

**INFLUENCE OF NTA ENUGU TELEVISION ADVERTISEMENT ON
THE CHOICE OF HAIR RELAXER AMONG FEMALE
UNDERGRADUATES
(A STUDY OF UNDERGRADUATES IN CARITAS UNIVERSITY)**

By

**NDUNAKA, NANCY U.
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COMMUNICATION**

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DECLARATION

I Ndunaka Nancy U, hereby declare that this research work was, written by me and hasn't been submitted elsewhere as a project work in Mass Communication Department in Caritas University Enugu.

CERTIFICATION

This is to certify that this project “*Influence of NTA Enugu television advertisement on the choice of hair relaxer among female undergraduates*”, was approved by the undersigned persons and carried out by NDUNAKA NANCY.U with registration number MC/2009/403 of Mass Communication Department Caritas University, Amorji Nike Enugu state, in partial fulfillment of the requirements for the award of Bachelor of science (B.Sc) in Mass Communication.

Benson-Eluwa, V.
Project supervisor

Date

Dr Mrs. Regina Acholonu
Head of Department

Date

External Examiner

Date

DEDICATION

This work is dedicated to GOD Almighty, my Lovely Parents Mr and Mrs George Ndunaka, my Siblings Chibuike, Obinna, Chidera, Chinewndu, Ugochi, Mmesomachi (Pickin) and my Loved Ones.

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Abstract

“Influence of Television Advertisement on the Choice of Hair Relaxer among Female Undergraduates”, is aim to determine the influence of television advertisement on ladies on the choice of hair relaxer products. The method of the study is survey method and the instrument used for data collection is the questionnaire and personal interview. The population of the study is 2,280 out of which 150 were purposively selected and sampled Data collected was analyzed in tables and simple percentages. The researcher recommended that marketers should understand that what consumers want in a product is satisfaction. The study enlightened female undergraduates more on hair relaxer products that suit their hair texture. Therefore manufacturers are encouraged to produce quality hair relaxer products bearing in mind that no consumer can go a second time for a product that fail to satisfy her. While advertising can help sell a product, it can do nothing to help a sub-standard one.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study.

Advertising has come a long way, expanding its coast in principles and practice. It is gaining more recognition, increasing its application and usage. Since the advent of technology and within the different forms of information communication technology, it has become a toast of in the life of manufacturers, products and services, consumers advertising agencies and the media. In short advertising means a lot to different people. It has given many people something to think about. In one way, it could be what the people do with advertising and in another way, what advertising do with the people and for the people. The people here are the manufacturers or advertisers who, through advertising, are creating awareness for their goods and services. Another set of people are the public, the consumers, who are desperately in need for certain goods and services. The advertising agencies are not left out. They are willing to create the enabling ground for the advertisers for their products and services and the target audience through a medium or media of communication. Advertising helps the advertising agencies to showcase their creativity. The media cannot do without advertising. Apart from the revenue they get from placing such advertisements; it attracts more viewership, readership or fellowship of the channel. And of course the teachers and students of advertising are part of this component. The teachers are busy expanding the scope and application of advertising, adjusting the old form to adapt to the new technologies, the students are left with the issue of coping, understanding and assimilation and later application.

Nevertheless, Bovee and Arens (1992:309), say advertising is a “non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media”. Along the line, the Advertising Practitioners Council of Nigeria (APCON) in Ozoh (1998:1) posits “advertising

as a form of communication through media about products, services, or ideas, paid for by an identified sponsor”.

Advertising as a business competitive strategy is aimed at creating awareness of the existence of a product through the communication media. Television advertising has effect on buyers and potential buyers.

Television advertising has earned an excellent, consistent and successful track record of promoting product and services. Television advertising has many advantages for local, regional and national business. In urban area like Enugu, television provides the most spectacular way in which an advertiser can reach the greatest number of people at a time as they possess television sets.

Television advertising is an exciting, dynamic and challenging enterprise. Its often pervasive, fascinating and materialistic nature makes it an object of criticism and misunderstanding. It is a form of communication through the media about product, services, ideas, personalities or organizations paid for by an identified sponsor. If advertisements have no effect, companies would not spend so much money on them. Advertising help us to discover much about what appeals to us as consumers and investigate how advertisers manipulate this to their benefit.

According to Rouse and Rouse, (2002), building a strong image or brand requires high impact advertising that has high visibility. Television has such characteristics. It is a highly prestigious form of advertising.

Sybil and Obah (1987), say this form of advertising play on the emotions of consumers and exploit their desire with intensive persuasion .Advertising aim at promoting goods and services like relaxer. Benson Eluwa (2005:3) Advertising does more than sell product. It makes mass marketing possible by making prospective customers aware of the availability and unique qualities of specific goods and services. It shapes our attitude and our attitudes shape our behavior, Ahunaya (2004:70).

According to Benson Eluwa (2005:44) the influence of advertising does not stop at the economy but also influence the youths greatly by way of sensitization, social interaction, modification, for example, caritas students. Advertising has influenced female undergraduates by making them to be materialistic, it affects their value system, makes them think that life is just acquisition of more things. Advertising creates opportunities and brings changes in the attitudes of undergraduates by making them change products not minding the effect of those products, shapes students tastes and habit.

A researcher ,Alvan (2004) in his write up said that ‘‘Advertisements like our age are hedonistic image management, and fashion driven, they glorify the individual, idealize, consumption as the route to personal fulfillment and affirm technological progress as the motive force of destiny’’ there must be various brands of hair relaxer in the shops, market stall and in hawkers barrows, the ability for each to sell depends on the brands exposure to and persuasive power of advertising messages on the buyer as well as the quality of such brand and finally the availability of the brand.

Some of the brand had long established their names while others are still coming up into the market example, Ozone, Dallas, Ebony and La-sheen cream relaxer. This is why the purpose of advertising hair relaxer seems to be geared towards not only informing its prospective buyers about its arrival but also persuading on efficiency and efficacy.

Television seems to be the best media used to advertise these products. Television has this partial monopoly, perhaps because of its power to positive music of the advertisement and the color. Music can heighten the emotional or dramatic impact of the commercial. The idea of positioning music as unique selling point is to reinforce the recognition of advertisement. Advertising is a very small aspect of marketing mix one cannot ignore.

Most people in advertising try to ask whether advertisement really work by influencing consumers choices of product. Although, researchers and data on advertising have added over the years, the evidence of its success has not been conclusive. The

effectiveness of advertising and how it generates sales does not mean that progress has not been made on the product.

Researchers have come up with principles that test the relationship in advertising exposure and its effectiveness. These principles in advertising which are base on product selection by consumers were evaluated in this research and it is hoped this will provide insight into the study of whether advertisement does influence consumers' preference of competitive products. There are a whole lot of ideas on what advertising is and works. It can be seen as a promotional instrument that persistently creates awareness of goods and services with the objective of persuading this target audience to patronize or take action.

1.2 Statement of Problem

The problem of this study is to investigate the influence of television advertising on the choice of hair relaxer among female undergraduates in Caritas University.

1.3 Objectives of the Study

The following are the objectives of the study:

1. To find out if television advertisement has influence on female undergraduates choice of products.
2. To find out if ladies go for what they see advertized on television.
3. To know if female undergraduates make choice of hair relaxer based on their texture.
4. To find out whether female undergraduates choose hair relaxer based on the quality of the brand.

1.4 Research Questions

The following research questions are found relevant to the study

1. How does television advertisement influence female undergraduates on the choice of hair relaxer?
2. To what extent do female undergraduates make choice of hair relaxer based on what they see advertised on television?
3. Do you think that the female undergraduate's choice of hair relaxer is based on their hair texture?
4. How do female undergraduates choose their hair relaxer quality of brand?

1.5 Research Hypotheses

The following hypothesis were formulated for the study

- H₁. Female undergraduate's make choice of hair relaxer based on what they see and hear advertized on television.
- H₂. Female undergraduate's choice of hair relaxer is based on their hair texture.

1.6 Significance of the Study

This study is relevance in equipping manufacturers on product design and advertisers on the most appropriate selection of channel to disseminate information about product consumption.

It will enlighten female undergraduates more on relaxer products that suit their hair texture and also an important guide to future students who undertakes researches on similar studies.

1.7 Scope of the Study

This study is centered on female undergraduates especially caritas university female students who relax their hair and watch NTA Enugu television advertisement on hair relaxer.

1.8 Assumptions of the Study

The researcher assumes that:

1. The respondents watch television advertisements on hair relaxer.
2. Television advertisements should be informative.
3. Television advertisement influence female students on the choice of hair relaxer.
4. The quality of advertisement message determines the choice of brand.

1.9 Operational definition of significant terms

In these research works, the variables used were operationally defined, the meaning reflect how the researcher wants the variables to be understood in the context of the work.

