



**PERCEPTION OF NORTHERN WOMEN IN YOLA
METROPOLIS ON THE USE OF SEX APPEAL IN
ADVERTISING**

Fatima Muhammad Maaji

A00018057

A PROJECT SUBMITTED TO COMMUNICATIONS AND MULTIMEDIA
DESIGN PROGRAM, IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE AWARD OF BACHELOR OF SCIENCE DEGREE OF THE
AMERICAN UNIVERSITY OF NIGERIA, YOLA

Spring 2018



DEDICATION

This project is dedicated to the strongest woman I know, my mother. Also, to my hero, late Alhaji Muhammad Iro Ma'aji, Dad, I made it. I made you proud. Thank you for believing in me and giving me the best life has to offer. I wish you were here to celebrate this big accomplishment with me. You will forever be our hearts.



ACKNOWLEDGEMENTS

First of all, I thank Almighty Allah (SWA) for the gift of life and for giving me the strength and knowledge to complete this project.

Secondly, I would like to extend my gratitude to my supervisor, Dr Suleiman Amu for his immense support, forbearance and guidance through out this project. Also, I express my sincere respect and gratitude to my Chair/Advisor Dr Presly Obukuodata who advised me, guided me, motivated me and most of all believed in me.

Thanks to my dear mother Mrs Hadiza Muhammad Maaji, my brothers Ibrahim, Usman, Nuruddeen and Abdullahi for their encouragement and moral support. And my dear sister Rabiatu, I would not have done it without you people. To my father figures, Alhaji Bashir Adamu and Mr Muhammad S. Bawa thank you for your invaluable mentoring and advise.

My appreciation will be incomplete if I don't extend my gratitude to my friends who believed in me and supported me.



CERTIFICATION

I certify that this project was conducted by me, Fatima Muhammad Ma'aji, ID A00018057, of Communications and Multimedia Designs Program of The American University of Nigeria, under the supervision of Dr Suleiman Amu Suleiman.

Fatima Muhammad Ma'aji, ID A00018057, of Communications and Multimedia Design

Dr Suleiman Amu Suleiman

(Supervisor)

Date.....

Dr Presly Obukuodata

Chair, Communications & Multimedia Program

Date.....



Table of Contents

CHAPTER ONE..... 7

Introduction 7

Background of the study 8

Statement of problem..... 10

Objectives 11

Research questions 12

Significance of study 12

Key Terms..... 13

CHAPTER TWO 14

Introduction 14

Review of Related Studies..... 15

Proposed Theoretical Framework and its Relevance 22

CHAPTER THREE 23

Introduction 23

Research Design 24

Population 25

Sample Size 27

Sampling Template 28

Research Instruments 28

Validity of Research Instruments 29

Methods or Techniques of Data Gathering **Error! Bookmark not defined.**

Methods of Data Analysis 30

Conclusion/summary 30

CHAPTER FOUR..... 30

Data Presentation, Analysis and Discussion of Findings 30

Introduction 30

Data presentation and Analysis 31

Conclusion..... 49

CHAPTER FIVE 50

Summary 50

Conclusion..... 51

Recommendation..... 52

Bibliography 54

APPENDICES 56



ABSTRACT

This study examines the perception of northern women on the use of sex appeal advertisements in Yola, the basis that underlined the northern women's perception on the use of these advertisements and also investigates whether sex appeal ads influence the decision of buyers when purchasing any product. The study adopted both qualitative and quantitative method to gather data. Survey research design and questionnaires were shared to collect data. The findings reveal that there are negative perceptions of the use of sex appeal ads in the Yola community. It also reveals that women are commonly displayed in these ads than men. Additionally it was also discovered that sex appeal ads barely influence them into buying a product. The use of sex appeal is not accepted due to the norms and beliefs of people in this community.



CHAPTER ONE

Introduction

Advertising is defined as a form of influencing or changing the consumer's perception towards a particular product or service (Courtney, Perres 2016). It is also a form of creating awareness about a brand or product (Michal, 2001). In today's world advertisers bombard prospective customers with all kinds and forms of adverts, from the moment they wake up until the very time they fall asleep. In the work effective advertising, Tellis quotes Gerrard as he (Gerrard) claims that an average varying between 100 to 1000 advertisements is what unsuspecting customers come across on a daily basis (Tellis, 2004). These ads appear in almost every facet of our daily lives and the use of modern technology makes them more attached to our lives. Because of the very nature of advertisement, "which is to influence and change customers perspective" (Dright) toward making a favorable decision on a product or services. Competition has heightened between advertising agencies and even so making strategy, key in wining this battle among equal.

Therefore, advertising has become an important element by sparking competition among firms. Making these firms to continuously employ different approach/appeals in advertising, influences the buyers' decision on a product or service. These appeals include the use of the following:

- Fear appeals
- Humor appeals
- Rational appeals
- Sex appeals



- Bandwagon appeals among others (Tellis 2014).

However the use of sex appeal in advertising is very common these days and it is one of the most effective forms of advertising. It has a way of drawing one's attention in seconds. Women are often used to advertise certain products like cosmetics, perfumes, underwear and so on. For example, "Fragrance products use sex appeal to convey romance to women by indicating the use of the product will help her find the man of her dreams" (Wimbush, 2018). And when it comes to men, companies like beer companies use sex appeal to demonstrate the effectiveness of the product. There are many ways to influence the attitudes of consumers with the aid of sex appeal. With this growing trend in the advertisement agencies, it is gradually becoming an issue or rather a concern for regulatory bodies to examine the content of ads as it can be viewed very sensitive to some society. Also, "Today's society is exposed to so much sex appeal in advertisements that consumers do not make the connection between the sex appeal in the ads and the product or service" (Piccolotto, 2013).

Background of the study

The sophistication of advertisement in the 21st century has lead to a great concern, causing the evaluation of ads contents in some societies. The simple reason for this evaluation is the belief that advertisements have a great impact in not only influencing the buying decision of customers, but also affecting their culture, directly or indirectly (Cohan and Alan). Therefore, cultural issues are beginning to be major elements when producing advertisements. In this case, "culture is the sum to total of knowledge, beliefs, morals, law, custom, and any other way of life of a particular group of people" (Toland, 2003). The cultural boundaries of Nigeria, is an important element that has affected almost every facet of life. This therefore motivated the writer to elaborate more



on the conventional cultural differences, that Nigeria has embraced over the years especially that which affects the northern women.

Given that advertisement is a ‘big deal’ now in the society, cultural differences as well as religious restrictions do not allow Northern women to express their sex appeal as compared to the women from other parts of the country. The Nigeria of the 21st century has evolved, from the pre-colonial era from where every region in Nigeria is conservative by their cultural boundaries. Now those cultural boundaries do exist only to a great extent in their mind and also as their personal identity that every individual chooses to carry. However, each single coined personal identity is a conglomerate of fractions of some of the cultures is exposed to.

Adamawa state is one of the 19 northern states in Nigeria. The state has a long history of over 200 years of existence. Modibbo Adama is the founder of Yola emirate, the state capital of Adamawa state (Williams, 2008).

In northern Nigeria, Hausa is the predominant language. With a large population of Muslim and Christians (Wogu, 2014). The culture of northern Nigeria is seen as conservative. Though so many cultural beliefs are giving way for western Ideology and cultures, yet some traditional and religious beliefs still remain sacrosanct.

Because of the natural expectation of advertisement, knowledge of culture is very important because instead of achieving desired result, which is positive response to a product or services, it can actually bring the opposite. Among other important things to note about culture and advertising agencies should consider the verbal and non verbal language, symbols and signs, and well as attached value, and meaning to them (Toland, 2003).



However, Yola the state capital of Adamawa state is a place where it can best be described as the confluence of culture. In Yola the various cultures, religion, tradition and beliefs are all brought together into one melting pot. The expected result of cultural hybrid has given birth to a society that is more liberal. However, with the dotted representations of both foreign and local cultures the state is not free from classes that suggest the society still have some construction. Yola, metropolitan like any urban center has its own share of conflict that might be seen as direct opposition to westernization. In recent years, we have read in the news, how some Northern actress was banned for what was perceived as improper display of affection. In 2016, Sadau Rahama, a leading Hausa musician was banned for hugging on screen. She appeared to have hugged “Classique” a musician based in Plateau state. Her action was termed as “immoral behavior” by the Kannywood (BBC, 3rd Oct. 2016)

The North is generally seen as a place where the culture and religious beliefs are very important to the people. Things that are previewed to be against the religious beliefs and culture are fought to stand still. However with all these issues, foreign media has a very high inclusion of sex appeal in their programs and advertisement. If this is true then how are the people of Northern Nigeria and most especially Yola metropolis coping with this, seeing foreign media content are popular in the area.

Statement of problem

The world of advertisements has since evolved, while new and improved ways of swaying consumers have been developed. One of such methods is the use of sex appeal to advertise products and services. Currently, sex appeal is among the major tools used for adverts today therefore utilizing it comes with numerous advantages Maxwell, Dongrey, 2009).



However, in the Northern metropolis of Yola, especially among women, due to influences of culture, religion and traditional values, there could be negative perceptions when it comes to the use of sex appeal in advertisements. This situation may play a huge role in limiting the scope of advertising companies when producing adverts for their clients. This is a major problem because sex appeal adverts are capable of raising the patronage of the goods and services being advertised.

If there is a negative perception, and if it is allowed to continue it will only further restrict the crucial role that sex appeal adverts play in winning over consumers. The usual occurrences that follow up a sensual advert is majorly twofold, acceptability and/or dissatisfaction by the general public. The extent to which sex appeal is used for adverts is deteriorating by the day because now and again, the actions of people, especially the younger generation has created a standard of sex appeal for adverts that wish to sell. From previous research, the southern culture in Nigeria is predominantly known for its incessant use of sex appeal in advertisements for patronage (Muyiwa). It has been noted that products like bathing soap, tops, perfumes and other bodily related cosmetics and materials are advertised with a serious touch of sex appeal. This research however intends to examine the perception of women in Yola metropolis on some of the obscure photos and videos of sex appeals that have been used over the years for ads; as well as their thoughts on the actions of northern Nigerian movie industry (Kanny Wood) as regards their total condemnation and obnoxious law against certain simple, non-sensual roles that have been played by their actors and actresses over the years.

