thick to accept the egg, in case it is fertilized, it begins to develop to a young one¹⁰⁸. If fertilization does not occur, the released egg and the thickened lining of the uterus along with its blood vessels are shed off. This causes bleeding in females. This process is called menstruation¹⁰⁸.

Menstruation describes the female period. The menstruation cycle begins when a woman gets her periods. Menstruation, or period, is normal vaginal bleeding that

occurs as part of a woman's monthly cycle¹⁰⁹. The body prepares for pregnancy monthly, the absence of which, the uterus, or womb, sheds its lining. The menstrual blood is partly blood and partly tissue from inside the uterus. It passes out of the body through the vagina¹⁰⁹. Girls usually get their period between the age 11 and 14 and continue until menopause at about age 51. Menstruation occurs once in a month and last from three to five days. Abdominal or pelvic cramping pain, lower back pain, Bloating and sore breasts, Food cravings, Mood swings and irritability, headache and fatigue are some menstrual issues¹⁰⁹. Menstruation usually brings about different uncomfortable symptoms pre period. Premenstrual syndrome involves issues such as mild cramping and fatigue, but the symptoms usually go away when period begins¹¹⁰. Menorrhagia (heavy period) causes abnormal bleeding. This makes the period to continue for longer than the usual five to seven days. It is mostly caused by imbalances in hormone levels, especially progesterone and estrogen¹¹⁰. Other causes of heavy or irregular menstrual bleeding include; puberty, vagina infections, inflammation of the cervix, under-active thyroid gland, non-cancerous uterus tumors (fibroids) and changes in diets or exercise¹¹⁰.

Amenorrhoea is a situation whereby women do not get their period. Primary amenorrhoea is a girl does not get one's first period by age 16. This is often as a result of irregularities with the pituitary gland, congenital defect of the female reproductive system or a delay in puberty. Secondary amenorrhoea occurs when a person doesn't her regular periods for six months or more¹¹⁰.

2. Menstrual Hygiene

Menstrual hygiene is a management method that range from the state of menstruating to eating healthy to the management of menstrual flow to prevent

leakage and, in particular, on the material used to absorb menstrual blood¹¹¹.

Menstrual hygiene management constitutes a challenge for women especially in developing countries¹¹¹.

Menstruation is process by which blood and associated matter from the uterus is released through the vagina as part of the menstrual cycle. Menstrual hygiene is a component of menstrual health. Menstrual health involves menstrual hygiene management (MHM) practices and other factors that connect menstruation to health, well-being, gender, education, equality, empowerment and rights¹¹².

Menstrual health refers to physical, mental, and social well-being and not just the absence of disease as regards to the menstrual cycle. This simply means that women, girls, and all other people who experience menstruation, are able to: access useful and timely information about the menstruation, engage in self-care and hygiene practices, care for their bodies during menstruation such that their preferences, hygiene, comfort, privacy, and safety are protected¹¹³.

This involves accessing and using effective and affordable menstrual products and having useful tools and services, including water, sanitation and hygiene services, for washing the body and hands, changing menstrual materials, and cleaning and or disposing of used materials¹¹³.

Menstrual hygiene is not an issue that concerns just women, men should also be involved. Men and boys can support the cause of menstrual hygiene in different social spheres such as household, community, school, and work¹¹⁴. Men and boys in a society influence women's and girls' experiences of menstrual hygiene management (MHM) social and cultural roles, including as husbands, fathers, brothers, students, peers, teachers, community leaders, entrepreneurs, employers, development and humanitarian practitioners, and law makers. Teaching men and

boys across all these roles is of great importance¹¹⁴. Menstrual hygiene describes the process by which women and adolescent girls use a clean menstrual material to absorb menstrual blood that can be disposed at users' discretion as often as necessary while menstruating, using soap and water for washing the body as required, and having access to tools to properly dispose of used menstrual management material¹¹⁶. Menstruation hygiene practices facilitate access to material resources to absorb or collect menstrual blood, facilitate personal hygiene and dispose waste ideally with adequate privacy¹¹⁵.

3. Sustainable Development Goals and Menstrual Health

The United Nation on September 15, 2015 announced the initiative, Sustainable Development Goals (SDGs). This initiative was the result of multiple consultations involving different stakeholders such as international business, non-governmental organizations (NGOs), policy makers and civil society. It was launched to combat the pressing global issues of present time¹¹⁶. The Sustainable Development Goals serves as a global call to action to eradicate poverty, protect the planet and ensure that all people enjoy peace and prosperity¹¹⁶.

The Sustainable Development Goals is the result of years of work by countries and the United Nations, including the United Nations Department of Economic and Social Affairs¹¹⁷.

Presently, the Division for Sustainable Development Goals (DSDG) in the United Nations Department of Economic and Social Affairs (UNDESA) provides substantial support for the manifestation of sustainable development goals and related issues, including water, energy, climate, oceans, urbanization, transport, science and technology¹¹⁷.

In order to achieve the goals by 2030, feasible broad ownership of the sustainable development goals must transform into a strong commitment by all stakeholders to implement the global goals. The objective of Division for Sustainable Development Goals is to help coordinate and promote the commitment of stakeholders¹¹⁷.

The 17 goals (Sustainable Development Goals) to transform our world includes¹¹⁷;

GOAL 1: No Poverty

GOAL 2: Zero Hunger

GOAL 3: Good Health and Well-being

GOAL 4: Quality Education

GOAL 5: Gender Equality

GOAL 6: Clean Water and Sanitation

GOAL 7: Affordable and Clean Energy

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

GOAL 10: Reduced Inequality

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 13: Climate Action

GOAL 14: Life Below Water

GOAL 15: Life on Land

GOAL 16: Peace and Justice Strong Institutions

GOAL 17: Partnerships to achieve the Goals¹¹⁷

Sanitary pad aids menstrual hygiene. It makes menstruating and going about other daily routine more comfortable, physically. It prevents absences from school that might have surfaced as a result of menstrual stains, thereby supporting the cause of achieving quality education. It supports the cause of good health. The use of tissue or rags to absorb blood during menstruation is not healthy. Sanitary pads are a healthier alternative. These are some of the ways by which usage of sanitary pads aids the achievement of certain sustainable development goals.

2.1.15 Social Representation of Menstruation

Myths associated with menstruation serves as a limitation to women's and girls' active participation in private and public spheres. Menstruation is a sign of puberty, sexual maturity, and reproductive health, there is tension around the sexuality of girls, and various restrictions are placed on their movement and activities in the society¹¹⁸.

A survey of 90,000 people from 190 counties conducted by the Mobile health company called Clue, revealed over 5000 coded ways of saying "menstruating"¹¹⁹. Women in different domains across the world treat menstrual products like stolen goods. Generally carried about secretively in purses, use code names such as "that time of the month", "period" "chumps", "cramps" to describe menstruation. The French use the slightly old-fashioned "*les Anglais ont débarqué*" or "the English have landed", a reference to bloody battles of yore as code descriptions for the process of menstruating¹¹⁹. More often than not menstruation is socially constructed as a thing of shame, something that should be hidden.

The activities of feminists over the years might have improved women's access to work, politics, education and other areas of public participation, however, their bodily experience still creates grounds for inequality¹²⁰. Menstruation is rarely

mentioned in law and public policy. This socio-political silence on menstruation is an indication of the shame associated with menstruation¹²⁰.

2.1.16. Period Poverty as a Restricting Factor in the Usage of Sanitary Pad in Nigeria

Period poverty is a situation whereby a person cannot afford proper menstrual hygiene products, including tampons and sanitary pads. Period poverty is a concept which entails lack of access to sanitary products, menstrual hygiene, education, toilets, hand washing facilities and waste management¹²¹. Healthy and hygienic menstruation is fundamental to the well-being and dignity of people who menstruate and accounts for their personal health and a healthy reproductive life. Menstruation in third world countries is still scrounging for acceptance and chances of not being talked about in hush- hush tones. Nowadays when women have multiple options to choose from and decide which menstrual product to use, myths and money often take over as deciding factors¹²¹.

Many girls in Nigeria put their lives on hold while menstruating. The absence of functional toilets, limited information on menstrual hygiene management and limited availability of sanitary products to manage menstruation makes it difficult for girls to manage their period¹²².

Sanitary pads are expensive and often inaccessible. Some girls resort to using pieces of rags or paper to absorb menstrual blood. This is both unhygienic and uncomfortable. Others leave school and many stay at home while menstruating¹²².

Nigeria is one of the many countries where menstrual products are taxed putting further strain on women and girls from poor communities. A major setback to effective menstrual hygiene management is the high cost of sanitary pads which cost an average of N 471.90 (\$1.30) per pack¹²³.

An article by Nigerian Health Watch Lead Writer Valentine Iwenwanne tells the story and struggles of a 13 year old Nigerian girl, Sylvia Egar who cannot afford to buy sanitary pads every month. When this happens she is forced to use an old piece cloth as a makeshift pad. This is very uncomfortable as it doesn't provide the protection that a cotton pad offers¹²³.

Another report tells the story of a 20 year Old Amiru Najatu who has never used a sanitary pad since she started menstruation. Paralysed when she was a child due to polio, Najatu says access to menstrual hygiene kits and sanitation facilities including toilets, whenever she is menstruating is a considerable challenge¹²⁴.

Water, Sanitation and Hygiene (WASH) experts warn that period poverty exposes menstruating women and girls to unhygienic practices, which is aided by the high rate of poverty in Nigeria. 82 million people in Nigeria live below the poverty line of 137,430 naira (US\$354) per year, according to the National Bureau of Statistics (NBS)¹²⁵. This makes purchasing menstrual hygiene products difficult for many women and girls in Nigeria¹²⁴. Between 2015 and 2018, the price of sanitary pads like Always increased from N250 to N400, and Lady Care from N250 to N400¹²⁵. This increase can be attributed to the high level of inflation in the country and the fall in the exchange value of the national currency, the naira¹²⁵.

Sanitary pad is the healthiest and most comfortable menstrual management product because it is easy to use and leave little or no stain, however Premium Times' research showed that many Nigerian girls and young women now use cloth napkins, cotton wools and tissue paper for economics reasons¹²⁵. Deputy Head of WASH department of Action Against Hunger, Patricia Obroh the following as some of the problems of menstruating women in Nigeria: low

availability of hygienic sanitary towels, high cost of disposal pads, poor knowledge of menstrual hygiene management and insufficient access to safe and private sanitation services¹²⁶.