1. **Advertising:** A group of activities aimed at dissemination of information many paid on personal formation concerning an idea, product or service (both new brand and old products) to compel action in accordance with the intent of an identified sponsor.
2. **Television:** This is an electronic device that has both visual and audio effect with the aid of electro-magnetic wave.
3. **Female Undergraduates:** Young ladies who are still undergoing the process of higher education or learning.
4. **Hair Relaxer:** A cream that makes the hair easier to straighten and manage.
5. **Choice:** Act of choosing out of multiple items or brands of products.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will review all literature relevant to this research study, “*influence of NTA Enugu television advertisement on the choice of hair relaxer among female undergraduates*”. The literatures to be used in this study are obtained from various sources: personal textbook, libraries, research centers and online data etc. This chapter is based on the following:

Review of concept

Review of related studies

Theoretical framework

2.2. Review of Concept

The following concepts were reviewed:

Concept of television

Concept of advertising

Concept of choice

The concept of hair relaxer

The problems of advertising

Concept of other media

Advertising as a marketing tool

2.2.1. Concept of Television

In 1884, a Russian scientist living in Berlin Germany developed the first workable device for generating electrical signals suitable for the transmission of a scene that people could see. Called the Nipokow Disc, after its inventor, Paul Nipokow, it was a rotating scanning disc spinning in front of a photo electronic cell. It produced 4,000 pixels (picture dots) per second, showing a picture composed of 18 parallel lines.

Vladimir Zworykin, another Russian living in the United States demonstrated his iconoscope tube (the first practical television camera tube) in 1923, while John Logic Baird transmitted moving images from London to New York in 1928.

Television's first efforts at newscasts consisted of newsreels supplied by united press and Acme News pictures, and still pictures shown while the on – camera announcer reads the scripts, Agee et al, (1976:93), Soon television newsmen, equipped with mobile units and magnetic tape gradually overcome the problems of developing news shows with life film and sound.

2.2.2. Concept of advertising

Advertising is derived from the Latin word “advetere” meaning to turn mind towards; an advertisement is therefore designed to turn people's mind towards the subject of advertising and favorably dispose a person towards buying a product, service or supporting a cause.

Scholars of marketing and communication have advanced various definitions of the subject matter “advertising”. According to Arens (2003:7), “Advertising may be defined as the structured and composed non-personal communication of information usually paid for and persuasive in nature about products (good, services and ideas)by an identified sponsor through various media Schultz and Barnes (1995),posit that to most consumers, everything a marketing organization does to promote a brand is “advertising”.

Aliede (2002:99) in Okunna teaching mass communication, defined advertising as a form of communication through the media about products, services, ideas, personalities, or organizations paid for by an identified sponsor.

According to Lamont (2000), advertising plays a role influencing consumers to increase purchases of goods and services. He emphasized that advertising is the magic that draws customers into the nation's supermarket and departmental stores and the prime mover of human activities.

Lamont further posits that by informing people of the availability of new or improved products advertising helps create mass demand, which in turn makes possible mass production and mass-employment.

Brassington and Pettit (1997) share similar view when they define advertising "as any paid form of non-personal promotion transmitted through a mass medium" citing the British institute of practitioners in advertising by Jefkins (1984) says, advertising presents most persuasive possible selling message to the right prospect for the product or service at the lowest cost.

Roger (1976) defines advertising as "all non-personal communication in measured media (which could be television, radio, outdoor or print but does not include direct mail) under direct sponsorship.

Schultz and Barnes (1995) believed that peculiarities within an advertisement cause consumers to identify themselves with that advertisement and these peculiarities influence their preference for that product over other products. Duo admits that behavioral change ultimately, what many advertisers hope to achieve by associating their brand with attractive advertising on television to influence consumer's preference.

Based on the positive view of researchers above, about the influence advertising has in affecting consumer's preference for product. Information is power; advertising presents information about a product or service. Business men say that advertising provides public service because it gives information about their products. The international advertising

association states that to be properly informed, the consumer needs advertising because informed choice is based on information. Advertising in its broadest sense is the vital conduct for that information between producer and consumer. It is a major tool that companies use to persuade communication to target consumers or publics, other research says otherwise.

Advertising according to Graeme Burton (2010).does not simply reflect the real world as we experience it. It is a bit like a gun in the hands of a drunkard on a firing range, sometimes it hits the target, sometimes it does not .as in the famous case of the 1985 coke fiasco, when market research misled coca-cola into marketing a new testing coke, and then had to write off millions of dollars when it all went wrong and the consumers made it clear they were not going to buy the taste. Advertising as a major means of selling goods, and services in Nigeria and over the world is faced with lots of challenges. Owing to the development of advertising in Nigeria and challenges associated with rendering services, customers have many complaints ranging from awareness to feedback.

Scissors (1993), also revealed that sometimes audience to a particular advertisement pay attention to an advertising although this does not mean that the audience will prefer the advertised product; thus if the audience already has a great deal of brand knowledge, they may respond to the advertising. Scissors (1993), added that one of the problems in determining a response to television advertising has been the coincidental surveys. He posits that these surveys, audiences within a clearly defined area are questioned by callers who ask whether audiences are watching a programme; did just see a commercial within the last five minute or do remember a main part of a message. Scissors added that the responses of this question are normally negative even though a number of people who heard the commercial are huge. These finding suggest that consumers do not pay much attention to these commercials because they either do not need the brand or know a lot about the brand. He further added that the audience sometimes pay attention to the commercials but they do not respond immediately .in one study of response to retailers coupons, he found out that some

buyers came to the store with their coupons a month after it appeared on television, yet they had cut the coupons out and kept them until they found the time to bring if response was therefore not immediate.

Television advertising states the interdependence between a medium and advertising message. Advertisers spread commercials across a number of programmes reaching many more viewers. Networks now owned different “spot” commercials for many different products in the same show. A spot had to stand out creativity in television advertising. Owing to a large number of advertisements and many products with the same quality and cost, the unique selling proposition and brand awareness become ever more important.

Basically, the term “television advertisement” refers to a television programme which is produced and paid for by an individual or organization to spread it has to offer. Being an audio visual form of advertising it has a definite edge over other means of advertising, and that makes it one of the costliest forms of advertising today.

Awake (1991:6) says that most often the people who control television are trying outright to influence viewers. In advertising for instance, they have virtually free rein to use every seductive gimmick at their disposal to lure one into the mood to buy. Color, Music, Beautiful people, eroticism and gorgeous locales make television advertising attractive. However, this research states that it is possible to speak through television directly into people’s head and then, leave images inside that can cause people to do what they might otherwise never have thought to do.

Agbonifoh, et al (2007:411), on his part states that advertising has been criticized for its social and economic effects on consumers. Most of the criticisms derive from its alleged impact on people rather than its potential to achieve its goal as a sales weapon. One of such criticisms regards advertising as leading to increase in product prices as result of increased costs arising from huge advertising expenditures. Marketers and advertisers argue that

advertising leads to reduced prices. It is argued that, by expanding the demand of a product, its producer can expand production and enjoy increase economies of scale.

A study published in the British journal: Media, Culture and Society, found television do indeed induce some people to establish an alternative vision of the real world, luring them into thinking that their wishes about reality constitute itself.

Television advertising makes use of camera which is very vital in the television transmission process. While the microphone converts the sounds into electromagnetic waves, the camera shoots the subject and converts the picture to dots in the process of scanning. The camera has image ortion tube and image vidicon tube that converts the picture to dots. A camera might have one of the tubes or two of them. The camera lens which is called zoom lens is used to focus the object. Zoom lenses have very high focal length, which are very sensitive and have different variety shots.

The image captured by the camera undergoes various technical processes before being put out to space. Some machines amplify the sound and modulate it to avoid its distortion. It goes from the recording rooms to the transmission room through the video/audio room to the control room, also called camera control unit (CCU) before it is shot out to space through the transmitter and antenna.

At the point of reception, the electrical impulses are reconverted back into sound and picture. The monitoring process in the television broadcasting is very important. This is where the station has a machine called Console with which the director selects what goes out to the audience. There is also the off-air monitor and that is a television set from which the television personnel monitor what is received by the viewers.

2.2.3 The concept of choice

Choice consists of the mental process of judging the merits of multiple options and selecting one or more of them. While a choice can be made between imagined options, often a choice is made between real options and followed by the corresponding action. For example, a route for a journey is chosen based on the preference of arriving at a given destination as soon as possible. The preferred and therefore a chosen route are then derived from information about how long each of the possible routes takes. This can be done by route planners. If the preference is more complex, such as involving the scenery of the route, cognition and feeling are more intertwined, and the choice is less easy to delegate to a computer program or assistant. Most people often regard having choices as a good thing, though a severely limited or artificially restricted choice can lead to discomfort with choosing and possibly, an unsatisfactory outcome.

In contrast, a choice with excessively numerous options may lead to confusion, regret of the alternatives not taken and indifferences in an unstructured existence; and the illusion that choosing an object or a course leads necessarily to control of that object or course leads necessarily to control of that object or course can cause.

2.2.4 The concept of hair relaxer

Hair relaxer is a type of chemical used to straighten hair permanently. It's used by people, usually women, who want to straighten their naturally curly hair without having to use hot combs or pressing irons. It may also be used by women who are seeking a means of thinning out hair that is very thick or making it more manageable. Chemical relaxers, which either contain Lye or a no-lye chemical formula, work to soften the hair and change its natural structure to a straighter form.

