

Influence of Emotional Appeals in Television Cosmetics Advertisements on Purchase Decisions of Female Students of Higher Institutions in Niger State, Nigerian

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Abstract - One strategy that advertisers use to influence purchase decisions is the employment of advertising appeals. Cosmetics companies often use emotional appeals to arouse consumer desire and purchase decisions. However, what is not certain is whether emotional appeals in cosmetics advertisements influence consumers to buy the products. Thus, this study sought to determine whether emotional appeals in cosmetics advertisements influenced students' purchase decisions in higher institutions in Niger State, Nigeria. The Hierarchy of Effect Model was used as a theoretical basis for the study. Mixed-Method, comprising Survey and Focus Group Discussion, was adopted while simple percentage, frequency, and regression analysis were used to analyze it. A sample of 377 respondents was used while the Focus Group Discussion comprised two groups of 14 participants. The findings revealed that apart from students being influenced by emotional appeals, patronage for the products is high. A significant number are also strongly influenced to patronize cosmetics products when their emotions are appealed to by advertisements using celebrities and the perceived quality of the products. Respondents also perceived cosmetics adverts as educative, informative, and entertaining. The study recommended that cosmetics companies take advantage of the leverage offered by emotional appeals especially in TV adverts to enlarge or sustain their market share and improve patronage. It is clear that advert impressions stimulate the students' purchase of cosmetics; by implication, consumers.

Keywords: Cosmetics, Emotional Appeals, Exposure, Purchase Decisions, Television Advertisements.

I. INTRODUCTION

One strategy advertising often uses grabbing the consumer's interest in the product and the selling message [1]. To achieve this, advertising appeals are frequently deployed. Advertising appeals aim to influence how

customers see themselves and how purchasing a product can be profitable. Therefore, the message sent via advertising appeals affects the purchase decision of the consumer [2]. Advertising appeals are created on accurate information, which is concentrated on product qualities. Advertising benefits and appeals are divided into subgroups: such as informative content, which is product benefits and features that change consumers' state of mind positively, amusement such as humorous content, and interactive games, which raises involvement and feeling of enjoyment on the consumer [3]. The interactive appeals include reasonable, passionate, and emotional appeal. Passionate and emotional appeals ordinarily focus on presenting hopeful feelings and building a brand personality. These appeals have been identified as the most capable of inducing patronage [4]. Entertainment or amusement as a critical factor for advertising is the skill to arouse aesthetic pleasure. It is vital because it is concise and humorous and instantly gets consumers' attention [5].

In contemporary society, a number of companies use emotional appeals advertisements consistently to attract patronage or make purchase decisions. Like other companies, cosmetic companies use emotional appeals to induce consumers to purchase, grab consumer attention towards a particular product [6] & [7]. These companies use emotional appeals because it has to do directly with the consumer's feelings, which tend to psychologically trigger the consumer by building emotions and feelings such as happiness, joy, and fear [8]. [43] opined that cosmetics companies appeal to consumers' emotions through emotional appeals, giving them the reason they need to buy cosmetic products. For instance, they illustrate with someone who has wrinkles, pimples, or stretch marks on her face and another illustration of the same person without those ailments.

These cosmetics referred to in the study are products used to beautify the skin, hair or teeth, and include makeup,



lotions, beauty creams, and fragrances. Some of these cosmetics include Optimal Anti-ageing Cream, Avalon Organic Cream, Dove Beauty Cream, Nivea Cream, Vaseline, Tura Cream and Soap, Beauty Fair Body Lotion, Jaribu Soap, Clear Win Soap, Crusade Soap, Cuticura Soap, Skin Clear Soap, Eveeno Skin Lotion, Skin Success, Beauty Glow Cream, Tetmosol Soap, Johnson Cream, Johnson Body Oil, Pears Soap, Pears Oil, Dove Soap, Lux Soap, White Powder, Brown Powder, Lipsticks and so many other cosmetics.

In contemporary society, cosmetics companies seem to become more prominent as there is a proliferation in the industry. This may reflect the degree to which young female folks have made cosmetics an essential part of their lives. Several studies have identified advertising as playing an important role in the process, thereby making cosmetics seemingly inevitable in young ladies' lifestyle.

