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The influence of beauty models on consumers' product choice

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Abstract

The study is on the Influence of Beauty Models on Consumers' Product Choice. It aims at determining consumer's difficulty in making a choice of Delta soap brand. To identify which brand of Delta soap is more patronized by the use of models. To determine the gender and age that is influenced by the use of models in advertising Delta soap. To know the other factors influencing consumer purchase of Delta soap. Survey research method was a method which focuses on a representative set derived from the entire population of study. According to Asika (2009:13), survey research focuses on populations or the universe, data are collected from the population for intensive study and analysis. More often than not, the researcher finds that he cannot possibly study all the subjects or items in the population. The area of study is Michael Okpara University Umudike Abia State. The Michael Okpara University of Agriculture, originally the Federal University of Agriculture, is a federal university in Umudike, Abia State, Nigeria established as a specialized University by a Federal Government of Nigeria Decree No 48 of November 1992. The target population of the study was the entire consumers of Delta Soap in Michael Okpara University Umudike, Abia State. The total number of students currently is 11,232 students. Sample size is the number of subjects of elements (Unit of Analysis) usually drawn from a population meant for the study. It is usually a reflection of the population... (Nworgu 2010: 362) [28]. The data analysis of students of Michael Okpara University Umudike is 11,232 students, the researcher studied a sample size of 200 respondents using questionnaire. The findings of this study revealed that Delta summer cool soap brand has influence on consumer's choice. It also proved that advertising help the consumers behaviour positively towards brand of soap selection. It was found out that majority of the soap users are satisfied with the soap and its services which is the ultimate goal of the consumer. Thus it has successfully satisfied the consumer's perceived want or need due to the important roles it has played in beautifying their skin. The female models have helped to reduce the difficulty in choosing Delta soap brands. The Delta soap brand has become so important because of the attraction of the female models on the pack.

Keywords: Beauty models, product choice, determining consumer's, Delta soap brand

Introduction

Models are used in advertising to increase the appeal of the product on display. Industries use models in advertisements as reference points for advertising their product in order to get the attention of consumers. The industries hope that the positive attitude the consumer feels towards the model will be transferred to a favourable attitude towards the product advertised. Women are therefore, beginning to get involved in adverts not only as subordinates but also as major models. Thus women could be seen often times in the background performing seductive roles in such product as soap brand. Brand studies have always remained the key attention of the marketers because of its importance and direct relationship with consumers. Many companies spend a lot of money in soap branding to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertiser's goal is to get enough relevant market data to develop accurate profiles of buyers and to find the common group (and symbols) for communications. This involves the study of consumer's behaviour; the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants.

Arnold *et al.* (2002) defined consumer behaviour as 'the mental and emotional process and physical activities of people who purchase and use goods and services to satisfy particular need and wants'. Furthermore, Arnold (2002) considers consumer behaviour as individual or group acquiring, using and disposing of products, services, ideas or experience. In other words, consumer behaviour constitutes a process through which people purchase, use, dispose

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and acquire goods and services toward satisfying their needs and wants. According to Arens (2002), consumers are classified into three (3) categories. They include; current consumer, prospective consumers, and centres of influence. Arens hold that current consumers are those who regularly buy something from a business and that one way to measure a business success is by calculating the number of its current consumers and their respective purchase. Prospective customer or opinion leaders are those whose ideas and actions others respect. Consumer behaviour can be defined as the decision-making process and physical activity which involves acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out the fact that it is not just the buying of goods/services that receives attention in consumer behaviour, but the process starts much before the goods have been acquired or bought.

Thus, this has made advertising agencies see women as ornaments that are used to beautify the advertisement. They further went to say that women garnish the advertisements and adverts appealing to the eyes. In the view of this, the study sought to identify how the use of female models influenced individuals to make decisions in the selection of soap brands.

Statement of the problem

Certain factors influence the consumer's buying behaviour for a brand product over another brand produced. Four factors determine how consumers decide on choice of brand products to buy and they are: The important of product; how the consumer feels about the product; what the buying habit of the consumer (brand loyalty) and whether the consumer seeks personal satisfaction.

Consequently this research examines the contribution or level and extent of female models as a promotional strategy influence consumers purchases decision/choices of various brands of selected soap brands in Nigeria.

Objectives of the study

The study will achieve the following objectives:

1. To determine consumers difficulty in making a choice of Delta soap brand.
2. To identify which brand of Delta soap is more patronized by the use of models.
3. To determine the gender and age that is influenced by the use of models in advertising Delta soap.
4. To know the other factors influencing consumer purchase of Delta soap.

