

**INFLUENCE OF JENNY'S GLOW SEXUAL ADVERTISING APPEAL ON FEMALE
STUDENTS OF THE UNIVERSITY OF BENIN**

BY

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MATRICULATION NUMBER:

ART2101005

UNIVERSITY OF BENIN,

BENIN CITY.

JUNE, 2025

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN, BENIN CITY,
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FOR THE AWARD OF BACHELOR OF ARTS (B.A HONS) DEGREE IN MASS
COMMUNICATION**

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DECLARATION

This project is based on a study undertaken by me Goodness Tovia Okoh, in the Department of Mass Communication, Faculty of Arts under the supervision of Prof. Ezekiel S. Asemah.

All ideas and results of this study, were based off my personal research, where the views of others were used; they were duly acknowledged.

GOODNESS TOVIA OKOH

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CERTIFICATION

This is to certify that this research work INFLUENCE OF JENNY’S GLOW SEXUAL ADVERTISING APPEAL ON FEMALE STUDENTS OF THE UNIVERSITY OF BENIN” was written and submitted by Goodness Tovia Okoh, Matriculation Number ART2101005, to the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State, Nigeria.

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DATE

STUDENT'S THESIS
AUTHOR'S STATEMENT

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DEDICATION

This project is wholeheartedly dedicated to God Almighty, the source of my strength, wisdom, and grace. His unfailing love carried me through every high and low of this academic journey.

I also dedicate this work to my big sister, Grace Okoh, whose unwavering support meant the world to me. Thank you for your love, encouragement, and financial support. I couldn't have done this without you.

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ABSTRACT

This study investigated the influence of sexual advertising appeal in Jenny's Glow Skincare advertisements on the purchasing behaviour of female students at the University of Benin. The research was motivated by the increasing use of sexual appeal in cosmetic advertising and the debate surrounding its impact on young audiences. The study focused on three objectives: to examine the level of exposure of female students to Jenny's Glow advertisements, to assess how sexual advertising appeal affects their purchasing behaviour, and to evaluate the influence of such appeals on their perception of the brand and related beauty ideals.

The survey research method was used in this study and 396 female undergraduate respondents whose data were collected were selected through online questionnaire and selected in stratified random sampling. Data collected were presented and analysed using tables and simple percentages.

The results of this showed that majority of the respondents were heavily exposed to Jenny's Glow advertisements, and mostly through digital media channels. A large number of respondents stated that other elements like product quality and peer recommendations strongly influenced their actual purchasing decisions. Despite the fact that sexual appeal in the advertisements was successful at drawing attention the study disc that the use of sexual appeal influenced how young women perceived brands and helped to shape their standards of beauty.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Advertising plays a pivotal role in shaping consumer perceptions and influencing purchasing behaviour. It is a strategic communication tool designed to create awareness, generate interest, and ultimately persuade target audiences to patronise a product or service.

Advertising as noted by Asemah (2011) “is any form of communication that is paid for, identified by a sponsor, directed at a target audience, through various mass media like radio, television, billboard, newspaper and magazine, with the aim of creating awareness about goods and services.” This emphasises that advertising is not just random communication but a deliberate effort to inform, persuade, and influence consumer behaviour. By harnessing various mass media, advertisers ensure their messages reach a vast audience, making advertising a powerful tool for shaping public perception and stimulating sales.

Asemah and Edegoh (2012) avers that advertising is a unique form of marketing communication that has to do with informing people about the existence of a product. It a powerful communication tool which most organisations use in creating awareness about their product or service and as well draw attention to it (Nwaoboli, 2022). Advertising, if well planned and executed is meant to convince, encourage and persuade consumers to patronise a product or service. Because of its persuasive power, Asemah, (2013) maintains that advertising is a force that facilitates the sale of more goods.

Advertising appeals are strategies used to capture consumers’ attention and shape their perception of a brand, product, or service. They serve as the core message of an advertisement,

tapping into consumers' needs, desires, or interests and enticing them to take action, essentially saying, "Buy me." According to Bittner (1989), "advertising appeal is the basic message behind the advertising." This means that for an advertisement to have effect, it must have a well-defined appeal that resonates with the target audience, capturing their attention and persuading them to take action.

In recent years, there has been an observable growth in the use of sexual appeal in advertising, particularly in the skincare industry. This strategy aligns with societal beauty standards and is used to capture consumer focus. Hultin and Lundh (2004) highlight that sex appeal is now one of the most frequently employed tactics in marketing. Research on Nigerian university students has shown that sexual appeal in advertisements can influence brand preference, as seen in campaigns for skincare products like Jenny's Glow skincare product.

Sex appeal is the attractive virtue that makes a person sexually attractive, drawing attention and yearning. In advertising, it is a strategic tool that leverages sensual imagery, provocative concept, and suggestive messaging to market products or services. The goal is to stimulate emotions, spark interest, and create a lasting effect on consumers.

According to Loh Huey See, arousal plays a key role in sexual advertising appeal, making it a powerful attention-grabber. Richmond and Hartman (1982) describe it as either a direct sexual display, an expression of desire, or the exploitation of the human body. Regardless of approach, the undeniable pull of sex appeal remains one of the most influential tactics in modern advertising.

Advertising has shifted from merely providing information to leveraging psychological tactics to capture consumer interest. In today's digital age, where audiences are flooded with content, advertisers use striking visuals, attractive models, and suggestive themes to stand out.

Sexual imagery has become a go-to strategy, showing up everywhere from billboards and magazines to social media feeds. It's not entirely new, although advertisers have always found ways to connect with people, whether through emotional storytelling, celebrity endorsements, or cultural symbols. Now, sex appeal is just another tool in the mix.

Sexual advertising appeals can take many forms, ranging from subtle suggestions to overtly provocative visuals. Some advertisements employ implicit cues, such as flirty poses, sultry gaze, romantic themes. While others rely on direct and explicit sexual imagery to create a bold statement. The effectiveness of these strategies often depends on cultural norms, target demographics, and societal perceptions of beauty and desirability.

When it comes to skincare brands like Jenny's Glow, sexual appeal is often used as a tool to create an image of desirability, confidence, and beauty. The brand has been observed to incorporate suggestive imagery and themes in its advertising, tapping into the well-known phrase, "sex sells." This strategy is not just about showcasing a product but about evoking emotions, desires, and fantasies in consumers, making the advertised skincare products more appealing.

The goal of such advertising isn't just to get noticed. It's to spark curiosity and interest, leading potential buyers to associate the product with enhanced attractiveness and self-esteem. In the skincare industry, where ideas of beauty, youthfulness, and flawless skin are highly valued, using sexual appeal can shape how consumers perceive and interact with a brand. Whether through subtle flirtatious imagery or bold, provocative visuals, these ads aim to convince consumers that using the product will make them more desirable and confident.

By leveraging these tactics, Jenny's Glow positions its products as more than just skincare solutions, they become symbols of beauty and allure, making the brand stand out in a highly competitive market.

This study aims to explore how female students in the University of Benin perceive advertisements from Jenny's Glow Skincare and how these ads influence their purchasing decisions. Jenny's Glow is one of Nigeria's most well-known skincare brands, gaining popularity for its promise to enhance beauty and improve skin health. Like many other skincare brands, its products are designed to promote clear and radiant skin.

Founded in 2017 by Igbinoba Osasenaga Jennifer in Benin City, Jenny's Glow has since expanded across Nigeria and beyond. The brand emerged in response to the growing demand for skincare solutions, as more people sought products to enhance their appearance. This rise in demand led to an increase in skincare brands, each striving to meet consumers' needs, and Jenny's Glow positioned itself as one of the top choices.

Skincare products, in general, are formulated to maintain healthy skin, repair damage, and enhance one's natural beauty. They help in achieving a smooth, bright, and youthful look, while also addressing concerns like acne, hyperpigmentation, and dryness. Jenny's Glow aligns with these goals, marketing its products as solutions for individuals looking to achieve flawless skin.

This study examines how the brand influences female students' choices, why they prefer Jenny's Glow over competitors, how they respond to its advertisements, and the role these ads play in shaping their perception of beauty and skincare.

1.2 STATEMENT OF THE PROBLEMS

In today's world, advertisement is an integral part of human society. Ranging from the billboards along the road, commercials on television, posters, pop-ups on the internet, magazines, and newspapers. We see advertisements every time we open a web page. It constantly influences our choices and shapes our perceptions and even our purchasing decisions through these various platforms.

The skincare industry has seen rapid growth in recent years. People interpret skincare advertisements in different ways, often shaped by factors such as personal exposure, cultural background, and individual reasoning. While one person might see an advert for a skincare brand as promoting healthy skin treatment, another might perceive it as an endorsement of skin lightening.

This variation in interpretation makes it difficult to establish a universal perception of skincare advertising, leaving room for misinterpretation of its intended message.

For brands aiming to increase patronage, it is crucial to structure advertisements in a way that resonates with their target audience, ensuring that the message is clear, relatable, and capable of influencing consumer behaviour.

This study seeks to explore how female students at the University of Benin perceive advertisements for Jenny's Glow Skincare and to examine the extent to which these adverts influence their purchasing decisions.

It is on this note that this study seeks to bridge the gap by investigating the influence of Jenny's Glow sexual advertising appeal on the attitudes and purchasing decisions of female students at the University of Benin.

1.3 OBJECTIVES OF THE STUDY

This study aims to:

1. Access the exposure of University of Benin female students to Jenny's glow Skincare Advertisement.
2. Examine the impact of Jenny's Glow sexual advertising appeal on the purchasing decisions and behaviours of female students at the University of Benin.

3. Determine the influence of sexual appeal in Jenny's Glow Skincare advertisements on female students at the University of Benin.

1.4 RESEARCH QUESTIONS

This study seeks to answer the following questions:

1. What is the level of exposure of University of Benin female students to Jenny's Glow Skincare advertisements?
2. How does Jenny's Glow Skincare's sexual advertising appeal impact the purchasing decisions and behaviours of female students at the University of Benin?
3. What is the influence of sexual appeal in Jenny's Glow Skincare advertisements on female students at the University of Benin?

1.5 SCOPE OF THE STUDY

This study explores how sexual advertising appeals in Jenny's Glow Skincare advertisements influence female students at the University of Benin. It looks at their level of exposure to such adverts, how they perceive and react to them, and whether these adverts affect their purchasing decisions.

Using female students of the University of Benin from both the Ugbowo and Ekehuan campuses as a case study, this research aims to provide insights into how sexual appeal in advertising shapes consumer behaviour. The University of Benin was chosen as the study's focus because a large number of its students patronise skincare products, making it a relevant environment to examine these advertising effects.

The study will analyse selected Jenny's Glow Skincare adverts across various media platforms, including social media, print, and digital adverts. However, it will not cover other skincare brands or consider the perspectives of male students. By narrowing the focus to this particular group and brand, the study aims to offer a clearer understanding of how sexual advertising appeals influence purchasing habits among female students.

1.6 SIGNIFICANCE OF THE STUDY

This study is significant as it sheds light on the influence of sexual advertising appeal in Jenny's Glow Skincare advertisements on female students in the University of Benin. In today's world, advertising plays a pivotal role in shaping consumer perceptions and influencing societal beauty standards. The skincare industry, in particular, heavily relies on strategic advertising to attract customers, often incorporating sexual appeal to capture attention and create desirability.

Understanding how female students respond to such advertising is essential for various stakeholders. For advertisers and marketers, this research offers valuable insights into the effectiveness of sexual appeal in skincare promotions, helping them craft campaigns that align with their target audience's perceptions. Additionally, it provides an academic perspective on the broader cultural and psychological impact of sexual advertising in the beauty industry.

For consumers, this study creates awareness of the persuasive techniques used in advertisements, enabling them to critically assess marketing messages and make informed choices. It also contributes to the growing discourse on advertising ethics, exploring how sexual appeal in marketing influences young women's self-image and purchasing decisions. By focusing on female students from both the Ugbowo and Ekehan campuses of the University of Benin, this study provides a focused analysis of a demographic that represents a significant

market for skincare products. The findings will help brands, advertisers, and scholars better understand the impact of sexual advertising on young women in a university setting.

1.7 OPERATIONAL DEFINITION OF TERMS

The following terms are well defined:

Advertising – A marketing communication strategy used to promote and create awareness about a product or service.

Female Students – Young girls and women currently enrolled in academic programmes at the University of Benin, comprising both undergraduates and postgraduates.

Influence – The capacity to have an effect on someone's thoughts, feelings, or actions, either directly or indirectly.

Jenny's Glow Skincare Products – A range of skincare items produced by Jenny's Glow, designed to enhance skin appearance and health.