A number of studies conducted in other climes suggest that advertisements spur a wide range of products. One such study is that of [10], which shows that Exposure to television advertisements affects alcohol consumption behaviour, especially among the young. In addition,[11] in their study reveal that cosmetics companies also use television advertisements to maintain their position in the market. Other studies by [12] & [13] reveal that advertising changes attitudes, behaviour and builds emotional bonds with consumers.

Consequently, due to the very few studies in Nigeria on the specific influence of television advertisements on consumer products, there is a need for a study to determine the influence of Emotional Appeals in Television Cosmetics Advertisements on Purchase Decisions. Thus, this study attempts to ascertain the link between television cosmetic advertisements and female Students of Higher Institutions' decisions in Niger State, Nigeria. Besides, this study is designed to fill the gap in knowledge by focusing on how television advertisements' emotional appeals affect students' purchase decisions on cosmetics products.

In this light, the study attempts to resolve the following research questions:

RQ1: What are the patterns of Exposure to television cosmetics advertisements among students of higher learning institutions in Niger State?

RQ2: What are the perceptions of television cosmetics advertisements among students of higher learning institutions in Niger State?

RQ3: To what extent do emotional appeals in television cosmetics advertisements influence purchase decisions among higher learning students in Niger State?

RQ4: What other factors influence purchasing cosmetics products among students in higher learning institutions in Niger State?

Significance of the Research Questions

- The result will explain advertising appeals' influence, especially emotional appeals regarding consumers' purchase decisions.
- The study will also yield ways that advertisements and emotional appeals can influence youth's purchase decisions.
- This study's findings will help cosmetic companies know the influence of advertising appeals in students' purchase decisions and different media of advertisements used to advertise cosmetics products, and manners in which advertisements can influence customer purchase decisions.
- This study's findings will contribute to the current knowledge on the influence of emotional appeals in cosmetics products advertisements on purchase decisions to other researchers on what to study in the future.

II. LITERATURE REVIEW

Advertisements are indirect communication processed by the media, paid by a known sponsor to project products displayed in the advertisements. Advertisements provide room to build and create awareness of the advertised products [14]. Companies expend considerable financial resources in building marketing strategies and advertisements to affect the behaviour of the individual. Advertisements an essential factor that determines the way and pattern of consumer's lifestyles in various contexts. For instance, advertising has brought about changes and reshapes the society people live in [15].

[16] noted that advertising reaches out forcefully and affects everyone living and working in the modern world today. Advertisements are responsible for the good things in life (pleasant things) and, on the contrary, as the cause of unpleasant things. However, consumers often try to neglect the external stimuli, and advertisements frequently capture potential consumers' attention. This has mounted a lot of pressure on advertisers who put in their best to create content that can break through such barriers[17]. Every product advertisement needs to grab its consumers' attention and affect their feelings towards a particular product. Advertisements are meant to attract attention, create likeability for the brand, and create a lasting impression[18]. The need for an advertising approach comes to play as something that will move the audience, talk to their needs, and excite their interest [19].[20] say "advertising that works is advertising that makes somebody feel something... All advertising has some emotion. Some advertising is all emotion". This implies that advertisements for which the audience feels the response is of primary importance are more execution-focused. Such an advertising approach to trigger the consumer's conscience to take action is advertising appeals. Creativity in advertisements influences the individual motive to purchase a particular product or make an alternative

decision or perception of the product in consumers[21]. Advertisement appeals stimulate the psychological motive of the consumer to make a purchase [22]. Advertisement is a flow of information via the media about products, services paid by a known sponsor. It is used to motivate, induce, persuade, encourage, or manipulate an audience (viewers, readers, or listeners) to take action [23]. Advertisements are indirect communication through the media about goods sponsored by the owners. When used with a medium like television with inherent qualities, the messages become more effective[24]. An essential part of marketing, advertisements are public announcements packaged to inform and motivate consumers. The advertiser's goal is to change the recipient's thinking pattern (or buying behaviour) to get persuaded to make purchase decisions [25]. Because of this, this hypothesis is proposed.

EMOTIONAL APPEALS

Advertising messages come in different appeals. Such appeals are informational or rational appeals and emotional appeals[26]. The informational or rational appeals are informative to persuade consumers about their product, which offers a unique selling proposition to solve consumer problems[27]. The essence of informational or rational appeals is to induce customers to buy a particular brand. Also, rational advertising appeals' motives are to advance information on the benefits or reasons for using such a product, such as the comfort to derive, convenience, and economy surrounding it [28]. Other motives of rational advertising appeals include quality, durability, efficiency, performance, dependability, and product efficacy. All these rational appeals motives are crucial to customers that provide information about varieties of products and the various market segments[29].

