

**THE INFLUENCE OF ADVERTISING ON INDIGENOUS  
COSMETIC PRODUCTS IN THE NIGERIAN MARKET: A  
CASE STUDY OF HOUSE OF TARA INTERNATIONAL,  
BENIN CITY.**

**BY**

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EDUCATION  
FACULTY OF EDUCATION  
UNIVERSITY OF BENIN  
BENIN CITY**

**JANUARY, 2015.**

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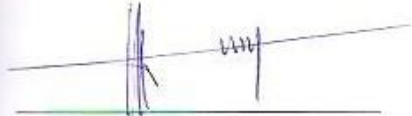
**A RESEARCH PROJECT SUBMITTED TO THE  
DEPARTMENT OF VOCATIONAL AND TECHNICAL  
EDUCATION, FACULTY OF EDUCATION, UNIVERSITY  
OF BENIN.**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS  
FOR THE AWARD OF B.Sc. (ED) IN BUSINESS  
EDUCATION.**

**JANUARY, 2015.**

## APPROVAL

I the undersigned certify that I approve this research as adequate in scope and quality in partial fulfillment of the requirements for the award of Bachelor of Science B.Sc. (Ed) degree in Business Education.

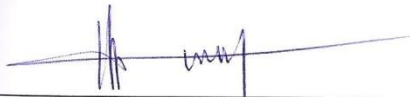


MR. S.O. OSUYI  
(Project Supervisor)

13/01/2015  
DATE

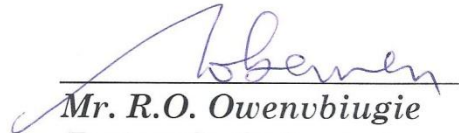
## CERTIFICATION

We the undersigned hereby certify that this research work was carried out by OLOGUNDUDU OMOBOLAJI ODUNAYO, with Matriculation Number EDU1001961, in the department of Vocational and Technical Education, University of Benin, Benin City, Nigeria, in partial fulfillment of the requirements for the award of B.Sc. (Ed) degree in Business Education



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## **DEDICATION**

This work is dedicated to GOD Almighty our help in ages past and our hope for years to come, for the gift of life, HIS infinite love, mercy, divine grace, wisdom, prosperity and guidance. To my parents, Mr. and Mrs. Dare Ologundudu for their financial and parental support which saw me through my stay in the university of Benin.

## ACKNOWLEDGEMENT

With a heart full of gratitude I sincerely wish to appreciate all those who in various ways have contributed to the success of this research project and as well made my sojourn in the university a worthwhile experience.

My profound and deepest gratitude goes to GOD for having given me this great opportunity to experience a beautiful life out of no merit of mine but for his love, and borne out of his divine providence. To my project supervisor Mr. S.O. Osuyi for his time, professional guidance and effort put in to ensure the successful completion of this research project.

I am also very grateful to the Head of my Department Dr. G.O. Omofonwan for his advice and support which availed much, to my Course Adviser Mrs. Ojeaga for her concern, care, knowledge imparted and opportunities provided to learn as well as gain experience through the course of my academic journey. To Mr. Abusomwan for his advice and to all other lecturers who

have made viable impact academically towards improving teaching and learning in the discipline, I am indeed very grateful to you all.

I am thankful to my parents Mr. and Mrs. Dare Ologundudu, whose unwavering support in every aspect of my life has enabled me to stay on course to see this phase of my life to completion.

To all my colleagues with whom I started this journey, though a few branched out the rest of us forged on, thanks for being there special people.

To my siblings Ife, Favour and Divine, thanks for your care and understanding.

Many thanks also to Miss. Eromosele Ruth, my typist; Fastest fingers first.

Finally, I also wish to acknowledge the support of my very special friend Inomwan Deborah and the assistance she rendered, GOD put you there for a reason so that in the days ahead we all come together as one to achieve greatness.

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## ABSTRACT

*The study examined the influence of advertising on indigenous cosmetic products in the Nigerian market using House of Tara Intl. Benin City as a case study. Four research questions were raised for the purpose of the study. Data were collected from a randomly selected sample of 100 respondents. The research questions were carefully answered through self-structured questionnaires, which consist of demographic data and question items. The instrument was validated by the project supervisor and two other experts. The reliability of the instrument was determined by test-retest method. The researcher personally administered the questionnaire to the selected sample himself. The data collected were subjected to simple percentages and frequency count. The result of the study shows that advertising has a significant amount of influence on indigenous cosmetic products in the Nigerian market. However, the findings also show that the influence of advertising on cosmetic products is best chosen through outdoor advertising medium due to its advantages over other advertising mediums. Conclusions drawn based on these findings and appropriate recommendations were made.*

# CHAPTER ONE

## INTRODUCTION

### **Background to the Study**

Many business enterprises today are not aware of the effects that advertising can have (and does have) on their businesses and it is therefore important that they learn. Some enterprises are however aware, but their knowledge of the impact that advertising can have is limited. They feel that advertising can be neglected with no risk to the business at all. The size of your business is irrelevant, whether you are trying to increase sales or just attain goodwill, every business needs some form of advertising.

Advertising is something that is approached differently by different businesses. It should be however noted that it is the business owner that must initiate advertising as a strategy to attain high turnover rates.

Managers must be able to understand the importance and effects of advertising by identifying key factors that determine

the rate of consumption of such products in the market. These factors are linked directly to their individual needs, behavior and attitudes.

The products discussed here are majorly indigenous cosmetic products i.e. cosmetic products produced by local manufacturers. Locally produced cosmetics didn't come up on the market scene until five years ago (especially make – up). Before then foreign – made ones were imported into the country. Nigeria didn't have its own brand as regards cosmetic and beauty products. Nigerians had before now fed off other foreign brands like Avon, Revlon, Mary Kay, Sleek and others, this has been the case for several years.

PZ Industries and Unilever Nigeria PLC are two major foreign manufacturers of beauty products in Nigeria, they are popularly known in the industry and have become household names in the market system as their products are imported into the country.

In my opinion, I don't think these foreign brands are good ones for us because of the kind of products they sell. They only sell products that appeal to the white man's market (both complexion and weather). They recently started selling products for the black skin. This however is also limited to just two complexions of black – very fair and very dark.

The arrival of the indigenous or locally – made cosmetic products in the market can be said to be timely. Now we hear names like Soul mates Industries PLC, a leading local manufacturer of cosmetics in Nigeria. Other key local players are; House of Tara International, MAC cosmetics and Sleek Nigeria, which are increasing their presence in color cosmetics. A major advantage of these indigenous cosmetic products is that consumers concerned can now get products that suit their preferences. They appeal to the black man's market, and are in fact uniquely made for Nigerians both in complexion and weather. Some even have sunscreen that helps protect the skin from the harsh weather experienced in Africa.

The influence that advertising has had on these indigenous cosmetic products is such that it has helped create awareness about them and also a market for these products has increased i.e. demand. There is need to also study the impact that advertising has had in this part of the industry. There are several forms and kinds of advertising and also its functions and importance should be considered.

Advertising has been studied for many years stretching beyond the 19<sup>th</sup> century. As a result, several forms and kinds of advertising have been devised over the years, even different types has been identified.

Modern advertising were created with the innovative techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered Madison Avenue Advertising.

At the company (used as case study), it is discovered that partial advertising is in practice, partial advertising in the sense that what percentage of the budget that goes for

advertising has reduced drastically over the years. Hence, advertising now can't be compared to when the company started out.

