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INFLUENCE OF NUDE PICTURES IN SOCIAL MEDIA ADVERTISEMENTS ON PRODUCT PATRONAGE: A STUDY OF RUFUS GIWA POLYTECHNIC OWO, ONDO STATE

By

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ABSTRACT: This paper examined the Influence of Nude Pictures in Social Media Advertisements on Product Patronage with a focus on students of Rufus Giwa Polytechnic Owo. A survey method design was considered appropriate and primary source of data collection was used. Questionnaire was used to gather primary data from the participants. The population of the study which is 13, 900 comprised of the entire population of students in Rufus Giwa Polytechnic Owo. Moreover, the respondents comprised students across all levels in Rufus Giwa Polytechnic Owo, as area selected for the study. Through a randomized population approach, the study sample 400 students comprised of ND and HND. Following data presentation, the findings of the study revealed that, nude pictures advertisements on social media is perceived by the audience especially Rufus Giwa Polytechnic students as grabbing attention. It also revealed that, nude pictures in social media advertisements influenced participant's product patronage negatively. The study concluded that, Nude picture in social media advertisements to some extent influenced audience especially Rufus Giwa Polytechnic student's perception of the product or brand. It recommends that, Agency in charge of social media regulation in Nigeria should be more proactive in to public domain in other to reduce the level of nude pictures in social media advertisements.

KEYWORDS: Nude Picture, Advertisement, Media, Social Media, Patronage.

INTRODUCTION

Advertisements are considered a veritable tool for promoting organizational goods and services; businesses can only flourish with adequate and effective advertising, especially in this modern business environment where enterprises must sustain competitiveness (Agujiobi, 2018). Currently, within the booming business industry and in various environments, consumers are incessantly exposed to numerous advertisements daily. The utilisation of advertisement has developed as a complex communication characterised by abundant means for the targeted consumer to decode and receive the intended message from a business entity (Sharma, 2012). Contemporarily, one of these means is using nudity

within visual-based advertisements. This means has become wildly proliferated as a marketing strategy, especially during the last few decades, as nudity or sexually implicit advertisements are of not only different varieties but are also comprised of eclectic and diverse elements (Percy, 2013). Most of the time, advertising pieces on social media always contain nude pictures to appeal to and to influence patronage.

However, projecting nudity has become another dimensional means social media influencers employ to influence the audience, especially the youth, towards goods and services (Chima et al., 2021). Even though nudity in social media advertisements has generated public reactions, there is little or no

research conducted to examine the impact, importance or effect of nude pictures advertising on sales promotion or consumers' buying behaviour (Davis, 2018). However, this research examines the relativity of naked images in social media advertisements and their influence on customer patronage.

The advent of social media has reshaped market strategy in global businesses as small, medium and significant enterprises have adopted advertisements to boost patronage of a particular product, goods and services. Advertising is considered a marketing piece that influences consumers' buying because it helps promote and create awareness about the organisation's new product to attract consumers. According to Sharma (2012), the utilisation of advertisement has developed as a complex form of communication characterised by abundant means for the targeted consumer to decode and receive the intended message from a business entity; this implies that advertising is the primary means of reaching out to a large heterogeneous consumer of a particular product, goods and services to promote organisational sales. Moreover, the conventional advertising channel has changed (Augustyn, 2021). However, the portrayal of nude pictures in social media advertising pieces has steered reactions. Akpan (2019) stated that it is a strategic means of attracting users, especially tertiary students, mainly social media users, to view product advertisements. There are more attributions to the projection of nude pictures in ads. However, this research will concentrate on how nude images in social media advertisements influence patronage of the product advertised.

