

A DISCURSIVE ANALYSIS OF SELECTED SOCIAL MEDIA VIDEO ADVERTISEMENTS OF WEIGHT-LOSS DIETARY SUPPLEMENT PRODUCTS

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Abstract

The increase in the rate of demand and consumption of dietary supplement has been connected to the advertisements of the products. However, previous studies have not focused on how advertisers use language to build trusts and influence sales and consumption. The study carried out a discursive analysis of trust-stirring strategies in dietary supplement advertisements. It specifically aims to identify the predominant rhetorical appeals in related advertisements and, thereby, determine how the appeals helped the advertisers to establish trust. Using the purposive sampling method, data were collected from four dietary supplement advertisement videos posted by *Neolife*, *Tiens*, *Longrich*, and *Forever Living*. The audio of these videos were transcribed into text and subjected into qualitative analysis, using the tenets of Aristotelian Rhetoric as the theoretical framework. The result revealed that the three rhetorical appeals – ethos, pathos, and logos – were used in the dietary supplement advertisements, particularly ethos. However, it was discovered that the three rhetorical appeals contributed in establishing trust through the advertisements. The study, therefore, concluded that dietary supplement advertisers can establish trusts by presenting the reliance, safety, and effectiveness of the products and the honesty, competency, and benevolence of the manufacturers. It recommended the balanced use of the three appeals in dietary supplement advertisements, the censorship of such advertisements to prevent misinformation, and the need to seek medical advice before consuming any dietary supplement found through online advertising.

1.0 Introduction

Language is a communication tool, which is devised by humans to enable interactions and effective delivery of information within their social communities. Language is not only used to deliver information but also utilised to influence and persuade, give instructions and commands, transmit knowledge, and change people's perception of reality. These functions of language prove effective in persuasive communication, such as advertisements. Advertisers use different persuasive strategies to manipulate their audience emotions, encourage them to use their sense of reasoning, and further make them believe that they (the advertisers) are trustworthy. These persuasive strategies are archived through the use of appropriate words and terms that can convey the advertisers' intended meanings while helping them achieve their desired goals.

The effectiveness of language in persuasive communications also brings to fore its use in dietary supplement advertisements. It has been observed by researchers, such as Adelowo (2022), Hassan et al. (2020), and Emetumah et al. (2022), that there is an increase in the rate of demands and consumption of the products as a result of the persuasive strategies used by the advertisers. There is a concern about this increase because many of the products' consumers do not consult health practitioners or obtain prescriptions from doctors before using the products. This is worrisome because dietary supplements are administered as medications and, therefore require prescriptions. Since there is an increase in the consumption of this product, most of which are done without medical supervision, an impending health disaster is likely to occur if nothing is done as soon as possible. In addition to these, despite the high consumption of these products, there is no reported improvement in the general health conditions of many Nigerians. This further queries the effectiveness of use (or misuse) of dietary supplements.

Despite the interest shown by researchers on the increase of demand and consumption of dietary supplements, much attention has not been given to the role played by advertisements in this regard. In addition, the role played by language in related advertisements has not been considered as a contributing factor to the identified behavioural change towards food supplements. There is scarcity of information on how dietary supplement advertisers use language to build trusts and manipulate or influence their audience to purchase and consume their products. It is necessary to study the use of language as a trust-building strategy in dietary supplement advertisements.

The aim of this study is to carry out a discursive analysis of trust-stirring strategies in dietary supplement advertisements. Consequently, the objectives of the study are to (1) identify the predominant rhetorical appeals in related advertisements and (2) determine how the appeals helped the advertisers to stir and steer their audience's trusts. The achievement of these objectives helps in discovering how language is used to persuade and influence people to purchase and consume dietary supplements without seeking medical prescription.

2.0 Brief Review of Scholarship

2.1 Relationship between Advertisement and Trust Building

An advertisement is a form of communication that is specifically used to create awareness and influence sales (Dyer, 2009; Okanlowa & Oluga, 2018; Akinbode, 2012). This form of communication can be delivered as speeches, actions, objects, or behaviours, which can capture the interest of the audience, tell them about the advertised product or service, and then convince them to purchase and use it (Jafari & Mahadi, 2014; Okanlowa & Oluga, 2018). This is why advertising is an important marketing tool, which business owners use to attract and maintain sales.