Though hair relaxer is considered a permanent type of hair treatment, it does have to be touched up on a regular basis. This is because the newly straightened hair is not the only consideration. Hair grows quickly, and there will eventually be new hair growth that is in its naturally curly or coarser state. As such, it is necessary to apply hair relaxer to the new growth to make sure it matches the chemically relaxed hair. Typically, this is done every six to eight weeks.

These relaxers can be marketed as base and no base relaxers. Base relaxers require stylists to base the client's entire scalp with a protective cream prior to the chemical relaxer application. No base relaxers have a protective cream built within the relaxer that settles onto the scalp according to the client's body temperature. Although no base relaxers have a thin, oil like protective cream within the relaxer system, most stylists use a base cream around the ears and hairline for added protection.

Many women go to professional stylists in order to have their hair relaxed. However, there are many hair relaxer products that can be used at home. The process of applying relaxer involves putting a cream or lotion on the hair to be relaxed and allowing it to sit in place for a set period of time. During this period, it alters the hair's normal structure.

"Base" and "no base" formulas

Entirely distinct from the chemical concept of base as a wider definition for "alkaline", lye relaxers may be labeled as "base" or "no base". In this instance, the "base" refers to a preliminary coating of petroleum jelly onto the scalp to protect it from being irritated or burned by the lye cream. "No base" creams have a lower concentration of lye and may be applied directly to the hair roots without requiring the protective "base" layer, although these weaker products may still irritate the skin of some people who must therefore coat their scalps beforehand anyway.

"No lye" relaxers

Because of increasing awareness of the potential dangers of sodium hydroxide found in traditional relaxer formulas, many women have begun abandoning them. "No-lye" relaxers have become increasingly popular. "No-lye" relaxers are of three main types. One type operates on the same general principle as lye relaxers but uses a slightly weaker alkaline agent, such as potassium hydroxide, lithium hydroxide, or guanidine, or hydroxide. The last of these is not pre-formulated, but rather is generated at the time of use by combining a cream containing calcium hydroxide (slaked lime) with an "activating solution" of guanidine carbonate.

Another type of "no-lye" relaxer uses ammonium thioglycolate, which is also known as perm salt for its use in permanent waves. Perm salt is a chemical reducing agent which selectively weakens the hair's cystine bonds instead of disrupting the entire protein, but strips out the natural oils even more thoroughly than the alkali hydroxide products. Afterward, the thioglycolate must be oxidized with a special solution of hydrogen peroxide or sodium bromate .

Lastly, in most relaxers sold for home use, the active agents are ammonium sulfite and ammonium bisulfite (the two compounds are interchangeable, depending on the surrounding pH). These also selectively reduce the cystine bonds, but are much weaker and work more slowly. Nevertheless, their mild action minimizes (but does not entirely eliminate) collateral irritation to the skin.

2.2.5. The problems of advertising

Advertising communicate information and messages to the target audience. In this communication function, it provides consumers with buying information they need. In performing this role, it is expected to be responsible and to provide only information that is completely honest, truthful, and accurate. What we see these days, however, is where advertisers make claims that are not completely true, and usually subtly deceitful.

The advertisers and the creative department embark on advertising techniques full of propaganda and half truth just to lure the public into buying or believing the product to have all the attributes accorded to it. This is deception. This untruthful advertisement tends to deceive consumers. Put this way, it advertising full of false promises. For instance, when you watch Ebony hair relaxer advert on television, it gives the impression of one whose hair is from 6inches length to 18inches at once. The question becomes, does ebony hair relaxer make the hair grow that long at one use. The campaign for Ebony hair relaxer should emphasis on the beauty and darkening nature it lives on the hair when used. There are other advertisements on hair relaxer that ascribe certain qualities or benefits on the brand they are projecting. And when such products are obtained and used, you discover that they are mere exaggeration and no proof for the claim. Watch advertisements of lucozard boost drink and indomie noodle. There, you see further exhibition and demonstration of mere exaggerations and deceptions.

Another issue is the use of language. Some advertisements disparage the people, which is disrespectful of our culture. Some of the languages they use present women as instrument of ridicule, thereby projecting such opinion that the product is something that goes with women, particularly relying on braze sexual suggestions. An example of such adverts is Guinness stout.

Bad taste is another factor associated with advertising in Nigeria. There are advertisements that use visual illustrations that offend the public taste and decency. For instance, the

television adverts for Always Sanitary towel. Both the lyrics and the action in terms of demonstration provoke the mind.

However, the practitioner too constitute to one of the problems facing the profession. There are many comers in the field, those who see advertising as a means of projecting goods and services and are willing to do so even if what they claim is visible or invisible in the product.

The advertising practitioner's council of Nigeria (APCON) should as a matter of urgency increase speed on the implementation and enforcement of its legislation on that are advertising practitioners and what standard of knowledge and skill they are to attain before registering as members of the advertising profession.

Another related issue is research. Some advertising agencies do not carry out research .the essence of research is to measure, eliminate or detect flaws that may result in negative audience response to the advertisement. This problem could be linked to lack of inadequate training by the advertising practitioners.

To bridle these flaws, professional associations and government regulatory agencies should take strong measures to prevent deception in advertising practice by transforming ethical principles into laws. This is to guide the advertising agencies in their creation and execution of advertisement.

The promulgation of Decree 1988 empowered APCON to regulate and control the practice of advertising in all aspect and ramifications. This in turn gave APCON the power to develop a code of ethics to guide and regulate the practice of advertising in Nigeria. In 2005, the council came up with a concept to checkmate the activities of advertisers and practitioners. This concept became Ad-check. According to Anyacho (2005), in today's readings in mass communication, edited by: Jonathan E Aliede, it was a bold step that will lift advertising practice. He explains Ad-check as a social responsibility check that the council is placing on producers of advertising as sensitization activity of APCON. The check goes to

the tripartite elements in the business of advertising. First for the advertisers to avoid messages that are exaggeration, dishonest and unsustained claims. And to the media, to always insist on the certification of approval of the advertising standards panel (ASP) before carrying the message to the people. The Ad- check as well goes to the public in the area of supporting APCON in its monitoring to reveal those advertisements that are untruthful, indecent and dishonest.

2.2.6. OTHER MEDIA

Marshall McLuhan, media guru of the sixties, compared hot and cold media (1964:36-45). The hotter the media that is the information being provided in one channel (visual, auditory) the more passive the receiving person. The cold the media, the less information being provided the active the receiver. A book is cold in this sense that the readers imagination is immediately engaged to fill in the fiction.

Television is very hot, with big and bold audio, and video the viewer is left with little to imagine and no time to contemplate the alternative. the viewer becomes a “passive witness” McLuhan further stated that the television commercial is generally considered the most effective mass-market advertising format, as is reflected by high price television networks change for commercial airtime during popular television events. The majorities of television commercials feature a song or jingle that listeners soon relate to the product. Anyanwu (1998) highlighted the effectiveness of television advertisement.

Effective television advertising is one that is original, creative, simple and sends the right message across to the target customers. According to researches, an average American watches television for about four hours every day. This in itself points out to the huge potential this medium holds for advertising a company’s products and reaching the target customers. Increasing product sales and awareness about a company is indeed possible

through television commercial, provided they are catchy, simple, creative and short while keeping the below given tips on enhancing television advertising effectiveness in mind.

- Keep it short and crisp.
- Make an emotional appeal.
- Tell a story.
- Call to action.
- Get professional help.
- Be honest and original.
- Time it right.

Advantages of NTA Enugu Television Advertisement

- Product can be successfully demonstrated to the understanding of the viewer.
- The television advertisement has sounds, jingles that draw the receiver's interest.
The television advertisement can reach both literates and illiterates.
- The deaf can see and probably understand the television advertisement.
The television advertisements easily arrest attention of the receiver because it serves as an entertainment to the audience.
- As penetration strategy, NTA Enugu television advertisement is featured in the late evening's base on the target audience.

2.2.7 Advertising as a Marketing tool

Advertising is an important ingredient of marketing mix that aids marketing efforts. Marketing contributes to the well being of our nation .its activities provide our everyday lives, and add quality to them. According to Pride and Ferrell (1980:7), marketing consists of

a performance of business activities that direct a flow of goods and services from producers to consumers. Furthermore the author states; marketing is a process in a society, which the demand structure of economic goods and services is anticipated and satisfied through the conceptions, promotions, exchange and physical distribution of such goods and services.

Marketing as seen from the above quotation, essentially deals with the promotion, exchange and distribution of goods and services. This means that promotion of goods and services is an imperative to the major ingredient in the promotion mix of marketing and instrumental to the smooth flow of goods from manufacturers to consumers there is no way to make fast awareness of the existence of a product except through advertising. It forms the target market about special features of a product; the existing product may be modified for simplicity and convenience advertising focus on these features.

Advertising helps in getting dealers and retailers supports. When the product is well known, retailer will stock it to cater for the consumers demand. Advertising is useful in securing test; this can be achieved by endorsing coupons, returnable post cards in newspapers and magazines .it helps to educate the marketer in the new ways of using the product more often.

Advertising builds a positive image of the company that sales the product, most often a new product sell because of the company behind it .advertising helps in sustaining the market shares of established products and re-enforcing then benefits or continued product usage, increase in the market share of the product.