Research on nudity in advertisements attempts to understand and explain the value of using sexual references and representations in advertising (Reichert & Lambiase, 2013). While there are both male and female models in this genre of advertising, females are more represented in nudity-based promotions. Organisations often adopt female nudity in their advertisements, especially in cosmetics production companies, as this is the centre of attraction to the product market (Williams, 2021). Giving an example of companies that employ naked bodies in advertising, one company that has been into this type of advertising is Calvin Klein, which operates in the clothing and fashion industry, cosmetic company, multi-choice company, fashion

design and some other organizations that are into consumable goods (Williams, 2021).

Social media has become the most paraded media globally based on its features as it allows users to have direct access to information from the source; however, with this, social media has become the most paraded media for product advertising. Adegoke (2019) attests that hardly any users will log into social media, Facebook, TikTok, etc., without pop-up advertisements that portray nude pictures before a product advert piece comes up. However, this has generated several reactions as some users still ascribe it to the advert effect of social media. However, Base (2018) points out that the primary reason such advertising was designed with pop-up nude pictures before the product advert is to attract users and encourage patronage. So many issues regarding nudity in advertising pieces emerge per click, epically a regular advert product advertisement on Tik-Tok tag "I AM ORIGINAL WOMAN" This advert is a Tik-tok advert that always pop-up at intervals when viewing status on Facebook and other social media, and this always appeal to the psychology of users as the advert contents within the clips will later show a review of the intended product piece. However, this study will critically evaluate how the projection of nude pictures on social media influences product patronage in Rufus Giwa Polytechnic, Owo.

Objectives of the Study

The primary aim of this study is to examine the influence of nude pictures on social media advertisements on product patronage. However, other secondary objectives include, to:

- i. Examine the influence of nude pictures in social media advertisements on product patronage by Rufus Giwa Polytechnic Student's
- ii. Examine how Rufus Giwa Polytechnic students perceive nude pictures in social media advertisements.
- iii. Investigate the consequences of nude pictures in social media advertisements on Rufus Giwa Polytechnic students

Research Questions

- i. What influence do nude pictures in social media advertisements have on product patronage by Rufus Giwa Polytechnic Students?

- ii. How do Rufus Giwa Polytechnic students perceive nude pictures in social media advertisements?
- iii. What are the consequences of nude pictures in social media advertisements on Rufus Giwa Polytechnic students?

Literature Review

The Emergence of Social Media

Social networks have evolved to include modern-day variety, which uses digital media. However, social media is familiar. In addition, it does not start with the computer but with the telephone. During the 1950s, phone prebaking, the term used for the rogue searching of the telephone network, began (Dukan, 2015). This process was accomplished using homemade electronic devices that facilitated unauthorised access to the telephone system to make free calls. Phreaks were able to find telephone company test lines and conference circuits to complete their task. Brett Borders stated that phreaks could hack into unused corporate voice mailboxes to host the first blogs and podcasts (Borders, 2010).

Social media was further developed during the 1970s. MUD, known initially as Multi-User Dungeon, Multi-User Dimension, or Multi-User Domain, was a real-time virtual world with role-playing games, interactive fiction, and online chat. MUD is primarily text-based, requiring users to type commands using natural language. BBS was created in 1978, the same year as MUD. BBS is a synonym for bulletin board system. Users log in to the system to upload and download software, read news, or exchange messages with others. In the early years, one person at a time accessed bulletin boards via a modem through a telephone line. Early on, bulletin boards did not have colour or graphics. Bulletin boards were the predecessors of the World Wide Web. Report in 1979 and established in 1980, the Usenet is like a BBS. Usenet is a system for posting articles or news. The difference from a BBS is that Usenet does not have a central server or devoted administrator—messages are forwarded to various servers via news feeds (Rosenthal, et, al. 2016). As a professor at Murray State University in Murray, Kentucky, a project was initiated to work with a BBS to meet area educators' needs (Shirky, 2011).