The relationship between advertisements and trust-building has been identified by several researchers, such as Nicolas et al. (2023), Popova et al. (2019), and Bachnik and Nowacki (2018). Trust has been identified as a form of relationship or attitude that is built or developed when an individual has confidence in something or someone (Assadi & Oleysker, 2006; Bachnik & Nowacki, 2018). The confidence may be developed because the person concerned believes that what he was told is accurate (Bachnik & Nowacki, 2018) since the speaker is seen as reliable, honest, and competent (Bischoff et al., 2023). In some cases, trust is built when there is a belief that the intention of the other party is noble, selfless, benevolent, and beneficial (Zoonen et al., 2023; Bischoff et al., 2023; Bachnik & Nowacki, 2018). In other words, trust is a type of feeling that is built on the conviction of reliability, honesty, competency, and good intention.

As mentioned earlier, the relationship between trust and advertisement has been identified. According to Popova et al. (2019), an advertisement, which is a form of communication, can be used to build trust if the right words are strategically used in its creation. They observe that the kind of information or messages delivered in advertisements can determine how their receivers perceive the advertised products. Assadi and Oleysker (2006) further posit that if this form of communication manages to display producers' competency, benevolence, and integrity, the audience will tend to trust them (the producers) and accept their products. To explain this further, Paliszkievicz and Klepacki (2013) state that trust is easily built through advertisements if they (the advertisements) present or mention the testimonials of the product users, positive reviews of customers, and the accomplishments of the producers. Such pieces of information can give the receivers the impression that the producers have the competency and integrity to manufacture products that can solve their problems.

But for an advertisement to be successful in mentioning what can stir or win the trust of the audience, it needs to use appropriate and strategic language. Jafari and Mahadi (2014) disclose that the style of language used in advertisements is imaginative, creative, and, above all, persuasive. In addition, Ahmad (2018) and Akinbode (2012) posit that the language used in advertisements should be familiar to the audience in order to enable easier comprehension and interpretation. Ahmad (2018) is of the view that such language should have the capability to bridge the gap of unfamiliarity between the advertised product and the target audience. This is to say that the language should reflect the audience socio-cultural knowledge, communication pattern, value system and beliefs. He states that this is the easier way such language can establish a cordial relationship between the audience and the producer of the advertised product. The establishment of this relationship can influence the audience to trust the manufacturer, which will, in turn influence their purchasing behaviours and decisions.

The style of language used in advertisements can also evoke emotions (Bachnik & Nowacki, 2018). The emotions generated through such language can influence the audience to perceive the product as the best solution to certain problems. Johannessen et al. (2010) argue that advertisers make convincing expressions that can trigger desired emotions and induce sales. However, Ahmad (2018) states that the incessant use of the personal pronoun, 'you', is one of the strategies used by advertisers to create the impression of selflessness, empathy, and the desire to help the audience. These characteristics have been observed to create trust in the audience.

The language of advertisement has been acknowledged to persuade the audience by triggering their emotions, creating the impression of selflessness, empathy, and customer-centeredness. It also helps to enlighten the audience about products and services as well as bridge the gap of unfamiliarity between the audience and the product manufacturers. These abilities make it possible for advertisements to establish relationships between the audience/consumers and manufacturers, which can influence the former to trust the latter.

2.2 Dietary Supplement Consumption and Advertisement

The rate at which people demand and consume dietary supplement is on the increase. Adelowo (2022) has shown that there is an 8.8% increase in the rate of consumption of these products between 2017 and 2022. It was observed that the demands for these products, which come in different forms, such as tablets, capsules, liquids, gels, powders, and soft gel capsules, started when a Nobel Laureate, Linus Pauling, in 1976, claimed that an increase in the intake of ascorbic acid, which is found in vitamin C, can prevent as well as cure cancer, cold, and flu (Aina & Ojedokun, 2014). But besides the submission of Pauling, other factors have been identified as contributing to the ever increasing demands of dietary supplements. Among these factors is the belief that the products are the most reliable means of providing the human body with the required quantity of nutrients that can help it combat or manage ailments (Drazen, 2003; Hassali et al., 2012; Karbownik et al., 2019). This means that people have trusts in food supplements and, therefore, consume them with a lot of expectations.