A study by United Nations Children's Fund (UNICEF) revealed that availability and adequacy of water, sanitation and hygiene(WASH), impacted girls' The study further disclosed that use of shared toilets, unimproved toilets and open defecation account for 71 per cent of sanitation practices in Nigeria¹²⁶.

Nigerian alone boasts of over 12 sanitary pad brands, Always, Ladycare, Lady Sept, Diva, Comfit, Dry love, Queen Lady, Molped, Virony, Angel Eyes, Sofy, Stayfree and Kotex . Some of these brands are battling adulteration, while unbranded ones, many of which do not meet up with the required standards and whose sources are unknown, is another menace confronting menstruation safety in the country¹²⁶.

Dr Adolphus Essien in an interview with This Day reporter, stated that, "many cases of infection have been recorded due to this. Some of these pads contain dangerous element which when used, directly enters the blood stream and interferes with consumers internal organs. Other side effect include: skin irritation, susceptibility to all kinds of life-threatening reproductive diseases, cancer¹²⁶.

The high price of sanitary pad poses as a serious challenge for women, even in wealthier countries, where resources are available. The decision to provide tissue paper in public toilets, but not menstrual products such as tampons or pads is an indication of the inability to accommodate the needs of women in public spaces¹²⁷.

Issues of access as well as attitudes contributes to exclusion, stigma and disadvantage of people who menstruate¹²⁷.

2.1.17. Historical Development of Sanitary Pads for Menstrual Needs

Sanitary belts were by women in the 1800's before the emergence of sanitary pads. Hoosier Sanitary belts emerged and became popular in 1800's-1920. It was odd contraption worn under a women's garment. They were washable pads that were attached to a belt around the waist. The first commercially available disposable menstrual pads appeared. It was developed by Johnson & Johnson and was known as the Lister's towels¹²⁸.

Around the same time wood pulp bandages were used in hospitals for dressing wounds. Nurses began using these wood pulp bandages as disposable pads. Wood pulp bandages were highly absorbent material, cheap and disposable¹²⁸; it worked well in soaking up menstrual blood. This same material was later used by Kotex for its Pads¹²⁸. Hoosier sanitary belt had completely faded in the 1980's, Pads then had adhesive strip placed on the bottom for attachment to saddle of the panties, becoming the far more favoured method with women's¹²⁸. Currently sanitary pads are extensively the most widely used method of managing menstrual blood flow. It is pretty straightforward, easy to use and easily accessible. Sanitary napkins today consist of Rayon-a synthetic fiber, bleach material- dioxin, cellulose gel and odour neutralizers¹²⁸.

After commencement of Globalization an endless range of sanitary napkin brands have entered the market, giving the consumer an abundant number of choices¹²⁸. The sanitary pad industry has evolved. The use of absorbent materials, better designs, has made pads more comfortable to use.

2.1.18. Menstruation and Sanitary Pads in Advertisement

Sanitary pad is a commercial product, hence the need for advertisement to secure a significant market share in the sanitary pad market. Advertisement of sanitary

pads has contributed to the global development of menstrual hygiene. However, Advertising is not only a marketing tool but a cultural artifact. It offers social communication and can only communicate around specific topics¹²⁹. Advertisements are encoded with the audience in mind. The audience consumes these texts and uses our lived experiences to understand them. The terms audience and reader as were adopted to emphasis the active role the audience plays in the interpretation of advertisements¹²⁹.

In advertising periods are sugar-coated in every way imaginable. Absurd euphemisms are used. The words 'blood' and 'vagina' is still blacklisted. So is everything even suggestive of how menstruation actually occurs. Functionality is generally wrapped in pastel colours and flowery themes¹³⁰. Even period tracking applications are pink or the colour of daffodils. Advertisement fall in one of two categories: 1) Iterations of "loving yourself" (like Always' celebrated campaign and fempowertising standard, 'Like A Girl'). 2) Some version of the very potent fear of period stinks and stains ruining your chances of success and happiness with prince charming like Whisper advertisement¹³⁰.

The advertisements of sanitary pads over the years have attracted criticism for misrepresentation and under-representation of menstruation and the uses of sanitary pads.

1. Misrepresentation: Sanitary pads are often advertised as discretely as possible. The menstrual hygienic purpose which it serves is rarely mentioned in advertisements. Menstrual product companies recreate social and cultural meanings when advertising their product, but also find their advertisements constrained by the social and cultural discursive rules of menstruation¹³¹. This is evident in the excessive use of portrayal of women as the only source of

menstrual information. While mothers are still the primary source of information for girls about menstruation, advertising and menstrual product companies produce information, for example websites and advice pages in magazines, are increasingly used by young women for information¹³¹.

2. Under-representation: Not all women menstruate and not all people who menstruate are women, but the demographics of people who do experience menstruation are more likely to feel unrepresented in commercials and advertisements. Research shows that 85% of women feel that advertising needs to catch up to the real world when depicting women. What's more, only 0.3% of advertisements feature trans-gender people even though they make up an estimated 1% of the population¹³². The issue of under-representation in sanitary pad advertisement necessitates the need to evaluate people who menstruate.

However not all sanitary pad advertisements are stereotypical in nature. In 2015, New York-based sanitary products company, Thinx, promoted their underwear line, built to absorb blood, with advertisements that featured a half-peeled grapefruit as a metaphor for a vagina and a dripping egg¹³³. Fast forward a year, United Kingdom-based Company Body-form pulled off the nearly-impossible feat of showcasing blood in its commercial¹³³. Their advertisement, depicting athletes bleeding during the course of playing their sport, went viral. In 2020, they went a step further by actually showing a sanitary napkin with red ink (instead of the customary blue) and a woman in the shower with blood running down her thighs¹³³.

2.1.19. The Identity of People Who Menstruate

The 21st century is a dynamic global village. It is a diverse heterogeneous community. Different people, different race, different sexuality constitute this dynamic global village and clamour for equal representation in all spheres of life. Menstruation is a biological function; it's not a "woman thing." It is an experience that is relative, and means different things to different people. It's not peculiar to gender body parts or bodily functions. In the past, feminists were mocked for demanding changes to sexist language, but it's now common to say fire-fighter instead of fireman, flight attendant rather than stewardess, and doctor in place of lady doctor¹³⁴.

It might seem awkward right now to say "people who menstruate" or "people with cycles" but this is just like changing other biased language. It's more accurate than saying "women" and using a non-gendered term also helps to make vital health information available to everyone who needs it—whatever their gender. Even if they are intended to be more inclusive, phrases like "female genitalia" or "female-bodied person" are alienating to some trans people¹³⁴. Such terms may label people's bodies in terms they don't identify with. These phrases may be difficult to replace, but it's not impossible. Which term is most appropriate and respectful depends on the context¹³⁴.

Language is only one aspect in the fight for period equality. There are practical challenges that need to be overcome, too; people who use men's public bathrooms and get periods do not have access to sanitary bins or dispensers. Masculine and non-binary artist and activist Kai Wes analyzed a scenario, while in a restaurant and he got his period. As someone who looks masculine and is with all male friends, he can't walk into the women's bathroom and get a pad.¹³⁵

Men's bathrooms also often only have one, if any, individual cubicles in them so the privacy required for changing a tampon is not always available¹³⁵. He also notes the danger of keeping a pad in way too long which includes risked toxic shocks which kills people. The thing is, people just don't think of this because no one wants to talk about it¹³⁵. Not everybody who gets a period identifies as a girl or woman. Trans-gender men and gender-queer people who have uteruses, vaginas, fallopian tubes, and ovaries also get their periods. Having a period can be a stressful experience for some trans-folks because it's a reminder that their bodies don't match their true gender identity — this discomfort and anxiety is sometimes called gender dysphoria. Other trans people might not be too bothered by their periods¹³⁵. Either reaction is normal and okay. Sometimes trans people who haven't reached puberty yet take hormones (called puberty blockers) to prevent all of the gendered body changes that happen during puberty, including periods¹³⁶.

Harry Potter author, Joanne Rowling recently took issue with an article using the term "people who menstruate", tweeting: 'I'm sure there used to be a word for those people. Someone help me out. Wumben? Wimpund? Woomud?'" But the idea that menstruation and womanhood are intrinsically linked is untrue — trans men and non-binary people get periods too, and trans women don't get them but can experience premenstrual syndrome-like symptoms¹³⁷. Sanitary product companies across the world are embracing this fact — period subscription service Pink Parcel ran a campaign featuring a trans-gender male model, while Thinx also features trans-men in its advertisements¹³⁷.

2.2 Theoretical Framework

This study was evaluated using the following theories;

1. Attribution Theory
2. Information Processing Theory

2.2.1. Attribution Theory

Attribution theory was propounded by Fritz Heider in 1958. The theory sets up a framework that explains how individuals determine the causes of an event or attitude and the aftermath of such attributes on their consequent behaviour¹³⁸.

Attribution is a three stage process¹³⁹:

A. Behaviour is observed: this study will collate information about respondent's observation of their(personal) buying behaviour of brands of sanitary pad. This is important to establish the what, why, where, when and how women buy the brand of sanitary pad they buy.

B. Behaviour is established as deliberate: after the collation and analysis of observed behaviour, a deliberation is made as to the intentionality of the behaviour. This is to determine if the behaviour is coerced or a natural occurrence that follows a logical pattern.

C. Behaviour is attributed to internal and external causes: after establishing that the behaviour is deliberate, there is need to associate it with a reason in order to establish a pattern of occurrence. It could be as a result of internal factors such as lifestyle and personality or an external factor such as advertising or both.

The assumptions of this theory is that the participants attribute causes of their decisions to either internal causes such as ability and effort and external factors such as nature of task, competitors strategy such as advertising and luck¹³⁹. Based on the assumptions of this theory female students of Adeleke University buy

sanitary pad because of internal factors (mental and personal reasons) and or external factors (family, friends and advertising).

2.2.2 Information Processing Theory

Information processing theory was developed by American psychologist George Miller in the 1950s. It is a cognitive theory that focuses on how information is encoded into human memory. It describes how human brain filter information from what they pay attention to in the present moment to what get stored in human short term or working memory and ultimately into long term memory¹⁴⁰.