With the 1980s came the introduction of the WELL, GEnie, Listserv, and IRC. The WELL, which began

as a BBS, is short for the Whole Earth,, Electronic Link. It was founded in Sausalito, California, by Stewart Brand and Larry Brilliant and is one of the oldest continuously operating virtual communities. GEnie is the acronym for General Electric Network for Information Exchange. It was an online service using the ASCII language and was considered a competition for CompuServe. General Electric Information Services (GEIS) ran GEnie on the time-sharing mainframe computers during non-peak hours. GEIS initially refused to expand the network to allow GEnie to grow. Listserv, launched in 1986, was the first electronic mailing list software application. Before its creation, email lists had to be managed manually. The software allows the sender to send one email to reach several people. Originally, Listserv was freeware, but it is now sold commercially. A free version is available for a limit of ten lists with no more than 500 subscribers. IRC, Internet Relay Chat, is designed for group communication. It is a form of real-time chat, also known as Internet text messaging or synchronous conferencing. IRC's primary purpose is group communication, but it allows private messages, chat, and data transfers between two users (Rosenthal, et, al. 2016).

There are several paid services available to monitor conversations on the web. They conduct a qualitative and quantitative analysis of how discussions are carried out and how much information is spread over the internet. Social media such as Facebook, blogs, and YouTube have become primary hiring sources. LinkedIn is another similar source recruiters use; about 80% of companies use it for recruiting. Social media has also become one of the easiest ways to improve productivity and generate natural interest in the work carried out by employees. Using these media, companies can track employees' creativity and enthusiasm.

The Concept of Advertising

Advertising is a subject which has attracted an enviable degree of interest in virtually all human societies in recent times. By its role in the socio-economic activities of many institutions, an appreciable number of scholars, practitioners, and media men and women have, over the years, tackled the various issues in advertising. Discussions have been held and aired over the broadcast media. Many books, journals, magazines, periodicals, public

documents, dairies, court decisions, literature of pressure groups, speeches of public figures, and reports have dealt extensively with the subject. Advertising and communication are the key drivers of business growth and development in the contemporary business environment. Advertising has evolved into a complex communication system critical for organisations and the public. The ability to deliver carefully prepared messages to its targets over time to advertising plays a significant role in the marketing programmes of most organisations. Different companies, from multinational and local firms, attach increasing importance to advertising to present their products and services to essential markets. In functioning market economies, consumers have learned to use advertising information in their purchase decisions (Srivalli, 2013).

The expansion of production activities, growth of market competition, rising standard of living of people, downward development in socialist and communist economies, upward development in capitalist economies and globalisation of business are some important socio-economic factors responsible for the rapid growth of advertising in this century. Advertising is bound to make fast progress in the years to come. This may be due to market competition, new developments in the field of science and technology, and new initiations in liberalisation, privatisation and globalisation (Srivalli, 2013).

Advertising plays a vital role in society, in general, and in business. It acts as a technique of sales promotion and modernism. Advertising is essential in internal and global marketing. At the same time, it is necessary for all types of products: old, well-established and new (Baran, 2004). The primary objectives of advertising are to provide information, attract attention, create awareness, and influence consumers' buying behaviour. Aaker and Myers (1999) believe that advertising can be considered a mirror of society.

The Level of Nude Pictures on Social Media

However, the level of nudity on social media varies from one social media platform to another, Facebook is quite minimal compare to other social media, like Instagram, telegram, Tik-tok etc. Though, Facebook is a large social media community different from Tik-tok and Instagram that have more female users than male base on the

nature of features in both Instagram and Tik-tok. However, most female prefers Tik-tok and Instagram because they have more feature that help to promote product than Facebook. Most precisely, the restriction placed on certain contain especially content with nude pictures limit the level of nudity display on Facebook.

A study in the Journal Body Image indicates that even brief exposure to short-form social media videos that depict unachievable beauty standards - appearance-ideal content - can negatively affect body image. Another study found that Facebook usage is related to body dissatisfaction, appearance comparison, and body surveillance (Kurz et al., 2022). Moreover, a survey conducted on Chinese Facebook (Douyin) revealed that recent trends on the platform encourage users to demonstrate thinness through participation in 'body challenges,' which may contribute to negative body image concerns (Hu et al., 2023).