This is a common mistake made by most companies in the business world today. When starting out newly, advertising is intense but once the company's brand has been stamped in the market scene, efforts towards advertising begin to reduce until it is fully neglected.

Here, I am of the opinion that the company discussed here (case study) can increase its efforts towards advertising and practice it effectively. This is not only because of high turnover – rate but also as a way of keeping its loyal customer base.

### **Statement of the Problem**

This project seek to access the effect of advertising on cosmetic products that are locally- made and how this effect will be on the average Nigerian cosmetic companies and the general consumers. Within the preview of this study, the research problems include:-

1. Has advertising produced any positive impact on individual and average cosmetic companies?
2. Is there any significant difference in the perceptions of the respondents as regards the positive impact of advertising on individual cosmetic companies?
3. Have the people accepted advertising as positively impacting on local cosmetic companies in Nigeria?
4. Is there sufficient awareness about the effect of advertising as perceived by the respondents?

### **Purpose of the Study**

The purpose of this study is to investigate the influence of advertising on indigenous cosmetic products. Specifically, the study will determine the need of advertising cosmetic products by;

- i) Considering the need for effective advertising
- ii) Encouraging those that are ignorant of advertising
- iii) Enlightening those that have little knowledge of advertising

- iv) Analyzing the term: Advertising
- v) Finding out and recommending possible solutions.

### **Research Questions**

1. Does advertising of indigenous cosmetics products increases their sales volume?
2. Does advertising of indigenous cosmetic products reduce the patronage of foreign ones?
3. Does advertising of indigenous cosmetic products helps to create a market for them?
4. Does advertising of indigenous cosmetic products provide employment opportunities in the economy?

### **Scope of the Study**

The scope of this study is limited to few advertising agencies due to time constraints in order to examine the effect of advertising on indigenous cosmetic products in House of Tara International, Benin City and also the Advertising Practitioners and the Associations of large.

Emphasis will be laid on the agencies and all the visuals and artworks being used in the process of advertisement. This scope is important because the researcher would want the aspect of neglecting advertisement for indigenous cosmetic products to be changed to better option, which is giving the cosmetic products the necessary advertisement at the right time with the right cost.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

On day-to-day basis, the beauty and glamour which advertisement adds to the entertainment nature of the media is always being appreciated.

It is not the intention of advertising to add to the beauty or glamour of the media as quoted in Schultz, Maun and Brown (2001) book pointed out, many practitioners are of the fact that they are really only sales persons attempting to sell products through mass media.

The everywhere nature of advertisement has made the different kind of audience of the mass media and allied ones to be entangled with them, hence any discerning thing in the contemporary world feels incomplete, unsatisfied and unfulfilled in the consumption of message in the media without any form of advertisement.

Making use of paid spaces in publication, for instance or airtime on television, radio or cinema houses, usually as a

means of persuading people to take a particular course of action, or to reach a point of view may also be taken to include posters and the outdoor advertising.

For example, Newspaper and Outdoor advertisement cannot be overlooked because even if someone is penniless to buy a newspaper, he or she can easily get one from a friend or from any office that is being visited, likewise outdoor advertisement is so much exposed that before you know it, you are already reading an advert on the billboard that has been erected at almost every corner in Nigeria.

Some adverts on the billboard give instant enlightenment and decision, the reason is that immediately an advert on a billboard is being read, you can easily take the decision wherever you are, maybe in the bus, car or even walking along the express road, likewise some advert for enlightenment and advice like “Speed kills, do not over speed”, and also “Children’s Immunization Programmes are always exposed to the public for easy consumption”.

Advertising pays the bill for daily, weekly and monthly journalism as well as for the information and entertainment on radio and television. Newspapers as a rule receive two thirds of the revenue from adverts while the survival of radio, television, magazine and other channels of mass communication without advertisement are better imagined than its reality. The economic implication of this situation has led some people to believe that because advertising forms the chief support of a newspaper, it also dominates its policy and influence editorial point of view.

Certainly, advertising exerts a strong influence in the chief journalistic media, but it “dominates” them or anyone of them is questionable. The nature of advertising is such that put strong influences on mass communication which cannot be left to the unpredictable sudden change of total freedom without rules and regulations to curb its abuse check its operations and moderate the professional conduct of its practitioners.

## **Definitions of Advertising**

Most people accepted the saying that “Advertising is the soul of business”, but some individuals and authors of advertising textbooks define advertising in another way. Below are some advertising definitions:-

- i) Advertising is the heart and soul of capitalism. It captures a moment of time through the lens of commerce, reflecting and affecting our lives, making us laugh and cry, while simultaneously giving traction to the engine that propels this free market economy forward into the future (Jet 1. Richards, 2001, Chairman of the University of Advertising Department).
- ii) Advertising is the printed, written, spoken or pictured representation of a person, product, service or movement, openly sponsored by the advertiser and at his expense, for the purpose of influencing sales, use, votes or endorsement (Advertising Age Magazine).

iii) Advertising is a ten billion dollar a year misunderstanding with the public. (Advertising Practitioner)

iv) The act or practice of calling public attention to one's product, service, need, etc. especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc. (Dictionary.com)

One thing we must not overlook about advertising is that it is a communication directed at a group, and he who packages that message must seek those weapons that would most powerfully draw close most members of the group to which the communication is being directed. With so many disparate groups making up in Nigeria, it is very much necessary and proper that we devote some time to know the environment in which we operate, this is necessary because as much as try, we can never download anywhere or foreign and think Nigeria would be better for it. If the leading democracies of the world have their roadmaps or techniques in everything they do, including demanding from manufacturers of products the

minimum standards they must meet in telling their citizens about those products, it should therefore be important that we focus what we tell people about what they are asked to consume because of our level of development.

### **Historical Background of Advertising**

Question of advertising ethics and controls started in U.S.A in 1906 when fraudulent claims by patent medicine concerns and misrepresentations made by other advertisers awakened public conscience. Thus, the Federal Food and Drug Act went on the statute books to precisely curb against patent medicines. In 1912, the Federal Post Office Act included the regulation that needing notices and such announcements must be clearly marked as advertisements. All these averted advertisers themselves to the need for regulations in the craft.

In 1911, the Printers' Ink, a trade publication which had become a force for clean and honest advertising, devised a statute which was adopted by twenty- two states in U.S and in a modified form by fifteen more states.

This regulation made any advertiser's "untruthful, deceptive or misleading statements" a misdemeanor.

The 1930s brought about more regulations and legislation governing advertising.

In 1932, the Association of National Advertising Managers acting in conjunction with the American Association of Advertising Agencies drew up an Ethical code to lovers of advertising and established a Review Committee to enforce it.

In 1938, the Wheeler-Lea Bill gave the Federal Trade Commission jurisdiction over misleading advertising. Though the first Advertising Agency in Nigeria was established in 1929 as a subsidiary of UAC –West African Publicity Ltd – now LINTAS, it was not until 1973 that the country had a regulatory body of legally incorporated advertising agencies. It is called Association of Advertising Agencies. It is called Association of Advertising Practitioners of Nigeria (AAPN) based on the principle of:-

- a) Self-discipline

- b) Internal control
- c) Self-censorship

The AAPN ensures that those principles are upheld at all times in the interest of decency, honest and responsible advertising.

It has about 70 members each, though, there are more than two thousand advertising agencies operating in the country. AAPN is a voluntary organization by advertising practitioners to regulate the practice of advertising agencies in Nigeria. All members of the association subscribe and adhere to its code of advertising practice.