Research Questions

In-order to achieve the objectives of this study, the following research questions were used:

1. To what extent do female models reduce the difficulty in making a choice of Delta soap brand?
2. Which brand of Delta soap is more patronized by the use of models?
3. What age and social group are influenced by the use of models in advertising?

Literature Review

The Concept of Branding

The word "brand" is revealed from the Old Norse word "brand" which means to burn as brands were and still are the means by which livestock owners mark their animals to identify ownership said Keller (2003). Building and

maintaining a brand is the critical task for marketing managers as they need to consider lots of aspects to make the brand successful. A strong brand name is the tool to dominate the market and to have sustainable competitive advantage which is vital for any business growth.

Kelly (2008) define brand as "a name, term, design, symbol or any other features that identifies one seller's good or service as distinct from those of other seller". While Capon & Hulbert (2001) define brand as "distinguishing names and symbols, such as logos, trademarks, package designs and spokespersons".

In the above definition, a brand is a name, logo or sign given to the product which differentiates one product from another. Brands are like people, they have personalities, image, positioning, values, attributes etc. For example, some different signs and symbols have been given to specify the brands. Some of these brands tell their name and some of them don't but still they can be easily recognized because they are well known signs or names. Brassington & Pettitt (2006) ^[11] define branding as a means of linking items within a product line or emphasizing the individuality of product items.

Branding is a characteristic (of product) which adds value to products. It helps companies to differentiate them from others. Branding is very important for a company to distinct its products and services from others. Branding is not only important to the owner but also important to consumers and retailers. Effective branding can result in higher sales of not only one product, but of other products associated with that brand. People engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand can therefore become one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. The art of creating and maintaining a brand is called brand management. Orientation of an entire organization towards its brand is called brand orientation. Careful brand management seeks to make the product or services relevant to the target audience. Brands should be seen as more than the difference between the actual cost of a product and its selling price; they represent the sum of all valuable qualities of a product to the consumer. In essence the use of female models can improve the recognition of a soap brand. A widely known brand is said to have "brand recognition". The female model can also help soap brand recognition build up to a point where the soap enjoys a critical mass of positive sentiment in the marketplace, and this is when the soap has achieved brand franchise. Brand recognition is most successful when people can state a brand without being explicitly exposed to the company's name, but rather through visual signifiers like female models, logos, slogans, and colours.

Promotional Tools and Modelling

The 4 Ps of marketing are product, price, place and promotion. All four of these elements combine to make a successful marketing strategy. Promotion looks to communicate the company's message across to the consumer. The four main tools of promotion are advertising, sales promotion, public relation and direct marketing. All these promotional tools use female models to acts as an appeal to a product or service. Though, it is used mostly in

advertising. According to Belch and Blech (2012), advertising is defined as any paid non-personal communication about an organisation, product, service or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or time for the advertising message generally must be bought. The non-personal component means that advertising involves mass media, example television, radio, newspaper, magazine, that can transmit a message to large groups of individuals, often at the same time.

According to Shimp (2003) ^[37], sales promotion refers to any incentive used by a manufacturer to induce the trade (wholesalers, retailers, or other channel members) and/or consumers to buy a brand and to encourage the sales force to aggressively sell it. Retailers also use promotional incentives to encourage desired behaviours from consumers. Sales promotion is more short-term oriented and capable of influencing behaviour. Totten and Block (1994) ^[38] stated that the term sales promotion refers to many kinds of selling incentives and techniques intended to produce immediate or short-term sales effects. Typical sales promotion includes coupons, samples, in-pack premiums, and price-offs, displays, and so on. Banks (2003) ^[7] wrote that with sales promotion, brands have a chance to quickly affect consumer choice and behaviour by adding value through an on-pack offer, by achieving incremental display or by encouraging trial via sampling and/ or couponing. Chandon *et al.* (2000) ^[13] indicated that sales promotion may be attractive to highly promotion prone consumers for reasons beyond price savings. These highly promotion prone consumers may switch brands to receive special deals that reflect and reinforce their smart shopper self-perception.

The Use of Female Models In Advertising

The use of models in any promotional tool is referred to as promotional model. A promotional model is a model hired to drive consumer demand for a product, service, brand or concept by directly interacting with potential consumers. The vast majority of promotional models tend to be attractive in physical appearance. They serve to provide information about the product or service and make it appealing to consumers. While the length of interaction may be short, the promotional model delivers a live experience that reflects on the product or service he or she is representing. This form of marketing touches fewer consumers for the cost than traditional advertising media (such as print, radio and television), however, the consumer's perception of a brand, product, service or company is often more profoundly affected by a live person-to-person experience. Marketing campaigns that make use of promotional models may take place in stores or shopping malls, at outdoor public spaces. They are often held at high traffic locations to reach as many consumers as possible, or at venues at which a particular type of target consumer is expected to be present.

