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Advertising, Model Usage and the Choice of Cosmetic Products by Women of Uyo Metropolis

Oyokunyi Jon Ita, Abasifreke Idiong & Eka Tommy

Abstract

This study sought to ascertain whether women in Uyo metropolis are influenced in their consumption of cosmetics by advertisements and model usage in advertising. The study was informed by the widespread assumption that the use of models in advertising by manufacturers significantly influenced women's preferred brands and choice of cosmetics. The study employed the survey research method and the instrument for data gathering was the questionnaire. Four hundred copies of questionnaire were distributed using purposive sampling method. From the study, the research found out that although women appreciate and greatly patronise cosmetic products, the use of models in advertisement was not a major consideration in their purchase decisions. Rather the quality of the products transmitted through the word of mouth from friends, families and peers were the major determinants of the choices of cosmetics' products. Nevertheless, some respondents particularly the young women were to some extent influenced by the personality of the models used. The researcher therefore recommends that, there is need for increased advertising strategies and initiatives using models that have believable personalities and can resonate with the target audience. Secondly, policies should be put in place to ensure that advertising messages are in sync with the product qualities as consumers are increasingly disbelieving advertising messages.

Keywords: Models, Advertising, Consumer patronage, Cosmetics, Influence.

Introduction

That advertising is an effective tool in the communication of a product's uniqueness and comparative benefits to target audiences and potential customers goes without saying. This, perhaps, explains the rationale for the huge investment manufacturers put into advertising, which they consider an essential element and tool in business growth. Osunbiyi (1999) asserts that advertising is a very strong component of business in any society, possessing communication, persuasive and pervasive power. Though primarily, designed by firms to create awareness about goods and services, it also encourages the development of new and better products, thereby giving consumers wider varieties of choices. According to Cohen (1988), advertising is a business activity that employs creative techniques to design persuasive communication in mass media that promote ideas, goods, and services in a manner consistent with the achievement of the advertiser's objective, the delivery of consumer satisfaction and the development of social and economic welfare. Taking a look at Cohen's definition, it can be inferred that advertising satisfies three basic objectives namely: to increase sales of the firms, to guarantee consumers a great deal of service and finally to ensure the social and economic welfare of society.

Advertising is seen in various ways. One encounters them mostly while watching television, reading magazines and newspapers, surfing the internet, and on the radio or even simply while walking down the street (Sharma and Sharma 2009). Advertising is most effective on products that have intrinsic qualities. These qualities are not known at the time of purchase and it takes one to discover this upon using the product. Also, when there is a substantial chance of differentiating a product, it is best to advertise the product. Again, when there is a strong emotional purchasing motive such as to protect health or enhance social position, it pays to advertise such a product. These conditions make the demand for the

product more inelastic. The more emotions consumer attach to a product, the more they tend to be insensitive to its price. This is of importance to firms as they can earn high sales in pricing their products (Borden, 1942).

According to Doyle (1968), advertising on food, clothing, durables and household items tends not to yield higher sales. Consumers are not affected much by the publicity on such items as they consume such products on a daily basis. The higher the consumption of a product, the less effective is advertising on them. Advertising thus tends to have a less marginal effect on such items. Advertising has a long term dynamic effect on consumers' purchase and sales of products. A firm's reason for advertising is usually to bring to the fore the existence of the product and their benefits with a view to generate profit from the exposure of such goods or services.

In looking at the advertisements of cosmetics through the use of models, it is important to look at what is considered as cosmetics within the scope of this study. Cosmetic is any substance used to clean, improve or change the complexion, skin, hair, nails or teeth. Cosmetic includes beauty preparations (make-up, perfume, skin cream, nail polish) and grooming aids (soap, shampoo, and shaving cream, deodorant). The use of cosmetics by consumers is something that has been in existence for a long time and has only been known to improve in quality and packaging as the sophistication of the consumers increased.