Since the consumers of dietary supplements have developed trust in the products, they have developed a positive attitude towards them. This is because, trust, according to Popova et al. (2019) and Nicolas et al. (2023), is established when there is a cordial relationship between the parties involved. This positive relationship can cause the concerned parties to find reasons to rely on or depend on each other (Bischoff et al., 2023; Bachnik & Nowascki, 2018). But for trust to be built and strengthened, communication must take place (Bachnik & Nowascki, 2018; Popova et al., 2019). In the commercial realm, such communication can be achieved through advertisements, which is the major way producers inform and convince their target to purchase and use their products (Droney, 2015). But then, most advertisements succeed in building trusts by utilising language, which is creatively and strategically designed to persuade the audience and influence their decisions and attitudes towards the advertised product (Emetumah et al., 2022). Since this is the case, it is obvious that dietary supplement advertisements use language to stir, win, and maintain the trust of their target audience, whom they turn to customers and consumers of their products.

2.3 Empirical Studies

The persuasive strategies used in dietary supplement advertisements have been examined in previous studies. One of such studies is conducted by da Silva et al. (2021), who examined such advertisements aired on Brazilian television and social media platforms. After quantitatively examining more than 8,000 dietary supplement advertisements, it discovers that the advertisers use several strategies to entice and convince the audience to purchase and consume their products. These strategies include offering discounts and awards to buyers, using sensitive characteristics, suggesting the use of the products, offer good prices, and using emotive claims. The study concludes that most producers of these products have social media accounts they use to advertise their products without censorship. Nevertheless, the linguistic features of the persuasive strategies were not identified by the study.

Sornrabeab et al. (2019) examined the strategies used by Thai dietary supplement marketers in their social media advertisements. They collected data through interviews of eight marketers and then used qualitative method to conduct the analysis. Findings revealed that the strategies used by the marketers of dietary supplement products include constant advertising to stay in the minds of the target consumers, releasing crucial information about the products to make the audience understand the health benefits of consuming the products, and using visuals that can attract and retain the attention of the audience. The study concluded that marketers adopted the strategies to push their products into the market. Nevertheless, it did not specify the terms the marketers used to persuade their audience or the rhetorical appeals they made in the process.

Tripathi et al. (2022) also examined the persuasive strategies in dietary supplement advertisement but they specifically focused on how health influencers encourage their audience to consume protein supplements. They qualitatively analysed sixty protein supplement marketing videos to reveal that the advertisers persuaded their audience by revealing the quality and genuineness of their products, making the audience curious about the health benefits, and keeping them engaged. The study concluded that the advertisers used their persuasive devices to manipulate their audience behaviours by making them click and view their advertisement videos. However, it did not conduct its analysis through the lens of Aristotelian rhetoric.

Briciu et al. (2024) explored the marketing strategies used in online dietary supplement advertisements in Romania but they used secondary data collected from related scholarly articles. Nevertheless, their study revealed that online advertisers of these products use tactics that ensure the visibility of their companies and products. The study concluded that online marketing provides the product manufacturers with the tool to create visibility.

In a study that explored the strategies used in marketing children's food on television, Jenkin et al. (2014) examined thirty-eight scholarly articles to reveal that the persuasive strategies used by the advertisers include promising good nutritional values, good tastes, health benefits, and premium offers to the audience as well as using good promotional characters to attract the attention of their target audience. The study concluded that such advertisements help in monitoring the products offered in the market for children. Nevertheless, since the study was not anchored on Aristotelian Rhetoric, it did not identify the appeals the advertisements made.

2.4 Theoretical Framework

This study adopts the Aristotelian Rhetoric Theory as its theoretical framework. The theory of rhetoric was first propounded by Aristotle (Torto, 2020; Doan, 2017). It is uncertain when this theory was propounded but it is believed to be around c. 3rd century BC (Murthy & Gosal, 2016; Doan, 2017). However, the theory is still relevant in current research because it captures and explains the linguistic strategies used by speakers to achieve persuasion in public communication.

This theory postulates that persuasion can be achieved in public communication when three rhetorical devices or appeals are applied. Among these devices is **ethos**, which achieves persuasion by mentioning the speaker's credibility or qualification (Torto, 2020). This device is strategically used to build listeners' confidence by disclosing, directly or indirectly, the speaker's integrity, competence, reliability, and, above all, credibility (Torto, 2020; Doan, 2017). **Pathos**, the second rhetorical appeal, evokes the audience emotions in order to influence them to carry out certain actions, accept certain ideology, or behave in a certain way (Torto, 2020; Murthy & Gosal, 2016). It places the audience in the right state of mind that can enable persuasion (Torto, 2020). When the speaker elicits positive emotions, the listeners will tend to accept the delivered information, and when the reverse is the case, the audience will be repelled by the object under discussion (Torto, 2020). The third persuasive appeal, **logos**, uses logic or argument as its persuasive strategy (Torto, 2020; Doan, 2017; Murthy & Gosal, 2016). In this case, the speaker attempts to persuade his listeners by citing authorities, providing facts and figures, giving examples, and providing proofs to make a strong argument. The message is, therefore, able to persuade the audience without drawing attention to the manufacturer or attempting to influence the emotional state of the audience.