Emotional appeals change the consumer's psychological being by building emotions and feelings such as happiness, joy, and fear [30]. Emotional appeals advertising triggers consumers' psychological, socially, or symbolic requirements where the desire to buy comes from [31]. [32] further explains that positive or negative emotion arouses customer's purchase decisions by using emotional appeals. He stated that positive emotional appeals cover humour, love, happiness, music, fear, sex, adventure, romance, emotional and sensitive words. This has made emotional appeals a popular tool for creating cosmetics products Advertisement [33] & [34].

III. THEORETICAL FRAMEWORK

The hierarchy-of-effects theory explains ways advertising affects consumer's decisions to purchase a product or not. To achieve this, the hierarchy explains the stages in the consumer learning process, and decision-making includes awareness, knowledge, liking, preference, conviction, and purchase [35]. According to [36], the

hierarchy-of-effects theory is an advanced advertising strategic approach where sales of goods are made through well-developed, persuasive advertising messages that are packaged to create product awareness over time—a model for predicting measurement of advertising effectiveness.

Companies using this strategy expect consumers to an immediate purchase, rather longer decision-making process. Potential customers are guided through the six stages of the hierarchy effect model as the advertisers' goal. The consumer is informed about a product or service through awareness and knowledge (or cognitive) stages and how they process the information received. The information stage about the product is very important to the advertiser, which is presented in an easily understandable manner that compels the prospective customer to learn more and connect with a product.

The liking and preference (or affective) stages are where consumers develop feelings towards a brand; the advertiser not only focuses on the product but also on positive attributes or technical abilities. Rather, advertisers make every effort to appeal to consumers' values, emotions, self-esteem, or lifestyles. The conviction and purchase (or conative) is an action stage. When an advertiser tries to persuade a potential customer to react to the information, they have gotten about a product and connect emotionally to a product to make a purchase. It might include converting doubts about a product or service into action. Also, advertisers try to convince prospective consumers how much the product will benefit them by offering a test drive or sample item. Advertisers also try to create a level of trust with the consumer by focusing on the quality, usefulness, and popularity of a product or service. Because of these, this hypothesis is proposed:

H1: Controlling for Exposure to television cosmetics advertisements, emotional appeals predicts purchase decisions of cosmetics products among students of higher institutions in Niger state.

H2: Controlling for the perception of advertisements emotional appeals predicts purchase decisions among students of higher institutions in Niger state.

H3: Emotional appeals influence purchase decisions of cosmetics products among students of higher institutions in Niger state.

H4: Controlling for the hierarchy of effect factor, emotional appeals predicts purchase decisions of cosmetics products among students in Niger State.

VI. METHODOLOGY AND RESEARCH DESIGN

This research adopted the mixed method, which comprises quantitative (survey) and qualitative (Focus Group Discussion to examine Influence of Emotional Appeals in TV Cosmetics Advertisements on Purchase Decisions of female Students of IBB University Lapai and Federal Polytechnic Bida, Niger State. The quantitative

method includes collecting data and analyzing it quantitatively. It was done rigorously, while steps that allow generalization of findings to measure and analyze causal associations between variables were taken. The focus group as a qualitative approach was used to support the survey to gain insight into a holistic understanding of the respondent's point of view in relation to the study [37]. Furthermore, with focus groups, new opinions and thoughts can be generated from members that may not arise in face-to-face interviews [38].

V. POPULATION AND SAMPLING TECHNIQUE

This study population consisted of full-time undergraduates' female IBB University Lapai (IBBU) and Federal Polytechnic, Bida, Niger State (FPB). According to the Information and Communication Technology (ICT) of IBBU, the number of female students for the 2017/2018 academic session was 8,576. At the same time, statistics from the Management and Information System (MIS) directorate of FPB showed that the number of female students for the 2017/2018 academic session was 11,424. Thus, 100, 200, 300, 400, and 500 levels students were selected as the population for IBBU while ND1, ND2, HND1, and HND II were selected for FPB. Therefore, this study's female population from the two institutions was 8,576 plus 11,424, equal to 20,000. The selection of these female students resulted from the perceived heavy usage of cosmetics products by female students and convenience. To allow findings to be generalized to this particular population, based on the recommendations of [39], this study's sample size was calculated to be 377.