For good or ill, in American society price is frequently used as an index of quality, says Louis Kaufman (1980) when making purchase in the absence of other criterion, many people equate quality with prices. They assume that if a product or service, it must be better. The reverse is also considered true, if the product cost less, then obviously it cannot be so good.

To a large extent, the manufacturer's pricing decision is closely dated the quality and quantity of the product. The physical attributes of a product, its taste, texture, color fragrance affect the price of such product. For instance, ladies go for kit relaxer like Dr. Miracle because it is highly costlier than the ordinary relaxers.

2.3. Review of Related Studies

The following studies were reviewed as in relation to the study:

2.3.1 Impact of hair relaxers in women in Nakuru, Kenya.

Source: Nakuru Provincial Hospital, Nakuru, Kenya. betemesi@wanachi.com

A hair relaxer is a lotion or cream that makes the hair easier to straighten and manage. It reduces the curl by breaking down the hair strand and chemically altering the texture. It is mostly and frequently used by Black African women. The practice of relaxing hair is intended to straighten it, so that it is easy to manage and style, and the result is aesthetically pleasing. We studied the impact of using hair relaxers in women in Nakuru, Kenya.

A cross-sectional study was carried out between February and March 2006. The subjects were women and girls aged 15 years and above, living in Nakuru district, Kenya, who had been or were currently using hair relaxers and were willing to participate. Sampling was by the snowball method and data collection by questionnaire. The data were analyzed using Epi-info 2000.

Two hundred and forty-two women were recruited into the study. The age range was 15-51 years, with a median of 32 years. The main reasons given for relaxing hair were that it made hair easy to manage and looked "beautiful". One hundred and thirty-four women (67%) had problems with the relaxers used (at least once), 75% of whom decided to stop. Half of those who stopped resumed the use of relaxers almost immediately or after a period of time. The problems encountered included hair loss, burns to the scalp, and color change.

Surprisingly fake/counterfeit products were not implicated as a cause of the problems experienced, although they are known to be on the market.

Despite the problems encountered, a significant number of Kenyan women in this region have used and continue to use relaxers.

This study is related to the research topic of the researcher in that it studied the impact of the same product (hair relaxer) on women. Both studies made use of the questionnaire as data collection instrument.

The differences occur in the sampling techniques. The study was carried out by snowball technique while the researcher used purposive sampling to get the population or sample to be studied. The researcher based the population to be studied only on female undergraduates between the ages of 15-30 years in Caritas University, Enugu state while the related study used both girls and women between the ages of 15 -51 years in Nakuru district Kenya. Finally, the related study was not linked to advertising influence of hair relaxer on women while the researcher linked her own study to television advertising influence of the product on ladies choices of the product brand.

2.3.2. New Study in the American Journal of Epidemiology has linked hair relaxers to uterine fibroids, as well as early puberty in young girls.

Scientists followed more than 23,000 pre-menopausal Black American women from 1997 to 2009 and found that the two- to three-times higher rate of fibroids among black women may be linked to chemical exposure through scalp lesions and burns resulting from relaxers (Image from African Health Magazine).

Women who got their first menstrual period before the age of 10 were also more likely to have uterine fibroids, and early menstruation may result from hair products black

girls are using, according to a separate study published in the Annals of Epidemiology last summer.

Three hundred African American, African Caribbean, Hispanic, and White women in New York City were studied. The women's first menstrual period varied anywhere from age 8 to age 19, but African Americans, who were more likely to use straightening and relaxers hair oils, also reached menarche earlier than other racial/ethnic groups.

While so far, there is only an association rather than a cause and effect relationship between relaxers, fibroid tumors, and puberty, many experts have been quick to point out that the hair care industry isn't regulated by the FDA, meaning that there's no definite way to fully know just how harmful standard Black hair care products really are.

Fibroids are tumors that grow in the uterus. They are benign, which means they are not cancerous, and are made up of muscle fibers. Fibroids can be as small as a pea and can grow as large as a melon. It is estimated that 20-50% of women has, or will have, fibroids at some time in their lives.

From lessons in Epidemiology, the researchers learnt that A might be associated with B but not the cause of B. In this case the study found that there is only an association rather than a cause and effect relationship between relaxers and fibroid tumors. In lay terms this means relaxers are associated with fibroid tumors but relaxers are not the reason why people get fibroid according to this study.

According to a Boston University study published in the American Journal of Epidemiology, chemical hair relaxers many black women use to straighten their hair may be linked to the development of fibroids clusters of muscles that form in the uterus that can be so painful, some women have their female organs removed to have a normal life. Black women are three times more likely than white women to develop fibroids.

"Symptomatic fibroids are the most common cause of hysterectomies," said Dr. Annie Williams, an OBGYN based in Norfolk. "There are unfortunately circumstances in

young women of child bearing age where the fibroids are so large and so symptomatic that total removal of the uterus is the course.”

The study’s research reveals black women who had relaxers over a long period of time were at greater risk for fibroids.

“Of course it concerns me because I do relaxers every day,” said Shulette Ricks, a Virginia Beach hairdresser who was recently diagnosed with fibroids. “I was having a pain, and I really didn’t know what it was coming from.”

The study’s authors say “there is no doubt, most television advertisement on hair relaxer products are so glamorous with the use of humor and imagery which influences women. With the advert information, they are attracted to the product and would want to take action or test it on their hair even though is not the brand they use and does not fit their hair texture”. Relaxers contain chemicals like sodium hydroxide, a chemical that can eat through the skin and, if inhaled, can ruin your lungs. The study theorizes that as chemicals like phthalates get into abrasions and areas of irritation of the scalp, it may exercise some hormone like activity.

Dr. Williams said the study’s findings are startling, but research shows black women are genetically predisposed to fibroids.

“There’s actually a specified chromosome that identifies and codes for the development of fibroids,” said Williams, who added not all women who have the gene develop fibroids. “So that’s the real question. What is it that causes the expression of this gene to where fibroids become so symptomatic?”

While those behind study believe relaxers could be a risk factor, Williams says diet is a factor, too. “Women of other cultures who come to America begin to get fibroids when they didn’t exist in their own countries because of what they eat,” she said.

As for Shulette, she's anxious to see more research on relaxers. If scientists can show a direct cause and effect, she says she'll be changing her tune. "It would make me think again about getting it, because I don't want to give myself fibroids."

The authors of the study say there needs to be more research before they can say relaxers are directly related to fibroids. The Food and Drug Administration does not approve relaxers before they hit the market.

Results of the pioneer study which was published through the Oxford University Press and made available in the American Journal of Epidemiology (January 2012) involved the following of over 23,000 premenopausal women for incidents of uterine leiomyomata.

Amongst other criteria participants reported on was their age when first using hair straighteners, the type of formula applied and the frequency of burns they received. It is widely accepted that millions of African women who expose themselves to chemical straighteners may be absorbing potentially harmful chemicals like parabens and phthalates into their blood stream through scalp lesions and burns.

The study which proves correlation and asserts causality has faced strong opposition from those determined to continue the 'relaxing' process despite the negative effects of these chemicals which can also be absorbed through the skin.

This resistance which is believed to be symptomatic of sufferers of body dimorphic syndromes is similar to the manner in which some users seek to normalize the practice of using carcinogenic skin whitening (bleaching) products to achieve an imagined but unsustainable cosmetic goal.

Tragically many younger women are initially opposed to using chemical hair products but often adjust this view after being introduced or culturally indoctrinated into the 'relaxing' process by their mothers and an older generation seeking to conform to a beauty aesthetic unnatural to them.

Yet whilst these chemicals can be absorbed into the skin, more damage is done with the use of chemicals hair straightener due to the way they burn the scalp, exposing the body to their negative health effects.

Analysis of the data collected revealed that whilst the risk of fibroids was unrelated to the age at first use or the type of formula used, the systematic exposure to phthalates through scalp lesions significantly increased their risk of developing uterine leiomyomata. It also showed that those women who used the chemicals more than seven times during a year developed uterine fibroids more often.

Fibroids are tumors that grow in the uterus in women of childbearing age. Their growth is dependent on estrogen production. Research suggests they occur several (up to nine) times more often in African women than European women. Uterine fibroids are the single most common indication for hysterectomy. Up to half of women with fibroids have no symptoms until between the ages of 30 and 50 years depending on their size, position and



condition.

The Dependency of African Women on Hair Relaxers is Truly Worrisome. From the above are clear pictures of ladies whom hair relaxer have damaged their hair scalp and have contacted the disease. Ladies, it may be time to go natural.

This study reviewed is related to the research topic in the sense that it uses the same gender that make use of hair relaxer which they saw advertised on television, without having full knowledge of the chemicals used for the products to ascertain the ill health of the product on the subject. It is also related because the study was linked to advertising influence of the product on ladies.

The study differs from the researcher's work in the area of research design. The study reviewed was done by experiment and observation while the researcher's own was done with survey and questionnaire for data collection. The study used women across the country for the population to be studied, while the researcher specifically used female undergraduates in Caritas University as population.

This particular study reviewed is relevant because it will educate and expose women about the dangers of hair relaxer and probably they will learn to curtail the usage of the product.