Sexual Advertising Appeal – The use of sexual imagery, themes, or suggestions in advertisements to attract attention and influence consumer perception.

University of Benin – A higher institution of learning, located in Benin City, Edo State, Nigeria.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter presents a conceptual review of related literature pertaining to the topic in focus, beginning from historical review, conceptual review, past works on this study, communication theories and empirical review that supports this project with a view to make available more knowledge and insightful findings.

2.1 HISTORICAL REVIEW

2.1.1 BRIEF HISTORY OF ADVERTISING

Advertising has been a part of human society for centuries, evolving from simple word-of-mouth promotions to the highly sophisticated strategies used today. In ancient times, traders and merchants relied on town criers, hand-carved signs, and symbols to attract buyers. Markets and town squares were filled with individuals calling out their goods, using persuasive language to draw in customers.

John (1997) cited in Asemah (2019.p7) says that advertising is a product of great forces that have shaped modern society, beginning from Gutenberg's movable types, which made mass produced messages possible. The invention of the printing press by Johannes Gutenberg in the 15th century marked a turning point, making it possible to mass-produce promotional materials such as flyers, posters, and newspapers. Businesses quickly realised the power of printed advertisements in reaching wider audiences. As industries expanded during the Industrial Revolution, advertising became more structured, with businesses using newspapers, billboards, and magazines to create brand awareness and influence consumer choices.

In Nigeria, traditional advertising methods existed long before the arrival of modern media. Town criers, folk songs, and symbolic carvings were common ways of promoting goods and services within local communities. However, with the introduction of newspapers in the 19th century, modern advertising started to take shape. Iwe Irohin, Nigeria's first newspaper, published in 1859, included commercial adverts alongside news articles.

By the early 20th century, British trading companies introduced structured advertising to promote imported products, using print media and later, radio broadcasts. The 1950s and 1960s saw the rise of local advertising agencies, as businesses recognised the need to tailor adverts to the Nigerian market. The expansion of television in the 1970s further revolutionised advertising, making it more visual and engaging. According to Asemah (2019, p.9) the historical development of advertising is as old as man.

With the digital age, advertising has taken another leap forward. Businesses now leverage social media, influencer marketing, and online campaigns to connect with their audiences more directly. Today, advertising in Nigeria is a powerful tool, shaping consumer preferences and playing a crucial role in the success of brands across various industries.

2.1.2 Sexual Appeal in Advertising: A Historical Overview

Advertising has always evolved alongside society, reflecting cultural norms, values, and trends. Among the various strategies used to capture consumer attention, sexual appeal has remained one of the most controversial yet effective approaches. The use of sexual imagery, innuendos, and themes in advertising can be traced back centuries, but its influence has grown significantly with the rise of mass media and consumer culture.

Sex in advertising is not a recent phenomenon; it has its roots in ancient civilisation. It began when items such as wood carvings were used in explicit and suggestive representations to

advertise various goods and services, appealing to human desires (Reichert, 2002). Historically, subtle forms of sexual appeal appeared in early advertising, particularly in luxury goods, fashion, and beauty products.

In the late 19th and early 20th centuries, as advertising became more structured and persuasive, brands began to use attractive models, suggestive poses, and romantic undertones to make their products more desirable. The mid-20th century saw a bolder embrace of sexual themes, especially in Western markets, where brands leveraged glamour, sensuality, and provocative messaging to appeal to emotions and desires (Reichert, 2007).

With the advent of television and later digital media, sexual appeal in advertising became more pronounced. From perfume and clothing brands to skincare and cosmetics, companies increasingly relied on alluring visuals and messages to market their products. The strategy is often based on the notion that beauty and desirability are linked, influencing consumers to associate the advertised product with enhanced attractiveness.

In Africa, the approach to sexual appeal in advertising has been more complex due to cultural and societal influences. While many traditional societies value modesty, globalisation and exposure to international media have gradually shifted perceptions. The skincare and beauty industry, in particular, has adopted varying degrees of sexual appeal to attract consumers. Brands like Jenny's Glow have incorporated elements of sensuality, flawless skin imagery, and aspirational beauty in their marketing to appeal to their target audience.

The evolution of sexual appeal in advertising continues to spark debates, with some arguing that it reinforces unrealistic beauty standards, while others believe it is an effective strategy for engaging consumers. In the context of Jenny's Glow Skincare, understanding how female students at the University of Benin perceive and respond to such advertisements is essential in evaluating its influence and effectiveness.

2.1.3 History of Jenny's Glow Skincare

Jenny's Glow Skincare is a Nigerian beauty and skincare brand renowned for its emphasis on enhancing skin health and radiance. Founded in 2017 by Igbinoba Oseniga Jennifer, the brand quickly gained prominence in the skincare industry, appealing to individuals seeking effective skincare solutions tailored to diverse skin types.

Originally conceptualised in Benin City, Jenny's Glow has expanded its presence beyond Edo State, establishing branches in Lagos, Abuja, and even beyond Nigeria's borders. The brand's success is largely attributed to its strong social media presence and strategic advertising, which often incorporates aspirational beauty imagery to attract a wide customer base.

Recognised and registered by the Corporate Affairs Commission (CAC), Jenny's Glow has positioned itself as a trusted name in the Nigerian skincare industry. Through its marketing approach, which blends skincare expertise with engaging promotional strategies, the brand continues to influence beauty trends and consumer preferences, particularly among young women.

2.2 CONCEPTUAL REVIEW

2.2.1 The Concept of Advertising

Advertising is a vital aspect of marketing that connects businesses with consumers by delivering messages and information about products or services. It serves as a persuasive tool that not only informs potential buyers but also influences their purchasing decisions.

The Advertising Practitioners Council of Nigeria (APCON) (1988) defines advertising as “any form of communication about products and services, paid for by a sponsor through the media.”

This definition highlights the commercial nature of advertising, as well as its role in shaping consumer perceptions.

According to Asa (2008), cited in Asemah (2019), advertising is one of the most powerful communication tools used by nearly every company to promote its products and services. It plays a crucial role in creating brand awareness, fostering customer loyalty, and driving sales. Similarly, Belch and Belch (2020) describe advertising as “a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.” This definition underscores the persuasive intent of advertising, reinforcing the idea that its primary goal is to influence consumer behaviour.

Asemah (2011) further defines advertising as “any communication that is paid for, identified by a sponsor, directed at a target audience, through various mass media like radio, television, billboards, newspapers, and magazines, with the aim of creating awareness about goods and services.” This perspective highlights key elements of advertising, including its reliance on media channels, the non-personal nature of its messaging, and the fact that advertisers invest in airtime or space to convey their messages effectively.

Okwechime (2006) further defines advertising as “any persuasive form of non-personal dissemination of information about a specific idea, opinion, product, or service through an appropriate medium of mass communication, which has been paid for by an identified sponsor for the purpose of convincing the audience to undertake a desired action.” This highlights advertising’s primary function—not just to inform but to persuade and influence consumer behaviour.

Advertising adopts psychological strategies to convince and persuade its audience. According to Asemah (2019), a truly effective advertisement follows a structured persuasive process embedded in the AIDCA principle, which stands for:

A – Attention: The first goal of any advertisement is to capture attention. For this to happen, the advert must be visually striking, engaging, and appealing to the target audience. Without an initial attraction, the message may be overlooked.

I – Interest: Once attention is secured, the next step is to sustain the audience's interest. An effective advertisement must provide compelling content that makes consumers eager to learn more. At this stage, the message should build a connection, drawing the audience further into the narrative of the product or service.

D – Desire: Beyond sparking interest, an advert must also create a desire for the product. By positioning the product as essential, beneficial, or aspirational, the advertisement encourages consumers to want it. This is where emotional appeal often comes into play, making the product feel like a necessity rather than a mere option.

C – Conviction: To strengthen consumer trust, an advertisement must offer proof, credibility, and factual elements that reinforce belief in the product's value. This can be achieved through testimonials, statistics, expert endorsements, or clear demonstrations of product effectiveness.

A – Action: The ultimate goal of advertising is to motivate the consumer to take action—whether that be purchasing the product, subscribing to a service, or engaging with the brand in some way. Once attention, interest, desire, and conviction are successfully established, the consumer is naturally inclined to make a decision.

In essence, advertising goes beyond simply providing information; it is a strategic communication tool designed to persuade, create brand identity, and ultimately influence consumer decisions. A well-crafted advertisement seamlessly incorporates all these elements, ensuring that it not only informs but also influences and persuades. By understanding and applying the AIDCA principle, advertisers can create campaigns that resonate with their audience and drive meaningful engagement.

2.2.2 The Concept of Advertising Appeals

Advertising appeals are at the heart of marketing campaigns, carefully crafted to capture attention, stir emotions, and shape consumer decisions. They are the driving force behind persuasive advertising, making brands and products more desirable to their target audience. Nwanwene (2001), as cited in Asemah (2019), defines advertising appeal as the fundamental human motivation that influences consumers to purchase a product. Similarly, Daramola (2003) describes advertising appeal as the central theme of an advert, determining how a message resonates with consumers.

Advertising appeal strategies serve as creative tools for advertisers, offering different approaches to engage consumers and influence their perceptions. Asiegbu and Igwe (2012) explain that these strategies can evoke strong emotional or rational responses, ultimately guiding consumer choices. The Merriam-Webster Dictionary defines “appeal” as a quality that makes something or someone attractive or desirable. In advertising, appeals function as carefully designed messages that grab attention and persuade consumers to take action. Trehan and Trehan (2007) emphasise that the goal of an appeal is to create a sense of need and desire for the advertised product.

The concept of persuasion has been studied for centuries, dating back to Aristotle’s rhetorical appeals, which include ethos (credibility of the speaker), pathos (emotional appeal to the audience), and logos (logical reasoning). Aristotle believed that effective persuasion required advertisers to understand their audience and tailor messages that would resonate with their emotions and logic. Today, advertisers apply this principle by integrating appeals that align with consumer motivations.

To be effective, advertising must go beyond providing information; it must persuade and connect with the audience emotionally. Kotler (1993), cited in Asemah (2019), outlines three essential characteristics of advertising appeals:

Meaningfulness – ensuring that the appeal highlights benefits that make the product desirable.

Distinctiveness – differentiating the product from competitors.

Believability – making sure the message remains credible and trustworthy.

Advertising appeals can be broadly classified into rational and emotional categories. Asemah, Nkwam-Uwaoma, and Sabo (2023) explain that rational appeals focus on practical, functional, and utilitarian needs. These appeals rely on logic and reasoning, often highlighting benefits such as affordability, convenience, efficiency, health advantages, durability, and performance. On the other hand, emotional appeals target consumers' feelings, tapping into their desires, aspirations, and fears.

According to Asemah et al. (2023), both rational and emotional appeals can take various forms, including:

- Sex appeal – leveraging sensuality and physical attractiveness to promote products.
- Health appeal – associating products with well-being and self-care.
- Positive and negative appeals – inspiring hope or instilling fear to influence decisions.
- Humour appeal – using comedy to make advertisements more engaging and memorable.
- Scarcity appeal – creating urgency by suggesting that the product is in limited supply.
- Masculine/Feminine appeal – reinforcing gender-specific ideals.
- Brand appeal – focusing on reputation and social status.
- Adventure and youth appeal – linking products to excitement and vibrancy.

- Endorsement appeal – featuring celebrities or influencers to enhance credibility.
- Favourable price appeal – highlighting affordability and value.
- Bandwagon appeal – suggesting that a product is widely popular, encouraging consumers to follow the trend.

Understanding these different advertising appeals is essential for analysing how brands craft their messages to attract consumers. Jenny's Glow Skincare, for instance, effectively uses sexual advertising appeal to market its skincare products. By associating its brand with flawless skin, beauty, and desirability, it appeals to the emotions and aspirations of female consumers, particularly students in universities. This approach aligns with the belief that glowing skin enhances confidence and attractiveness, reinforcing the brand's positioning in the competitive skincare industry.

2.2.3 The Concept of Sexual Advertising Appeal

Sexual advertising appeal is a marketing strategy that leverages sensuality, physical attractiveness, and suggestive imagery to capture attention and influence consumer behaviour. This appeal is based on the premise that sex and beauty are powerful motivators, capable of evoking emotional responses, creating brand recall, and enhancing product desirability. Reichert et al. (2001) describe sexual appeal in advertising as the use of provocative visuals, language, or symbolism to stimulate consumer interest and engagement.

Asemah, Nkwam-Uwaoma, and Sabo (2023) categorise sexual advertising appeal as an emotional appeal, which taps into consumers' desires and aspirations. Unlike rational appeals that focus on logic and product benefits, sexual appeal targets psychological and social motivations, often linking the product to attractiveness, confidence, and desirability. This

strategy is particularly common in industries such as fashion, cosmetics, fragrances, and personal care.