In 1956, George Miller was among the first to apply a step-by-step theory to information processing by relating it to the way that high-speed computers processed information. He proposed that, similar to a computer, the human mind takes information, performs operations on it to change its form and content, stores and locates the information, and then generates output of some type¹⁴¹. The theory was formally propounded by Williams McGuire in 1968.

There are six steps involved in the process by which an advertisement message cause change in attitude of the receiver¹⁴². They include:

- i. A persuasive advertisement message should be transmitted.
- ii. The recipient should attend to messages transmitted.
- iii. The recipient should comprehend the message
- iv. The encoder yields to and is influenced by the promises presented.
- v. The newly acquired position is retained.
- vi. The required behaviour takes place¹⁴².

This means that an advertisement when transmitted should attract the attention of consumers. Consumers should come in contact with brand advertisement (Awareness) and understand the message conveyed through advertising in order

form perception about the brand. The advertisement message attracts the interest the consumer and influences the decision to buy or not buy a particular brand of sanitary pad.

2.3 Review of Empirical Studies

Companies need not only to produce good quality products, but also to inform consumers about their benefits, as well as to achieve clear positioning of their products in the minds of the consumers. In order to make a new product to succeed, it must have the desired parameters for consumers, to be unique, and consumers should have the information about its characteristics¹⁴³. To do this, companies need to use different means of promotion that is an essential part of a series of the marketing activities, a kind of information output to the consumer. The main way of promoting of products is the advertising¹⁴³.

Advertising is any paid by a specific sponsor form of non-personal presentation and promotion of ideas, goods and services. Organizations use advertising to tell about themselves, about their products and services, or about some of their activities for an audience selected in a certain way and with the hope that this message will cause a responding reaction¹⁴³. Nigerian consumers are increasingly becoming uneasily satisfying especially when it comes to deriving utility from consumption of products hence the need for producers to roll out advertising messages which will help induce consumers to make purchases. Effective communication of the existence of products will definitely ensure prompt patronage from consumers¹⁴⁴.

Several studies have tested the effectiveness of advertising. One of those is Samar Fatima and Samreen Lodhi-Jinnah's research on impact of advertisement on buying of the consumers; a study of cosmetic industry in Karachi City. The

research was conducted on 200 young male or female who use different brand of cosmetics, to check the influence of advertisements on buying behaviour while creating the awareness and building perceptions. Correlation and regression analysis were used to identify the relationship between this variable. The results shows that advertisement are very useful in creating the awareness among the people but they failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy certain product as there is a positive relationship between them¹⁴⁵

.2.3.1.Advertising Appeal and Brand Patronage

A study on the impact of advertising appeals and advertising spokesperson on advertising attitudes and purchase intentions” had two purposes. The first purpose of this research was to investigate the impact of advertising appeals and advertising spokespersons on advertising attitudes and purchase intentions. The second purpose was to compare the effectiveness of the influences of different types of advertising appeals and different types of spokespersons on purchase intentions. A 2*2 factorial experiment design method was adopted. The cell phone industry was selected as the research object, and print advertisements were used in the experimental design. The samples were chosen from five universities in northern Taiwan¹⁴⁶.

A total of 450 questionnaires were distributed, 411 effective questionnaires were collected, and the effective response rate was 91%. Multivariate analysis of variance (MANOVA), t-test, and regression analysis were used to test the hypotheses. The major findings are listed as follows: (1) advertising appeals have a significantly positive influence on advertising attitudes, and rational advertising

appeals are more significant than emotional appeals; (2) spokespersons have a significantly positive influence on advertising attitudes, and celebrity spokespersons are more significant than experts; (3) the influence of the combination of rational advertising appeals and expert spokespersons on advertising attitudes is more significant than the combination of emotional advertising appeals and expert spokespersons; and (4) advertising attitudes have a significantly positive influence on purchase intentions. Advertising appeal plays a significant role in the execution of advertising. In service advertising, they are of more importance because of the peculiar characteristics of services¹⁴⁶.

Another study investigated of advertising appeal on consumer response in service advertising. It also studies the impact of typology of service as a moderating variable in the relation of advertising appeal and consumer response. The study has developed a scale to measure the attitude towards advertisement, brand and purchase intention. The data was analysed using Factor analysis and Independent sample T Test. The research concludes that advertising appeal does have an impact on service advertising and the impact of the advertising appeal varies as per the typology of service. Print advertisements were specially created for this study with the help of experts. The study used triangulation using both qualitative as well as quantitative methods. Content analysis is used as a method for qualitative research¹⁴⁷.

Abubakar Garbar research on Television Advertising and Consumer Buying Behaviour: A Study of Pampers Diaper Products in Bauchi Metropolis examines the Consumers Buying Behaviour of Diaper Pamper among mother women in Bauchi metropolis and attempts to see whether it is being influenced by the products strategic advertisement. The research employs the use of survey design

to gather necessary information. Random sampling was used to select sample from the population. The research methodology involves collection of data from a sample of women mothers in Bauchi metropolis, questionnaires were administered to obtain primary data which was later analysed by simple percentage. The result showed that television was viewed as the most preferred medium of advertisement of Diapers Pampers. The result further indicated that customers of Diapers Pampers were well impressed by the strategic advertisement of this product and they were well influenced by it. The research recommends that since good and appealing advertisement can influence the customer to give good patronage to a product, companies and institutions selling products and services can boost their sales through basing a formidable advertising network. More attention should be focused on using television medium for advertisement of products for better sales and patronage¹⁴⁸.

2.3.2. Tagline, Value Proposition and Brand Patronage

A study on “The Influence of Language of Advertising on Customer Patronage Intention: Testing Moderation Effects of Race” examined how the language of advertising (LA) influences customer patronage intention (CPI) towards health insurance products in Malaysia. The research also considers the moderating effects of race between LA and CPI. In order to test the hypothesized model, this study uses the responses from a sample of 160 customers of different health insurance service providers in Malaysia. A questionnaire was formed using the required measures from existing literature and the structural equation modeling (SEM) was used to examine the proposed model. The results show that the moderating effects of race were strong between languages of advertising and customer patronage intention. The result also displays a significantly positive

relation between advertising languages and customer patronage intention towards health insurance products in Malaysia. The researchers suggest that a coherent and persuasive advertising language be used by health insurance providers¹⁴⁹.

2.3.3. Consumer Behaviour

A study on impact of media advertisements on consumer behaviour explores marketers' investment in various media platforms to influence consumer behaviour (CB). Advertisement on every media platform has a different composition than distinctly engages the consumers. Digitalization has led to changes in consumers' media habits. Hence, a deeper understanding of advertisements on different media platforms and their implications on CB needs to be established. This article focuses on the effects of television (TV), radio, newspapers, magazines and the Internet advertisements on awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR) behaviour of consumers. The online survey method was utilized for the study. Data were collected from 529 respondents comprising students in India. Statistical tools such as Cronbach alpha, exploratory factor analysis (EFA) and Kruskal–Wallis (K–W) test were used to analyse the collected data. The results indicate that newspapers advertisements affect all the five stages of CB. The impact of television and the Internet for creating AWR, INT and CON among the consumers is statistically evident. The results also revealed that magazines and newspapers are effective media in influencing PUR and PPUR behaviour of consumers. Advertising managers can take a cue from this research and enhance the objectivity of advertisements by investing in appropriate media¹⁵⁰.

A research on the impact of advertising on consumer behaviour examined the impact of advertising on consumer buying behaviour in Enugu State Nigeria.

Most organizations in Nigeria pay lukewarm attitude in advertising their products and services through effective advertising medium and this have adverse effect on their output in terms of sales. They do not see the need of spending part of their budget in advertisement to promote their products and services and influence consumer buying behaviour. With great increase in technological advancement, effective advertising has become extremely important to be able to have competitive advantage, hence the need for this study. This study adopted a survey research design. It involves collection of data from respondents through questionnaire to test hypotheses. Multiple regression technique was used to test hypotheses. The research findings show that a significant and positive relationship lie between the independent variables emotional response, environmental response towards brand, brand awareness and sensory stimulated advertising and dependent variable consumer buying behaviour. All the independent variables have statistically significant t-ratio and have positive relationship with consumer buying behaviour. This result is consistent with the literature. It was noted that for effective advertising to take place, the target audience must be extensively reached to know their consumption pattern and behaviour toward products and services. And that effort should be directed more on emotional related advertising, since consumers patronage are highly induced through their emotion¹⁵¹.

2.3.4. Menstruation, Sanitary Pads and Advertising

Another study on television advertising of sanitary towel and buying behaviour of female polytechnic examined the relationship between television advertising of sanitary pads and the purchasing behaviour of the female users. Many organizations in recent times have invested so much into advertising using the

television media. However, the efficacy of this medium of advertising is subjected to the interest of the viewers as most of the viewers do not like their other 'interesting' programmes being interrupted. The study population consisted of female students of three selected polytechnics namely; Federal Polytechnic, Ilaro; Moshood Abiola Polytechnic, Ojere, Abeokuta; and ICT Polytechnic, Itori with combined female students' population of 7,618. A sample of 199 female students was taken based on Yamani formula and served with questionnaire as a tool of data collection. 144 copies of the questionnaire were retrieved and used for the data analysis. The quantitative data were analyzed using descriptive statistics while regression and correlation statistical tools were used to test the hypothesis of the study. The findings showed that there is a significant but weak linear relationship between television advertising and the buying behaviour of the female students ($r=0.187$, $P<0.05$), and that television advertising accounted for only roughly 12.8% of the changes in buying behaviour of the female students studied ($R^2=0.128$, $P<0.05$). The study concluded that exposure to television advertising has influence on the patronage of sanitary pad brands. The study therefore recommended that manufacturers of sanitary pads should invest more in television advertising that are creative, informative and rich in content¹⁵².