Objectives

The objectives of this study is to:



1. Identify the perception of women in Yola community on the use of sex appeal in advertisements, and the causes and reasons why these women do or do not appreciate the use of sex appeal in advertisements. These could either be the use of sex appeal on newspapers, Television, movies, billboards or signposts.
2. Determine if the use of sex appeal in advertisement shapes the type of advertisement being portrayed by media outlets in Yola metropolis.
3. Establish whether sex appeal influences the decision of consumers in the Yola Community.

Research questions

1. What is the perception of northern women on the use of sex appeal in advertisements in Yola metropolis and what basis underlined the Northern Women's perception on sex appeal on adverts?
2. What kind of advertisement is portrayed in media outlets in Yola metropolis?
3. Does sex appeal influence the decision of buyers when purchasing a product?

Significance of study

This research is going to be focused on northern women in Yola metropolis. It is aimed at examining their perception on the use of sex appeal, how they are expected to behave in their cultures and also find out if they admire this form of advertising or want to be part of it. Based on personal experience growing up in the northern part of Nigeria, women are thought to be reserved and be confined to their homes preventing them from expressing themselves through participating in businesses that involve constant interactions and exchanges with strangers. This is mostly due to religious and cultural teachings. Women in the north mostly get this opportunity



after they get married. “Early marriage, lack of access to education, seclusion and time-limiting reproductive work can severely limit women’s economic opportunities. More than half of girls in the north, and two-thirds of girls in the rural northeast, marry before the age of 16. 70.8% of young women in the north cannot read or write.” (Georgia, Erika and Jessica). These are the kind of factors that affect the participation of women in the northern part of Nigeria from taking part in businesses. This research will focus on northern women taking part in the cosmetics business and their perception on the use of sex appeal to promote their respective businesses and products.

Key Terms

- Metropolis- a very large city, often the most important city in a large area or country (Cambridge Advanced learners Dictionary and Thesaurus)
- Culture- The total way of life of people. “Culture is defined as the learned and shared human patterns or models for living; day to day living patterns” (Center for advanced research acquisition)
- Perception- The way situations, events, history, ideas are perceived by individuals. “Perception is defined as the process whereby people select, organize, and interpret sensory stimulations into meaningful information about their environment” (National Open University)
- Kanny wood- the name given to the Northern Nigerian movie/film industry- with its headquarters based in Kano state, Nigeria.
- Foreign media- these include but not restricted to international media houses as well as area networks that disseminate information to the general public.
- Influence-“defined as a compelling behavior change without threat of punishment or promise of reward” (Jeffrey W. Lucas)



CHAPTER TWO

Introduction

Interestingly, there have been tons of reviews (Tuzla and Hayri) (Ujejinta) that particularly buttress the idea of using sex appeal for the purpose of increasing service patronage. This will be discussed in later chapters of this research. Since it is confirmed to be one of the oldest traditions





known to man, advertising in itself is a key concept that has been generally accepted by all and sundry and has therefore become indispensable in contemporary society. It could be in speech form, in written, through actions, and even through silence, depending on the message that is trying to be passed across and the content of that message. Many writers, especially those in the media, business and marketing sectors have come up with unique researches (involving data analysis) about both customer behaviours and advertising strategies that explain the roles of sex appeal in the advertising world. This research shall study some of these journals, books, reports etc that have highlighted the roles of sex appeal in advertising and whether or not the latter has gained acceptance among the northern population over the years. The contents in the articles present this issue in two-fold, first the connection of sex appeal to advertising, secondly, its general acceptance by the people. We shall expound on some of the numerous articles, books, periodicals and journals that have been published over the years...articles that have a direct or indirect connection to the topic in question. This will offer an insight on the views that some of these renowned writers have garnered from studies and years of experience and data gathering.

Review of Related Studies

To begin with, (Popoola and muyiwa) research was conducted in 2014, in a location (Lagos State) in Nigeria, where a sample space was drawn from a university. College graduates were asked to give their views on the trending influence of sex appeal used in television advertising messages to capture the attention of the general (Popoola and muyiwa). This article did not only provide data for students who were in full support of the use of sex appeal to advertise and promote the patronage of products; but also supplied a concrete report on the gender that is most comfortable with the use of sex appeal in advertisement. It was noted by the writer that in as much as there were a lot of positive response from the sample space, the positivity mostly came



from the male gender. Only a few of the females stressed “the need to appreciate their femininity through the display of their feminine qualities,” as one of the interviewees would have it.

Most of the men on the other hand did not find it repulsive for either gender to display through sex appeal the need for consumer patronage. While a few commented on decency and the need to embrace other non-sexually appealing advertising strategies, some men found it interesting and ‘catchy’ especially when the opposite sex is involved. As per the data collected, it was noted that older women, especially those from the ages of 33 and above, have kicked against the use of sex appeal to attract consumers to patronize certain products. This article gave way to a variety of information that gave an assorted view about whether or not it was ‘okay’ to create a certain level of sex appeal in order to capture the attention of consumers. Other factors like religious beliefs, traditions and cultural issues were passively expatiated.

Similarly, (Fang, Hong and Jianyao) did a cross-cultural study of ‘Consumer Responses to Sex Appeal Advertising.’ This article published in 2009, is not only timely but has also compared the transition that has occurred over the years between the former system of advertising products to consumers and that of the modern system. Although the case study of the article is on Australia, China and the United States of America, it is believed that through cultural diffusion and the interconnectedness that globalization has introduced, the same scenario of sex appeal in advertisement is observed in other countries that have been influenced by the three major ones mentioned above.

Through their study, they found out that “females models were more likely than male models to be portrayed in nude or partially nude modes (Fang, Hong and Jianyao).” In other words, more women than men portray nudity. In northern Nigeria, the same logic is applied. The article went



further to explain how movies/films make primary use of women, especially models to portray sex appeal while men have just but an insignificant role to play in many cases. Only in rare cases would one see a man used on an ad to portray sex appeal for the purpose of attracting consumer or customer patronage. This is not uncommon but from statistics, ten adverts illustrating women's sex appeal could have just one for that of a man. The ratio therefore is 10:1. (Fang, Hong and Jianyao).

In their annual publication, (Tuzla and Hayri) the case study of Turkey. Hayri explains how modern cars make use of female models to increase patronage and consumer awareness. The particular use of a 'conservative society' like Turkey gives a striking connection to the topic in question and the case study of this research. Turkey is predominantly Muslim inhabited, and from the last census (conducted in Nigeria, in 2013) northern Nigeria is said to be inhabited predominantly too by Muslims. Therefore it is safe to say that both case studies share some characteristics that could pass for 'conservative societies (Tuzla and Hayri).

Although religion might have been the major constituent of the aforementioned scenario, Hayri still suggests that the culture of men regarding their interest in female models may have been the major contributing factor (Tuzla and Hayri). A table of statistics was placed at the bottom of the article indicating the degree of nudity of the photos of models that have been used by each car model all in a bid to advertise through sex appeal. In Nigeria, it may not be cars, but there are definitely other products like the different brands of bathing soaps displaying nude photos of female models on their soap covers.

In their most recent article on consumers' attitudes towards sex appeal in advertising, the research by (Karlsson and Hestrom) was conducted with a sample space of consumers from the



age of 18-24. Although there was no specification of the number of sample space used, the aim was to examine how the attitude of each consumer differs from the attitude of the next. The result for the research showed that both the male and female consumers found it both morally and ethical wrong to make adverts with high use of sexual contents in order to advertise products for consumer patronage (Karlsson and Hestrom).

Cohan and Alan offered a valid argument that adverts could still be successful in generating sales even without portraying the female gender as ‘things’ or mere ‘sex objects (Alan and Cohan).’ In 2001, research conducted by this pair gave way to a new form of feminine acceptance. The stereotype about weakness associated with women became the key element that was discussed at length. "The primary concern was that most of the men preferred to see the women as tools created to satisfy their urges as well as used as sex objects to gain the attention of men especially in commercial adverts that portrayed sex appeal (Alan and Cohan)." This objectification of women gave rise to a new form of generation because as a result of the above-mentioned reason, newer generations grew up to embrace the existing culture that they were born into. As far as they were concerned, women were created to suit their everyday need. This was no fault of theirs since people who came before them out rightly misinformed them.

Cohan describes the degree to which women played a vital role in improving consumer patronage. "The population of men could wait patiently to study the extent to which a particular advert would display the nudity of its female models whilst the men rated these to see which one gave the most sex appeal (Alan and Cohan) ""This is the kind of society we are grooming now..." Alan describes, where the sex appeal of an ad determines the level of patronage of the



product. This therefore means that there is a slow but steady shift in the way people perceive ideas in the society, thus a new paradigm in the ethics of women's advertising.

Their study was conducted for the main purpose of examining the influence of using sex appeal on the consumer buying choice alongside the impact this has on the brand of the product. "Surprisingly enough, this sexually appealing imagery may not even pertain to the product or service in question (Raghuram, Ruchika and Aayush)." This therefore implies that most times the original message of the advert is lost in the process. Viewers are distracted by the erotic images or videos that are contained in the advertising piece. The most common of these adverts are mostly found in ads that try to sell bodily related products like bathing soap, hair gels, fashion designer clothes, perfumes, cosmetics etc (Raghuram, Ruchika and Aayush).

