



POSITION OF ADVERTISING IN STRENGTHENING THE PURCHASE DECISION OF 21st CENTURY BUSINESS EDUCATION STUDENTS ON COSMETIC PRODUCTS

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Abstract

This study centred on determining the position of advertising in strengthening the purchase decision of 21st century business education students on cosmetic products in Enugu State. Two purposes of study and research questions guided the study. The study used Survey research design and was carried out in the University of Nigeria, Nsukka, Enugu States Nigeria. The population was 215 students of Business Education in the department of Business Education University of Nigeria, Nsukka. Questionnaire was used for data collection. The instrument was validated by three experts. Cronbach Alpha Reliability Method was used, and a general reliability coefficient of 0.84 was obtained. Data were analyzed using mean statistics. Generally, the study found out that advertising helps students' cosmetics consumers to having real knowledge of any cosmetic products before making decision to purchase them. Similarly, time, place and the style of presentation of products during advertisement have important roles to play in strengthening the impulse and routine purchase decision of business education students on cosmetic products. The study recommended that Cosmetic producers should devise better means of advertising in this 21st century in order to attract more customers to patronize their existing new products.

Keywords: *Advertisement, strengthening, purchase decision, cosmetic product.*

Introduction

All over the world, man's need is always satisfactory with the help of goods and services produce in different places, often, the present of these goods and services are not known. Though, in recent time efforts are being made by business owners, management and experts on how to communicate the presences of these goods and services to their final consumers or users, and one of the means to do this is through advertising of the products. Bhojanna, and Murthy (2017), Stated that advertising is



the means of informing as well as influencing the general public to buy a product or services through visual or oral messages. A product or service is advertised to create awareness in the minds of potential buyers through various advertising mediums such as newspaper, magazines, television, radios, posters, hoarding, flex-banners, billboard and in recent time, through internet and website. Advertising which serves as a powerful tool in the marketing process is a promotional activity for marketing a commodity in the present-day world of mass production and distribution. It is a means of communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability among others. Advertising is the integral part of our daily life, because it encourages people to purchase, goods and services. Advertising contributes to the overall development of the economy by increasing demand and by encouraging economic activities which in turn improves the income of the citizenry. According to Bel-Molokwu (2012), advertising is as old as man.

The word advertising comes from the Latin word “advertere” meaning to draw attention to. The author further posits that in Nigeria the earliest recorded activities that could be described as advertising in its crude form include the town criers' early morning gong signals that alerted the village dwellers of an impending announcement. Advertising is defined as any form of non-personal presentation of ideas, goods, or services by the use of mass communication through advertising media such as print, broadcast, cinema, outdoor, or electronic media (Czinkota & Ronkainen, 2011). To Richards and Curran (2007), it is a paid, mediated form of communication from an identifiable source, design to persuade the receiver to take some action, now or in the future. In the same vein, Daramola (2013), opined that the objective of advertising is to induce immediate action, to create liking and preference for a product or organization, and to create awareness about a product or service. To the author some advertisements also seek to build a respected corporate identity for a company, product and brand name or make all familiar to the public. The Advertising Practitioners' Council of Nigeria (APCON 2015) in the Nigerian code of advertising practice defines advertising as a form of communication through the media about products, services or ideas paid for by an identified sponsor. Similarly, the American Marketing Association (AMA), in Kazini and Batra (2008) defined advertising as any paid form of non-personal presentation and promotion of goods, services and ideas by an identified sponsor.



An ideal advertising message should command and draw attention, hold the interest, arouse desire for possession of the product, and elicit action (Gupta, 2018). Similarly, Karimova (2017) suggested an alternative definition of advertising. According to the author, advertising is a text, a framing of text and construction of the message by the “observer” who ascribes to the message a meaning of promotion within the specific framing is created by the observer himself/herself. Advertising Chunawalla and Sethia (2018) asserts, can come in different types and medium which include the following: Print advertising newspapers, magazines, brochures, flyers, the print media have always been a popular advertising medium; Outdoor advertising billboards, kiosks, trades and events, outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customer's outdoors; Broadcast advertising television, radio and the internet. Broadcast advertising is a very popular advertising that constitutes of several branches like television, radio or the internet; Convert advertising advertising in movies, convert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports among others.