A study conducted a research on Perception and behaviour on use of sanitary pads during menstruation among adolescent school girls in Bayelsa State, Nigeria. The Knowledge of perception and behaviour on the use of sanitary pads during menstruation among adolescents of school age is a vital aspect of health education. The study was carried out among 140 school girls, It investigated perception as well as behaviour on the use of sanitary pads during menstruation. Specific objectives were tailored to determine adolescent girls' perception on the use of

sanitary pads during menstruation and also to assess their behaviour on using sanitary pads for menstrual hygiene. Girls were selected by cross-sectional population survey of educational institutions, 56 from primary school and 84 from junior secondary school within the age group of 10-20 years were given questionnaires to gather data for analysis. The results show that of the 140 girls studied, 64.3% of the girls used sanitary pads, 62.3% had positive self perception on use of sanitary pads for hygiene purposes while 67.1% felt satisfied as well as good and nice as it boosted their self-confidence, although 66.4% perceived it as expensive. However, there seems to be a behavioural change on use of sanitary pads with 66.4% as well as being positive; enabling a majority (52.1%) to attend classes normally at school. The conclusion from this study is that 66.3% of the adolescent girls of Niger Delta area, Bayelsa state, Nigeria had positive perception on use of sanitary pads; 67.1% have perception that was satisfying, good, and nice on use of sanitary pads, boosting self-confidence though expensive for 64.4%. , thus leading to a behavioural change that is positive. The study recommended the use of sanitary pads among adolescent school girls be monitored and taught at schools to prevent infectious diseases as well as to bridge the gap with the training at home by mothers and other sources of information. The Knowledge of perception and behaviour on the use of sanitary pads during menstruation among adolescents of school age is a vital aspect of health education¹⁵³.

Umme Busra and Fateha Sultana in their research on The Imageries of Menstruation in Sanitary Napkin Advertisements: Representation and the Practice of Discourse as a Marketing Strategy state that;

Menstruation is a biological event in women's lives—has both positive and negative meanings, as well as specific socio-cultural connotations. The socio-cultural discourses about menstruation often point toward negative meanings of menstruation and dictate women's behaviour. Questions may arise when menstruation appears in the media—which aspects get emphasized?

The paper derived from qualitative and explorative research based on primary and secondary data. It makes an audiovisual analysis of sanitary napkin advertisements that appeared on television as well as in press media during a particular time period. Drawing understanding of the existing socio-cultural perceptions of menstruation from feminist ethnographic literature, this paper tries to unpack their underlying connections with media representations of menstruation. Within the framework of feminist cultural studies, the paper engages in two levels of analysis; firstly, through the application of specific, technical, analytical tools, it unpacks the strategic meanings of the ads, and secondly, following Stuart Hall's way of looking at the politics of representation, it explores how socio-cultural discourses of menstruation are attached to the representation of menstruation in these advertisements. Though some advertisements attempt to question negative norms and offer alternative representations, the majority of the ads still use the negative discourses surrounding menstruation as a product promotion strategy¹⁵⁴.

Odia, Patricia and David Oamen, Osedebamen, in their research on Television Advertising Impact on Female Production Marketing in Select Nigerian Schools: A Case Study of Always Ultra; examined female product advertising through the use of the audio-visual broadcast media; the television. It deliberately chooses a female product that is required by all active females who by nature are

expected to use the product. The study therefore examined the impact of television advertising using Always Ultra, a sanitary pad as a case study in selected Nigerian schools. The findings of the study indicated that over sixty per cent of respondents came in contact with the research specimen-Always Ultra through television advertisement. Therefore, if over sixty per cent of respondents came in contact with the product through television advertising, that means television advertising, that means television advertising is sixty per cent effective as a means of marketing female products in Nigeria in spite of social-economic and cultural values. It was recommended that television advertising should be used as a means to market female products in Nigeria. This is because, effective television advertising will yield sixty per cent of patronage by women as the minimum¹⁵⁵.

Another study on imperfect information in menstrual health and the role of informed choice explores how imperfect information and the culture of silence around menstruation have shaped the menstrual hygiene product market. It is generally considered that the use of sanitary napkins is equivalent to hygiene. This view is critically evaluated in light of evidence. In a highly competitive market, materials used in sanitary napkin products have evolved significantly. Policymakers and regulators need to be informed about the nature of products entering the Indian market and their implications on women's health and cost to the environment. The menstrual hygiene market now offers some less-known innovations such as menstrual cups, reusable cloth pads and compostable sanitary napkins that could offer a more sustainable direction to the industry. However, they also have their own barriers to access and use. Given the increasing choice available in the market and potential for accessing information, it has become

pertinent that relevant stakeholders—such as women, government officials and the media—are made aware of the basket of options for menstrual hygiene management. Field experiments done to this end indicate that informed choice will automatically ensure that cost to women's health and the environment is minimised¹⁵⁶.

A research paper titled Sanitary Pad Interventions for Girls' Education in Ghana: A Pilot Study, revealed that Increased education of girls in developing contexts is associated with a number of important positive health, social, and economic outcomes for a community. The event of menarche tends to coincide with girls' transitions from primary to secondary education and may constitute a barrier for continued school attendance and performance. Following the MRC Framework for Complex Interventions, a pilot controlled study was conducted in Ghana to assess the role of sanitary pads in girls' education. A sample of 120 school girls between the ages of 12 and 18 from four villages in Ghana participated in a non-randomized trial of sanitary pad provision with education. The trial had three levels of treatment: provision of pads with puberty education; puberty education alone; or control (no pads or education). The primary outcome was school attendance. After 3 months of providing pads, education significantly improved attendance among participants, (λ 0.824, $F=3.760$, $p<.001$). After 5 months, puberty education alone improved attendance to a similar level ($M=91.26$, $SD=7.82$) as sites where pads were provided with puberty education (Rural $M=89.74$, $SD=9.34$; Periurban $M=90.54$, $SD=17.37$), all of which were higher than control ($M=84.48$, $SD=12.39$). The total improvement through pads with education intervention after 5 months was a 9% increase in attendance. After 3 months, providing pads with education significantly improved attendance among

participants. The changes in attendance at the end of the trial, after 5 months, were found to be significant by site over time. With puberty education alone resulting in a similar attendance level¹⁵⁷.

Stopford Amy Louise, cross-sectional study evaluated the effect of commercial sanitary pads on school attendance and symptoms of vaginal infections in rural Kenyan adolescents aged 11-18. It also provides contextual information that situates the data gathered on school attendance and vaginal infections in the broader experience of girls managing their menstruation. A sequential design was used for this study with a total of 8 qualitative focus groups and a quantitative survey. A total of 482 girls were surveyed, with 321 who were currently attending school and 151 who had dropped out of school. Qualitative data from focus groups was analysed using applied thematic analysis, while the effect of commercial sanitary pads as well as the effect of using other items on school attendance and symptoms of vaginal infections was estimated using logistic regression analysis. Overall, girls reported that menstruation negatively affects their experience at school and in the classroom and causes an array of negative emotions. Girls also conveyed having to often leave school to change or bathe due to menstrual leaks and missing class lessons as a result. Poor concentration in class attributed to menstrual pain and worry over potential leaks was also mentioned. Lastly, the practice of transactional sex to obtain money to purchase pads was a theme within the data. It was found through the quantitative data that the prevalence odds of missing one or more days of school over a two-month period when using commercial sanitary pads is 1.6 times as high as the odds of missing one or more days of school over a two-month period when using other items ($p = 0.02$, 95% C.I. = 1.03-2.07). There was no statistically significant

difference found in the number of school days missed when comparing those who used reusable pads, underwear, home-made items, and nothing each to those using commercial sanitary pads. The overall prevalence of symptoms of vaginal infections among all girls in this study was found to be 9.4%. There is no statistically significant difference between the odds of having symptoms of a vaginal infection when using commercial sanitary pads as compared to using any other item to control menstruation¹⁵.

2.4 Conceptual Model

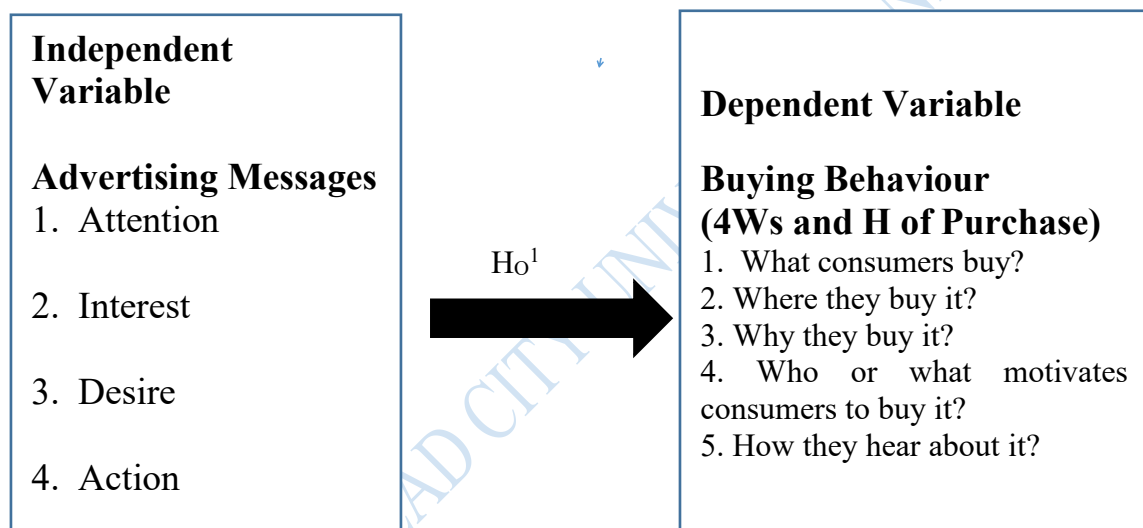


Figure 2: Conceptual Model on Sanitary Pads Advertising Messages and the Buying Behaviour of Female Students of Adeleke University developed by Researcher.

The conceptual model above shows the connective relationship between the independent variable (Advertising messages), and dependent variables (Consumer buying behaviour) in this research. According to this study the effectiveness of the independent variable, advertising messages can be measured using four factors: attention, interest, desire and action of consumers towards it. The intervening variables advertising media serves a link between advertising

messages and consumer buying behaviour. Consumer buying behaviour as used in this study is evaluated through: What consumers buy, Where they buy it, Why they buy it, Who or what motivates consumers to buy it and How they hear about it.

2.5 Summary of Reviewed Literature

In this chapter concepts like advertising messages, buying behaviour, advertising media, sanitary pads, menstruation, menstrual hygiene were analysed. The opinions of different scholars and advertising expert were reviewed in this chapter to establish the relationship between all the research variables in this study.

Advertising messages was examined from different perspectives as established by scholars. Multiple research explored in this study concluded that there are stages; a person goes through after contact with an advertisement. The stages were clearly identified as attention, interest, desire and action. These stages were conceptualized and termed AIDA model. The AIDA (attention, interest, desire and action) model was employed by the researcher to provide a framework for effectiveness of advertising messages.