Sexual advertising appeal can take different forms, including:

Physical attractiveness – Featuring models with flawless skin, well-toned bodies, or captivating features to promote beauty and self-care products.

Sensual imagery – Using provocative poses, seductive facial expressions, or intimate body language to create intrigue.

Suggestive language – Incorporating words or phrases that imply passion, desire, or exclusivity.

Symbolism – Associating the product with metaphors of beauty, seduction, or romance.

2.3 OPINION REVIEW

2.3.1 Elements of Sexual Appeal in Jenny’s Glow Skincare Advertising

Sexual appeal in advertising is a strategic marketing technique that incorporates sensuality, physical attractiveness, or suggestive imagery to draw attention and create a lasting impression on consumers. This approach is commonly used to enhance the perceived desirability of a product, particularly in the beauty and skincare industry. According to Reichert (2003), sexual appeal in advertising is defined as “persuasive messaging blended with sexual information into an overall message about a company’s product.”

Jenny’s Glow Skincare, a prominent beauty brand in Nigeria, employs sexual advertising appeal as a key component of its marketing strategy. The brand strategically integrates various

elements of sexual appeal to make its adverts visually engaging, emotionally compelling, and memorable.

Lambiase and Reichert (2003) identified five key elements of sexual appeal in advertising: nudity, sexual behaviour, physical attractiveness, sexual referents, and sexual embeds. These elements are commonly used to evoke emotions, attract attention, and establish a connection between the product and the consumer's aspirations for beauty and confidence.

- **Sexual Behaviour:**

Sexual behaviour in advertising involves provocative poses, suggestive body language, and flirtatious expressions designed to evoke desire and attraction. According to Lambiase and Reichert (2003), sexual behaviour in adverts can be expressed in two ways:

1. Individual sexual behaviour – A model displaying flirtatious eye contact, inviting smiles, or sensual movements.
2. Interpersonal sexual behaviour – Two or more models engaging in intimate interactions that suggest closeness and attraction.

Jenny's Glow Skincare adverts often feature models in sensual poses—lightly touching their skin, gazing seductively at the camera, or smiling in a way that conveys confidence and allure. Some slogans associated with the brand, such as “A skin you'll love to touch” or “Glow like never before”, subtly imply desirability, reinforcing the connection between beauty, attraction, and self-assurance.

- **Sexual Referents:**

Sexual referents in advertising are subtle cues—either visual or verbal—that suggest intimacy, passion, or desire without being explicitly sexual. These references may include symbolic imagery, double entendre phrases, or suggestive product descriptions.

Richmond and Hartman (1982) describe sexual referents as allusions to an ideal, often portraying the product as a means of achieving personal fulfilment or enhancing attractiveness. For instance, Jenny's Glow Skincare adverts may use soft lighting, close-up shots of moisturised lips, and warm, glowing skin tones to evoke an intimate and alluring mood. Additionally, colours like gold, red, and peach are commonly used to symbolise warmth, sensuality, and sophistication.

- **Sensual Atmosphere:**

Jenny's Glow Skincare creates a sensual atmosphere in its advertisements by using:

Soft, glowing lighting that enhances the appearance of radiant skin.

Close-up shots focusing on smooth skin, lips, and delicate facial features.

Slow, fluid motions of models applying the product, often with a gentle caress.

Romantic and soothing background music to set a relaxing and alluring mood.

Warm colour tones like gold and nude shades to evoke luxury and sensuality.

This technique reinforces the idea that using Jenny's Glow products will not only enhance beauty but also make one feel more confident, desirable, and attractive.

- **Sexual Embeds:**

Sexual embeds refer to hidden or subtle sexual cues designed to be subconsciously processed by viewers. According to Theus (1994), these cues can be classified into:

1. Sexual symbolism – Objects or imagery arranged in a way that implies sensuality or attraction.

2. Hidden sexual images or words – Subtle shapes, lighting, or textures that unconsciously evoke desire.

Jenny's Glow Skincare adverts sometimes feature models wrapped in silky, translucent fabrics or captured in close-up shots with glossy, dewy skin—suggesting softness, touchability, and desirability. These visual elements enhance the product's appeal by associating it with elegance and sensuality.

- **Nudity:**

Nudity in advertising does not necessarily mean complete undress but refers to the level of skin exposure and the style of clothing used in an advert. Reichert and Ramirez (2003) found that consumers perceive nudity as a defining feature of sexual appeal, with revealing outfits and suggestive clothing playing a crucial role in shaping audience perception.

Soley and Reid (1988) categorise nudity in advertising into four levels:

Demure – Everyday clothing, covering most of the body.

Suggestive – Outfits that partially expose cleavage, tight-fitting clothing that accentuates the body, or short skirts.

Partially unclad – Models wearing lingerie, bikinis, or underwear.

Nude – Full-frontal nudity (rare in mainstream advertising).

Jenny's Glow Skincare incorporates elements of nudity in its advertising, often featuring models with glowing, flawless skin in subtle yet sensual poses. The emphasis is placed on

exposed shoulders, collarbones, legs, and backs, reinforcing the idea that using the brand's products enhances one's natural beauty and boosts confidence.

- **Physical Attractiveness:**

Physical attractiveness is one of the most significant elements of sexual advertising appeal, as it directly influences consumer perception. Reichert and Ramirez (2000) define attractiveness in advertising as a combination of facial beauty, skin complexion, hair texture, and body physique. Consumers are often drawn to aesthetically pleasing visuals, making physically attractive models a crucial component of beauty and skincare adverts.

In Nigeria, celebrities and influencers known for their striking beauty, such as Nancy Isime, Ini Edo, and Tiwa Savage, often serve as brand ambassadors for beauty products. Jenny's Glow Skincare employs physically attractive models with radiant skin, implying that using their products will lead to similar results. This strategy appeals to young women who aspire to achieve a flawless, camera-ready look.

Sexual appeal remains a powerful tool in advertising, particularly in the beauty and skincare industry. Jenny's Glow Skincare effectively utilises elements such as nudity, sexual behaviour, referents, embeds, and physical attractiveness to create compelling and persuasive adverts. These strategies not only draw attention but also establish an emotional connection with consumers, reinforcing the idea that beauty and desirability can be enhanced through skincare.

When used strategically, sexual appeal in advertising can be a strong marketing tool, but it also requires careful execution to maintain brand credibility and appeal to a diverse audience.

2.3.2 Influence of Advertising on Consumer Patronage

Advertising plays a crucial role in shaping consumer perceptions, preferences, and purchasing decisions. Through various persuasive strategies, advertisements create awareness, generate interest, and influence consumers to patronise specific brands. Kotler and Keller (2016) describe advertising as a powerful marketing tool that not only informs but also persuades and reinforces brand loyalty among consumers.

The influence of advertising on consumer patronage is particularly evident in the beauty and skincare industry, where brands use compelling visuals, endorsements, and strategic messaging to attract and retain customers. Sexual advertising appeal, in particular, has been found to enhance brand recall and product desirability by associating the brand with attractiveness, confidence, and social appeal (Reichert, 2003).

2.3.3 Factors That Influence Consumer Patronage Through Advertising

1. Brand Awareness – Advertising increases product visibility and recognition, making consumers more likely to consider and purchase the product. Jenny’s Glow Skincare, for example, employs striking visuals and sensual appeal to ensure its brand remains memorable.
2. Emotional Connection – Sexual advertising appeal evokes emotions such as desire, aspiration, and confidence, which can lead to higher patronage. Consumers are more likely to purchase products that align with their self-image or aspirations.
3. Perceived Product Effectiveness – Advertisements that showcase models with flawless skin create the perception that using the product will lead to similar results, influencing consumers to buy.

4. Social Influence and Peer Pressure – University students, particularly females, are influenced by beauty standards portrayed in the media. Seeing peers or celebrities endorse a product can drive purchasing behaviour.

5. Reinforcement Through Repetition – Continuous exposure to a brand's advertisements reinforces its appeal and credibility, making it a preferred choice among consumers.

2.3.4 Factors Influencing the Impact of Sexual Advertising Appeal on Female Students

The effectiveness of sexual advertising appeal varies across different consumer groups, particularly among female students. Several factors influence their perception and response to such advertisements, shaping their attitudes and purchasing behaviours. These factors include gender, cultural and religious beliefs, age, societal beauty standards, peer influence, self-perception, social media trends, advertising literacy, emotional connection, and brand credibility.

1. Gender

Gender plays a fundamental role in shaping consumer responses to advertisements with sexual appeal. It extends beyond biological distinctions to include gender roles and stereotypes presented in advertising.

Liu, Li, and Cheng (2006) argue that men and women perceive sexuality differently, meaning that what one gender finds attractive may not resonate with the other. Anne (1971) suggests that men are more visually stimulated by nudity, while women respond more to romantic and emotional elements in advertising.

As a result, advertisers often tailor sexual appeals to different genders. Advertisements featuring male models tend to attract female consumers, while female models can appeal to

both men and women, depending on the context. For male audiences, higher levels of nudity are often employed, whereas for female audiences, a focus on romantic and emotional elements is more effective.

Additionally, gender portrayals can influence consumer behaviour. Advertisements reinforcing traditional gender roles may appeal to some but alienate others. For example, an advert objectifying women may attract male consumers but deter female audiences who find it offensive.

2. Cultural and Religious Beliefs

Cultural and religious values significantly influence how female students perceive sexual advertising appeal. In societies where conservatism is deeply rooted, advertisements containing sexual content may be met with disapproval or rejection. Conversely, in more liberal cultures, such ads may be viewed as acceptable or even desirable.

Religious teachings also play a role. According to Peterson and Englehardt (2002), consumers who strongly adhere to religious principles are more likely to reject advertisements with explicit sexual content, associating them with immorality. This can impact how female students interact with brands that use sexual appeal in their marketing.

3. Age

Age determines how individuals respond to advertisements with sexual content. Younger female students, particularly those in their late teens and early twenties, tend to exhibit a more positive emotional reaction to sexual appeal in advertising, finding such content engaging and trendy (LaTour & Henthorne, 1994).

Older consumers, however, may have more varied responses. Some may appreciate subtle sexual appeal, while others may view explicit content as inappropriate. Generational attitudes

also shape these perceptions, with younger generations generally more accepting of sexualised advertising than older ones.

4. Societal Beauty Standards

Beauty ideals promoted in society heavily influence how female students respond to sexual advertising appeal. Advertisements often portray unrealistic beauty standards, featuring models with flawless skin, slim physiques, and idealised body proportions. This can create aspirational desires among female consumers, prompting them to purchase products that align with these beauty ideals.

Kilbourne (1999) argues that advertising often reinforces unattainable beauty standards, which can influence self-esteem and consumer behaviour. Female students who identify with these ideals may be more likely to engage with brands that use sexual appeal in their marketing.

5. Peer Influence

Peer pressure and social acceptance play a crucial role in shaping purchasing decisions. Female students are often influenced by their friends and social circles when it comes to fashion, beauty, and personal care products.

According to Solomon et al. (2016), peer influence is a significant determinant of consumer behaviour, particularly among young adults. If a peer group endorses a brand that employs sexual advertising appeal, individuals within that group are more likely to follow suit to maintain social belonging.

6. Self-Perception

Self-perception affects how female students interpret sexual advertising appeal. Individuals with high self-esteem may engage positively with such ads, viewing them as empowering or

aspirational. Conversely, those with low self-esteem may perceive them as unrealistic or alienating.

Research by Groesz, Levine, and Murnen (2002) suggests that exposure to idealised beauty in advertising can lead to body dissatisfaction, influencing purchasing behaviour either positively (aspirational buying) or negatively (rejection of the brand).

7. Social Media Trends

In today's digital age, social media plays a significant role in shaping consumer behaviour. Platforms like Instagram, TikTok, and Twitter amplify the reach of sexual advertising, making such content more visible to female students.

Social media influencers and celebrities often promote brands using sexual appeal, which can influence purchasing decisions. According to Djafarova and Rushworth (2017), influencer endorsements significantly impact young consumers, as they tend to trust peer recommendations over traditional advertising.

8. Advertising Literacy

Advertising literacy refers to a consumer's ability to critically analyse and interpret marketing messages. Female students with high advertising literacy are more likely to recognise sexual appeal as a persuasive tactic and evaluate its impact on their purchasing decisions.

According to Friestad and Wright (1994), advertising literacy helps consumers resist manipulative marketing strategies. Those who understand the psychological techniques behind sexual advertising appeal may be less influenced by such ads compared to those with lower literacy levels.