The cosmetics industry all over the world accounts for some of the highest contributors to nations' GDP, thus it is an industry that cannot be overlooked. According to the 2015 U.S *Statistica*, the US cosmetic market revenue is expected to exceed $62 billion in 2016, while the UK cosmetic market employs more than one million people and worth 17 billion Pounds Stirling. The potential of advertising in Nigeria is equally massive. With a population of over 170 million people, expected to become the third largest population in the world by 2050, and with a current GDP growth rate of 8% annually, Nigeria ranks among the fastest growing markets in Africa, faster than Brazil and Russia, according to a report by the IMF.

When it comes to the beauty and wellness industry, this market is expected to double over the next two decades with an estimated annual growth rate ranging from 5% to double digits. A report by *Euromonitor* in 2012 projected the Nigeria beauty and wellness market to value about $3 billion in 2017. Given the enormous value of the cosmetic market across the globe, it becomes strategic and critical for entrepreneur in the business to employ advertising strategies that will deliver maximum benefits for their brands. One of those strategies is the use of celebrities and models. The endorsement of products and services in advertising has become as important and integral aspect of modern day advertisement, thus companies now rely on the use of models and celebrities in advertising their products.

Today, celebrities and models are constantly used in advertising to endorse and promote brands in the market place with a view to generate massive sales and publicity for the brand.

Products from the following companies were examined in this research work, namely: Bm Pro, Sleek Cosmetic Products, Iman Cosmetics, Zaron Cosmetics and Tara Cosmetics.

Statement of the Problem

Sundarsan (2007) asserts that the role of advertising is essentially to fulfil the traditional desire of firms to reach the ever-increasing population so that their products may receive optimum exposure. However, the specific role advertising plays in brand patronage, increased sales, revenue and profits for local firms and has continued to generate fierce debates among advertisers, practitioners and marketing communications scholars..

For example, most increase in product sales, especially, cosmetics have been attributed to other factors like taste, product effectiveness, long term use of a product and user' unwillingness to switch products. This, then, questions the rationale for the continued use of models by advertisers of cosmetics, especially given the dangers associated with celebrity endorsements in the events of negative publicity or even scandals.

This study therefore seeks to find out the extent to which the use of models in advertising influences the buying behaviour of women in Uyo metropolis towards cosmetic products. The question therefore is: what values do models bring into the patronage of cosmetic products among women in Uyo metropolis?

Objectives of the Study

The objectives of this study were to:

(1) examine whether models used in advertising influence the purchase of cosmetic products.

(2) find out what age is mostly influenced by advertisements showing models.

(3) examine buying motives of women who patronise cosmetics products.

Research Questions

The following research questions guided the study:

(1) do models used in advertising influence the purchase of cosmetic products?

(2) what age is mostly influenced by advertisements showing models in cosmetics advertisements?

(3) what are the buying motives of women who patronise cosmetic products?

Literature Review

Advertising can be traced back to the classical period. Then the Roman Chariotraces at the stadium at Nimes were advertised. During this period, street vendors advertised the wares they placed on sale. Even walls and building bore inscriptions of the products being advertised. According to Norris (1984, 20), different stores were identified and distinguished by signs hung in front of them. For example, a Roman advertisement read: There will be a dedication of formal opening of baths; those attending are promised slaughter of wild beast, athletics, games, perfume, sprinkling and awnings to keep off the sun.

In the middle ages, the invention of the printing press and movable types changed the character of advertising. This made it possible for newspapers to carry advertisement of a personal or retail nature. The *Weekly News* of London (1625) was one of the pioneers of this act and it made it possible for street vendors to begin their gradual extinction.

Jefkins (1986) noted that the first British advertising agencies were involved in space broking business, the agent being paid a commission on the advertisement he was able to sell for a newspaper or magazine. Thus, the power of advertising was realized and exploited by entrepreneurs to maximize profit.