The Aristotelian Rhetorical theory provides the theoretical perspective for identifying, studying, and categorising the rhetorical appeals present in the studied advertisements. These appeals account for the persuasive strategies the advertisers used to evoke trusts and influence sales and consumption of the advertised supplements.

3.0 Methodology

The data for this study were purposively collected from YouTube, where four dietary supplement advertisement videos were posted by four different companies on weight loss products, which are believed to concern every member of the public, irrespective of age, gender, culture, or class. The four different companies are Forever Living, Neolife, Tiens, and Longrich. These companies were selected because their products are massively demanded and consumed in Nigeria.

The videos used as the study samples were downloaded from the YouTube channels of the respective companies. The audios of the videos were transcribed manually to turn them into textual

forms, which helped in analysing the advertisements to determine the trust stirring strategies they contain. During the transcription, the rise and fall of the speakers' intonations helped in determining the expressions that were statements, questions, and imperatives. The intonations and pauses also helped in assigning punctuations, such as comma, question mark, and full stop, to the texts. However, some sentence fillers, especially non-lexical fillers (such as *umm*, *aaaarr*, and *uhh*), laughter, music, stuttering, and repetitions were not captured during transcription because the focus of the study is on the use of language to achieve persuasion in concerned advertisements.

Data were presented in tables and analysed qualitatively to identify, categorise, and describe the rhetorical appeals found in the advertisements. The analysis was based on Aristotle's theoretical perspectives of rhetorical strategies: ethos, pathos, and logos in the advertisements.

4.0 Data Presentation and Analysis

The analysis of the collected data is segmented into four major sections to capture the study of the appeals used by different companies. Hence, it is broadly divided into Forever Living, NeoLife, Tiens, and Longrich. Furthermore, the data are presented in tables to identify the Aristotelian rhetorical appeals found in the studied advertisements.

Rhetorical Appeals in Forever Living

Table presents the rhetorical appeals found in the advertisement of Forever Living Products.

Table 1: Rhetorical Appeal in Forever Living

s/n	Excerpt	Rhetorical Appeal	Target Audience	Analysis
1.	The C9 programme does the planning for you.	Ethos	Viewers that need meal planning for weight loss	Reveals the reliability of the weight loss programme by showing what it can do
2.	Forever Lite Ultra has the right balance of macronutrients, carbohydrates, fats, and proteins	Ethos	Viewers that need nutritional supplements	Provides the nutritional values of the product to show its reliability
3.	It's the perfect shake when you are watching your calorie intake and has all the vital elements that are essential when you're following the C9 programme.	Ethos	Viewers on dieting	Reveals the reliability of the product when used in tandem with a dieting programme
4.	The Forever Fibre contains five grams of fibre and can be added to any beverage to ensure that you get your daily intake.	Ethos	Viewers in need of fibres	Shows efficiency of the product by showing how to use it and providing its contents
5.	Forever Therm contains a special combination of vitamins, including B6 and B12, which contribute to the reduction in tiredness and fatigue, and Vitamin C, which also contributes to the normal energy yielding	Logos	Viewers in need of multivitamins	Shows proofs that the product is reliable for handling the identified health conditions

6.	metabolism. Forever Garcinia Plus contains chromium and this contributes to normal macronutrient metabolism and the maintenance of normal blood glucose levels.	Logos	Viewers managing blood glucose conditions	Shows proof the product's contents that can be used to manage the health condition
7.	We all have lifestyle and weight loss goals, but life sometimes gets in the way.	Pathos	Viewers on lifestyles change and weight loss goals	Evokes frustration over failed weight loss goals

Rhetorical Appeals in NeoLife

Table 2 presents the rhetorical appeals in the advertisement of NeoLife Products, the sentences used to achieve the appeals, the target audience, and the purpose of the appeals.