The multi-stage sampling comprises purposive, stratified, and simple random sampling techniques for the study. The purposive technique is a non-probability sampling technique suitable for choosing a sample based on familiarity with the population, its essentials, and the purpose of the research. In other words, the selection of units is to be made based on the researcher's judgment about which of the elements would be most useful [40]. Thus, the researcher purposely sampled female students from both institutions as the population for this study. They are the people who mostly use cosmetics products and have concurrent Exposure to cosmetics advertisements on television. In stratifying the sample, the institutions were stratified into the existing faculties and schools; the final respondents were chosen through random sampling.

Operationalization of Concepts and Measurement of Variables

The core variables used in this study were operationally distinct and measured as follows: Patterns of respondents Exposure to television advertisements: This construct was measured with five (5) items each for Exposure on a five-point Likert scale where 1=Never and 5=Always in terms

of Exposure given to cosmetics products advertisements on television. Respondents' perception of television cosmetics advertisements: In this section, respondents were asked to indicate their television advertisements' perception. On a scale of 1 to 5, respondents indicated their level of agreement. Where 1= strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, and 5 = strongly agree. Items include: advertisements on television are reliable, advertisements on television are useful in choosing brands. Emotional appeals in cosmetics advertisements: This refers to how advertisements on television affect respondents' choice of the preferred brand among competitive brands with six (6) items. In this section, respondents were asked to indicate attitude towards brand advertisements based on some constructs using a Likert scale of 1 to 5 Where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, and 5 = strongly agree. Items include: I prefer cosmetics advertisements that appeal to my feelings, I prefer television cosmetics advertisements that arouse my emotion.

Factors contributing to the influence of emotional appeals advertisements: In this section, respondents were asked to indicate factors that influence attitudes towards brand advertisements among other competitive brands with twelve 12 items. In this section, respondents were questioned to indicate their attitude based on some constructs using a Likert scale of 1 to 5 where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, and 5 = strongly agree. Items include knowledge about the cosmetics products advertised appeals to me. I like cosmetics products being advertised by celebrities and the beautiful model on television. I will buy cosmetics products well-packaged in television advertisements. Purchase decisions: This refers to the brand selected for purchase based on respondents' interest and consideration of other important factors. In this section, respondents were asked to express their brand selection for purchase decisions among other competing brands based on items on a 5-point Likert scale where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, and 5 = strongly agree. Items include I cosmetics products based on interesting advertisements. I buy advertisements based on the models used in the advertisements. I buy cosmetics products based on testimonials by celebrities.

Another instrument used for data collection for this study is Focus Group Discussion (FGD). FGD is a qualitative method of gathering data that allows respondents to talk about the subject in terms of their own 'frames of reference' [41]. Therefore, the rationale behind using the Moderator's Guide for FGD is to supplement the questionnaire for the study and allow insight into a holistic understanding of the respondent's position concerning the study. Below are the content and structure of the FGD Moderator's Guide.

Moderator's Guide

FGD Q1. How you describe your patterns of Exposure to television cosmetics advertisements. In terms of frequency, attention, likeability?

FGD Q2. Of many advertising appeals, how do you think emotional appeals work in cosmetics advertisements?

FGD Q3. What other factors about cosmetics advertisements on television determines your purchase of cosmetics products.

FGD Q4. To what extend do emotional appeals influence your purchase of cosmetics products.

Validity and Reliability

A pilot study was conducted with 30 questionnaires administered to a smaller subsection of the population. The section of the pilot study population is the Mass Communication students of Kwara State University. [42] It is an issue of if a precise method applied recurrently to the identical object produces the same outcome every time tested. Scaled items are exposed to the reliability test with .99 Cronbach's Alpha benchmark. FGD validity was ascertained through member checking and sufficient time duration with the interviewees.