The literatures explored in this study provided a rational explanation on the different media through which advertisement messages are transmitted from advertisers to consumers. Newspapers, Magazine, Television, Radio, Social media, Blogs, Billboard are some of these media.

Consumer buying behaviour was explored as a concept, activity and research interest area through the lens of different scholars whose research revealed factors that influence consumer buying behaviour as: personal, social, economic and social factors. Sanitary pad was identified as a global menstrual product used by women while menstruating. Notable brands of sanitary pads in the Nigerian

sanitary pad market were identified. Such brands include: Always, Virony, Molped, LadyCare, Diva, Comfit, and Dry love, Kotex, Stayfree, Angel Secret, Queen Lady and Sofy. Attribution theory and information processing theory provided the theoretical framework for this study. Studies of different researchers among which are Samar Fatima and Samreen Lodhi-Jinnah's paper on impact of advertisement on buying of the consumers; a study of cosmetic industry in Karachi City, Long Yi Lin's research on "The Impact of Advertising Appeals and Advertising Spokesperson on Advertising Attitudes and Purchase Intentions" testify to the effectiveness of advertising in their respective subject of research. However Bako, Zainab and Eleboda, Sunday research on Television Advertising of Sanitary Towel and Buying Behaviour of Female Students revealed that there is a weak relationship between television advertising and the buying behaviour of sanitary towels. None of the literatures evaluated, established a relationship between advertising messages and the buying behaviour of sanitary pads among female students of Adeleke University.

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Chapter Three

Methodology

3.1 Research Design

This study is a quantitative study. The research design for this study is the descriptive survey design. Survey research is a research blueprint that involves the use of questionnaires or interviews to extract information from, and about a study population. The researcher adopted survey research to effectively analyse and evaluate the elements of the study population for a holistic research.

3.2 Population of the Study

The population of this study comprises all female students in the six faculties in Adeleke University, Ede: Faculty of Law, Faculty of Business and Social Sciences, Faculty of Science, Faculty of Arts, Faculty of Engineering and Faculty of Basic Medical Sciences. According to Adeleke University Student registry, the total number of female students in the university is 1,068.

3.3 Sample Population and Sampling Technique

Information from the Adeleke University registry states that female students are 1,068 in number. The sample size from the total number of female undergraduates in Adeleke University, Ede, Osun State, Nigeria was derived from the Taro Yamane Formula.

$$n = \frac{N}{1 + N(e)^2}$$

n is the required sample size

N is the whole population under study

e is precision or sampling error, 0.10, 0.05 or 0.01

$$n = \frac{1,068}{1 + 1,068(0.05)^2}$$

$$n = \frac{1,068}{1 + 1,068(0.0025)}$$

$n = 1,068 / 3.67$

$n = 291$

A total of 300 students served randomly in the exercise for the study..

Multi-stage sampling technique was adopted as follows;

1. The University was stratified into the six faculties identified above.
2. Each Faculty was stratified to Departments.
3. Each Department was divided into levels.
4. An even number of female students was randomly administered the questionnaire for ease of administration and submission.

3.4 Description of the Research Instrument

The research instrument for the collection of data from Adeleke University female students was questionnaire. Close ended questions were used to give the questionnaire a structure. The questionnaire had three (3) sections.

3.4.1. Section A: This section contained demographic variables that provided personal information about the respondents in terms of age, faculty and year of study.

3.4.2. Section B: This section contained questions and item about Advertising messages under the subheadings of Attention, Desire, Interest and Action.

3.4.3. Section C: This section contained questions and item regarding consumer buying behaviour toward sanitary pads, basically who or what motivates patronage, why they buy, what they buy, where they buy and how they buy.

The questionnaire had structured questions and rating scale questions.

The rating question was in likert scale form. It had a five point rating scale;

5-Always 4-Often, 3-Sometimes, 2-Rarely and 1- Never and 5- Strongly Agree-5, Agree-4, Undecided-3, Disagree-2, Strongly disagree-1

3.5 Validation of Instrument

The validity of the instrument was determined by the researcher's supervisor. The validity of this study was tested using face validity. The various suggestions and corrections will be effected before the production of the final copy.

3.6 Reliability of Instrument

The researcher conducted a pilot study which involved testing the instrument on 25 respondents that were not part of the sample of study. The responses were tested using Cronbach Alpha test to ascertain the reliability of the multiple questions. The table below showed the results obtained from the test of scales from advertising messages and consumer buying behaviour respectively:

Table 3.1 Reliability Statistics

Name	No of Items	Cronbach's Alpha
Advertising Messages	14	.8650
Consumer Buying Behaviour	9	0.5204

3.7. Method of Data Analysis

Copies of questionnaires were administered to respondents through their respective departmental and faculty forums. The Data collected was analyzed using simple percentages, tables, Statistical Package for Social Sciences (SPSS).

Chapter Four

Results and Discussion of Findings

4.1. Demographic Data Analysis

Table 4.1: Age of Respondents

Item	Frequency	Percentage
15-20	105	35%
21-25	129	43%
26-30	39	13%
31-35	27	9%
36-40	0	0%
41-45	0	0%
46 and Above	0	0%
Total	300	100%

Source: Field Survey, 2021

Table 4.1 revealed the age of the respondents. 35% (105) of the respondents are within the range of 15-20 years; 43%(129) of the respondents are within the age range of 21 -25 years, 13%(39) of the respondents are within the age range of 26-30; 9%(27) of the respondents are within the age range of 31-35. Provisions were made for respondents who are 36 years of age and above but none of the respondents fit into the category. This shows that majority of the respondents are within the age range 21-25, followed by ages 15-20, the sum of which makes 78% of the respondents.

This shows that majority of the respondents are young adults.

Table 4.2: Year of Study of Respondents

Item	Frequency	Percentage
100 Level	24	8%
200 Level	48	16%
300 Level	60	20%
400 Level	108	36%
500 Level	60	20%
Total	300	100%

Source: Field Survey, 2021

Table 4.2 shows that majority of the respondents, 36% (108) are in 400 level, followed by respondents who are in 300 level, 20% (60) and 500 level, 20%(60). year two students are 48 in number and constitute 16% of the respondents, while 100 level students are the least participants, constituting only 8%(24) of the population.

Table4.3: Faculty of Study of Respondents

Item	Frequency	Percentage
Faculty of Law	36	12%
Faculty of Science	36	12%
Faculty of Business and Social Science	156	52%
Faculty of Art	24	8%
Faculty of Basic Medical Science	24	8%
Faculty of Engineering	24	8%
Total	300	100%

Source: Field Survey, 2021

Table 4.3 shows that majority of the respondents, 52% (156) are studying in the Faculty of Business and Social Sciences. 12% (36) of the respondents study in the Faculty of Law, another 12% (36) in the Faculty of Science. The least participants are from the Faculty of Engineering, 8% (24), Faculty of Arts, 8% (24) and Faculty of Basic Medical Sciences, 8% (24). This table revealed that all respondent are enlightened individuals in different fields of study.

4.2. Presentation of Data

4.2.1. Analysis of Research Questions

Research Question 1: What are the channels through which female students of Adeleke University access advertising messages about sanitary pad?

Table 4.4: The Channels through which Female students of Adeleke University Access Advertising Messages about Sanitary pads

Items	AI %	OFT %	SMT %	RLY %	NVR %	M
I access sanitary pad advertisement messages through broadcast media as radio and television	120 (40%)	60 (20%)	36 (12%)	30 (10%)	54 (18%)	3.54
I access sanitary pad advertisement messages through print media	0 (0%)	0 (0%)	0 (0%)	0 (0%)	300 (100%)	1
I access sanitary pad advertisement messages through new media as social media, blogs and websites	150 (50%)	60 (20%)	36 (12%)	42 (14%)	12 (4%)	3.98
I access sanitary pad advertisement messages through outdoor media Billboards, Display Bus or Van	2 (0.7%)	1 (0.3%)	1 (0.3%)	5 (1.7%)	291 (97%)	1.06

Source: Field Survey, 2021

Table 4.4 revealed the channels through which Female students of Adeleke University access advertising messages about sanitary pad. Majority of the 246 (82%) respondent's access sanitary pad advertisement messages from new media such as social media, blogs and websites among many others. A second majority of respondents 216(72%) respondents access advertisement messages from broadcast media such as radio and television. Only 4(1.3%) of the respondents access sanitary pad advertisement messages through outdoor media such as Billboards, Display Bus or Van. None of the respondents access sanitary pad advertisement messages through print media. In summary, new media and broadcast media are respective prominent channel through which Adeleke University female students access sanitary pad advertising messages.

Research Question 2: Extent to which Adeleke University Female Student pay attention to sanitary pad advertisement messages?

Table 4.5: Attention and Interest Stimulated by Advertising Messages of Sanitary pads

Items	AI %	OFT %	SMT %	RLY %	NVR %	M
I pay attention to sanitary pad advertisement messages	120 (40%)	36 (12%)	108 (36%)	36 (12%)	0 (0%)	3.8
I listen to songs of Sanitary pad advertisement messages	36 (12%)	72 (24%)	96 (32%)	96 (32%)	0 (0%)	3.16
I look out for sanitary pad advertisement messages that explore menstrual hygiene education	108 (36%)	24 (8%)	48 (16%)	84 (28%)	36 (12%)	3.28
I like sanitary pad advertisement messages that realistically portray menstrual experiences	168 (56%)	48 (16%)	60 (20%)	24 (8%)	0 (0%)	4.2
I pay attention to Sanitary pad advertisement messages that are feminist inclined	48 (16%)	60 (20%)	120 (40%)	36 (12%)	36 (12%)	3.16

Source: Field Survey, 2021

Table 4.5 shows that 254(88%) respondents pay attention to sanitary pad advertisement message as they indicated to doing so “always, often and sometimes” while only 36(12%) respondents indicated to doing so rarely. 204 (68%) respondents like songs of sanitary pad advertisement messages while 96(32%) rarely find songs in sanitary pad advertisement appealing. 180(60%) students like sanitary pad advertisement that explore menstrual hygiene education while 120(40%) respondents do not. 276(92%) like sanitary pads that realistically portray menstrual experiences while 24(8%) rarely do. 228(76%) of respondents like sanitary pad advertisement messages that are feminist inclined while 72(24%) do not. In summary this table reveals that Adeleke University female students to a very large extent pay attention to sanitary pad advertisement messages.