Tracing the history of mass media, Norris (1984:20) recounts that press advertisements appeared as early as 1666 when the *London Gazette* had proclaimed the merits of chocolate tea and other delights in a manner that would create desire and attract attention. By 1702, the *Daily Courant* had joined the beat. So had *Revue* in 1704, then the *Examiner*, the *Tatler* andthe *Spectator*. All these papers carried advertisement and public notices.

Agencies took advantage of this to emerge and one of the very first to be established was that by James White and Charles Lamb. They established their agency in 1800 and they were followed by Reywell and Sons of London in 1812.

One significant fallout of the growth of advertisement in this period was the establishment of advertisement tax in 1853. It was significantly followed by the removal of stamp duty on newspapers in 1861.

The coming of cinematography in 1895 by the Lumiere Brothers, (Auguste and Louis) markedly improved the quality of services offered by the advertising agencies and the advertisers in general. This was the period of John Young, Milton Feasley, Edward Theodore, Mcmamus and a host of others who turned advertising into an effective, selling tool. This was very noticeable in the United States where advertising has been credited with positive contributions towards the development of the American economy.

According to Norris (1984:24), "manufacturers found themselves with an ever expanding natural market, and in nationally distributed periodicals of the day, they found a very efficient way to tell consumers about products manufactured for mass consumption." Norris reveals further that 'in addition, newspapers, church publications, farm papers, almanacs and periodicals brought a new dimension to outdoor advertising.'

The 20th century set a new trend in the manner in which advertisement and advertisers became more creative. They discovered that it was not just a matter of inserting messages in papers or billboards, but doing those things that stimulate consumers and arouse their curiosity. Thus, as Norris (1986:39,50) says, "Advertising changed from something that was basically a "notice" of a wild unsupportable boast or simply an attention caller, to a hard working partner in the marketing mix.

Advertising and Consumer Behaviour

Arens (1996).asserts that a firm's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The firm's goal is to get enough relevant market data to develop accurate profiles of buyers to find the common group for communications. This involves the study of consumer behaviour.

Proctor, et al. (1982) noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular way under certain circumstances. The study tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects which can indicate the most favoured marketing mix that management should select. Consumer behaviour analysis helps to determine the direction that a consumer's behaviour is likely to take and to give preferred trends in product development, attributes of the alternative communication method, etc.

Consumer behaviour analysis views the consumer as another factor of production, a factor that producers cannot control and this factor interprets the product or service not only in physical terms, but also according to their social and psychological makeup. Incorporation of this knowledge in any firm's decision will ensure a greater satisfaction of the firm's objective. Most views have cropped up as to maintaining a sustained profit and it is when firms adapt to the new order of making consumers a part of their daily decision, other than just selling products to them, will firms achieve this target. Firms in achieving this state have a greater gain in advertising their products.

Theoretical Framework

As a consumer behavioural study, this work anchors its theoretical underpinning on The Elaboration Likelihood Model.

The Elaboration Likelihood Model of persuasion (ELM; Petty & Cacioppo, 1981, 1986) was offered as a general framework for organizing and understanding the basic processes responsible for attitude change. The ELM assumes that people want to be correct in their attitudes and opinion but that there are variety of ways in which a reasonable position may be adopted following exposure to a persuasive message. In particular, the ELM focuses on the extent to which people's attitude are determined by their careful scrutiny of all available information in the persuasion environment along the dimensions central to the perceived merits of the issues (central route to attitude change), versus their reliance on relatively simple "cue" in the persuasion setting that determines attitude via simpler association.

The purpose for providing the review of the theory is to better understand how attitudes might change under certain occasions to certain people. It further helps in understanding of the overused celebrity endorsers in cosmetics advertisements, whether these celebrities are usually the influencers or other variables like relationship, or even peer influences.

Research Methodology

This study employed the survey method of gathering data to ascertain the attitude and reaction of respondents to the use of models in cosmetic products. Babbie (2010) noted that, "survey research is probably the best method available to the social science researcher who is interested in collecting original data for describing a population too large to observe directly". Women of the Uyo metropolis make up the population of this study. The Uyo metropolis is bounded on the North by Ikono and Itu local government areas, and on the East by Uruan and on the South by Ibesikpo Asutan and Etinan Local government and on the West by by Abak local Government Area, respectively.