Table 2: Rhetorical Appeals in NeoLife

s/n	Excerpt	Rhetorical Appeal	Target Audience	Analysis
1.	Neolife has taken the guesswork out of supplementation and designed our health packs for everybody and every budget.	Ethos	All the viewers	Shows the qualification of the company to provide healthy products for everyone
2.	The weight loss pack, designed to help you lose weight the healthy way.	Ethos	For everyone that needs to lose weight	Shows that the company is trustworthy because its products are healthy
3.	All Neolife products are designed and backed by a scientific advisory board of world-renowned scientists, doctors, and nutrition experts, and undergo rigorous testing to ensure safety, efficacy, and the superior quality we've been delivering for over 60 years.	Ethos	All the viewers	The excerpt shows that the company is trustworthy because its products are approved and tested by credible authorities
4.	Neolife products use only GMO free ingredients.	Ethos	To all viewers	Shows the safety of the company's products by stating that they do not use genetically modified organisms
5.	Tre-en-en provides phytolipids and phytosterols from whole grains.	Ethos	To viewers in need of the compounds	show the reliability of the product by mentioning their nutritional benefits
6.	Now, that's some power packed goodness.	Pathos	All the viewers	Evokes hope and excitement by stating what the products can do for the consumers
7	Tre-en-en ... was proven in a study conducted at Texas A.M.	Logos	To viewers that will need the product	Proves the efficiency of the product by

8.	University to increase nutrient utilisation efficiency by up to 50 percent. Carotenoid Complex provides a broad spectrum of colourful fruits and vegetables that was proven by USDA researchers to boost immune capacity by 37 percent in just 20 days.	Logos	To viewers that need the product	stating that it has been tested in empirical study Proves the efficiency of the product by stating facts about its health benefits
9.	Salmon Oil Plus ... was clinically proven to lower inflammatory index by 68 percent.	Logos	To viewers that need the product	Proves the efficiency of the product by stating the result of its clinical test

Rhetorical Appeals in Tiens

Table 3 presents excerpts used to achieve rhetorical strategies in Tiens' advertisement and the appeals they constructed.

Table 3: Rhetorical Appeals in Tiens

s/n	Excerpt	Rhetorical Appeal	Target Audience	Purpose
1.	Tiens has harnessed its knowledge of over 5,000 years of traditional Chinese medicine to formulate a tea with extraordinary properties in order to help prevent overweight and obesity.	Ethos	Adult viewers struggling with weight gain	Shows the company has the ability to provide good products because it uses tested formula
2.	Tiens Slimming Tea, a pure Wonder of nature, is the healthy way to lose weight.	Ethos	Viewers in need of weight loss products	Shows that the product should be trusted because it is made from nature
3.	It is recommended for overweight people, who would like to lose a few pounds, those who suffer from constipation and digestion problems, those who have a high fat diet and high blood lipid levels.	Ethos	Viewers with the identified health situations	Shows what the product can do to reveal its reliability
4.	Tiens Slimming Tea dissipates heat and moisture from the body, detoxifies, refreshes the blood, and keeps the body temperature at a proper level.	Ethos	Viewers in need of products that can offer such benefits	Shows what the products can be used for to reveal its reliability
5.	It relieves constipation, disrupts fat absorption, reduces blood fats, facilitates digestion and blood circulation.	Ethos	Viewers passing through the identified conditions	Shows what the product is capable of
6.	Overweight and obesity are defined as an abnormal or excessive accumulation of fat that can be detrimental to health.	Pathos	Viewers battling or related to those battling overweight	Evokes fear and anxiety by stating the danger of overweight
7.	They are risk factors for chronic diseases, including cardiovascular diseases, diabetes,	Pathos	Viewers battling or related to those battling overweight	Evokes fear and anxiety by stating the risk of

	musculoskeletal disorders, and some cancers.			overweight
8.	The bad news, according to the World Health Organization, is that the rate of overweight and obesity will increase in the coming years due to the lifestyle and diet imposed on us by our ever modernising environment.	Pathos	Viewers battling or related to those battling overweight	Evokes despair by stating that people's lifestyles and diet cause their overweight
9.	According to the World Health Organization, at least 2.8 million people die every year as a result of overweight and obesity.	Logos	Viewers battling or related to those battling overweight	Provides statistical figures from a reliable source to prove the danger of overweight

Rhetorical Appeals in Longrich

The rhetorical appeals found in Longrich advertisement and the sentences used to achieve them are presented and analysed on table 4.