One of the conditions of admitting new members includes five years' experience in a senior managerial position of a recognized agency by the member-agency. The AAPN has 7 administrative organs; the Executive Council, Membership, Professional Practices, Educational, Publicity/Editorial; Media and Finance sub-committees.

The Association (AAPN) organizes regular training, seminar and workshop for employees of member-agencies.

The International Advertising Association (IAA) is the umbrella body for the practitioners of advertising in different parts of the world. It regulates the practice of advertising in various countries through its adopted code of conduct and ethics.

Such codes are in advisory capacity to ensure the practice of advertising with utmost professional conduct, discipline and moral values.

The Association which holds regular conferences in different countries of the world, publish books, journal and other printed materials to further advertising knowledge and improve professional skills.

The IAA Aims and Objectives include:-

- a) To promote public confidence in advertising and advertised goods and services through the correction or suppression of abuses which undermine that confidence?

- b) To safeguard the common interests of those engaged in or using advertising by the promotion of common action and the institution of protective measures.
- c) To encourage the study of the theory and practice of advertising and the improvement of its techniques, by promoting courses of study.
- d) To establish that efficient advertising is an essential factor in the marketing of goods and services, and in the economic life of the countries of the world.
- e) To demonstrate the efficiency of the service that advertising and its associated interest can give to government industry and the public.
- f) To further the adoption of standards of practice in the business relations between media owners, advertising agencies and advertisers.

The IAA and its constituent organizations work together to foster the interest of advertising by promoting good relations, both internally and externally, while at the same time ensuring

that overlap and duplication are avoided, and those activities are coordinated and complementary.

The association has individual and corporate membership and regulates ethical conducts through different countries of the world.

### **Roles and Functions of Advertising**

**Nigeria's advertising terrain and history:** The constitution of the Federal Republic of Nigeria has four parts of relevance to us, but two of those four parts should be of most interest to advertising. The first three parts are the law making, law-executing and law-interpreting. The fourth part is governance monitoring which is the area of the media. The law-making area is the National Assembly which promulgated the Advertising Practitioners Act (Registration, etc) which took effect from December 27, 1988. It is today, an Act of the National Agency for Food and Drug Administration and Control Act which provides for the regulation and control of advertisement of food, drugs, cosmetics, medical devices, chemicals and bottled water.

After the National Assembly made the law, the agency set up by the law works on the regulations that will bind its area of monitoring. This is the work of the executives, (the second organ of the government), it is the agency that issues guidelines on; approves and monitors the advertisement of food, drugs, cosmetics, medical devices, chemicals and bottled water, looking at the laws of the Federal Republic of Nigeria 2004, volume 10, you will see the subsidiary legislation that have been promulgated, they are four as follows:

- (a) Drug Products (Advertisement) Regulations.
- (b) Bottled Products (Advertisement) Regulations
- (c) Cosmetics and Medical Devices (Advertisement) Regulations.
- (d) Food Products (Advertisement) Regulations.

The regulations apply to all advertisements or promotion of drug products, bottled-water, food products, medical devices and chemicals which are imported into Nigeria or locally manufactured, distributed or sold in Nigeria. None of the above

stated items can be advertised unless they have been registered with NAFDAC and such advertisement approved by it.

Just as NAFDAC has strict provisions for answering that advertisements of certain products are duly regulated, so has APCON (Advertising Practitioners Council of Nigeria) established the Advertising Practitioners Disciplinary Committee for necessary discipline those that breaches the regulations.

Having referred to the law-making area as one of the four that should be of interest to advertisers and stakeholders in the sectors is the judiciary where complaints arise due to what advertisers have presented to the public, where should people go to? Which body can look into complaints or in breach of the rules regulating approvals, who then initiates actions in respect of advert that offend or violate the law?

The fourth area is very much important because it deals with the media which is the main vehicle of advertising. It is the obligation of the media to monitor governance on behalf of the

people and advertising cannot be allowed to hold people to ransom. It means that the media must be at home and must keep the watch in accordance with the ethics of the profession. Nothing should therefore be accommodated which is not safe for consumption of the people whose security and welfare is the main responsibility of government. Since advertising is there to promote the consumption of goods and services, then the promotion should not cause constipation or diarrhea through misrepresentations, exaggerations or sheer deceit.

Advertising is focused in two strong webs – the first is what should be published in the media, print or broadcast while the second web is the restriction on the freedom to own a media outfit. Before an advertising outfit or agency is being set-up, a thorough analysis of the objectives of the state should be helpful in drawing up guidelines for advertising agencies.

We are all aware that advertising has to do with products and services, and that the agencies are a professional service group which works hard to maximize the impact the products

being promoted would have on those who would consume them. Though, it may be argued that advertisers are not manufacturers and they should therefore not be blamed for anchoring their promotions of products and services, this is where the second web comes in, which has to do with the restriction on the freedom to own, establish and operate a medium in accordance with the laws of the land. How much of the laws of the land do we bother to take into consideration when we set out to promote a product in an advertisement that will be published for the consumption of the citizen?

Advertising sector should not be held to ransom for what people see on billboards and read in newspapers/magazines and see on television and hear on radio, some share of the blame should also go to the media owner(s).

There are advertising bodies in operation for necessary guidelines and disciplines in the course of advertising. They are:

- (a) Association of necessary agencies of Nigeria (AAN, formally AAPN),

- (b) Advertisers' Association of Nigeria (ADVAN),
- (c) Advertising Practitioners Council of Nigeria (APCON)
- (d) Outdoor Advertising Association of Nigeria (OAAN).

### **Types of Advertising**

Types of advertising can be classified into various ways, (according to Ayodele (1999), some of them are:

- i. **Transit advertising:** Consists of advertising in form of posters pasted inside by commercial buses, taxi-cab bonnets, or recorded musical tapes relayed to passengers on board. This form of advertising is what Wilmhurst (1995) calls below-the-line media. It has the benefit of giving long exposure to advertisers' messages as they have repetitive value.

It also has the advantage of reaching mass audience within a geographic location at a faster rate.

- ii. **Local advertising:** The local advertising consists of product and institutional advertising. The product advertising is designed to sell a specific product of service

with the hope of getting immediate action, while institutional advertising is an attempt to obtain favourable attention for the business as a whole, not for a specific product or service and effects are intended to be long rather than the short range. It is aimed at promoting the corporate entity programmes and activities; example is Nigerian college of administration advert.

iii. **Business or trade advertising:** This involves advertising sales of goods and services to wholesalers and retailers who in turn sell them to consumers. It involves huge sum of money e.g. waxing of record albums. It is designed to obtain greater and wider distribution of the product being sold.

iv. **Non-commercial and political advertising:** These are advertisements created and placed by non-profit organizations, designed to enhance humanitarian social causes e.g. Rotary club, red cross, religious organization, labour unions and other charitable organization. The

product they are advertising is their goals which consists of mission, objectives and strategies – religion, health, happiness, love etc. The promotion of government programmes politics, and activities come under this category.

For reasons which are not very clear, our government authorities avoid organized well known professional agencies when they need advertising, rather they give advertising contracts to some self-proclaimed practitioners who cannot prepare the type of effective campaigns that have made Bournvita and Close-Up toothpaste such popular products.