It is to be noted that the above article laid emphasis on mainly sexual stimuli that is gotten from print advertisement. The authors: professor Raghuram. J, Ruchika Mahajan and Aayush Poddar tried to answer the question of "how companies can manage to integrate sexual advertisement into their product promotions without holding the risk of offending a group or section of their customer base or the society at large (Raghuram, Ruchika and Aayush)." Since the world is obsessed with the idea of sex appeal in advertisements, some organizations/companies are left with little or no option than to embrace this trend. But how will they determine the level/degree to which a sexually graphic picture is off the grid? The general acceptability of the customer base may vary from one customer to another and this applies to the society also. What may be decent to one may not be decent to the other. There might be a clash of interest among consumers. That notwithstanding, it is somewhat difficult for companies to "manage to integrate sexual advertisement into their product promotions without holding the risk



of offending a group or section of their customer base or the society at large (Raghuram, Ruchika and Aayush).” And this has been carefully analysed by these authors.

Just as the above authors: professor Raghuram. J, Ruchika Mahajan and Aayush Poddar based their research on print advertisement, this time, Muhammad Imran and Ezaz Ullah Ezaz based theirs on TV advertisement (Ezaz and Muhammad). This therefore means that they were dealing with motion pictures this time around as opposed to print media. Though conducted in Pakistan, this research has broken grounds in a wide range of Muslim societies especially in the Middle East countries. “Due to the increasing usage of sex appeals in advertisement in recent years, there is extensive literature in western countries on the evaluation of sex appeals advertisements (Ezaz and Muhammad).” Their research proved that young models (mainly girls) are used as sex objects to attract the younger population to improve patronage, whereas this is often unacceptable in the case of both older men and women. The conclusion of the research proved that religion and other cultural values are a major deterrent to the success of companies in using sex appeal for patronage.

Just as earlier mentioned, the case study of this research is Northern Nigeria and the predominance of the Muslim faithful in this part of the country could serve as a major restraint to the success of patronage through the use of sex appeal by companies and organizations. Some of the core cultures that have been embedded in the minds of the youth in the society is still in effect and has been carefully inculcated by the old as well. The data capture and analysis of this research will give a pictorial view of the topic in question.

Tiggermann, Marika and Belinda conducted a research where 126 women were asked to view the body parts of other women in a magazine and respond to what they see. Their response



depended on whether or not they accepted or rejected the concept of objectifying women as sexual tools in order to increase patronage (Tiggermann, Marika and Belinda). If they said it was okay to have women serve as sex symbols as a marketing strategy, they should state how that affects them and if they were not in support of that course, they should also make their claim and state their reasons.

Interestingly, it was gathered that most of the women found it uncomfortable that prettier women were used as models to produce the sex appeal that would sell particular products in the society. 'I feel like my body is not appreciated and that I have to look like some other person before the society will accept me (Tiggermann, Marika and Belinda).' This was among the many comments that were made by the women that were sampled for the research. The women felt like all the attention and admiration they had gotten over the years is gradually fading as their men have focused more on models on TV than on them (their women). It was discovered that their male companions paid more attention to the ladies on their screen whilst the initial time and attention that was accorded to their wives, girlfriends and spouses have been lost (Tiggermann, Marika and Belinda).

In his article, Udejinta (2015), conducted a research whose findings reveal that "students' consumers are swaged towards Delta soap because of the sex appeal in its adverts though consumers hide under skin care potency of the soap (Ujejinta). It was also gathered that most of the sensual gratification was appreciated by the men more than the women. Although, the Muslim respondents also patronize the soap, 'they attested to not liking the sensual display in Delta soap advert as a result of religious inclination (Ujejinta).'



The article further explains the general acceptability of men towards the sensual dance videos that were used to advertise the soap. Whilst most women aspired to have a better skin tone and smoothness like the models in the ad video, men on the other hand found it erotic and sexually appealing. This therefore means that both the advert and the product have created an enormous impression on the general population because they both have an appealing interest and a general acceptability (Ujejinta).

The study by Shaikh, Bughio and Kadri(2015) paints a picture of the uneven yet striking disparity of the ratio of men to women in the use of sex appeal for patronage sake (Shaikh, Bughio and Kadri). The authors compared the number of women who are in the business of using sensual gratification to the number of men who are in the same line of business. The results proved to be shockingly true. At the end of the day, men are left with little or no role to play in most parts of the world as regards the use of sex appeal in advertisement (Shaikh, Bughio and Kadri).

Theoretical Framework

Just as proposed, the persuasive theory and the feminist communication theory would be used to further expound the relativity of this research to the impending problem of the use of sex appeal and its general acceptability. It is true that advertisements are aimed towards creating a larger market base, but to what expense is this achieved? We shall examine the roles of both men and women and how they intend to embrace this social phenomenon. The stereotype involved has also been a resultant effect of certain behaviors that have been noticed among men, women and even children. The relevance of this theory to this study cannot be overemphasized because it is not only fitting but also timely as advertisement and sex appeal have been on the grid in both past and recent times. It may not necessarily be about culture, religion or personal morality



values, but it could be that the world is simply shifting by a slight generational change. Most of the books, articles and reports that have been written about advertisement and sex appeal over the years have simply one thing in common, a higher percentage of acceptability among the general public. It is not enough to simply study the changes therein, but to acknowledge that there is some form of power that sensual gratification has over other issues that have been prioritized by man. Men may not have participated actively in advertising products for patronage, but they have somehow made it clear that it is not enough to only try and advertise a product with no touch of sex appeal because sex appeal only adds up spice that leads to product sales growth. The articles above have therefore assisted in providing reliable information that this research would build on in order to improve the study. There will be an extended explanation on this topic in the next chapter.

CHAPTER THREE

Introduction

In the previous chapter, we observed that appeal to sex is one of the most popular strategies for advertising different kinds of products and services. Furthermore, the contents in the articles present this issue in two-fold, first the connection of sex appeal to advertising, secondly, its



general acceptance by the people (M. R. Raghuram). This chapter on the other hand aims at providing the research methodology that has been adopted for the purpose of this research.

This chapter on the other hand addresses the research design and instruments that are used in obtaining data and analyzing them. Since the focal point of interest is the behavioral phenomena and the general acceptability of the Northern women in Yola metropolis towards the use of sex appeal in advertisements to attract patronage; the research will form its basis towards examining women's perceptions on the use of sex appeal in advertisements. The methodological approach is intended to create a picture of whether or not these women are interested in the said form of advertisement or even want to be a part of it.

This research uses survey method as I aim to collect data by surveying Yola women who have lived in the Yola metropolis for an average of 5-10 years because these group may have lived long enough in the community to comment sensibly about the kinds of adverts seen. A sample size that is willing to offer the information required, the sampling template that would determine who gets to answer what question and where, the numerous varied research instruments that would be used throughout the research, the validity dependant on the instruments to be used, the reliability of the research instruments, the few methods or techniques that would be used in data collection/gathering and finally the methods that would be adopted in data analysis. All these including a list of research limitations would be explained in this chapter and a promise of strict adherence to the policy of anonymity amongst the respondents.

Research Design

Survey method is the proposed research design that has been adopted by the researcher, whilst questionnaires would feature questions that provide a basis for drawing a relevant conclusion.



Survey method was used for this research because it gives more room for the respondents to comment freely about how they actually feel. Also, because of the large population size in Adamawa state, it will be easier to reach out to people than other methods. The questionnaires will carry questions related to the respective cultures/traditions of the women, how frequent/often they see sex appeal ads, whether or not they like those ads, how they feel about them, whether or not the sex appeal ads influence them into buying a product and their views as northern women on the issue of the use of sex appeal.

In administering the survey, the researcher was physically present as opposed sending the questionnaires as an email to be read and filled by the respondents. This was done in order to avoid a situation whereby the questionnaires may fall in the wrong hands, especially when these questionnaires are not targeted towards the proper sample space. The use of survey in this research allows for data gathering; to collect, analyze and interpret the views of a group of people from a targeted population. It allows for easy organization and the questions employed were used as a tool for data collection. The physical presence of the researcher served as an advantage as the researcher was able elaborate further explanations required by the respondents.

The sample of the questionnaire and a list of possible questions that would be contained in the questionnaires that would be sent to women asking them about their views on sex appeal in advertisements are contained in the appendix.

Population

The population to be targeted in this research is women from the Yola metropolis. The advantage therein is that the predominance of both Christian and Muslim respondents will be achieved. Unlike other parts of the country that may have a certain kind of population of the



same religious belief, culture and ideology, a variety of such is attainable in the Yola community as there are varied people of different culture, beliefs and ideologies all in a single microcosm. As Carlen would have it, “Redundancies and similarities in responses of the respondents would have only given room for a monotonous yet predictable result/finding (Dright). It is believed that this part of Nigeria (North East) has one of the most diversified set of people in the country with about roughly 1/3rd of the total number of ethnic groups/languages spoken in Nigeria (Ahmad). With the variation in languages and cultures, it is expected that the findings of this research will hold a taste of reliability and uniqueness.

More so, this research covered a wide range of women between the ages of 18-40. The beginning age of 18’ will give a picture of a woman who is believed to be independent. The particular choice of this range therefore suggests a series of possible responses that will be prompted by the accumulation of experiences. It is therefore believed that what an 18 year old may see in ‘the use of sex appeal in advertisements’ may be different from what a 36 or a 40 year old will perceive it. There is a varied form of perception within the age grade.

English language might constitute one of the major shortcomings of respondents; a little hand would be required by a Hausa and Fulfulde translator since these two languages are the predominant ones spoken in this part of the state. This research has from census reports and findings gathered the statistical data of the number of women (particularly those whose ages range from 18-40) in Yola and this information is contained below (sample size). This will give further insight on the sample size to be used.