According to Armstrong (1991) ^[3], advertising is a highly visible and seemingly controversial agent of socialization. Indeed, it appears everywhere in our lives, on television on the internet, on busses, in our mailbox, in magazines, and now in the toilet of our favourite restaurants or nightclubs. Published literature, discussions indicate that there is a significant increase in the use of female models in advertisements in recent times. Portrayal of female models in advertisements in various media such as print, television,

outdoor has also become a concern. The commonly made observation are that the women are perceived/seen as glamorous objects, they are shown as dependent on men, are shown in traditional mundane roles as housewife, teacher, nurse, mother. They are rarely shown as decision makers or in power as accomplished women. Some advertisements are felt to be obscene or vulgar and degrade the dignity of women.

In a paper entitled "Women in Advertising: Representation, Repercussions and Responses" published in November 2009, the authors, Maurice Patterson, Lisa O' Malley and Vicky Story, said that the representation of women in advertising has been the subject of discussion and debate over four decades with advertisers standing accused of utilizing inappropriate and degrading stereotypes. According to API (Institute of Advertising Practitioners in Ireland) it makes no commercial sense for advertisers to promote negative images of female model/women. Notwithstanding, female models in advertisements have been extraordinarily attractive and persuasive in the purchase of cosmetic products especially among the female buyers. The female models give these consumers a sense of belonging and assurance in the use of the product to get what they want. It has also made industries to have sales boost.

Consumer Buying Behaviour and Models

The study of consumer behaviour is crucial to advertisers and marketers because of marketing consumer's orientations. Companies that want to understand how consumer's think and make decisions about products, conduct sophisticated consumer behaviour research. Arens (2002) defined consumer behaviour as the mental emotional process and physical of price who purchase and use goods and services to satisfy particular needs and wants. According to Wells *et al.* (2002) ^[40], consumer behaviour is the process involved individuals or groups select, purchase, use or dispose of products, services idea experience to satisfy needs and desires. The topic of consumer behaviour is one of the massively studied topics by the researchers and marketers in the past and still being studied. Researchers show different reasons as to why consumer behaviour has been the topic of many academics and researchers. One of the common views is that understanding consumer behaviour has become a factor that has a direct impact on the overall performance of the businesses (Kotler and Keller, 2012) ^[21]. Another view suggests that understanding consumer behaviour has become crucial especially due to fierce competition in retail industry in the UK and worldwide (Tamizhjothi 2013).

It is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012) ^[21]. One of such studies of consumer buying behaviour has been conducted by Dasasi, (2014) ^[15]. The aim of the study was to analyse the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and

previous experience on of the consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing. Another study conducted by Variawa (2010) ^[39], the author analysed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyse the impact of packaging for decision making processes of low-income consumers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville in which 250 respondents participated. The findings of the research indicate that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. Although the findings indicate that there is a weak relationship between the product packaging and brand experience. However, it has been proven by the findings of the research that low-income consumers have greater brand experience from the purchase of 'premium' products when compared to their experience from purchasing 'cheap' brand products.

Again, Lee (2005) ^[22] carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant. The author further explains this by the fact Chinese tradition of taking care of young and old family members have long been developed and marriage is considered to be extremely important in Chinese tradition. This reflects in the findings of the study that the purchase of imported health food products made by a person for the people outside the family is declined significantly by both male and female Chinese after they get married.

In the same vein, the five Stage- Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways. One of the common models of consumer decision making process has been offered by Blackwell *et al.* (2006) ^[10]. According to him, the five stages of consumer decision making process are followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.

Each stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner (1993) ^[12] first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have. This view is also supported by Neal and Questel (2006) ^[27] stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn

lead to formation of idea of purchasing. In the next stage, consumer searches information related to desired product or service (Schiffman and Kanuk, 2007) ^[36]. Information search process can be internal and external. While internal search refers to the process where consumers rely on their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising or feedbacks from other people (Rose and Samouel, 2009) ^[34]. Once the relevant information about the product or service is obtained the next stage involves analysing the alternatives. Kotler and Keller (2005) ^[21] consider this stage as one of the important stages as the consumer considers all the types and alternatives taking into account the factors such as size, quality and also price. Backhaus *et al.* (2007) ^[5] suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision. Purchasing decision can further be divided into planned purchase, partially purchase or impulse purchase as stated by Kacen (2002) ^[20] which will be discussed further in detail in the next chapters. Finally, post-purchase decision involves experience of the consumer about their purchase. Although the importance of this stage is not highlighted by many authors Neal *et al.* (2004) ^[27] argue that this is perhaps one of the most important stages in the consumer decision making process as it directly affects the consumers' purchases of the same product or service from the same supplier in the future.