9. Emotional Connection

The emotional appeal of an advertisement significantly affects consumer response. Sexual advertising often aims to evoke feelings of desire, confidence, or attraction, which can lead to increased engagement with the brand.

Batra and Ray (1986) state that emotional arousal in advertising enhances brand recall and purchase intention. If a female student associates positive emotions with a brand's sexual appeal, she is more likely to develop brand loyalty.

10. Brand Credibility

Brand reputation and credibility play a crucial role in how female students perceive sexual advertising appeal. Consumers are more likely to respond positively to sexual content from brands with a strong reputation, as opposed to those with questionable ethics.

Erdem and Swait (2004) argue that brand credibility influences consumer trust and loyalty. If a brand known for high-quality products uses sexual appeal strategically, it is more likely to maintain consumer trust. However, if a brand relies solely on provocative advertising without delivering value, it may face backlash.

The impact of sexual advertising appeal on female students is influenced by multiple factors, including gender, cultural and religious beliefs, age, societal beauty standards, peer influence, self-perception, social media trends, advertising literacy, emotional connection, and brand credibility. Understanding these factors allows advertisers to craft messages that resonate with their target audience while ensuring ethical considerations are met.

2.3.5 Significance of Sex Appeal in Advertising

Sex appeal has been a powerful and widely used strategy in advertising for decades. Marketers leverage sexual themes to attract attention, create emotional connections, and influence consumer behaviour. The significance of sex appeal in advertising lies in its ability to enhance brand recall, trigger emotional responses, and, in some cases, increase product desirability.

1. Capturing Attention

One of the primary reasons sex appeal is significant in advertising is its ability to capture consumer attention. According to Reichert et al. (2001), advertisements featuring sexual content are more likely to stand out in a cluttered media environment. Human beings are naturally drawn to sensual imagery, making such adverts more noticeable than those without sexual appeal. This immediate attention can be beneficial for brands looking to increase their visibility.

2. Enhancing Brand Recall

Beyond just attracting attention, sexual advertising helps improve brand recall. Studies have shown that consumers are more likely to remember advertisements that incorporate provocative visuals or themes (LaTour & Henthorne, 1994). When executed effectively, sexual appeal can create a lasting impression, ensuring that consumers recall the brand when making purchasing decisions. However, excessive or irrelevant use of sex appeal can overshadow the product itself, leading to poor brand association.

3. Creating Emotional Engagement

Sexual appeal in advertising often elicits strong emotional responses, ranging from excitement to curiosity. According to Batra & Ray (1986), emotional engagement in advertising plays a crucial role in influencing consumer attitudes and behaviour. When consumers connect

emotionally with an advert, they are more likely to develop a favourable perception of the brand.

4. Influencing Purchase Decisions

Sex appeal can also directly impact consumer purchasing behaviour. Research by Wirtz et al. (2018) suggests that consumers, particularly younger demographics, are more inclined to purchase products associated with aspirational lifestyles and attractiveness. For instance, skincare and fashion brands frequently use sexual appeal to suggest that their products enhance beauty and desirability.

5. Cultural and Ethical Considerations

While sex appeal can be an effective marketing tool, its impact varies across cultural contexts. What is acceptable in Western societies may be considered offensive in more conservative cultures (Gould, 1994). Additionally, ethical concerns arise when advertisements promote unrealistic beauty standards or objectify individuals. Advertisers must strike a balance between using sex appeal effectively and ensuring their messaging remains respectful and inclusive.

6. Shaping Brand Image

Sexually appealing adverts can also shape a brand's identity. Brands like Calvin Klein and Victoria's Secret have successfully built an image around sensuality and desirability. However, for brands that do not traditionally align with such themes, incorporating sex appeal may seem forced and ineffective.

Sex appeal remains a significant element in advertising due to its ability to attract attention, enhance brand recall, and influence consumer decisions. However, its effectiveness depends on cultural sensitivity, ethical considerations, and the relevance of sexual themes to the product

being advertised. When strategically implemented, sex appeal can serve as a powerful tool in marketing, driving both consumer engagement and brand loyalty.

2.3.6 Influence of Sexual Advertising on Female Consumers

Sexual advertising has long been a powerful tool in marketing, influencing consumer perceptions, emotions, and purchasing decisions. Female consumers, in particular, respond to such advertisements in varying ways, shaped by factors such as culture, self-perception, media influence, and societal norms. Understanding the influence of sexual advertising on female consumers is crucial for advertisers seeking to create compelling and ethically responsible marketing campaigns.

Asemah (2011) argues that advertising plays a critical role in shaping consumer behaviour, as it appeals to emotions, desires, and aspirations. When sexual content is used in advertisements, it can either attract or repel female consumers depending on how it aligns with their values and beliefs. Some women may view sexualised advertising as empowering and confidence-boosting, while others may find it objectifying or unrealistic.

According to Reichert (2003), sexual advertising often creates an emotional connection with consumers, making the advertised product more memorable. Female consumers, especially younger audiences, may be drawn to products that symbolise attractiveness, desirability, and modern femininity. However, as LaTour and Henthorne (1994) highlight, older female consumers tend to favour moderate sexual appeal in advertising, as excessive sexual imagery may be perceived as inappropriate or misleading.

Additionally, social and cultural influences shape how female consumers interpret sexual advertising. Asemah (2011) states that societal beauty standards, as perpetuated by advertising, influence self-perception and buying behaviour. Women who align with these beauty ideals

may feel encouraged to purchase products that promise enhanced attractiveness, while those who feel alienated by such portrayals may resist engaging with the brand.

Furthermore, peer influence and social media trends contribute to how female consumers engage with sexual advertising. Solomon, Bamossy, Askegaard, and Hogg (2013) note that advertising is deeply embedded in consumer culture, and women are more likely to engage with products endorsed by influencers, celebrities, or peers who reflect their lifestyle aspirations. This explains why brands often incorporate aspirational figures in sexually appealing advertisements to enhance relatability and desirability.

However, concerns about ethical implications persist. Kilbourne (1999) critiques the frequent objectification of women in advertising, arguing that unrealistic portrayals of beauty and sexuality can lead to self-esteem issues and distorted self-perception among female consumers. As a result, brands that use excessive sexual content without considering female consumers' perspectives may face backlash or reduced patronage.

In essence, sexual advertising significantly influences female consumers by shaping their perceptions, emotional responses, and purchasing behaviour. While some women find such advertisements empowering and engaging, others perceive them as misleading or objectifying. Advertisers must, therefore, strike a balance between appeal and ethics, ensuring that their marketing strategies resonate positively with female audiences while maintaining brand credibility.

2.3.7 Ethical Issues in Sexual Advertising Appeal

The use of sexual appeals in advertising has been a longstanding ethical debate, raising concerns about morality, social responsibility, and consumer protection. While some argue that advertisers should prioritise effectiveness and profitability, others highlight the ethical

implications of using sexual imagery to sell products (Gould, 1994; LaTour & Henthorne, 1994).

Studies suggest that sexual appeals can enhance advertising effectiveness (Reichert et al., 2001). However, Jones (1998) argues that non-sexual advertisements may be more sustainable, as they achieve marketing goals with minimal ethical concerns. Judd and Alexander (1983) caution that sexually suggestive advertisements may be offensive to many, making it necessary for advertisers to consider societal sensitivities.

1. Objectification and Gender Stereotyping

One of the most significant ethical concerns in sexual advertising is the objectification of individuals, particularly women. Many advertisements reduce individuals to mere objects of desire, reinforcing gender stereotypes and unrealistic beauty standards. This can lead to negative effects on self-esteem, particularly among young audiences (Kilbourne, 1999). According to Asemah (2011), the commodification of the human body in advertising promotes a culture where physical appearance is prioritised over intelligence, skills, or character. This not only affects individuals' self-perception but also perpetuates gender inequality.

2. Manipulation and Consumer Exploitation

Sexual advertising appeals can be ethically problematic when they manipulate consumer behaviour by triggering subconscious desires rather than rational decision-making. This form of persuasion exploits human psychology, sometimes leading to impulsive purchases. Asemah (2011) stresses that advertisers have a moral responsibility to ensure that their strategies do not exploit consumer vulnerabilities. Ethical advertising should focus on genuine product benefits rather than leveraging sexual imagery to evoke emotions unrelated to the product itself.

3. Exposure to Inappropriate Content

An increasing ethical dilemma is the unintended exposure of minors to sexualised advertising. Despite being designed for adults, many of these adverts reach younger audiences, particularly through social media and outdoor billboards. Boddewyn (1991) argues that early exposure to sexually explicit content can shape young people's perceptions of beauty, relationships, and self-worth in potentially harmful ways. Asemah (2011) supports this view, emphasising that unethical advertising practices can negatively influence children's moral development, leading to distorted ideas about sexuality and self-image.

4. Truth and Honesty in Advertising

Truthfulness is a core principle of ethical advertising. Bovee and Arens (2012) highlight that advertisements using sexual appeal should not misrepresent product benefits or create false expectations. Misleading advertising can damage consumer trust and lead to legal and ethical repercussions. For instance, a perfume brand implying that its fragrance will instantly make someone more attractive due to sexual imagery is engaging in deceptive marketing. Asemah (2011) further asserts that ethical advertising should prioritise honest communication, ensuring that consumers make informed choices based on factual information rather than suggestive illusions.

5. Consent and Representation in Advertising

The ethical dimension of consent and representation in sexual advertising is another key concern. Advertisers must ensure that models appearing in sexually suggestive adverts have given informed consent and are not depicted in ways that degrade or exploit them. Asemah (2011) notes that ethical advertising respects the dignity of individuals involved in production and does not reinforce harmful narratives that objectify certain groups. Ensuring diversity,

respect, and fairness in portrayals is crucial to maintaining ethical integrity in advertising campaigns.

6. Cultural and Contextual Sensitivity

Cultural perceptions of sexuality vary significantly, making it essential for advertisers to consider sociocultural norms when designing campaigns. What is deemed acceptable in one culture may be highly offensive in another. LaTour & Henthorne (1994) argue that failing to consider cultural sensitivities can lead to backlash and reputational damage for brands. Asemah (2011) adds that ethical advertising should always align with societal values and moral expectations, avoiding content that may be offensive or inappropriate in certain regions.

While sexual advertising appeals can be highly effective, their ethical implications must be carefully considered. Advertisers should balance commercial success with social responsibility by avoiding objectification, consumer manipulation, misleading claims, and inappropriate content exposure. Ethical advertising, as Asemah (2011) highlights, should be grounded in respect for human dignity, truthfulness, and cultural sensitivity. By adhering to ethical guidelines, brands can create responsible advertisements that maintain consumer trust and uphold societal values.

2.4 EMPIRICAL REVIEW

For the empirical review, studies that are related to this work have been carefully selected. The works are discussed below:

Reichert, Heckler, and Jackson (2001): In their investigation into the effects of sexual social marketing appeals on cognitive processing and persuasion, Reichert et al. Examined how sexual content influences audience engagement with public service announcements. The study

revealed that sexual appeals were generally more persuasive than their non-sexual counterparts across various social marketing topics. Participants found these sexual appeals more attention-grabbing, likeable, and dynamic, which heightened their interest in the topics presented. However, the study also noted a downside: while sexual content captured attention, it negatively impacted cognitive elaboration, meaning that viewers were less likely to engage in deep processing of the message's content. This suggests that although sexual appeals can enhance immediate engagement, they may not always lead to thorough consideration of the underlying message.

Rohi (2019): Rohi conducted a survey at the University of Benin to explore the influence of sexual appeal in advertising on the purchasing behaviour of undergraduate students. The findings indicated that while 52.9% of respondents acknowledged that sexual appeals attract consumer attention, a response typical among curious young adults, 53.6% disagreed that such appeals directly influenced their purchasing decisions. This implies that although sexual imagery may pique interest and draw attention, factors like price, durability, and necessity play more significant roles in actual buying decisions.

Dominic Tufuor (2019): In examining the effects of social media advertising on consumer behaviour, particularly regarding cosmetic product patronage among university students, Tufuor discovered that 70.7% of respondents were female students aged between 18 and 30 who frequently purchased cosmetic products. Despite their exposure to social media advertisements, their primary reason for using these platforms was social interaction rather than engaging with adverts. Consequently, while social media ads raised awareness, they had only an indirect influence on consumer behaviour, suggesting that such advertisements do not always lead to immediate purchases among university students.