Sample Size

Yola has two major parts; Yola North and Yola South. The population sample of Yola North and Yola South as obtained by the National Population Commission of Nigeria stands at 266,800 and 262,200 respectively (National Population Commission of Nigeria). The female population of both locations stand at $96383 + 91295 = 284,061$. From the above statistics, since this research will focus on women between the ages of 18-40, women within this range have merged to give the total number of $(69,310 + 57955) = 127,265 \approx 127,000$. From this number, the researcher intends to pass out questionnaires to at least 127 women. The reason for that number is that with that large population size of women, a confidence level of 10% must be achieved which is 0.1% of the target population. In order to arrive at this sample size, Yamane's simplified formula was used as shown below;

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

Where n-(sample size),

N- (population size)=127,000 and

e- (level of precision)=10%.

$$n = \frac{127,000}{1 + 127000(0.1)^2}$$

$\therefore n = 99.21322 \approx 100$

The researcher decided to go with 100 since adding respondents will not likely alter your results significantly. As no sample is perfect, one must decide how much error to allow. Therefore 27



more questionnaires were added to the initial 100 in order to get more responses. This is aimed at collating different opinions to be drawn from the possible conclusions of the research. The individuals would be required to answer the questions contained in the questionnaires. It is not unusual that a researcher may come across respondents that are unwilling to answer certain questions in the questionnaire or some of them who are indifferent pertaining to certain questions; those replies would be documented as well.

Sampling

The sampling used was stratified kind of sampling where 6-10 women will be given the questionnaires in one ward or a neighborhood. From my research, there are about 11 wards in Yola and nearly 55-60 houses in each ward (National Population Commission of Nigeria). The choice of 6-10 women per ward gives my research a form of variation in the replies of respondents. In a situation where the respondents are unable to read, the presence of an interpreter may be required in order for them (the women) to fully understand the questions outlined in the questionnaire.

Research Instruments

There are a number of instruments required for this research but the questionnaire forms the most important of them all. Relevant literature from the internet (mainly for the literature review) were used, the library and its reliable sources, transportation around the Yola incentive (could be soft drinks or any kind of snack) that were given to the women as appreciation for their time and willingness to contribute to the successful integration of this research.

A translator was at the field of data collection in case such services were required. The translator was responsible for elucidating some key points that would have originally been fully expressed in the English language. The researcher, being a woman herself has a better edge than if she were



to be a man undertaking the same kind of research. Given that the research is women-based, “this creates better opportunities for easy communication and gender fraternity (Garry). From recent experience, the above advantage could also offer accessibility into places that ordinarily the researcher would not have access to. Interviews were recorded and responses on the questionnaires were compiled to give desired results.

Methods or Techniques of Data Gathering

Data collection was mostly done in the field. This was done with the conviction that Internet lessons are among the best methods that teaches on how to go about creating and disseminating questionnaires to the general public. Just as stated earlier, the physical presence of the researcher creates an avenue for additional information and proximity.

Apart from the above listed methods/techniques of data gathering, the researcher extracted external information where necessary from other research projects that have been done by people in the past years, about the topic in question. This gave a more robust and concretized view/knowledge of the research topic.

Validity of Research Instruments

Researchers all over the world have used all or some of the instruments that were used for this research. Moreover, the above-mentioned instruments required for this research are capable of extracting the information needed to arrive at a conclusion. The instrument used therein has been tested and trusted. “The reliability of a research is majorly dependent on the availability and validity of its instruments (Marshal).” The research instrument used (questionnaire), was tested successfully by the researcher and gave the required results. The questionnaires gave room for



the respondents to comment freely, unlike other methods like focus groups, some of the respondents might be shy to open up to the people around them or the researcher.

Methods of Data Analysis

The collected data was analyzed based on the individual responses of the participants. It is placed according to the categories that each question belongs. A pictorial representation is used to determine the responses of the participants. An excel spreadsheet was also of support in analyzing the data. This way, the results appear in a vividly calculated manner with the necessary statistics that are embedded in it.

Conclusion/summary

With the above strategies of research methodology, this research collected useful data that will validate the results of whether or not the Yola community is comfortable with the use of sex appeal in advertisements to promote product sales and whether the above strategy pays off in the sale of products (by producers).

CHAPTER FOUR

Data Presentation, Analysis and Discussion of Findings

Introduction

The previous chapter gave an account of the research methodology to be adopted throughout the research. It highlighted some of the key concepts of the research design and instruments, population of the study, the sample size and procedures of collecting data, description of data



gathering instrument, method of data collection, validity and reliability of research instruments, method of data analysis and research limitations.

This very chapter (4) presents the data collected, analyzes this data and discusses all the findings with a deliberate effort to answer every research question (contained in the questionnaire). In later paragraphs, the discussion of these collected data will be integrated to the findings whilst every reply points to the relevance of this research.

Data presentation and Analysis

The data presentation in this research follows a pattern that answers all the questions contained in the questionnaire according to their chronology. Most of the close ended replies given by the respondents are represented in a tabular form or a bar/pie chart thereby giving a vivid account of who picked this answer and why. It should be noted that a total of 127 respondents were used for the research. 27 other respondents were added to the initial 100 that was gotten for the sample size. The population sample precisely suggested that ‘at least’ 100 women be interviewed but the researcher added 27 more since adding respondents will not likely alter the results significantly. The reason for that number is that with that large population size of women, a confidence level of 10% must be achieved. As no sample is perfect, one must decide how much error to allow. This is aimed at collating different opinions to be drawn from the possible conclusions of the research.

It should be noted that Pictures of these sex appeal ads haven’t been included in the project because of copyright issues and some ethical dimensions. We shall be starting with the very first question on the definition of sex appeal in advertisement. Three definitions were brought forward and respondents were asked to choose which definition(s) appealed to them the most-



- A- Sex appeal in advertisement is the use of photos, videos, graphics or any form of sensual content for the purpose of attracting the patronage of such goods and services.
- B- Sex appeal in advertisement involves the use of nudity (especially of women) in any form to advertise certain products like cosmetics, perfumes, underwear and so on in order to appeal to customers for the purpose of patronage.
- C- Sex appeal in advertisement entails the exposure of sensitive body parts (either of men or women) that is intended to stir up the interest of buyers of particular goods and services in order to attract more sales.

Table 1.1 shows the results of the respondents' replies to the definitions of sex appeal in advertisement. They are as follows-

Definition	Frequency
Definition A -Sex appeal in advertisement is the use of photos, videos, graphics or any form of sensual content for the purpose of attracting the patronage of such goods and services.	19 Respondents
Definition B - Sex appeal in advertisement involves the use of nudity (especially of women) in any form to advertise certain products like cosmetics, perfumes, underwear and so on in order to appeal to	11 Respondents



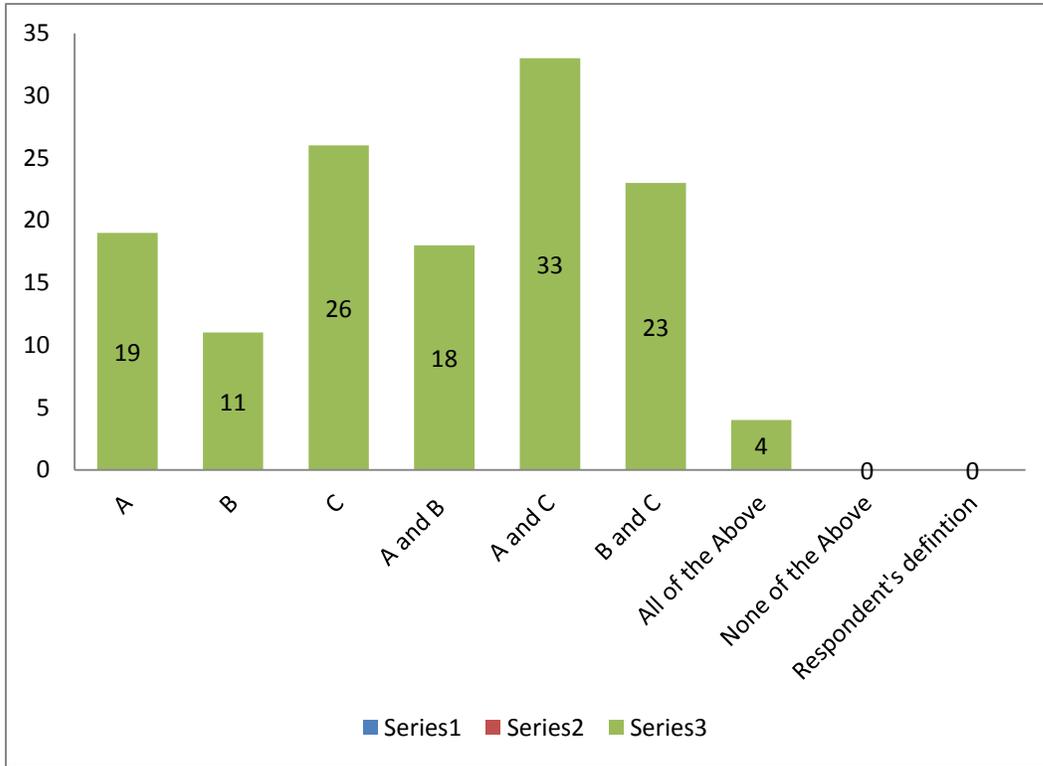
customers for the purpose of patronage.	
Definition C- Sex appeal in advertisement entails the exposure of sensitive body parts (either of men or women) that is intended to stir up the interest of buyers of particular goods and services in order to attract more sales.	26 Respondents
Definition A - Sex appeal in advertisement is the use of photos, videos, graphics or any form of sensual content for the purpose of attracting the patronage of such goods and services. And Definition B- Sex appeal in advertisement involves the use of nudity (especially of women) in any form to advertise certain products like cosmetics, perfumes, and underwear and so on in order to appeal to customers for the purpose of patronage.	18 Respondents
Definitions A- Sex appeal in advertisement is the use of photos, videos, graphics or any form of sensual content for the purpose of	30 Respondents



attracting the patronage of such goods and services. And Definition C- Sex appeal in advertisement entails the exposure of sensitive body parts (either of men or women) that is intended to stir up the interest of buyers of particular goods and services in order to attract more sales.	
Definitions B- Sex appeal in advertisement involves the use of nudity (especially of women) in any form to advertise certain products like cosmetics, perfumes, underwear and so on in order to appeal to customers for the purpose of patronage. And Definition C- Sex appeal in advertisement entails the exposure of sensitive body parts (either of men or women) that is intended to stir up the interest of buyers of particular goods and services in order to attract more sales.	20 Respondents
All of the Above Definitions	3 Respondents
None of the Above Definition	0 Respondents