According to Agujiobi (2018), social media has become an integral part of our daily life, among these social media platform, facebook has risen has the most globally acceptable and unique social media that captured the interest of large number of people (Fardouly & Vartanian, 2016).

Theoretical Review

This aspect reviews relevant theories related to this study. The theoretical framework was vital because it evaluates certain phenomena that help justify a research work. However, this study will consider the Uses and Gratifications Theory and Mediation theory. The two theories were considered based on their justification of technological development and the emergence of social media. The Uses and Gratifications Theory and Mediation theory form the fulcrum of this work. Both theories are intertwined; according to Okunna (1999), "the decision to practice selective exposure depends primarily on the uses which members of the mass media audience want to make of media messages and the benefits which they hope to derive from using the media".

Uses and Gratifications Theory

The uses and gratifications theory is about the social and psychological origin of needs, which generate expectations of the mass media or other sources, which leads to differential patterns of media exposure (or engagement in other activities), resulting in need gratification and other

consequences, mostly unintended ones, Katz (1974) in Ojor (2002). The theoretical framework for this study is built on the uses and gratifications theory (U&GT). This theory is traced to the 1940s when researchers in the United States became inquisitive about reasons for viewing traditional media, especially radio and TV programmes, including soap operas and game quiz shows. Most studies then concluded that people use the media for different motivations and purposes. Katz (2013) argued that people use the media for five critical reasons: cognitive, affective, personal, social integrity and tension release needs; according to Katz (2013), cognitive needs include using the media to acquire information, knowledge and understanding, practical stands for emotional needs include pleasure and feelings, personal integrated needs.

Regarding the internet and social media, Ruggiero (2010) highlighted three main categories of use and gratification. Social media, being the most prevailing media, has become a centre of discussion based on the uses of its gratified content, especially in promoting organisation products, goods and services. Regarding the affectionate features of advertising, advertising on social media always contains a graphical representation of product images with different inscriptions that appeal to the sensory organs of users or the target audience, thereby influencing the consumer's buying behaviour. However, the portrayal of nudity in social media advertisements was born out of the fact that most advertisements that are gratified with nude content attract more viewers than those that do not. Though sometimes this can be classified as a deceptive piece, this has not been considered under advertising regulation, especially in Nigeria, where such content become part of an advertising piece.

However, some social media users, especially TikTok, see this as a medium of attracting more followers with a significant concentration on advert pieces that portray nude pictures (Peter & Valkenburg, 2011). Moreover, several scholars have provided insights into how and why gratified pictures are rampant on social media. Most of them conclude that the use of gratification on social media is because users are more vulnerable to watching nude pictures but not the advertisement piece of a particular product; therefore, the portrayal

of nude pictures in social media advertising becomes so necessary in order to attract the attention of audience or users towards the promotion of product advertised.

In conclusion, U&GT stresses that people, especially youths, seek social media to meet specific needs. However, sexual curiosity peaks in social users always upsurge their affection towards watching nude pictures; this has, however, become a tool for both social media influencers and advertising agencies (Wusuo, 2013).

Mediation Theory

The theory of technological mediation offers a framework to analyse the roles technologies play in human existence and society. Its central idea is that when technologies are used, they help to shape the relations between human beings and the world (Puranik, 2011). Rather than approaching technologies as material objects as opposed to human subjects or as mere extensions of human beings, it sees them as mediators of human-world relations. The mediation theory sees media as a link between the information and the public or target audience. This theory considers media as just only the carrier of information but not the sole controller of the message that is being projected; what this means is that the media, especially social media, does not have power over the contents, especially nude content portrayed (Reichert, 2013), but only serves as a carrier of the message. What this implies is that whatever users put into the media is what the media put in the public domain; that is since the media is just a link between the information and the target audience, the media then should be subjected under the control of the specific agency to achieve effective use of media exceptionally social media.