2.4 Theoretical framework

This study would be conducted within the frame work of stimulus response theory. This theory propounded the view that mass media have powerful influence on the mass audience and could be deliberately alter or control people's behavior. Klapper (1990) formulated several generalizations on the effects of mass media. His research findings are as follows; "mass media ordinarily does not serve as a necessary and sufficient cause of audience effect, but rather functions through a nexus of mediating factors and influences. These mediating factors render mass communication as a contributory agent in the process of reinforcing the existing conditions".

The main mediating factor which he considers responsible for the functions and effects of mass communications are: Selective exposure that is people's tendency to expose themselves to those mass communications which are in agreement with their attitudes and interest. Selective perception and retention that is peoples inclination to recognize the meaning of mass communication messages into accord with their already exist views.

Lowery and defleur (1995) summarized the basic assumption behind the stimulus response theory as people in the mass society lead socially isolated lives, exerting very limited social control over each other because they have diverse origins and do not share a unifying set of norms, values and belief. Similar to higher animals, human beings are endowed at birth with a uniform set of instincts that guide their ways of responding to the world around them.

Because peoples actions are not influenced by social ties and are guided by uniform instincts, individuals attend to events such as media messages in similar ways; people inherited human nature and their isolated social condition lead them to receive and interpret media messages in a uniform way. In this model, mass media messages are seen as "symbolic bullets", striking every eye and ear resulting in effects on thought and behavior that are directed, immediate, uniform and therefore powerful.

2.5 Summary of Literature Review

This chapter has the explanation of relevant literature and theory to the study. An overview of this subject matter have demonstrated and advanced various definition and objective of advertising by different schools of taught and authors and also distinguishing features from other forms of communication.

Here, television is considered as the most effective mass market advertising format. Television is the hottest with big and bold audio and visual effect. The viewers are left with little or nothing to imagine and no time to contemplate the alternative.

One major advantage of television advertisement is that it can reach both illiterates and literates. The influence of television advertisement is illustrated in the related studies whereby female undergraduate irrespective of the damages incurred from hair relaxer usage such as hair loss, scalp damage and burn, disease associated with uterine fibroid still go for the products without taking appropriate precaution on the usage because, everyday they are feed enticing and exaggerative messages about hair relaxers without disclosing the negative effect all in the name of advertisement.

Interestingly, television advertising persuades consumers to create new desire and exploit the prevailing old needs with the production of a new product in the market.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is focused on the methodology used in this research study. This is based on the following subheads.

Research design

Population of study

Sampling technique

Instrument for data collection

Validity of instrument

Reliability of instrument

Method of data collection

Method of data analysis

These are to ensure that the research work is authentic, verifiable and empirical.

3.1 Research Design

The design used for this study is survey research design. According to Ogili (2005), survey is a form of descriptive research that studies both large and small population by selecting and studying samples chosen from the population for the study. It studies a group of people or items considered to be representative of the entire group. The research instrument employed in this research study were the questionnaire and interview which were used in preference to other survey techniques.

3.2. Population of the study

This is the total number of people under study. It also refers to all these persons or things that falls under the umbrella of the topic. It is made up of large group of persons or aggregate items the researcher is interested in getting information from, for the study. The population of the study is the female students of Caritas University who make use of hair relaxer. This population is made up of ladies in two hostels consisting of seven floors in the campus using purposive sampling technique. They include all the regular students from year one to final year making the population number a total of (2,280).out of these floors in the hostels, students were selected by the researcher to be used as the sample size purposively and are presumed to be aware of NTA Enugu television advertisement on hair relaxer products.

Source:Female dean

Section 2013 of female student population

3.4 Sampling Technique and sample size

A sample is a representative of the whole population. According to Osuala (1982), sampling is taken to be any proportion of a population or universe .again Ogili (2005) defines sample as the actual number of or part of study population that is objectively selected for the purpose. Sampling is necessary because the entire population cannot be studied as it may be large and cannot be controlled.

Sampling techniques refers to the statistical method used to arrive at a sample size or at a good representation of the population. The sampling technique adopted for this study is purposive sampling technique to get the actual size to be studied. This sampling technique does not really represent the actually population of the study.

These seven floors in the two female hostels constitute the sample size of the study. Students in the floors purposively selected are as follows:

Code	Name of floor	Number of ladies
01	Floor one	20
02	Floor two	23
03	Floor three	21
04	Floor four	15
05	Floor five	30
06	Floor six	34
07	Floor seven	27
Total		170

3.5 Description of research Instrument

The instrument used in collecting data is the questionnaire and personal interview. According to Ogili (2005), a questionnaire is a composition of list of questions relating to the aim or objective of the study and the hypotheses to which the respondent s answers by writing down his responses.

The questionnaire is made up of items which were carefully constructed to efficiently measure the variables on the research hypothesis. The questionnaire was divided into sections. This consists of personal or demographic data of the respondents and the major variables of the research study.

Questions 1-4 answered demographic data. Questions 5-9 answered research question one. Questions 10-12 answered research question two, 13 and 14 answered research question 3 while question 15-17 answered research question 4.

3.6 Validity of Instruments

After construction and critical study of the questionnaire, it was passed to the researcher's supervisor for vetting and possible modifications of some aspect of the questionnaire.

3.7 Reliability of the Instrument

For the purpose of this study, the pre- test and test method were used to test reliability of the data collectively. This entails giving same questions on the same respondents after an interval of one or two weeks. Respondents were identified in the institution and the same set of questionnaire was served to them again. The first set of questionnaire to be served to the respondents were marked "X" while the second set of the questionnaire were marked "Y". The correlations between these two answers were determined by using person co-efficient correlation to arrive at the degree of liability of two sets answers from the selections.

3.8 Method of Data Collection

Copies of questionnaire were administered to the sample population by the researcher and collected back from them when completed. The respondents were only ladies in caritas university, Enugu State. The method helped to minimize the percentage distraction as proper confidentiality were given to the respondents.

3.9 Method of Data Analysis

The data collected were analyzed with the use of chi-square (χ^2) statistical analysis aimed at establishing significant differences that might exist among respondent's frequencies. Chi-square is a non parametric test that is used when the data were in the form of frequency counts. Chi –square (χ^2) formula is presented below as:

$$X^2 = \sum \frac{(O - E_i)^2}{E_i}$$

Where X^2 – Chi-square.

Σ -Summation

O-Observed frequency

E_i-Expected frequency

Decision rule

The decision rule is to reject the null hypothesis (H_0) if X^2 calculated is greater than X^2 value, and to accept alternative hypothesis (H_1) if X^2 calculated is less than the X^2 table.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The aim of this study is to determine the *Influence of NTA Enugu Television Advertisement on the Choice of Hair relaxer among Female Undergraduate*. This chapter is concerned with the presentation and analyses of data through the use of questionnaire. 170 copies of questionnaire distributed, out of which one hundred and fifty five (155) copies were returned with a response rate of 91.18%, while 15 were not returned with a response rate of 8.8%, five (5) copies with response rate of 2.94% were discarded reason being that some respondents did not complete the questionnaire properly, 150 copies with response rate of 88.24 were presented and analyzed.

The study answered the following research questions:

1. How does television advertisement influence undergraduates on the choice of hair relaxer?
2. To what extent do female undergraduates make choices of hair relaxer base on what they see advertised on television?
3. Do you think that the female undergraduate's choice of hair relaxer is base on their hair texture?
4. How do female undergraduates choose their hair relaxer quality of brand?

4.2 Data presentation and analysis

4.2.1 Analysis of demographic data

Question 1: What is your Sex?

Table 1: Response to question 1

Response option	Frequency	Percentage %
Male	0	0%
Female	150	100%
Total	150	100%

Source: Field survey 2013

The table above shows that 150 respondents representing 100% were all females.

Question 2: What is your Age Bracket?

Table2: Response to question 2

Response option	Frequency	Percentage %
15-20	30	20%
21-25	105	70%
26-30	15	10%
Total	150	100%

Source: Field survey 2013

As indicated above in the table, 30, or 20% of the respondents were between the ages of 15-20 years, 105 or 70% were between the ages of 21-25, and 15 or 10% were between the of 26-30 years.

Question 3: What is your Educational Level?

Table:3 Response to question 3

Response option	Frequency	Percentage %
100L	15	10%
200L	35	23.33%
300L	50	33.33%
400L	30	20%
500L	20	13.33%
Total	150	100%

Source: field survey, 2013

The table above showed that 15 or 10% respondents were 100L students, 35 or 23.33% were 200L student, 50, or 33.33% were 300L students, 30 or 20% were 400L students while 20 or 13.33% were 500L students.

Question 4: What is your Marital Status?

Table 4: Response to Question 4

Response option	Frequency	Percentage %
Single	140	93.33%
Married	10	6.67%
Total	150	100%

Source: field survey 2013

In the table above, 140 or 93.33% respondents are still single while 10 or 6.67% are married.

4.2.2 Analysis of Data from survey (Field).

Question 5: Do you Watch Television Advertisement on Hair Relaxer?

Table 5: Response to question 5

Response option	Frequency	Percentage %
Yes	150	100%
No	0	0%
Total	150	100%

Source: field survey 2013.

The table above showed that 150 or 100% of the respondents watch television advertisement on hair relaxer.

Question 6: If yes, do you specifically enjoy Watching Television Advertisement because of hair styles?