Respondents' Definition	0 Respondents
-------------------------	---------------

Figure 1.1 representation of the respondents' replies to the definitions of sex appeal in advertisement



Analysis- From the above data collected, the women agree more to the first and the third definitions of sex appeal in advertisement than the second definition. This is because these definitions stated that advertisements involve the use of photos, videos, graphics or any form of sensual content to attract patronage and also they believed sex appeal ads involves the exposure of sensitive body parts. One common notable factor is that all of them agree to one, two or all of the definitions, because most of them chose the definition they could best relate



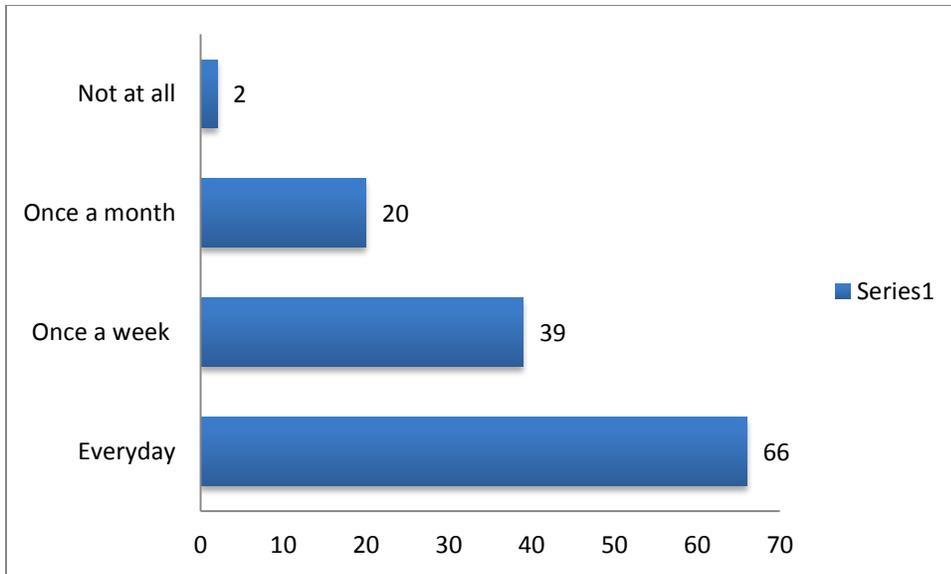
with. None of the respondents gave their own definition in this regard as most of them felt like all definitions have been exhausted in those three definitions.

Question 2 asked about how often the women see sex appeal ads around them- Here are the results-

Table 2.1 Shows how often women see sex appeal ads around them.

Option	Percent (%)
Everyday	52
Once a week	31
Once a month	16
Not at all	1

Figure 2.2 represents the data above in a bar chart.



Key- The ‘Y’ axis above represents the frequency with which women see sex appeal ads while the ‘X’ axis carries the number of respondents.

From the above analysis, it indicates that these women see sex appeal ads displayed in one way or the other everyday in their day-to-day dealings because it was discovered by the researcher from the women’s responses that-

- The exposure of respondents determines the degree to which they come across goods and services characterized by sex appeal for the purpose of patronage and
- The availability and purchasing power of goods and services that have some level of sex appeal. It was discovered that most of the women who come across such goods and services (sex appeal ads) have daily dealings around the metropolis through many hours of the day thus the high number of ‘everyday’ respondents.

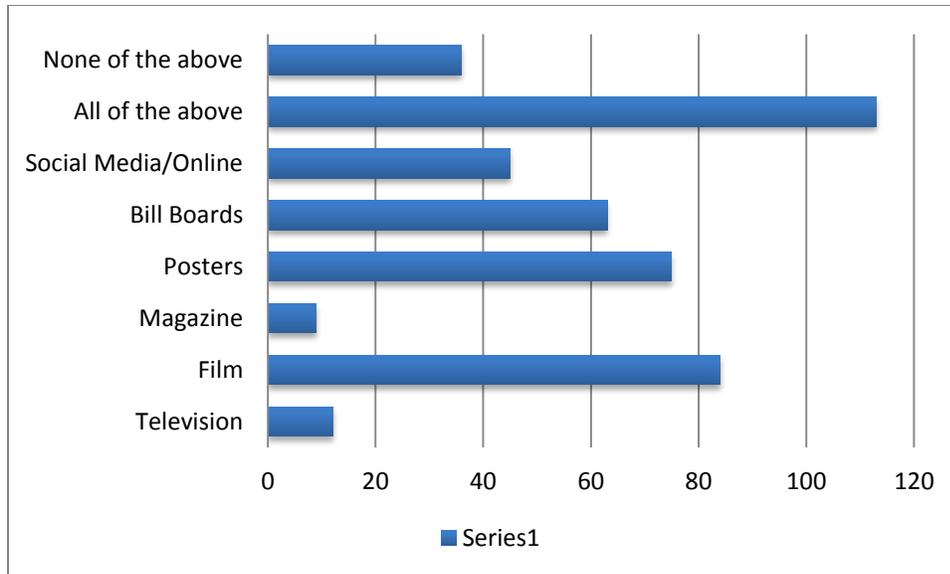


The third question further specifies the means and channels through which these sex appeal ads are seen around. Some of these sex ads are displayed on Television, social media, newspapers, bill boards, etc.; the respondents had the opportunity to pick as many channels as they knew given that displays of sex appeal ads could be in any form and through any means possible.

Table 3.1 Where do you see sex appeal ads?

Media Types	Percent (%)
Television	3
Film	19
Newspapers	7
Magazine	2
Posters	17
Bill Boards	15
Social Media/Online	10
All of the above	26
None of the Above	0
Others...Please identify	0

Figure 3.2 Where do you often see sex appeal ads? Represented in a bar chart below;



The analysis above creates a picture of social media/online (comprising majorly of Facebook, WhatsApp, twitter, we chat, Imo and generally internet users) as the most important channel of displaying sex appeal ads to the general public. Newspapers and television are the least channels of displaying sex appeal in ads among women in Yola. The reason for the high number of respondents on social media/online creates a picture of a moving trend and a changing world where the Internet has taken over man’s social and physical life. Most of these people have exposure to social media platforms like facebook, whatsapp and many others. The reason for this is because smart phones help these people gain easy access to these platforms. An example is when I handed a questionnaire to a woman, I tried conversing to her in English but she didn’t seem to understand much of what I was saying. The interpreter explained to her and asked her if she went to school and she answered and said she even went to secondary school but didn’t continue because she could no longer afford it. Some of the questions were a bit unclear to her but she was able to answer most of them with the help of an interpreter. To my surprise, this woman had a lot of social media applications on her phone including instagram, facebook and

whatsapp. This woman further explained to the interpreter and I that she got help from her cousin in signing up to these social media and this woman had a lot of knowledge of these applications because of her frequent use. Severally, we had more encounters with people like her as the questionnaires were being administered.

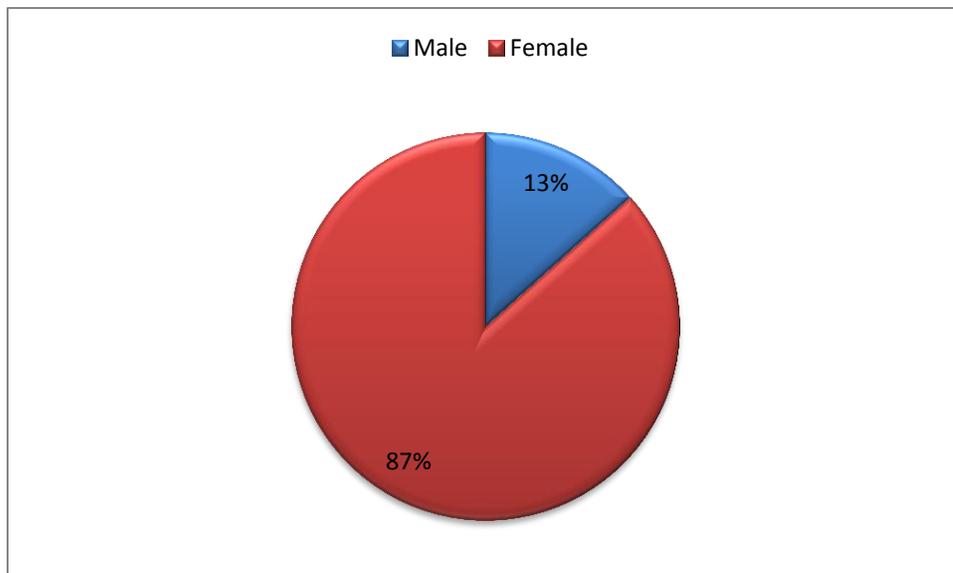
Question 4 asks about the gender that is commonly featured in sex appeal ads. The question was precise and direct to the point. The results below-

What gender do you commonly see featured in Sex appeal ads?

Table 4.1 the most commonly seen gender featured in sex appeal ads.

Gender	Percent (%)
Male	13%
Female	87%

Figure 4.2 represents the gender that is most frequently featured in sex ads for advertisements.