It is important to note that The Five Stage Model is not the only model- related to consumer decision-making, and there are also a range of competing models that include Stimulus-Organism-Response Model of Decision Making developed by Hebb in 1950' s, Prescriptive Cognitive Models, The Theory of Trying (Bagozzi and Warsaw, (1990) ^[6], Model of Goal Directed Behaviour (Perugini and Bagozzi, 2001) ^[31] and others. It has been established that the consumer buying behaviour is the outcome of the needs and wants of the consumer and they purchase to satisfy these needs and wants. Although it sounds simple and clear, these needs can be various depending on the personal factors such as age, psychology and personality. Also there are some other external factors which are broad and beyond the control of the consumer. These factors have been classified into different types and categories in different ways by different authors. For instance, Wiedermann *et al.* (2007) ^[41] classified them into internal and external factors. On the other hand, Winer (2009) ^[42] divided them into social, personal and psychological factors. Despite the fact that they have been classified into different groups by different authors they are similar in scope and purpose (Rao, 2007) ^[33]. There is a wide range of factors that can affect consumer behaviour in different ways. These factors are divided by Hoyer *et al.* (2012) ^[19] into four broad categories: situational, personal, social and cultural factors. Situational factors impacting consumer behaviour may include location, environment, timing and even weather conditions (Hoyer *et al.*, 2012) ^[19]. In order to benefit from situational factors major retailers attempt to construct environment and situations in stores that motivate prospective customers to make purchase decision. Range of available tools to achieve such an outcome include playing relaxing music in stores,

producing refreshing smells in stores and placing bread and milk products in supermarkets towards the opposite end of stores to facilitate movement of customers throughout the store to make additional purchases etc. The temporary nature of situational factors is rightly stressed by Batra and Kazmi (2008)^[9].

Hoyer *et al.* (2012)^[19] argue that social factors impacting consumer behaviour arise as a result of interactions of perspective consumers with others in various levels and circumstances. Targeting members of society perceived as opinion leaders usually proves effective strategy when marketing products and services due to the potential of opinion leaders to influence behaviour of other members of society as consumers. Lastly, cultural factors affecting consumer behaviour are related to cross-cultural differences amongst consumers on local and global scales. Culture can be defined as “the ideas, customs, and social behaviour of a particular people or society” (Oxford Dictionary, 2015) and the tendency of globalisation has made it compulsory for cross-cultural differences amongst consumers to be taken into account when formulating and communicating marketing messages.

The Influence Of Female Models on the Purchase of Soap Brands

A firm's primary mission is to reach prospective customers and influence their awareness, attitudes and buying Behaviour. They spend a lot of money to keep individuals (markets) interested in their products. Rafique *et al.* (2012) argued that advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviours of the people because every person has different wants and trends according to their life styles. Thus if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people (Raju, 2013)^[32]. People are highly affected by the advertisements and organizations are trying to target the masses of the people. Organizations are using above the line and below the line techniques of the advertisement which fit best with their products. It has become prevalent in the advertising industry how attractive female models are being used to boost the sales of soap.

Female modelling is a technique or strategy used in promotional tools which include sales promotion, advertisement, direct marking, and public relations. Although, female models are mostly used in advertisement than any other form of promotional tools. The use of female models has proven to be an effective advertising technique in consumer buying behaviour of soaps. Female model in advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Female models act as a supplier to arouse the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be emphasized mainly on its benefits and the problems which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements (Sandra 2008)^[35]. In other words, female models can be used for the rational and emotional appeal of a soap brand for consumers to buy.

Female models are excellent in terms of attention-getters, as

they attract both male and female, in addition to different age groups to purchase a soap brand. Advertisers recognize the value of using female models especially if they are celebrities, and think they draw attention to advertising messages in a much cluttered media environment. In the United States, about 20% of advertisement feature celebrities (Solomon 2009). Moreover, stock price has been shown to increase when companies announce celebrity-endorsement contracts (Agrawal & Kamakura, 1995).