Table: 6. Responses to question 6.

Response option	Frequency	Percentage
Most often	65	43.33%
Often	55	36.67%
No idea	3	2%
Not always	12	8%
Always	15	10%
Total	150	100%

Source: Field survey 2013

The table showed that 65 or 43.33% respondent most often enjoy watching television advertisement because of hair style, 55 or 36.67% said they often enjoy the advertisement ,3 or 2% had no idea to the question, 12 or 8% do not always enjoy it while 15or 10% of the respondent always enjoy NTA Enugu television advertisement because to hair styles.

Question 7: Do you agree that Television Advertisements affect the choice of hair relaxer in a competitive market?

Table 7: Response to the question 7

Response option	Frequency	Percentage%
Strongly agree	80	53.33%
Agree	49	32.67%
No idea	11	7.33%
Strongly disagree	3	2%
Disagree	7	4.67%
Total	150	100%

Source: field survey 2013

The table indicates that 80 or 53.33% respondents strongly agree that television advertisement affect the choice of hair relaxer in a competitive market, 40 or 32.67% strongly disagreed to the fact that television advertisement affects the choice of hair relaxer in a competitive market while 7 or 4.67% disagreed.

Question 8: How would you describe N TA Enugu television advertisement on hair relaxer?

Table 8: Response to question 8

Response option	frequency	percentage %
Interesting	50	33.33%
Entertaining	22	14.67%
Informative	70	46.67%
Educative	5	3.33%
Confusing	3	2%
Total	150	100%

Source: field surgery 2013

Form the above table 50 or 33.33% respondents described NTA Enugu television advertisement on hair relaxer as being interesting 22 or 14.67% said it is entertaining ,70 or 46.67% described the fact as being informative, 5 or 3.33% described it as being educative while 3 or 2% of the respondent described the advertisement to be confusing.

Question 9: How does television advertisement influence ladies on the choice of hair relaxer?

Table 9: Response to question 9

Response option	frequency	percentage %
Attraction	100	66.67%
Conviction	26	17.33%
No idea	5	3.33%
Persuasion	19	12.67%
Total	150	100%

Source: field survey 2013

This table above showed that 100 or 66.67% respondents agree that television advertisement influences them on the choice of hair relaxer by attraction, 26 or 17.33% said is conviction, 5 or 3.33% had no idea while 19 or 12.67% respondent agreed that it influences them by persuasion.

Question 10: What brand of hair relaxer advertisement have you watched on NTA television Enugu?

Table 10: Response to question 10

Response option	Frequency	Percentage %
Relax	59	39.33%
Ozone	19	12.67%
Dallas	26	17.33%
Lasheen	10	6.67%
Dr. Miracle	36	24%
Total	150	100%

Source: field survey 2013

The table showed that 59 or 39.33% respondent have watch TV advertisement on Relax relaxer, 19 or 12.67% watched Ozone, 26 or 17.33% watched Dallas, 10 or 6.67% watched Lasheen while 36 or 24 of the respondents have watched Dr. miracle hair relaxer advertisement on NTA Enugu television.

Question 11: Did the Advertisement affect your choice of hair relaxer brand?

Table 11: Response to question11

Response option	Frequency	Percentage %
Yes	125	83.33%
No	25	16.67%
Total	100	100%

Source: field surgery 2013

The above table showed that 125 or 83.33% respondents were affected by the television advertisement of brand on their choice of hair relaxer while 25 or 16.67 % were no affected by the brand advertisement.

Question 12: To what extent do you agree that ladies choice of hair relaxer is based on what they see advertised on television?

Table 12: Response to question 12

Response option	Frequency	Percentage %
Strongly agree	85	56.67%
Agree	53	35.33%
No idea	6	4%
Strongly disagree	4	2.67%
Disagree	2	1.33%
Total	150	100%

Source: Field Survey 2013

From the above, 85 or 56.67% of the respondent strongly agree that ladies choice of hair relaxer is based on what they see advertised on television, 53 or 35.33% agreed to the fact, 6 or 4% had no idea, 4 or 2.67% strongly disagree while 2 or 1.33% disagreed.

Question 13. What brand of hair relaxer do you make use of?

Table 13: Response to question 13

Response option	Frequency	Percentage %
Relax	60	40%
Ozone	22	14.67%
Dallas	23	15.33%

Lasheen	10	6.67%
Dr. Miracle	85	23.33%
Total	150	100%

Source: Field survey 2013

This table indicated that 60 or 40% of the respondent uses Relax, 22 or 14.67% use Ozone, 23 or 15.33% use Dallas, 10 or 6.67% use Lasheen while 35 or 23.33% respondent uses Dr. Miracle hair relaxer.

Question 14: Do you think that the female undergraduate's choice of hair relaxer base on your hair texture?

Table14:

Response to question 14

Response option	Frequency	Percentage %
Yes	105	70%
No	26	17.33%
No idea	19	12.67%
Total	150	100%

Source: field survey 2013.

From the above 105 or 70% of the respondent think that female undergraduates' choice of hair relaxer base on their hair texture while 26 or 17.33% do not think and 19 or 12.67% had no idea on whether female undergraduate's choice of hair relaxer is based on their hair texture.

Question 15: Have you ever compared advertisement information to the product performance?

Table 15. Response to table 15

Response option	Frequency	Percentage %
Yes	115	76.67%
No	35	23.33%
Total	150	100%

Source: field survey 2013

The above table indicates that 115 or 76.67 respondents have compared advertisement information to the performance of the product or brand while 35 or 23.33% have not.

Question 16: What other factor apart from Advertisement do you think can influence ladies choice hair relaxer?

Table 16: Response to question 16

Response option	Frequency	Percentage %
Quality	96	64%
Price	20	13.33%
Quantity	16	10.67%
Brand	14	9.33%
Packaging	4	2.67%
Total	150	100%

Source: field survey 2013

In the table above 96 or respondent said quality is another factor that can influence ladies choice of hair relaxer, 20 or 13,33 % said price 16 or 10,67% said quantity 14 or 9.33% said brand while 4 or 2.67% respondent said that packaging is another factor that can influence ladies choice on hair relaxer apart from advertisement.

Question 17: Do you agree that Ladies Choose Hair Relaxer base on the quality of brand?

Table 17: Response to question 17

Response option	Frequency	Percentage %
Strongly agree	85	57.33%
Agree	33	26%
No idea	2	1.33%
Strongly disagree	16	10%
Disagree	7	4.67%
Total	150	100%

Source: field survey 2013

From this table above 85 or 57.33% of the respondents strongly agreed that ladies choose hair relaxer base on quality of brand, 33 or 26% agreed, 2 or 1.33% had no idea to the fact 16, or 10% strongly disagreed while 7 or 4.67% disagreed?

Question 18: Clear and simple television advertisement leads to audience comprehension?

Table 18: Response to question 18

Response option	Frequency	Percentage %
Strongly agree	110	73.33%
Agree	28	18.67%

No idea	0	0%
Strongly disagree	0	0%
Disagree	12	8%
<hr/>		
Total	150	100%

Source: field survey 2013

The above table indicates that 110 or 73.33% respondent strongly agreed that clear and simple television advertisement leads to audience comprehension, 28 or 18.67% agreed, Zero or 0% strongly disagreed and had no idea to fact question 19 do you agree that the message and dingles that accompanies television advertisement make you to remember them.

Question 19: Do you agree that the entertainment and jingles that accompanies television advertisement make you remember them?

Table19: Response to question 19

Response option	Frequency	Percentage %
Strongly agree	111	74 %
Agree	26	17.33%
No idea	13	8.67%
Strongly disagree	0	0%
Disagree	0	0%
<hr/>		
Total	150	100%

Source: field survey 2013

From the table, 111 or 74% respondents strongly agreed that the message and dingles that accompanies television advertisement make them to remember it, 26 or 17.33% agreed 13 or 8.67% had no idea while no respondent strongly disagreed and disagreed.

4.3 Testing of Hypotheses

An alternative and null hypothesis formulated by the researcher was tested using the chi-square and data already analyzed.

Hypothesis 1

H₁: female undergraduates make choice of hair relaxer base on what they see advertised on television.

This hypothesis was formulated by the researcher as an assumption of the research or study to find out if ladies make choice of hair relaxer on what they see advertised on television or if they do not. The Chi-square formula was used to test these statements statistically using table 12 in the questionnaire.

Question 12: To what extent do you agree that female undergraduates make choice of hair relaxer based on what they see advertised on television?

Table 12: Response to question 12

Response option	Frequency	Percentage %
Strongly agree	85	56.67%
Agree	53	35.33%
No idea	6	4%
Strongly disagree	4	2.67%
Disagree	2	1.33%
Total	150	100

Research Question 2: Do you agree that ladies choice of hair relaxer is based on what they see advertised on television?