Sometimes, they are misadvised to use the services of government, Ministries of Information under the false notion that advertising is no more than the preparation of slogans. Consequently, the steps that supposed to be taken before a campaign is launched are not taken and the result is ineffectual advertising.

- v. **Corporate/institutional advertising and public relations:** This type of advertising is designed to promote not only the products and services of an organization but also the corporate identity of the advertisers. Here, the corporate identity of an organization matters, such as the office building, the letterhead paper, the look of the members of staff, vehicles, radio/television signature tune, news release, press kits, in-house slogans etc. They are used to communicate a change of name or identity so as to promote the corporate programmes. They influence public opinion a great deal and motivate old customers or attract new ones.

Generally, types of advertising extend to various groups and destinations, that covers mass consumer goods, durable goods, financial group, industrial group, public relations and corporate group, public service group, also to local, national and international.

The contents of any advertisement would determine what type of advertising is to be used, as is being mentioned above that any corporate advertising is meant for making the corporate identity of a company known to the general public.

### **Indigenous Cosmetic Products**

Cosmetic products can be looked or focused at from different angles, this starts from foreign made ones that are imported into the country. Examples of these foreign brands include: Unilevers, Pz, Avon, Revlon, Mary kay, Nivea, etc.

Another angle of cosmetic products is the locally-made ones, often called indigenous. To look deeper into locally-made cosmetic products, names of major brands come up. Names such as: Swayz, Orange cosmetics ltd, O'zeal plc, Anochemical cosmetics industries limited, Soulmate Nigeria Plc, Poisekids.com Enterprises, etc. It is to be noted that in the course of this research, the popular House of Tara International will be used as case study.

The foreign cosmetics products are said to be expensive compared to the indigenous ones. However, the differences in prices aren't as high as it used to be. This is because the locally-made cosmetics have undergone and still undergoing high increase in quality. They are almost the same with the foreign ones, if not better.

### **Review of a Typical Advertising Effect**

Some years back, advertising was mainly focused on those services that are being rendered to the public e.g. Insurance, Banking, Construction of buildings and roads and other main services, while aspects of consumable goods, mostly cosmetic products are being neglected in terms of publicity.

At the branch office of House of Tara Int. in Benin, it was gathered that the reason why the issue of cosmetic products were not so much placed emphasis on for publicity in the late years. The so-called cosmetic products which were foreign made were said to have been preferred over the other cosmetic products available then. The reason given was that there were

less competitors in existence then, most people know about few products which are available and could be purchased for use. This was the case with the foreign manufactured cosmetic products.

Also, most consumers in the later years prefer to purchase foreign-made goods/products. This is backed up by the belief that anything made/ produced by the whites is a million times better than anything a black man makes over here. This is the “Nigerian mentality”. It was very difficult for manufacturers of local products to go for advertisement because of the societal belief of the people.

Another thing also is because there were very few local cosmetic products in existence then. The manufacturing companies there believed that there is no need of spending so much money on adverts when majority of buyers patronize the foreign cosmetic products.

The advertising companies, I mean those whose job it is to advertise or publicize companies and business/services/products, has also failed to publicize themselves as it supposed to.

In this information age, all companies and manufacturers should be able to have an advertising plan/budget, no matter how small the company or the product is. For example, OK Pop sweets is being sold for just N5, but the product was given a very big advertising budget, Akin and Pawpaw were used in advertising the sweet on a Unipolar billboard that cost N3 million for annual rental charges only, excluding cost of production and printing of flexy before the final display. In other words, one should not say ‘what am I producing that I will be spending so much on advertising’.

Any product that is well publicized would definitely get the popularity of the masses, also any company that says that “I am a small scale producer, I don’t need to advertise” is doing a big harm to the company, such company would for sure end up advertising the business or company for sale later.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **Design of the Study**

The method to be used in carrying out this research “Influence of Advertising on Indigenous Cosmetic Products” using House of Tara Int. Benin City as case study is a case study research design method. Several procedural techniques will be used in order to meet the aims and requirements of this research. Hence, the primary and secondary sources of data collection will be utilized during the course of conducting this research.

#### **Population of the Study**

The population to be used for this study comprises of young females in Ugbowo area of Benin City, Edo State. The young females are 300 in number.

#### **Sample and Sampling Technique**

A representative sample will be selected from all the young females in Ugbowo area of Benin City, Edo State. 100 respondents will be selected by random sampling technique.

## **Instrumentation**

The research instrument for data collection was the questionnaire. The questionnaire which was constructed by the researcher is in two sections. Section A contains the demographic information concerning the respondents such as sex, age and marital status while Section B consists of general questions purely on subject matter.

## **Validity of the Instrument**

A drafted copy of the questionnaire was given to the supervisor and two other lecturers in the department of Vocational and Technical Education to scrutinize. Appropriate corrections were made and their judgment and suggestions helped to ensure the content validity of the instrument.

## **Reliability of the Instrument**

The reliability of the instrument was determined by test re-test method. The instrument will be administered in Ekosodin, Benin City. The same instrument will be re-administered in EDPA, Benin City with different set of persons.

The responses obtained will be stored differently and collected and correlated to determine the correlation coefficient of 0.70. At the end, the instrument will be considered reliable.

### **Method of Data Collection**

The researcher personally administered the questionnaire to the selected sample himself. The questionnaire was completed in the presence of the researcher and then collected immediately on completion to ensure a high return rate.

### **Method of Data Analysis**

The simple percentage method of analysis was used in analyzing the data collected. Pie and bar charts were also used.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

Descriptive tables were used for the interpretation and analysis of data of all the questionnaires distributed; all 100 questionnaires were completed appropriately and returned. The data and subsequent findings were represented in pie charts and bar charts for the purpose of clarity and simplicity.

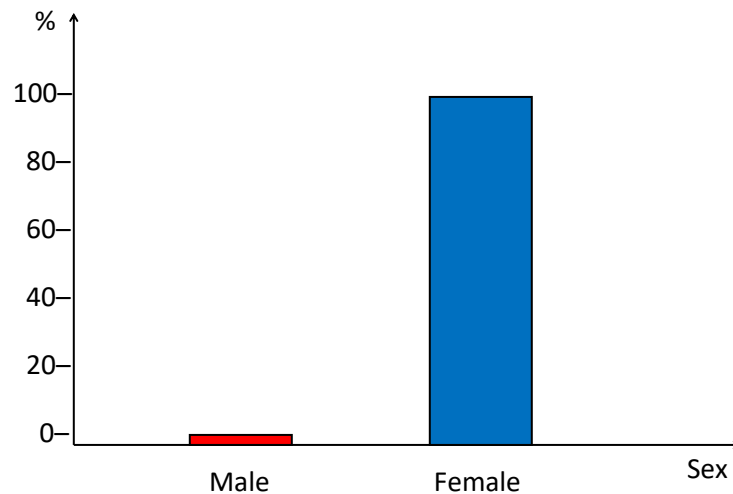
#### **Distribution of Respondents**

The questionnaire which consists of eighteen questions are of two sections: PART A and B. The Section A consists of the demographic information and Section B consists of general questions purely on subject matter. They were analyzed with simple percentage and are further presented in charts. After the presentation, comments were made on them.