TABLE I

Constructs	'Reliability			
	Pilot		Final	
	N	Alp ha	N	Alpha
Exposure to cosmetics advertisements	5	.30	.999	370 .996
Perceptions about cosmetics advertisements	5	.30	.993	370 .997
Emotional appeals in cosmetics advertisements	6	.30	.996	370 .997
Factors in emotional appeals advertisements				
Knowledge	3	.30	.987	370 .997
Liking	3	.30	.091	370 .997
Preference	3	.30	.991	370 .996
Conviction	3	.30	.981	370 .996
Purchase decisions	5	.30	.992	370 .998

Table 1 shows an acceptable range of reliability results at the pilot study level, which aligns with the reliability test's internal consistency requirements. At the pilot stage, 30 items were tested under six constructs, of which the construct 'Exposure to cosmetics advertisements' attained the highest score at .999. Other constructs also scaled threshold.

VI. FINDINGS

RQ1: What are the patterns of Exposure to television cosmetics advertisements among students of higher learning institutions in Niger state?

Several survey items were combined to develop overall

scores for the patterns of Exposure to television cosmetics advertisements. The data on the table below is to ascertain the pattern of Exposure of each student regarding cosmetics products.

TABLE II

Exposure (N=370)	Level of Exposure					M	SD
	R	S	O	A			
I see cosmetics advertisement on the television	8.1	9.7	18.1	28.6	35.4	3.74	1.26
I pay attention to cosmetics advertisement on the television	7.8	9.7	17.8	28.4	36.2	3.75	1.26
When cosmetics advertisements come up on television programs, I stay tuned to watch it	8.4	9.7	18.4	27.8	27.8	3.73	1.27
I prefer cosmetics advertisement on the television	8.1	9.5	18.1	28.4	35.1	3.75	1.26
My Exposure to cosmetics advertisements on television is regular	8.4	8.9	18.4	28.1	36.2	3.75	1.26
Total						3.74	1.26

*Scale 1 =Never, 2 =Rarely, 3 = Sometimes, 4 = Often, 5 = Always

Results in Table 2 revealed that the respondents are well-exposure to cosmetics commercials on television. These results supported the prediction advance by hypothesis 2.

RQ2: What are the perceptions of television cosmetics advertisements among students of higher learning institutions in Niger State? There are survey items listed on the table to determine their perceptions of television cosmetics advertisements. This is to ascertain the perceptions of the students towards television cosmetics advertisements.

TABLE III

Perception (N=370)	Level of Agreement					M	SD
	SD	D	N	A	SA		
I enjoy watching a cosmetics advertisement on the television	9.7	9.7	9.5	9.5	8.9	3.69	1.27
Television advertisements on cosmetic products are reliable	8.6	8.9	8.4	9.2	8.9	3.68	1.27
Cosmetics advertisements on television are useful in my choice of brands	16.8	17.0	4.8	16.8	16.8	3.69	1.26
I trust	32.4	32.2	31.9	31.9	32.7	3.69	1.27

cosmetics advertisements on the television	32.4	32.2	32.4	32.7	32.7	3.71	1.25
Cosmetics advertisements on television offer good information							
Total						3.69	1.26

TABLE 3 showed that the respondents generally perceived television advertisements cosmetics advertisements on television as reliable (M =3.68, SD =1.27), they perceived cosmetics advertisements on television to be useful for their choice of brands (M=3.69, SD =1.26), they trust cosmetics advertisements on television (M= 3.69, SD= 1,27) and cosmetics advertisements on television offer good information with the highest score (M= 3.71, SD= 1.25). These results revealed that the respondents perceived cosmetics advertisements as reliable. These results supported the prediction advance by hypothesis 2.

RQ3: To what extent do emotional appeals in television cosmetics advertisements influence purchase decisions among higher learning students in Niger State?

TABLE IV

Emotional Appeals (N=370)	Level of Agreement					M	SD
	SD	D	N	A	SA		
I prefer cosmetics advertisements that appeal to my feelings	7.8	9.7	17.6	30.5	34.3	3.73	1.24
I prefer exciting television cosmetics advertisements	7.6	9.7	17.6	31.1	34.1	3.74	1.23
I love television cosmetics advertisement with beautiful models and celebrity	7.3	9.5	17.6	31.1	34.6	3.76	1.22
I prefer television cosmetics advertisements that arouse my emotion	7.8	9.5	17.6	30.5	34.6	3.74	1.24
I prefer television cosmetics advertisement presented with humour	7.6	9.5	17.6	31.9	33.8	3.74	1.22
I prefer television cosmetics advertisements that fit my status	7.8	9.2	17.3	33.0	33.5	3.74	1.22
Total						3.11	1.02

TABLE 4 showed that respondents' feelings are influence by emotional appeals in advertisements to make purchase decisions (M =3.73, SD= 1.24), they prefer exciting television advertisements cosmetics advertisements (M=

3.74, SD=1.23), respondents love television cosmetics advertisements with beautiful models and celebrity (M=3.76, SD=1.22), they prefer cosmetics advertisements that arouse their emotion (M=3. 74, SD= 1.24) the respondents prefer television cosmetics presented with humour (M=3.74, SD=1.22), and they prefer television cosmetics that fit their status (M= 3.74, SD=1.22). These results revealed that the respondents are influenced by emotional appeals to make cosmetics products' purchase decisions.