Response Option	O	E	O-e	$o-e^2$	$(\frac{o-e}{e})$
Strongly agree	85	30	55	3025	100.82
Agree	53	30	23	529	17.63
No idea	2	30	-24	576	18.9
Strongly disagree	6	30	-26	676	22.53
Disagree	4	30	-24	784	26.13
Total	150				186.02

Degree of freedom (df) = (r-1) (c-1)

Where r-number of rows =5-1=4

C-number of columns =5-1=4

X calculated =186.02

X tabulated =9.488 at 1df (0.05)

Decision rule

The table value at 0.05 significance level and I degree of freedom id 9.488, while the calculated value is 186.02. Therefore, since the value of the distribution table id less than the calculated value, we reject the null hypothesis that female undergraduates do not make choice of hair relaxer base on what they see advertised on television and accept the alternative hypothesis that female undergraduates make choice of hair relaxer base on what they see advertised on television.

Hypothesis 2

H₂: Female undergraduate choice of hair relaxer is base on their hair texture.

The researcher also formulated this hypothesis to find out if ladies really choose hair relaxer based on their hair texture.

With the use of table 14 in the questionnaire and Chi-square formula the hypothesis was tested.

Question 14 Do you think that the female undergraduates choice of hair relaxer is base on your hair texture?

Table 14: Response to question 14

Response option	Frequency	Percentage %
Yes	105	70%
No	26	17.33%
No idea	19	12.67%
Total	150	100

Research Question 3 Do you think that the female undergraduates choice of hair relaxer is base on your hair texture?

Response option	O	E	O-e	o-e ²	$(\frac{o-e}{e})$
Yes	105	50	55	3052	60.5
No	26	50	-24	576	11.52
No idea	19	50	-31	961	19.22
Total	150				91.24

$$X^2 = \sum \frac{(e)^2}{e} = 91.24$$

Degree of freedom (df) =(r-1)(c-1)

Where $R = \text{number of rows} = 3 - 1 = 2$

$C = \text{number of columns} = 3 - 1 = 2$

$X_{\text{calculated}} = 91.24$

$X_{\text{tabulated}} = 5.991$ at 1 df (0.05)

Decision rule

The table value at 0.05 significance level and 1 degree of freedom is 5.991, while the calculated value is 91.24.

Therefore, since the value of the distribution table is less than the calculated value, we reject the null hypothesis that female undergraduate's choice of hair relaxer is not based on their hair texture, and accept the alternative hypothesis that female undergraduate's choice of hair relaxer is based on their hair texture.

4.4 Discussion of findings

In this section, the data collected in the field on the topic "*Influence of NTA Enugu television advertisement on the choice of hair relaxer among female undergraduates*" would be discussed.

Out of so many copies of questions distributed to the respondent 150 copies were returned. Responses to the data in relation to the research question would be discussed.

Research question 1. How does Television Advertisement influence female undergraduates on the choice of hair relaxer?

The aim of this question was to find out how television advertisement influences female undergraduates on the choice of hair relaxer using ladies in Caritas University.

Items 5,6,7,8 and 9 answer this research question, in table 5, 100% of the respondents watch television advertisement on hair relaxer. Table 6, states that 43.33% most often enjoy watching television advertisement because of hair styles, 36.67%, often enjoy it, 2% had no idea, 8% do not always enjoy it while 10% always enjoy the advertisement because of hair styles. In table 7, 53.33% strongly agreed that television advertisement affect the choice of

hair relaxer in a competitive market, 32.67% agreed, 7.33% had no idea, 2% strongly disagreed while 4.67% disagreed. In table 8, 33.33% described the advertisement as being interesting, 14.67% said entertaining, 46.67% informative, 3.33% Said educative while 2% described NTA Enugu Television advertisement on hair relaxer. In answering the research question above in table 9, 66.67% said television advertisement influence them on the choice of hair relaxer by attraction, 17.33% said is by conviction, 3.33% had no idea while 12.67% said it influences them by preclusion. Based on the responses, it is a known fact that television advertisement influences female undergraduates on the choice of hair relaxer.

Research Question 2: To what extent do female undergraduates make choice of hair relaxer based on what they see advertised on television?

The aim of this research question to determine if ladies choice of hair relaxer is base on what they see advertised on television.

The data contained on table 10, 11 and 12 answered this research question. Table 10, indicated that 39.33% of the respondent have watched NTA Enugu television advertisement on Relax relaxer, 12.67% have watched on Ozone, 17.33% watched Dallas advertisement, 6.67% watched Lasheen while 24% respondent have watched television advert on Dr. Miracle hair relaxer. Data on table 11 showed that 83.33% of the respondents are affected by the advertisement on their choice of hair relaxer brand while 16.67% were not affected. Data on table 12 showed that 56.67% strongly agree that ladies choice of hair relaxer is based on what they see advertised on television, 35.33% agreed, 4% strongly disagreed, and 2.67% disagreed while 1.33% had no idea. Base on the positive response to the questions, it is obvious that the data contained on 10,17and 12 answered the research question. From the responses, it is clear that ladies choice of hair relaxer is based on what they see advertised on television.

Research question 3: Do you think that the female undergraduate's choice of hair relaxer is based on their hair texture?

The aim of this research question was to find out if ladies choice of hair relaxer is based on the type of hair texture they have.

Table 13 and 14 answered the research question. Data contained on table 13 showed that 40% of the respondent use Relax relaxer because of their hair relaxes well with it and do not get burnt, 14.67% uses Ozone because it relaxes their own type of hair, 15.33% uses Dallas because it is mild and do not hurt, 6.67% uses Lasheen, because it relaxes and darkens their hair, while 23.33% uses Dr. Miracle because it relaxes strong hair textures.

On table 14, the data indicated that 70% of the respondents think that female undergraduates choice of hair relaxer is based on their hair texture, 17.33% do not think so, While 12.67% had no idea whether female undergraduates choice of hair relaxer is based on their hair texture because they have not identified which brand of hair relaxer is good for them. Based on the responses that answered the research question above, it is obvious that ladies choice of hair relaxer is based on their hair texture.

Research Question4: How do female undergraduates choose hair relaxer base on the quality of brand?

The goal of this research question is to find out if actually ladies consider quality in the purchase of hair relaxer.

Tables 15, 16 and 17 answered this research question. Data on table 15 indicates that 76.67% of the respondents have compared advertisement information to product performance while 23.33% respondents have not. In table 16.64% said quality influence ladies choice of hair relaxer apart from advertisement, 13.33% said price, 10.67% respondents said quality, 9.33% said Brand while 2.67% said packaging. Data contained in table 17, 57.33% of the respondent strongly agree that ladies choose hair relaxer base on the quality of brand, 26% agreed, 4.67% had no idea, 1.33% strongly disagreed while 10% disagree to the fact. Therefore, the responses to these tables answered the research question that ladies choose hair relaxer products based on the quality of brand.

Table 18 and 19 was used to find out if the female undergraduates really understand the message being sent across to them through television advertisement of hair relaxer.

The data on table 18 showed that 73.33% of the respondent strongly agreed that clear and simple television advertisement leads to audience comprehension, 18.67% agreed, while 8% disagree. Table 19 indicated that 74% of the respondent strongly that the message and jingles that accompanies television advertisement make them to remember it, 17.33% agreed while 8.67% had no idea. From the finding therefore, it is appropriate to state that television advertisement influence ladies on the choice of hair relaxer.

Hypotheses testing

H₁: Female undergraduates make choice of hair relaxer based on what they see advertised on television.

This hypothesis was formulated by the researcher as an assumption of the study to find out if ladies make choice of hair relaxer based on what they see advertised on television or if they do not. The chi- square formula was used to test this statement statistically.

Using table 12 in the questionnaire and chi-square formula, the hypothesis showed that the calculated value (186.02) is greater than the table value (9.488), therefore alternative hypothesis which states that female undergraduates make choice of hair relaxer base on what they see advertised on television is accepted by the researcher. From the data obtained and analyzed, it is pertinent to note that ladies are exposed to many brands of hair relaxer on television which enables them to make their choices.

H₂; Female undergraduates choice of hair relaxer is based on their hair texture.

The aim of this hypothesis was to find out if ladies really choose hair relaxer based on their hair texture. with the use of table 14 in the questionnaire and chi-square formula, the hypothesis showed that the calculated value (91.24) is greater than the table value

(5.991).therefore, the alternative hypothesis which states that female undergraduates choice of hair relaxer is based on their hair texture was accepted by the researcher. Based on the data obtained and analyzed, it is definitely obvious that ladies choice of hair relaxer is based on their hair texture.

CHAPTER FIVE

SUMMARY, CONCLUSION and RECOMMENDATION

5.1 Introduction

The aim of this study is to find out if television advertisement has influence on female undergraduate's choice of hair relaxer. To know if ladies for what they see advertised on television. To know whether female undergraduate's choice of hair relaxer is based on their hair texture. Finally, to know how advertisement messages help in the dissemination of information on hair relaxer products. The type of research method used was the survey method .Copies of questionnaire distributed were 170, out of which 150 copies were returned and analyzed. Finally, this chapter is focused on the summary, Conclusion Recommendation and Suggestion for further studies

5.2 Summary of findings

The study finds that advertisement of hair relaxer influences female undergraduates on their choices, create awareness and promote the consumers product and services with the aid of television.

The result of the analysis indicated that NTA Enugu television advertisement significantly communicate and relates to high female undergraduates and also elicit high level of ladies choice and demand of hair relaxer brands, thereby making a positive influence and appeal to ladies on the choice of hair relaxer base on what they see advertised on television, their hair texture and the quality of brand.