## Analysis of Demographic Information

**Table 1: Sex Distribution**

Respondents	Frequency	Percentage
Male	0	0
Female	100	100
Total	100	100

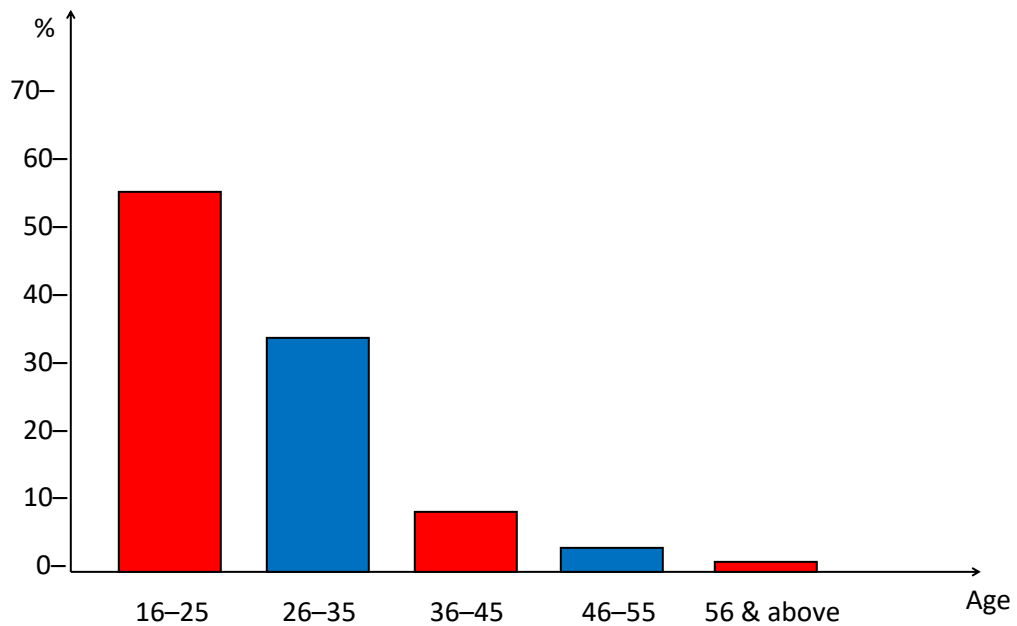


**Figure 1:** Bar chart presentation of sex distribution

In table 1, the whole 100 respondents were females representing 100%. There were no male respondents; the questionnaire was designed for young females.

**Table 2: Age Distribution**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
16 – 25 years	56	56
26 – 35 years	34	34
36 – 45 years	8	8
46 – 55 years	2	2
56 years and above	0	0
Total	100	100



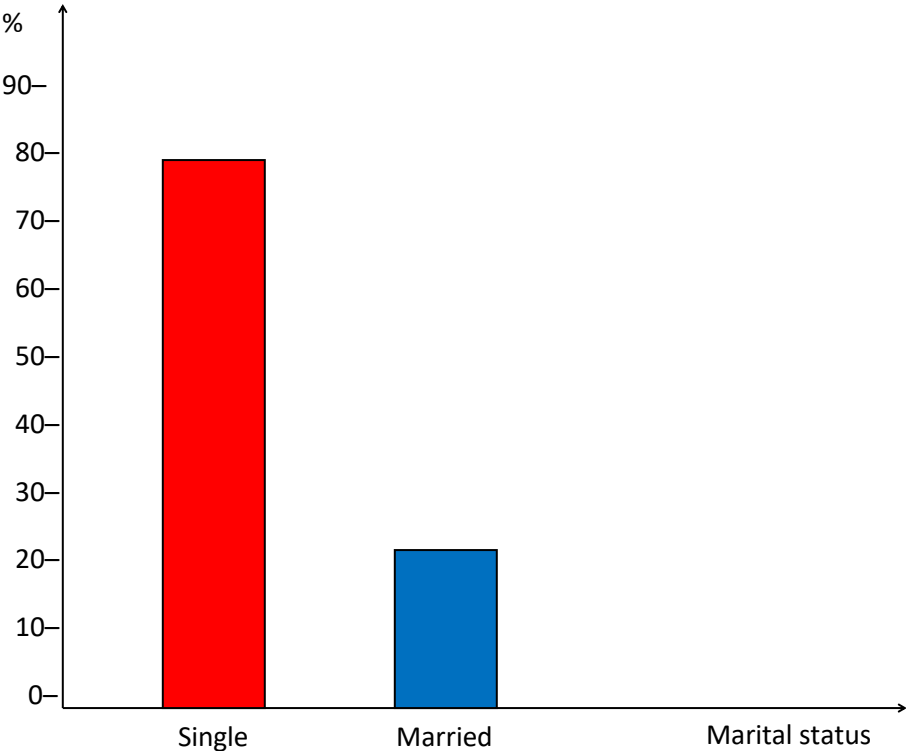
**Figure 2:** Bar chart presentation of age distribution

It could be observed from table 2 above that the majority of the respondents are from the age range of 16-25 years which

represents 56%, followed by ages 26-35years representing 34% while ages 36-45 years and ages 46-55 years both represent 8% and 2% respectively.

**Table 3: Marital Status Distribution**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
Single	79	79
Married	21	21
Total	100	100



**Figure 3: Bar chart presentation of marital status distribution**

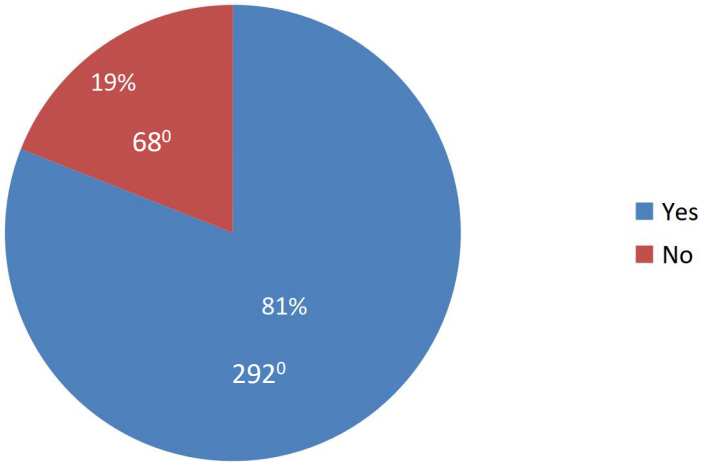
The above representation shows that most of the respondents are single representing 79% of the total percentage while 21% are single.

**Answers to Research Questions**

**Research question 1:** Does advertising of indigenous cosmetic products increase their sales volume?

**Table 4:**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Degree</b>
Yes	81	81	292
No	19	19	68
Total	100	100	360

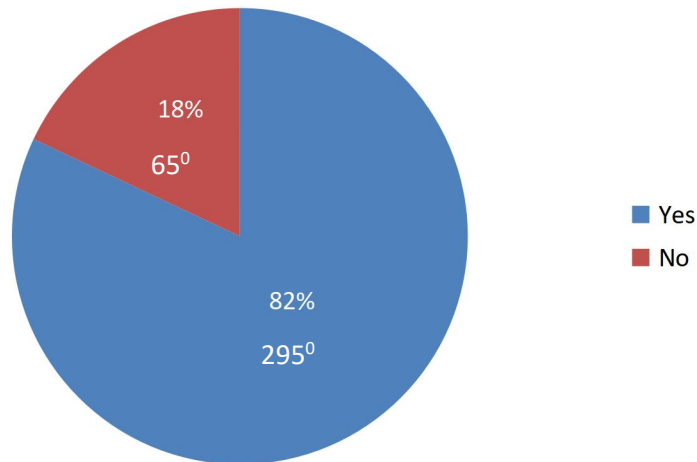


**Figure 4:** Pie chart presentation

Above analysis shows that 81% of the respondents agreed that advertising of indigenous cosmetic products help to maximize turnover rates while 19% of the respondents disagreed.