A well packaged advertising suppose to induce a customer/consumer in the context of this study business education students to make purchases outside their normally schedule. A customer here is defined as any business education student(s) that purchases the goods cosmetic products or services produced by a business. And a consumer here is defined as any business education student(s) who buys cosmetic products or services for personal use and not for resale. Before purchase of any product is made, consumers always take purchase decisions. Consumer purchase decision according to Schiffman (2017) is the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. It is the decisions that consumers made about purchasing either products or services. Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand (Belch and Belch, 2013). The decision depends partly on the motivation of consumers but also on the influence that occurred from the previous purchase that allowed them to evaluate alternatives. Some purchase decisions are minor, like buying toothpaste, while other purchases are major, like buying a house. Schiffman and Kanuk (2015) further described consumer purchase decision as behaviour that consumers express when they select and purchase the



products or services using their available resources in order to satisfy their needs and desires. Consumer purchase decisions can be in form of impulsive or routine purchase decisions.

Impulse purchase decision is an unplanned buying and it is the buying of an item that the consumer did not plan to get before entering the shop. Shop owners and retailers tend to take advantage of customers that buys things with no further planning to acquire them but seeing them attractive to take and pay for or obtain. Because shop retailers noticed this character in consumers, they display goods that can easily attract them to do impulse buying into the absence of prior planning. One example of such goods is the cosmetics products that most students use. These products are display clearly at the checkout of shopping malls and arrange attractively such that they attract students to obtain them impulsively (Kacen & lee 2002). According to Kacen and Lee (2002), impulsive purchasing are reasons made in shopping malls to obtain goods outside prior scheme to obtain them but because the goods have been designed in a way in the mall to attract and appeal to customers, people end up buying them impulsively. Four types of impulse buying include: Pure impulse buying - the novelty or escape purchase which breaks a normal buying behaviour of shopper; Reminder impulse buying which occurs in the store when the shopper notices the needs of products. Suggestion impulse buying, and Planned impulse buying occurs when shoppers enter the store with intentions to purchase certain products and also with the expectation of making other purchases. This is because a shopper may not know beforehand the kind of sales promotions, new products/brands that are on offer in the store.

Meanwhile, routine purchasing decision is a type of purchasing scenario whereby the purchaser of a product or a service has past experience with purchasing it and automatically makes the decision to purchase again (Kotler and Keller 2009). Here, brand recognition plays a large part in routine response behaviour. They are those in which the difference between actual and desired states is expected to occur and an immediate solution is required. The consumers are well informed and experienced with the product or service offering. The consumer is aware of both the decision criteria as well as the various brands available. Here, the goods are ones of low involvement; they are inexpensive; they are frequently bought; there is no risk involved. These are routine purchases and are a direct repetition, where the consumer may be brand loyal. The result is that the purchase process involves no effort on part of the consumer. It is simple and the process is completed quickly; purchases are routine and made out of habit.



Consumers always make purchase decisions on different products. In the context of this study, the researcher's concern is on the consumer purchase decision with regards to cosmetics products. Cosmetics products according to Linter (2019) are substance or mixture of substances, manufactured, sold, or presented for use in cleansing, improving or altering the complexion, skin, hair, or teeth. They include deodorants and perfumes. The U.S Food and Drug Administration (2017) asserted that cosmetics product are articles intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearing without affecting the body's structure or functions. From the above definitions it is glaring that cosmetics are products applied on the body surface that can alter one's existing colour. In continuation, the Europe Union Commission (EU, 2016) claims that a “cosmetic product shall mean any substance or preparation intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and mucous membranes of the oral cavity with a view exclusively or mainly to cleansing them, perfuming them, changing their appearance and /or correcting body odors and /or protecting them or keeping them in good condition. Sakamoto (2017) stated that cosmetic products are daily goods that many consumers use in their life, and their quality and safety must be assured under governmental standards and provided by entities that distribute them to the consumers, which are the manufacturers that produce and sell these goods.