5.3. Conclusion.

Base on the findings of the study, the following conclusion were reached:

This research study has shown that exposure to advertising is likely to improve consumer's buying habit as well as it behaviors it brings about higher awareness, recall ability, interest, and attitude change towards the advertised product.

That female undergraduate continue to patronize hair relaxer products to straighten their hair no matter the ills of the product known and unknown to them because of the interesting and exaggerative advertisement of the product.

However, one would suggest that more emphasis be placed on the information area rather than the persuasive aspect of advertising. The persuasive content, though useful, cannot take the place of the vital information that would enhance the usage of the products. The persuasive content to an extent tends to be over blown to attract consumers but to also sustain such loyalty. It is obviously better claims that can be easily supported by the physical performance of the product. Advertisement serves as a useful function because it is informative and thus creates and promotes general awareness among consumers of the availability of the product.

Respondents do watch NTA Enugu television advertisement on hair relaxer of different brands like ozone, relax, Lasheen, etc which they get attracted to because of its interesting and entertaining nature, and use them either to educate themselves on the usage of the product or informed on the availability of the product.

However, respondents do not use these advertisements as primary or major reasons for buying the products .they rather depend on other factors like the product's quality, and its performance, their hair texture, price, quantity, and availability. Advertising only creates awareness of the product but what make the grand loyalties are factors other than advertising. Finally it could be said that female undergraduates have several uses for the advertisement

the watch on hair relaxer products and find the advertisement appealing because of several reasons. This includes the use of humor, imagery, music and characters.

5.4 Recommendations

The researcher made the following recommendations to the study:

1. It is recommended that advertisement should always look real and interesting so as to call and retain prospects interest and attention towards the advertised products. Manufacturers should keep advertising their products on television to create awareness. Since advertising alone do not sell a product, manufacturers should put more effort to make their product image ultimate in its quality, pricing, and its availability.
2. More efforts should be made to raise the standard of advertising practice as well as lead to a greater protection of the consumer.
3. Manufactures should see packaging as an intrinsic part of the product. Thus in packaging their products, they should consider the psychological effect the packaging of the product could have on the consumers. A lavishly packaged product may be attracted to some but scary to others.
4. While it is true that advertising can reinforce believe or attitude it may not erase already existing beliefs or attitude. Alternately, advertising campaign should be focused more on loyal and undecided consumers.
5. Manufacturers should be considerate in quoting the prices of their product. No amount of advertising can bring a consumer into buying a product that is not within his economic reach.
6. Marketers should understand that what consumers want from a product is satisfaction. Therefore, manufacturers are encouraged to produce quality products bearing in mind

that no consumer can go a second time for a product that fails to satisfy him. While advertising can help sell the product, it can do nothing to help a sub-standard one.

7. The time belt of advertising a hair relaxer brand should be rotated after a certain period in order to retain prospects.
8. In as much as ladies will want to buy a hair relaxer brand that is not harsh to their hair texture, the product should straighten the hair and leave it beautiful.

5.5 Suggestion for further studies

For the purpose of further studies, the researcher suggests that higher colleagues in academic should look into the topic again “Influence of NTA Enugu Television Advertisement on the choice of hair relaxer among Female Undergraduates”.

Upcoming researchers embarking on any project dealing on advertising should research on the effectiveness and importance of advertising in Nigeria, the marketing industries and the factors militating against it.

Other researcher should also look more on the negative effects of hair relaxer on women who make use of hair relaxer.

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Appendix A

Caritas University
Amorji-Nike Enugu
Enugu State
10th.may2013

Dear Respondent,

I am a final year student in the department of mass communication in the above institution, currently working on my research project on the topic: influence of television advertisement on the choice of hair relaxer among female undergraduates.

The research work is in partial fulfillment of the award of Bachelor of Science. (B.Sc.) Degree in Mass Communication. This questionnaire is a part of my research project and the honest answers you give to the questions asked will immensely contribute to the success of this study.

Your responses will in no way or time be used against you and all assurance is given that the answers you give will be treated confidentially.

Thanks

Yours faithfully

NDUNAKA NANCY .U.

Appendix B

Questionnaire

Personal Data

Mark "x" in the box selected for each question.

1. SEX: Male Female

2. AGE: 15-20 21-25 26-30

3. MARITAL STATUS: single married

4. YEAR OF STUDY: 100L 200L 300L 400L 500L

5. Do you watch television advertisement?

a) Yes b) No

6. If yes, do you specifically enjoy watching television advertisement because of Hair styles?

a) Most often b) Often

c) No idea d) Always e) Not always

7. Do you agree that advertisements affect the choice of hair relaxer in a competitive market?

a) strongly agree b) Agree

c) No idea d) strongly disagree e) Disagree

8. How would you describe NTA Enugu television advertisement on hair relaxer?

a) Interesting b) Entertaining

c) Informative d) Educative e) Confusing

9. How does television advertisement influence ladies on the choice of hair relaxer?

a) attraction b) conviction

c] No idea d] persuasion

10. What brand of hair relaxer advertisement has you watch on NTA television Enugu?

a] Relax b] Ozone

c] Dallas d] Lasheen e] Dr. Miracle

11. Did advertisement affect your choice of hair relaxer brand?

a] Yes b] No

12. To what extent do you agree that female undergraduates make choice of hair relaxer based on what they see advertised on television?

a] Strongly agree b] Agree

c] Strongly disagree d] Disagree e] No opinion

13. What brand of hair relaxer do you make use of?

a] Ozone b] Dallas

c] Relax d] Lasheen e] Ebony

14. Do you think that the female undergraduate's choice of hair relaxer is base on your hair texture?

a] Yes b] No

15. Have you ever compared advertisement information to the product performance?

a] Yes b] No c] No idea

16. What other factor apart from advertisement do you think can influence ladies choice on hair relaxer?

a] Quality b] Price

c] Packaging b] Brand e] Quantity

17. Ladies choose hair relaxer base on the quality of brand?

a] strongly agree b] Agree

c] No idea d] strongly disagree e] Disagree

18. Clear and simple television advertisement leads to audience comprehension?

a] strongly agree b] agree

c] no idea d] strongly disagree e] disagree

19. Do you agree that the drama and Jingles that accompanies television advertisement make you to remember them?

a] strongly agree b] agree

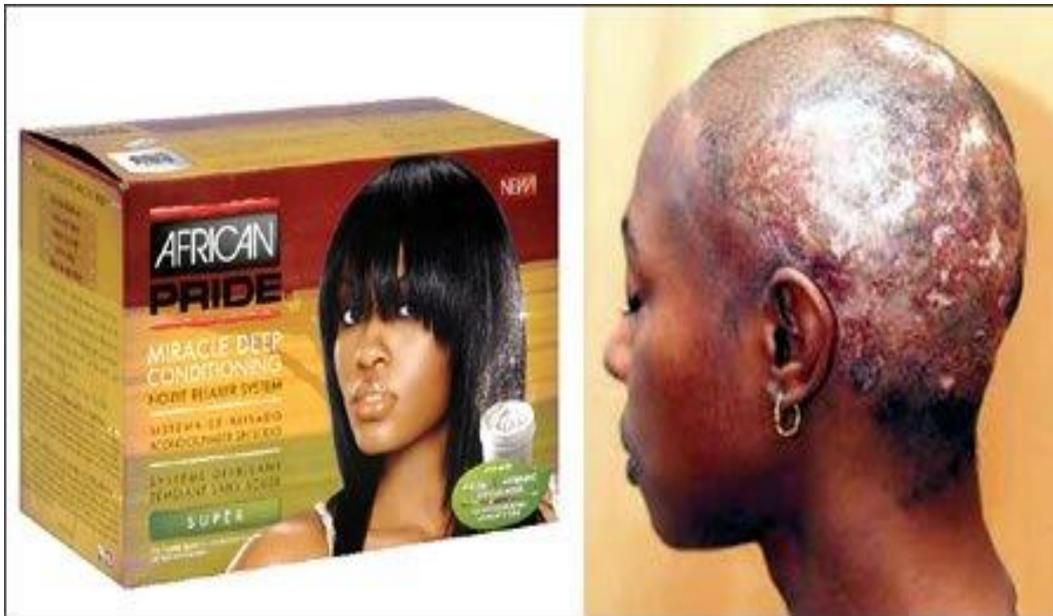
c] no idea d] strongly disagree e] disagree

Appendix C

[The Dependency of African Women on Hair Relaxers is Truly Worrisome](#)



The dependency of African Women on Hair relaxers is truly worrisome especially as most women are not well informed about the chemicals present in these relaxers. Women relax their hair at least once every month and this ritual continues mostly for the rest of their lives. Being exposed to potentially harmful chemicals in small doses for a long period of time is what is absolutely scary. Hair companies do not print all the chemicals present in black hair products; if they did they would probably go out of business.



The researcher realize there isn't a lot of advocacy on this issue which is also interesting as it is assumed people would want to know more about what they put in their hair, and once they know its harmful, would want to spread the message across to others. The researcher hypothesized that the use of relaxers, in the long run would cause some sort of ailment. But like all scientific hypothesis, it has to be tested.