Table 4: Rhetorical Appeals in Longrich

s/n	Excerpt	Rhetorical Appeal	Target Audience	Purpose
1	All three are caffeine free, no side effects.	Ethos	Those avoiding caffeine	Shows the safety of the products
2	The Green Tea, Xinchang Tea, helps in bowel movement and weight management.	Ethos	Viewers in need of products for bowel movement	Shows what the products are designed to do
3	Brown Tea, Tianjang Tea, helps lower blood sugar for diabetic patients.	Ethos	Viewers managing diabetes	Reveals the credentials of the products by showing what they do
4	This sliming tea helps to burn fat fast.	Ethos	Viewers in need of weight loss products	Shows the reliability of the product by showing what it does
5	Washes away toxins in the kidney, release congestion of the respiratory system, including the nose, the throat and aids breathing issues.	Ethos	Viewers facing identified health conditions	States what the product does to show its effectiveness
6	Ladies love this tea.	Pathos	Women	Evokes love for the product and the desire to use it

Discussion

The analysis of the data collected for this study show that dietary supplement advertisements employ the three rhetorical appeals identified by Aristotle. This finding aligns with the postulation of Aristotelian Rhetoric, which states that persuasive communications use these appeals as strategies to influence the audience decision (Torto, 2020; Doan, 2017; Murthy & Gosal, 2016). This is to say that the studied advertisements achieved persuasion by showing credibility of the products and its manufacturers (ethos), influencing emotions of the audience (pathos), and using logic to build strong argument (logos).

However, the study observes that ethos is the predominantly used appeal in the advertisements. From the analysis of collected data, it was observed that at least five sentences were

used in each of the advertisements to express the credibility of manufacturers and the reliability of the advertised products. Considering that advertisements help manufacturers to establish a cordial relationship with their viewers and customers, the predominant use of ethos shows that the device plays a major role in stirring and evoking viewer's trust. This discovery aligns with the argument of scholars, such as Popova et al. (2019), Assadi and Oleysker (2006), and Paliszkiewicz and Klepacki (2013), who posit that advertisements can establish trusts if they create a positive image of the concerned product. However, Assadi and Oleysker (2006) disclose that such advertisements should be able to present the manufacturers' reliability, competency, honesty, and benevolence. These features were achieved in the advertisements through the use of ethos.

But then, unlike the views of other scholars, it is observed that the use of pathos and logos in the studied advertisements also contributed in influencing the viewers to trust the manufacturers and their products. For example, pathos in Neolife and Longrich advertisements, though used to arouse emotions, were also used to present the companies' reliability and fame while Tiens and Forever Living used the device to elicit emotions that can make their viewers perceive the advertised products as the solution to their problems. Furthermore, logos in the Neolife advertisement was used to argue about the product's reliability and effectiveness. The advertiser used the device to provide evidence that the advertised products should be trusted. Based on these, it is obvious that the three rhetorical devices can be used to establish and strengthen trusts with advertisements.

Conclusion

Advertisements are forms of communication that help business owners and manufacturers create awareness of their goods and services. But in addition to creating awareness, this communication pattern is used to persuade audience and influence their behaviours and attitudes towards the advertised products. For most advertisements to succeed, language is used strategically as a tool for persuasion. This is because, with language, an advertiser can easily create words that show the manufacturer's trustworthiness. Creating trust through advertisements can attract and induce sales.

The persuasive nature of advertisements is directly the perception, acceptance, and consumption of food supplements. From the findings of this study, it was observed that dietary supplement advertisements attract high patronage because of they use rhetorical appeals – ethos, pathos, and logos – to present the advertised products as reliable, safe, and effective. The appeals also played a crucial role in portraying the manufacturers of the supplements as honest, benevolent, and competent. These impressions can cause the viewers to consume the products because they believe the advertisements give them honest information.

Recommendations

Based on the findings of this study, the following recommendations are made:

1. Dietary supplement advertisers should balance the use of the three appeals in their advertisements to enable their audience identify the effectiveness (or not) of their products.
2. Dietary supplement advertisements should be censored to prevent spread of misinformation and incomplete information.
3. Dietary supplement consumers should seek medical advice from licensed health officers before consuming any related products they discovered through online advertisements.

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Appendix

Links to Advertisement Videos

- Forever Living Products. (2020, May 11). Learn more about Forever C9. <https://www.youtube.com/watch?v=M10BRhV00Fg>.
- Longrich Global. (2020, Oct 25). Weight loss teas. <https://www.youtube.com/watch?v=DR3Q-iVjp3w>.
- NeoLife. (2021, Jan 20). Weight loss solution. <https://www.youtube.com/watch?v=owT0Ek4gwnU&t=28s>.
- Tiens Nigeria. (2023, Dec 22) Best weight management (Tiens slimming tea). <https://www.youtube.com/watch?v=8GrT4XfX6X8&t=85s>.