In today's world, cosmetic products are part of our daily life as such there is need to introduce and create awareness of this product to different individuals including business education students who in one way or the other make use of cosmetic products. Njoku (2006) opined that Business Education Students are students undergoing business education programmes at the tertiary level of education. While 21st century business education students are students with digital knowledge who are undergoing business education programme with the view of digitalizing every aspect of the programme. Business education programme is aimed at empowering its recipient with desirable skills, knowledge and value to perform specific functions in order to become self-reliant. Meanwhile Agumezie (2009) defined business education as a course that prepares students for entry in advancement of jobs within business; and prepares them to handle their own business affairs to function intelligently as consumers and citizens in a business economy. Similarly, Amaewhule (2000) opined that business education encompasses knowledge, attitudes and skills needed by all citizens in order to effectively manage their



personal business and economic system. Atakpa (2014) remarked that business education is an embodiment of vocational knowledge and skills needed for employment and advancement in a broad range of business careers. Okoye (2013) extensively defined business education as an education programmes that orient students in: art of business making (marketing), typing and shorthand skills (currently competing with computer appreciation and operation), service delivery, secretarial jobs, stenograph, account clerking, office information system and management. To Okoye (2013) the key objectives of business education are: To help students appreciate the world around them and contribute maximally to the social and economic development of the nation. To empower student in such a way that the students will develop intellectual capability that would help them make informed decisions in all sphere of life. To help students become judicious spenders as such, develop proper values for the achievement of healthy living and growth of the nation. Finally, to help students understand the political framework of a nation so as to contribute to the national and economic development of the nation.

In business world today, advertising has in one way or the other captured the attention of the public consumers through allowing them to make impulse purchase decision, routine purchase decision, limited purchase decision, and extensive purchase decision. These forms of decision to a large extent has helped consumers like students cosmetic product consumers to make purchase decision that is possible, easy and advantageous to them. In Nigeria and particularly among students' cosmetics product consumers, the story is not the same. It seems that the purchase decision of cosmetic products among students is at its lowest stage. It has being observed that students from different institutions and particularly those from the department of business education university of Nigeria make wrong purchase decisions which in most cases affected their bodies adversely. As a matter of fact, most students especially females relied on other peoples' decision to make their cosmetic purchases. This can be evidence in the kind of cosmetics products they are make use of; most students prefer allocating their limited resources to cosmetics products that seems affordable rather than the one that will better their skins. Some students on the other hand, are not also interested on the online advertisement of cosmetics products and as such keep making wrong purchase decision even when the right information on cosmetics products is at their door step. It is therefore, against this backdrop that the researcher is determining the position of advertising in strengthening the purchase decision of the 21st business education students on cosmetic products.



Research Questions

The following research questions guided the study;

How does advertising strengthen the impulse purchase decision of 21st century business education students on cosmetic products?

How does advertising strengthen the routine purchase decision of business education students on cosmetic products?

Methods

Descriptive survey research design was adopted for the study. This design was adopted because it provides an opportunity for collecting data from the entire population. This research design was considered appropriate for this study because the study solicited information from Business Education students on the position of advertising in strengthening their purchase decision on cosmetic product in Enugu State. The population for the study consisted of the entire 215 Business Education students in the Department of Business Education University of Nigeria, Nsukka, Enugu State. Due to the relatively manageable size of the population, the entire population was involved in the study; therefore, there was no sampling.

The instrument used for data collection was a structured Questionnaire titled “position of Advertising in Strengthening the Purchase Decision of Business Education Students on Cosmetic Products (RASPDBESCP)”. The questionnaire was structured on a 4-point rating scale of Strongly Agreed (SA); Agreed (A); Disagreed (D); and Strongly Disagreed (SD) respectively. The instrument was face-validated by three experts from the Department of Business Education, University of Nigeria, Nsukka, Enugu State. For the purpose of establishing the internal consistency of the instrument, twenty copies of the instrument was trial tested using business education students of Ebonyi State University Abakiliki who are not part of the population. Cronbach Alpha reliability method was used and the reliability coefficient obtained was 0.84. Copies of the questionnaire were distributed by the researcher together with the two research assistants. The collection of the questionnaire was on the spot to avoid losing on transit. All the 215 copies of the questionnaire administered were retrieved representing 100% rate of return. The data collected were analysed using mean statistics for answering the two research questions. Boundary limit was utilized to answer the research questions follows: 3.50 - 4.00 (Strongly Agreed), 2.50 - 3.49 (Agreed), 1.50 - 2.49 (Disagreed) and 1.00 - 1.49 (Strongly Disagreed).



Results

The results for this study were obtained based on the research questions answered. The results from research questions are presented in Tables 1, and 2.