RQ4: What other factors influence purchasing cosmetics products among students in higher learning institutions in Niger State?

TABLE V

Other Factors of Influence	Level of Agreement					M	SD
	SD	D	N	A	SA		
Knowledge (N=370)							
Knowledge about the cosmetic products advertised appeals to me	6.8	9.5	17.3	31.1	34.6	3.77	1.21
Information about cosmetics products advertised arouse my interest	6.8	9.2	17.3	31.4	34.6	3.78	1.21
Comprehension of television cosmetics advertisement increases my chance of purchasing the product	6.8	9.2	16.5	31.4	35.4	3.80	1.21
Total						3.78	1.21
Liking (N=370)							
I like cosmetic products with interesting television advertisements	6.5	9.2	16.8	31.1	34.7	3.80	1.20
I like cosmetic products being advertised by celebrity and beautiful models on the television	6.5	9.2	16.8	31.4	35.4	3.80	1.20
I like exciting and entertaining television cosmetic advertisements	6.5	9.2	15.9	32.2	35.4	3.81	1.20
Total						3.80	1.2
Preference (N=370)							
I prefer cosmetic products with wonderful television advertisements	6.5	9.2	15.7	32.2	35.7	3.82	1.20
I prefer cosmetic products with celebrity	6.5	9.5	15.1	32.7	35.4	3.81	1.20

testimonials							
I prefer cosmetic products with exciting advertisements	6.5	9.5	14.9	33.2	35.1	3.81	1.20
Total Conviction (N=370)						3.81	1.20
Exciting television cosmetics advertisements convince me to purchase the brand	6.5	9.7	14.6	32.4	36.2	3.83	1.20
I am convinced buy advertised cosmetic products that fit my status	6.2	9.7	15.4	32.2	35.7	3.82	1.20
I will buy cosmetic products well-packaged in television advertisements	6.2	9.5	15.7	31.1	36.8	3.83	1.20
Total						3.82	1.20

In TABLE 5, respondents like cosmetics products with interesting television advertisements (M=3.80, SD=1.20), they like cosmetics products advertised with celebrity and beautiful models on the television (M=3.81, SD=1.20), and the respondents like exciting and entertaining television cosmetics advertisements (M=3.81, SD=1.20) which is the highest score. This study revealed that variables in the hierarchy effect model used in emotional appeals contribute to the purchase decisions of cosmetics products. The respondents prefer cosmetics products with wonderful television advertisements (M=3.82, SD=1.20) with the highest score, they prefer cosmetics advertisements with celebrity testimonials (M=3.81, SD=1.20), and the respondents prefer cosmetics products with exciting advertisements (M=3.81, SD=1.20). These results revealed that HOE's preference factor contributes to emotional appeal cosmetics advertisements on purchase decisions of cosmetics products. Exciting television cosmetics advertisements convinced respondents to purchase the brand (M=3.83, SD=1.20), they are convinced by the advertised cosmetics products that fit their status (M=3.82, SD=1.20), and they buy cosmetics products that are well-packaged in television advertisements (M=3.83, SD=1.20). Preparatory to conduct inferential analyses to test hypotheses advanced in the study, inter-item correlations of the study's constructs were conducted. As shown in Table 4.5, the results depict correlations among the items, ranging from .612 to .699. This means that the data passed the collinearity test as required before running regression analyses used in testing the hypotheses. While the study has one main independent variable (emotional appeals advertisements) and one dependent variable (purchase decisions), six other constructs were used to control for the consequence of the independent variable on the dependent variable. These constructs are Exposure to emotional appeals

.television cosmetics advertisements, perception of emotional appeals television cosmetics advertisements, as well as four of the constructs of the Hierarchy of Effects model, namely knowledge, liking, preference, and conviction. All these items were well correlated.