The use of female models in the purchase of soap can be explained based on the following;

1. Female models help in creating awareness on the existence of a new soap brand.
2. Female models increase the attention paid to the advertised soap. The model and the advertised product are connected by means of visual juxtaposition and explicit verbal statements about their connection are absent. Such ads, then, can be seen as indirect persuasion attempts from the advertiser (McQuarrie and Phillips 2005). The implicitness in this presentation form may incidentally explain why it is used so often in advertising, because many claims are likely to appear false or ridiculous if they are put in explicit words. Thus, the consumers are convinced to buy the soap brand.
3. Female models are generally attractive, which helps persuasion when the product is attractive-related. Given that many studies in psychology confirm that physical attractiveness has an impact on social perception, and given also that images of attractive persons appear to evoke responses similar to those obtained with real stimulus persons, it seems likely that ad images with physically attractive models affect the ad receiver's responses in terms of several advertising effectiveness variables (Mahmoud). In essence the attractiveness of the female model also attracts the consumer especially the female gender in order to be like the female model.
4. Female models are often well-liked especially if the celebrities, possibly leading to identification and consumer persuasion in an attempt to seek some type of relationship with the celebrity. Celebrity endorsements are among the most successful marketing communication practices used by marketers around the world, especially in breaking message clutter, increasing the credibility and effectiveness of advertisements enhancing brand recognition, stimulating positive attitudes towards brands and finally, increasing sales and profits (Marie, 2012). A consumer who likes a particular celebrity that is used to endorse a soap brand will immediately believe in the product quality and purchase in order to follow the celebrity. This is because, for that celebrity to use the soap then it is of good quality. Anyanwu (2000, p 268)^[2] views consumer behaviour as those problem solving activities undertaken by a consumer with a view to reducing purchase of related risks while enhancing satisfaction by buying the right goods and services. In relation to this, the consumer is convinced of buying the right soap brand.
5. Female model try to link or associate a product with symbolic values by emphasizing both individual and corporate benefits which the soap brand offers. The advertiser may accomplish an implicit connection between a model and a product in several ways: (1) the

model can be depicted as using the product (e.g. the female model bathing with the soap in a television ad and (2) the model can be depicted in the vicinity of the product (e.g., the model is in a shopping mall where the soap is sold).

The soap manufacturers use different marketing strategies to enhance their market share as consumers purchasing behaviour fluctuate from time to time based on different reasons. Nevertheless, the use of the female models in the advertisement of soap is a powerful technique that attracts consumers to purchase the soap brand which in turn boost sales of the industry.

Brief history of orange group limited

The Orange Group Limited which produces Delta soap started operating from Lagos, Nigeria in 1988. It has various brands of product and operations such as pharmaceuticals and personal care. In 2012, all its operations were consolidated into Orange Group. From its operation of personal care it produces delta soap that comes in different brands such as:

- Delta Regular.
- Delta Summer
- Cool Delta
- Herbal Delta Plus

Theoretical Framework

According to Nworgu (2010:58) ^[28] a theory is a set of proposition which can account for or explain certain phenomenon or events. This is a system for providing explanations about certain phenomenon. The theoretical framework for this study is based on two (theories: 1. Information integration theory. This is rested on the belief that information can affect the attitude of the audience. Information in this regard is the ability of the advertiser through the advertising agency to influence the consumer behaviour attitude and choice on different brands of soap. According to this theory, the degree to which information can influence attitude of a consumer is guided by variables, valence and weight. Valence is the degree of the information seen as good news and weight is the level of importance assigned to information as felt by the consumer. Finally, this theory is deemed fit for this study as it will help in enlightening, educating and informing the consumers on the existence of different soap brands and their contents as well as encourage competition among the different soap brands by strategizing their advertisement well in order to influence the consumers choice of soap brands In relation to this work, female models are assumed to give detailed information about the benefits of the usage of Delta soap. And this can influence the consumer buying behaviour towards Delta soap.