Research Question One

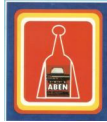
How does advertising strengthen the impulse purchase decision of business education students on cosmetics products?

Table 1: Mean analysis of how advertising strengthen the impulse purchase decision of business education students on cosmetics products

S/N	Item Statement: Advertising strengthens the impulse purchase decision of business education students on cosmetic products through	\bar{O}	SD	Remarks
1.	Presentation of products icons that will stir customers urge to buy even when unplanned.	2.75	1.06	A
2.	Offering products that will induce customers to buy by organized superstores even when unplanned.	2.48	1.11	D
3.	Displaying of products in windows and offers strategic positions to induce customers to buy.	1.79	.89	D
4.	Presentation of good colour combination or pattern arrangement of the cosmetic products which will entice customers to buy even when unplanned	2.06	1.08	D
5.	Presentation of promotion schemes (like buy 1 get 1 free, animation of product.	3.38	.89	A
6.	The use of role models or celebrities that will convince the customers that the product is good.	2.84	1.15	A
7.	Educate the customers about the functionality of the product.	3.37	.91	A
8.	Presentation of good images of the products in strategic position.	3.22	1.12	A

$N = 173$, \bar{O} = Mean. S.D. = Standard Deviation. A = Agreed. D = Disagreed

The result in Table 1 shows the responses of the respondents on how advertising strengthen the impulse purchase decision of business education students on cosmetics products. The result shows that the respondents agreed with items 1, 5, 6, 7 and 8 with mean scores of 2.75, 3.38, 2.84, 3.37 and 3.22 and standard deviations 1.06, .89, 1.15, 0.91 and 1.12 respectively. This indicate that presentation of product icons that will stir customers urge to buy even when unplanned, Presentation of promotion schemes, The use of role models or celebrities that will convince the



customers that the products is good, Educate the customers about the functionality of the product, and Presentation of good images of the products in strategic position, are means through which advertising can help in strengthen the impulse purchase decision of business education students on cosmetics products.

Similarly, the result in Table one further shows that respondents disagreed with items 2, 3, and 4 with mean scores 2.48, 1.79, and 2.06 and standard deviation 1.11, .89, and 1.08, respectively. This indicates that Offering products that will induce customers to buy by organized superstores even when unplanned, Displaying of products in windows and offers strategic positions to induce customers to buy, Presentation of good colour combination or pattern arrangement of the cosmetic products which will entice customers to buy even when unplanned, are not mean through which advertising help in strengthen the impulse purchase decision of business education students on cosmetic products.

Research Questions Two:

How does advertising strengthening the routine purchase decision of business education students on cosmetic product?

Table 2: Mean analysis of how advertising strengthening the routine purchase decision of business education students on cosmetic product

S/N	Item Statement: Advertising strengthens the routine purchase decision of business education students on cosmetic products through	\bar{O}	S.D.	Remarks
1	Enabling them to make list of cosmetic products that they will buy before coming to the shopping mall.	2.67	.94	A
2	Being a fan of trying out every new advertised cosmetic product.	1.95	1.06	D
3	Help to maintain the choices they made over the years, on cosmetic products.	1.66	.90	D
4	Reducing the shopping hours spent on cosmetic products.	3.31	.88	A
5	Presenting products discount prices that will be attractive to the consumers of cosmetic products.	3.80	1.00	A
6	Presentation of recognized product brands that will be of importance while making purchase decision.	3.34	.65	A
7	Enable student to have their budgets on cosmetic product before going for shopping.	3.31	.81	A

N = 173, \bar{O} = Mean. S.D. = Standard Deviation. A = Agreed. D = Disagreed



The result in Table 2 shows that the respondents agreed with items 1, 4, 5, 6 and 7 with mean scores 2.67, 3.31, 3.80, 3.34, and 3.31 and standard deviation of .94, .88, 1.00, .65 and .81 respectively. This indicate that enabling them to make list of cosmetic products that they will buy before coming to the shopping mall, reducing the shopping hours spent on cosmetic products, presenting products discount prices that will be attractive to the consumers of cosmetic products, presentation of recognized product brands that will be of importance while making purchase decision, enable student to have their budgets on cosmetic product before going for shopping, are means through which advertising can help in strengthening the routine purchase decision of business education students on cosmetics product.