The total population of Women resident in Uyo metropolis as projected by the National Population Commission as at 2014 stands at 208,140. This represents the population for this study. The Taro Yamane's formula was used in selecting a sample size of 400 from the population. To reach the selected sample with the research instrument, Uyo metropolis was divided into five zones, for easy coverage through the systematic sampling. The zones were: A, B, C, D and E.

Zone A (Oron Road Axis): Oron Road, Ewet Housing Estate, Osongama Estate and Shelter Afrique Estate.

Zone B (Aka Road Axis): Aka Road, Champion Breweries, Udotung Uboh Street, Ukana Offot Street and Nepa Line.

Zone C (Abak Road Axis): Abak Road, State Secretariat, Federal Housing Estate, Nkemba Street and Atiku Abubakar Avenue.

Zone D (Ikot Ekpene Road Axis): Ikot Ekpene Road, Itam Junction, Ikpa Road, Uniuyo and Afaha Ube Road.

Zone E (Willington Bassey Axis): Willington Bassey Way, Governor's Office, Eka Street, Police Quarters and Brooks Street.

Table 1: Clusters and Respondents

Zone A (Oron Road Axis)

e e e e	**R e s p o n d e n t s**
Z o n e A (O r o n R o a d A x i s)	8 0
Z o n e B (A k a R o a d A x i s)	8 0
Z o n e C (A b a k R o a d A x i s)	8 0
Z o n e D (I k o t E k p e n e R o a d A x i s)	8 0
Z o n e E (W e l l i n g t o n B a s s e y A x i s)	8 0
T o t a l	**4 0 0**

Consequently, the researchers adopted the purposive sampling technique to ensure that only consumers of cosmetic products were included in the study. Tongco (2007) asserts that purposive sampling technique is the most effective when one needs to study a certain cultural domain where knowledgeable people are involved.

Data presentation, Analysis and Discussion

Of the 400 copies of the questionnaire distributed, 390 were completed and returned, thus representing a response rate of 97.5%. The biographic data of the study subjects indicated that married women constituted 3c 1% or 122 respondents while unmarried ladies representing 69% or 268 respondents made up the other categories.

Under educational qualification distribution, 284 respondents, representing 73% were undergraduates, while 90 respondents representing 23% were graduates. The rest respondents were made up of SSCE which constituted 4% or 16 respondents, accordingly. Occupational distributions of the respondents showed that those employed constituted 19% or 74 respondents, self-employed 39% or 152 respondents, unemployed 42% or 164 respondents respectively. These figures provide a trend indicating that majority of single ladies patronize cosmetic products between the ages of 18-25 years. Most of them were undergraduates, self-employed or unemployed.

Table 2: Respondents' Age Distribution

Age	**Responses**	**Percentages**
18-25	206	53
26-33	130	33
34-40	42	11
41 and above	12	03
Total	**390**	**100**

Table 2 indicates that more of younger women between the ages of 18-33 were exposed to cosmetic advertisements using models. This finding tends to resonate well with the continued practice by advertisers to use younger models and celebrities in most cosmetic advertisements.

Table 3: Respondents' Exposure to advertised cosmetic brands

Cosmetic Products	**Responses**	**Percentage %**
Tara Cosmetics	88	23
Sleek Cosmetics	52	13
Zaron Cosmetics	54	14
Milani Cosmetics	35	9
Iman Cosmetics	37	9
Revlon Cosmetics	24	6
Classics Cosmetics	29	7
BM Pro Cosmetics	8	2
Dark & Lovely Cosmetics	41	11	1
Soft & Beautiful Cosmetics	22	6
Total	**390**	**100**

Source: Field Survey, 2016

Results from Table 3 shows that Tara, Sleek and Zaron brands recorded the highest customer exposure to advertisements, with 88 (23%), 54 (14%) and 52 (13%) respondents, respectively.