To Nworgu (2010) ^[28] consumer behaviour tries to understand and appreciate how a consumer of a product could react towards an advertised product or services and the influences that are responsible for such buying decision and behaviour. According to Well *et al.* (2002) ^[40], consumer behaviour is the process which involves individuals or groups as they select, purchase, use or dispose of products, services, ideas, experiences to satisfy their needs and desires. On the other hand, Anyanwu (2000,p.268) ^[2] views consumer behaviour as those problem solving activities undertaken by a consumer with a view to

reducing purchase risks while enhancing satisfaction by buying the right goods and services. This implies that consumer behaviour involves both mental and physical activities necessary for decision-making in the market place. According to Arens (2002) the theory of consumer behaviour borders on three (3) main factors a consumer passes through before making decision on a product or service. There is the rational behaviour, preference and price. The consumer is rational person who tries to use his or her money wisely. Consumer tries to derive the greater amount of satisfaction or utility from the goods and services. All of us are consumers, and it is important to note that consumers want to get the most for their money. In price, consumers choose the most satisfying combination of goods based partially on price. Also, they buy goods according to our needs, background, beliefs, values, etc. In relation to this study, consumer buying behaviour may have impact on the purchase or use of Delta soap despite the use by female models. From three factors a consumer passes through before making decision on a product or service which is behaviour preference and price, female models may not have a role to play. However, the female models may evoke sex appeal aimed at encouraging Delta Soap purchase by creating brand preference for the consumers.

Research Methodology

Survey as a research is well used in communication research. Survey research method was a method which focuses on a representative set derived from the entire population of study. According to Asika (2009:13), survey research focuses on populations or the universe, data are collected from the population for intensive study and analysis. More often than not, the researcher finds that he cannot possibly study all the subjects or items in the population. The area of study is Michael Okpara University Umudike Abia State. The Michael Okpara University of Agriculture, originally the Federal University of Agriculture, is a federal university in Umudike, Abia State, Nigeria established as a specialized University by a Federal Government of Nigeria Decree No 48 of November 1992.. The target population of the study was the entire consumers of Delta Soap in Michael Okpara University Umudike, Abia State. The total number of students currently is 11,232 students. Sample size is the number of subjects of elements (Unit of Analysis) usually drawn from a population meant for the study. It is usually a reflection of the population... (Nworgu 2010: 362) ^[28]. The data analysis of students of Michael Okpara University Umudike is 11,232 students, the researcher studied a sample size of 200 respondents using questionnaire.

In this research study, the sampling technique used was simple random sampling technique, respondents are selected from Michael Okpara University Umudike students. Using the purposive sampling technique. The researcher selected 200 respondents from Michael Okpara University Umudike, Abia State. The major instrument used was the questionnaire and oral interview. The questionnaire was constructed in two formats thus the open ended and closed ended. It was to enable the respondents apart from answering the options given as well as contribute their own opinion in answering the questions. The questionnaire was divided into two parts. The first part sought information on the sex, age, occupation while the second sought information contains the main subject matter. The questionnaire was then presented to some colleague to

ensure face validity and to strengthen the instruments capacity to test what is supposed to test. It was administered to the respondents by the researchers. The frequency table and simple percentage were used to present the data.

Results

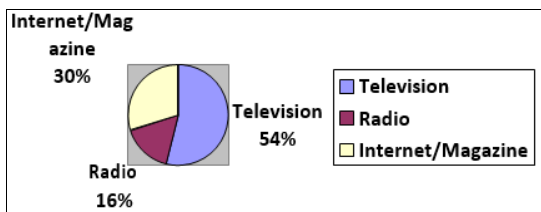


Fig 1: Media Exposure of Respondents

Figure 1 above shows, 108 respondents (54%) are exposed to television, while 32 respondents (16%) are exposed to radio and 60 respondents (30%) are exposed to internet/magazine.

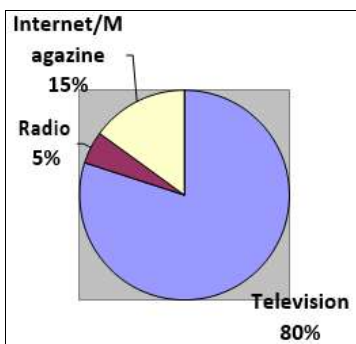


Fig 2: Medium of Delta soap models advert

The figure above and table 2 below show (See appendix), that 160 (80%) respondents see more of Delta soap models advert on Television, 10 (5%) respondents hear Delta soap models advert on the radio, while 30 (15%) respondents read Delta Soap models advert on Internet/magazine.

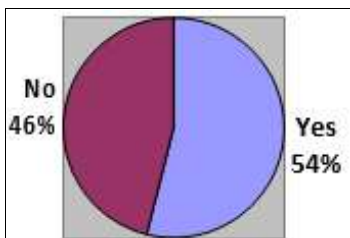


Fig 3: Respondents that uses Delta soap based on models influence

Figure 3 above and table 3 below (see appendix), show that 108 respondents (54%) use Delta soap, while 92 respondents (46%) do not use Delta soap.