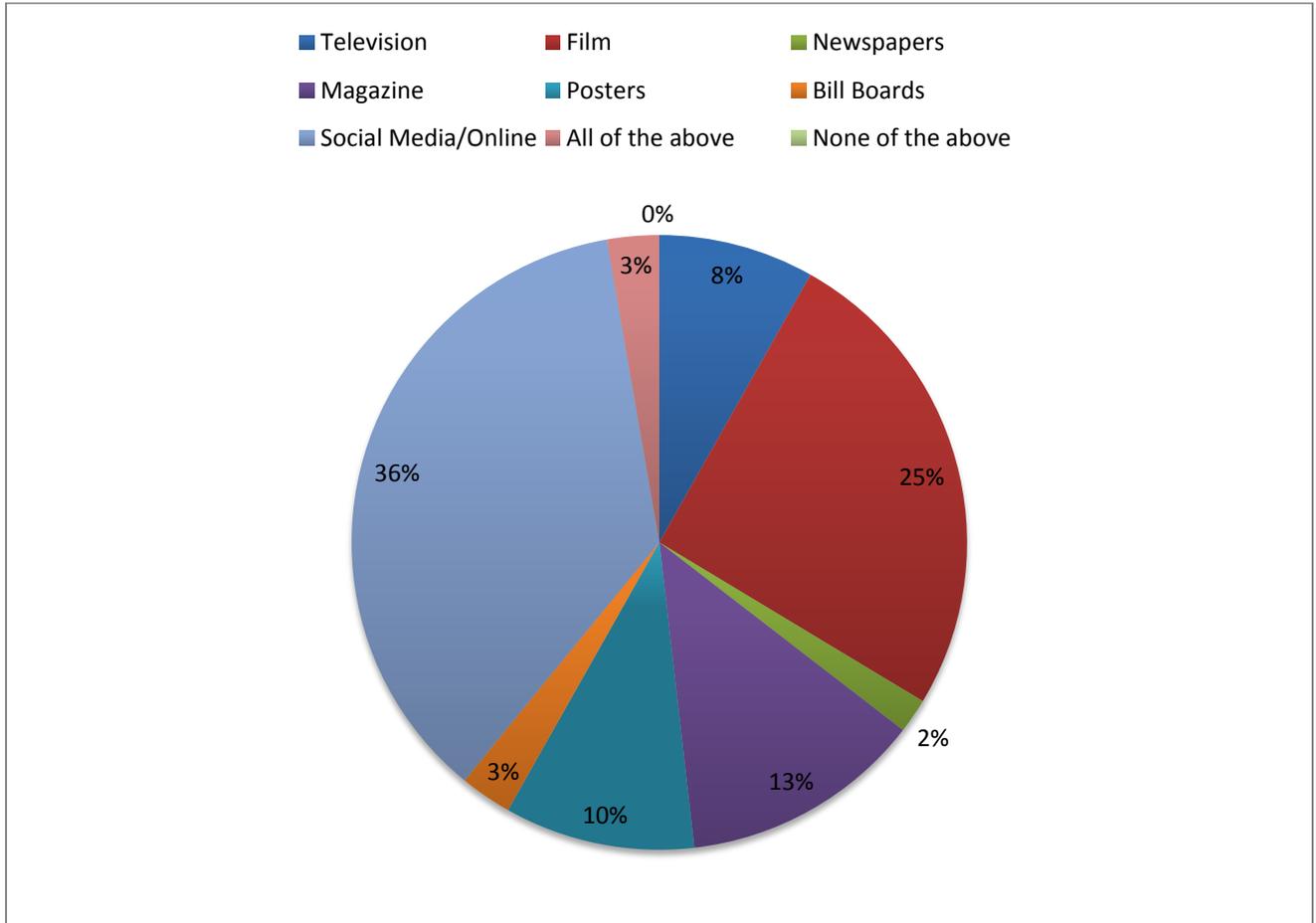




Only 17 women reported that they frequently see men featured in sex appeal ads now and again, but the remaining 110 (out of the 127) women that responded to the questionnaires were of the opinion that the female gender is mostly used as sex appeal symbols for patronage in advertisement. There is striking disparity between the male and the female gender in sex appeal ads (in this finding). From the results above, it indicates that men play only but an insignificant role in the display of sex appeal ads. Women, girls, advertisers and even society pay more attention to the use of women for sex appeal ads to increase patronage.

Question 5 further sources information on the various channels where male sex appeal ads are frequently displayed for the purpose of patronage. The question thus:

Figure 5.1 shows where male sex appeal ads are commonly found



The results above show that social media/online is the commonest medium where male sex appeal is used in ads to improve patronage. The respondents who watch a lot of films picked ‘film’ as the channel where they see the most display of sex appeal by men in ads. These ads are as a result of ad placement in films or channels.

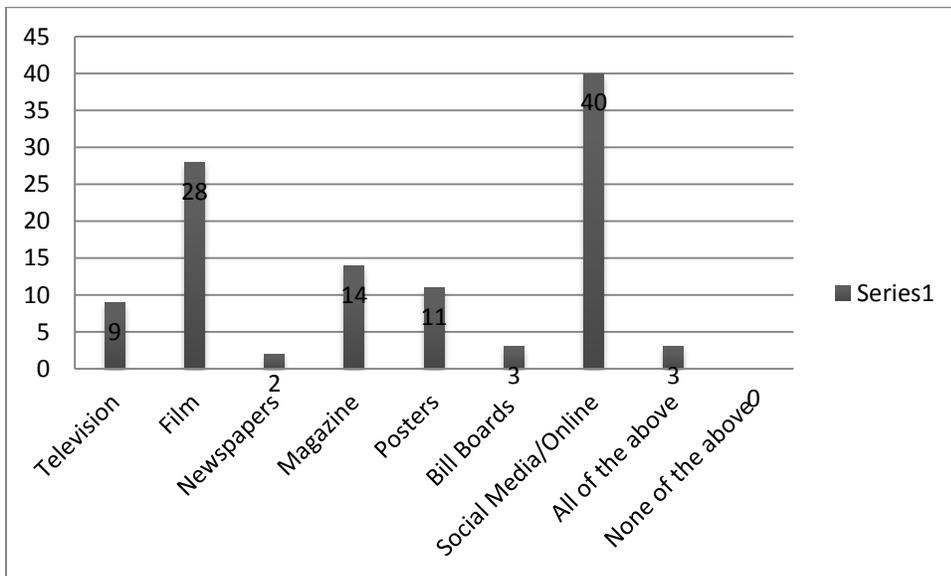
Question 6 answers the same idea of the question above, only that this one entails the feminine version.

Table 6.1 Where do you commonly find female sex appeal ads?



Media Types	Frequency	Percent(%)
Television	9	8
Film	28	25
Newspapers	2	2
Magazine	14	13
Posters	11	10
Bill Boards	3	3
Social Media/Online	40	36
All of the above	3	3
None of the Above	0	0
Others...Please identify	0	0

Figure 6.2 the graphical representation- where you often find female sex appeal ads?



Social media/online and film still constitutes the most frequently seen channels where sex appeal in ads is displayed. The findings suggest that most women who are inclined to certain kinds of medium (social media, television, film) often choose either of these channels as their most frequent platforms where they often see female sex appeal ads.

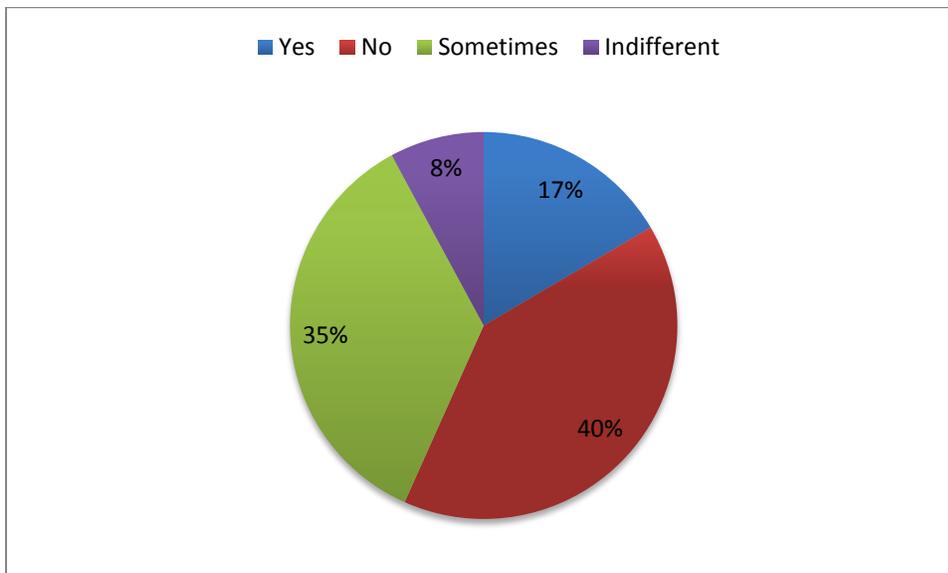
Question 7 asks whether or not sex appeal ads influence the decision of women as buyers.

“As a consumer, does the use of sex appeal in advertising influence your decision when purchasing any product?”

Table 7.1 Does sex appeal influence your decision?

Option	Frequency	Percent (%)
Yes	21 Respondents	17
No	51 Respondents	40
Sometimes	45 Respondents	35
Indifferent (I do not pay attention to that)	10 Respondents	8

Figure 7.2 is a pie chart showing the results of how sex appeal influences the women’s decision-





From the findings above, majority of the women are of the claim that sex appeal does not affect their desire/intentions to purchase certain goods and services. It has been noted that while many felt like taking sides, a good majority of the other women went for 'sometimes' indicating that there are moments when the use of sex appeal on ads works on them thereby prompting them into purchasing certain goods and services; as well as moments when sex appeal on ads does not influence their decision towards purchasing certain goods and services.