Udejinta (2015): This study focused on the impact of sex appeal advertising on brand patronage among students of selected Nigerian universities, using Delta soap advertisements as a case study. The results showed that 75% of respondents were not motivated to purchase the product due to sexual imagery in the ads, whereas 25% were influenced positively. The researcher suggested that religious and cultural beliefs might have played a role in these responses. Interestingly, 90% of respondents enjoyed the sexual appeal in the advertisements, but this enjoyment did not necessarily translate into brand loyalty or increased sales, highlighting a complex relationship between ad content and consumer behaviour.

Popoola (2014): Popoola investigated the influence of sexual appeal in advertising on product consumption and service patronage behaviours among consumers in Lagos State, Nigeria. The study found that 41% of respondents were attracted to products through sexual advertising appeals, while 59% were not. Additionally, 37% reported that such advertisements influenced them, whereas 63% disagreed. Emotional responses varied: 10% felt inclined to act in a sexually suggestive manner, 15% aspired to resemble the models, and 3% became excited. However, only 1% expressed a desire for the advertised product itself. The study concluded that while sexual advertising might stimulate desires and influence perceptions, it does not necessarily drive purchasing behaviour. Popoola recommended that advertisers reduce the use of explicit sexual content, as it does not guarantee increased product sales.

Overall, these studies suggest that while sexual advertising appeals can be effective in grabbing consumer attention and sparking interest, they are not a guaranteed strategy for increasing sales or brand loyalty. Advertisers must therefore consider a more balanced approach, one that combines emotional engagement with practical product benefits and aligns with consumer values. This approach would not only attract attention but also facilitate informed purchasing decisions, ultimately leading to stronger consumer relationships and brand success.

2.5 THEORETICAL FRAMEWORK

A theory is a set of assumption, proposition or accepted facts that attempts to provide plausible or rational explanation of causes-and-effects (causal) relationship among a group of observed phenomenon (Asemah, E.S. Nwammuo, A.S. & Nkwam-Uwaoma 2016). A theory therefore, is a set of ideas, principles, or concepts that explain how and why certain phenomena occur. In academic research, theories serve as guiding structures that help to analyse and interpret data, providing a solid foundation for understanding the subject under study. A theoretical framework forms the foundation of any research study. It consists of established theories and models that help explain and analyse the subject being investigated.

When it comes to advertising and consumer behaviour, theories play a key role in understanding how people react to advertisements, what influences their decisions, and how certain messages shape their perceptions. Some theories focus on how individuals process information, while others explore the social and psychological factors that affect how people respond to adverts.

For this research, which looks at the influence of Jenny's Glow sexual advertising appeal on female students at the University of Benin, relevant theories will be explored to help explain how sexualised adverts capture attention, shape opinions, and possibly influence purchasing behaviour. These theories will provide a solid framework for analysing how sexual appeal in advertising works and its impact on consumers.

2.5.1 Social Learning Theory and Social Comparison Theory

The Social Learning Theory, developed by Albert Bandura in 1977, suggests that individuals learn behaviours, attitudes, and emotional responses through observation and imitation of others. This learning process is influenced by models in society, including parents, peers,

celebrities, and media representations. According to Bandura (1986), people do not merely learn through direct experience but also by watching others and assessing the consequences of their actions. In the context of advertising, particularly within the skincare and beauty industry, consumers, especially women, are often influenced by the idealised images portrayed in the media.

Closely linked to this is the Social Comparison Theory, proposed by Leon Festinger in 1954. This theory posits that individuals have an inherent drive to evaluate themselves by comparing their abilities, achievements, and physical appearance to those of others. According to Festinger (1954), people engage in two forms of social comparison:

1. Upward Comparison: where individuals compare themselves to those they perceive as superior, often leading to aspirations for self-improvement or feelings of inadequacy.
2. Downward Comparison: where individuals compare themselves to those perceived as inferior, which can boost self-esteem and provide reassurance.

Petty and Cacioppo (1986) further emphasise that an important source of self-knowledge comes from others. They state that “we maintain a sense of who we are by comparing our abilities or attributes with other people.”

Application to Advertising and Beauty Standards:

While both men and women engage in social comparisons, research suggests that women are more likely to compare themselves to media portrayals of beauty (Martin & Gentry, 1997). Advertisers frequently exploit this tendency by showcasing unrealistic beauty standards, depicting women who are slim, flawless, and conventionally attractive as the societal ideal. This constant exposure to idealised images can lead to dissatisfaction with one’s own appearance, prompting individuals to seek products that promise to bridge this perceived gap (Tiggemann, 2002).

Festinger's Cognitive Dissonance Theory (1957), which is closely related to Social Comparison Theory, explains that when individuals engage in upward comparisons and perceive a gap between their appearance and the 'ideal' portrayed in advertisements, they may experience discomfort or dissatisfaction. In an attempt to resolve this internal conflict, they might be motivated to take action, such as purchasing beauty products, to align themselves more closely with the societal standard of attractiveness.

The Role of Sexual Appeal in Advertising:

Advertising has increasingly relied on sexual appeal to attract consumers, particularly within the beauty and skincare industry. Research indicates that sexual imagery in advertisements influences consumers' perceptions of attractiveness and desirability (Reichert, 2003). Advertisers leverage the Social Comparison Theory by using highly idealised and sexualised portrayals of beauty, encouraging consumers, especially women, to compare themselves with these models.

In the past, sexual content in advertising was not as prevalent as it is today (Kilbourne, 1999). However, contemporary advertising frequently uses provocative imagery, focusing on distinct body parts, suggestive language, and gender roles to market products. The effectiveness of such advertisements is rooted in the notion that consumers, particularly young women, aspire to embody the standards depicted in the media (Diedrichs & Lee, 2010). This aligns with the principles of Social Learning Theory, as individuals learn to associate certain beauty ideals with desirability and success.

Both Social Learning Theory and Social Comparison Theory provide valuable insights into how advertising influences consumer behaviour, particularly in the beauty industry. Through social learning, individuals internalise beauty norms portrayed in the media, while social

comparison drives them to measure themselves against these standards. Advertisers, aware of these psychological tendencies, strategically design campaigns that exploit consumers' self-perceptions, encouraging them to purchase products in an attempt to achieve the idealised look. However, while such advertising tactics may be effective, they also contribute to unrealistic beauty standards and body dissatisfaction among consumers.

2.5.2 Persuasion Theory

Persuasion according to Asemah, E.S. Nwammuo, A.S. & Nkwam-Uwaoma (2016) can be seen as a skilful presentation of ideas and messages, with the various publics with the intention of producing the desired results. Nweke (2001) cited in Asemah et.al (2016) says ‘’ persuasion is a systematic and skilful method of creating awareness aimed at changing or strengthening opinions, attitudes, beliefs or values, for a more positive outcome’’.

Persuasion Theory explains how communication is used to influence people's attitudes, beliefs, and behaviours. It explores the techniques that make messages effective in convincing an audience to adopt a particular viewpoint or take a specific action. Persuasion works by appealing to logic, emotions, and credibility, shaping how individuals perceive messages and make decisions (Asemah, Nwammuo & Nkwam-Uwaoma, 2017). Advertising relies heavily on persuasion to influence consumer behaviour. Advertisers use various techniques to appeal to emotions, logic, and credibility to make their messages more effective.

The roots of persuasion theory can be traced back to the works of the ancient Greek philosopher Aristotle, who focused on the art of rhetoric. Aristotle proposed that all persuasive communication, whether spoken or written, involves three key elements:

1. Ethos (Credibility): A message is more persuasive when the source is seen as trustworthy and knowledgeable. This is why brands often use experts, influencers, or celebrities in

advertising. For a brand like Jenny's Glow, consumers are more likely to trust if it is endorsed by influencers, celebrities, or skincare experts.

2. Pathos (Emotion): Emotional appeals, such as happiness, fear, or desire, can make messages more impactful. Advertisers use emotional storytelling, imagery, or music to connect with audiences. Sexual appeal in ads evokes emotions such as desire, confidence, or the fear of missing out (FOMO), making consumers more inclined to buy.

3. Logos (Logic): Logical reasoning and factual evidence help to convince an audience. This includes product demonstrations, statistics, or testimonials that support the claims being made. Some consumers may be persuaded by facts, such as testimonials, before-and-after images, or dermatological claims in Jenny's Glow advertisements.

According to Armstrong and Kotler (2005), persuasion is an attempt to alter an individual's beliefs or attitudes, making it a key element in advertising. They argue that persuasive advertising becomes even more important as competition increases and when the goal is to create a preference for a particular brand.

One of the key models supporting Persuasion Theory is the Elaboration Likelihood Model (ELM), developed by Richard Petty and John Cacioppo (1986). This model explains how persuasion works through two main routes:

1. The Central Route – This occurs when individuals actively process information, carefully considering the arguments before making a decision. It is used when the audience is highly motivated and capable of understanding complex messages. For instance, a skincare brand promoting scientific research and customer testimonials persuades consumers through this route.

2. The Peripheral Route – This occurs when individuals are influenced by superficial cues rather than the actual message. Factors like a celebrity endorsement, attractive visuals, or

emotional appeal play a bigger role in persuasion. Many beauty brands use this method by featuring models with flawless skin to suggest that their products guarantee similar results.

Friestad and Wright (1994) expanded on persuasion theory by proposing that consumers develop persuasion knowledge over time, meaning they become aware of marketing tactics and learn to resist them. However, advertisements that successfully align with a consumer's values, emotions, or experiences can still effectively influence purchasing decisions.

Persuasion Theory also explains why sexual appeals in advertising are effective in attracting attention and shaping consumer perceptions. Advertisers often use sexually suggestive imagery, seductive language, and models to create associations between their products and desirability (Asemah, 2011).

Reiterating the definition given by Nweke (2001), as cited in Asemah et al. (2016), persuasion is described as a systematic and skilful method of creating awareness and influencing opinions, attitudes, and beliefs. In advertising, persuasion goes beyond capturing attention; it aims to convince the audience to take action. This is why some brands use celebrities as endorsers. For example, the actress Mercy Johnson's endorsement of Virony Sanitary Pads. Many young women may choose the brand simply because they trust that she uses the product, demonstrating the persuasive power of credibility and emotional connection.

However, while sexual advertising appeals can be eye-catching, research suggests that they do not always translate into actual purchases. Factors such as product quality, necessity, and cultural beliefs play significant roles in consumer decision-making (Petty & Cacioppo, 1986).

Persuasion Theory plays a significant role in advertising and marketing, particularly in the use of sexual appeals to attract consumer attention. Whether through logical arguments or emotional triggers, persuasion influences how people perceive brands and make purchasing decisions. However, as Asemah et al. (2017) noted, effective persuasion requires an

understanding of the target audience, their motivations, and the most suitable approach for influencing their choices.

2.6 SUMMARY OF THE REVIEW

This chapter has examined key theories and models relevant to understanding the influence of advertising on consumer behaviour, particularly in the context of sexual advertising appeals. The Persuasion Theory provided insight into how strategic communication shapes consumer attitudes, beliefs, and purchasing decisions. It highlighted the role of Aristotle's rhetorical appeals, ethos, pathos, and logos, as well as the Elaboration Likelihood Model (ELM), which explains how consumers process persuasive messages through either a central or peripheral route.

The AIDA Model was also discussed as a foundational marketing framework that illustrates the stages a consumer passes through when interacting with advertisements, Attention, Interest, Desire, and Action. The review established how advertisers use various techniques, including sexual appeals, to attract attention, sustain interest, stimulate desire, and ultimately drive consumer action.

Furthermore, existing literature suggests that while sexual advertising appeal can be effective in gaining consumer attention, its impact on purchasing behaviour is influenced by cultural perceptions, ethical considerations, and individual preferences. Scholars argue that although such appeals can enhance brand visibility, they do not always guarantee consumer trust or loyalty.

In conclusion, the literature reviewed provides a theoretical foundation for understanding how advertising, particularly those using sexual appeals, operates within consumer psychology and marketing strategies. These insights will guide the subsequent analysis of how Jenny's Glow's sexual advertising appeals influence female students at the University of Benin.

CHAPTER THREE

METHODOLOGY

This chapter outlines the research methodology that will be adopted for the study on the influence of Jenny's Glow sexual advertising appeal on female students at the University of Benin. It describes the research design, population of the study, sampling technique, method of data collection, and data analysis procedures. The methodology is designed to ensure a systematic and objective approach in gathering, analysing, and interpreting data relevant to the study. By adopting appropriate research techniques, this chapter aims to provide reliable and valid findings that contribute to a deeper understanding of the subject matter. The details are presented under the following sub-heading:

- Research Design
- Population of the study
- Sample size
- Sampling technique
- Research instrument
- Validity of the instrument
- Reliability of the instrument
- Method of data collection
- Method of data analysis

3.1 Research Design

The researcher will adopt the survey method, which will be used to determine the influence of Jenny's Glow sexual advertising appeal on female students at the University of Benin.