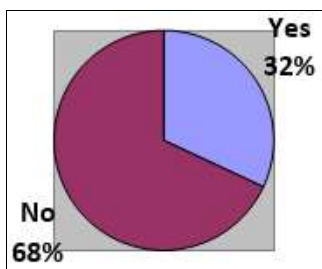


Fig 4: Responses on Delta soap models' ability to reduce difficulty in choosing the brands

According to figure 4 above and table 4 below (see appendix), 64 respondents do not agree that female models reduce difficulty in choosing Delta soap brand while 136 respondents agree that female models reduce the difficulty in choosing Delta soap brand.

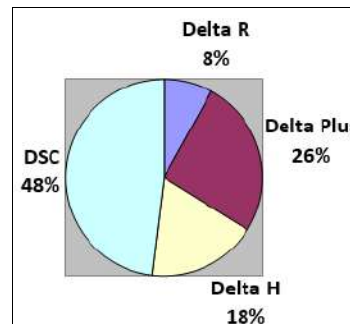


Fig 5: Respondents patronage level of different Delta soap brands based on models

Figure 5 above and table 5 below show that 16 respondents use Delta regular (8%), 52 Respondents use Delta plus (26%), 36 respondents use Delta herbal (18%) and 96 Respondents use Delta summer cool (48%).

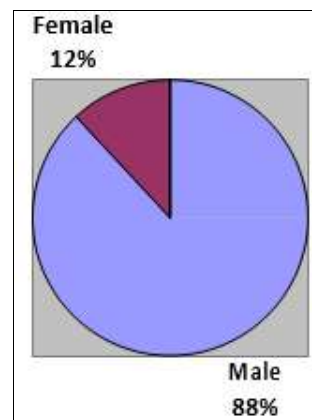


Fig 6: The gender of the respondents attracted by Delta soap models

Figure 6 above and table 6 below (see appendix) shows that 126 respondents (88%) say a female is more attracted to Delta soap, while 74 respondents (12%) say a male is more attracted to Delta soap.

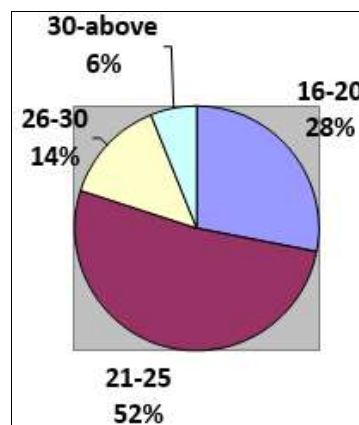


Fig 7: The age bracket of the respondents attracted by Delta soap model

Figure 7 above and table 7 below (see appendix) show that 56 respondents (28%) thinks a female of 16-56 years are more attracted to Delta soap, 104 respondents (52%) thinks it is a female of 21-25 years that is more attracted to Delta soap, while 28 respondents (14%) say a female of 26-30 years are more attracted by Delta soap and 12 respondents (6%) say is 30-above.



Fig 8: Other factors influencing purchase decision of Delta soap brands

Figure 8 above and table 8 below (see appendix) show that packaging is 52 respondents (26%), brand loyalty are 16 respondents (8%), price are 36 respondents (18%), brand Image are 88 respondents (44%) and others are 8 respondents (4%).

Findings

RQ1: To determine how female models the difficulty in reduce the purchase of Delta soap brand. The research clearly shows that influence plays an important role in the purchasing of soap. According to the research shown in table 9, 136(68%) which is the majority of the respondents identified influence has much effect on the consumer buying behaviour.

RQ2: Social groups in terms of age and sex are influenced by the use of models in advertising Delta Soap brand It became apparent in the outcome of the research that social group plays an important role on the respondents in their choice of advertisement from the result shown in table (54%). Thus social group has effect on consumers of Delta soap advertisement and in their choice selection.

RQ3: Which types of Delta soap brand are patronised More Based on the Influence of Female models?

The research shows that Delta summer cool have influenced consumers in their purchase decision making. With Delta summer cool soap you do not have to worry about negative skin manifestations like pimples, acne, body odour, eczema and rashes as it leaves you germ-free Other.

RQ4: What factors influence consumer purchase of Delta soap?

The result shows that the consumers are influenced by other factors such as packaging, brand image, price and loyalty to a particular brand of soap.