Research Question Three: To what extent do advertising messages motivate brand patronage of sanitary pad among female students in Adeleke University?

Table 4.6: Desire and Action Stimulated by Advertising Messages of Sanitary pads

Items	AI	OFT	SMT	RLY	NVR	M
I prefer a particular brand of sanitary pad because the advertisement says it offers protective wings.	48 (16%)	48 (16%)	72 (24%)	84 (28%)	48 (16%)	2.88
I prefer a particular brand of sanitary pad because the advertisement says it comes with pant liners.	66 (22%)	36 (12%)	84 (28%)	72 (24%)	42 (14%)	3.04
I buy a particular brand of sanitary because I like the advertisement message.	120 (40%)	84 (28%)	12 (4%)	60 (20%)	24 (8%)	3.72
I buy a particular brand of sanitary pad because of the brand promise of no leakage in the advertisement.	72 (24%)	60 (20%)	96 (32%)	24 (8%)	48 (16%)	3.28
I buy a particular brand of sanitary pad because of the brand promise of “no skin irritation” in the advertisement	96 (32%)	48 (16%)	120 (40%)	24 (8%)	12 (4%)	3.64

Source: Field Survey, 2021

The third research question was “extent to which advertising messages motivate brand patronage of sanitary pad among female students in Adeleke University?”

Table 4.6 revealed that 168(56%) respondents prefer a particular brand of sanitary pad because the advertisement says it offers protective wings while 132(44%) do not. 186(62%) respondents prefer a particular brand of sanitary pad because the advertisement says it comes with pant liners while 114(38%) respondents indicated to doing so rarely and never. 216 (72%) respondents particularly buy a particular brand of sanitary pad because they like the advertisement message while 84 (28%) do not really do so. 228(42%) respondents buy brand of sanitary pad because of the brand promise of no leakage made in the advertisements 264(88%) respondents buy a particular brand of sanitary pad because of the brand promise of no skin irritation.

In summary this table reveals that advertising messages to a large extent motivate brand patronage. This is however hinged on distinctive qualities and benefits such as; no leakage, no skin irritation and offers functional incentives such as pant liner and protective wings as contained in advertisement messages.

Research Question Four: What brands of sanitary pad do female students in Adeleke University purchase?

Table 4.7: Respondents Brand of Sanitary Pad

Brands of Sanitary Pads Respondents Buy	Frequency	Percentage
Always	96	32%
Diva	0	0%
Comfit	0	0%
Kotex	0	0%
Dry Love	0	0%
Stayfree	0	0%
Sofy	0	0%
Queen Lady	0	0%
Angel	12	4%
Lady Care	40	13%
Virony	96	32%
Molped	56	19%
Total	300	100%

Source: Field Survey, 2021

Table 4.7 reveals that 96(32%) respondents buy Always Sanitary pad, another group of 96 (32%) respondents buy Virony Sanitary pad, 56(19%) respondents buy Molped sanitary pad, 40(13%) respondents buy Lady Care and 12(4%) respondents buy Angel Secret. Popular brands of sanitary pad among female students of Adeleke University are; Always, Virony, Molped, Lady Care and Angel Secret respectively. None of the respondents indicated using or buying the following brand of sanitary pad, Diva, Comfit, Kotex, Dry Love, Stayfree, Sofy and Queen Lady.

Research Question Five: What are the reasons why female students in Adeleke University buy brands sanitary pad?

Table 4.8: Reasons Why Respondents Buy Particular Brands of Sanitary Pad

Items	SA	A	UD	D	SD	M
My brand of sanitary pad is highly hygienic	228 (76%)	36 (12%)	36 (12%)	0 (0%)	0 (0%)	4.64
My brand of sanitary pad is pocket friendly	132 (44%)	48 (16%)	60 (20%)	48 (16%)	12 (4%)	3.8
My brand of sanitary pad is suitable for my heavy flow	192 (64%)	47 (15.7%)	61 (20.3%)	0 (0%)	0 (0%)	4.44
My brand of sanitary pad comes with plenty pieces in pack	13 (43.7%)	61 (20.3%)	73 (24.3%)	35 (11.7%)	0 (0%)	3.96
I buy cheaper brands of sanitary pad when my preferred brands increase in price	25 (8.3%)	47 (15.7%)	33 (11%)	98 (32.%)	97 (32.3%)	2.35
I don't care about brands of sanitary pads, I just buy whichever one I get in the market	24 (8%)	30 (10%)	30 (10%)	72 (24%)	144 (48%)	2.06

Source: Field Survey, 2021

Table 4.8 revealed that a significant majority of the population, 268(88%) buy a particular brand of sanitary pad because it is highly hygienic. 180(60%) respondents buy their brand of sanitary pad because it is pocket friendly, 60 (20%) respondents are neutral about the price of sanitary pads while 60(20%) respondent do not perceive the brand of sanitary pad they use to be pocket friendly. A preponderant majority of respondents, 239(79.7%) agree that they buy the brand of sanitary pad they use, because it is suitable for their heavy flow, however 61 (20.3%) respondents are neutral as regards the suitability of their brands of sanitary pad for heavy flow. 192(64%) respondents buy sanitary pads because it comes with plenty pieces in a pack. 73(24.7%) respondents are undecided about it while 35 respondents do not buy sanitary pads because of the quantity in the pack. 72(24%) respondents buy other brands when their preferred brands increase in price, 33(11%) respondents indicate being neutral on the issue while 195 respondents actively disagree to switching to other brands due to increase in price of preferred brands. This indicates an average level of brand loyalty among respondents towards preferred brands of sanitary pads. 54(18%) respondents do not care about brands of sanitary pads, they just buy whichever one they can get in the market, 30 (10%) respondents are undecided on the issue of intentional purchase of brands of sanitary pads while 216 (72%) respondents care about the offerings of the brands of sanitary pads they buy.

In summary, the buying behaviour of Adeleke University female students is influenced by price, quantity, hygiene, and functionality (suitable for heavy flow).It also revealed that Adeleke university female students are highly intentional about the offerings and brands of sanitary pads they purchase and use.

Table 4.9: Motivators for Patronage of Brands of Sanitary Pad

Items	AI	OFT	SMT	RLY	NVR	M
My friend recommend the brand of sanitary pad I buy and use	56 (18.7%)	40 (13.3%)	48 (16%)	84 (28%)	72 (24%)	2.75
The women in my family recommend the brand of sanitary pad I buy	36 (12%)	96 (32%)	48 (16%)	60 (20%)	60 (20%)	2.96
My favourite celebrity endorse the brand I buy	0 (0%)	13 (4.3%)	59 (19.7%)	45 (15%)	183 (61%)	1.67

Source: Field Survey, 2021

Table 4.9 reveals that 144 (48%) respondents buy brands of sanitary pad because their friends recommend it while 156(52%) respondents do not really buy sanitary pads based on the recommendation of their friends.180(60%) respondents buy a particular brand of sanitary pad because the women in their family recommend it while 120(40%) respondents do not really buy sanitary pads based on the recommendation of the women in their family. Only 13(4.3%) respondents often buy a particular brand of sanitary because their favourite celebrity endorses the brand. However 287 (95.7%) respondents do not really buy sanitary pads because their favourite celebrity endorses.

This study therefore reveals that while family recommendation significantly motivate brand patronage of sanitary pads,celebrity endorsement to a large extent does not motivate brand patronage of sanitary pads.

Table 4.10: Awareness of Respondents about their Brand of Sanitary Pad

Respondent Means of Awareness about Sanitary Pad	Frequency	Percentage
Advertisement	108	36%
Direct Mail	0	0%
Brand Representatives	36	12%
Family	96	32%
Friends	60	20%
Total	300	100%

Source: Field Survey, 2021

Table 4.10 revealed that 108(36%) respondents heard about the sanitary pad they currently use through advertisement while 36(12%), 96(32%), 60(20%) respondents heard about the sanitary pad they currently use through brand representatives, family and friends respectively. None of the respondents indicated awareness of brand of sanitary pad through direct mail. This table therefore reveals that sources of awareness for respondents about their brand of sanitary pad are advertisement, family, friends and brand representatives respectively.

Table 4.11: The Advertising Media

Advertising Media	Frequency	Percentage
Radio	0	0%
Television	49	45%
Newspaper	0	0%
Magazine	0	0%
Social Media	57	53%
Blogs	2	2%
Billboards	0	0%
Display Bus/Van	0	0%
Total	108	100%

Source: Field Survey, 2021

Table 4.11 revealed that of the 108 respondents who became aware of their brand of sanitary pad through advertisements, 57(53%) respondents accessed the sanitary pad advertisement message through social media, 49(45%) respondents through the medium of television, while 2(2%) respondents accessed sanitary pad advertisement message through blogs. None of the respondents indicated radio, billboard, display bus or van, magazine or newspaper as a medium through which they accessed advertisement messages of the brand of sanitary pad they currently use.

The specific channels through which Adeleke University female students access sanitary pad advertisement messages are social media, television and blogs respectively.

Table 4.12: Delivery of Promise of Value Stated in Advertisement

Brand Delivery of Promise of Value made in Advertisement	Frequency	Percentage
Yes it does	54	50%
No it doesn't	40	37%
Sometimes	14	13%
Total	108	100%

Source: Field Survey, 2021

Table 4.12 revealed that out of the 108 respondents who got to know and purchase brands of sanitary pad through advertisement, only 68(63%) respondents indicated that the brand delivers the promise of value made in the advertisement. 40 (37%) respondents do not get the promise of value made in the advertisement post purchase. This table revealed that majority of the respondents enjoy the delivery of promise of value made in advertisement post purchase of their brands of sanitary pads.

Table 4.13: Purchasing Outlets of Sanitary Pads

Purchasing Outlets of Sanitary Pads	Frequency	Percentage
Supermarket	216	72%
Mall	12	4%
Public Market/Street Vendors	63	21%
Directly from Producers	9	3%
Total	300	100%

Source: Field Survey

Table 4.13 revealed that majority of the respondents; 216(72%) purchase their brand of sanitary pad from the supermarket. The second majority 63 (21%) buy their sanitary pads in a public market or with street vendors, 12(4%) respondents buy their brand of sanitary pad from the mall while 9(3%) respondents buy their sanitary pads directly from producers. The purchasing outlets of female students of Adeleke University using sanitary pads are supermarket, public market or street vendors, the mall and producers respectively.