Similarly, the result in Table two further show that respondents disagreed with items 2, and 3 with mean scores 1.95, and 1.6 and standard deviation of 1.06, and .90 respectively. This indicate that enabling them to make list of cosmetic products that they will buy before coming to the shopping mall, being a fan of trying out every new advertised cosmetic product are not means through which advertising help in strengthening the routine purchase decision of business education students on cosmetics product.

Discussion of Findings

The study with regards to research question one on how advertising will strengthen the impulse purchase decision of business education students on cosmetics products. It was revealed that the use of promotion schemes such as bonanza, presentation of good images of the products in strategic position, the use of role models or celebrities for advertisements and presentation of products icons that will stir customers' urge to buy are ways of using advertisement to strengthening the impulse purchase decision of business education students on cosmetics products. However, the study also found out that offering products that will induce customers to buy and educating the customers about the functionality of the new product, presentation of good colour combination or pattern arrangement of the cosmetic products, displaying of products in windows and at strategic positions to induce customers to buy cannot serve as means through which advertising can be used to strengthening the impulse purchase decision of business education students on cosmetics products.

The result indicates that advertising can help to enhance sales of a product, but it does not always lead to changing of cosmetics by business education students. This could



be because the body is too delicate to be test-running the goodness of every new cosmetic as such students may negatively react to some of them. The study disagrees with Ogunnaike (2015) who found out that consumers are attracted to buy the product because of its shape, colour and design of the product. This difference might have its origin from the fact that cosmetics are delicate products to use for the body; hence its quality may cause high consumers' patronage more than its physical beauty.

Similarly, the study with regard to research question two on how advertising will strengthen the routine purchase decision of business education students on cosmetic products. It was revealed that advertising can make business education students to buy cosmetic product due to the fact that advertising presents recognized product brands that will be of importance while making purchase decision and it reduces the shopping hours spent on cosmetic products. Also, advertising enables them to have budgets and lists of cosmetic product before going for shopping. However, advertising does not make business education students to become fans of trying out every new advertised cosmetic product neither can it help to maintain the choices business education students made over the years, on cosmetic products. This could be because, what keeps a consumer in consuming a product is not really advertisement but the satisfaction he/she can get from such product. Thus cosmetics product quality sustains its users. This study is in agreement with Olalekan, Babatunde and Ishola (2015) who found out that product's self service charge and service quality were statistically significant for a consumer choice of any product or service in Nigeria and not the level of advertisement. This study is also in line with Bonney (2014) who found out that the period of advertisement helps to strengthening customer's purchasing decision when purchasing any product or service.

Conclusion

Advertising is an aid to trade that helps to facilitate the marketing of new, old and rebranded products. It creates awareness about the existence of some products to the targeted consumers. It educates the consumer and influence consumers' purchasing behaviour in different ways. Advertising brings about improved sales of a product and helps to popularize a particular product and even firms. However, the study found out that in cosmetics, advertising does not wholly play such role of improving sales in all times. This is because advertising does not always lead to changing of different cosmetics products by business education students, probably because of the



delicate nature of the body in accepting test-running of the quality of every new cosmetics product due to the fact that some students may negatively react to some of them. Also, advertising does not make business education students to become fans of new advertised cosmetic products neither can it help to maintain the choices they made over the years on cosmetic products, but only the quality of the product and the satisfaction they can get from such product will improve the sales of such product.

Moreover, time of advert, the place of advertisement, the style of presentation of products through advertisement have important roles to play in strengthening the purchase decision of business education students on cosmetic products. Even at that, advertising still helps customers to make purchasing decision by having real knowledge of products, thinking about it very well before making purchasing decision and being able to compare the new products with the old products before purchasing.

Recommendations

The following recommendations were made based on the findings of this study.

Cosmetic producers should devise better means of advertising in order to attract more customers to patronize their new products. This could be done by educating the consumers through advertisement that such cosmetic product has or does not have some particular side effects if used in some particular ways.

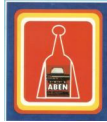
Producers of cosmetics products should make known the quality of their products to the consumers through advertisement so that more customers will be lured into patronizing the product.

Cosmetic products should be positioned in strategic places in shopping malls to create impulse purchase decision on customers.

Role models should be used for advertising cosmetic products through many media televisions, social media, blogs, etc. so that customers including business education students can patronize cosmetic products.

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