Survey literally means the act of looking or observing something. According to Asemah, Gujbawu, Ekhareafo, and Okpanachi (2017), "a survey is an empirical study that uses a questionnaire or interview to discover descriptive characteristics of a phenomenon."

Technically, a survey is a method of gathering and compiling information from a group of people, more often known as the sample, with the aim of understanding populations as a whole. This information collected from the sample is more often a generalization of what a large population thinks.

Asemah et al (2012) emphasize that a survey is a type of research design where the goal is to draw broad conclusions about human behaviour from observations made within a sampled population.

Wimmer and Dominick (2006, p. 179) cited in Asemah et al (2012), noted that survey requires a very careful planning and execution as the researcher who embarks on survey research or uses the survey research approach must consider a lot of decisions and problems. This research design will be accurate for the study.

The logic behind using the survey method is that it will help the researcher to be able to describe, explain, and predict the phenomena being studied. The technique that will be used for questioning respondents, as noted by Asemah et al (2017) includes; Questionnaire and interview. The questionnaire will be further classified into an online questionnaire and face-to-face questionnaire. According to how they will be structured, they could be identified as Close ended and Open-ended questionnaire.

The researcher will adopt the survey research design as it is an appropriate method that enabled the researcher to collect a large amount of data relatively and quickly at a lower cost.

3.2 Population of the Study

Asemah et al. (2017) define a population as the entire set of individuals, events, or subjects that belong to a well-defined category. For this research, the target population consists of female students at the University of Benin. According to Academic Planning Division of the University of Benin, the estimated number of female students are of 44,500. Therefore, the population of the study in this research work is 44,500.

3.3 Sample Size

According to Ndagi, as cited in Asemah et al. (2022), ‘‘a sample is a limited number of elements selected from a population, which is representative of that population.’’ A sample size is a subset of population, which is usually a representative of the whole population.

Making use of sample size in research is very crucial as this would make the research work easy. Hence, a stratified sample was selected to seek responses using questionnaire.

The sample size for this study was determined using the Taro Yamane’s sample size determination formula.

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

Where n = sample size, N = population size, e = sampling error (usually; 10, 05 and 01 acceptable error) $^{\wedge}$ = raised to the power of

$$n = N / (1 + N(e)^2)$$

$$n = 44,500 / (1 + 44,500(0.05)^2)$$

$$n = 44,500 / (1 + 44,500(0.0025))$$

$$n = 44,500 / 111.25$$

$$n = 44,500 / 112.25$$

$$n = 396.4$$

$$n = 396$$

A total of 396 female students were sampled in the University of Benin for the research.

3.4 Sampling Technique

Sampling techniques are statistical methods for selecting a sample representative of the whole population to study the population's characteristics. According to Asemah et al. (2017), sampling technique is a method of selecting a subset of individuals from a larger population, with the aim of making inferences or generalisations about the characteristics of the population.

Sampling methods serve as invaluable tools for researchers, enabling the collection of meaningful data and facilitating analysis to identify distinctive features of the people.

The 396 students used for this study were selected using a multi-stage sampling technique to enable the researcher send questionnaires across the different campuses, faculties, and institutions of the university, ensuring an unbiased and representative sample. Respondents were chosen using the purposive sampling method, simple random sampling and the stratified techniques.

3.5 Instrument of Data Collection

The instrument that was used in collecting data from respondents is questionnaire.

A questionnaire is a research instrument that consists of a set of questions for the purpose of gathering information from respondents through survey or statistical study. According to Asemah et al (2017), ‘‘a questionnaire is a structured form, either written or printed, consists of a formalized set of questions designed to collect information on some subject or subjects from one or more respondents.’’

The questionnaire was used because this study focuses on seeking audience opinions on the topic of the study and it questionnaire helped to reveal the intention of the researcher and enabled the respondents to know the kind of information the research intended to elicit, as it contains a list of questions.

For this research, the questionnaire was divided into three (3) sections.

Section A: Introduction and instructions about the questionnaire.

Section B: Collation of respondent’s bio-data.

Section C: Questions targeted at generating responses on the research questions from the respondents.

3.6 Validity of Instrument

The questions on the questionnaire was structured by the researcher under strict supervision of the research supervisor. To guarantee the validity of instrument that was used in this research, the project supervisor, who is an expert in the field of Advertising and Public Relations, ensure it meets all the requirements to validate the instrument and its guideline.

3.7 Reliability of Instrument

Asemah et al. (2017) refers to the reliability of instrument as the consistency of scores obtained by the same person when retesting with an identical test or with an equivalent form of the test on different occasions.

The data that was collected from the respondents of this study was notably effective in achieving the objective of the study.

A Pilot study was conducted, and the questionnaire, consisting of 18 questions, was distributed to respondents for testing.

Hence, Payne (2017), cited in Asemah et al (2017) asserts that a pilot study is a research study conducted before the targeted study.

3.8 Method of Data Collection

The method of data collection includes the tools and procedures used to gather data.

For the study, copies of the questionnaire were administered online to facilitate data collection from respondents. The survey asked relevant questions about demographics and sections on psychographics.

3.9 Method of Data Analysis

The responses of the respondents were collated and analysed using simple percentages and frequency tables. This approach ensures that the data collected is clearly presented and easily interpreted. Additionally, essential explanations were provided beneath each table to enhance understanding of the findings.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND DISCUSSION OF FINDINGS

This chapter presents and analyse the data that was collected through the questionnaire. Data was gathered using the simple percentage method.

This chapter is discussed under two sections which are analysis of respondent's bio-data and psychographics on the influence of Jenny's Glow Sexual Advertising Appeal on Female Students in the University of Benin.

A total of 396 questionnaires were distributed to respondents, and 396 were retrieved. This leads to a 100% response rate which is considered perfect for the study, because the standard and acceptable response rate for a typical survey is 50%. This is in validation with Wimmer and Dominick (2011) assertion that a typical survey response rate should be at least 50%.

4.1 Data Presentation and Analysis

Table 1: Distribution of respondents by age

| Variables | Responses | Percentage |
|--------------|-----------|------------|
| 16-20 years | 140 | 35.4% |
| 21-25 years | 184 | 46.4% |
| 26-30 years | 40 | 10.1% |
| 31 and above | 32 | 8.1% |
| Total | 396 | 100% |

Table 1 reveals that young females within the age bracket of 21-25 years (46.4%) are more available to participate in the study, then followed by those within the age bracket of 16-20

years (35.4%), subsequently followed by those with the age 26-30 years (10.1%) and while the least participants are from the age bracket of 31 and above (8.1%).

Table 2: Distribution by educational level

| Variables | Responses | Percentage |
|------------------|------------------|-------------------|
| 100 level | 32 | 8.1% |
| 200 level | 54 | 13.6% |
| 300 level | 72 | 18.2% |
| 400 level | 154 | 38.9% |
| 500 level | 36 | 9.1% |
| Postgraduate | 48 | 12.1% |
| Total | 396 | 100% |

Table 2 shows that respondents that took part in the study were of different levels of study. However, 400 level students contributed the largest fraction of respondents 154 (38.9%), with 300 level students accounting for 72 (18.2%), then 200 level 54 (13.6%), next postgraduates 48 (12.1%), after which came 500 level 36 (11.2%), and finally, 100 level 32 (8.1%).

Table 3: Distribution by faculty

| Variables | Responses | Percentage |
|-----------------------|------------------|-------------------|
| Arts | 228 | 57.6% |
| Social Sciences | 44 | 11.1% |
| Law | 40 | 10.1% |
| Education | 40 | 10.1% |
| Basic Medical Science | 44 | 11.1% |
| Total | 396 | 100% |

Table 3 indicates the distribution of respondents across different faculties. The majority were from the Faculty of Arts, accounting for (57.6%) of the total. This was followed by Basic Medical Sciences and Social Sciences, each contributing (11.1%). Both the Faculty of Law and the Faculty of Education recorded the same proportion of respondents at (10.1%) respectively.

Table 4: How often do you use skincare products

| Variables | Responses | Percentage |
|-------------------------------|-----------|------------|
| Daily | 120 | 30.3% |
| Weekly | 78 | 19.7% |
| Occasionally | 126 | 31.8% |
| I don't use skincare products | 72 | 18.2% |
| Total | 396 | 100% |

Table 4 presents the frequency at which respondents use skincare products. A significant portion reported using them occasionally 126 (31.8%), while 120 (30.3%) indicated daily use. Weekly users made up 78 (19.7%), and 72 (18.2%) of the respondents stated that they do not use skincare products at all.

Table 5: I often see advertisements for Jenny's Glow skincare

| Variables | Responses | Percentage |
|-------------------|-----------|------------|
| Strongly Agree | 50 | 12.6% |
| Agree | 144 | 36.4% |
| Neutral | 118 | 29.8% |
| Disagree | 52 | 13.1% |
| Strongly Disagree | 32 | 8.1% |
| Total | 396 | 100% |

Table 5 shows that the highest number of respondents, 144 (36.4%), agreed that they often see advertisements for Jenny’s Glow skincare products. This is followed by 118 (29.8%) who remained neutral on the matter. 52 (13.1%) disagreed, while 50 (12.6%) strongly agreed. The least number of respondents, 32 (8.1%), strongly disagreed. These results indicate that while a significant proportion of respondents acknowledge regular exposure to Jenny’s Glow advertisements, a substantial number remain indifferent, and a smaller fraction do not frequently encounter such ads.

Table 6: I encounter Jenny’s Glow skincare advertisements mostly on digital or traditional platforms

| Variables | Response | Percentage |
|-------------------|-----------------|-------------------|
| Strongly Agree | 56 | 14.1% |
| Agree | 150 | 37.9% |
| Neutral | 116 | 29.3% |
| Disagree | 52 | 13.1% |
| Strongly Disagree | 22 | 5.6% |
| Total | 396 | 100% |

Table 6 indicates that the majority of respondents, 150 (37.9%), agreed that they encounter Jenny’s Glow skincare advertisements mostly on either digital or traditional platforms. This was followed by 116 (29.3%) who remained neutral, and 56 (14.1%) who strongly agreed. Meanwhile, 52 (13.1%) disagreed, and the smallest proportion, 22 (5.6%), strongly disagreed. These findings suggest that a significant number of respondents recognize both digital and traditional media as the major channels through which they are exposed to Jenny’s Glow advertisements.

Table 7: Jenny’s Glow skincare advertisements often contain sexual or suggestive contents

| Variables | Response | Percentage |
|-------------------|----------|------------|
| Strongly Agree | 46 | 11.6% |
| Agree | 112 | 28.3% |
| Neutral | 166 | 42% |
| Disagree | 58 | 14.6% |
| Strongly Disagree | 14 | 3.5% |
| Total | 396 | 100% |

Table 7 reveals that the highest number of respondents, 166 (42%), remained neutral on whether Jenny’s Glow skincare advertisements often contain sexual or suggestive content. This was followed by 112 (28.3%) who agreed with the statement, while 58 (14.6%) disagreed. A smaller proportion, 46 (11.6%), strongly agreed, and the least number, 14 (3.5%), strongly disagreed. The data suggests that while a considerable number of respondents perceive sexual or suggestive elements in the adverts, the high level of neutrality may indicate uncertainty or lack of attention to the specific content of the advertisements.

Table 8: The content and message in Jenny’s Glow skincare advertisements are memorable

| Variables | Response | Percentage |
|-------------------|----------|------------|
| Strongly Agree | 48 | 12.1% |
| Agree | 148 | 37.5% |
| Neutral | 136 | 34.3% |
| Disagree | 46 | 11.6% |
| Strongly Disagree | 18 | 4.5% |
| Total | 396 | 100% |

Table 8 shows that the majority of respondents, 148 (37.5%), agreed that the content and message in Jenny’s Glow skincare advertisements are memorable. This was followed by 136 (34.3%) who remained neutral on the matter. 48 (12.1%) strongly agreed, while 46 (11.6%) disagreed. The least number of respondents, 18 (4.5%), strongly disagreed. These results suggest that a significant number of respondents find the brand’s advertising content to be memorable, although the high level of neutrality may indicate mixed perceptions or limited recall among some participants.