4.2.2. Test of Hypothesis

H_0^{1-} There is no significant relationship between advertising messages and buying behaviour of sanitary pads by Adeleke University female students

Table 11: Relationship between advertising and consumer buying behaviour

		Advertisement		χ^2	p-value
Consumer behaviour	buying	Poor advertising message	Good advertising message		
		n =76 (%)	n = 107 (%)		
Poor behaviour	Buying	34 (59.7)	23 (40.3)	11.1926	0.001
Good behaviour	Buying	42 (33.3)	84 (66.7)		

The above table revealed the relationship between sanitary pad advertisement messages and consumer buying behaviour. The hypothesis was tested using Chi Square. Good advertisement messages of sanitary pads among female students of Adeleke University is associated with good consumer buying behaviour with ($p=0.001$) because the p-value is less than 0.05. The null hypothesis which states that there is no statistically significant relationship between advertisement and consumer buying behaviour was rejected. Therefore, the relationship between advertisement and consumer buying behaviour is statistically significant.

4.3 Discussion of Findings

Research Question 1: What are the channels through which female students of Adeleke University access advertising messages about sanitary pad?

Majority of the 246(82%) respondents access sanitary pad advertisement messages from new media such as social media, blogs and websites among many others. A second majority of respondents 216(72%) respondents access advertisement messages from broadcast media such as radio and television. Only 4(1.3%) respondents access sanitary pad advertisement messages through outdoor media such as Billboards, Display Bus or Van. None of the respondents access sanitary pad advertisement messages through print media. In summary, new media and broadcast media are respective prominent channel through which Adeleke University female students access sanitary pad advertising messages.

Table 4.9, 4.10 and 4.11 further specified that 108 respondents got to know about their current brand of sanitary pad through advertisement. Out of these 108 respondents 49(45%) respondents accessed the sanitary pad advertisement message through the medium of television, through social media 57(53%) while 2(2%) respondents accessed sanitary pad advertisement message through blogs. None of the respondents indicated radio, billboard, display bus or van, magazine or newspaper as a medium through which they accessed advertisement messages of the brand of sanitary pad they currently use.

The study revealed that Adeleke university female students access sanitary pad advertisement messages majorly, on social media platforms and television respectively. This further validates the assertion that a significant number of users came in contact with preferred brand of sanitary pads through television

advertising¹, while identifying social media as the major source through respondents access sanitary pad advertisement messages.

There are about more than ten channels of communication categorized under print media, broadcast media, outdoor and new media, yet only two was highly identified by majority of the respondents as channels through which they access advertising messages about sanitary pads. This shows a lack of diversification with regards to the media in advertisement placement on the part of the advertisers of sanitary pads.

Research Question 2: What is the extent to which Adeleke University Female Student pay attention to sanitary pad advertisement messages?

The second research question was to find out the extent to which Adeleke University female student pay attention to sanitary pad advertisement messages.

254(88%) respondents pay attention to sanitary pad advertisement message as they indicated to doing so “always, often and sometimes” while only 36(12%) respondents indicated to doing so rarely. 204 (68%) respondents like songs of sanitary pad advertisement messages while 96(32%) rarely find songs in sanitary pad advertisement appealing. 180(60%) students like sanitary pad advertisement that explore menstrual hygiene education while 120(40%) respondents do not. 276(92%) like sanitary pads that realistically portray menstrual experiences while 24(8%) rarely do. 228(76%) of respondents like sanitary pad advertisement messages that are feminist inclined while 72(24%) do not. In summary this study revealed that Adeleke University female students to a very large extent pay attention to sanitary pad advertisement messages that engage the audience using songs, explore menstrual hygiene education, realistically portray menstrual experiences and are feminist inclined.

This therefore corroborates the assertion in the research study “the role of advertising in promoting that companies need not only to produce good quality products but also inform consumers about their benefits in order to clearly position their products in the minds of consumers².”

Research Question 3: To what extent do advertising messages motivate brand patronage of sanitary pad among female students in Adeleke University?

The third research question was “ to what extent do advertising messages motivate brand patronage of sanitary pad among female students in Adeleke University?”

This study revealed that 168(56%) respondents prefer a particular brand of sanitary pad because the advertisement says it offers protective wings while 132(44%) do not. 186(62%) respondents prefer a particular brand of sanitary pad because the advertisement says it comes with pant liners while 114(38%) respondents indicated to doing so rarely and never. 216 (72%) respondents particularly buy a particular brand of sanitary pad because they like the advertisement message while 84 (28%) do not really do so. 228(42%) respondents buy brand of sanitary pad because of the brand promise of no leakage made in the advertisements 264(88%) respondents buy a particular brand of sanitary pad because of the brand promise of no skin irritation.

In summary this study reveals that advertising messages to a large extent motivate brand patronage. This is however hinged on distinctive qualities and benefits such as; no leakage, no skin irritation and offers functional incentives such as pant liner and protective wings as contained in advertisement messages.

The hypothesis tested revealed that good advertisement messages of sanitary pads among female students of Adeleke University is associated with consumer buying behaviour with ($p=0.001$) because the p -value is less than 0.05. Therefore, the relationship between advertisement and consumer buying behaviour is statistically

significant. This study further validates the assumptions of attribution theory because responses indicates that attention, interest, desire and action of respondents towards brands of sanitary pads is influenced by advertising messages. Brand Patronage of sanitary pads can be attributed to external factors such as advertising³.

Research Question 4: What brands of sanitary pad do female students in Adeleke University purchase?

This research revealed that some respondents (32%) buy Always Sanitary pad, another group of respondents (32%) buy Virony Sanitary pad, 19% of respondents buy Molped sanitary pad, 13% buy Lady Care and 4% respondents buy Angel Secret. Popular brands of sanitary pad among female students of Adeleke University are Always, Virony, Molped, Lady Care and Angel Secret respectively. None of the respondents indicated using or buying the following brand of sanitary pad, Diva, Comfit, Kotex, Dry Love, Stayfree, Sofy and Queen Lady. The brands of sanitary pads female students in Adeleke University buy are; Always, Virony, Molped, Lady Care and Angel Secret.

Research Question 5: What are the reasons why female students in Adeleke University buy brands of sanitary pad?

Findings from this study revealed that personal, economic and social factors are factors that influence the decision of female students in Adeleke University to buy a particular brand of sanitary pad

1. **Personal reasons:** a significant majority of the population, 268(88%) out of 300 respondents buy a particular brand of sanitary pad because it is highly hygienic. A preponderant majority of respondents, 239(79.9%) buy the brand of sanitary pad they use, because it is suitable for their heavy flow, however 61 respondents are neutral as regards the suitability of their brands of sanitary pad

for heavy flow. 192(64%) respondents buy sanitary pads because it comes with plenty pieces in a pack. 73(24.3) respondents are neutral about it while 35(11.7%) respondents do not buy sanitary pads because of the quantity in the pack. Personal factors such as functionality (suitable for heavy flow), hygiene and large quantity(plenty pieces in a pack) are reasons why Adeleke University female students buy brands of sanitary pads.

2.Economic reasons:180(60%) respondents buy their brand of sanitary pad because it is pocket friendly, 60(20%) respondents are undecided about the influence of price of sanitary pads on their purchase decision while 60(20%) respondent do not perceive the brand of sanitary pad they use to be pocket friendly. 72(24%) respondents buy other brands when their preferred brands increase in price, 33(11%) respondents indicate being neutral on the issue while 195 respondents actively disagree to switching to other brands due to increase in price of preferred brands. This indicates an average level of brand loyalty among respondents towards preferred brands of sanitary pads. 54(18%) respondents do not care about brands of sanitary pads, they just buy whichever one they can get in the market, 30(10%) respondents are neutral on the issue of intentional purchase of brands of sanitary pads while 246 (82%) respondents care about the offerings of the brands of sanitary pads they buy. This study reveals that Adeleke university female students buy certain brands of respondents because it is pocket friendly. However they are intentional about the offerings and brands of sanitary pads they purchase and use as 195(65%) respondents do not switch to other brands when their preferred brands increase in price. Economic reasons such as pocket friendly prices

3. Social reasons: research from this study revealed that 144 (48%) respondents buy brands of sanitary pad because their friends recommend it while 156(52%) respondents do not really buy sanitary pads based on the recommendation of their friends.180(60%) respondents buy a particular brand of sanitary pad because the women in their family recommend it while 120(40%) respondents do not really buy sanitary pads based on the recommendation of the women in their family. Only 13(4.3%) respondents often buy a particular brand of sanitary because their favourite celebrity endorses the brand. However 287 (95.7%) respondents do not really buy sanitary pads because their favourite celebrity endorses.

This study therefore reveals that while family recommendation significantly motivates brand patronage of sanitary pads, celebrity endorsement to a large extent does not motivate brand patronage of sanitary pads.

Endnotes

¹P.Odia, , and O.O. David , “Television Advertising Impact on Female Production Marketing in Select Nigerian Schools: A Case Study of Always Ultra (May 4, 2013)”. *International Journal of Case Studies*, 2, no 4, (2013), Available at SSRN: <https://ssrn.com/abstract=2868272>

²F.Svetlana, “The Role of Advertising in Promoting a Product”. B.Sc. Diss., Centria University of Applied Sciences, 2014.

³B.Oghafor , O.Olayemi , O.Olakunle, and P.Okonji , “Attrribution theory and strategic Decision on Organizational Success Factors”, *Journal of Management of Strategy*, 3 No 1(2012)

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Chapter Five

Conclusion

5.1 Summary of Findings

This study evaluated sanitary pad advertising messages and the buying behaviour of female students in Adeleke University, Ede using sanitary pads. The researcher sampled 300 respondents using multi stage sampling technique. Research instrument, questionnaire was utilized to collect primary data. The data collected were tabulated and analysed using the Statistical Package of Social Sciences (SPSS). Descriptive statistics analysis was adopted for further data analysis.

The findings of this study revealed that new media and broadcast media are respective prominent channel through which Adeleke University female students access sanitary pad advertising messages. The specific channel through which Adeleke university female students access sanitary pad advertisement messages are: social media platforms and television respectively.

The study revealed that Adeleke University female students to a large extent pay attention to sanitary pad advertisement messages that engage the audience using songs, explore menstrual hygiene education, realistically portray menstrual experiences and are feminist inclined.