Table 4: Level of Patronage of cosmetic products

	Responses	**Percentage**
Yes	376	96
No	14	4
Total	**390**	**100**

Source: Field Survey, 2016

Table 4 shows a high patronage of cosmetics products across the various age and social strata, with 96 percent of the respondents reporting use of one form of cosmetic product or the other. Even more so, the 4 percent who reported non patronage would not translate to non-use of cosmetics.

Table 5: Purchase Decision of cosmetics because of Model Usage in Advertisement

Items	**Responses**	**Percentage**
Yes	240	63
No	137	37
Total	**377**	**100**

Source: Field Survey, 2016

On the influence of model usage in the purchasing decision of respondents, 63% representing 240 respondents agreed that they were influenced by models used in the advertisement. Thirty seven percent, however, accounted for factors other than use of model in advertising influencing respondents' patronage of cosmetics.

Table 6: Level of Influence on Purchase decision because of Model usage

Items	**Responses**	**Percentage**
Very greatly	38	10
Greatly	120	29
Not Much	103	33
Neutral	25	7
Not at all	91	24
Total	**377**	**100**

Source: Field Survey, 2016

Looking at the extent of influence of model usage on the purchase decision of the respondents from Table 6, 38% representing 147 respondents' purchase behaviour were either very greatly or greatly influenced by use of models in advertisement of cosmetics. However, 33% of the respondents expressed the view that not much of model usage affected their purchases in any way.

Table 7: Other factors that influences purchase decisions of cosmetic products

Items	**Responses**	**Percentage**
Family/Friends/Peers	138	37
Personal Contact	60	28

Brand Image	6		0	1	6
Product Preference	7		2	1	9
Total	**3**	**7**	**6**	**1**	**0**	**0**

Source: Field Survey, 2016

Table 7 indicates that of factors other than model usage in the advertising of cosmetics, family / friends and peer influence were significant influencers of purchase decisions. This was followed by personal contact which accounted for 28%, representing 106 respondents; then brand image 16% (60), and product preference 19% (70). This finding is very insightful pointing to the fact that beyond advertising a significant percentage of people make purchases on the recommendations of friends who probably have an experience with the brand aside exposure to advertising.

Table 8: Elements of advertisement that influences purchase decision

Items	**Responses**		**Percentage**		
The Picture of the Model	1	1	2	2	9
The Advertisement Layout	6		7	1	7
The Advertisement Message	1	3	0	3	3
The Aesthetics (Colours/Design)	6		7	2	1
Total	**3**	**7**	**6**	**1**	**0**	**0**

Source: Field Survey, 2016

When the issue of advertising elements were and analysed to examine their relative influences on the consumer buying behaviour, 33% (130) of respondents were of the opinion that the advertising message is the main motivator for their purchasing decision; 29% representing 112 respondents were motivated or influenced into making a purchase because of the picture of the model seen in the advertising copy. Other elements that influenced respondents were the aesthetics and layout elements, 21% and 17%, accordingly. See Table 8.

Discussion of Findings

Research Question 1:

Do models used in advertising influence the purchase of cosmetic products?

Earlier studies by Stephens, et al (1994), Joseph (1982), Baker and Churchill (1997), had suggested that the use of attractive models may positively influence the recipients' attitude towards the advertisement, as well as their purchase intention and actual purchase.

In this study, Table 6 shows that, 63% representing 240 respondents agreed that they were influenced by models used in the advertisement while 37% representing 136 respondents were not influenced by model usage**.** These findings corroborate opinions expressed even further by Bjerke and Polegato (2006)which concludes that advertisers need to understand important, contemporary, cultural characteristics of the ideal beauty type before developing international advertising [campaigns]. Cunningham, et al. (1995) had

found that there is a level of agreement concerning the standards of attractiveness, specifically facial features, across ages, ethnicities and nationalities.