Questions 8 gave an opportunity for the women to state their view (as Northern women) on the use of sex appeal in advertising while question 9 asks them about what their culture says pertaining to the use of sex appeal in advertisements. Most of the women gave varied replies regarding the latter but the most prevalent of such replies rests on their values as northern women whose religion(s) have condemned them from exposing parts of their bodies for any reason whatsoever. This includes parts of other people's bodies as well. And if anything, this same religion encourages the use of a veil by all means to cover a part or their whole bodies up. They were therefore not in support of the fact that sex appeal in ads would be used as a tool for patronage. Only a few replies talked about joining the bandwagon or going with the trend of covering one's body. In fact, one of the respondents stated clearly under question 8 that she originally had little or no problem with the use of sex appeal in ads but over time, society gradually made her to conform to its values and ethics. The researcher had a one on one conversation where she gave an example with a northern woman called Jaaruma Empire.

Jaaruma is a northern women but she believes in breaking ethnic,cultural and religious barriers, she's a sex therapist and also sells under garments for women. This northern woman advertises her products on social media with her own personal images. Despite all the hateful comments she



gets from people around, she still strives to do more. She posts Vlogs on Youtube about her lifestyle and so on. The young lady that was interviewed stated “personally I admire her courage but my parents are going to disown me if I do anything like this”. She clearly stated that this would give her family a bad name and curse the upbringing her parents gave her. This indicates that some of the women in the north actually admire the use of sex appeal but are too shy to admit it or conform to it. For the ninth question, it was gathered that none of the cultures of the women was in support of the use of sex appeal in ads.

Question 10 answers the question of whether or not the women liked the sex appeal ads they see around.

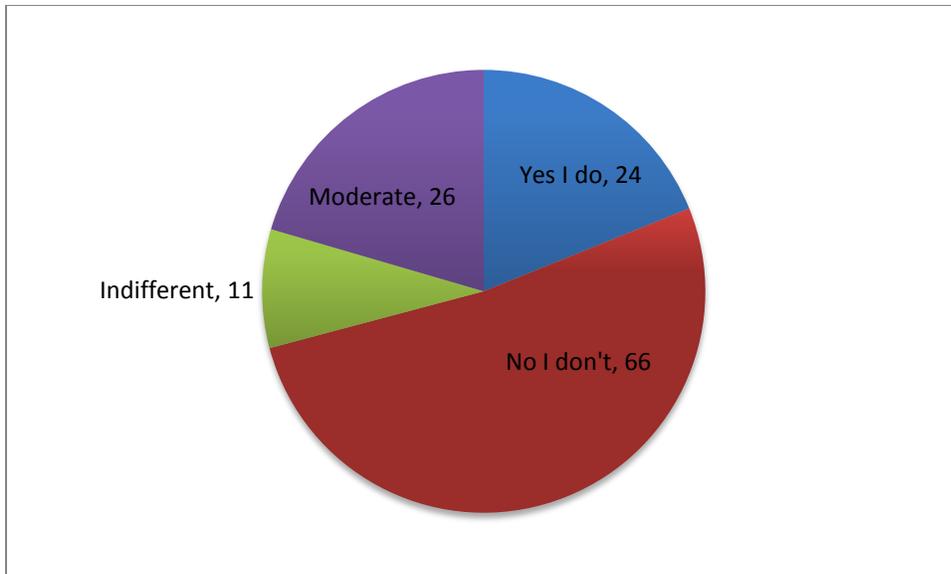
“Do you like the sex appeal ads displayed on products and services that you purchase?”

Table 10.1

Option	Frequency	Percent (%)
Yes I do	24	19
No I don't	66	52
Indifferent (I don't really care if the ads are there or not)	11	9
The sex appeal ads should be moderate	26	20

The above analysis was gathered from respondents on their views about the use of sex appeal in advertising- Figure 10.2 is a pie chart representing whether or not women like the sex appeal ads displayed on products and services that they purchase?

Figure 10.2



From the above results, it indicates that women who liked sex appeal ads and those who felt it should be moderately displayed have almost the same number. The only difference is by two people. While a majority of the women do not want it, only a few numbers were indifferent about the whole idea of the use of sex appeal in advertising.

Question 11 asks the women to say to what level they can individually ascribe the degree of sex appeal in ads as portrayed in media outlets in Yola. It was gathered thus;

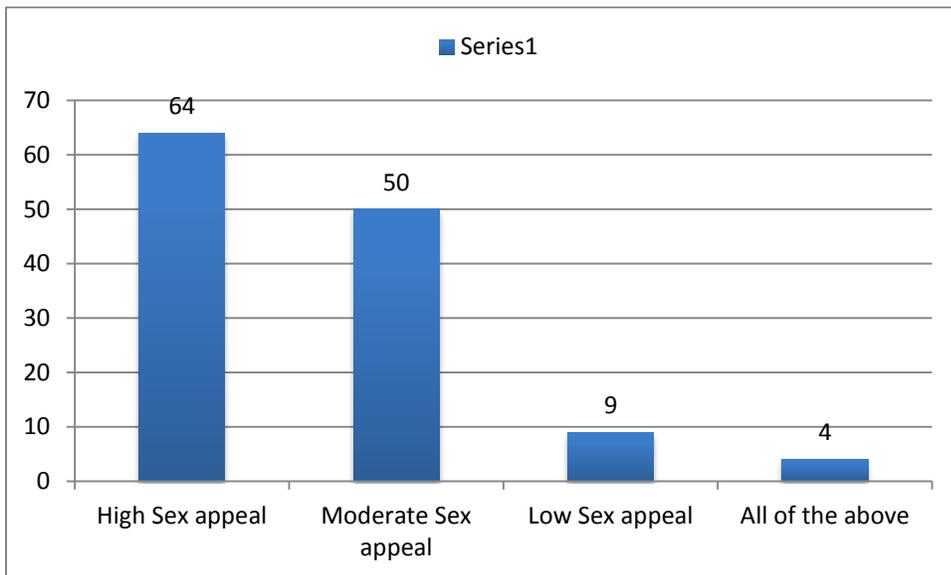
“What level of sex appeal contained in advertisements is portrayed in media outlets in Yola metropolis? “

Table 11.1 shows a table of respondents’ replies to the above question-

Option	Frequency	Percent (%)
High sex appeal (too much body exposure)	64 Respondents	51
Moderate sex appeal (partial body exposure)	50 Respondents	39
Low sex appeal (almost absent)	9 Respondents	7
All of the above	4 Respondents	3

Figure 11.2 a bar chart representation of the level of sex appeal portrayed in media outlets in Yola metropolis.

Figure 11.2



This research indicates that the women are of the opinion that the use of sex appeal in ads is at its peak in Yola. Although most of them settled for moderation, some of them still think that the use of sex appeal in ads is low in the Yola Metropolis. 5 people were not sure of what answer to give so they felt any of the above answers (or even all) could serve.



Conclusion

The researcher was unable to gather additional information from any of the respondents as the part stipulated for that was gathered empty. The results above have been sourced from the women in Yola and every conclusion drawn or about to be drawn will be based on the analysis given above. The women were promised anonymity and that is why no name has been mentioned throughout the course of collecting these data.



CHAPTER FIVE

Summary

This research comprises of 5 chapters that studied the use of sex appeal in advertisement in Yola metropolis. The first chapter kick-started the study by identifying the simple reason for the evaluation and the believe that advertisements have a great impact in not only influencing the buying decision of customers, but also affecting their culture, directly or indirectly by their choice.

The first chapter highlighted the background of the study, the statement of the problem and the objectives of the study. This same chapter also gave a couple of research questions mainly regarding the perception of women in Yola and how these advertisements influence their decisions as buyers. The significance of the study, and some of the key terms that were used throughout the research were all given meaning in this chapter. Chapter 2 subsequently gave an account of the relevant literature that was used for the study and the theories that have been brought forward by other writers on the same issue. The relevant literature gathered from this chapter formed background knowledge of the topic in question as well as offered ways by which this study is different from the ones that were written before it.

Chapter three carried the methodology comprising of the research design, population, sample size, sampling template, research instruments, and validity of research instruments, reliability of research instruments, methods or techniques of data gathering, methods of data analysis and even some of the possible limitations encountered throughout the research. In this chapter, questionnaires were made. Chapter four presented the data, gave analysis and discussed the findings and interpretation of the study. This chapter analyzed the data collected and discussed



all the findings with a deliberate effort to answer every research question (contained in the questionnaire).

Conclusion

From the findings, it was discovered that the respondents gave particular interest to two of the definitions of the use of sex appeal in advertisements. Most of the respondents picked definitions 'A' - Sex appeal in advertisement is the use of photos, videos, graphics or any form of sensual content for the purpose of attracting the patronage of such goods and services. And 'C' -sex appeal in advertisement entails the exposure of sensitive body parts (either of men or women) that is intended to stir up the interest of buyers of particular goods and services in order to attract more sales.

When asked why they sided particularly with these two definitions, most of the respondents said that the above definitions gave a complete recap of what sex appeal in ads meant to them. Apparently these two definitions touched the major parts of the said topic. However, as it was gathered, one common notable factor is that all of the respondents agree to one, two or all of the definitions. None of the respondents gave their own definition in this regard.

Furthermore, out of the 127,265 of the population of women between the ages of 18-40, 127 of these who women participated in the study, it was discovered that the display of females in sex appeal ads are the most prevalent on products and services than that of the male, and this is all in a bid to improve patronage. From the results analyzed in chapter 4, it indicates that men play only but an insignificant role in the display of sex appeal ads. Women, girls, advertisers and even society pay more attention to the use of women for sex appeal ads to increase patronage.



The findings suggested that most women who are inclined to certain kinds of medium (social media, television, film) often choose either of these channels as their most frequent platforms where they often see female sex appeal ads. The respondents mainly took sides with moderation; they did not advocate for the complete eradication of the use of sex appeal in ads but asked that products and services ‘moderate’ the use of sex appeal in order that the message (in the ad) is passed across without necessarily offending anyone or a particular group of people.