Fig 1:

Constru	EXP	PER	EAP	KN	LIK	PRE	CO	PU
cts				W			N	R
Exposu	1							
re								
Percepti	.612	1						
on	**							
Emotio	.695	.609	1					
nal	**	**						
appeals								
Knowle	.627	.695	.697	1				
dge	**	**	**					
Liking	.633	.631	.608	.690	1			
	**	**	**	**				
Prefere	.633	.629	.606	.678	.687	1		
n	**	**	**	**	**			
Convict	.640	.642	.606	.650	.658	.672	1	
ion	**	**	**	**	**	**		
Purchas	.656	.681	.656	.672	.684	.685	.699	1
e	**	**	**	**	**	**	**	**

KEY: EXP=Exposure; PER=Perception; EAP=Emotional Appeals; KNW=Knowledge; LIK=Liking; PRE=Preference; CON=Conviction; PUR=Purchase Decision

** Items are correlated at 0.01 level (2-tailed)

Fig 1 depicts correlations among the items, ranging from .612 to .699. This means that the data passed the collinearity test as required before running regression analyses used in testing the hypotheses. While the study has one main independent variable (emotional appeals advertisements) and one dependent variable (purchase decisions), six other constructs were used to control for the consequence of the independent variable on the dependent variable. These constructs are Exposure to emotional appeals television cosmetics advertisements, perception of emotional appeals television cosmetics advertisements, as well as four of the constructs of the Hierarchy of Effects model, namely knowledge, liking, preference, and conviction. All these items were well correlated.

H1: Emotional appeals influence purchase decisions of cosmetics among students of higher institutions in Niger state.

Fig 2:

Model	B	SE	t	P
Constant	1.27	.158	8.03	.001
Emotional Appeals	0.66	.040	16.54	.001

F (1, 365) = 273.71, R² = .430, p = .001

Fig 3 presents the results of the test of hypothesis one. Using simple linear regression, the results, with significant ANOVA, show that emotional appeals cosmetics advertisement contributes 43% variance in purchase decisions of cosmetic products by students in selected higher institutions in Niger State (B=0.66, SE=.040, t=16.54, p=.001). By these results, hypothesis 1 of the study is upheld.

Hypothesis 2: Controlling for Exposure to television cosmetics advertisements, emotional appeals predict cosmetics' purchase decisions among students in higher institutions in Niger State.

Fig 3:

Models	B	SE	T	p
Model 1				
Constant	1.32	.155	8.51	.001
Exposure	0.65	.039	16.54	.001
Model 2				
Constant	0.85	.157	5.43	.001
Exposure	0.38	.051	7.52	.001
Emotional Appeals	0.39	.052	7.52	.001

Model 1 $F_{(1, 365)}=273.69, R^2=.430, p=.001$

Model 2 $F_{(2,365)}=56.61, R^2=.504, p=.001$

Fig 3 revealed a significant influence of emotional appeals advertisements. Model 1 of the test showed that Exposure to cosmetics advertisements contributed 43% variance in purchase decisions among students of higher institutions in Niger state (B=0.65, SE=0.39, t=16.54, p=.001). When emotional appeals advertisements were introduced in the Model 2, the variance improved to 50.4% (B=0.38, SE=.051, t=7.52, p=.001) variance in purchase decision on cosmetics products among students of higher institutions in Niger state. Hypothesis 3: Controlling for the perception of advertisements emotional appeals predicts purchase decisions of cosmetics among students in higher institutions in Niger State.

Fig 4

Models	B	SE	T	P
Model 1				
Constant	1.28	.148	6.68	.001
Perception	0.67	.038	17.69	.001
Model 2				
Constant	0.68	.151	4.46	.001
Perception	0.44	.043	10.13	.001
Emotional Appeals	0.39	.045	8.69	.001

Model 1 $F_{(1, 365)}=313.08, R^2=.463, p=.001$

Model 2 $F_{(2,365)}=226.44, R^2=.556, p=.001$

Fig 4 revealed the significant influence of emotional appeals advertisements. Model 1 of the test showed that the perception of cosmetics advertisements contributed 46.3% variance in purchase decisions among students of higher institutions in Niger state (B=0.67, SE=0.38, t=17.69, p=.001). When emotional appeals advertisements were introduced in Model 2, the variance improved to 55.6% (B=0.44., SE=.043, t=10.13, p=.001) variance in purchase decision on cosmetics products among students of higher institutions in Niger state and influence of emotional appeals (B=0.39. SE=.045, t=8.69, p=.001).