These agreement in the standards of attractiveness is what is passed on by consumers of beauty products, because the feelings in being attracted to purchase cosmetic product on the basis of beauty seen in the model in the advertisement. This also brings to relevance the theoretical framework for the study, which assumed that the use of a model in an advertising situation corresponds to the social adaption theory. The image of a celebrity endorser and product information should be matched at an intersection in an effective advertisement to attract target audiences because of their social adaptation needs.

Research Question 2:

What age is most influenced by advertisements showing models in cosmetics advertisements?

In answering research question two, data from table 2 and 5 showed that out of the 240 respondents representing 63% of the total respondents who are influenced by the use of models in purchasing decision, majority of the age category falls between the ages of 18 – 33years. Invariably the older age segment namely from 34 years and above are not significantly affected by the use of models. The reason for this may not be farfetched, given the fact that by reason of experience and exposure this age group tend to rely on other factors in their purchase decisions of cosmetics products than just the mere sight of models on advertisements.

Emma and Juan (2010) are of the opinion that women between ages of 20 and 30 years are an important segment when investigating cosmetics and its related purchasing pattern and other issues. The reason stems from this specific category containing a large number of existing and potential customers, for every different type of product categorized within cosmetics, with purchasing power. Additionally, cosmetics advertisements are very often directed towards this specific segment by advertisers.

ResearchQuestion3:

What are the buying motives of women who patronize cosmetics products?

Consumers are like any social beings and human beings are creatures of choice. This explains why advertisers must provide as much information as possible in advertising to enable consumers make informed choices? In specific terms as it relates to the purchase of cosmetic products in this study, findings showed that on the influence of model usage in the purchasing decision of respondents, 63% representing 240 respondents were influenced by models used in the advertisement while 37% representing 136 respondents were not influenced by model usage. See Table 6.

Schiffman and Kanuk (2010) assert that the early theories concerning consumer behavior were based on economic theory on the notion that individuals act rationally to maximize their satisfactions in the purchase of goods and services. Later research discovered that consumers are just as likely to purchase impulsively and to be influenced not only by family and friends, by advertisements and by models used, but also by mood, situation and emotion. All of these factors combine to form a comprehensive model of consumer behavior that reflects both the cognitive and emotional aspects of consumer decision making.

This position reinforces the assertion made by Baker and Churchill (1977) that the use of physically attractive models has the potential of moving and impacting consumers to be more favourable towards product in the advertisement that has 'romantic overtones'. Their results suggested that the 'physical attractiveness of a model may influence people's evaluations of the aesthetic qualities of an advertisement and therefore seem to be important determinants of the attention-getting value of the

advertisement and the subject's liking of the advertisements. Stephens, et al. (1994) acknowledge that other advertising researchers have found that the use of attractive models may positively influence the recipient's attitude towards the advertisement, their purchase intention and actual purchase.

Conclusion

From the foregoing discussion, it is held that that the choice and patronage of cosmetics products by Uyo Women does not depend solely on the models used in the advertisements of the products but rather through testimonials, friends, family and peer influence as well as personal contacts. Two other influence variables are product quality and the messages in the advertisement advertisements. Worthy of note for advertisers of cosmetic products, also, is the fact that a thorough knowledge of the psychographic make up of the modern consumer, as well as the perceived specific benefits of advertised brands would help them package persuasive advertisement messages that would not only attract target audiences, but influence their purchase decisions accordingly.

Recommendations

Based on the findings, the study made the following recommendations:

1. The choice of models for advertising strategies and tactics should be hinged on acceptability and perceived impact such models can bring into the advertising campaigns.
2. Age being a key determinant of the choice and preference for cosmetic products must be put into consideration when choosing models or celebrities for advertising of cosmetics products.
3. Advertisers and advertising agencies should ensure that advertising messages and models pictures are designed to resonate with consumers in a way that they can be influenced positively by the ad messages.
4. Word of mouth advertising strategy should also be adopted by advertisers given the influence of family, friends and peers.

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