This theory justifies this study based on the fact that the portrayal of nude pictures in advertising is not dysfunctional of social media, but it is because social media only serves as the link or carrier of advert pieces; therefore, if social media is adequately regulated mainly in Nigeria, the portrayal of the nude pictures in advertising will be tailored towards achieving sale promotion but not to influence users affection.

Methodology

Survey method was considered for this paper. Since it allowed getting first-hand relevant data directly face-to-face from the participants and respondents

via primary source, survey method become relevant to this study. According to Tejumaiye (2003), Survey research method scientifically samples and interviews people to analyse and report what they said about a particular phenomenon under study. However, the area selected for was Rufus Giwa Polytechnic Owo, Ondo state. The area was selected because, most students in the school are exposed to social media nude pictures each time they explore social media especially Facebook. Hence, the population was limited to Rufus Giwa Polytechnic Students across all level, which is 13,900 (Wikipedia, 2024). Simple random sampling techniques were employed because some subset participants were selected from the entire population of students in Rufus Giwa Polytechnic Owo. Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from entire population of a particular study area (Denzin, 2010). Most precisely, sample size of 400 was considered

and this was achieved through a proportional distribution where 100 students were sampled across all level which include; ND I, ND II, HND I and HND II respectively.

Furthermore, primary source of data collection was employed and questionnaire was considered as instrument for data collection. Primarily source of data collection is refers to as a method of collecting or gathering data from first-hand-experience in order to get more reliable, authentic and objective data (Cohen, 2007).

Statistical tools for descriptive and inferential analysis were considered appropriate to examine the data collected for the study. The study used a simple percentage statistical method to present data gathered through primary sources. The statistical percentage of the data analysis was used because of its straightforward approach and understanding of the responses of the data.

Index Data Presentation and Analysis

Table 1: What Influence Do Nude Pictures In Social Media Advertisements Have on Product Patronage by Rufus Giwa Polytechnic Students?

Items		No of Respondents		Percentage
1.	Do you encounter nude pictures when exploring social media especially Facebook?	Yes	331	86%
		No	55	14%
		Total	386	100%
2	Are you influence by nude pictures in social media advertisement?	Yes	224	58%
		No	162	42%
		Total	386	100%
3.	What influence does nude pictures in social media advertisements have on student's product patronage?	Negative	219	57%
		Positive	167	43%
		Total	386	100%
4.	To what extent do students patronise advertised product	To a great Extent	12	3%
		To some extent	289	75%
		Rarely	85	22%
		Total	386	100%

Following the above primary data, item 1 from the above table shows that, 331 which is the highest number of respondents representing 86% admit that, they encounter nude pictures when exploring social media especially Facebook. Also, item 2 show that, 224 which is the highest number of respondents

admit that, they are influence by nude pictures in social media advertisement. Furthermore, item 3 show that, 219 respondents which is the highest total number representing 57% admit that, nude pictures in social media advertisements influenced their product patronage negatively. Finally, item 4

of the above table show that, 289 which is the total highest number of respondent representing 75%

admit that, they patronised advertised product to some extent.

Table 2: How do Rufus Giwa Polytechnic students perceive nude pictures in social media advertisements and what are the consequences of nude pictures in social media advertisements on Rufus Giwa Polytechnic students?