Recommendation

Given the time limit and the huge total population of this study, it is suggested that next time when such a topic is to be studied, the views of the male population would also go a long way in producing a rather assorted kind of data/findings where opinions would vary according to gender. Another recommendation would be that opinions from media houses be sought after as this study also has some connection with media houses.

Models and any other group of persons that are particularly featured on ads for the sake of portraying the sex appeal (needed for improved patronage) are interviewed in order that the society discovers what they themselves think about the use of sex appeal in ads. The sample space may also need to be increased for better data gathering and concrete findings.

Some of the limitations experienced during the research were;

- The inability of some respondents to read and reply to the questions contained in the questionnaire
- The security mindset that the respondents had gave the researcher a hard time in approaching some of the respondents and issuing questionnaires to them, because most of the respondents were not comfortable meeting strange people on the streets (or in some



cases people coming to knock on their doors with papers in hand and pleading with them to answer questions); can be reduced or curtailed if there was some other means that the questionnaires would be vocalized for respondents' easy comprehension and maybe notifying them before the researcher comes to them for questioning.



Bibliography

(n.d.).

Ahmad, Sanusi S. *The Nigeria Diversity-A Look into History*. Ibadan, 2011.

Alan and Cohan. "Towards a New Paradigm in the Ethics of Women's Advertising." (2001).

Brown, Ann and Knight Tess. *Journal of Aging studies* (2015): 10.

Cambridge Advanced learners Dictionary and Thesaurus. "Meaning of metropolis." 2018.

Center for advanced research aquisition. "What is culture?" L, Damen. *Culture Learning : the fifth dimension on the language Classroom*. . University of Minnesota, 1987. p.367.
<<http://carla.umn.edu/culture/definitions.html>>.

Cohan and John Alan. "Towards a new paradigm in the ethics of women's advertising." *Journal of business article* (2001): 15.

Dright, Carlen. "The Barrier between Results and Findings." (2016).

Ezaz, Ullah, Ezaz and Imran Muhammad. "T. V Advertisements." (2016).

Fang, Liu, Cheng Hong and Li Jianyao. "Emerald Insight." *International Marketing Review* (2009).

Furnham, Adrian and Stephanie Paltzer. "The potayal of men and women in television advertisements: An updated review of 30 studies published since 2000." *Scandinavian Journal of Psycology* (2010): 21.

Garry, Theresa. *Gender Equality and in the Black Nations*. Paroma: Palmers, 2009.

Georgia, Taylor, et al. "Economic Opportunities and obstacles for women and girls in northern nigeria." Development. DFID, 2014.

Jeffrey W. Lucas, Amy R. Baxter. "The Annals of the american acadmey of political and social science." *Power, influence, and diversity in organizations* (2011).

Kam, Cindy, Allison Archer and John Geer. "Courting the women's vote: the emotional,cognitive, and persuasive effects of Gender-Based Appeals in Campaign Advertisement." *Political Behavior* (2017): 25.

Karlsson and Hestrom. "Consumers' Attitude Towards Sex Appeal in Advertising." (2017).

Karlsson, Johanna and Jakob Hestrom. "Consumer's attitudes toward sexual appeal in adverising." *International Business and Economic, Bachelors level* (2017): 62.

Khlorman Eraqi, Na'ama. "Underneath we're angry:feminism and media politics in britain in the late 1970s and early 1980s." *Feminist Media Studies* (2017): 17.

Krolokke, Charlotte and Ann Scott Sorensen. "Gender Communication Theories and analyses." *Thousand Oaks* (2006).

Kyra, Lanis. "Images of women in advertisements: Effects on attitudes related to sexual aggression." *Sex Roles* (1995): 10.

Lee, Seon, et al. "When sex doesnt sell to men:mortality salience, disgust and the appeal of products and advertisements featuring sexualized women." *Motivation and emotion* (2017): 14.

Magyar, Andor and Csapo Janos. *Psycology of persuasion*. New York, 2010.

Marshal, Josiah. "Data Collection Procedures for Human Sampling." (2011).

Muyiwa, Popoola. "Influence of advertising sex appeal on product consumption and service patronage behaviours in lagos state, Nigeria." *Research on Humanities and social sciences* (2014): 16.



- National Open University. *Perception and conflict*. Lagos, 2009.
- National Population Commission of Nigeria, National Population Commission of Nigeria
National Population Commission of Nigeria. *City Population*. Yola, 2016.
- Piccolotto, Fabio. *Sex appeals in advertising*. 16 October 2012. 21 January 2018. <sex-appeals-in-advertising.wikispaces.com/The+effectiveness+of+sex+appeal+in+ads>.
- Popoola and muyiwa. "Influence of Advertising Sex Appeal on Product Consumption and Service Patronage Behaviours of Consumers in Lagos State." (2014).
- Raghuram, J, Mahajan Ruchika and Poddar Aayush. "Effects of Sexual Advertising on Consumer Buying Decisions." *Journal of Business and Management* (2015): Volume 7.
- Raghuram, M. R. J. "Effects of Sexual Advertising on Consumer Buying and Selling Decisions." *Journal of Business and Management* (2015).
- Rubie, Davies, M, Lee Christine and Katie Kai-Chi. "Watching each other: Potrayals of Gender and ethnicity in television." *Jornal of social psychology* (2013): 21.
- Shaikh, Bughio and Kadri. "The representation of Men and Women in Advertisements: A Critical Discourse analysis." (2015).
- Shaikh, Marvi, Faraz, Ali Bughio and Shafkat, Ali Kadri. "The representaion of men in advertisements:a critical Discourse analysis." *Women* (2015): 34.
- Tiggermann, Marika and Belinda. "the role of social comparison in the effect of magazine advertisement on women's mood and body dissatisfaction." (2004).
- Tiggermann, Mcgill Marika and Belinda. *Journal ofsocial and clinical psychology* (2004): 22.
- Trier, Bienek and M Adrienne. *Feminist Theory and Pop culture*. 2015.
- Tuzla and Hayri. "Does Sex in Print-ads Affect Perceived Product Specifications in Conservative Societies?" *Procedia-Social and Behavioral Sciences* (2012).
- Ujejinta, Malachy O. "'Influence of Sex Appeal Advertising on Brand Patronage among Students of Selected Nigerian Universities." *The International Journal of Management Sciences* (2015).
- Wimbush, Patrice D. *Chron*. 1 January 2018. 21 January 2018. <smallbusiness.chron.com/top-five-appeals-advertisers-use-sell-product-31373.html>.



APPENDICES

QUESTIONNAIRE

Dear Participant,

I am student of the American University of Nigeria. As part of my course requirement, I am currently conducting a research on the Perception of Northern women in Yola metropolis on the use of sex appeal in advertising products and services. Your participation in this survey is completely voluntary and the information you share with me will be treated with confidentiality and used only for the purpose of this research.

Thanks for your cooperation.

SECTION 1: Community Identification

For how many years have you lived in this community? (Terminate survey if less than six months).	Less than 5yrs <input type="checkbox"/>	11-15yrs <input type="checkbox"/>
	6-10yrs <input type="checkbox"/>	<input type="checkbox"/>
		Above 16yrs



Sex appeal in advertising has numerous definitions proposed by different writers- Below are 3 of these definitions. Please identify (by ticking) the definition that best describes what sex appeal means to you. You are allowed to pick more than one definition (as the case may be) as those options have been provided below as well-

- a- Sex appeal in advertisement is the use of photos, videos, graphics or any form of sensual content for the purpose of attracting the patronage of such goods and services.

- b- Sex appeal in advertisement involves the use of nudity (especially of women) in any form to advertise certain products like cosmetics, perfumes, underwear and so on in order to appeal to customers for the purpose of patronage.

- c- Sex appeal in advertisement entails the exposure of sensitive body parts (either of men or women) that is intended to stir up the interest of buyers of particular goods and services in order to attract more sales.

- d- A and B above

- e- A and C above

- f- B and C above



g- All of the above

h- None of the above

Age:	18 – 25 <input type="checkbox"/>	34 – 40 <input type="checkbox"/> <input type="checkbox"/>
	26 – 33 <input type="checkbox"/>	Above 40
Highest Educational Level:	No education <input type="checkbox"/> <input type="checkbox"/>	Secondary school <input type="checkbox"/>
	Primary school	Tertiary <input type="checkbox"/>
Employment Status:	Unemployed <input type="checkbox"/>	Employed (employee <input type="checkbox"/> Self Employed <input type="checkbox"/>
Marital Status:	Single <input type="checkbox"/> <input type="checkbox"/>	
	Married	

1- How often do you see sex appeal ads?

a- Very often

b- Once in a while

c- Rarely

d- Very rare



- 2- Where do you see sex appeal ads?
- a- Television
 - b- Film
 - c- Newspapers
 - d- Magazines
 - e- Posters
 - f- Billboards
 - g- Online
 - h- Social media
 - i- All of the above
 - j- None of the above
 - k- Others: please identify.....

- 3- What gender do you commonly see featured in Sex appeal ads?
- a- Male
 - b- Female

4- As a buyer, does sex appeal influence your decision when purchasing a product?



a- Yes

b- No

c- Sometimes

d- Indifferent (I don't really pay attention to that)

5- What is your view (as a northern woman) on the use of sex appeal?

.....

.....

6- What does your culture say about the use of sex appeal in advertisements?

.....

7- Do you like them?

a- Yes I do

b- No I don't

c- Indifferent (I don't really care if the ads are there or not)

d- The sex appeal ads should be moderate



8- How do sex appeal ads make you feel?

.....

9- What level of sex appeal contained in advertisements is portrayed in media outlets in Yola metropolis?

- a- High sex appeal (too much body exposure)
- b- Moderate sex appeal (partial exposure)
- c- No sex appeal
- d- All of the above

Do you wish to give any additional information on the topic in question, if yes, please use the space provided below:

.....

.....

.....

Thank you for your compliance. The information you have provided is very vital to this research.

Picture of Jaaruma Empire, a northern woman

