

**Sanitary Pads Advertising Messages and Buying Behaviour of Female Students
of Adeleke University, Ede, Osun State**

**Rita Oluwadarasimi AGHA
LCU/PG/001609**

**An M.Sc. Thesis Submitted to the Department of Mass Communication and
Media Technology, Faculty of Communication and Information Sciences, Lead
City University, Ibadan, Oyo State, Nigeria**

**In Partial Fulfillment for the Requirements for the Award of Master of Science
(M.Sc.) Degree in Mass Communication and Media Technology**

2021

Certification

This is to certify that this study was conducted under my supervision by Agha Rita Oluwadarasimi with the matriculation number LCU/PG/001609 for the award of Master of Science Degree (M.Sc.) Mass Communication and Media Technology, Lead City University, Ibadan, Oyo State.

Professor Taye Babaleye
(Supervisor)

Date

Professor Lambert Ihebuzor
(Head of Department)

Date

Dedication

This work is dedicated to God Almighty for his mercies on me and my parents.

DO NOT COPY. LEAD CITY UNIVERSITY, NIGERIA

Acknowledgement

I am grateful to the almighty God for his grace, mercy, favour and for helping me through this academic journey. It was by His grace that I was able to achieve this academic milestone.

I appreciate my supervisor, Professor Taye Babaleye, for his contributions and commitment to this project. It was an honour and a blessing to have him as my supervisor. I also appreciate all the lecturers in the Department of Mass Communication and Media Technology: Professor Lambert Ihebuzor, Professor Lukman Abioye, Dr. W. B. Busari, Dr. A. O. Otunla, Dr. Ayobami Owolabi, Dr. Yemi Oginni, Dr. Toyosi Samuel, Dr. Abigail Irele, Dr. Ken Umezurike, Mr Femi Jacobs, Miss Bidemi Bello and Mr. Anthony Amedu for their contributions and guidance.

I am immensely grateful to my parents, Mrs Eniola and Mr Henry Agha, for their help, encouragement and support to me during the course of my programme. I am also thankful to them for serving as the best role models to me. To my dearest aunty, Mrs Taiwo Alawode, I am grateful for my hospitality and financial support to me during the course of my programme.

Abstract

Sanitary pads are of great importance to menstruating women across the globe. The Nigerian sanitary pad market has over twelve brands competing for market shares through advertisement to influence buying behaviour of women fold which includes young ladies. This research examined sanitary pad advertising messages and the buying behaviour of female students of Adeleke University, Ede, Osun State. The study adopted descriptive survey research design, using a researcher-designed questionnaire for data gathering from 300 respondents. Data collected was analysed using descriptive and inferential statistics. Findings revealed that, new media (82%) and broadcast media (72%) are prominent channels through which Adeleke University female students access sanitary pad advertising messages. Again, to a very large extent, respondents pay attention to contents of sanitary pad advertisement messages which motivates them to prefer the absorbent quality, skin friendly feature and stain preventive function of sanitary pads. Therefore, buying behaviour of the respondents is hinged on the benefits of the products contained in the advertisement messages. Lastly, there was a significant relationship between sanitary pads advertisement messages and buying behaviour of female students of Adeleke University($p=0.001<0.05$), the study recommends that advertisers and advertising agencies should emphasise the benefits of products in advertising messages meaning that sanitary pads advertising messages should be creatively tailored towards the information needs of consumers. Also, Manufacturers of sanitary pads should ensure quality service delivery.

Word Count: 237

Keywords: Advertising, Advertising Messages, Buying Behaviour, Consumers, Sanitary Pads

Table of Contents

Title Page	
Certification	i
Dedication	ii
Acknowledgement	iii
Abstract	iv
Table of Contents	v
List of Tables	viii
List of Figures	ix
List of Acronyms	x
Chapter One- Introduction	
1.1 Background to the Study	1
1.2 Statement of the Problem	8
1.3 Aim and Objectives of Study	8
1.4 Research Questions	9
1.5 Research Hypothesis	9
1.6 Significance of Study	9
1.7 Scope of Study	10
1.8 Operational Definition of Terms	10
Endnotes	
Chapter Two- Review of Related Literature	
2.1 Conceptual Framework	15
2.1.1 Advertising Message Development	15
2.1.2. Components of Advertising Message	21