**Table 5**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Degree</b>
Yes	82	82	295
No	18	18	65
Total	100	100	360



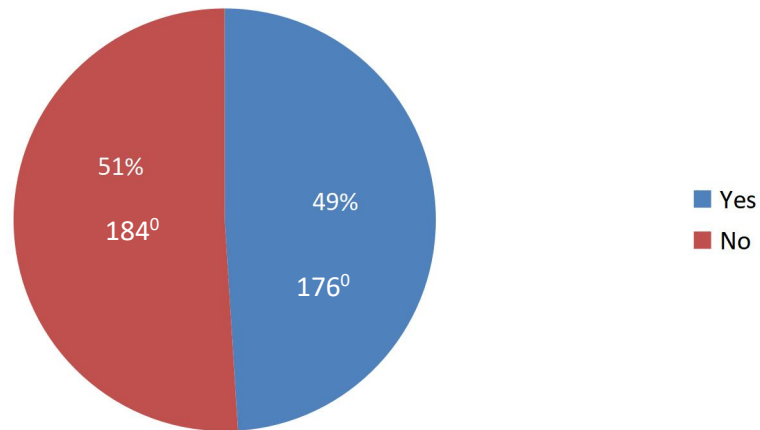
**Figure 5:** Pie chart presentation

From the table above, 82% of the respondents responded 'Yes' that indigenous cosmetic products not properly advertised experience low sales while 18% of the respondents answered 'No'.

**Research Question 2:** Does advertising of Indigenous Cosmetic Products reduce the patronage of foreign ones?

**Table 6**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Degree</b>
Yes	49	49	176
No	51	51	184
Total	100	100	360



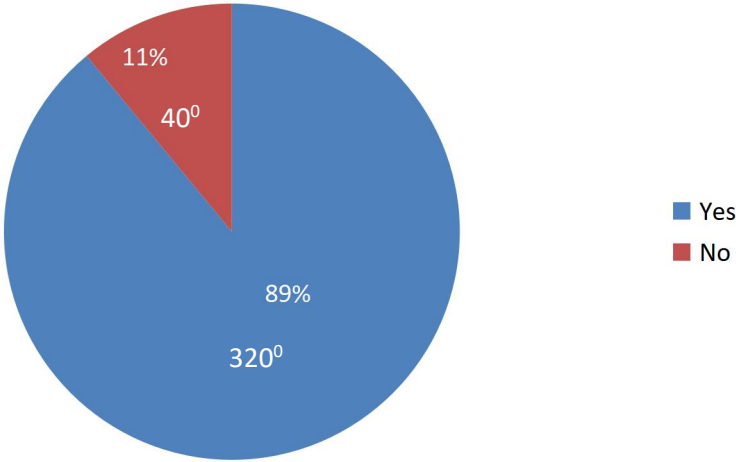
**Figure 6:** Pie chart presentation

In the above presentation, 49% of the respondents said 'Yes' that advertisement of indigenous cosmetic products cause a decrease in the demand for foreign ones but 51% of the respondents disagreed by responding 'No'.

**Research Question 3:** Does the advertising of indigenous cosmetic products help to create a market for them?

**Table 7**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Degree</b>
Yes	89	89	320
No	11	11	40
Total	100	100	360

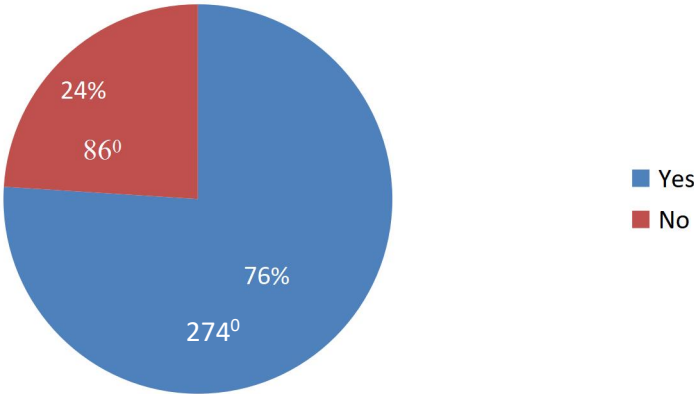


**Figure 7:** Pie chart presentation

Above analysis shows that 89% of the respondents affirmed that the benefit of advertising is much compared to cost while 11% said 'No'.

**Table 8**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Degree</b>
Yes	76	76	274
No	24	24	86
Total	100	100	360

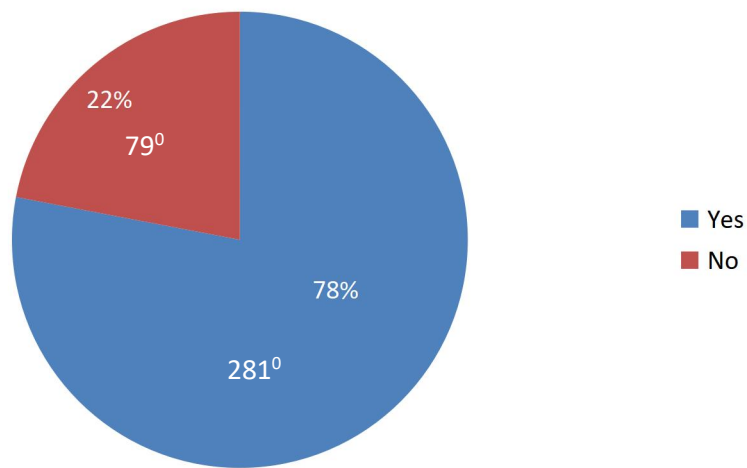


**Figure 8:** Pie chart presentation

In the above presentation, 76% said 'Yes' to the question if there is sufficient awareness about the influence of advertising on local cosmetic product while the remaining 24% answered 'No'.

**Table 9**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Degree</b>
Yes	78	78	281
No	22	22	79
Total	100	100	360

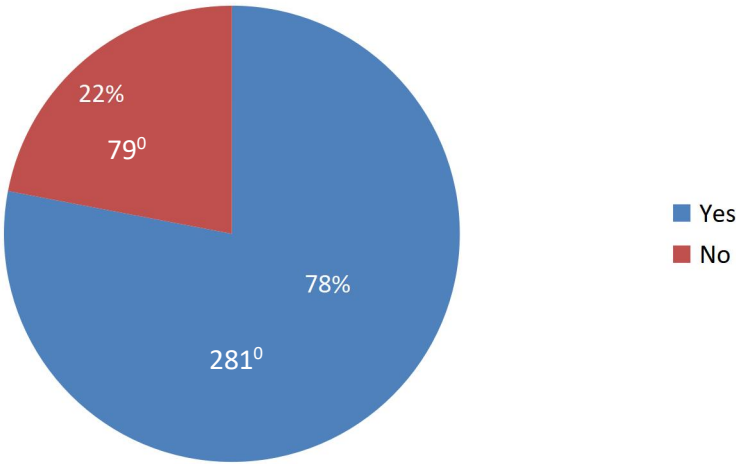


**Figure 9:** Pie chart presentation

In the presentation above, 78% representing 281 on the pie chart affirmed that since the advertising of local cosmetic products started, the demand for them has been on the rise while 22% representing 79 on the pie chart said 'No'.