Table 1: Media Exposure of Respondents

| Response | Frequency | Percentage |
|-------------------|-----------|------------|
| Television | 108 | 54% |
| Radio | 32 | 16% |
| Internet/Magazine | 60 | 30% |
| Total | 200 | 100% |

Table 2: Medium of Delta soap models advert

| Response | Frequency | Percentage |
|-------------------|-----------|------------|
| Television | 160 | 80% |
| Radio | 10 | 5% |
| Internet/magazine | 30 | 15% |
| Total | 200 | 100% |

Table 3: Respondents that uses Delta soap based on models influence

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Yes | 108 | 54% |
| No | 92 | 46% |
| Total | 200 | 100% |

Table 4: Responses on Delta soap models' ability to reduce difficulty in choosing the brands

| Respondents | Frequency | Percentage |
|-------------|-----------|------------|
| Yes | 64 | 32% |
| No | 136 | 68% |
| Total | 200 | 100% |

Table 5: Respondents patronage level of different Delta soap brands based on models

| Respondents | Frequency | Percentage |
|-------------------|-----------|------------|
| Delta regular | 16 | 8% |
| Delta plus | 52 | 26% |
| Delta Herbal | 36 | 18% |
| Delta summer cool | 96 | 48% |
| Total | 200 | 100% |

Table 6: The gender of the respondents attracted by Delta soap models

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Female | 126 | 88% |
| Male | 74 | 12% |
| Total | 200 | 100% |

Table 7: The age bracket of the respondents attracted by Delta soap model

| Age | Frequency | Percentage |
|----------|-----------|------------|
| 16-20 | 56 | 28% |
| 21-25 | 104 | 52% |
| 26-30 | 28 | 14% |
| 30-above | 12 | 6% |
| Total | 200 | 100% |

Table 8: Other factors influencing purchase decision of Delta soap brands

| Respondents | Frequency | Percentage |
|----------------------------|-----------|------------|
| Packaging | 52 | 26% |
| Loyalty to a brand | 16 | 8% |
| Price | 36 | 18% |
| Brand image | 88 | 44% |
| Interpersonal relationship | 8 | 4% |
| Total | 200 | 100% |

Discussion of findings

After a careful analysis and its interpretation of data collected from the respondents both within (questionnaire) and outside (oral interview), it is proved that: Television proves to be the most effective medium to reach the consumers of Delta soap. According to table 7 and 8, majority of the respondents are exposed to television advert of Delta soap, which is more convincing to influence the

consumer's choice soap than other medium because of its audio-visual power. This finding is in line with Armstrong (1991) [3], advertising is a highly visible and seemingly controversial agent of socialization. Indeed, it appears everywhere in our lives, on television on the internet, on buses, in our mailbox, in magazines, and now in the toilet of our favourite restaurants or nightclubs. The respondents who use Delta soap agree that the female model of Delta soap reduce their difficulty in choosing the different soap brands. It was found out that Delta summer cool is more patronize by the consumers. The reason for the patronage of Delta summer cool is because the female model there is more attractive; it has the heights of advertisement and also the packing is appealing. This is in support of the empirical study of Variawa (2010) [39] who says packaging on consumer decision making process for Fast Moving Consumer Goods

It is proved that Delta summer cool soap brand has more influence on the consumer's behaviour in decision making. This finding is in line with Well *et al.* (2002) [40], consumer behaviour is the process involved individuals or groups select, purchase, use or dispose of products, services idea experience to satisfy needs and desires. A part from the female models, consumers also believe that the packaging, price, brand image and loyalty have helped them in purchasing Delta soap brand.

Conclusion

The findings of this study revealed that Delta summer cool soap brand has influence on consumer's choice. It also proved that advertising help the consumers behaviour positively towards brand of soap selection. It was found out that majority of the soap users are satisfied with the soap and its services which is the ultimate goal of the consumer. Thus it has successfully satisfied the consumer's perceived want or need due to the important roles it has played in beautifying their skin. The female models have helped to reduce the difficulty in choosing Delta soap brands. The Delta soap brand has become so important because of the attraction of the female models on the pack.

Recommendations

- Companies such as Orange Group Limited should increase the usage of male models in television advertising to influence the behaviour of men toward buying more of their soap brands. This will boost male patronage of the company's products and services thereby increase her profit.
- In addition Orange Group Limited and by extension other companies should embark on periodic research on how to improve their soap brands such companies should use the 4Ps of marketing mix as a tool.
- Female models should allow the ethics of their profession to inform and their conduct at all times. information on beauty products. Through television advertising, female models have greatly influenced the consumers' attitude towards the selection of a particular soap brand. In spite of the far reaching influence of advertising factors such as price, values, needs, beliefs and background among others have the capacity to influence consumer's behaviour towards selection of products and services.

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