Table 9: Jenny’s Glow advertisements have influenced my decision to purchase their products

| Variables | Responses | Percentage |
|-------------------|-----------|------------|
| Strongly Agree | 38 | 9.6% |
| Agree | 122 | 30.8% |
| Neutral | 104 | 26.3% |
| Disagree | 90 | 22.7% |
| Strongly Disagree | 42 | 10.6% |
| Total | 396 | 100% |

Table 9 shows that a considerable portion of respondents, 122 (30.8%), agreed that Jenny’s Glow advertisements have influenced their decision to purchase the products. This is followed by 104 (26.3%) who remained neutral on the influence of the advertisements. Meanwhile, 90 (22.7%) disagreed and 42 (10.6%) strongly disagreed that the ads impacted their purchase decisions. A smaller proportion, 38 (9.6%), strongly agreed with the statement. These findings suggest that while advertising does influence some consumers’ purchasing decisions, a notable number remain undecided or feel unaffected by the advertisements.

Table 10: The sexual appeal in Jenny’s Glow advertisements influenced my previous decision to buy their products

| Variables | Response | Percentage |
|-------------------|-----------------|-------------------|
| Strongly Agree | 28 | 7.1% |
| Agree | 100 | 25.3% |
| Neutral | 138 | 34.8% |
| Disagree | 86 | 21.7% |
| Strongly Disagree | 44 | 11.1% |
| Total | 396 | 100% |

Table 10 shows that the largest group of respondents, 138 (34.8%), were neutral about whether the sexual appeal in Jenny’s Glow advertisements influenced their previous purchase decisions. This is followed by 100 (25.3%) who agreed, and 86 (21.7%) who disagreed. Additionally, 44 (11.1%) strongly disagreed, while 28 (7.1%) strongly agreed that sexual appeal influenced their buying decisions. These results suggest that the sexual appeal in the advertisements may have a limited effect on consumer purchase behaviour, with many respondents either uncertain or unaffected by this advertising strategy.

Table 11: I am more likely to purchase Jenny’s Glow products because of the sexual appeal in their advertisements

| Variables | Responses | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 34 | 8.6% |
| Agree | 110 | 27.7% |
| Neutral | 102 | 25.8% |
| Disagree | 102 | 25.8% |
| Strongly Disagree | 48 | 12.1% |
| Total | 396 | 100% |

Table 11 indicates that 110 (27.7%) of the respondents agreed that they are more likely to purchase Jenny’s Glow products because of the sexual appeal in the advertisements. Equal proportions, 102 (25.8%), remained neutral and disagreed with the statement. 48 (12.1%) strongly disagreed, while a smaller fraction, 34 (8.6%), strongly agreed. These findings suggest that while a portion of respondents may be influenced by the sexual appeal in the ads, an equally large segment is either indifferent or not persuaded by it, pointing to a divided perception on the effectiveness of this appeal in driving purchase decisions.

Table 12: Sexual appeal in Jenny’s Glow makes the products more appealing to me

| Variables | Responses | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 48 | 12.1% |
| Agree | 98 | 24.7% |
| Neutral | 125 | 31.4% |
| Disagree | 90 | 22.7% |
| Strongly Disagree | 36 | 9.1% |
| Total | 396 | 100% |

Table 12 shows that 125 (31.4%) of respondents were neutral on whether the sexual appeal in Jenny’s Glow advertisements makes the products more appealing to them. This was followed by 98 (24.7%) who agreed, and 90 (22.7%) who disagreed. 48 (12.1%) strongly agreed, while 36 (9.1%) strongly disagreed. These results suggest a mixed perception, with a significant portion of respondents uncertain about the impact of sexual appeal, and nearly equal groups either affirming or rejecting its effectiveness in enhancing product appeal.

Table 13: The sexual appeal in Jenny's Glow empowers women

| Variables | Responses | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 40 | 10.1% |
| Agree | 126 | 31.8% |
| Neutral | 136 | 34.3% |
| Disagree | 64 | 16.2% |
| Strongly Disagree | 30 | 7.6% |
| Total | 396 | 100% |

Table 13 reveals that the largest proportion of respondents, 136 (34.3%), were neutral on whether the sexual appeal in Jenny's Glow advertisements empowers women. This was followed by 126 (31.8%) who agreed with the statement. 64 (16.2%) disagreed, while 40 (10.1%) strongly agreed. The smallest group, 30 (7.6%), strongly disagreed. These findings suggest that while some respondents perceive the sexual appeal in the advertisements as empowering, a significant number remain undecided, and a notable minority disagrees, indicating a divided opinion on the perceived empowerment effect of such advertising content.

Table 14: The use of sexual appeal in Jenny's Glow adverts affects how female students are portrayed in the media

| Variables | Responses | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 34 | 8.6% |
| Agree | 138 | 34.8% |
| Neutral | 128 | 32.3% |
| Disagree | 74 | 18.7% |
| Strongly Disagree | 22 | 5.6% |
| Total | 396 | 100% |

Table 14 shows that 138 (34.8%) of respondents agreed that the use of sexual appeal in Jenny's Glow adverts affects how female students are portrayed in the media. This was closely followed by 128 (32.3%) who were neutral on the issue. 74 (18.7%) disagreed, while 34 (8.6%) strongly agreed and 22 (5.6%) strongly disagreed. These findings suggest that a significant number of respondents believe that sexual appeal in advertising may influence media portrayals of female students, although the high neutrality rate also indicates some uncertainty or lack of strong opinion on the matter.

Table 15: Jenny's Glow adverts encourages women to prioritise their physical appearance

| Variables | Responses | Percentage |
|-------------------|-----------|------------|
| Strongly Agree | 48 | 12.1% |
| Agree | 186 | 47% |
| Neutral | 100 | 25.3% |
| Disagree | 46 | 11.6% |
| Strongly Disagree | 16 | 4% |
| Total | 396 | 100% |

Table 15 shows that a significant majority of respondents, 186 (47%), agreed that Jenny's Glow adverts encourage women to prioritise their physical appearance. This was followed by 100 (25.3%) who were neutral, and 48 (12.1%) who strongly agreed. Meanwhile, 46 (11.6%) disagreed, and the smallest group, 16 (4%), strongly disagreed. These findings suggest that a considerable number of respondents believe the brand's advertisements promote a focus on physical appearance among women, highlighting the potential influence of beauty marketing on self-perception and personal priorities.

Table 16: I have a positive perception of the use of sexual appeal skincare advertisements

| Variables | Responses | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 24 | 6.1% |
| Agree | 118 | 29.8% |
| Neutral | 128 | 32.3% |
| Disagree | 82 | 20.7% |
| Strongly Disagree | 44 | 11.1% |
| Total | 396 | 100% |

Table 16 reveals that 128 (32.3%) of respondents were neutral about their perception of the use of sexual appeal in skincare advertisements. This was followed by 118 (29.8%) who agreed that they have a positive perception. Meanwhile, 82 (20.7%) disagreed, and 44 (11.1%) strongly disagreed with having a positive perception. The smallest group, 24 (6.1%), strongly agreed. These results suggest a mixed reception to sexual appeal in skincare advertising, with a sizable portion undecided and others divided between positive and negative perceptions.

Table 17: Sexual appeal in advertisements affects how I perceive the Jenny's Glow brand image

| Variables | Responses | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 32 | 8.1% |
| Agree | 168 | 42.4% |
| Neutral | 128 | 32.3% |
| Disagree | 44 | 11.1% |
| Strongly Disagree | 24 | 6.1% |
| Total | 396 | 100% |

Table 17 shows that 168 (42.4%) of respondents agreed that sexual appeal in advertisements affects how they perceive the Jenny's Glow brand image. This was followed by 128 (32.3%) who were neutral on the issue. 44 (11.1%) disagreed, while 32 (8.1%) strongly agreed that sexual appeal influences their perception. The smallest group, 24 (6.1%), strongly disagreed. These findings suggest that sexual appeal plays a notable role in shaping consumer perceptions of the brand, although a significant number of respondents remain neutral on the matter.

Table 18: Advertisements with sexual appeals contribute to shaping beauty standards for women

| Variables | Responses | Percentage |
|----------------|-----------|------------|
| Strongly Agree | 58 | 14.6% |
| Agree | 152 | 38.3% |
| Neutral | 102 | 25.8% |
| Disagree | 60 | 15.2% |
| Strongly Agree | 24 | 6.1% |
| Total | 396 | 100% |

Table 18 reveals that a majority of respondents, 152 (38.3%), agreed that advertisements with sexual appeals contribute to shaping beauty standards for women. This is followed by 102 (25.8%) who were neutral on the statement. Additionally, 60 (15.2%) disagreed, while 58 (14.6%) strongly agreed that sexual appeal in adverts influences beauty standards. The smallest group, 24 (6.1%), strongly disagreed. These findings suggest that sexual appeals in advertising are perceived by many respondents as influential in defining societal beauty ideals, although some respondents remain uncertain or opposed to this idea.

Table 19: I am likely to recommend Jenny’s Glow products based on their advertisements

| Variables | Responses | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 32 | 8.1% |
| Agree | 138 | 34.8% |
| Neutral | 130 | 32.8% |
| Disagree | 62 | 15.7% |
| Strongly Disagree | 34 | 8.6% |
| Total | 396 | 100% |

Table 19 shows that 138 (34.8%) of respondents agreed that they are likely to recommend Jenny’s Glow products based on their advertisements. This was closely followed by 130 (32.8%) who were neutral on the likelihood of recommendation. 62 (15.7%) disagreed with the statement, while 34 (8.6%) strongly disagreed. The smallest group, 32 (8.1%), strongly agreed they would recommend the products. These findings suggest that while a notable portion of respondents are positively influenced by the advertisements to recommend the brand, there remains a considerable level of uncertainty or hesitation among the audience.

4.2 Discussion of Findings

4.2.1 Research Question One: What is the level of exposure of University of Benin female students to Jenny's Glow Skincare advertisements?

This research question is answered using data presented in Tables 5 and 6. The findings indicate a significant level of exposure among the respondents. In Table 5, a total of 194 respondents (49%) either strongly agreed or agreed to often see the advertisements of Jenny's Glow Skincare Products. Additionally, 118 (29.8%) respondents were neutral, while a total of 84 respondents (21.2) disagreed or strongly disagreed.

This is to show that majority of the female students of the University of Benin are exposed to Jenny's Glow advertisements, this highlights the brand's strong exposure within these demographics. This supports the finding of Rohi (2019), who also discovered that sexual advertising appeals, even if not always leading to action, easily catch students' attention and increase exposure.

Buttressing this, Table 6 clearly shows that 206 respondents (52%) largely either agreed or strongly agreed to have come across Jenny's Glow advertisements on digital or traditional media platforms, verifying the brand's marketing initiatives. This is also in line with Tufuor (2019), who noted that students are frequently exposed to beauty-related ads on social media, even though their primary reason for using the platforms is not necessarily shopping.

The high percentage in both tables shows that the company has a strong and effective advertising strategy that makes sure their skincare ads are prominently featured across popular channels. This supports research by Reichert, Heckler, and Jackson (2001), who asserted that sexual appeals significantly increase visual attention and, consequently, the exposure to advertising information. Also, Asemah (2016) posits that exposure is heightened when content is strategically placed on platforms with youth concentration, such as social media and TV.

This goes to show that female students of the University of Benin are actively or passively exposed to the brand's promotional content. Asemah (2014) corroborated this by highlighting that frequent exposure to media messages, particularly those incorporating images and emotional stimuli, markedly enhances message memory and visibility.

In short, the statistics showed that female students at the University of Benin are quite aware of Jenny's Glow skincare adverts. Because of this, Jenny's Glow ads are quite common among female students at the University of Benin.

4.2.2 Research Question Two: How does Jenny's Glow Skincare's sexual advertising appeal impact the purchasing decisions and behaviours of female students at the University of Benin?

Data from Tables 9, 10, and 11, which looked at how Jenny's Glow's sexual advertising appeal affected female University of Benin students' purchasing decisions-were used to answer this research question.

The impact of sexual appeal in these advertisements on previous purchase decisions was highlighted in detail in Table 10. While 130 respondents (32.8%) disagreed or strongly disagreed, 138 respondents (34.8%) remained neutral, and 128 respondents (32.4%) strongly agreed or agreed that sexual appeal influenced their previous purchases. While sexual appeal influences some, it is not a deciding factor for many, as the nearly equal split shows. This finding is consistent with Rohi (2019), whose research at the University of Benin indicated that sexual appeals capture attention but do not necessarily result in actual purchases among students.

Table 11 indicated that a combined 144 respondents (36.3%) express a positive inclination to purchase Jenny's Glow skincare product influenced by the use of sexual advertising appeal

(strongly agree and agree). However, 150 respondents (38%) have reservations that sexual appeal does not influence their desire to make purchase (disagree and strongly disagree), and 102 (25.8%) were neutral. Though there's a small margin between the 36.3% and 38% percentages, it still does not change the fact that the buying habit of a majority of the respondents is not influenced by such advertising. This supports Popoola (2014), who found that while sexual appeals can shape perception and emotions, they often fail to trigger actual buying decisions, especially in cultures where modesty and value-based judgments play a strong role.