**Table 10**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Degree</b>
Yes	78	78	281
No	22	22	79
Total	100	100	360



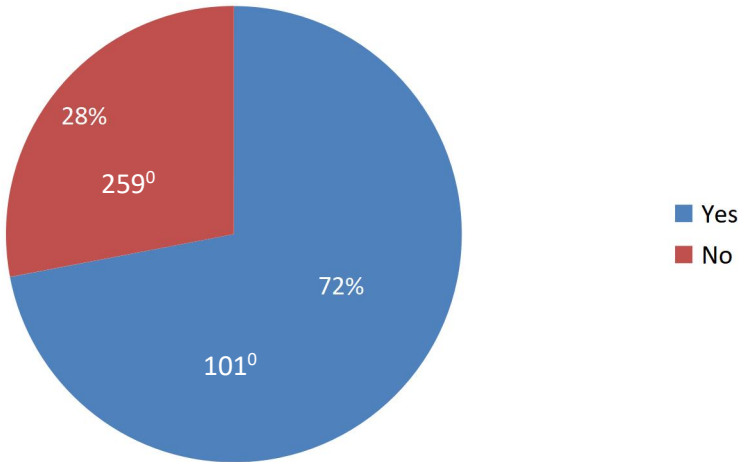
**Figure 10:** Pie chart presentation

The table above indicates that 78% said 'Yes' that local cosmetic products have come to take center stage in its industry because of its advertisements while 22% said 'No'.

**Research Question 4:** Does the advertising of indigenous cosmetic products provide employment opportunities in the economy?

**Table 11**

Respondents	Frequency	Percentage	Degree
Yes	72	72	259
No	28	28	101
Total	100	100	360

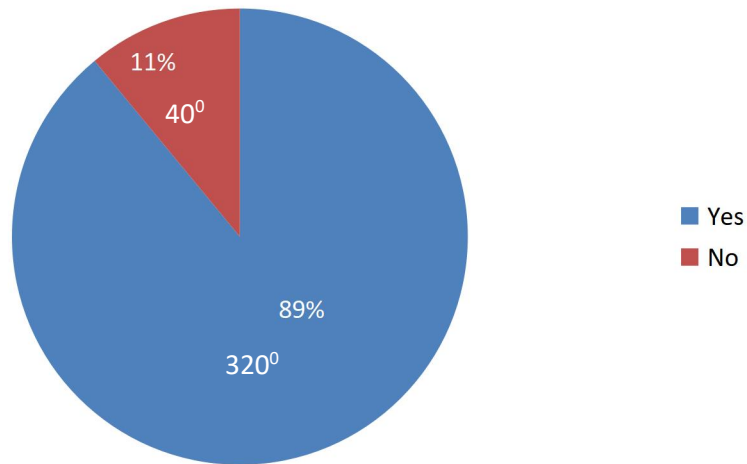


**Figure 11:** Pie chart presentation

The presentation above indicates that 72% of the respondents agreed that advertising really affects people’s lives while 28% of the respondents disagreed.

**Table 12**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Degree</b>
Yes	89	89	320
No	11	11	40
Total	100	100	360

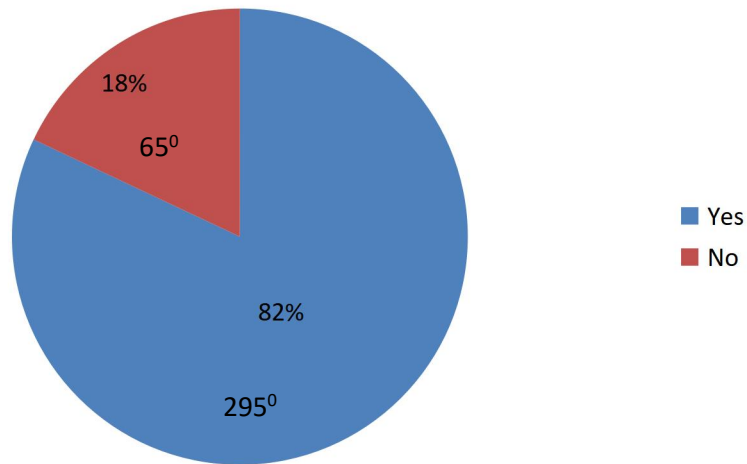


**Figure 12:** Pie chart presentation

The table above indicates that 89% of the respondents affirmed that advertising has helped in improving the management of business as regards profitability and survival in the last few years while 11% responded 'No'.

**Table 13**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Degree</b>
Yes	82	82	295
No	18	18	65
Total	100	100	360



**Figure 13:** Pie chart presentation

From the above table, 82% agreed that advertising has ensured survival of local cosmetic products herby reducing retrenchment rate while 18% disagreed.

## **Discussion of Results**

The result of this research study reveals that majority of young females agree that advertising has a significant influence on local cosmetic products in the Nigerian market.

Many business owners (both small and medium scale) fail to understand that advertising can have an influence on the output of their businesses and that it also concerns both quality and quantity. Your business relies heavily on the demand for your product.

The importance of this study is to advise business owners especially local cosmetic manufacturers to put more emphasis on advertising in their desired and set goals. The implication of the results of this research study is not lost on the significance of the study.

In the interpretation of the results gotten from each research questions analyzed, it becomes obvious that majority of the respondents are not significantly different in their perception that advertising plays a major role in influencing

local cosmetic products or any other ones for that matter in the Nigerian market.

In research question 1: does advertising of indigenous cosmetic products increase their sales volume? The data obtained from questions 1 and 3 were analyzed. Majority of the respondents agreed that truly advertising of indigenous cosmetic products help to increase their sales volume. 81% of the respondents and 82% affirmed 'Yes' to questions 1 and 3.

Under research question 2: does advertising of indigenous cosmetic products reduce the patronage of foreign ones? Data collected from question 5 in the questionnaire was analyzed. 49% of the respondents agreed that the advertisement of indigenous cosmetic products cause a decrease in the demand for foreign ones while 51% of the respondents sais 'No'. This simply means that the advertisement of local cosmetic products does not necessarily lead to a reduction in the patronage of foreign ones.

Research question 3 – does the advertising of indigenous cosmetic products help to create a market for them? Data obtained from questions 9, 10, 12 and 13 in the questionnaires were analyzed respectively. 89% Of the respondents said ‘Yes’ in question 9 that the benefit of advertising is much compared to cost. In question 10, 76% also said ‘Yes’ that there is indeed sufficient awareness about the influence of advertising on local cosmetic products. In question 12 and 13, 78% of the respondents affirmed ‘Yes’. From the following analysis, it can be said that majority of the respondents agreed that the advertising of indigenous cosmetic products help to create a market for them.

Research Question 4 – does the advertising of indigenous cosmetic products provide the employment opportunities in the economy? Data obtained from questions 14, 16 and 18 were analyzed. In question 14, 72% of the respondents affirmed that advertising really affects people’s lives, while in questions 16 and 18, 89% and 82% of the respondents agreed that advertising

has helped in improving the management of business as regards profitability and survival in the last few years and hereby reducing retrenchment rate respectively. It could be said to reveal that majority of the respondents agreed that the advertising of indigenous cosmetic products help provide employment opportunities in the industry.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

This research work which was carried out as titled “The Influence of Advertising on Indigenous Cosmetic Products in the Nigerian Market, using House of Tara Int. Benin City as case study”. The profile of the company is presented below:

#### **House of Tara International Profile Services**

House of Tara is a registered make-up outfit that was founded in 1998. House of Tara is dedicated to serving individuals and corporate clients who desire to enhance their unique tools, or that of their client, using make-up products (cosmetics) and techniques.