Advertising messages to a large extent motivate brand patronage of sanitary pads among female students of Adeleke University. This is hinged on statement of benefits such as no leakage, no skin irritation, and protective wings, among others in sanitary pad advertisement messages. The hypothesis tested revealed that good advertisement messages of sanitary pads among female students of Adeleke University is associated with consumer buying behaviour with ($p=0.001$) because

the p-value is less than 0.05. Therefore, the relationship between advertisement and consumer buying behaviour is statistically significant.

The five popular brands of sanitary pad among female students of Adeleke University are: Always, Virony, Molped, Lady Care and Angel Secret respectively. None of the respondents indicated using or buying the following other seven identified brand of sanitary pad, Diva, Comfit, Kotex, Dry Love, Stayfree, Sofy and Queen Lady.

Also, personal factors such as functionality (suitable for heavy flow), hygiene and large quantity(plenty pieces in a pack) are reasons why Adeleke University female students buy brands of sanitary pads. Affordability and brand loyalty are economic reasons that influence brand patronage of sanitary pads among female students of Adeleke University. Social reasons such as recommendations from friends and families are factors that influence the decision of female students in Adeleke University to buy a particular brand of sanitary pad.

5.2 Conclusion

Female students of Adeleke University look out for certain benefits (highly absorbent, hygienic, pocket friendly and skin friendly) in a particular brand of sanitary. One of the means of ascertaining their chosen brand have those qualities before purchase, is through advertisement. The combination of scholarly opinions reviewed and data collected from the field revealed female student of Adeleke University do not access sanitary pad advertisement messages across all media platforms, just few of them, social media and television .

The three most brands of sanitary pads among respondents are Always, Virony and Molped. These are brands that are strongly advertised. This creates a connection with between advertising messages and brand patronage. Respondents

to a very large extent pay attention to sanitary pad advertisement messages to make purchase decisions. Hypothesis tested revealed that the relationship between advertising messages and consumer buying behaviour is statistically significant

.5.3. Recommendations

This study was conducted to examine how the attention, interest, desire and action of female students of Adeleke University towards sanitary pad advertisement messages, influence what they buy, who motivates patronage, why they buy, where they buy and how they buy sanitary pads. Based on the findings of this study, the following recommendations are made:

- i. Advertisers and Advertising specialists should adopt media diversification as regards placement of sanitary pad advertisement messages. This will enable target markets access sanitary pad advertisement messages from other media platforms not just social media and television.
- ii. Sanitary pad advertising messages should be creatively tailored towards the information needs of Nigerian women.
- iii. The study recommends that advertisers and advertising specialists should emphasize the benefits of products in their messages rather than emphasizing entertaining messages to motivate brand patronage of sanitary pads.
- iv. Manufacturers of Sanitary pad should ensure promise of value made in advertisement is delivered in offerings sold to the public.
- v. Advertisers should consider the personal, social and economic reasons that influence consumer buying behaviour in creating sanitary pads and sanitary pad advertisement messages.
- vi. Advertisers in collaboration with advertising agencies should ensure sanitary pad advertisements reflect realistic menstrual experiences.

vii. Advertised brands of sanitary pad are the three most popular brands among respondents; advertisers should invest more in effective advertising as a marketing strategy.

5.4. Contribution to Knowledge

This research was conducted to examine the influence of advertising messages on female students of Adeleke University buying behaviour of sanitary pads. Over time, studies have examined link between advertising and consumer buying behaviour. Such studies include; Long Yi Lin's research on impact of advertising appeals and advertising spokesperson on advertising attitudes and purchase intentions, Odia, Patricia and David Oamen, Osedebamen research on television advertising impact on female production marketing in select Nigerian schools: A case study of Always Ultra and another study on television advertising of sanitary towel and buying behaviour of female polytechnic that examined the relationship between television advertising of sanitary pads and the purchasing behaviour of the female users.

The researcher discovered that none explored the relationship between advertising messages and buying behaviour of sanitary pads. This findings of this research established that advertising messages (the unique blend of appeals, value proposition and tagline to form advertising messages) to a large extent motivates brand patronage of sanitary pads.

Sanitary pad is an important menstrual product. Literatures examined in this study established that sanitary pads and menstruation are often talked about in coded words and treated with shame. Menstrual blood is depicted as blue instead of red; women dancing all around despite menstrual pains are some unrealistic features of sanitary pad advertisements as observed by other scholars. Findings from this

study support their observation and present the perspective of target audience on it. Respondents prefer sanitary pad advertisement that realistically portrays menstrual experiences.

This study has provided more information on menstruation, sanitary pads, and more literature in the field of advertising.

5.5. Suggestion for Further Research

The following are the suggestion for further research:

1. Research should be conducted to investigate audience perception of social stereotypes in sanitary pad advertisement messages.
2. Research should be carried out to examine the role of sanitary pad advertising messages in creating awareness on menstrual hygiene.
3. Other research should explore the relationship between advertising messages and brand loyalty.

Appendix 1

Lead City University, Ibadan

Department of Mass Communication and Media Technology

Questionnaire

Dear Respondent,

I am a postgraduate student of the department of Mass Communication and Media Technology. I am carrying out a research on Advertising Messages and the buying behaviour of Sanitary Pads of Female Students Adeleke University, Ede, Osun State. You are kindly requested to spare some time to respond to items contained in this questionnaire.

All information given shall be treated with utmost confidentiality.

Thank you so much for your cooperation.

Section A: Demographic Characteristics

1. Age in years: 15-20 () 21-25() 26-30() 31-35() 36-40()
41-45() 46 and above()
2. Level: 100 () 200() 300() 400() 500 ()
3. Faculty: Faculty of Law() Faculty of Business and Social Sciences ()
Faculty of Science () Faculty of Arts () Faculty of Engineering ()
Faculty of Basic Medical Sciences ()

Section B: Advertising Messages

Please tick the options that are applicable to you

Always =5, Often=4, Sometimes =3, Rarely=2, Never=1

	Items	Always	Often	Sometimes	Rarely	Never
	Attention					
1.	I access advertising messages through broadcast media such as radio and television					
2.	I access advertising messages through print media such as Newspaper and Magazine					
3.	I access advertising messages through new media such as social media, blogs, websites					
4	I access advertising messages through outdoor media such as billboards, bus and van display					
5	I pay attention to sanitary pad advertisement messages					
6	I listen to songs of Sanitary pads advertisements					
	Interest					

7	I like for sanitary pad advertisement messages that explore menstrual hygiene education					
8	I like sanitary pad advertisement messages that realistically portray menstrual experiences					
9	I pay attention to sanitary pad advertisement messages that are feminist inclined					
	Desire					
10	I prefer a particular brand of sanitary pad because the advertisement says it offers protective wings					
11	I prefer a particular brand of sanitary pad because the advertisement says that it comes with pant liners					
	Action					
12	I buy a particular brand of sanitary pad because I like the advertisement					

	message.					
13	I buy a particular brand of sanitary pad because of the brand promise of “no leakage” in the advertisement.					
14	I buy a particular sanitary pad because of the brand promise of “no skin irritation” in the advertisement					

Section C: Consumer Behaviour

Always =5, Often=4, Sometimes =3, Rarely=2, Never=1

	Motivation for patronage of brands of sanitary pad	Always	Often	Sometimes	Rarely	Never
1	My friends recommend it					
2	The women in my family recommend it					
3	My favorite celebrity endorse the brand I buy					
	Why do you buy a particular brand of sanitary pad?	Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
4	My brand of					

	sanitary pad is highly hygienic					
5	My brand of sanitary pad is pocket friendly					
6	My brand of sanitary pad is suitable for my heavy flow.					
7	My brand of sanitary pad come with plenty pieces of pad in a pack					
8	I buy cheaper brands of sanitary pad when my preferred brands increase in price					
9	I don't care about brands of sanitary pads, I just buy whichever one I can get in the market					

Consumer Buying Behaviour

(Kindly tick as many options as it suits your experience)

10A.How did you hear about the brand of sanitary pad you currently use?

Advertisement ()

Direct Mail ()

Brand representatives ()

Family ()

Friends ()

10b. if advertisement, which media do you access sanitary pad advertisement

Radio ()

Television ()

Newspaper ()

Magazines ()

Social Media ()

Bus Display ()

Billboard ()

10c. after purchase, does the brand deliver the promise of value made in advertisement? Yes, it does () No, it does not () Sometimes ()

11.. What brand of Sanitary Pad do you buy?

Always () Lady Care () Virony () Molped () drylove() diva()

Angel's secret() Sofy () Comfit () Queen Lady () stayfree() Kotex ()

12. Where do you prefer to buy sanitary pads?

Supermarket () Malls () Street Vendors () Directly from producers ()

Appendix II

Images of Brands of Sanitary Pads





Molped! *Solution to leakage*



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BIO DATA

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B. HIGHER EDUCATION

Adeleke University

- B.Sc. Mass Communication, First Class Honours 2019
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C. WORK EXPERIENCE

- Adeleke University (Graduate Assistant) 2020- Present
- Lead City University (Youth Corper) 2019-2020
- NYSC Orientation Broadcasting Service (Announcer) August 2019-September 2019
- Raypower F.M (Intern at News and Current Affairs Department) 2017-2018

D. RESEARCH PUBLICATIONS

- Agha R.O. & Oderanti O.F., "Social Media as a Tool of Mobilization in the Global Clamour to End SARS", Scholarship in Communication Studies", Ed. Ihebuzor Lambert, College Press Limited, Oyo State, Nigeria, 2021.
- Adefila, Olufemi Emmanuel and Agha, Rita Oluwadarasimi and Oderanti, Omolayo Folake and Aluko, Banji Imisioluwa, Assessment of the interface between culture and communication in selected Globacom advertisements (July 24, 2021). Available at SSRN: <https://ssrn.com/abstract=>

- Agha, R.O., Oderanti, O.F., Alao, T.O., Drumming as a Means of Communications and Culture in Nigeria: A Study of Talking Drum, Humanus Discourse, 1(2), 2021
- Anthony Amedu & Rita Agha, Evaluation of the Significance of Online Newspaper Reportage of 2020 Southern Kaduna Killings, Journal of Communication and Media Technology, 2020, 3(2), PP117-132

E. CONFERENCE ATTENDED

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F. PROFESSIONAL CERTIFICATION

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