Hypothesis 4: Controlling for the hierarchy of effect factors, emotional predicts purchase decisions of cosmetics products among students of higher institutions in Niger state.

Fig 5

Models	B	SE	t	p
Model 1				
Constant	0.95	.157	6.08	.001
Knowledge	-0.37	.291	-1.28	.203
Liking	0.70	.378	1.85	.065
Preference	-0.22	.292	-0.77	.442
Conviction	0.62	.167	3.75	.001
Model 2				
Constant	0.66	.157	4.20	.001
Knowledge	-0.29	.277	-1.05	.297
Liking	0.47	.261	1.30	.195
Preference	0.19	.278	-0.69	.494
Conviction	0.50	.160	3.15	.002
Emotional Appeals	0.32	.052	6.20	.001

Model 1 $F_{(1, 365)}=87.90, R^2=.494, p=.001$

Model 2 $F_{(2,365)}=85.33, R^2=.543, p=.001$

The results in Fig 5 showed a significant influence of emotional appeals advertisements. Model 1 of the test showed that the hierarchy of effect model factors to knowledge contributed 49.4% variance in purchase decisions among students of higher institutions, Niger state with only conviction showing significant influence (B=0.62, SE= .167, t=3.75, p=.001). When emotional appeals advertisements were introduced in the Model 2, the variance improved to 54.3% (B=0.50, SE= -.160, t= -3.15, p=.002) variance in purchase decision on cosmetics products students of higher institutions in Niger state. These results supported the prediction advance by Hypothesis 4.

VII. Summary of Major Findings

- Findings revealed that the students under study were exposed and extremely familiar with the cosmetics products advertisements.
- Findings also showed that the use of celebrities in cosmetics products influences the student's choice of cosmetics products.
- The study revealed that emotional response was driven primarily by the amount of interest and level of attention evoked by cosmetics advertisements. In addition to the findings, the influence caused by the emotional appeals of cosmetics products advertisements led to high patronage of the product.
- The study also showed that the packaging of cosmetics products, price, peer or family influence, and quality are other factors that influence and quality of other factors that influence cosmetics products' purchase decisions.
- Findings also revealed that many students are strongly motivated to purchase cosmetics products after seeing the advertisements. This showed that

cosmetics projects advertisements are a push to their purchase.

- Also, the findings revealed that the attractiveness of the messages in the advertisements plays a part in students' purchase decisions.
- The study revealed that students showed a positive understanding of cosmetics advertisements. They perceived cosmetics advertisements as educative, informative, and entertaining.

VIII. RECOMMENDATIONS

- Cosmetic companies and other related companies should take advantage of the leverage offered by emotional appeals, especially in TV adverts, to either enlarge or sustain their market share as well as improve patronage since it is clear (based on this study) that advert impressions stimulate the purchase of cosmetics by the students and by implication consumers.
- To enhance effectiveness, the emotional appeal should be prepared in a way that reflects the culture as well as portrays reality. To achieve this, local languages, themes, imagery, among others, should be incorporated into the appeals. Care must also be taken to avoid unrealistic glamour and exaggeration while offering information about cosmetics' benefits.
- The Advertising Practitioners Council of Nigeria (APCON), through its regulatory mechanisms, should ensure that the basic facts should be shown in the advertisements that create interest and enhance the consumers' product knowledge as against outright falsehood and embellishments.
- Institutions in Niger State, and others across the country, should consider the use of emotional appeals in any media campaign targeting female students. This may be a campaign to dress decently, avoid pre-marital sex, resist sexual harassment from male lecturers, among other issues since it is clear (from this research) that emotional appeals have a noteworthy consequence on female students in high institutions.
- Government at all levels and stakeholders, need to take advantage of the efficacy of emotional appeals, especially as used in television advertisements, to craft messages that will facilitate the campaigns against so many vices prevalent amongst the youths today. Such vices include internet scams, drug abuse, irregular migration, crime, among others.

- Lastly, there is also a need to carry out further studies on the efficacy of television advertisements on other members of society. This will provide a more holistic picture of the effectiveness or otherwise of the medium and its messages.

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