2.1.3	AIDA Model	25
2.1.4.	The Advertising Process	27
2.1.5	Advertising Media	33
2.1.6	Economic Effects of Advertising	38
2.1.7	Social Effect of Advertising	40
2.1.8	Brand	41
2.1.9	Component of a Brand	42
2.1.10	Consumer Buying Behaviour	46
2.1.11	Factors Influencing Consumer Behaviour	49
2.1.12	Sanitary Pads	51
2.1.13	Common Brands of Sanitary Pad in Nigeria	51
2.1.14.	Factors that Influence the Use of Sanitary Pads	56
2.1.15	Social Representation of Menstruation	61
2.1.16.	Period Poverty as a Restricting Factor in the Usage of Sanitary Pad in Nigeria	62
2.1.17	Historical Development of Sanitary Pads for Menstrual Needs	65
2.1.18	Menstruation and Sanitary Pads in Advertisement	66
2.1.19	The Identity of People Who Menstruate	68
2.2	Theoretical Framework	70
2.2.1.	Attribution Theory	70
2.2.2	Information Processing Theory	71
2.3	Review of Empirical Studies	72
2.3.1.	Advertising Appeal and Brand Patronage	73
2.3.2.	Tagline, Value Proposition and Brand Patronage	75
2.3.3	Consumer Behaviour	76

2.3.4	Menstruation, Sanitary Pads and Advertising	77
2.4	Conceptual Model	84
2.5	Summary of Reviewed Literature	85

Endnotes

Chapter Three: Methodology

3.1	Research Design	100
3.2	Population of the Study	100
3.3	Sample and Sampling Technique	100
3.4	Description of Research Instrument	101
3.5	Validation of Instrument	102
3.6	Reliability of Instrument	102
3.7	Method of Data Analysis	102

Chapter Four: Results and Discussion of Findings

4.1	Demographic Data Analysis	103
4.2	Presentation of Data	106
4.2.1	Analysis of Research Questions	106
4.2.2	Test of Hypothesis	120
4.3	Discussion of Findings	121

Endnotes

Chapter Five: Conclusion

5.1	Summary of Findings	128
5.2	Conclusion	129
5.3	Recommendation	130
5.4.	Contribution to Knowledge	131
5.5.	Suggestion for Further Research	132

Appendix Bibliography

List of Tables

Table 3.1: Reliability statistics	102
4.1: Age of Respondents	103
4.2: Year of Study of Respondents	104
4.3: Faculty of Study of Respondents	105
4.4: The Channels through which Female students of Adeleke University Access Advertising Messages about Sanitary pad	106
4.5: Attention and Interest Stimulated by Advertising Messages of Sanitary pads	108
4.6: Desire and Action Stimulated by Advertising Messages of Sanitary pads	110
4.7: Respondents Brand of Sanitary Pad	112
4.8: Reasons Why Respondents Buy a Particular Brands of Sanitary Pad	113
4.9: Motivators for Patronage of Brands of Sanitary Pad	115
4.10. Awareness of Respondents about their Brand of Sanitary Pad	116
4.11: The Advertising Media	117
4.12: Delivery of Promise of Value Stated in Advertisement	118
4.13: Purchasing Outlets of Sanitary Pads	119
4.14: Relationship between advertising and Consumer buying behaviour	120

List of Figures	Pages
Figure 1: AIDA model by Jiangyu and Haibo, 2013	26
2: Conceptual Model on Advertising Messages and the Buying Behaviour of Sanitary Pads by Female Students of Adeleke University	84

DO NOT COPY. LEAD CITY UNIVERSITY, NIGERIA

List of Acronyms

AAAN- Association of Advertising Agencies of Nigeria

DSDG- Division for Sustainable Development Goals

MTN- Mobile Telephone Networks

MHM- Menstrual Hygiene Management

MAN- Manufacturers Association of Nigeria

NGOs- Non Governmental Organizations

SDGs- Sustainable Development Goals

UNDESAA- United Nations Department of Economic and Social Affairs

DO NOT COPY. LEAD CITY UNIVERSITY, NIGERIA