Generally, the data suggest that sexual appeal in Jenny's Glow skincare advertisements has a subtle effect on the buying habit of female students of the University of Benin. While it positively impacts a significant amount of respondents, a substantial number remained either neutral or unfazed. This insinuates that although sexual appeal is an element of the brand's advertising strategy, other factors possibly contribute substantially to buying habit among the demographic. In support of this, Udejinta (2015) observed that students may enjoy and even be entertained by sexual imagery in ads, but their decisions are ultimately grounded in cultural and religious values that resist such appeals. Similarly, Asemah (2011) explained that the effectiveness of advertising content depends not only on the visual or emotional appeal, but also on the psychological, environmental, and sociocultural contexts of the audience.

4.2.3 Research Question Three: What is the influence of sexual appeal in Jenny's Glow Skincare advertisements on female students at the University of Benin?

This question was answered using findings from Tables 12 through 17, which analyses various dimensions of sexual appeals' influence on female students.

Table 12 shows that 146 people (36.8%) either strongly agreed or agreed that sexual appeal makes Jenny's Glow products more appealing to them. This shows that the respondents had a strong positive impression. On the other hand, 126 people (31.8%) disagreed or strongly disagreed, and 125 people (31.3%) stayed neutral. This shows a moderate optimistic influence of sexual appeal on product appeal among the students. This finding aligns with Reichert, Heckler, and Jackson (2001), who concluded that sexual appeals effectively draw attention and create memorable impressions, even if they do not always lead directly to action.

Additionally, Table 13 shows that 166 respondents (41.9%) strongly agreed or agreed that Jenny's Glow advertisements empower women, indicating that many perceive these adverts as fostering female empowerment. However, 94 respondents (23.8%) disagreed or strongly disagreed, and 136 (34.3%) were neutral, showing varied standpoints on this perception. This supports Udejinta (2015), who stated that students often enjoy sexual imagery in ads, not necessarily for its persuasive function, but for its entertainment and potential empowerment effects.

Table 14 reveals that 172 respondents (43.4%) agreed or strongly agreed to the notion that the media's portrayal of female students can extremely affect their stereotypical roles in society, highlighting an awareness of the expansive social impact of such advertisements. Conversely, 96 respondents (24.3%) disagreed or strongly disagreed, while 128 (32.3%) remained neutral. Asemah (2011) said that media portrayals can either reinforce or challenge social norms, especially when they use sexualised images to show femininity.

Furthermore, the emotional response as indicated in Table 15 demonstrates a predominant positive sentiment among respondents, with 234 respondents (59.1%) expressing comfort that Jenny's Glow adverts encourage women to prioritise their physical appearance. This finding emphasises the pivotal role of sexual appeal in moulding beauty and self-image expectations among the students. Popoola (2014) also discovered that sexual appeals affect emotional and aesthetic perception, but they do not consistently result in behavioural change, as evidenced by the complex responses of empowerment and appearance-consciousness. Table 17 shows that 200 people (50.5%) either strongly agreed or agreed that sexual appeal affects how they see the Jenny's Glow brand. This shows how important sexual appeal is in brand placement. This corroborates Asemah (2016), who asserted that the emotional and psychological aspects of advertising-such as beauty, seduction, and confidence – substantially influence brand perception, particularly among female audiences.

The findings demonstrate that the use of sex appeal in Jenny's Glow skincare advertisements significantly affects female students at the University of Benin, influencing customer interest, attractiveness standards, perceptions of empowerment, media portrayal, and brand reputation.

Despite varied perceptions among respondents, sexual appeal remains a significant factor in shaping attitudes and awareness within these demographics.

Tufuor (2019) said that even though advertising with a strong emotional or aesthetic impact doesn't always lead to sales, it still keeps students interested in the brand and remembers it.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study investigated how Jenny's Glow sexual advertising appeal affected the purchasing decision of female students at the University of Benin. It was inspired by deep-rooted postulations among scholars that using sexual appeal in advertisements drives sales.

Following the extensive research carried out, it can be concluded that advertising is very essential in shaping how target audience perceive the brand being marketed. It can also be concluded that female students of the university of Benin are prominently exposed to and to a large extent positively influenced by advertisement of Jenny's Glow skincare products.

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Following the extensive research carried out, it can be concluded that advertising is very essential in shaping how target audience perceive the brand being marketed. It can also be concluded that female students of the university of Benin are prominently exposed to and to a large extent positively influenced by advertisement of Jenny's Glow skincare products.

The study began with examining the rise of sexual appeal in skincare promotions and how Jenny's Glow makes prominent usage of this strategy.

Objectives comprised estimating exposure, discovering sexual appeal categories, and determining how these influences purchasing decisions. It also looked at the reasons behind the effectiveness of such adverts in the skincare industry.

Common components of sexual appeal discovery include, sexual behaviour, nudity, sexual referents, atmosphere and physical attractiveness. Other factors influencing the impact include, peer influence, gender, age, cultural beliefs and self-perception.

The study implemented the following theories, social learning theory, social comparison theory and persuasion theory. These interpreted how people understand advertisements and respond to emotional appeal like sexuality.

A survey design was employed, with questionnaires disseminated to female students. Stratified random sampling ensured unbiased representation across distinguished groups.

According to the accurate analysis of data obtained from the research, it was revealed that:

- 1. Positive Perception of Jenny's Glow Advertisements:** Jenny's glow skincare advertisement has a generally positive influence on the female students of the University of Benin, as they perceive the advertisement to be appealing and satisfactory.
- 2. Attention-Grabbing power of Sexual Appeal:** A majority of the respondents attested that sexual appeal captures their attention, making the advertisement more intriguing and memory.
- 3. Demographical Representation:** Younger individuals constituted a significant portion and the majority were from the age bracket of 21-25 years.
- 4. Influence on Brand Perception:** Advertisement of Jenny's glow Skincare products have influenced how female students of the university of Benin perceive other skincare brands. However, it has not influenced their overall perception of beauty.
- 5. Effect on Purchasing Decisions:** While an outstanding fraction of the respondents (36.3%) was influenced to consider buying Jenny's Glow skincare products due to sexual advertising appeal, a higher percentage (63.7%) did not make purchase.

6. Advertisement recall and Brand Retention: Advertisement when well planned, tend to remain in the minds of target audience, the brand being marketed, as gathered from the study carried out, using Jenny's glow skincare products.

5.2 Conclusion

This study efficiently determined the influence of sexual appeal in advertising on the purchasing decision of female student in the University of Benin. The findings reveal a significant level of exposure and awareness of sexual appeal in Jenny's Glow skincare advertisement among the respondents.

The study highlights the relevance of advertising in shaping the perception of customers and it has strongly proven that advertisement does influence its target audience to perceive the brand from its perspective. Consistent advertisement of the brand through new media which are more appealing to young people, has to a large extent exposed female students of the university of Benin and caused them to view Jenny's glow cosmetics from the stand point of its advertisers.

The female students of university of Benin perceive Jenny's Glow skincare advert to be good and they've been influenced and won over by the brand, consequently, even shaped their perception of other skincare products.

5.3 Recommendation

Derived from the findings, the following recommendations are made to help advertising agencies improve their advertising strategies in order to achieve more positive responses from their target audience.

1. **Adopt Ethical Guidelines:** Establish clear ethical rules for skincare advertising to ensure the responsible use of sexual appeals to maintain a positive brand image.
2. **Use of Sexual Appeal and Caution:** Minimise the use of sexual content in advertising in areas where it fails to produce the aim of the advert. As observed in this study, sexual appeal alone may not always be sufficient and diminish impact gradually.
3. **Leverage New Media Platforms:** Seeing that the new media is more appealing to young people, especially students, brands should stabilise their presence on social media, aligning their content to fit trends particularly popular with the youth.
4. **Educate Consumers:** Skincare brands can inculcate simple and interesting educational content about skincare routines or product tutorials to build credibility and customer relationships.
5. **Implement Feedback Mechanism:** Brands should establish reliable mechanisms to consistently collect feedback from target audience. This allows the brand to adjust their advertising strategies to align with evolving consumer values and expectations.

5.4 Suggestions for Further Studies

1. The findings of this study, have shed light on the influence of Jenny's Glow Sexual Advertising Appeal on Female Students in the University of Benin. To build upon these findings, several suggestions for further studies can be made:
2. **Conduct a Longitudinal Study:** Explore the possibilities of a long-term impact on exposure to sexual advertising appeal on the buying decision of female students, keeping in view how attitudes and preferences evolve with time.

3. **Alternatively Advertising Appeals:** Researchers could examine the effectiveness of alternative advertising strategies, such as celebrity endorsements, inserting humour with educational content, emotional appeal or partnering with dermatologist.
4. **Cultural and Religious Sensitivity:** Given that this study indicated diverse responses based on cultural and religious beliefs, future studies could explore how cultural and religious beliefs and values may influence the effectiveness of sexual advertising appeals in skincare product marketing among female students in diverse cultural settings.
5. **Customer Satisfaction Evaluation:** Further study could conduct a research to assess the level of customer satisfaction Jenny's Glow has been able to provide through its products, which would enable the brand discover areas for development.

5.5 Contribution to Knowledge

This study was aimed at revealing the influence of Jenny's Glow sexual advertising appeal on female students in the University of Benin. The discoveries of this study clearly justifies the idea of advertising in influencing audience perception to bias the audience towards the advertiser's vision.

The study maintains how advertising can boost customer loyalty to brand and even enable a well strategised advertisement occupy the minds of people and this will enable them think of the brand amongst others, when in need of its services. It also helps them realize that they can use multiple communication strategies to reach their target audience, this is in correlation with Asemah and Ekhareafo (2022). The study pitches ideas to skincare brands on the importance of understanding the viewpoint of their audience when dealing with their brand, to shape customer perception so they can be able to influence their customer's perception. As well as the significance of advertisement for skincare brands.

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APPENDIX

QUESTIONNAIRE

SECTION A: INSTRUCTION

Dear Respondent,

This questionnaire is designed to study the influence of Jenny's Glow Sexual Advertising Appeal on Female Students in the University of Benin.

This study is strictly for female students. If you are not female, kindly do not proceed.

Your responses will remain confidential and will be used solely for academic purposes. Kindly answer truthfully. Thank you.

SECTION B: DEMOGRAPHICS

1. Age? 16–20 (), 21–25 (), 26–30 (), 31 and above ().
2. Current level of study? 100 Level (), 200 Level (), 300 Level (), 400 Level (), 500 Level (), Postgraduate ().
3. Faculty: Arts (), Social Sciences (), Law (), Education (), Basic Medical Sciences ().
4. How often do you use skincare products? Daily (), Weekly (), Occasionally (), I don't use skincare products ().

SECTION C: PSYCHOGRAPHICS

Please respond to the following statements by selecting the option that best represents your opinion: *Strongly Agree, Agree, Undecided, Disagree, or Strongly Disagree*

Exposure to Jenny's Glow Skincare Advertisements

5. I often see advertisements for Jenny's Glow Skincare. Strongly Agree (), Agree (), Undecided (), Disagree (), Strongly Disagree ().

6. I encounter Jenny's Glow Skincare advertisements mostly on digital or traditional platforms. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().
7. Jenny's Glow Skincare advertisements often contain sexual or suggestive content. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().
8. The content and message in Jenny's Glow Skincare advertisements are memorable. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().

Impact of Jenny's Glow Sexual Advertising Appeal on Purchasing Decisions

9. Jenny's Glow advertisements have influenced my decision to purchase their products. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().
10. The sexual appeal in Jenny's Glow advertisements influenced my previous decision to buy their products. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().
11. I am more likely to purchase Jenny's Glow products because of the sexual appeal in their advertisements. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().
12. Sexual appeal in Jenny's Glow advertisements makes the products more appealing to me. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().

Influence of Sexual Appeal in Jenny's Glow Advertisements

13. The sexual appeal in Jenny's Glow adverts empowers women. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().
14. The use of sexual appeal in Jenny's Glow adverts affects how female students are portrayed in the media. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().
15. Jenny's Glow adverts encourage women to prioritise their physical appearance. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().
16. I have a positive perception of the use of sexual appeal skincare advertisement. Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().

17. Sexual appeal in advertisements affects how I perceive the Jenny's Glow brand image.

Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().

Opinion on the Influence of Jenny's Glow Skincare Advertisements

18. Advertisements with sexual appeals contribute to shaping beauty standards for women.

Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().

19. I am likely to recommend Jenny's Glow products based on their advertisements.

Strongly Agree (), Agree () Undecided (), Disagree (), Strongly Disagree ().