House of Tara is a beauty/skin care consulting firm that desires to become a household name primarily amongst Nigerian females and thereafter West African females. It is also involved in raising young entrepreneurs in the beauty industry otherwise referred to as beauty-care representatives.

## Values, Mission and Vision

House of Tara is adequately positioned to capture the online market primarily in Nigeria and then West Africa. This is due to the fact that there is still a rich untapped market for the beauty/skin care consultants especially in Nigeria and other African Countries.

It's mission is to enrich lives of young women by offering them quality products to enhance their self-esteem and beauty. The products can also be used as a tool for becoming financially independent. Its vision is to be the first choice of cosmetics for every black woman.

## The Chief Executive Profile

House of Tara Int. is headed by a professional lawyer and Nigerian make-up artist in person of Mrs. Tara Fela-Durotoye. A pioneer in the bridal make –up profession in Nigeria, she launched the first bridal directory in 1999, set up international standard make-up studio and established the first make up school in Nigeria.

She is the founder and CEO of House of Tara Int., the creator of the Tara Orekelewa Beauty Range, Inspired Perfume and the H.I.P Beauty Range. This Nigerian make-up company has grown into a franchise enterprise with three main lines of business: the make-up studio, the make-up school and the Tara product line comprising beauty products and professional make-up kits.

### **Summary**

This research work was carried out for the main purpose of investigating the influence of advertising on indigenous cosmetic products. Specifically, the research is to determine the need of advertising cosmetic products by;

- (i) Considering the need for effective advertising
- (ii) Encouraging those that are ignorant of advertising
- (iii) Enlightening those that have little knowledge of advertising
- (iv) Analyzing the term; Advertising
- (v) Finding out and recommending possible solutions.

In the review of related literature, the following sub-headings were reviewed:

- Definitions of advertising
- Historical background of advertising
- Roles and functions of Advertising; Nigeria's advertising terrain and history
- Types of advertising
- Indigenous cosmetic products

The research design method used while carrying out this research was the case-study research method while the procedures used during data collection was a combination of both questionnaire and oral interview techniques. The method of data analysis used was the simple percentage method and presentations were made on charts.

### **Major Findings**

One of the major findings in this research work is that there is a significant level of influence of advertising on local cosmetic products or any other commodity for that matter. In

the Benin branch office of House of Tara Int. where the oral interview was conducted, it was discovered that ever since the advertising budget for the firm rose five years ago, sales level has risen, the demand for House of Tara beauty products has been on the increase and lots of make-up outfits/consultants have also established their enterprises since then. In fact, it could be said that this awareness about House of Tara beauty products brought the much needed attention to the indigenous cosmetic industry.

In the course of analyzing data, the following were also discovered:

- (i) Advertising of indigenous cosmetic products help to increase their sales volume
- (ii) The advertisement of local cosmetic products does not necessarily reduce the patronage of foreign ones
- (iii) Advertising of indigenous cosmetic products help to create a market for them; and

(iv) To a certain extent, the advertising of indigenous cosmetic products help provide employment opportunities in the industry.

## **Conclusions**

The internet revealed that young females have become top consumers in today's society. With the rising of the minimum wage once again, young women have come to possess a lot of buying power.

Why are young women such big targets in the cosmetic industry? The answer is simple; they are different. Advertisers view them as a constantly changing generation with optimistic outlooks. Young females are continuously purchasing new items to keep up with the changing trend.

The influence of advertising on cosmetic products is best chosen through outdoor advertising medium due to the following advantages:

- a. Location flexibility
- b. Cost

- c. Wide coverage
- d. Visibility and illumination

### **Recommendations**

Concerning the advertising budget of an organization, it should be well planned and strategized so as to bring the expected result. The sum that is to be allocated to each type of media is always considered alongside the advantage each media will fetch the organization.

Also, since outdoor advertising gives more experience than other media, the allocation of fund should be higher than the other media. For instance;

Outdoor advertising	40%
Newspaper	30%
Television	20%
Radio	10%

Outdoor advertising as a medium remains the most lasting and economical because of its size and relatively permanent nature. Billboards are able to build brand image

because they remain on display all the time for the viewer-ship of passengers/public with its simple layout, color and brevity of message.

Outdoor advertising has great influence on consumers demand because its potential as an attention-grabber is unrivaled. When the main advertising campaign is over, outdoor serves as a reminder medium and it reinforces the message delivered by newspaper, radio and television.

Also, managers and business owners should endeavour to study to emphasize advertising of their products and not until when the business is at the point of collapse.

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**APPENDIX**

**QUESTIONNAIRE**

Dear Sir/Madam,

The attached is a questionnaire. Please respond to these questions as carefully as you can. Your response will be treated as strictly confidential and purely for academic purposes.

Thanks for your anticipated co-operation.

**Instruction:** Please answer the following questions by ticking (√) either Yes or No, or [x] where applicable.

**SECTION A: Personal Information**

1. Sex:            Male [    ]  
                      Female [    ]
2. Age:            16 – 25 years [    ]  
                      26 – 35 years [    ]  
                      36 – 45 years [    ]  
                      46 – 55 years [    ]  
                      56 years above [    ]
3. Marital status: Single [    ]  
  Married [    ]

## SECTION B

S/N	Questions	Yes	No
	<b>Does advertising of indigenous cosmetics products increase their sales volume?</b>		
1.	Has advertising of indigenous cosmetics product help to maximize turnover rate?		
2.	Do you agree that advertising of indigenous cosmetics products helps create awareness about them, hereby increasing sales level?		
3.	Those indigenous cosmetic products not properly advertised experience low sales volume.		
4.	Local cosmetic companies who place value on advertising usually have very few leftover stocks or none at the end of the trading period.		
	<b>Does Advertising of Indigenous Cosmetics Product reduce the patronage of foreign ones?</b>		
5.	Does the advertisement of indigenous cosmetic products cause a decrease in the demand for foreign ones?		

S/N	Questions	Yes	No
6.	Is the level of awareness as regards the influence of advertising on indigenous (local) cosmetic products more than foreign ones?		
7.	The level of acceptance of advertising of indigenous cosmetic products compared to that of foreign ones is high.		
	<b>Does the advertising of indigenous cosmetic products help to create a market for them?</b>		
8.	Purpose of advertising is to bring more enlightenment to the public.		
9.	Is the benefit of advertising much compared to cost?		
10.	Is there sufficient awareness about the influence of advertising on local cosmetic products?		
11.	Is effective communication necessary on advertisement of local cosmetic products?		
12.	Since the advertising of local cosmetic products started, the demand for them has been on the rise.		
13.	Local cosmetic products have come to take center stage in its industry because of its advertisements.		

S/N	Questions	Yes	No
	<b>Does the advertising of indigenous cosmetic products provide employment opportunities in the economy?</b>		
14.	Do you agree that advertising really affects people's lives?		
15.	Since the advertisement of local cosmetic products, several employment opportunities have arisen.		
16.	Has advertising helped in improving the management of business as regards profitability and survival in the last few years?		
17.	Do you believe that due to advertising, cost of communication has reduced over the last few years and has aided in carrying out business activities?		
18.	Advertising has ensured survival of local cosmetic products hereby reducing retrenchment rate.		