Items		No of Respondents	Percentage
1.	Are you always motivated and satisfied to purchase a product after seeing social media advertisement featuring nude pictures	Yes 121 No 265 Total 386	31% 69% 100%
2	Does nude pictures in social media advertisements enhance the credibility of the brand product	Yes 116 No 270 Total 386	30% 70% 100%
3.	How do Rufus Giwa Polytechnic students perceive nude pictures in social media advertisements?	Appealing 76 Grabbing 109 attention Enticing 178 Destructive 23 Total 386	20% 28% 46% 6% 100
4.	What are the consequences of nude pictures in social media advertisements on Rufus Giwa Polytechnic students?	Exploitation 56 Damage brand 65 reputation Low patronage 121 Lost of social 141 norms Total 386	15% 17% 31% 37% 100%

Following the above primary data, item 1 from the above table shows that, 265 which is the highest number of respondents representing 69% admit that, they are not always motivated and satisfied to purchase a product after seeing social media advertisement featuring nude pictures. Also, item 2 show that, 270 which is the highest number of respondents representing 70% admit that, nude pictures in social media advertisements do not enhance the credibility of the brand product. Furthermore, item 3 show that, 178 respondents which is the highest total number representing 46% admit that, they perceive nude pictures in social media advertisements as grabbing attention. Finally, item 4 of the above table show that, 141 which is the total highest number of respondent representing 37% admit that, lost of social norms is the consequences of nude pictures in social media advertisements on Rufus Giwa Polytechnic students.

Discussion of Findings

The presentation and analysis of the above primary data answered relative question stated in this study, most precisely the research questions of this study. The findings from the participants reflect their perception towards the influence of nude pictures in social media advertisement on product patronage. However, the discussion of the findings provided constructive and logical findings for this research work.

Data gathered from the participants through primary source indicated that, nude pictures in social media advertisement influence the respondents. However, the respondents strongly admit to the fact that, they were not always motivated and satisfied to purchase a product or service after seeing social media advertisement featuring nude images, as recorded in table 2, item 1, where the highest number of 265 respondents representing 69% have a contrary opinion on question stated. This finding corroborate Keraf (2014) who affirmed that persuasion as an art

of verbal activities with the intention to assure someone to do something appropriate with the speaker's purpose for the present time

The findings from the above primary data analysis also revealed that, tertiary institution students especially Rufus Giwa Polytechnic Owo students perceived nude pictures on social media advertisement as grabbing attention, most precisely, it was recorded in table 2, item 1 where the majority number of 121 participants representing 31% admit to the fact that, nude pictures advertisements on social media is perceived as grabbing attention which to a great extent influence students patronage of advertised product as recorded in table 1, item 4 where the highest number of 289 participants representing 75% admit to the fact that, they patronised advertised product to some extent. The primary data also revealed that, nude pictures in social media advertisements have negative influence on Rufus Giwa Polytechnic Owo student's product patronage as recorded in table 1, item 3 where the highest number of respondents admits to the fact that, nude pictures in social media advertisements influenced their product patronage negatively.

Summary of Findings

Following the above discussion of findings, it was discovered that, respondents were not always motivated and satisfied to purchase a product or service after seeing social media advertisement featuring nude pictures. It was also discovered that, perceived nude pictures on social media advertisement as grabbing attention. Moreover, the finding also discovered that, they patronised advertised product to some extent and also that nude pictures in social media advertisements influenced their product patronage negatively.

Conclusion

Following the above findings, this study concluded that Nude picture in social media advertisements to some extent influenced audience especially Rufus Giwa Polytechnic student's perception of the product or brand and also that, nude pictures advertisements on social media is perceived by the audience especially Rufus Giwa Polytechnic students as grabbing attention and audience, RUGIPO students in particular are not always motivated and satisfied to purchase a product or service after seeing social media advertisement featuring nude pictures

Recommendations

In view of the above conclusion, the following recommendations are made.

Social media bloggers should endeavor to enhance credibility in the product advertise on social media in order to enhance long term sales of product advertised.

Agency in charge of social media regulation in Nigeria should be more proactive in scrutiny advert piece before it get to public domain in other to reduce the level of nude pictures in social media advertisement.

There should be restriction on any advertisement that contains nude pictures towards a particular social media in other to reduce the level of audience exposure to some obscene content on social media. Bloggers should create efficient feedback method in order to enhance efficient evaluation of product advertised on social media

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